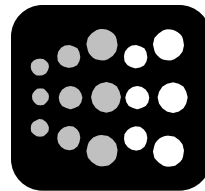


Video Delay Effects on Emotion and Communication Outcomes

Stacie Renfro and Christian Rauh

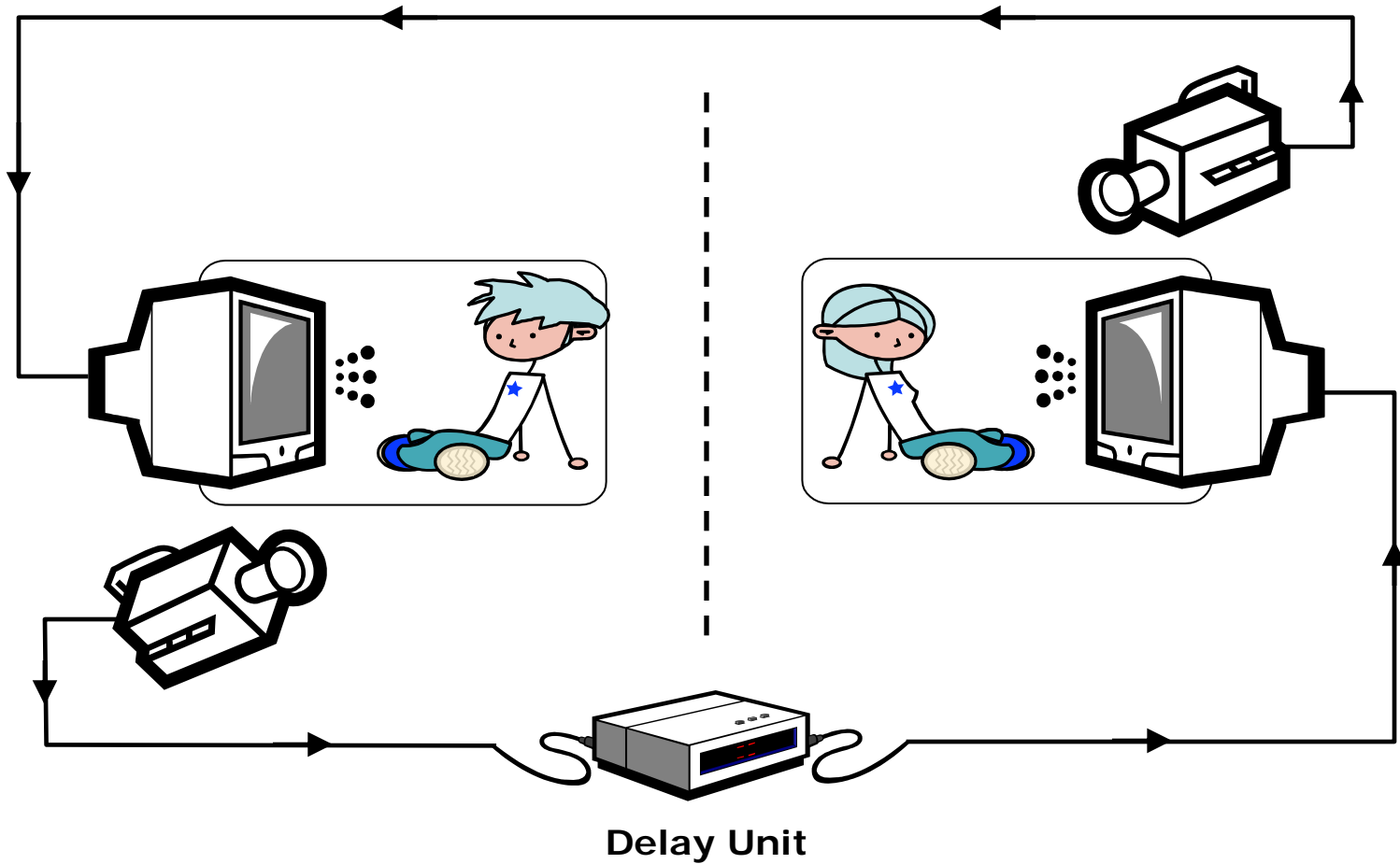
University of Connecticut



Overview

- Second experiment of a series
- First experiment – 1 second delay
 - Decreased social attraction
 - Increased outgoing emotions
- This time:
 - 2x3 Design
 - Delay presence (within subjects)
 - 1, 2, and 4 second delays (between subjects)
 - Involvement as moderator

