

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

Strategic Uses of Social Technology

An Interactive Perspective of Social Psychology

On an everyday basis, we communicate with one another using various technological media, such as text messaging, social networking tools, and electronic mail, in work, educational, and personal settings. As a consequence of the increasing frequency of use and importance of computer-supported interaction, social scientists in particular have heeded the call to understand the social processes involved in such interactions. In this volume, the editors explore how aspects of a situation interact with characteristics of a person to help explain our technologically supported social interactions. The person-by-situation interaction perspective recognizes the powerful role of the situation and social forces on behavior, thought, and emotion, but also acknowledges the importance of person variables in explaining social interaction, including power and gender, social influence, truth and deception, ostracism, and leadership. This important study is of great relevance to modern readers, who are more and more frequently using technology to communicate with one another.

ZACHARY BIRCHMEIER has a Ph.D. in Psychology from Miami University. He has published scientific studies about online social relationships, including how students who are shy can build confidence online.

BETH DIETZ-UHLER is Professor of Psychology at Miami University. Her research interests include intragroup and intergroup behavior, reactions to threats to social identity, sport fans and spectators, and computer-mediated communication.

GAROLD STASSER is Professor of Psychology at Miami University. His published work has appeared in *Psychological Review*, *Review of Personality and Social Psychology*, *Psychological Inquiry*, *Journal of Personality and Social Psychology*, *Journal of Experimental Social Psychology*, and *Organizational Behavior and Human Decision Processes*. His research interests are communication in decision-making groups, coordination of social behavior, collective choice and problem solving, and computational models of social interaction.

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

Strategic Uses of Social Technology

An Interactive Perspective of Social Psychology

Edited by

Zachary Birchmeier, Beth Dietz-Uhler, and
Garold Stasser



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town,
Singapore, São Paulo, Delhi, Tokyo, Mexico City

Cambridge University Press

The Edinburgh Building, Cambridge CB2 8RU, UK

Published in the United States of America by Cambridge University Press,
New York

www.cambridge.org

Information on this title: www.cambridge.org/9780521899260

© Cambridge University Press 2011

This publication is in copyright. Subject to statutory exception
and to the provisions of relevant collective licensing agreements,
no reproduction of any part may take place without the written
permission of Cambridge University Press.

First published 2011

Printed in the United Kingdom at the University Press, Cambridge

A catalogue record for this publication is available from the British Library

Library of Congress Cataloging in Publication data

Strategic uses of social technology : an interactive perspective of social
psychology / edited by Zachary Birchmeier, Beth Dietz-Uhler, and
Garold Stasser.

p. cm.

Includes bibliographical references and index.

ISBN 978-0-521-89926-0 (hardback)

1. Social networks – Psychological aspects. 2. Social interaction.

I. Birchmeier, Zachary. II. Dietz-Uhler, Beth. III. Stasser, Garold.

HM741.S78 2011

302.30285 – dc23 2011023025

ISBN 978-0-521-89926-0 Hardback

Cambridge University Press has no responsibility for the persistence or
accuracy of URLs for external or third-party internet websites referred to
in this publication, and does not guarantee that any content on such
websites is, or will remain, accurate or appropriate.

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

Contents

<i>List of figures</i>	page vii
<i>List of tables</i>	viii
<i>Notes on the contributors</i>	ix
<i>Acknowledgments</i>	xii
1 Introduction: A social psychological analysis of computer-supported social interaction	1
ZACHARY BIRCHMEIER, BETH DIETZ-UHLER, AND GAROLD STASSER	
2 A SIDE look at computer-mediated interaction: Power and the gender divide	16
RUSSELL SPEARS, MARTIN LEA, TOM POSTMES, AND ANKA WOLBERT	
3 Trust, deception, and identity on the internet	40
MELANIE C. GREEN AND JORDAN M. CARPENTER	
4 An interactional approach to social influence in computer-mediated communication	63
KAI SASSENBERG	
5 Social interaction in cyberspace: Social construction with few constraints	84
SUSANNE ABELE	
6 Dynamics of leader emergence in online groups	108
ANDREA B. HOLLINGSHEAD	
7 Ostracism in cyberspace: Being ignored and excluded in electronic-based interactions	127
ERIC D. WESSELMANN AND KIPLING D. WILLIAMS	

