

Being Left Out of an Era of Connectivity:

The Implications of Increasing Reliance on Mechanical Mediums of
Mass Communication for Anxiety and Fear of Exclusion

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Introduction

- ▶ Necessity to be connected through technology.
- ▶ This is especially prevalent on college campuses.
- ▶ Missing the digital real makes you suffer in real life.
- ▶ Being connected through digital needs is no longer a luxury but an expectation in our society.



So What?

- ▶ YOU!
- ▶ Furman Engaged Poster Example



RESEARCH QUESTION!!!!

- ▶ In our research, we set out to discover what were the reliance levels on mechanical mediums of mass communication, and what were those level's implications upon social anxiety and fear of exclusion in college aged students?

On a scale of 1-5 (with 1 being the weakest and 5 being the strongest) how important is your mobile device to you on a daily basis?

1 2 3 4 5

On a scale of 1-5 (with 1 being the lowest and 5 being the highest) rate the level of stress you would experience if, on a given day, you forgot to bring your mobile device with you.

1 2 3 4 5

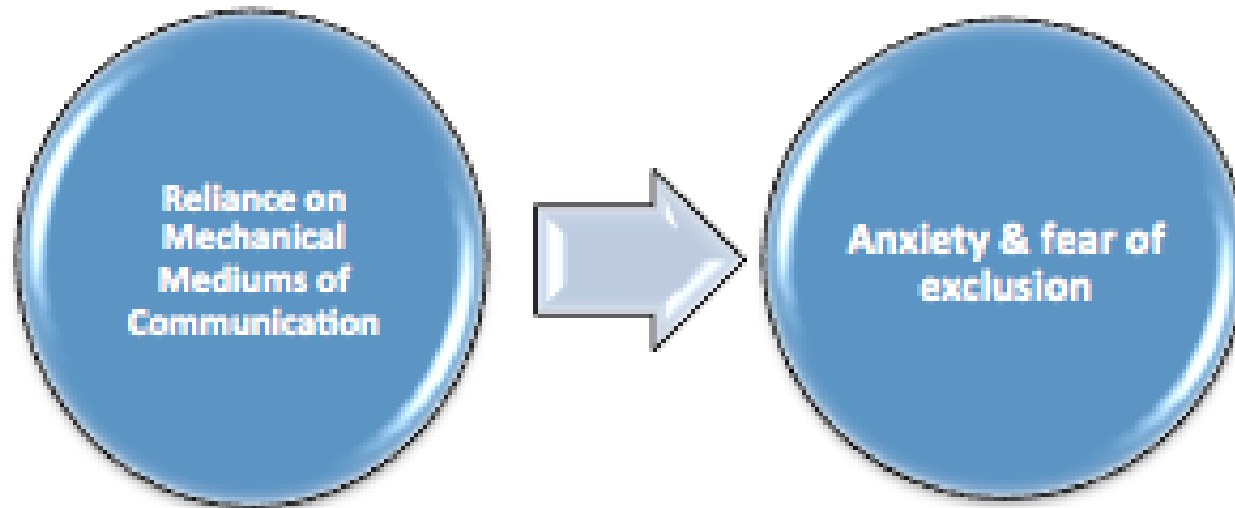
Literature Framework

- ▶ Mechanical Mediums of Mass Communication
- ▶ Nomophobia
- ▶ Relationship between media usage and behavioral changes.
- ▶ Measuring Levels of Anxiety



Hypothesis

- ▶ Our hypothesis centers on the notion that the increasing levels of reliance on mechanical mediums of mass communication increases the social fear of being disconnected and potential exclusion.



