Personal and Interpersonal Impact

• We have already talked about affect and addiction
• What role does technology play in our self image, personal and professional relationships?
• Does it cause unrealistic expectations?
• Does it impair our ability to maintain standard relationships?
• Can it exacerbate or aid existing social dysfunction?
Personal and Interpersonal Impact

• Let’s talk about texting
• Much has been made about its impact, or lack thereof, on communication skills
• Does it make us impersonal? Does it impact our ability to interact in other ways?
• There have also been some amusing impacts on interpersonal relationships
Personal and Interpersonal Impact

• Some stats
• 30% of teens end relationships via text
  • “I think that texting is better because you're not really in person. Like one time I told her you're just kind of being too clingy and it's getting really annoying. And she like threw a book at me, so that's why it's probably better to do texts."
Personal and Interpersonal Impact

• Some stats
• 30% of teens end relationships via text
  • “I think that texting is better because you're not really in person. Like one time I told her you're just kind of being too clingy and it's getting really annoying. And she like threw a book at me, so that's why it's probably better to do texts."
• The average teen sends 3340 texts a month (Nielsen)
  • Males – 2539
  • Females – 4050
• 43 percent of teens say texting is why they have a phone
Personal and Interpersonal Impact

- David Crystal, The Gr8 Db8 (2009)
- Texting has no impact on students’ written skills because:
  - Less than 10 percent of words in text messages are abbreviated
  - Abbreviations have been in use for decades already
  - Both children and adults text
  - ‘Textspeak’ does not appear in student assignments
  - People must know how to spell before they can text, so texting can not lead to bad spelling
  - Allows for engagement with the language
Personal and Interpersonal Impact

• Another, similar approach
  • Texting has no effect on grammar
  • Because texting is another language!
  • Learning another language has no impact on grammar
  • Grammar has not changed through slang, idioms, profanity, and other temporal peculiarities
  • If someone has command of a language, they will understand what is right, wrong, proper, slang, and so on.
Personal and Interpersonal Impact

• Baron (2009)
  • Examined college students’ text messages
  • 11,719 words total
  • Only 31 were ‘Online Lingo’ abbreviations
  • Only 90 were acronyms
    • 76 of those were ‘LOL’
  • In a later study, 47 out of 1,473 words in texts were shortened
Personal and Interpersonal Impact

• Baron (2009) continued
  • Believes that rather than grammatical changes, there are more fundamental changes occurring
    • Whatever
      • Is the difference between ‘may’ and ‘can’ important?
    • Control
      • More of it
      • Expectations
    • Entry of new words / acronyms into the OED.
  • How should I, or all of us, respond?
Personal and Interpersonal Impact

• Social Media
  • The value of social media is determined by its subscribers
  • Once a social media’s reputation is lost, it doesn’t recover
  • Recapturing users is almost impossible
  • Social media users can be fickle, and switch services quickly
Personal and Interpersonal Impact

• Positive Impact of technology on relationships (Pew, 2014)
  • 10 percent of Internet users who are married / partnered said Internet had major impact
  • 72 percent said it had no impact at all
  • 25 percent of M / P adults texted the other while they were both at home
  • 21 percent of M / P felt closer to their partner because of online or text exchanges
  • 9 percent resolved an argument online or via text that they couldn’t resolve in person
Personal and Interpersonal Impact

- Negative Impact of technology on relationships (Pew, 2014)
  - 25 percent felt spouse or partner was distracted by cell phone while together
  - 8 percent had argument about time spent online
  - 4 percent have become upset at something they discovered their partner was doing online
Personal and Interpersonal Impact

• Sharing accounts (Pew, 2014)
  • 67 percent of M / P people share passwords
  • 27 percent have a shared email account
  • 11 percent share an online calendar
  • 11 percent share a social media profile

• Some other stats
  • People in long-term relationships more likely to share online accounts
  • 74 percent of people who say the Internet had an impact on their relationship feel it was positive
Personal and Interpersonal Impact

