Introduction and Methods

- Experiment
  - Introduce non-mutual friends to Elliot through social media and to Spencer in person.
  - Survey their reactions and perceptions.
- Goals

  -How does the increased use of social media impact our perceptions of others?

  -How do these perceptions affect social interaction in real life?

INITIAL SURVEY QUESTIONS

❏ *What is the general vibe you get from this person?*

❏ *Based on their profiles, name three things they might bring up in conversation.*

❏ *How much does he use social media? Do you predict him to have all the most popular social media outlets like Instagram, Snapchat, etc.?*

❏ *How much does he use the internet for non-school related things?*

❏ *What socioeconomic background would you guess they are from?*

❏ *Would you be friends with them?*

❏ *How often does he go out?*

❏ *What's his sex life like?*

❏ *What parts of his life do you envy?*

❏ *For example, what's a skill you think he might possess that you don't have?*

❏ *Based on their profile, what would you say are this person's defining characteristics?*

❏ *What are their interests?*

❏ *How accurate do you think your first impression will be?*

POST EXPERIMENT QUESTIONS

- ❏ *How do you think your reactions between Elliot and Spencer differed?*
- ❏ *Do you think having "seen" Elliot on social media beforehand influenced your interactions between one another?*
- ❏ *Do you feel that because you had previous knowledge of Elliot, it was difficult or easier to carry out conversation?*
- ❏ *Has this experiment led you to question your own assumptions of others on social media?*
- ❏ *Describe how your impression changed or remained constant throughout*
- ❏ *How accurate were your survey responses?*
- ❏ *Do you feel like you enter real-life interactions with predispositions based on media profiles?*
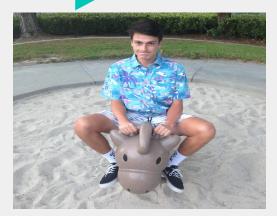
Elliot Rask

Spencer Smyth

Connor Kennedy

Age: Freshman

Born: California

Social Media: Instagram, Facebook, Snapchat

Preliminary Responses

- Funny sense of humor
- Personable and easy going
- Upper middle class, but not eager to show off possessions
- Envious of Elliot's ability to play football
- Expected his first impression to remain accurate when he met him

Connor Kennedy (cont.)

Post-experiment responses

-Conversation with Elliot felt generic and forced

-First impression of Elliot was "hit or miss"

-Felt good about initial interpretation of Elliot's character, thought they would have more in common

-Had a more "real" conversation with Spencer

-Surprised at how easily the conversation flowed from topic to topic with Spencer

Liam Maher-Hall

Year: Freshman

Born: Bend, OR

Social Media Accounts:
Facebook & Snapchat

Preliminary Responses:

- "Seems to have good vibes"
- Interested in sports, humor, family
- Moderate Social Media use
- Average/Middle-class background
- Wouldn't be opposed to being friends
- Seems to be social
- Unsure of the accuracy of his impressions from social media

Liam (cont.)

Post-Experiment Responses (After meeting Spencer & Elliot):

- No preconceived notions of Spencer, but did of Elliot.
- Meeting wasn't heavily influenced, but the dynamic of conversation changed a bit
- Possibly more difficult to carry out conversation
- Not huge on social media, so doesn't judge people unless he knows them
- Thinks social media is somewhat destructive
- Doesn't normally meet people online before in-person

Sydney Pincus

Year: Sophomore

Born: L.A. (the Valley)

Social Media Accounts:
Facebook, Snapchat, Instagram, Twitter, Tumblr, Wordpress, Pinterest, Tinder

Preliminary Responses:

- He seems like a cool dude,
- Loves his family, probably a down-to-earth guy.
- On social media a lot, uses Twitter the most
- Parties a lot, confident
- Feels like she'll be accurate but fears quick judgement

Sydney (cont.)

Post-Experiment Responses

- Very different reaction; convo with Elliot felt awkward, didn't expect him to be quiet
- Thought Elliot was a "frat star"
- Basing judgments off of social media is no way to measure personality
- "Assumptions are more aligned with reality the more you know a person, but they seem to be different at the first meeting"

Cass Anderson

Year: Freshman

Born: Ashland, OR

Social Media: Facebook and Snapchat

Preliminary Responses:

- Seems pretty chill, probably likes to party.
- Interested in sports, partying, and friends.
- Is fairly active on social media
- Feels like her responses will be somewhat accurate.

Cass (cont.)

Post Experiment Responses:

- Elliot was more closed off than expected.
- Thinks it is beneficial to go in with an open mind during first meetings.
- Felt her predictions were fairly accurate.
- "I think it depends on the person. If they are really active on facebook it is easier to create predispositions about them."
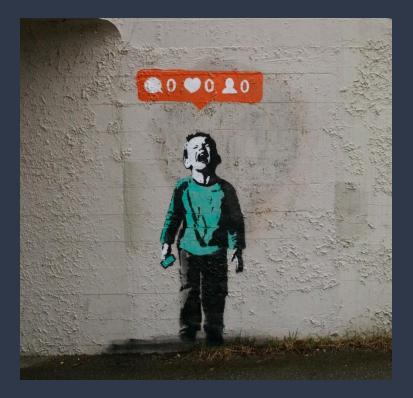
Test Subject Reaction

Elliot

- Going into the meetings, I had very little knowledge as to who I was meeting with
- This created a rare situation in which I met someone without first observing their social media
- One could argue, I am so use to knowing someone's "social side," that without knowing this social side, I become awkward when thrown into conversations with these people

Spencer

- Conversations felt pretty organic; nothing to hide
- Knowing it is an experiment, some validity is compromised on both sides
- Don't *always* feel super comfortable in conversation; I can be awkward, but the reactions indicate that people felt the conversations were maintained, possibly indicating genuinity of meeting someone before knowing anything.

Error Analysis

- Elliot & Spencer role reversal
- Having the subjects unaware that they are participating in an experiment → More authentic interaction and responses?
- More test subjects → More conclusive analysis
- Randomly select participants...?
- Have Elliot scope their social media too?

Concluding Conjectures

- People generally felt more comfortable conversing with Spencer than Elliot.
    —Result of an assumed conception of their persona?
    —Causing uncomfortability in interaction? Or personality type?
- Tend to believe impressions from social media to be somewhat accurate, but were always surprised by something.
    —Impossible to know much from media
- More difficult to carry out conversation because of previous knowledge of Elliot
    —Greater implications?