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Spring 2016

## Research Methods

Leah C. Morris

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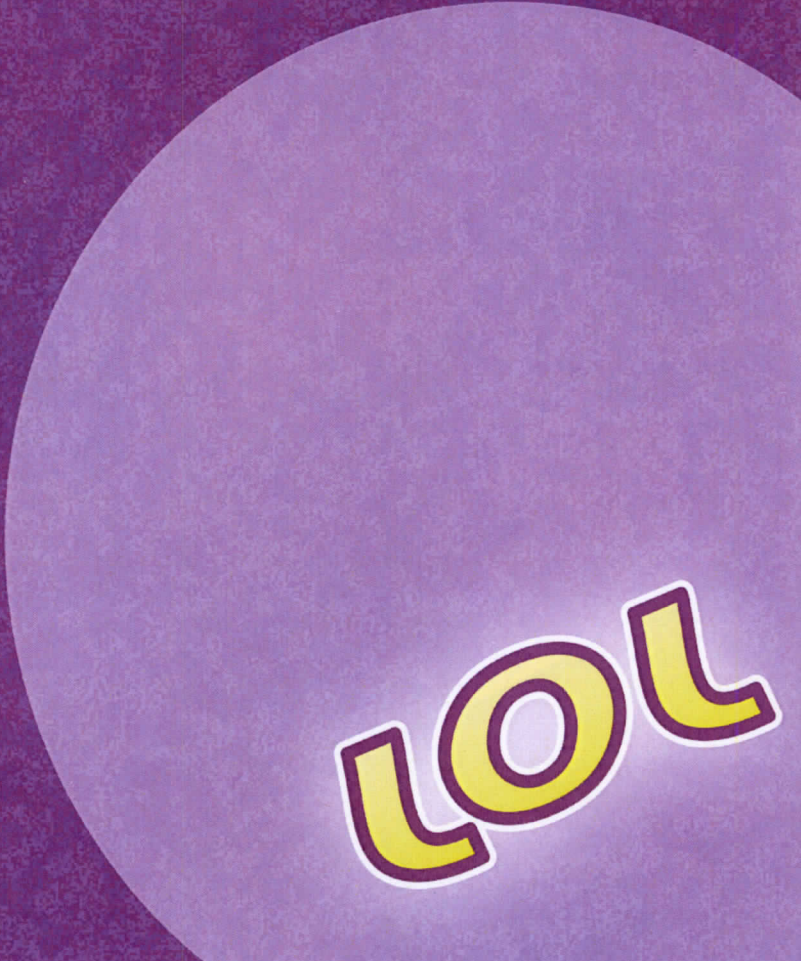
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# RESEARCH METHODS

THE JOURNEY OF  
WRITING A LIT REVIEW

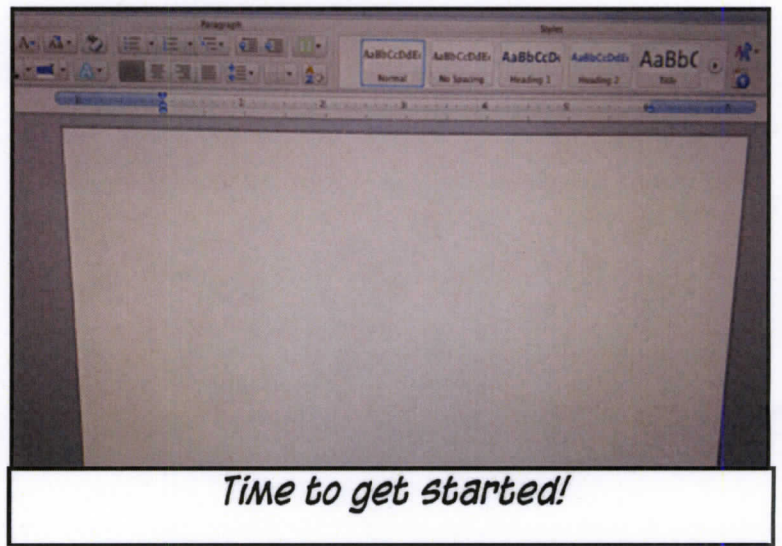
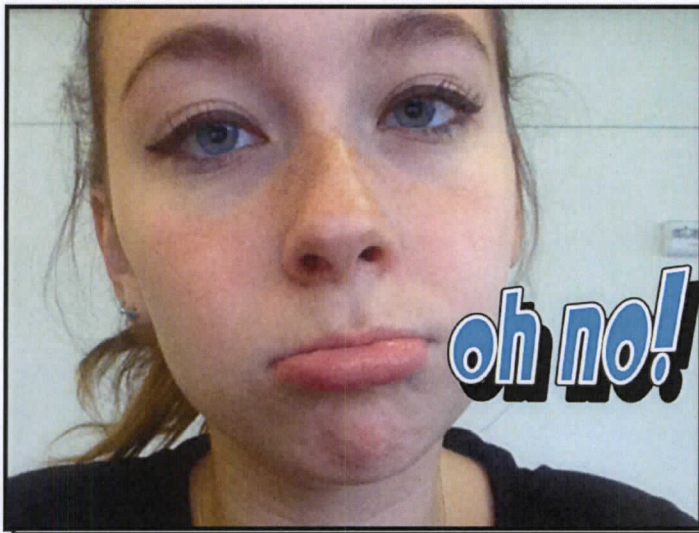
BY: LEAH MORRIS

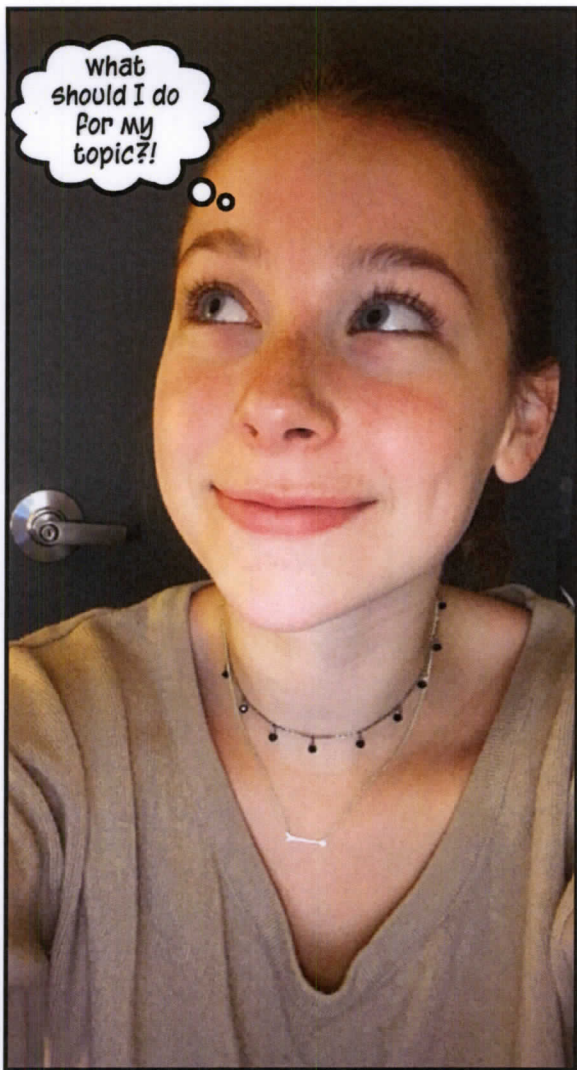


LOL

# THE ADVENTURES OF CMST 204!

By: Leah Morris





I've had so many great memories in Pi phi

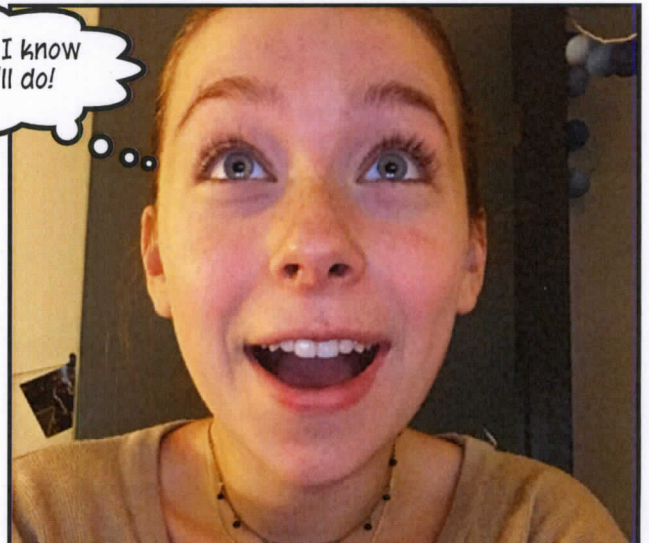


Here are just a few...



Lipsync...

That's it! I know what I'll do!



Time to start researching my topic!

EBSCOhost

Searching: **Communication & Mass Media Complete** Choose Databases

communication in sororities **Select a Field (optional)**

AND **Select a Field (optional)**

AND **Select a Field (optional)**

Basic Search Advanced Search Search History

---

**Refine Results**

Current Search

SmartText Searching:  
communication in sororities

Limiters  
Scholarly (Peer Reviewed) Journals

**Search Results: 1 - 8 of 8**

1. **Do Sororities Promote Members' Regarding Weight and Appearance.**

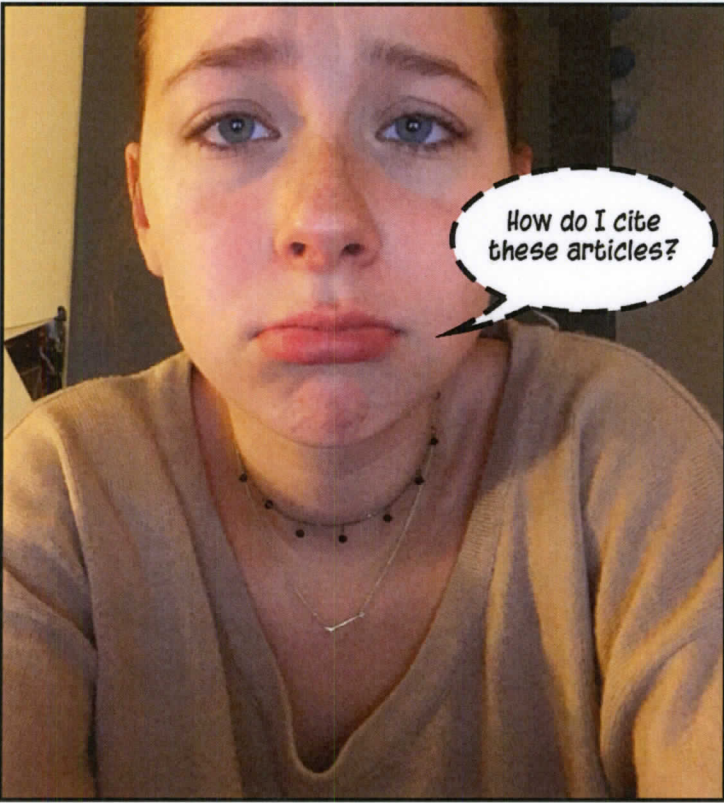
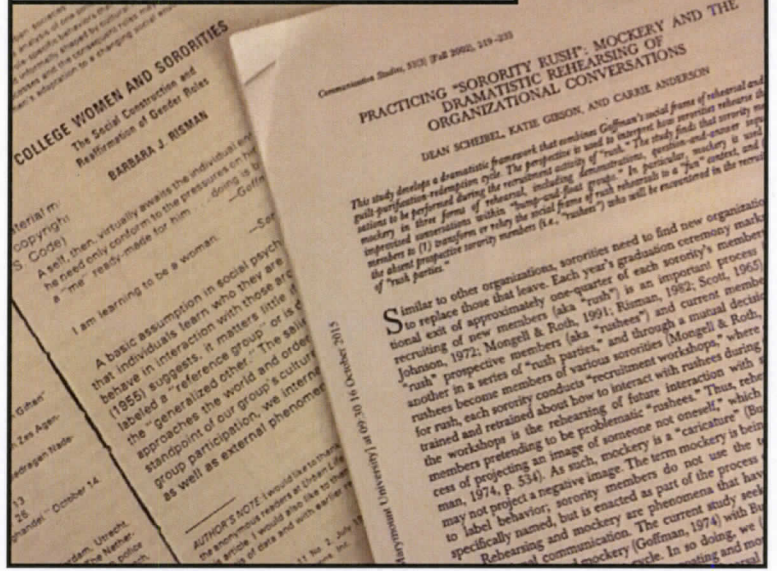
By: Reno, Jenna E.; McNamee, Lacy  
10.1080/10410236.2013.863702.

