

# The Impact of Texting on Social Interaction

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# Introduction

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- Despite the ease of texting, it can interfere with the social skills needed to build relationships in the personal and corporate world.
- “Teens, Cell Phones, and Texting: Text Messaging Becomes Centerpiece Communication” (Lenhart, 2010).
- “Talk to Text: Changing Communication Patterns” (Pinchot, Douglas, Paullet, & Rota, 2011).

# Introduction

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- Four Hypotheses
  - More comfortable texting than voicemail
  - Include minimal information
  - Higher preference for texting than voicemail
  - Texting is used to avoid making uncomfortable phone calls

# Method

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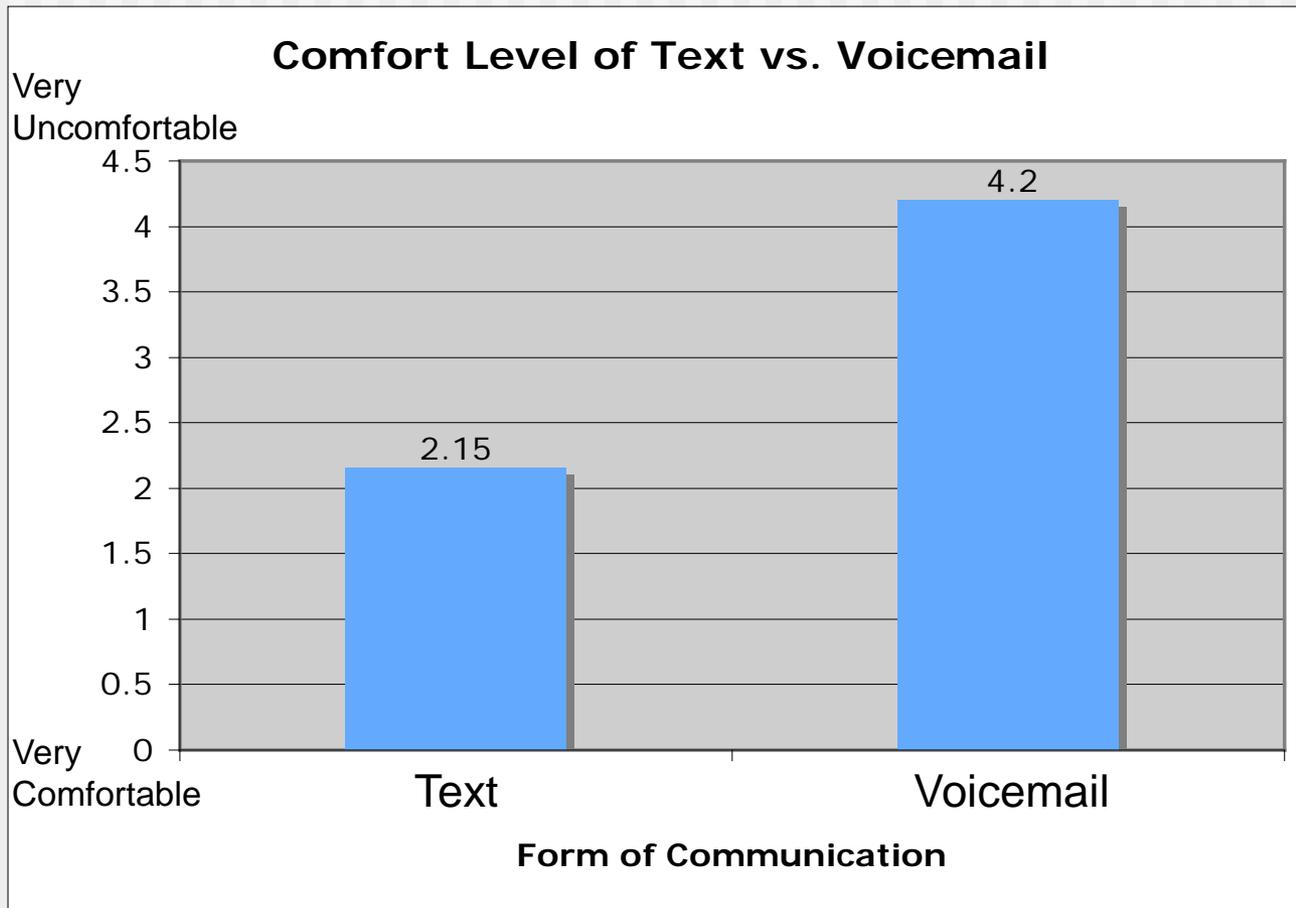
- Convenience sample of 20 undergraduate college students
- Participants read a short vignette
- Task: Deliver message of disinterest
  - Two counterbalanced conditions across participants:
    - Text
    - Voicemail

