

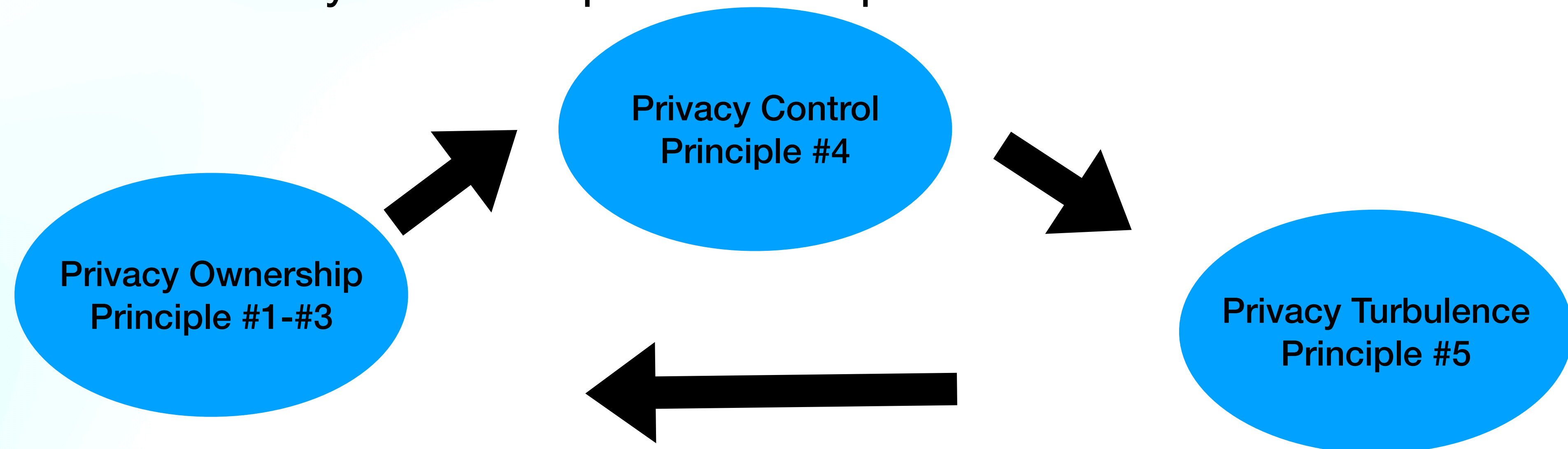
Week 6: Communication Management Privacy + Media Multiplexity Theory

***COMM 2100 Introduction to Comm Theory
SI Session***

kristen (Jing) Zhang

Communication Management Privacy Theory

- Not about self-disclosure, but about disclosure of private information.
- Privacy: “the feeling that one has the right to own private information.” (p. 153)
- You set the boundary between private and public information!