Setup



Measures

- Involvement
 - Composite Measure: Political Involvement ($\alpha = .95$), Communication Involvement ($\alpha = .87$), Topic Involvement ($\alpha = .92$)
- Communication Satisfaction
 - Conversational Effectiveness Scale (Canary & Spitzberg, 1987) ($\alpha = .85$)
- Social Attraction
 - Interpersonal Attraction Scale (McCroskey & McCain, 1974). ($\alpha = .86$)
- Emotions
 - Interpersonal Emotion Scale (Rauh, Renfro & Buck, 2003)
 - 8 factors
 - outgoing ($\alpha = .88$)
 - attracted ($\alpha = .81$)
 - cautious ($\alpha = .92$)
 - frustrated ($\alpha = .89$)
 - stimulated ($\alpha = .76$)
 - uncomfortable ($\alpha = .87$)
 - down ($\alpha = .80$)
 - angry ($\alpha = .76$)

Hypotheses

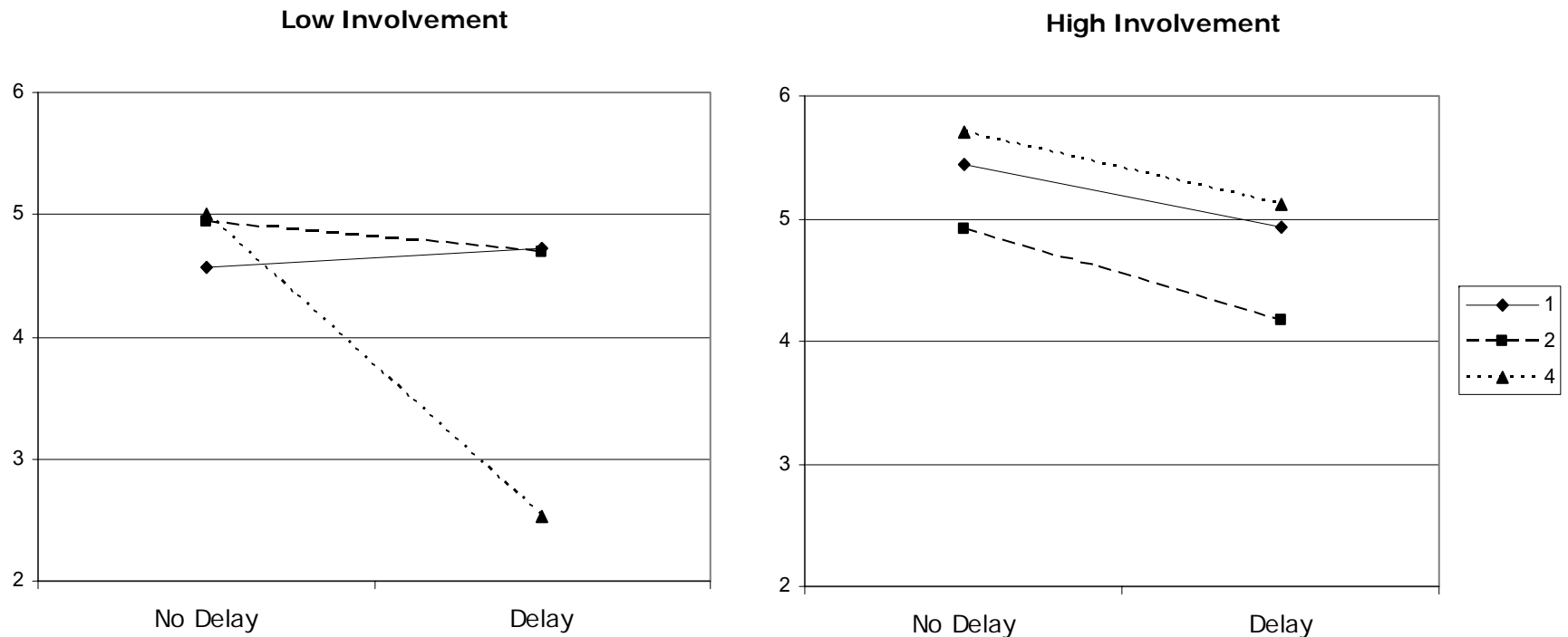
- Delay will
 - ↓ communication satisfaction
 - ↓ social attraction
 - ↓ positive emotion factors
 - ↑ negative emotions factors
- Does involvement moderate the effects of delay?