# Method

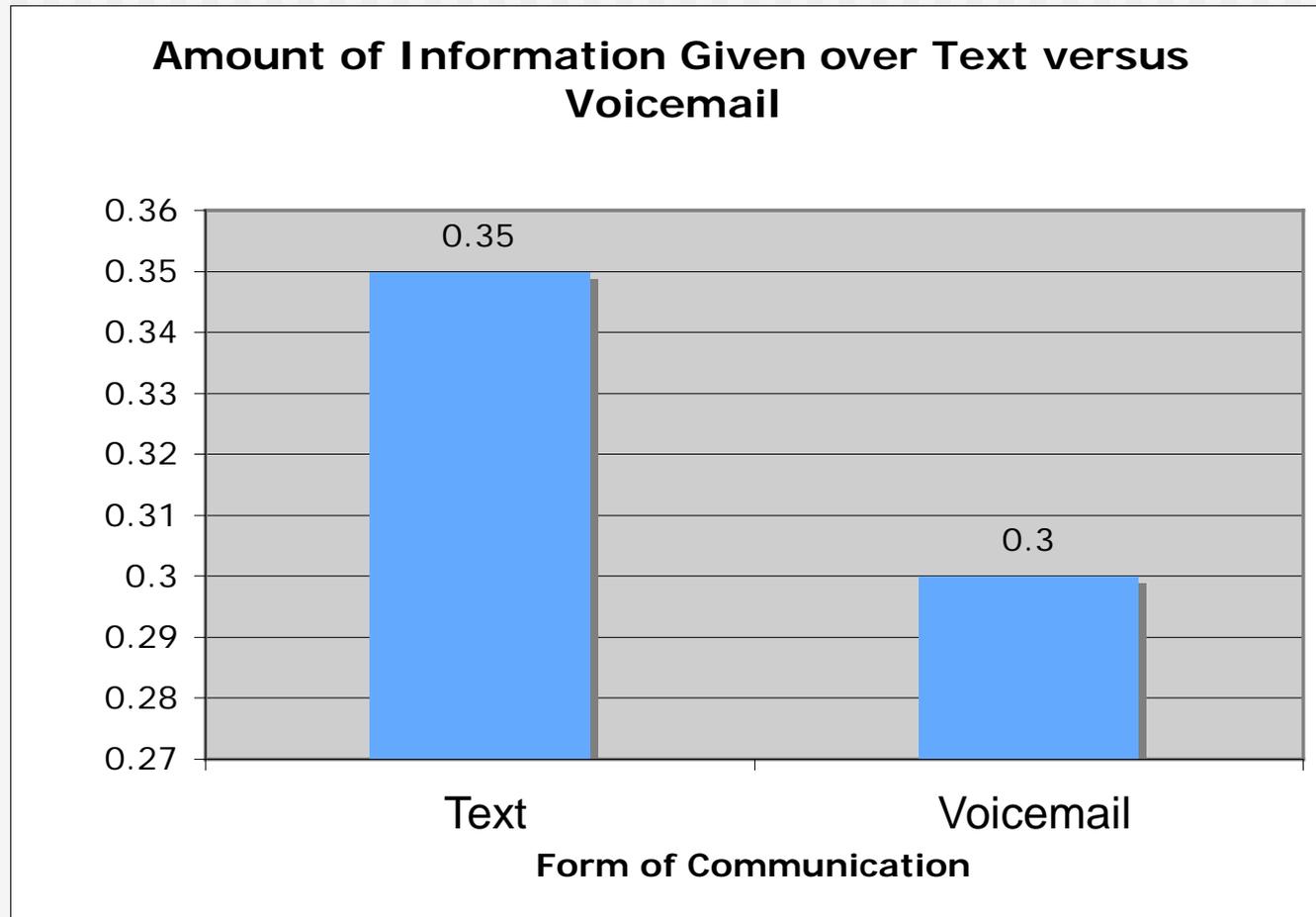
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- Given questionnaire about:
  - Comfort level after each condition
  - Amount of information included
  - Preference
  - Avoidance
  - Gender
  - Age