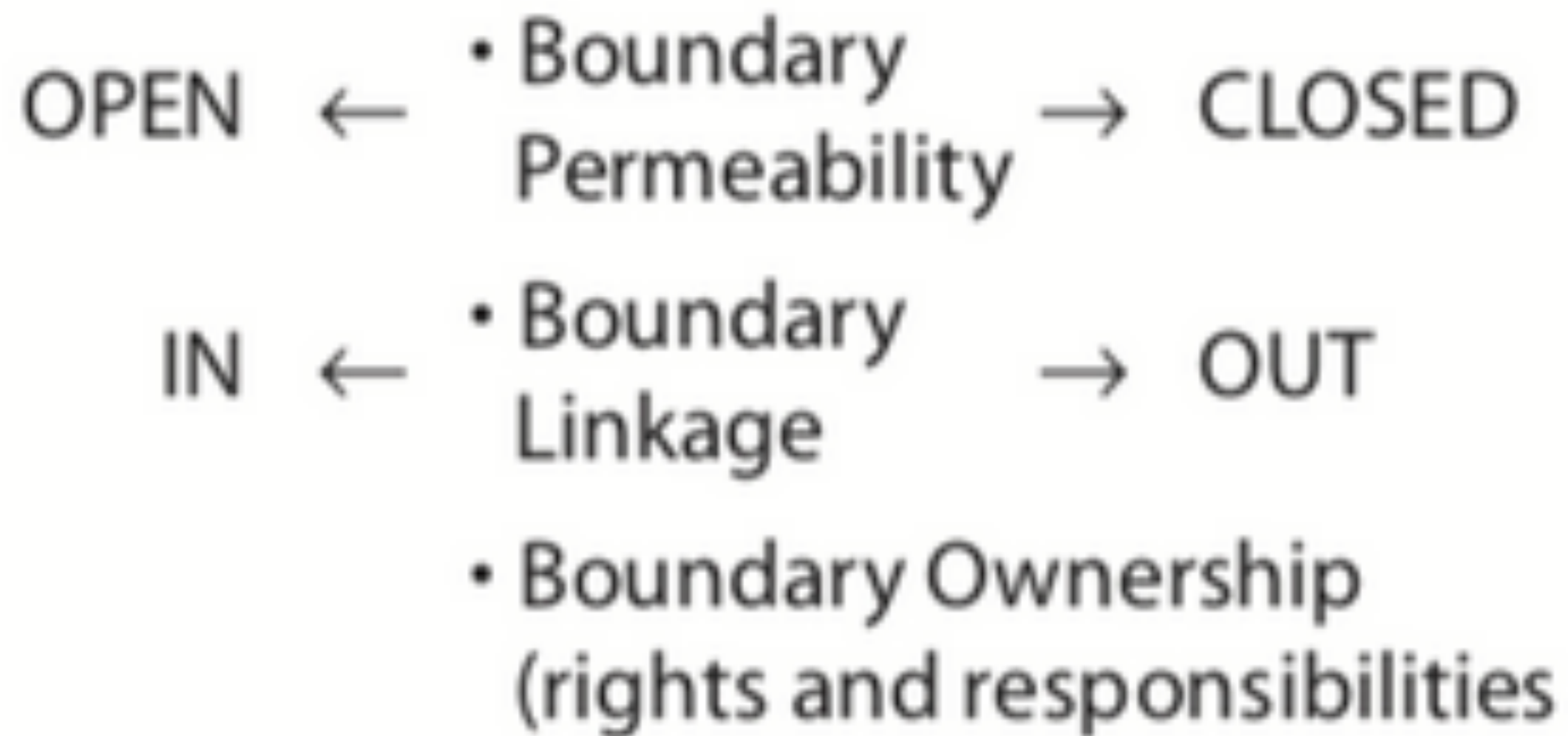
Privacy Ownership - Principle #1-#3

- Principle #1: Ownership and control of private information:
 - We set the boundaries and the boundaries can range from porous filters to thick barriers.
- Principle #2: We set rules to conceal or reveal our private information.
 - The factors that will influence rules: culture, gender, motivation, risk-benefit ratio, and context.
- Principle #3: Disclosure creates a confidant and co-owner.
 - All of the co-owners were responsible for the information.
- What strategies did you take to protect your privacy?
- If you tell your friend your secret, what would you expect him/her to do?

Privacy Control: Principle #4

Co-owners negotiate agreeable privacy rules about telling others.

- Negotiations focus on three dimensions:



