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## 1. Trends

- a. Decline of telephoning (Monday's NYT), which made me think of
- b. Decline of manners wrt texting
  - i. Pro-innovation bias leads me to embrace change; "old" is being set in your ways
  - ii. New normal, lest we impose on people's freedom to negotiate social space
- c. The session topic mentions "what is being lost" but I prefer to focus on "what's gained"
  - i. Recent interview on church use of social media
    1. Religion fosters connections
    2. Social media fosters connections
  - ii. For example, FTF connections give privilege to close connection, but social media foster "loose" connections
    1. Friends are often acquaintances
    2. Sally's husband died and Facebook became my way to reach out
- d. Facebook and Twitter are here to stay, at least functionally
  - i. Friendster begat Myspace begat Facebook, which may fall into uncool territory
  - ii. Google Circles emulate Facebook Groups, which never caught on
  - iii. The new Miller's Analogy: FB is to Twitter as friends are to \_\_\_\_ (strangers)

## 2. Theories to explore (or dare to say, to test)

### a. Interpersonal

- i. I worried I needed to brush up on Watlavick and Beavin interactionism (or the social penetration onion)
- ii. Social media challenge norms of self-disclosure
- iii. What are "the rules" of social media

deprivation study  
would be useful

the Like button -->

- iv. Liking is easier than sharing, much as clicking a link is easier than donating your time moving sandbags in a flood

emoticons are chosen, not spontaneous like real smiles

### b. Mass Comm

- i. Watching alone is not the same with the Twitter stream
- ii. Live events (NCAA bball and Academy Awards) adjust to Twitter and iPads
- iii. Old media struggle to connect with newly empowered audiences
- iv. iPad, iPod, cell screen: search "glowing rectangles the onion" to find my favorite fake news story "90% Of Waking Hours Spent Staring At Glowing Rectangles"
  1. no citation needed these days, just Google a portion of the title and get the cite, minus the APA, MLA drudgery we inflict on 21<sup>st</sup> century students
  2. APA's doi numbers are about twenty years too late to matter

uses and  
gratifications  
study is useful

3. Research (my own and suggestions)
  - a. Surveys are optional, which is good as the IRB creeps into the design of your study rather than protecting participants, as was the founding mission
  - b. Random generation of national samples based on name distribution (please cite my article if you try it)
  - c. Content analysis is made easy by social media
    - i. New chapter, qualitative study of Facebook comments made by televiewers
    - ii. Youopenbook.org
  - d. Me and Clark and Twitter (populations instead of samples)
    - i. Radio twitter: stations promoting
    - ii. TV twitter: stations not promoting
    - iii. Using twitter to follow news personalities
      1. Clark's IRB to mollify
      2. People not interested in crime news, but they like politics
  - e. Suggestions
    - i. Photo analysis
    - ii. Youopenbook.org has introduced me to some stranger people I'd never meet (or see their wall)
    - iii. Long-distance relationships