Analysis

- Sample: 98 participants
 - 70 1-sec, 14 2-sec, 14 4-sec
- Repeated measures analysis using the GLM procedure in SPSS
 - Within-subjects factor
 - Delay
 - Between-subjects factors
 - Delay Amount, Involvement
 - Dependent Variables
 - Involvement
 - Comm. Satisfaction
 - Social Attraction
 - Emotion factors

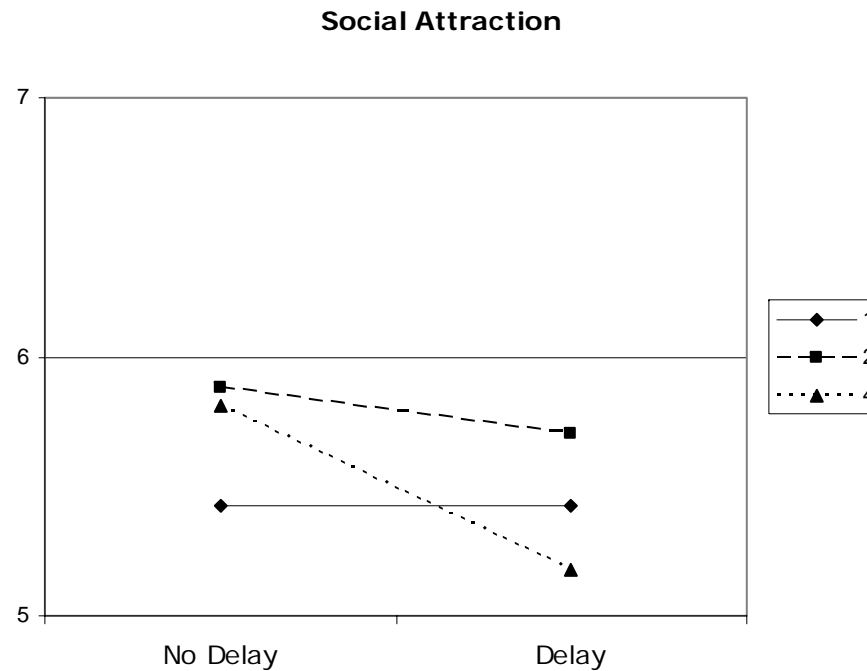
Results: Comm Satisfaction

- 3-way interaction
 - Delay, delay amount, and involvement
- $F(2, 89) = 17.74$, $p < .001$, $\eta^2 = .16$



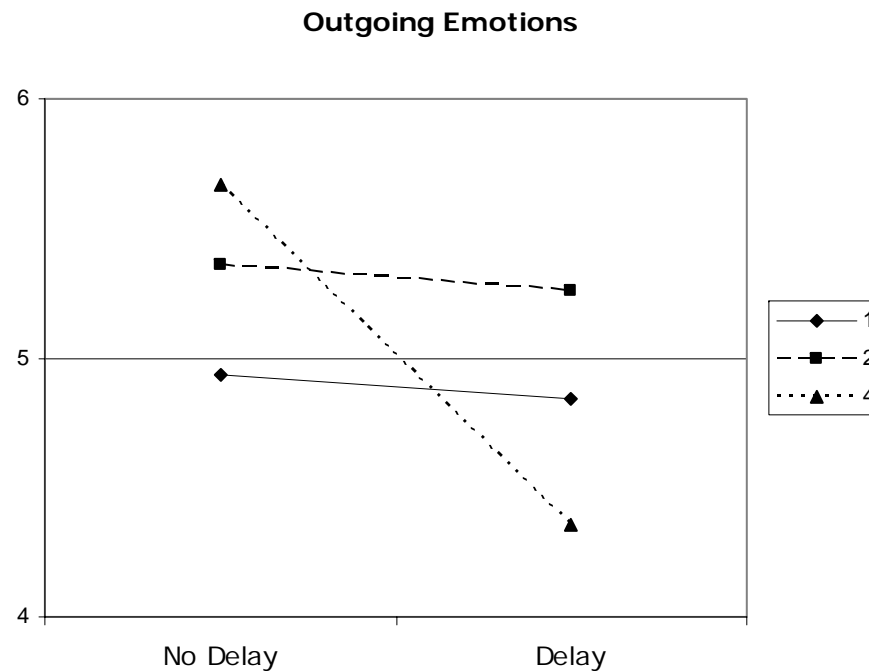
Results: Social Attraction

- 2-way interaction
 - Delay, delay amount
- $F(2, 89) = 5.89$,
 $p < .01$, $\eta^2 = .10$