# Results: Comfort Level

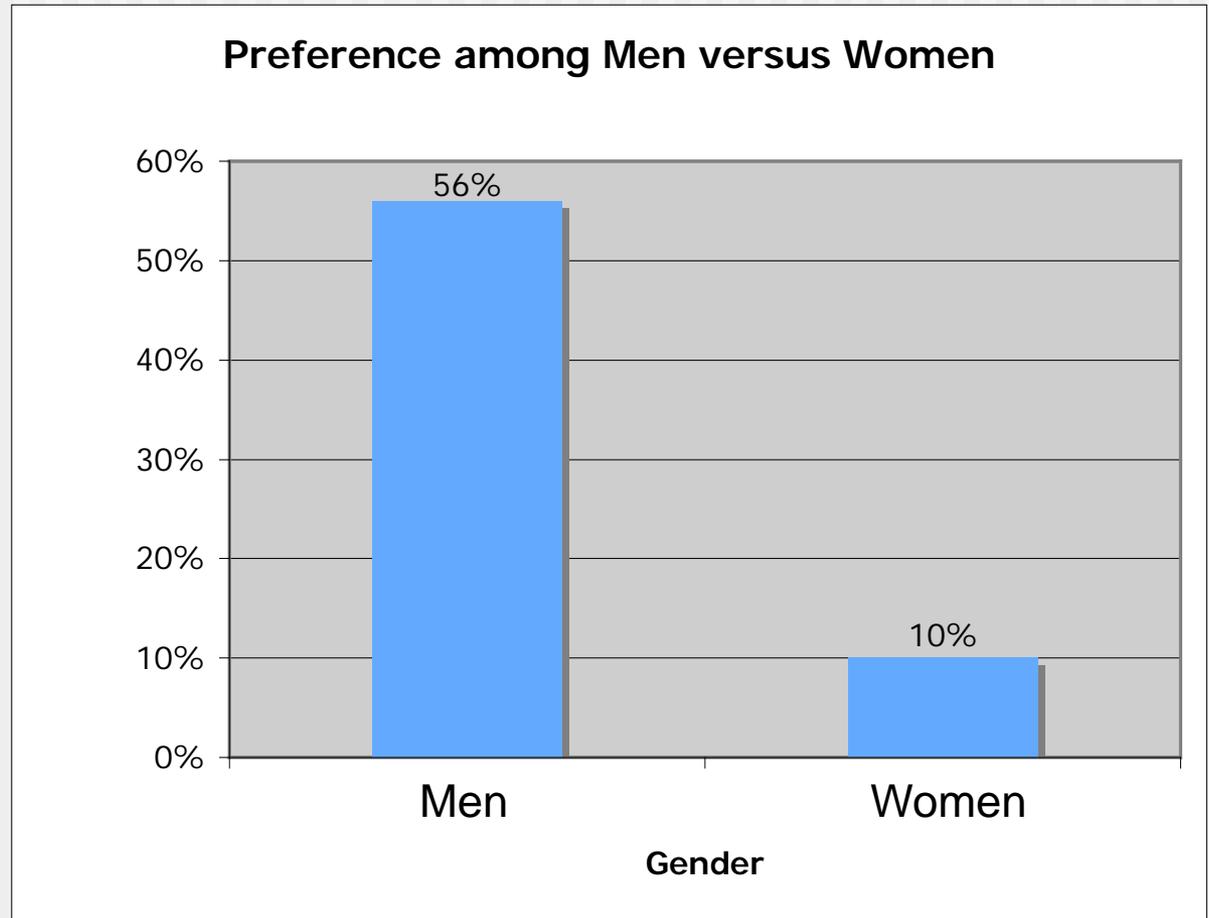


# Results: Amount of Information



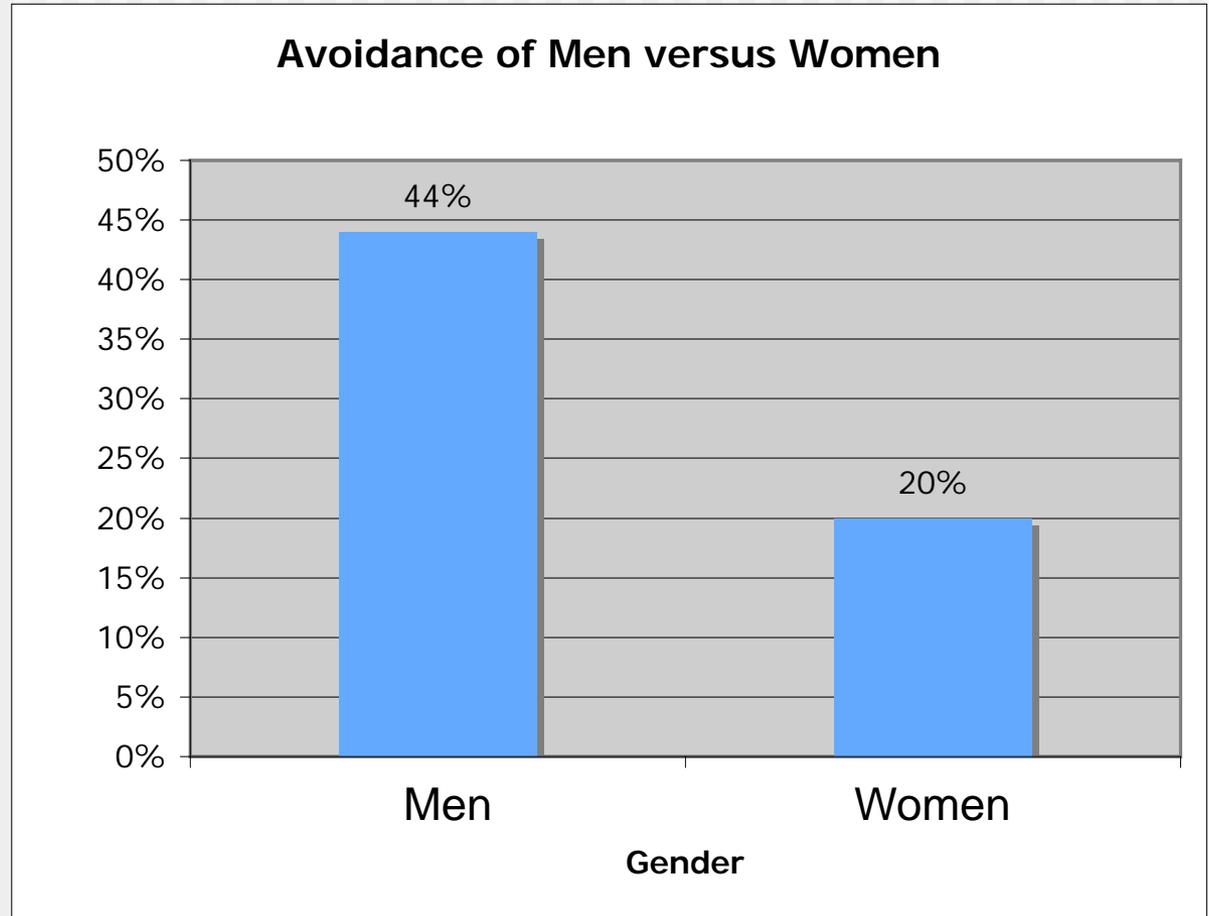
# Results: Preference

Text	Voicemail
14	6



# Results: Avoidance

Yes	No
13	6



# Limitations

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- Small Sample Size
- Demand Characteristics
- Reactivity
- The Manipulation

# Conclusions

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- These findings add to the growing research on the effects of texting on human behavior
- Further research is needed to prevent the younger generations from the addiction to texting and its harmful effects on social interaction

# References

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Lenhart, A. (2010). Teens, cell phones, and texting: Text messaging becomes centerpiece communication. *Pew Internet and American Life Project*. Retrieved from [www.pewresearch.org](http://www.pewresearch.org)

Pinchot, J.L., Douglas, D., Paullet, K.L., & Rota, D.R. (2011). Talk to text: Changing communication patterns. *Conference for Information Systems Applied Research*, 4, 1-9.

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Questions?

Thank you!