Data Collection Method

- ▶ Systematic Random Sample
- ▶ Furman University (all college aged students)
- ▶ Contacted 198, received 86 completed surveys (43% response rate)
- ▶ Self Administered Survey
- ▶ \$20 Cash Prize Incentive

Definition of Measures

- ▶ Outcome Measures:
 - ▶ Anxiety
 - ▶ Fear of Exclusion
- ▶ Independent Measures:
 - ▶ Mechanical Mediums of Mass Communication
- ▶ Control Measures:
 - ▶ Gender
 - ▶ Level of Workload
 - ▶ Presence of Cellular Device



Definition of Measures: Predicted Outcomes

- ▶ As the reliance upon and frequency of use of mechanical mediums of mass communication increases, the levels of self perceived anxiety and fear of exclusion will increase as well.

Analytic Methodology

- ▶ Mechanical Mediums of Mass Communication: Frequency
 - ▶ Ordinal
 - ▶ MCT: median and mode
- ▶ Anxiety or Fear of Exclusion:
 - ▶ Scale
 - ▶ Interval/Ratio
- ▶ Control: gender, level of workload, relationships
 - ▶ Able to conduct cross tabulations of comparison.
- ▶ Future Analysis:
 - ▶ Regression Analysis

Q20

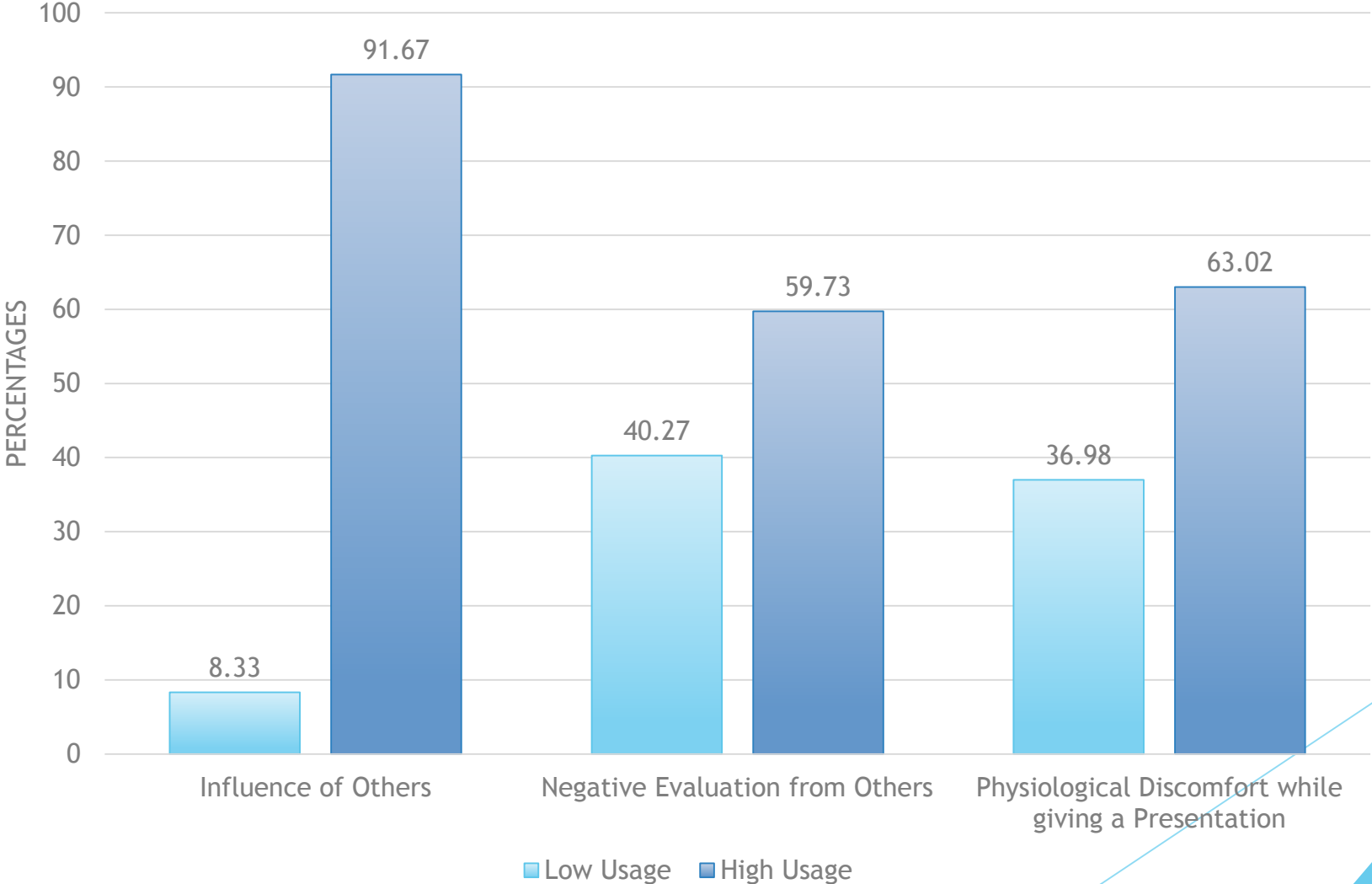


Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
When I am disconnected from technology (i.e. no internet, no phone) for an extended period of time, I feel I am going to miss out on something important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I do not have my phone with me for an extended period of time, I feel people are going to think I am ignoring them for not responding.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After posting on social media, I frequently check to see if others have interacted with the post (i.e. checking for likes, re-tweets, favorites, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Results

Social media and Fear of the Following



Results: Survey Questions

Fear of the Following:	Low Usage	High Usage
Influence of Others	6	66
Negative Evaluation	29	43
Physiological Discomfort	27	46
Total:	62	155

How often do you fear a negative evaluation from your peers?

Never

Not That Often

Somewhat Often

Often

Very Often

How much is your lifestyle influenced by the perceptions that others have of you?