Results: Outgoing Emotions

- 2-way interaction
 - Delay, delay amount
- $F(2, 90) = 14.11$,
 $p < .001$, $\eta^2 = .19$

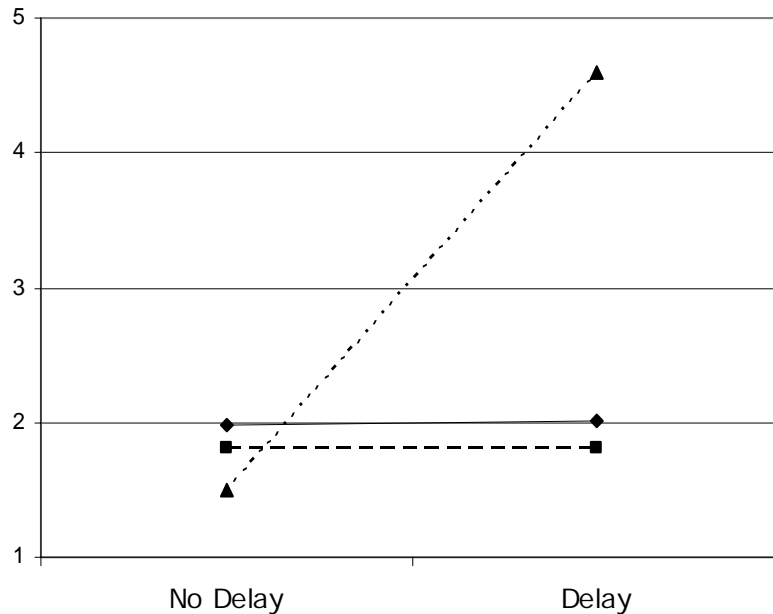


Results: Frustrated Emotions

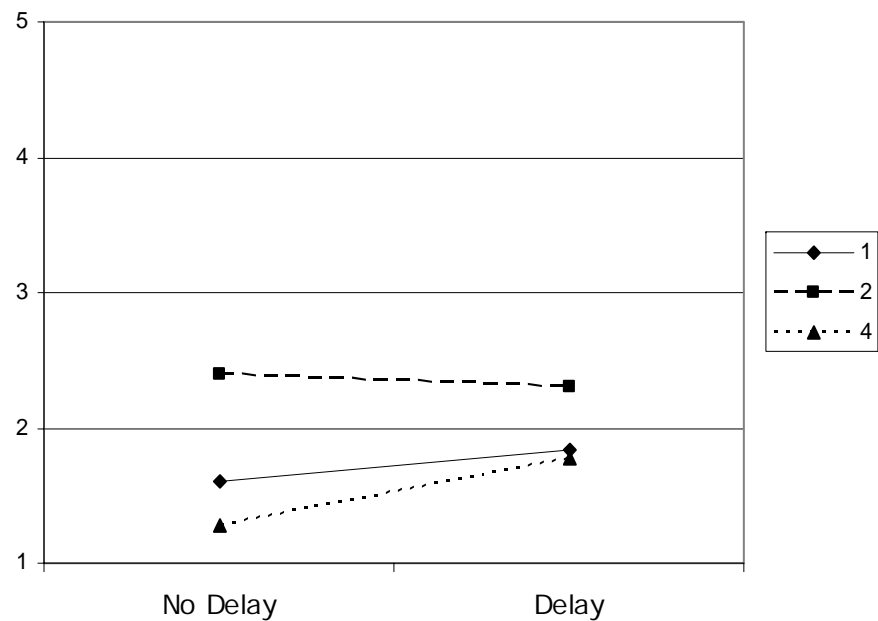
- 3-way interaction
 - Delay, delay amount and involvement

