



# How Modality Switching Affects Social Presence and Emotional Connection

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**Introduction:** Does the way people first interact affect how present and connected they feel with others?

- *Media Richness Theory:* Each medium can be placed on a continuum and rated from lean to rich<sup>1</sup>
- *Social Presence:* feeling of being present<sup>2</sup>
- *Emotional Connection:* emotional experience of being in touch<sup>3</sup>
- *Modality Switching:* switching between two communication media<sup>4</sup>

## Method:

*IV:* Audio or Messaging first

*Task:*

- Story task
- Social Presence/Emotional Connection Questionnaire

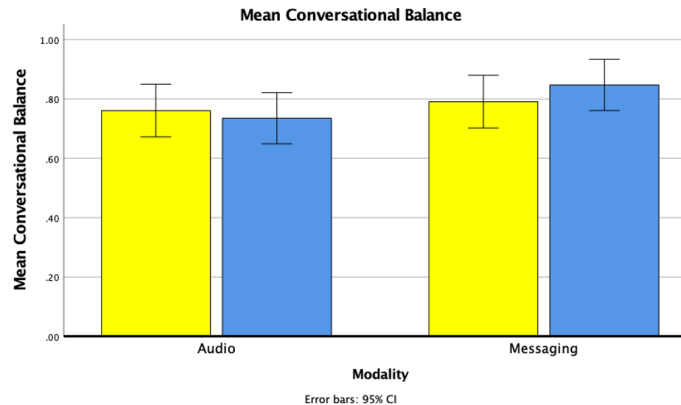
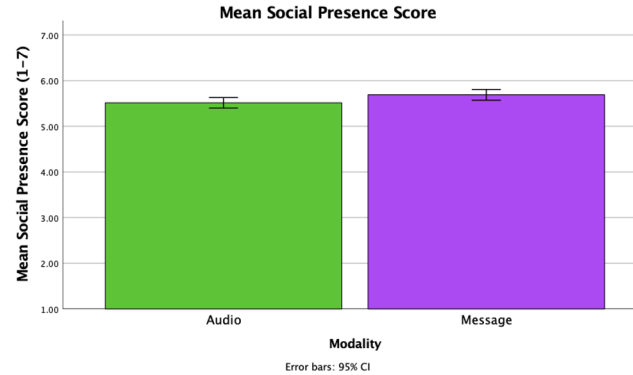
*DV:*

- Social Presence Composite Score
- Emotional Connection Composite Score
- Story Complexity Score
- Conversational Balance

**Order**

- First
- Second

## Results



## Discussion:

- Higher Social Presence scores and Conversational Balance in Messaging instead of Audio
- No other differences between modalities
- No effects of Modality Switching
- Social Presence and Emotional Connection were correlated

**References:** 1. Daft & Lengel (1984). 2. Short, Williams, & Christie (1976). 3. Ijsselstein, van Baren, & van Lanen (2003). 4. Ramirez & Zhang (2007).

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