Never

Not That Often

Somewhat Often

Often

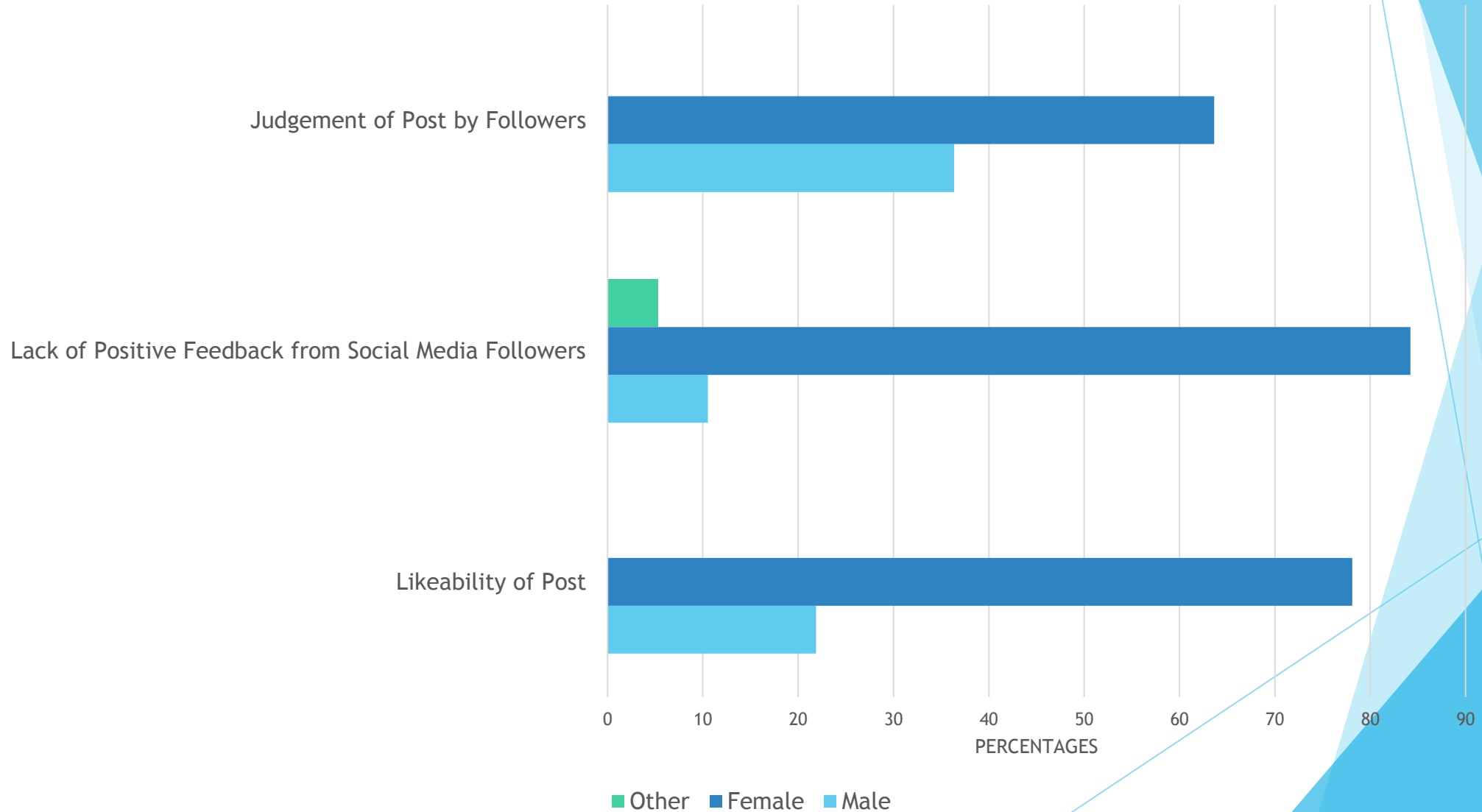
Very Often

How often do you experience physiological discomfort (increasing heart rate, blood pressure, shaking, dizziness, nausea, sweating, etc) when participating in the following? Please select one answer for each.

	Not at All	Not Very Often	Somewhat Often	Often	Very Often
Giving an Oral Presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting with Professionals (professors, faculty/staff, coaches, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interviewing for a Coveted Position	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Results Contd.

Who Deletes Social Media Posts?



Results: Survey Questions

Have you ever Deleted a Post from Social Media?:	Male	Female	Other
Yes	22	50	1
No	6	10	0

Reasons for Deletion:	Male	Female:	Other:
Likeability of Post	7	25	0
Lack of Positive Feedback	2	16	1
Judgment of Post by Followers	8	14	0

If yes to question 9, why did you feel the need to delete the post?
Please circle all that apply.

Not Enough Positive Feedback
(i.e. likes/favorites/re-tweets)

Fear of Judgment of Post

Second Guessing of "Like-ability" of Post/ How Others Will View it

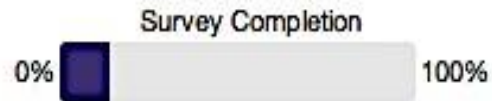
Other (please specify)

If you have social media, have you ever deleted a post?