• Women use social media more, and in more ways, than men (except for LinkedIn)
• Men are more targeted in their use, women share pictures more
• Women use passwords and PINs less frequently than men
• Women are more concerned about their online reputation, men are more concerned about their ‘competition.’
Personal and Interpersonal Impact

• Women are more likely to follow and interact with brands
• Women get their news from social media more than men
• Women use mobile devices to access social media more than men
• Women tend to be more annoyed with their facebook friends
More Women Use the Top Social Media

Percentage of US Online Adults Using the Top Social Media in 2013

Source: financesonline.com
They are in Social Media More Often Daily

Percentage of US Online Adults Using Social Media Several Times per Day in 2013:

30% Women
26% Men

Source: financesonline.com
3 Women are More likely to interact With Brands in Social Media

How U.S. Online Adults Interact With Brands:

- Show Support: 54%
- Access Offers: 53%
- Stay Current: 39%
- Comment: 28%
- 25%

Source: financesonline.com
More Women Consume News in Social Media

Percent of US Online Adults Who Consumed News on Social Media in 2013:

58% Women
42% Men

Where Women Consume News More Often Than Men

58% Women
42% Men
5 Women Lead the Trend towards Social Media Use via Mobile

In 2013 Women Used Smartphones and Tablets More Often for Social Media:

- **Smartphones**: 46%
- **Tablets**: 32%

Source: financesonline.com
More Women Use the Top Visual Social Media

- tumblr: 54%
- Pinterest: 46%
- Instagram: 33%

Source: financesonline.com
Personal and Interpersonal Impact

- Social media has become a lucrative source for evidence in criminal and divorce cases
- In Britain, one in seven people had contemplated divorce over Facebook
- 17 percent of those surveyed argued every day over social media use
- 14 percent check their partner’s accounts for evidence of infidelity

Source: Slater & Gordon, 2015
Personal and Interpersonal Impact

• In the U.S., 81% of divorce lawyers used social media evidence

• 58 percent of people know their partner’s password, even if their partner isn’t aware of it.

• A new term has developed for relationship status: “Facebook official”

• One-third of social media users have used it to check on an ex

Source: Slater & Gordon, 2015
Facebook Users Are More Likely to Divorce, Study Finds

Facebook a top cause of relationship trouble, say US lawyers

Facebook, Divorce Linked In New Study

Facebook has Become a Leading Cause in Divorce Cases

Facebook and Twitter threat to marriages: Social media now a factor in one in seven divorces
Don’t Blame Facebook For Your Divorce
Don’t Blame Facebook For Your Divorce

• Correlation, not causation
• Another consequence of social media
• Similar to other marriage statistics, including the big one
Technology and self-esteem

• 2012 study by Facebook and Cornell
• Facebook can alter your mood
• Positive posts resulted in positive posts
• Negative posts resulted in negative posts
• This study was heavily criticized for its lack of disclosure (No IRB consultation)
• The study was investigated by British authorities
• Both Facebook and Cornell were forced to respond
Other Stats

- For children, they have not met ~25% of their online friends (78 per child)
- 12-15 year olds send average 200 texts a week
- 61% of boys and 52% of girls have made at least one friend online
- Especially true of gamers (54% play with people they only know online) and social media users

Source: Pew Internet Research
On the other hand

• 40% of teens feel pressure to post positive things about themselves
• Desire to be liked by others is true on social media as well
• This is impacted by the education level of the parents
• 68% have witnessed, or been part of, ‘drama’ (bullying?)

Source: Pew Internet Research
Technology and self-esteem

• Ties between depression, loss of self-esteem and reduced social engagement have been evident for many years

• Research showed that excessive VDT use resulted in depression, insomnia, inability to engage with coworkers (2002)

• Internet users experienced declines in social activity and psychological well-being all the way back in 1998
Cyberbullying

• Half of teens have been bullied, half have been the bully
• 33 percent of young people have experienced cyberthreats online
• One quarter of young people have been bullied via cell phone
• Half of those bullied don’t tell anyone

Source: bullyingstatistics.org / i-SAFE Foundation
Random dumb things

Enio: look i've been thinking... and it's time for us to take things to the next step... i really like you and i know you like me too, so will you go out with me?