Subjects: COMMUNICATION in orga GROUP identity; WOMEN college stu COLLEGE students; DIET; EXERCISE

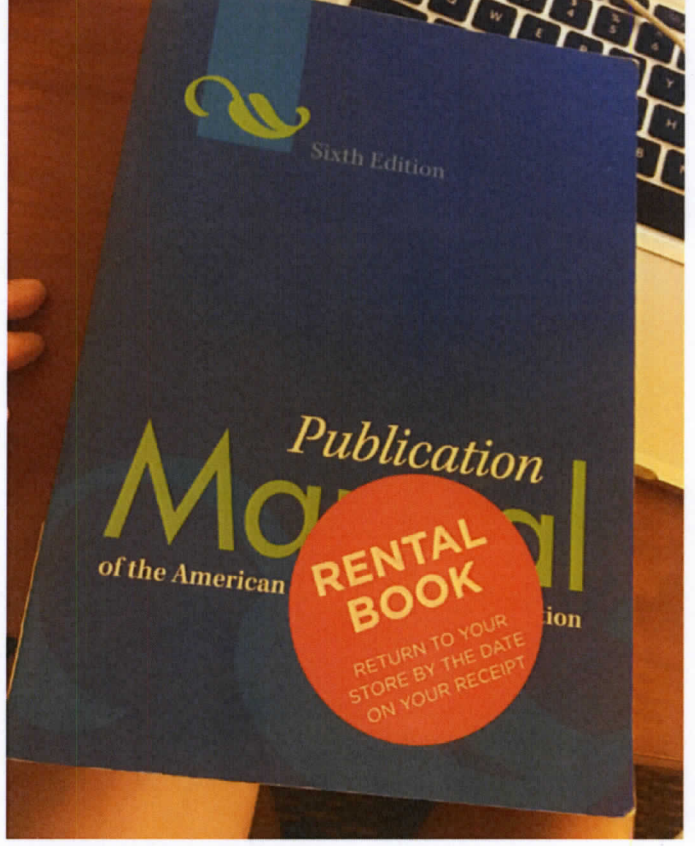
Cited References: (67)

[Find Full Text Online](#) [Catalog Rec](#)

and gather some articles..



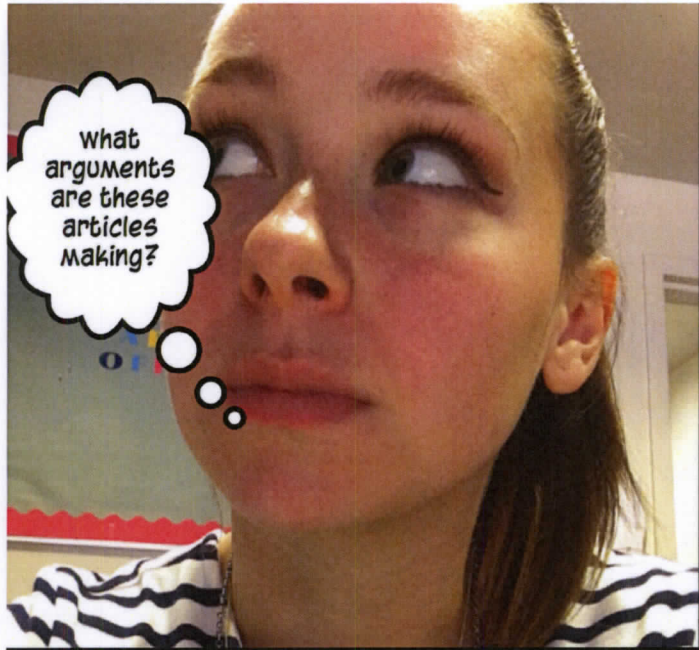
I'll look in my APA manual!



There we go...

**Annotated Bibliography**

Baruh, L., Chisik, Y., Bisson, C., & Şenova, B. (2014). When sharing less means more: How gender moderates the impact of quantity of information shared in a social network profile on profile viewers' intentions about socialization. *Communication Research Reports*, 31(3), 244-251.



I'll refer to my CMST 204 workbook to find out...

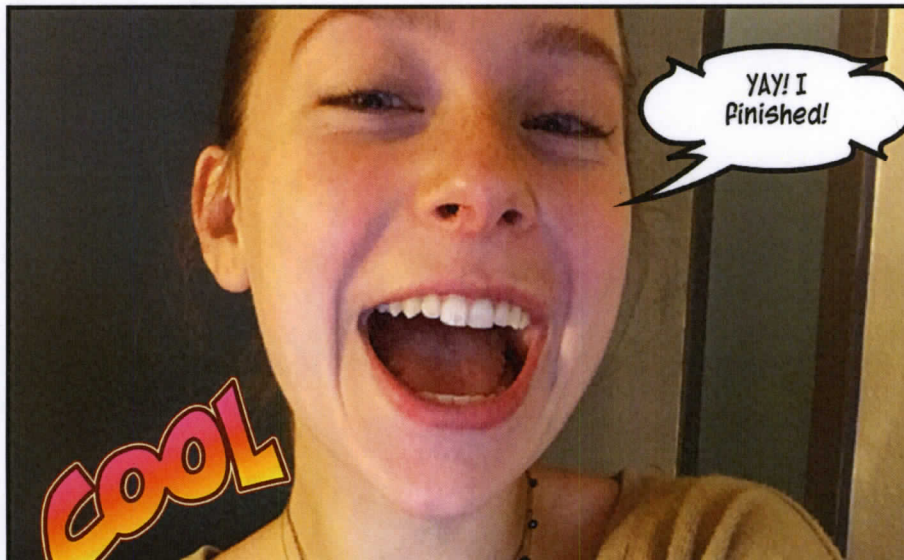
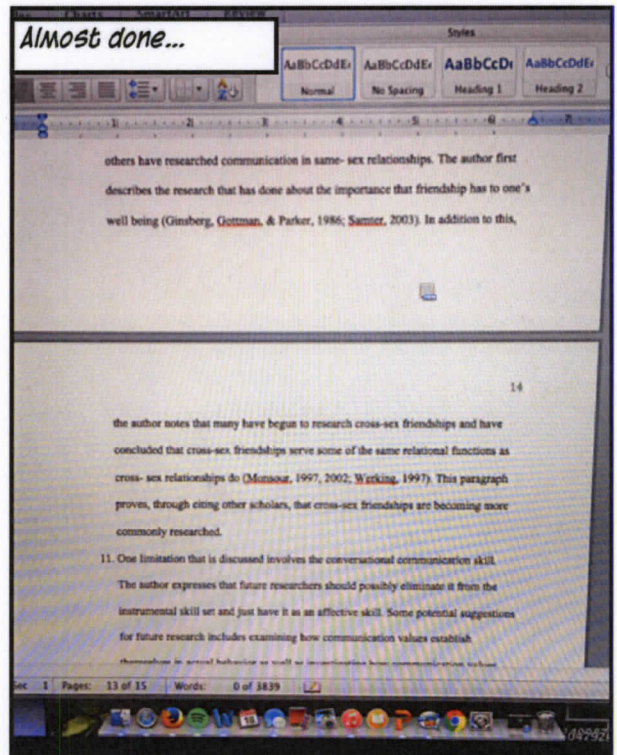
## TYPES OF ARGUMENTS USED IN LITERATURE REVIEWS

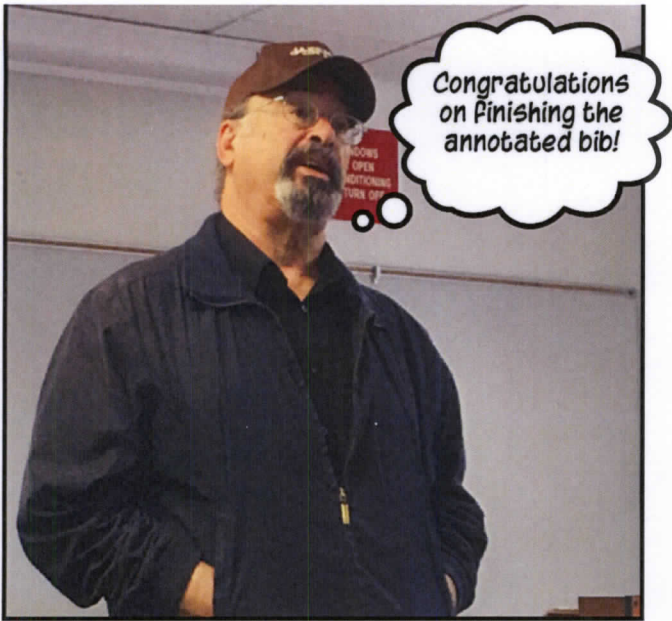
Early publications want to persuade you to their point of view. To do this, they use a variety of types of arguments. Some of the strategies include:

By citing other academic sources in the area of interest to show the general topic is important.

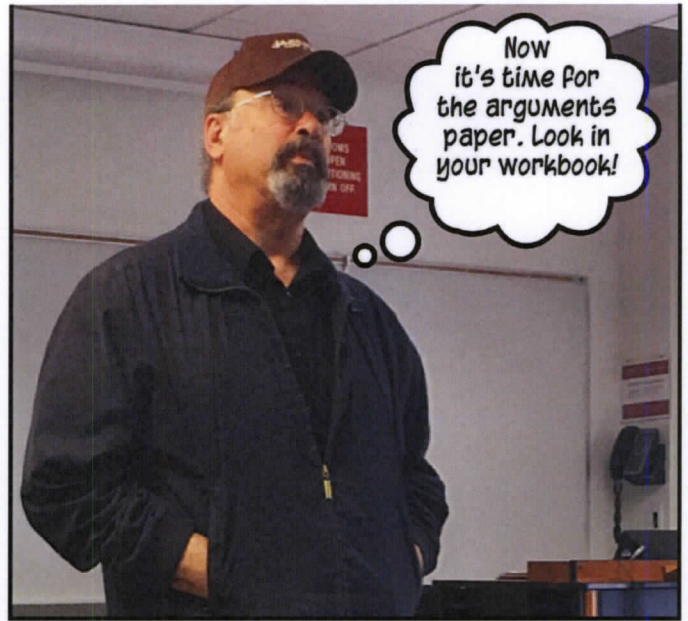
By citing non-academic sources (e.g., *Newsweek*, *Surfer*, the *Los Angeles Times*, and citing television shows, movies) to demonstrate that there is something going on in the "real world" worthy of study.