Do not have any social media

Yes

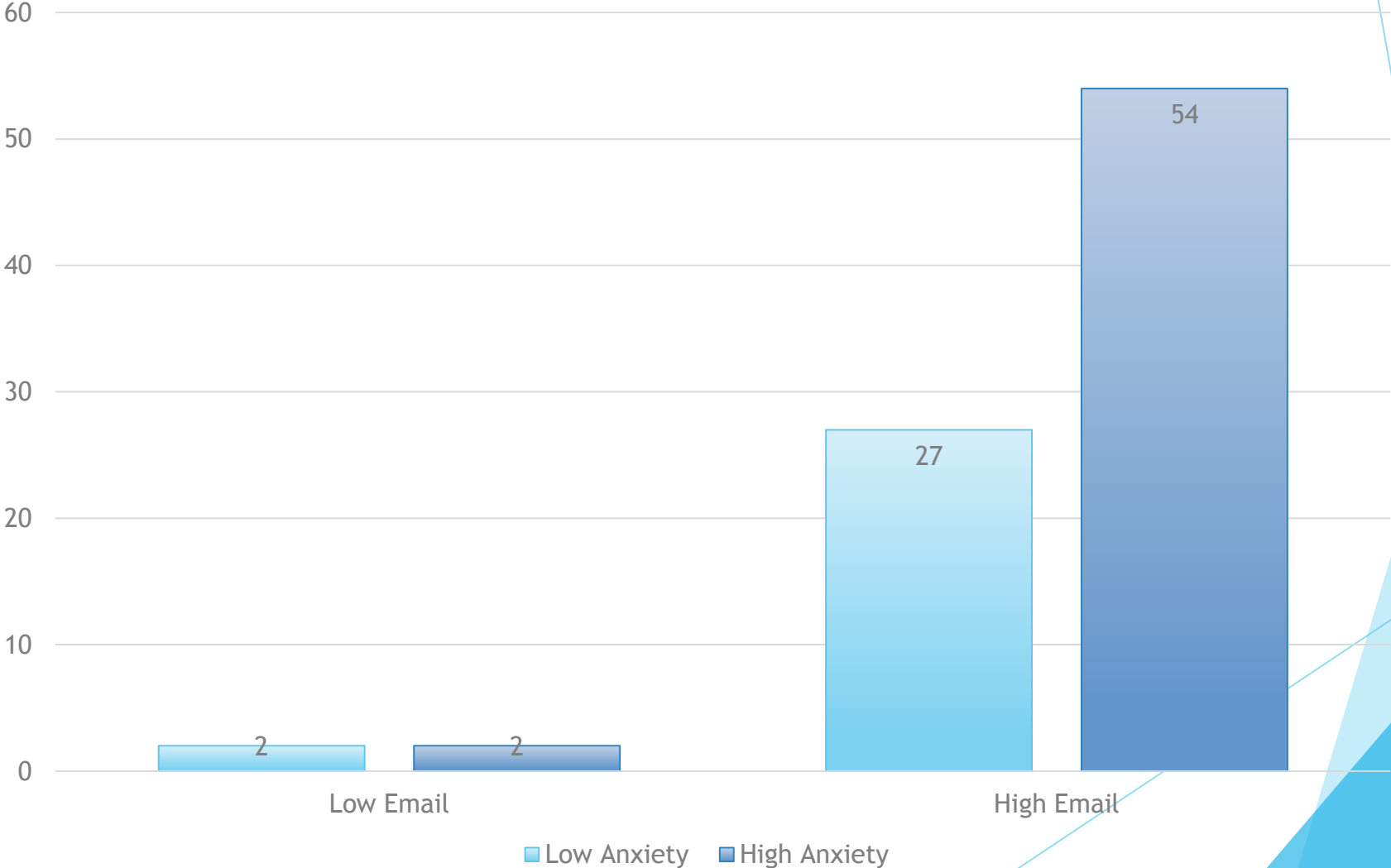
No



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Results Contd.

Academic Notifications and Anxiety Levels



How often do you get notifications of academic opportunity updates (class, sessions, assignments, meetings, seminars) through mechanical mediums of mass communication (i.e. email, texting, online sources)

- Never
- Less than Once a Month
- Once a Month
- 2-3 Times a Month
- Once a Week
- 2-3 Times a Week
- Daily
- Multiple Times Throughout the Day

How often do you communicate with professors, coaches, and/or faculty/staff through technology?

- Never
- Less than Once a Month
- Once a Month
- 2-3 Times a Month
- Once a Week
- Daily
- Multiple Times Throughout the Day

Conclusion

- ▶ Limitations:
 - ▶ Measuring anxiety
 - ▶ Respondent Number
 - ▶ Discretion Left to Respondents
 - ▶ Preliminary Results
- ▶ Conclusions:
 - ▶ Women
 - ▶ Cell phone connectivity is the norm.
 - ▶ As usage of mechanical mediums of mass communication increases, there is a higher association of self perceived anxiety.