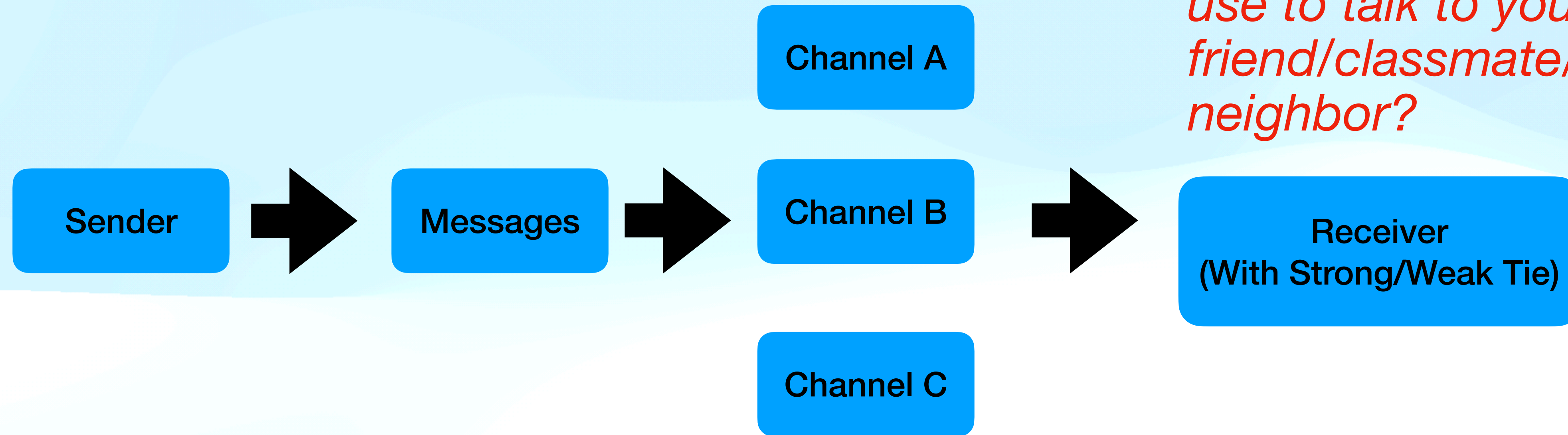
Privacy Turbulence: Principle #5

- Boundary turbulence: “disruption of privacy management and relational trust that occurs when collective privacy boundaries aren’t synchronized.” (p. 160)

Media Multiplexity Theory

Which channel? Which tie?

Q: Can you use this model to tell me which channel(s) you use to talk to your family/ friend/classmate/professor/ neighbor?



- Weak Tie: A relationship involving a small investment of time and emotional energy, acquaintance.
- Strong Tie: A relationship involving a large investment of time and emotional energy, like a very close friend.

Proposition #1

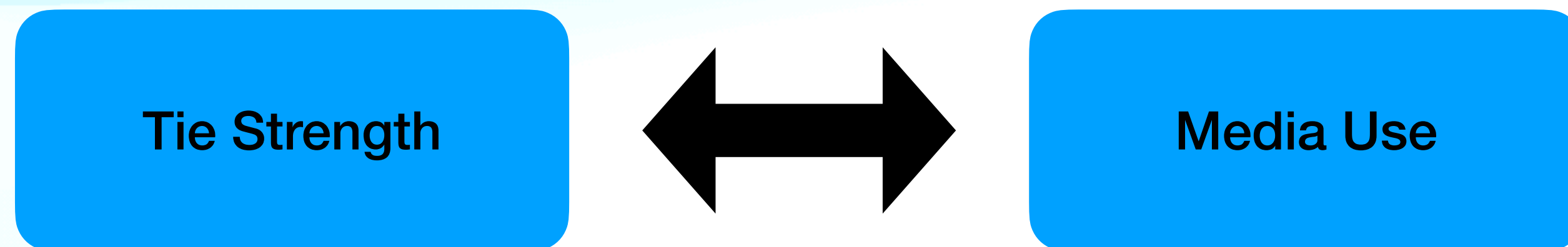
The strength is positively associated with media multiplexity

- Media multiplexity: Strong-tied pairs use more media to sustain their relationships than do weakly-tied pairs.
- Q: Recall our question on the last page, how many channels do you use to communicate with your family/neighbor?