By citing others who have argued that there is little research in the area of interest, and therefore, the study you are proposing is justified.

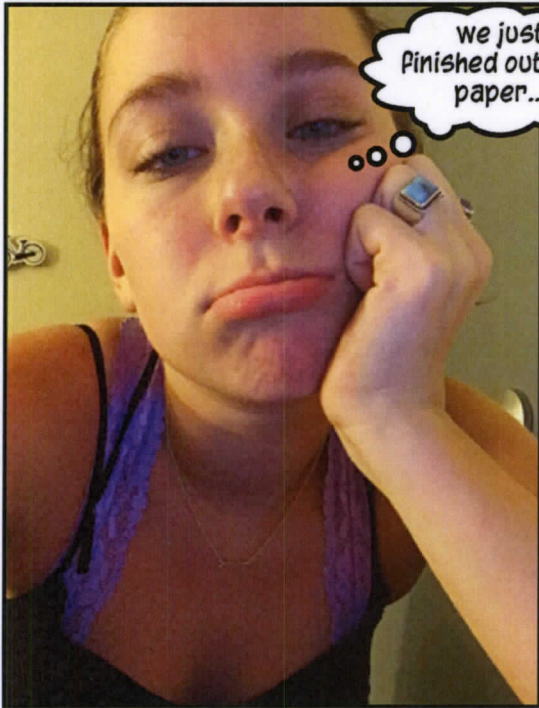




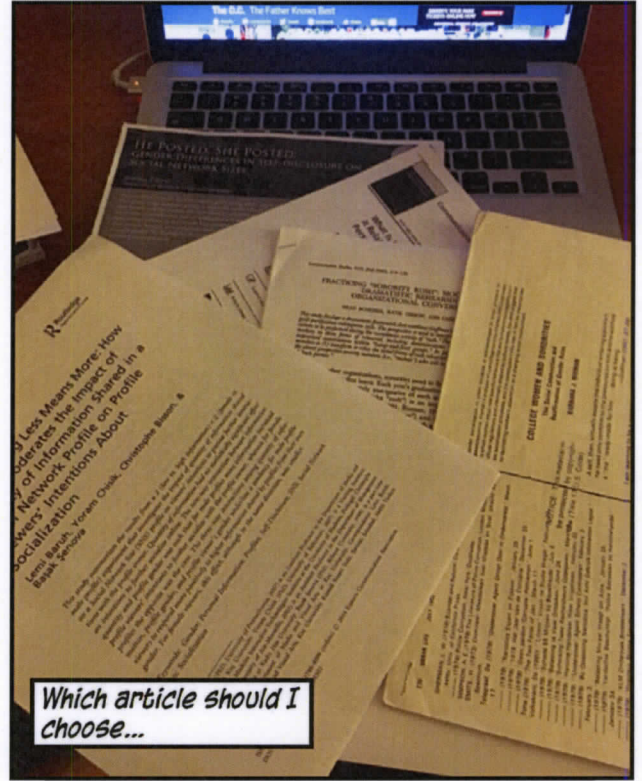
Congratulations on finishing the annotated bib!



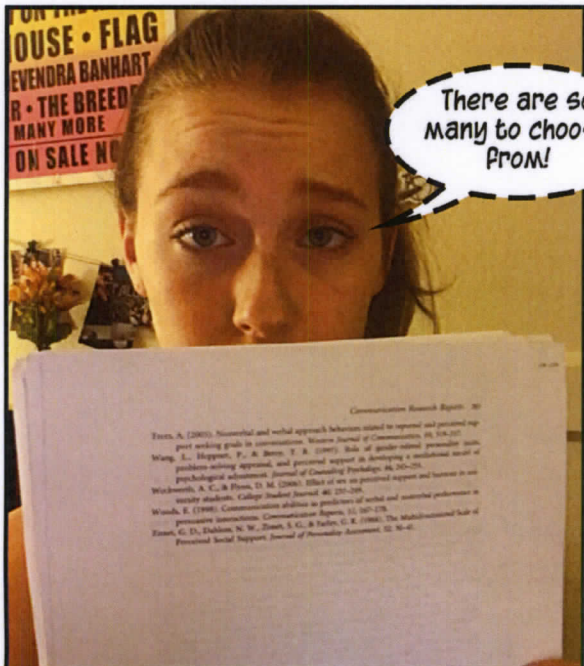
Now it's time for the arguments paper. Look in your workbook!



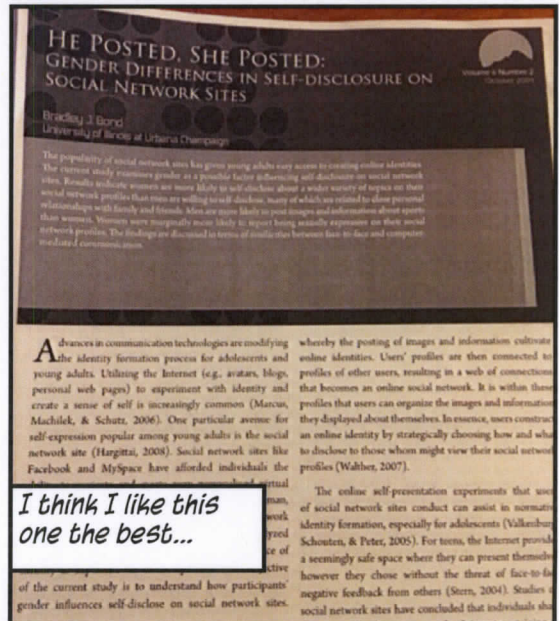
We just finished out last paper...



Which article should I choose...



There are so many to choose from!



I think I like this one the best...

Evans, A. (2000). Nonverbal and verbal approach behaviors related to reported and perceived support seeking goals in communication. *Western Journal of Communication, 64*, 194-207.

Wang, L., Hopper, P., & Brown, T. B. (2007). Role of gender-related personality characteristics, perceived support, and perceived support in developing a multidimensional social psychological adjustment. *Journal of Counseling Psychology, 54*, 200-209.

Worthington, A. C., & Pines, D. M. (2006). Effect of sex on perceived support and success in an identity situation. *College Student Journal, 40*, 237-240.

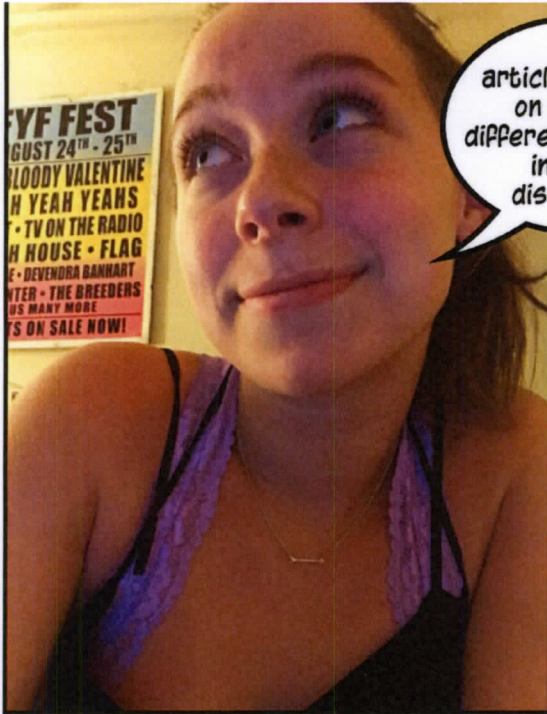
Woods, B. (1998). Communication abilities in predictors of verbal and nonverbal performance in persuasive communication. *Communication Reports, 11*, 287-279.

Zeman, G. D., Dalen, N. W., Zeman, S. K., & Taylor, G. R. (2006). The Multidimensional Scale of Perceived Social Support. *Journal of Personality Assessment, 72*, 10-16.

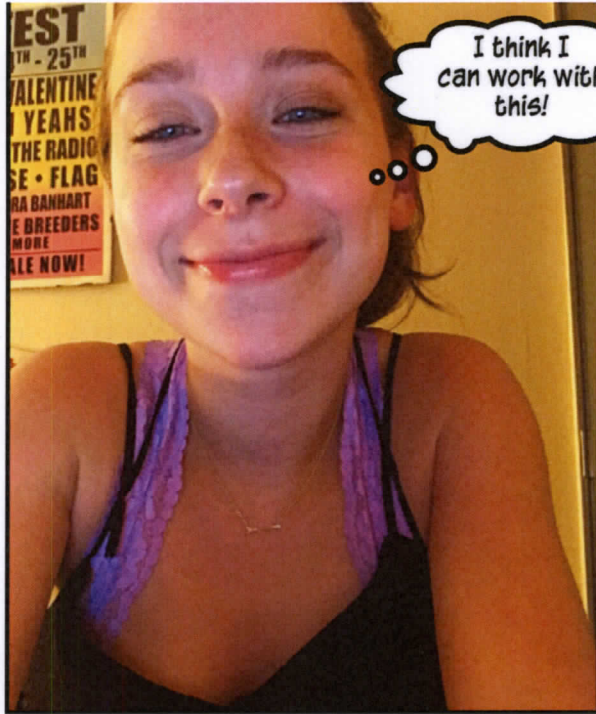
Advances in communication technologies are modifying the identity formation process for adolescents and young adults. Utilizing the Internet (e.g., avatars, blogs, personal web pages) to experiment with identity and create a sense of self is increasingly common (Marcus, Machilek, & Schutt, 2006). One particular avenue for self-expression popular among young adults is the social network site (Hargittai, 2008). Social network sites like Facebook and Myspace have afforded individuals the opportunity to experiment with online identities. The Internet study examines gender as a particular factor influencing self-disclosure on social network sites. Results indicate women are more likely to self-disclose about a wider variety of topics on their social network profiles than men are willing to self-disclose. Many of which are related to close personal relationships with family and friends. Men are more likely to post images and information about sports, hobbies, and interests. Women were marginally more likely to report being sexually experienced on their social network profiles. The findings are discussed in terms of similarities between face-to-face and computer-mediated communication.

whereby the posting of images and information cultivates online identities. Users' profiles are then connected to profiles of other users, resulting in a web of connections that becomes an online social network. It is within these profiles that users can organize the images and information they display about themselves. In essence, users construct an online identity by strategically choosing how and what to disclose to those whom they might view their social network profiles (Wahler, 2007).