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

vi	Contents	
8	Opinion-based groups: (Racist) talk and (collective) action on the internet	145
	CRAIG MCGARTY, GIRISH LALA, AND KAREN M. DOUGLAS	
9	A juxtaposition of social influences: Web 2.0 and the interaction of mass, interpersonal, and peer sources online	172
	JOSEPH B. WALTHER, STEPHANIE TOM TONG, DAVID C. DEANDREA, CALEB T. CARR, AND BRANDON VAN DER HEIDE	
10	The virtual social world: The continually changing landscape of social interaction	195
	GAROLD STASSER, BETH DIETZ-UHLER, AND ZACHARY BIRCHMEIER	
	<i>Index</i>	211

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

Figures

5.1 The Prisoner's Dilemma Game	<i>page</i> 90
5.2 The Battle of the Sexes Game	91
6.1 Mean leader consensus scores by media and time period in ten FTF and ten CMC groups	118
6.2 Number of leaders by group size in twenty-four internet support groups	119
6.3 Leader consistency in twenty-four internet support groups by consecutive time periods	121
9.1 A typology of online influence sources	179

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

Tables

- 4.1 Examples for moderators of the impact of media characteristics on social influence sorted by the mechanism underlying the moderation *page 78*

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

Notes on the contributors

SUSANNE ABELE

Department of Psychology

Miami University

ZACHARY BIRCHMEIER

Graduate & Continuing Studies

Stephens College

JORDAN M. CARPENTER

Department of Psychology

University of North Carolina at Chapel Hill

CALEB T. CARR

Department of Communication

University of Oklahoma

DAVID C. DEANDREA

Department of Communication and Department of Epidemiology

Michigan State University

BETH DIETZ-UHLER

Department of Psychology

Miami University

KAREN M. DOUGLAS

School of Psychology

University of Kent

MELANIE C. GREEN

Department of Psychology

University of North Carolina at Chapel Hill

ANDREA B. HOLLINGSHEAD

Annenberg School for Communication and Journalism

Marshall School of Business

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

x Notes on the contributors

Department of Psychology
University of Southern California

GIRISH LALA
Department of Psychology
The Australian National University

MARTIN LEA
The School of Psychological Sciences
The University of Manchester

CRAIG MCGARTY
School of Psychology
Murdoch University

TOM POSTMES
Department of Social and Organizational Psychology
University of Groningen

KAI SASSENBERG
Knowledge Media Research Center
Tübingen, Germany

RUSSELL SPEARS
School of Psychology
Cardiff University/University of Groningen

GAROLD STASSER
Department of Psychology
Miami University

STEPHANIE TOM TONG
Department of Communication Studies
University of Puget Sound

BRANDON VAN DER HEIDE
School of Communication
The Ohio State University

JOSEPH B. WALTHER
Department of Communication and Department of
Telecommunication,
Information Studies & Media
Michigan State University

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

Notes on the contributors

xi

ERIC D. WESSELMANN

Department of Psychological Sciences

Purdue University

KIPLING D. WILLIAMS

Department of Psychological Sciences

Purdue University

ANKA WOLBERT

Department of Social Psychology

University of Amsterdam

Cambridge University Press

978-0-521-89926-0 - Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology

Edited by Zachary Birchmeier, Beth Dietz-Uhler and Garold Stasser

Frontmatter

[More information](#)

Acknowledgments

This book grew out of the Conference on Group Processes in Computer-Supported Interaction: Technological and Social Determinism, held in April 2005 at the Marcum Center, Miami University, Oxford, Ohio. This conference would not have been possible without the generous support of the National Science Foundation (BCS 0434200) and the Department of Psychology, Miami University. We also thank the many speakers and participants for their contributions to the conference and their thoughtful work on group processes in computer-supported interaction. This work laid the foundation for the work reported in this book.