Proposition #2 #3

**Communication content differs by tie strength, not by medium.
The tie strength and media use cause one another over time.**

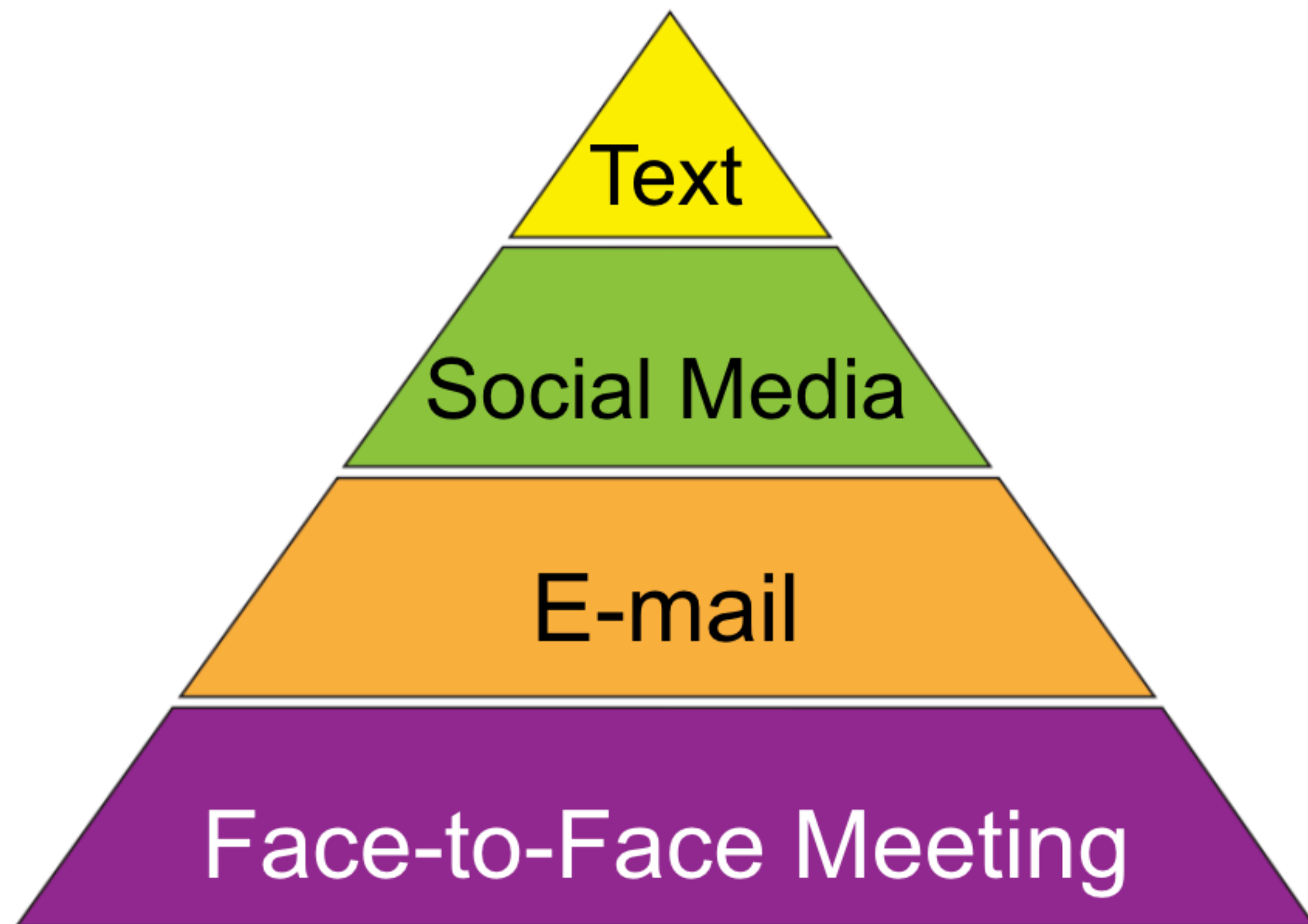
- Critique: Medium or message?
-



Proposition #4 #5

Changes in the media landscape particularly influence weak ties.
Groups have hierarchies of media use expectations.

- Do you agree with this model?