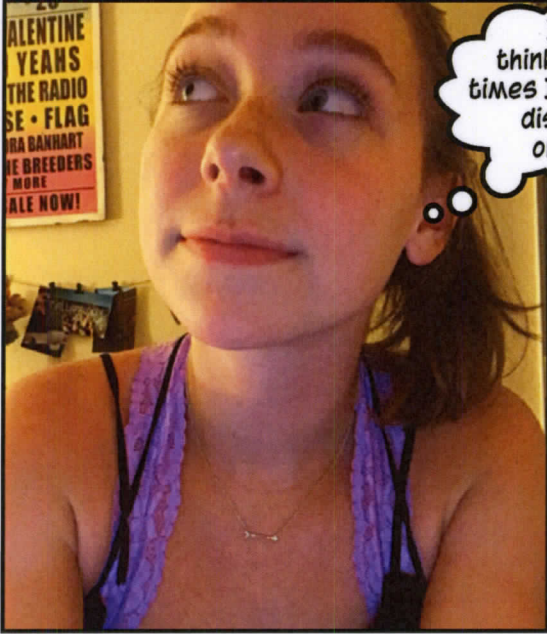
The online self-presentation experiments that use social network sites can assist in normative identity formation, especially for adolescents (Valkenburg, Schouten, & Peter, 2005). For teens, the Internet provides a seemingly safe space where they can present themselves however they chose without the threat of face-to-face negative feedback from others (Stern, 2004). Studies of social network sites have concluded that individuals who



This article focuses on gender differences online in self-disclosure



I think I can work with this!

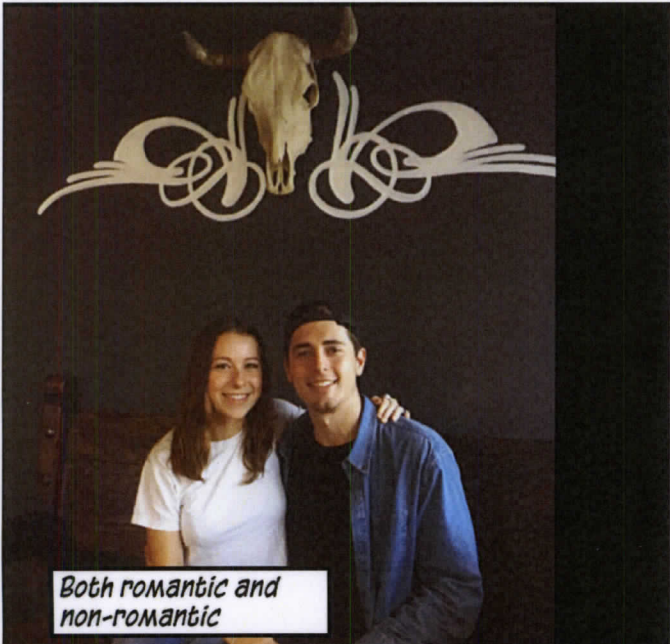


I can think of many times I have self-disclosed online...

Leah Catherine in Healdsburg, California  
October 16, 2015

Happy birthday to my beautiful big sis Anamaria Morris. Even though we're on opposite coasts I feel so intrinsically connected to you. Wish we could celebrate together but can't wait to stuff our faces soon on tsgiving. love you so much!!! and congrats on making it to 26 ❤️❤️

About my various relationships...



Both romantic and non-romantic

April 17 · Edited · Allowed on Timeline

with Zachary Stillwell

Tag Photo Edit

Like Comment Share

Haley Jensen, Donna Chung and 5

Write a comment...

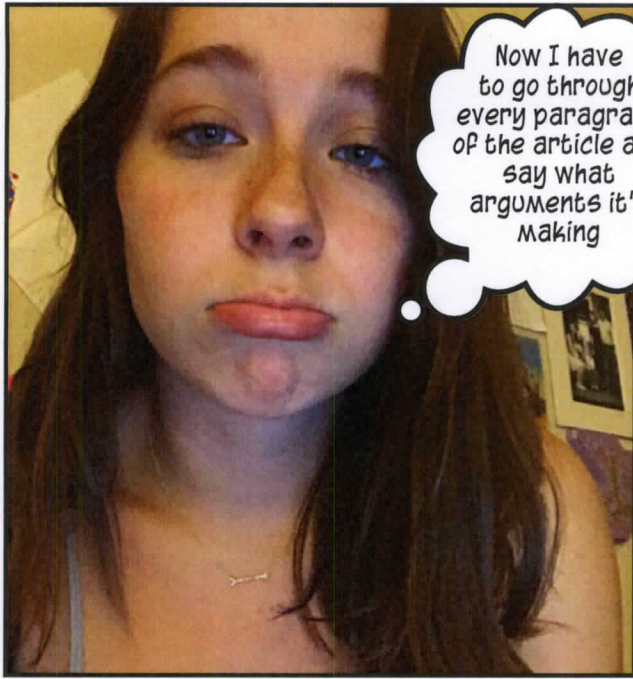
Sponsored

Members save over \$10



Most of the time I get pretty good responses...





Now I have to go through every paragraph of the article and say what arguments it's making



However, this will help me when I have to do my lit review!!

expressed in face-to-face communication, some of the most intimate topics might be shared solely on the Internet to avoid embarrassment or other deleterious consequences (Marcus, Machilek, & Schutz, 2006). Research has shed light on the vast array of information that individuals share online, but the factors determining topic disclosure remain less certain. #7 Limitations in research

Social network sites not only provide the user with a space to explore his or her sense of self, but they provide others with information about the user as well. Research indicates that people use social network sites to hunt for details about both familiar and unfamiliar others. [For example, Tufekci and Spence (2007) reported more than half of Facebook users have unveiled information they would deem important about one of their friends from their Facebook profile.] Ellison, Steinfeld, and Lampe (2007) noted that participants used Facebook to learn more about people whom they met in offline situations. While some participants garnered information about a new acquaintance using social network sites once they returned home, others reported learning about new acquaintances instantaneously by examining their social network profile through Web-accessible mobile devices. [It seems the information people self-disclose on their social network profiles influences their offline relationships.] Given that people will make judgments using the information afforded to them on social network sites, it is important to understand the mechanisms influencing self-disclosure on social network profiles. #8

supported the notion that women tend to disclose more frequently than men (Highlen & Gillis, 1978). [Others] the rationale for the gender difference is attributed to socialization. That is, men and women are socialized differently and, in turn, disclose information in interpersonal settings at varying degrees. [Women are socialized to be open, empathetic, and revealing, whereas men are taught to be more closed, less expressive, and unemotional (Petronio & Martin, 1986).] Petronio and Martin (1986) found that men anticipated a negative reaction when disclosing personal information, while women did not. Consequently, the authors argued that women are willing to disclose information about themselves more readily than men. [This possibility that gender differences in self-disclosure extend beyond face-to-face interpersonal communication and alternative spaces like the Internet has yet to be thoroughly examined.] This study measures gender differences in self-disclosure on social network profiles, attempting to extend the interpersonal communication literature on gender differences in self-disclosure to computer-mediated communication.

Sexual expression. Men and women may also differ in their expression of sexuality on social network sites. Sex information has a growing presence on the Internet; now common for young adults to seek out information about sex online (Goodson, McCormick, & Evans, 2004). Sexual expression might appear to be taboo or potentially threatening to share with others face-to-face but might be more readily shared online (McKenna, Green, & Smith, 2002). [The whole purpose of the article is to discuss how people use social network sites to express themselves. It might see the Internet as a venue for expressing preferences, desires, and practices. It should be noted that sexual expression as discussed here does not refer to the whole purpose of the article.]

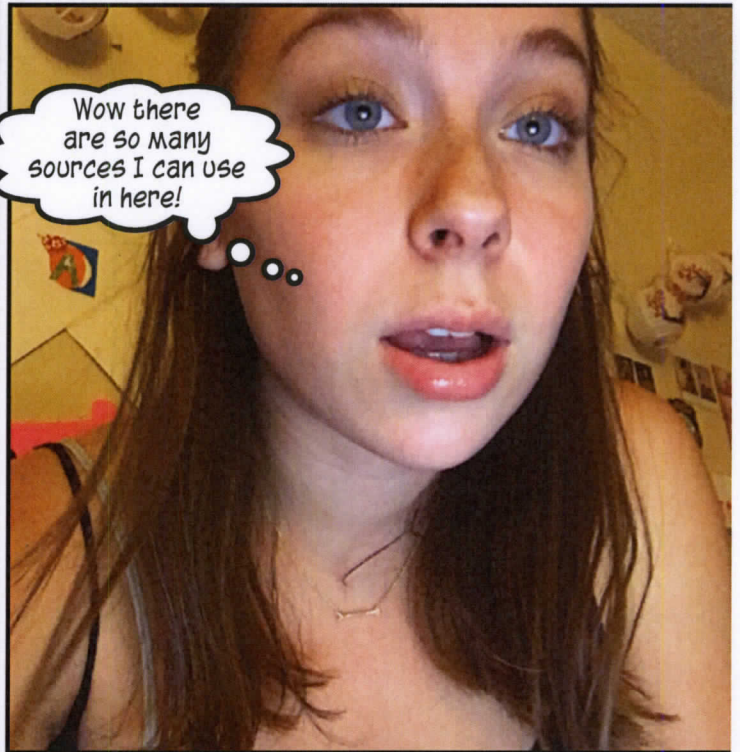
**GENDER DIFFERENCES IN SELF-DISCLOSURE**

**COMMUNICATION**

**Self-disclosure**

**preference**

I'll start by annotating each paragraph



Wow there are so many sources I can use in here!

