The Impact of Texting on Social Interaction

Chelsea Lee
San José State University
Introduction

- Despite the ease of texting, it can interfere with the social skills needed to build relationships in the personal and corporate world.


Introduction

- Four Hypotheses
  - More comfortable texting than voicemail
  - Include minimal information
  - Higher preference for texting than voicemail
  - Texting is used to avoid making uncomfortable phone calls
Method

- Convenience sample of 20 undergraduate college students
- Participants read a short vignette
- Task: Deliver message of disinterest
  - Two counterbalanced conditions across participants:
    - Text
    - Voicemail
Method

- Given questionnaire about:
  - Comfort level after each condition
  - Amount of information included
  - Preference
  - Avoidance
  - Gender
  - Age
Results: Comfort Level

Comfort Level of Text vs. Voicemail

<table>
<thead>
<tr>
<th>Form of Communication</th>
<th>Very Comfortable</th>
<th>Very Uncomfortable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text</td>
<td>2.15</td>
<td></td>
</tr>
<tr>
<td>Voicemail</td>
<td></td>
<td>4.2</td>
</tr>
</tbody>
</table>
Results: Amount of Information

Amount of Information Given over Text versus Voicemail

Form of Communication

<table>
<thead>
<tr>
<th>Form of Communication</th>
<th>Amount of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text</td>
<td>0.35</td>
</tr>
<tr>
<td>Voicemail</td>
<td>0.3</td>
</tr>
</tbody>
</table>
Results: Preference

<table>
<thead>
<tr>
<th>Text</th>
<th>Voicemail</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>6</td>
</tr>
</tbody>
</table>

Preference among Men versus Women

- Men: 56%
- Women: 10%
Results: Avoidance

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>44%</td>
<td>20%</td>
</tr>
<tr>
<td>Women</td>
<td>20%</td>
<td>80%</td>
</tr>
</tbody>
</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>13</td>
</tr>
<tr>
<td>Women</td>
<td>6</td>
</tr>
</tbody>
</table>
Limitations

- Small Sample Size
- Demand Characteristics
- Reactivity
- The Manipulation
Conclusions

- These findings add to the growing research on the effects of texting on human behavior.
- Further research is needed to prevent the younger generations from the addiction to texting and its harmful effects on social interaction.
References


Questions?

Thank you!