- $F(2, 90) = 9.87$,
 $p < .001$, $\eta^2 = .12$

Low Involvement



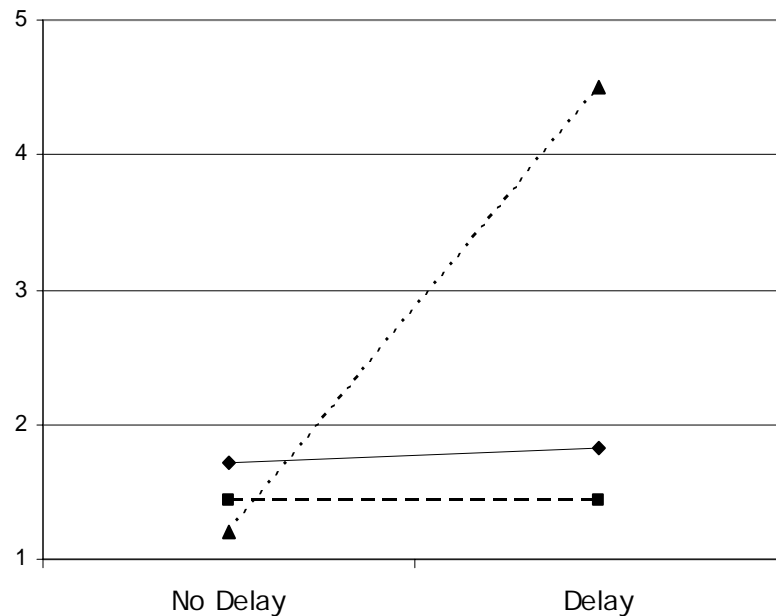
High Involvement



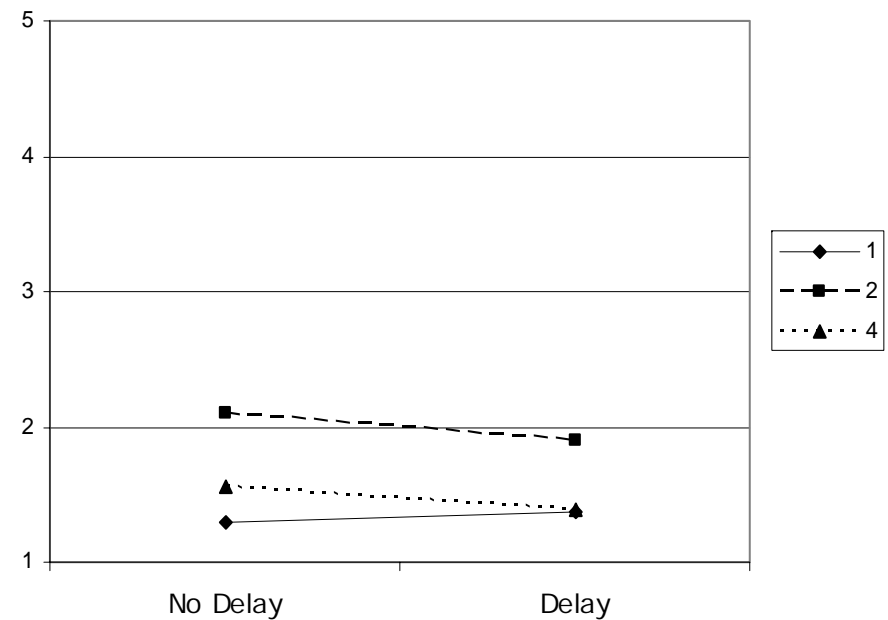
Results: Angry Emotions

- 3-way interaction
 - Delay, delay amount and involvement
- $F(2, 90) = 15.37$, $p < .001$, $\eta^2 = .17$

Low Involvement



High Involvement



Conclusion

- People are somewhat robust to small amounts of delay.
- Involvement moderates the effect of delay levels for some variables.
- The threshold for the effects of delay is lower for highly involved people.
- However, lowly involved people are more affected by the delay once their threshold is reached.
- Since temporal coordination is considered to be a result of increasing rapport, future research should examine the impact of delay on acquaintances.

Interpersonal Emotion Scale

- **Outgoing**
 - Happy
 - Friendly
 - Talkative
 - Pleased
 - Open
 - Sociable
 - Cheerful
- **Stimulated**
 - Stimulated
 - Interested
- **Attracted**
 - Attracted
 - Turned On
- **Uncomfortable**
 - Self-conscious
 - Embarrassed
 - Uncomfortable
 - Nervous
- **Cautious**
 - Careful
 - Cautious
- **Frustrated**
 - Frustrated
 - Irritated
- **Angry**
 - Angry
 - Annoyed
- **Down**
 - Down
 - Sad
 - Depressed