In the third paragraph, Bond continues to focus on the importance of social network sites. He uses other academic sources to further display the previous research and interest in the topic. However, Bond narrows his focus to discuss why individuals disclose information online and what topics they choose to disclose. Bond cites Valkenburg, Schouten, and Peter (2005) to examine adolescent users and how their online self-presentation helps to formulate virtual identity. To further the focus on adolescents, Bond cites Stern (2004) to support his argument that the Internet provides teenagers with a secure place to divulge information without the potential risks that come with face-to-face interaction. Bond shifts to discuss and cite studies that have found the types of information that individuals share on the Internet. Bond references

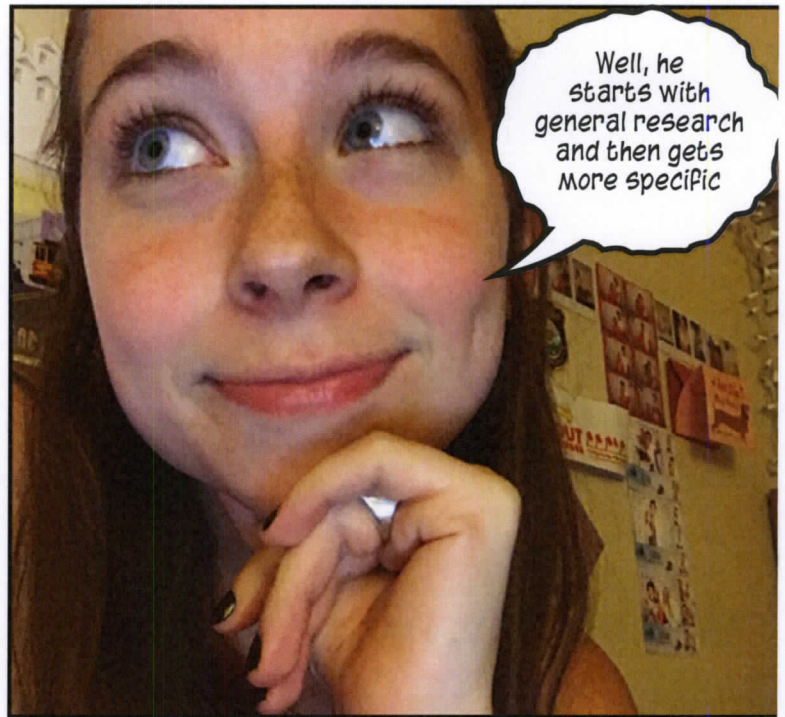
Almost half way done..

the type of information shared includes users' interests and

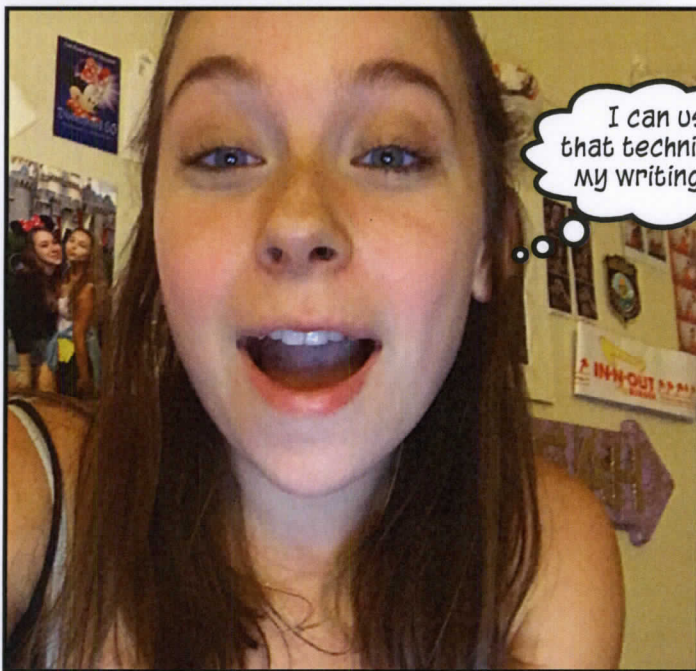
relationships (Stern, 2004; Schouten, 2005). In addition, studies have found that information that



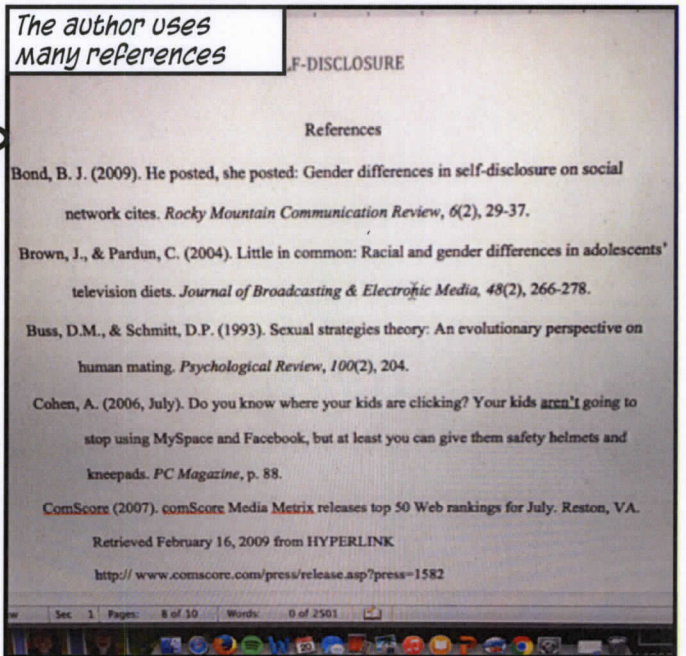
How does the author narrow his focus?



Well, he starts with general research and then gets more specific



I can use that technique in my writing too!



The author uses many references

References

Bond, B. J. (2009). He posted, she posted: Gender differences in self-disclosure on social network sites. *Rocky Mountain Communication Review*, 6(2), 29-37.

Brown, J., & Pardun, C. (2004). Little in common: Racial and gender differences in adolescents' television diets. *Journal of Broadcasting & Electronic Media*, 48(2), 266-278.

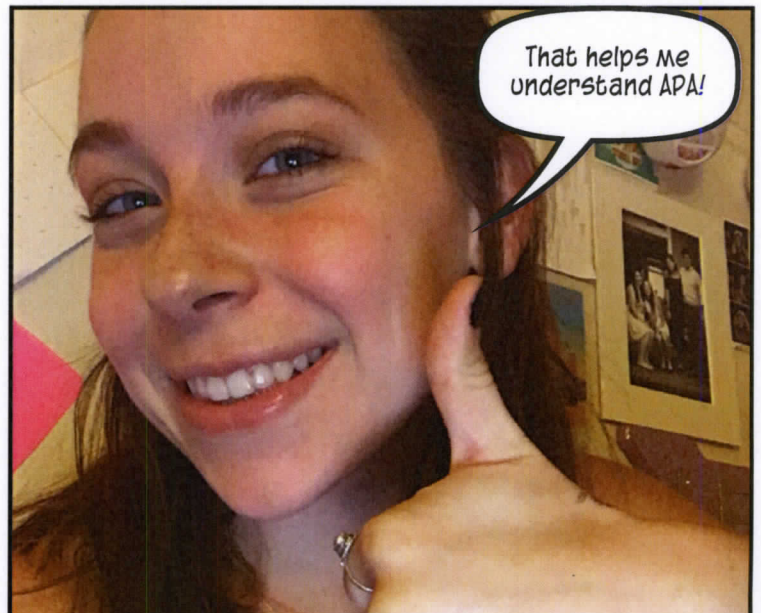
Buss, D.M., & Schmitt, D.P. (1993). Sexual strategies theory: An evolutionary perspective on human mating. *Psychological Review*, 100(2), 204.

Cohen, A. (2006, July). Do you know where your kids are clicking? Your kids aren't going to stop using MySpace and Facebook, but at least you can give them safety helmets and kneepads. *PC Magazine*, p. 88.

ComScore (2007). comScore Media Metrix releases top 50 Web rankings for July. Reston, VA. Retrieved February 16, 2009 from HYPERLINK <http://www.comscore.com/press/release.asp?press=1582>



These citations are also all in APA format

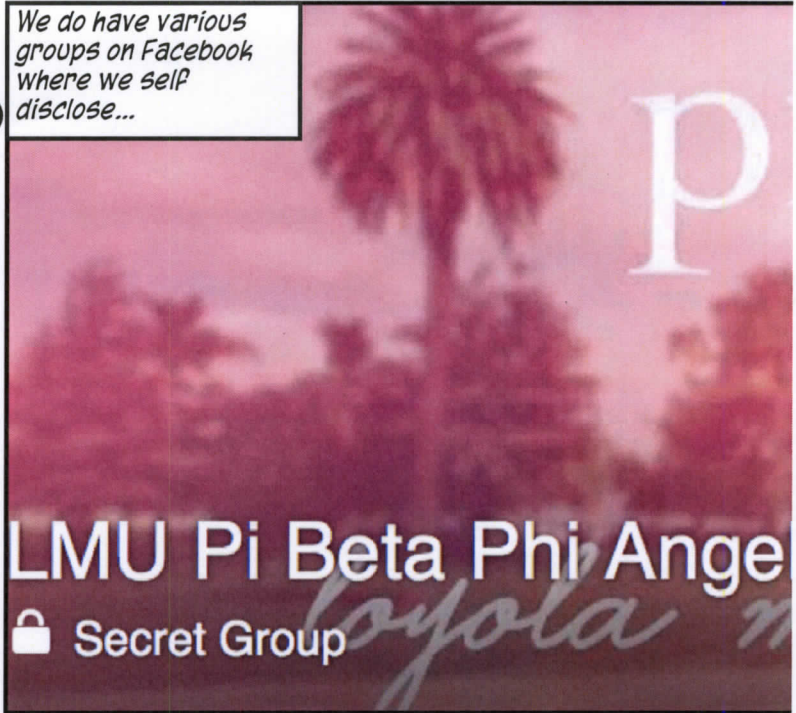


That helps me understand APA!



How does self-disclosure online relate to my sorority topic?

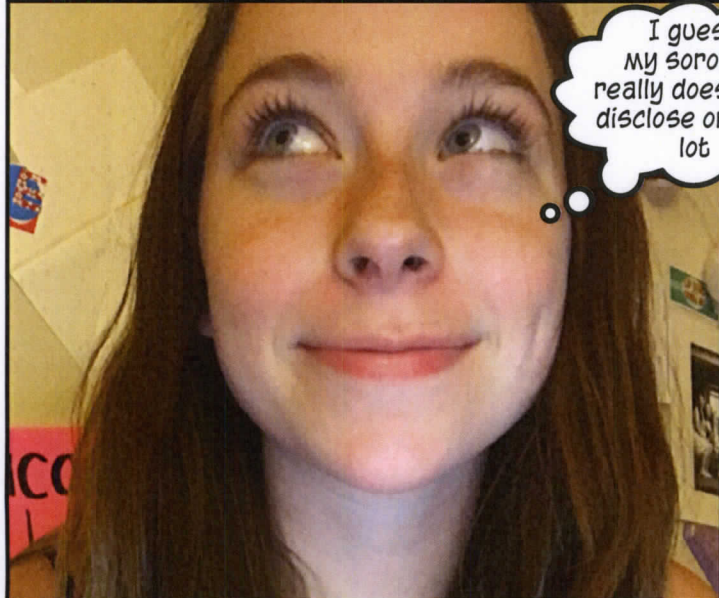
We do have various groups on Facebook where we self disclose...



About academics...



About clothing we're interested in



I guess my sorority really does self-disclose online a lot



I guess now I know more specifically what I want my research topic to be!

