

COMMUNICATION STUDIES II

Section Moderator: Dr. Mary Vaughn
Room: Wheeler Humanities Building 312B
Time: 7:00 – 8:00 PM

7:00 – 7:20

“Your Smiley Emoticon Says It All: Modality Switching in Relationships from Face-to-Face to Computer-Mediated Communication”

Tyler G. Howell
Faculty Advisor: Dr. Mary Vaughn

Flooded with technological advances, the world is shrinking drastically. New mediums for business are becoming commonplace such as video conferencing, text messaging, email and cell phones capable of global interaction. These very same mediums are being maximized by individuals in interpersonal relationships to help reduce the strains of long distance relationships.

This study looks at the positives and negatives of modality switching on interpersonal relationships. Modality switching is the process of moving from one mode of communication to another. Through qualitative interviews, this study examines a number of relationships that began using face-to-face (FtF) communication and switched to using computer-mediated communication (CMC). While there are a number of negative aspects to CMC, including the loss of physical intimacy, many of the participants found strategies that enabled them to use CMC to maintain a certain level of intimacy with their partner and help reduce the stresses of being apart.

7:20 – 7:40

“Strategic Presentation of Self on Facebook”

Tessa M. Reyes
Faculty Advisor: Dr. Mary Vaughn

With its ability to connect users around the globe, Facebook users are signing up and signing on because of this extreme craze to represent the self. By joining Facebook, users subject themselves to the complexities of self-presentation through a text-based medium. Through the studies of previous researchers in computer-mediated communication, this paper explores what goes on behind the scenes as users create their Facebook profile. The following questions guided my research: In what ways are people strategic in presenting themselves on Facebook? How do people perceive strategic presentation of self on Facebook? After conducting a qualitative analysis of forty Facebook profiles and thirty-nine questionnaires, I found users engage in strategic self-presentation by managing what information they choose to disclose, incorporating humor in what they post, and the profile picture selection process.

7:40 – 8:00

“Parents on Facebook: A Family Dilemma?”

Anastasia L. Timaeus

Faculty Advisor: Dr. Mary Vaughn

Facebook is a social networking website that connects millions of people worldwide. The largest audience for this website is high school and college students. The site allows users to create profiles and consciously construct their identities by disclosing information about their activities, interests, favorite books and movies, religious affiliation, relationship status, etc. The site also allows users to keep in touch with friends, family, and co-workers by enabling them to comment on each other’s profiles and send personal messages. Each user determines the privacy of their profile individually.

This study examined how students and parents react when a parent joins the Facebook community. The presence of a parent may inhibit or change the child’s use of Facebook. The responses to the presence of the parent on Facebook were viewed through the communication theories of identity management, social penetration theory, privacy management theory, and self-disclosure.

The researcher interviewed parents via email and surveyed students to explore (1) the function Facebook served for parents, (2) the child’s response to their parent’s involvement in the Facebook community, and (3) how parents and children have explicitly or implicitly managed privacy boundaries. The study found conflicting opinions with regard to the first research question, two themes with regard to the second research question, and three themes with regard to the third research question.