3 hours ago • Comment • Like

Jessica: uhm...??

3 hours ago

Enio: i'm serious...

3 hours ago

Jessica: oh... maybe we should talk about this on the phone...

3 hours ago

Enio: why... why can't you answer it on here... so everyone knows how you feel about me?! why do we have to hide what we have for each other!!

3 hours ago

Jessica: because i don't wanna turn you down on here.

3 hours ago
Random dumb things

Marshall went from being "in a relationship" to "single."

Marshall
Dear Marshall,
You left your Facebook logged on! Just wanted you to know how cute it is to see you flirting with massive amounts of girls. Kind of humiliating for me, really... but now you can feel my pain! I'm sorry I wasn't "good enough" for you not to do that to me.

Here's the thing, now you're single... so you can do whatever you want! :D

Thank you, baby... for wasting nearly a year of my life.

Remember our agreement? I'll take that Xbox when you're ready.

I love you, sugar! Hope you sleep real sweet tonight. :)

Willow
Oh. 😐

2 minutes ago · Unlike · #1 person
Random dumb things

@KennethCole Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at http://bit.ly/KCairo -KC

Retweeted by Agendalnc and 25 others
Random dumb things
Random dumb things

Applebee's
14 hours ago

We wish this situation hadn't happened. Our Guests’ personal information - including their meal check - is private, and neither Applebee’s nor its franchisees have a right to share this information publicly. We value our Guests' trust above all else. Our franchisee has apologized to the Guest and has taken disciplinary action with the Team Member for violating their Guest’s right to privacy.
Technology and self-esteem

• Technology can be used to alter reality and create unrealistic expectations
• Photoshop is the largest offender
• It is often used to absurd extremes, known as “Photoshop fails”
• When used more subtly, the results are more serious
• Let’s see some bad ones:
SHARE YOUR SELFIE FOR A CHANCE TO
WIN A TRIP TO PARIS

1. Go to www.facebook.com/westfieldkensington, click on the 'Upload Selfie' link, and upload a photo of you in your hottest outfit.

2. Fill in your details, including a caption outlining what you're wearing and where it's from.

3. Enter the draw for your chance to win a trip to Paris.

Westfield
IN CENTRE. BUY ONLINE. MOBILE.
Robe en satin avec
€ 79,95

DESCRIPTION

DÉTAILS
100% polyester recyclé. Lavage en machine à 30 °C
Lexar Professional

8GB

133x Speed/Vitesse
20MB/sec Write*
20Mo/sec Ecriture*

FREE/GRATUIT
Technology and self-esteem

• Too often, however, Photoshop is used to thin, smooth, remove, to subtle yet unrealistic levels.
• There have been some attempts to push back
• A series of Elle covers in France showed women without makeup
• Awareness is most effective against this
Forming relationships

- In 2013, 59% of people felt dating websites were acceptable
- In 2005, it was 40%
- Although 21% of people think it means someone is desperate
- A majority who meet online create alternate stories about how they met
Forming relationships

• Dating sites can be very specific
• People using them can be vulnerable, and there have been scams targeting them
• Concerns (or happiness about) a mobile hookup culture
  • Tinder
  • Hinge (speaking of social media)
• Some sites were fined for creating fake profiles
• And then there’s Ashley Madison
Computers in organizations

• Technology is used extensively in companies
• Half of all business investment is in I.T.
• Computers are used at two organizational levels, by three types of employee
• The higher up the user, the more broad the data used, and the more long-term the decisions
• Social technologies are utilized frequently to facilitate communication
Computers in organizations

• Consolidation and amalgamation of information
  • Data warehouses
  • Digital dashboards
  • Social technologies
Computers in organizations

• 70% of companies use social technologies
• 90% of those companies report a benefit from their use
• Workers spend 28 hours a week responding to email, researching, and collaborating
• Social technology use depends on industry
• Social is a feature, and ill-defined
Computers in organizations

• There are risks associated with technology adoption
  • Misuse of social technologies
  • Public nature of those technologies
  • Groupthink and non-participation
  • Use of customer information
  • Security of data