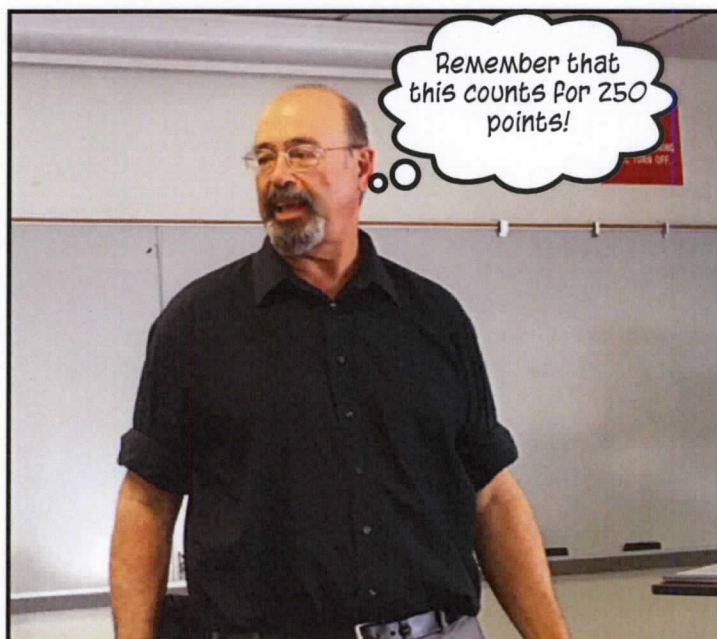
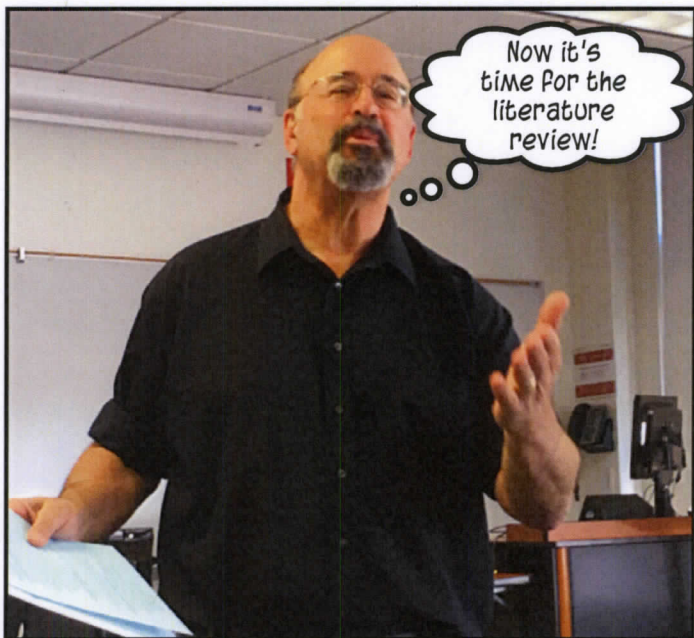
*I'm all done with my paper and ready to turn it in!*

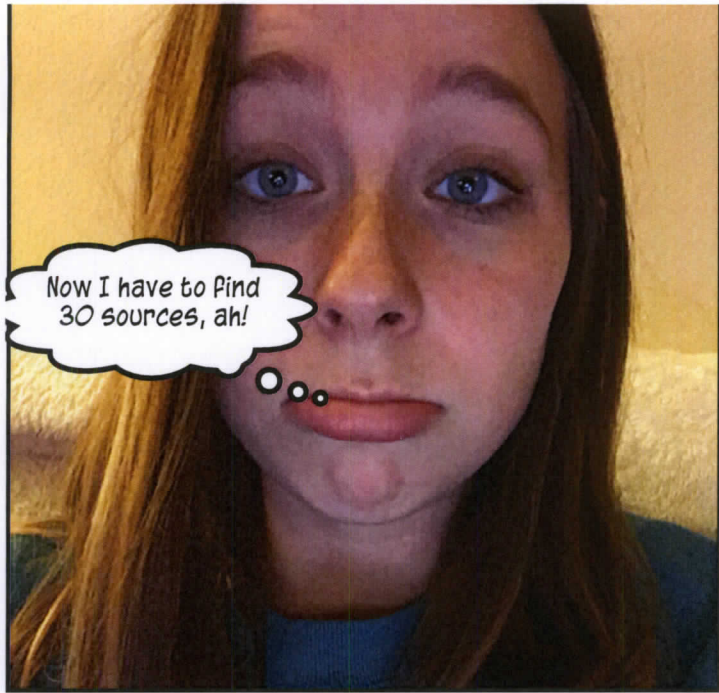
TIES, FRATERNITIES, AND SELF-DISCLOSURE

Gender Differences in Self-Disclosure

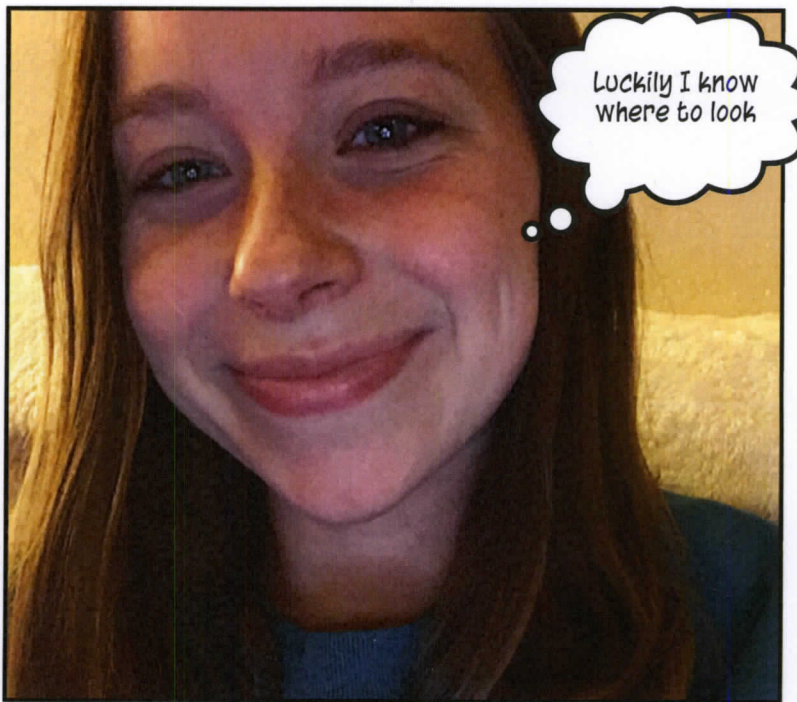
Leah Morris

Loyola Marymount University





Now I have to find 30 sources, ah!



Luckily I know where to look

**Annotated Bibliography**

Bisson, C., & Senova, B. (2014). When sharing less me  
 tes the impact of quantity of information shared in a so  
 vers' intentions about socialization. Communication Res

...s article is When sharing less means more: How gender  
 tity of information shared in a social network profile o  
 t socialization.

First... I can refer to my annotated bib

I can use the reference list of the article that I used for my arguments paper...

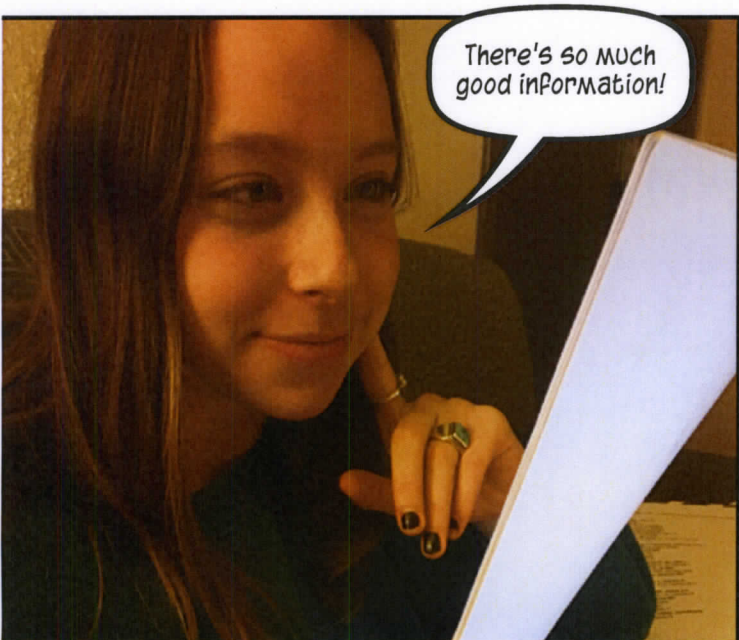
**HE POSTED, SHE POSTED:  
 GENDER DIFFERENCES IN SELF-DISCLOSURE ON  
 SOCIAL NETWORK SITES**

Volume 8 Number 2  
 October 2007

Bradley J. Bond  
 University of Illinois at Urbana-Champaign

The popularity of social network sites has given young adults easy access to creating online identities. The current study examines gender as a possible factor influencing self-disclosure on social network sites. Results indicate women are more likely to self-disclose about a wider variety of topics on their social network profiles than men are willing to self-disclose, many of which are related to close personal relationships with family and friends. Men are more likely to post images and information about sports than women. Women were marginally more likely to report being sexually expressive on their social network profiles. The findings are discussed in terms of similarities between face-to-face and computer-mediated communication.

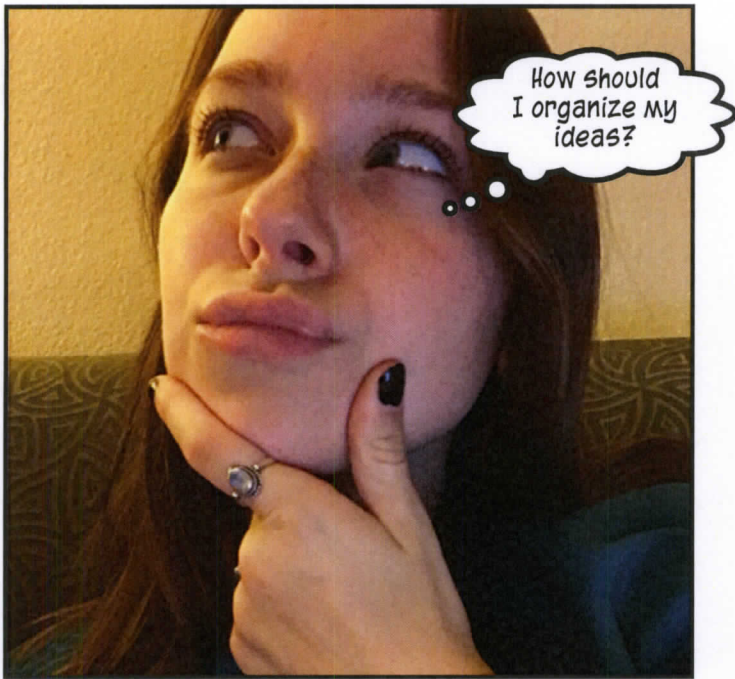
Advances in communication technologies are modifying the identity formation process for adolescents and young adults. Utilizing the Internet (e.g., avatars, blogs, personal web pages) to experiment with identity and create a sense of self is increasingly common (Marcus, 2002). Online communication technologies have created a space where the posting of images and information cultivate online identities. Users' profiles are then connected to profiles of other users, resulting in a web of connections that becomes an online social network. It is within these profiles that users can organize the images and information



There's so much good information!