Test Preparation

Interpersonal Communication

Interpersonal Messages

Relationship Development

Relationship Maintenance

Beginning Stage

Symbolic Interaction Theory

Expectancy Violation Theory

Social Penetration Theory

Uncertainty Reduction Theory

Social Information Processing Theory

Relational Dialectics Theory

Communication Privacy Management Theory

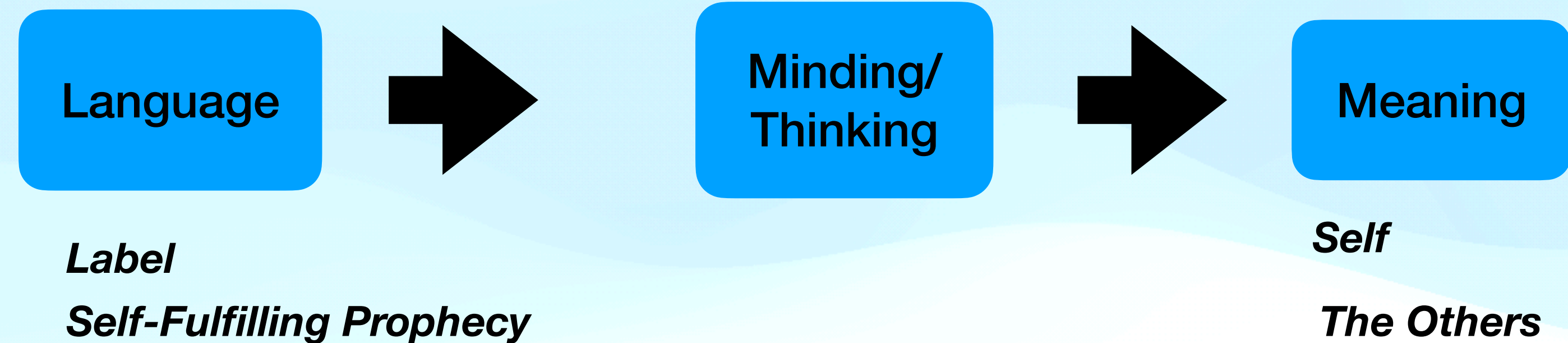
Media Multiplexity Theory

* Red means leaning toward interpretive theories. Blue means leaning toward objective theories.

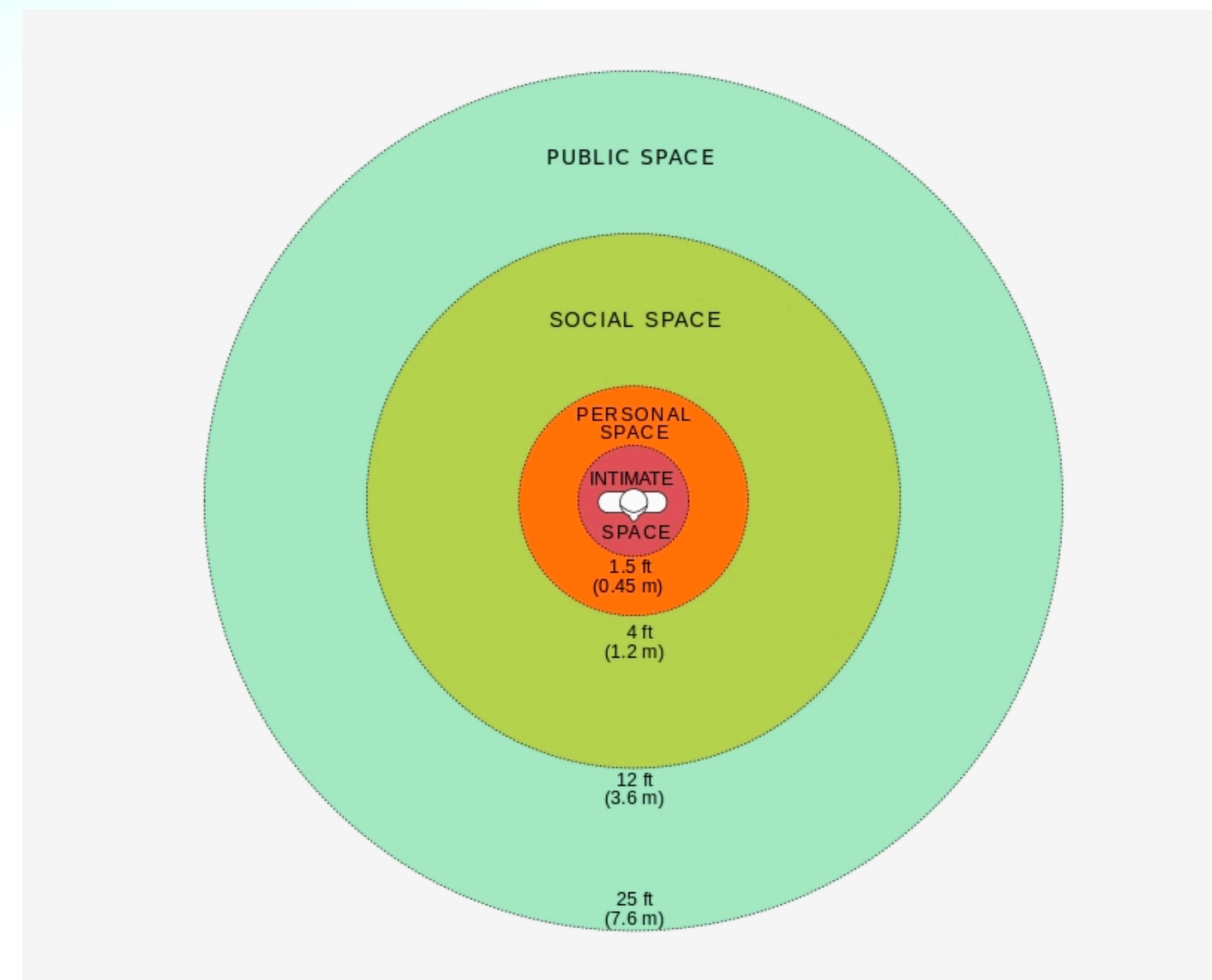
Interpersonal Messages - Beginning Stage

Symbolic Interaction Theory vs. Expectancy Violation Theory

Symbolic Interaction Theory



Expectancy Violation Theory



With the positive/negative expectations, we changed our personal space!

Relationship Development

Social Penetration, Uncertainty Reduction, Social Information Processing

Personality structure - onion

Closeness based on outcome: = rewards - costs

Social Penetration Theory

We developed our relationship as we peeled off our "onion".

Uncertainty Reduction Theory

We developed our relationship as we reduced uncertainty.

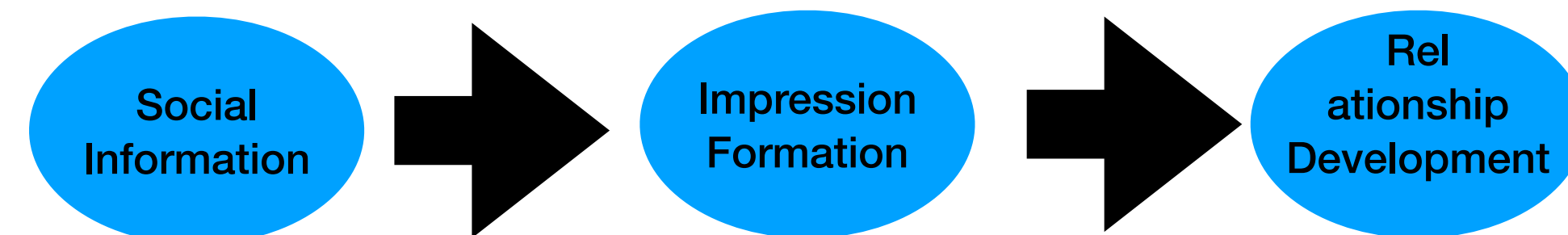
Social Information Processing Theory

We can have the same relationship online! Even better!