*I'm starting to get more articles...*

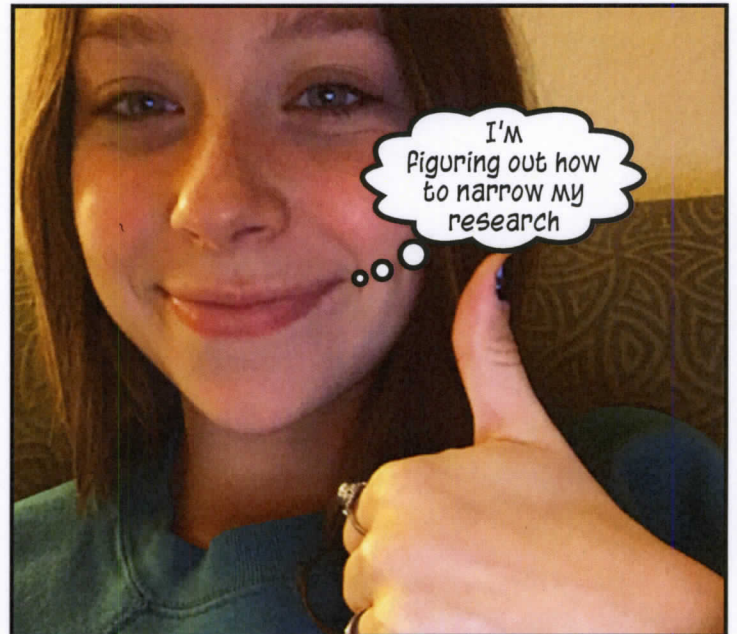
aining gender differences.asp	expressions of online identity	gender differences in comm.asp	gender differences social network.asp	Living World
personalities in cyber space	practicing sorority rush	self disclosure comparison.asp	self disclosure online.asp	ear
self disclosure social media.asp	sex differences.asp	the benefits of facebook friends	uncertainty reduction online.asp	
that is highly personal info.asp	when sharing less is more.asp	whose space	How Social Context Cues in...Provision	self-disc social r



### Self-Disclosure and Women

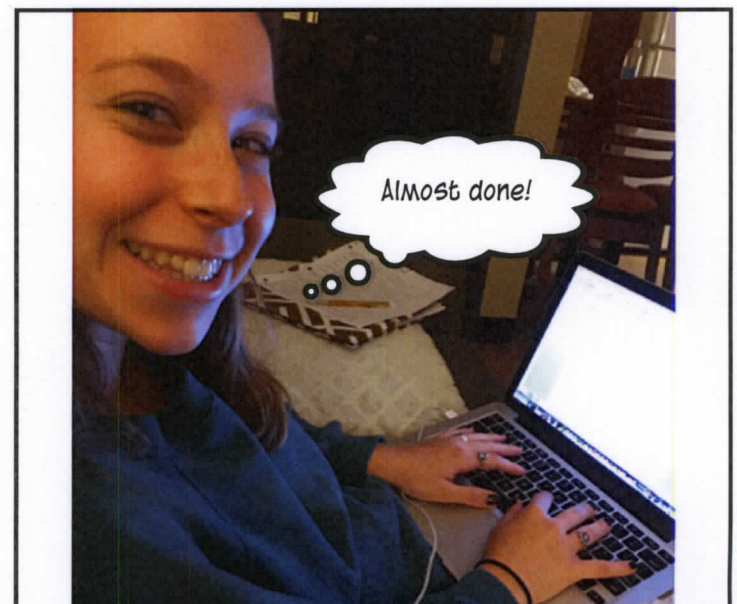
In addition to research focusing on self-disclosure that women display, including to whom they disclose. Specifically, research finds that women self-disclose (Gillis, 1978; Dindia & Allen, 1992). Similarly, scholars find that self-disclosure is more personal and relationship-oriented whereas men's is more task-oriented. In addition, Bond (2009) also finds that women divulge in

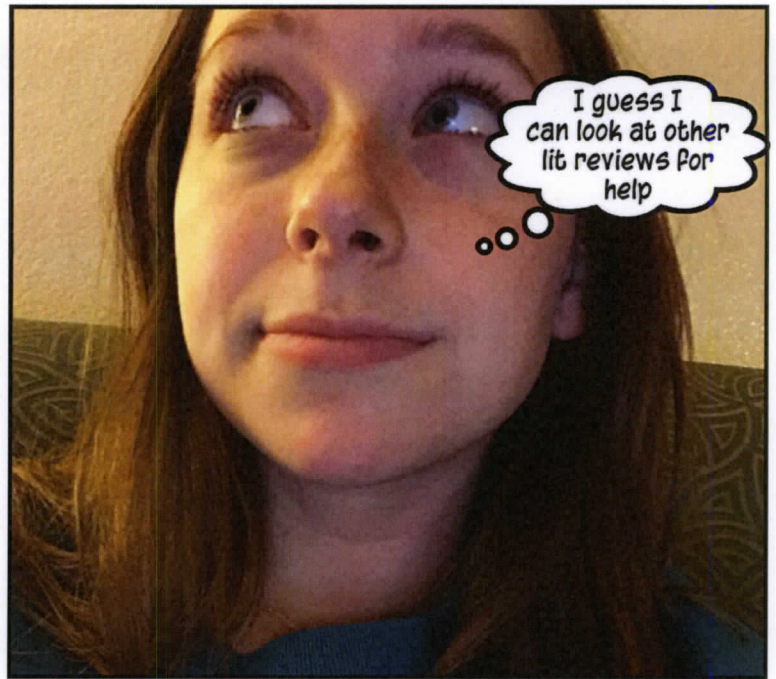
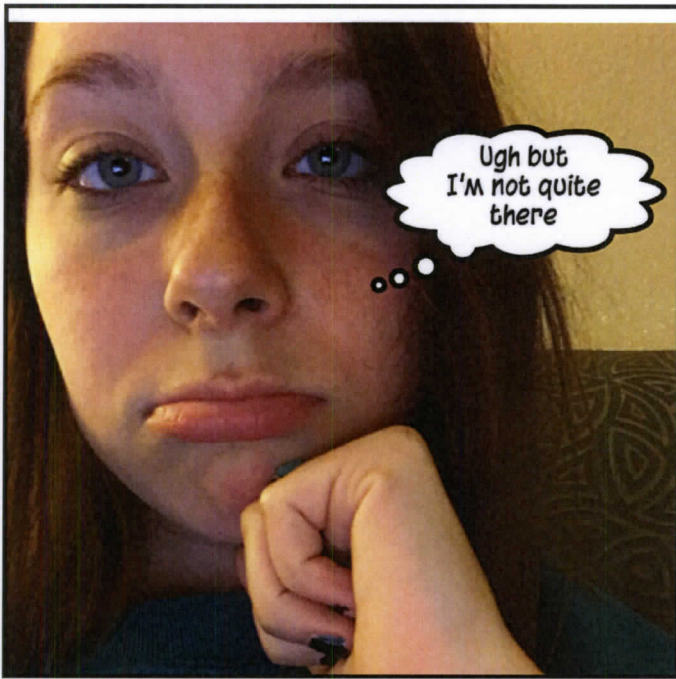
*Next, I'll look at self-disclosure and women*



*Finally I'll look at self-disclosure online and list limitations in research*

With the growing popularity of social media, researchers are beginning to examine the types of information shared, among virtual settings (e.g., Bond, 2009; Baruh, Chisik, & O'Keefe, 2014; Palmieri, Prestano, Gandley, Overton, & O'Keefe, 2014). Computer-mediated communication in more depth. Specifically, scholars define this term as comm





**The Facebook Phenomenon:  
Online Self-Disclosure and Uncertainty Reduction**

Cynthia Palmieri, Kristen Prestano, Rosalie Gandley, Emily Overton, Qin Zhang  
Fairfield University

**Abstract:** The primary purpose of this study was to investigate the effects of self-disclosure on Facebook on perceived uncertainty reduction. The findings from one-way ANOVA revealed the levels of self-disclosure on an individual's Facebook Page affect perceived uncertainty about that individual. More self-disclosure on Facebook leads to less uncertainty. Uncertainty was reduced with more self-disclosure by increasing perceived abilities to predict attitudes and behaviors of others. [China Media Research. 2012; 8(1): 48-53]

**Keywords:** Facebook, Self-Disclosure, Uncertainty reduction

Social networking sites (SNSs) have experienced unprecedented growth in the last few years. One of the most recognized and trafficked SNSs in the world, Facebook, has over 500 million active users who spend an average of 700 billion minutes per month on the site (Facebook, 2010). Since 2004, Facebook's main role has been to create connections and help people communicate more efficiently by building virtual communities that connect friends, family, and coworkers (DeGroot, 2008). Since its takeoff, Facebook has become a prime vehicle for communication among college students. The site's main features, a Home page and Profile, allow individuals to disclose a great deal of personal information, as well as see information of friends and situations (Sheldon, 2010). The process of uncertainty reduction thus enables individuals to predict another individual's actions, attitudes and behaviors, which can ease anxiety in initial social encounters (Berger & Calabrese, 1975).

Although the increasing popularity of Facebook has inspired a great deal of communication research on how SNSs influence American college students (DeGroot, 2008; Park et al., 2009; Sheldon, 2009; Taylor & Stern, 2007; Williams, 2008), there is still controversy over how self-disclosure impacts uncertainty reduction. Prior research focuses mainly on the ways in which individuals use Facebook to present their identities and self-disclosure information, as well as Facebook's effect on face-to-face communication (Ellison et al., 2007). Self-disclosure has been linked with social information processing theory, particularly on ways in which online Facebook interactions help to create more effective relationships

*This is helping...*

*I'll text someone who has taken the class before...*

Hey! You've done a lit review for cmst 204 do you think you could help me ?

Delivered

Ya!

Message

Q W E R T Y U I O P





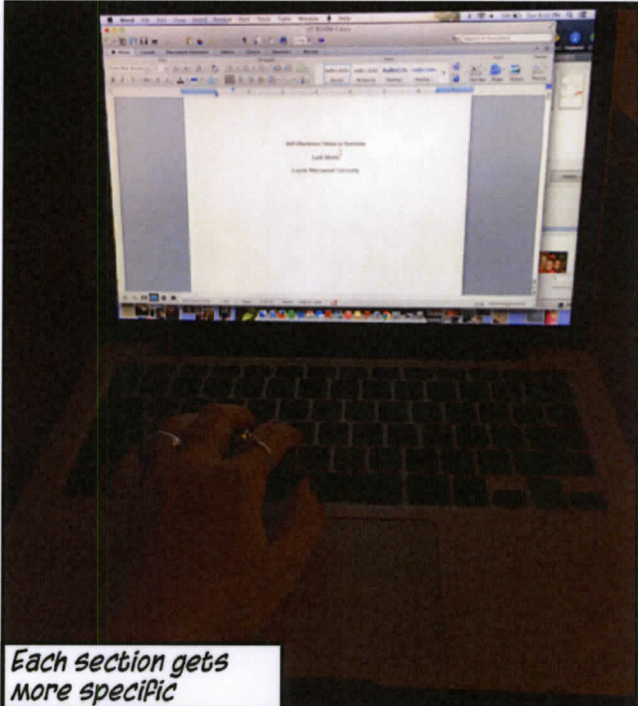
My lit review is starting to come together



I think that my research is starting to narrow



I have four sections in my lit review



Each section gets more specific

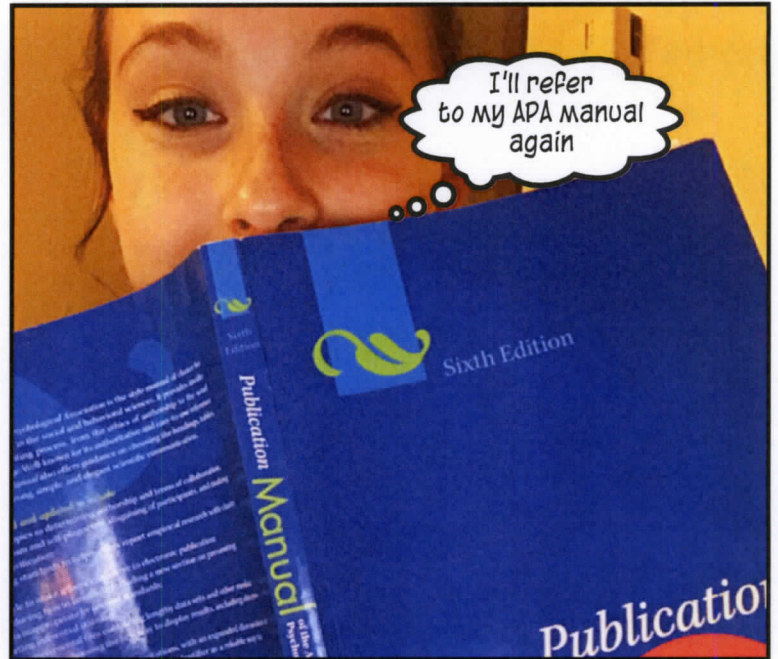
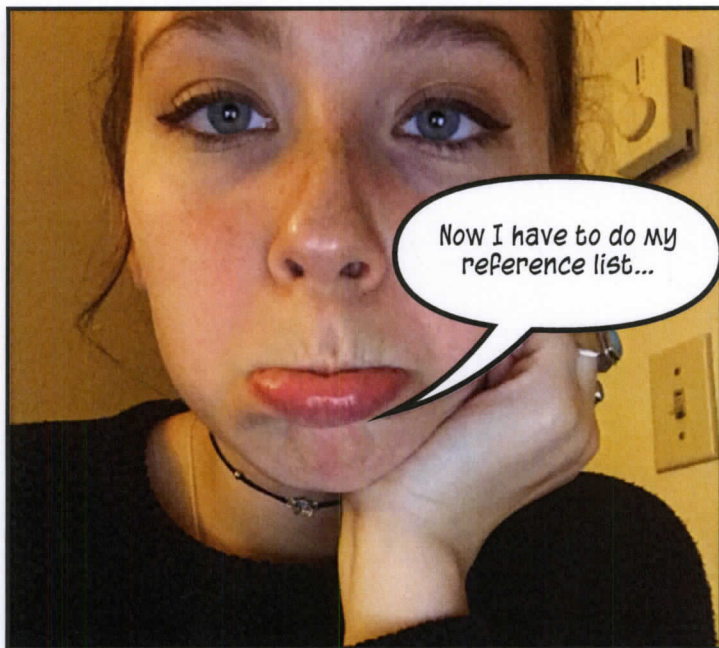
SORORITIES, SELF-DISCLOSURE, ONLINE

However, with the recent increase in social media that Greek Life has displayed, scholars have failed to examine the amount and topics of self-disclosure shared in sororities in a virtual setting. It is a topic, which needs more examination and research. This study attempts to eliminate the gap in research.

RQ1: How does self-disclosure in sororities differ in terms of amount and topic choice in an online setting and face-to-face?

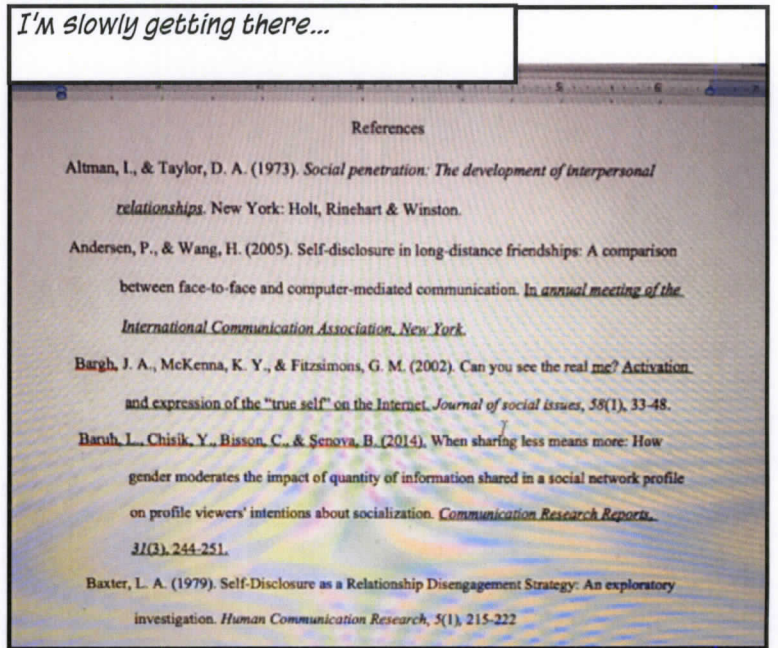
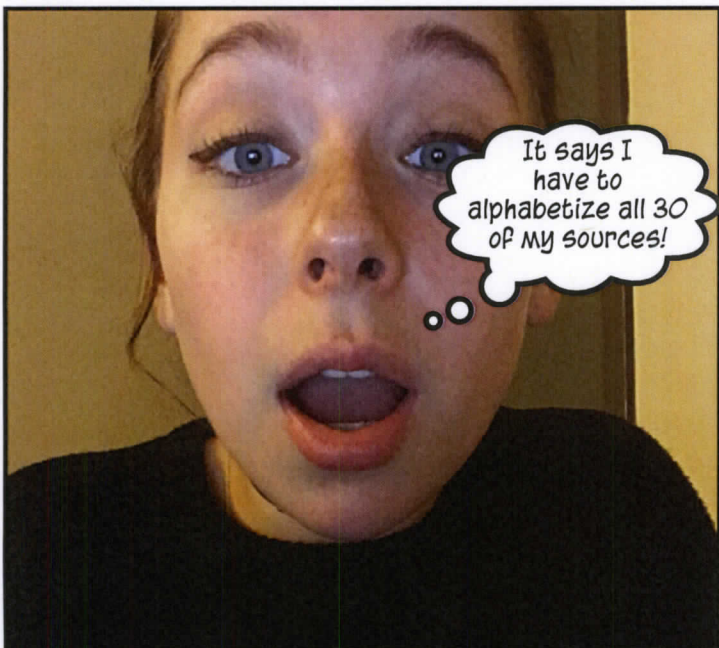
Now I can ask my research question...





Here we go!

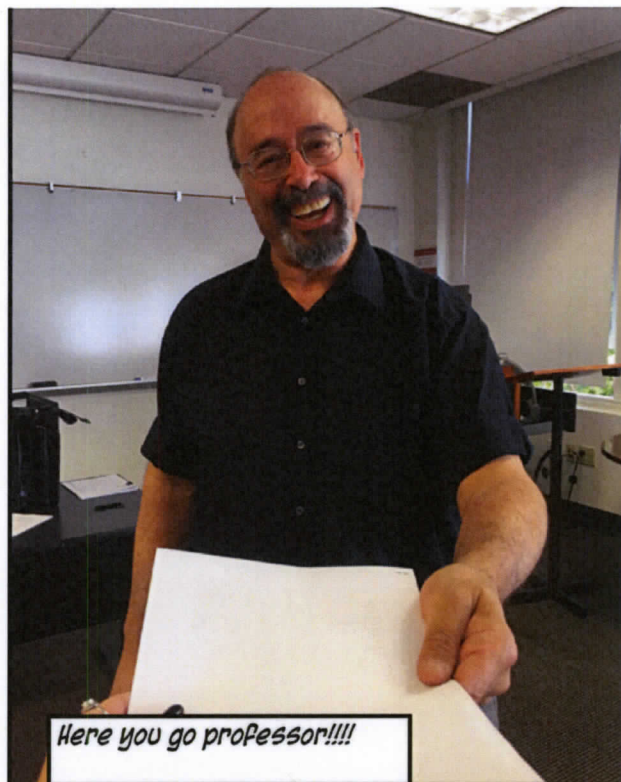
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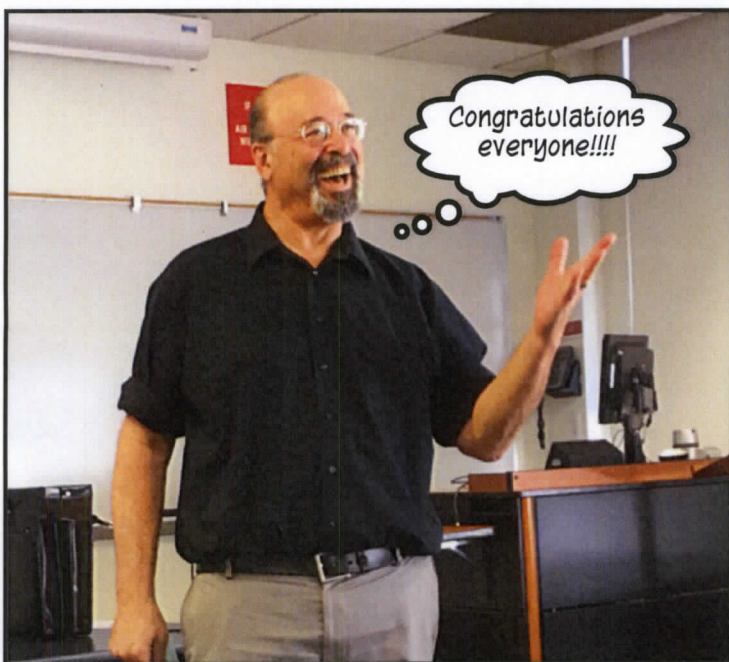


I'm finally done with my lit review!

WOOH!!!



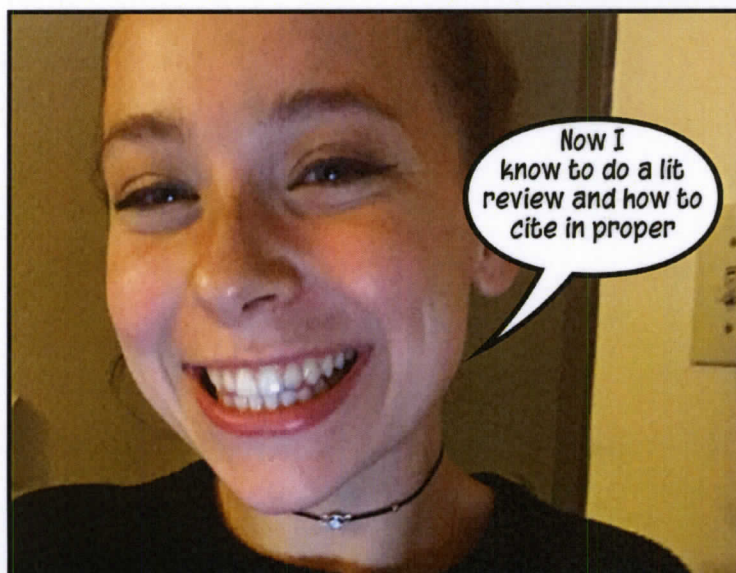
Here you go professor!!!



Congratulations everyone!!!!



I'm so relieved!



Now I know to do a lit review and how to cite in proper