8 Axioms & 28 Theorems

| | Verbal | Nonverbal | Info seeking | Disclosure | Reciprocity | Similarity | Liking |
|--------------|--------|-----------|--------------|------------|-------------|------------|--------|
| Verbal | | + | - | + | - | + | + |
| Nonverbal | + | | - | + | - | + | + |
| Info seeking | - | - | | - | + | - | - |
| Disclosure | + | + | - | | - | + | + |
| Reciprocity | - | - | + | - | | - | - |
| Similarity | + | + | - | + | - | | + |
| Liking | + | + | - | + | - | - | |

| relationship outcome | >CLalt | <CLalt |
|----------------------|----------------|-----------------|
| >CL | Happy&Stay | Happy & Leave |
| <CL | Unhappy & Stay | Unhappy & Leave |



- Verbal cues replace non-verbal cues.
- Extended time.
- Hyper-personal Model.

Relationship Maintenance

Relational Dialectics, Communication Privacy Management, Media Multiplexity

Relational Dialectics Theory

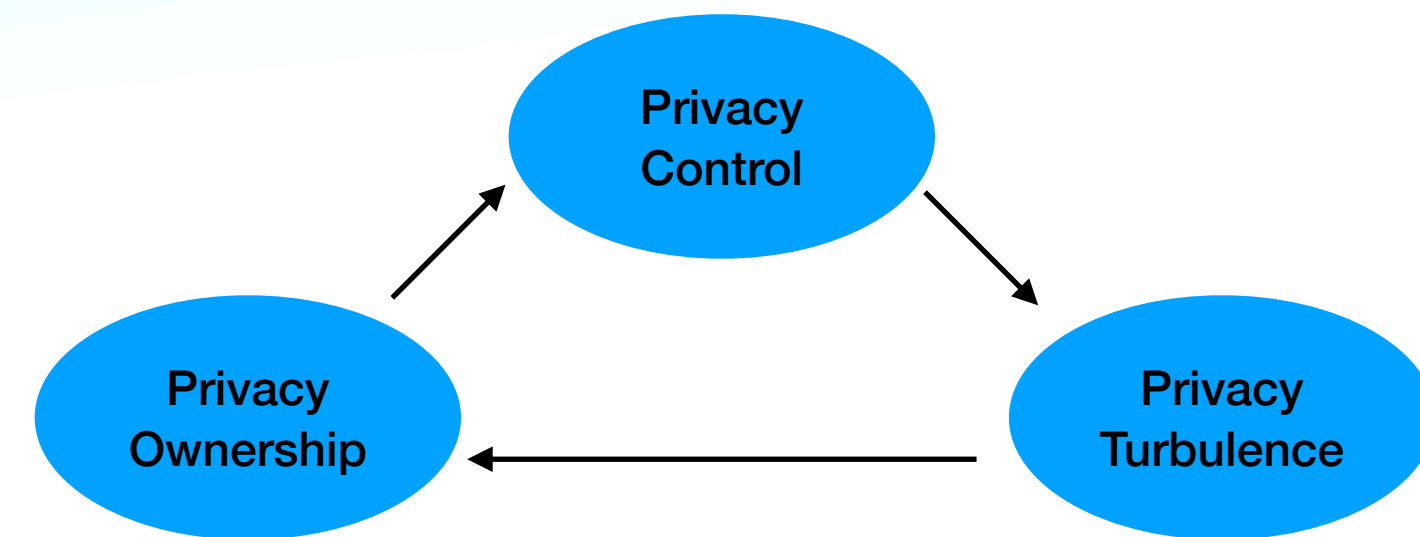
During relationship maintenance, we have struggles and relational dialectics.

Tension is everywhere! We have constitutive dialogues!



Communication Privacy Management Theory

During relationship maintenance, we need to negotiate on privacy.



Media Multiplexity Theory

During relationship maintenance, we use different mediums to sustain different strengths of relationships.

Strong ties vs. Weak ties

Thank you!
See you next week!