

# Mediated Minds Conference, University of Cincinnati, Blue Ash April 19, 2019

## Analyzing Communication Effects through the Spiral of Silence

Jones, Victoria and Jones, Sophia

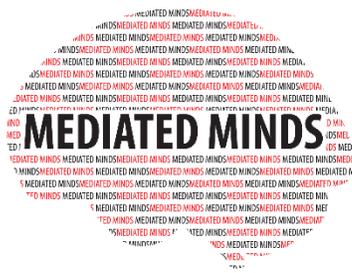
**Abstract** — *In this presentation, I will explain the communication effects associated with face-to-face communication and communication via social media through spiral of silence.*

### I. INTRODUCTION

Spiral of Silence is a political and mass communication theory that states that individuals have a tendency to not speak up about their opinion in public - or among other groups - when they believe their opinion is among the minority fear to isolation or exclusion. Throughout the analysis of research I have concluded that people are more likely to discuss their opinions online rather than in person due to the ability to prompt out of an online discussion and the community that'll back them up.

### II. FINDINGS

Although spiral of silence still impacts online interaction, it is much less substantial compared to face-to-face interactions due to more peoples willingness to share their opinions, the fact you can opt out anytime, and more people willing to back you up. The internet is the world's number one debating forum and research now shows people argue more today than anyone has in the past due to the lack of mass communication technology. Users can always delete a status, tweet, or post about a matter - and they rely heavily on that for opting out of debates that go too far. People are much more likely to share their opinions online, rather than in face-to-face interactions due to the fear of isolation or being ostracized.



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## REFERENCES

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Analyzing Communication Effects through

# Spiral of Silence

Sophia Jones

[jones5se@mail.uc.edu](mailto:jones5se@mail.uc.edu)

(513)-500-7421

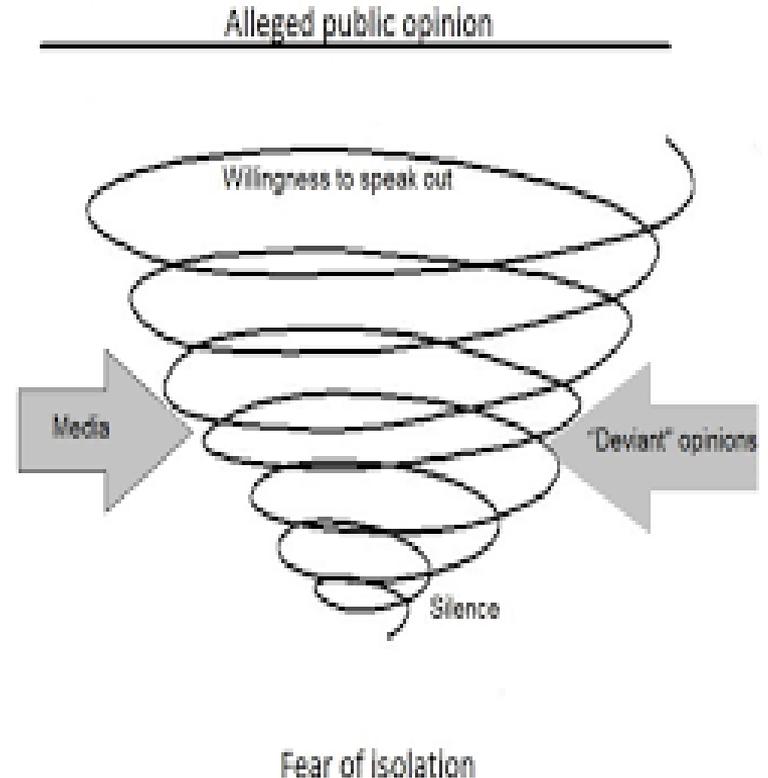
Victoria Jones

[jonesvp@mail.uc.edu](mailto:jonesvp@mail.uc.edu)

(513)-500-4796

# What is Spiral of Silence?

- ❖ A political and mass communication theory that states that individuals have a tendency to not speak up about their opinion among social groups because they believe their opinion is among the minority and they fear isolation or exclusion.
  - Controversial topics.
  - Proposed by Elisabeth Noelle Neumann (1916-2010)



# Why?

- ❖ People have fear of isolation.
  - i.e. therefore, they silence their opinions
- ❖ Don't want to feel excluded from a social group.
- ❖ Especially important when talking about young, influential audiences.



# Social Media

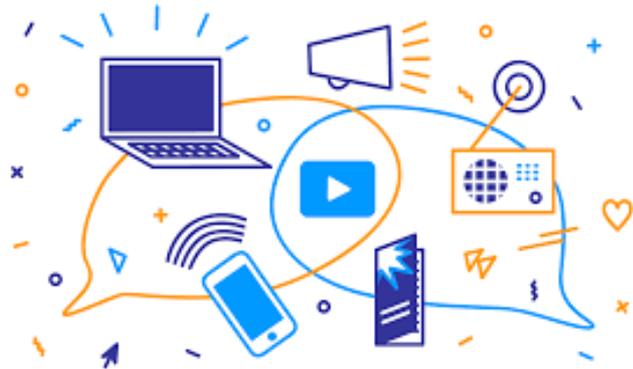


In this presentation, we will explain the communication effects associated with face-to-face communication and communication via social media through spiral of silence.

### Face-to-face communication



### Social Media communication



How does spiral  
of Silence affect  
face-to-face  
communication  
?



# How does Spiral of Silence impact Social Media?





# Why are people more likely to speak via social media?

- ❖ No confrontation
- ❖ Hidden behind a screen
- ❖ Believe there is more support behind ideas - wider of people
- ❖ Can opt out at any point
- ❖ The internet is the world's no. 1 debating forum
  - Research shows people are debating now more than ever in the past because there is countless social media forums dedicated to it.

# Where do we see this happening?

**Bernie Sanders** @SenSanders  
Our infrastructure is crumbling. Instead of building a wall on the Mexican border, we should create millions of good-paying jobs rebuilding our roads, bridges, water systems, wastewater plants, schools, airports and affordable housing.

**Rob** @Rob  
Elizabeth Warren is a whole new Commander in Chief  
1:35 PM · 09 Feb 19 - 17  
15.9K Likes

**Rashida Tlaib** @RashidaTlaib  
Americans have spent decades raping and pillaging my people.  
What goes around comes around.

#FridayFeeling

10:08 AM - 4 Jan 2019

...re choice to step down from  
...year's Oscar's....this is because I  
...t to be a distraction on a night  
...ed by so many  
... apologize

**Adam Best** @adambest  
That Gillette ad doesn't wage war on men, it simply challenges men not to bully, catcall, grope or assault anybody. How is that controversial? Interesting to see conservatives, who weaponized Al Franken and Harvey Weinstein for political purposes, feign outrage over this message.

581 Retweets · 2,522 Likes

so many innovat...  
watching. In 7 years, when I an...  
office, their ratings will dry up and...  
be gone!

9:34 AM - 31 Jul 2018

23,083 Retweets · 60,777 Likes

34K 23K 64K

**Ilhan Omar** @IlhanMN  
Israel has hypnotized I  
Allah awaken the peo

**Bette Midler** @BetteMidler  
"Women, are the n-word of the world." Raped, beaten, enslaved, married off, worked like dumb animals; denied education and inheritance; enduring the pain and danger of childbirth and life IN SILENCE for THOUSANDS of years They are the most disrespected creatures on earth.

7:50 PM · 04 Oct 18



Bette Midler 

@BetteMidler



## Let's look deeper

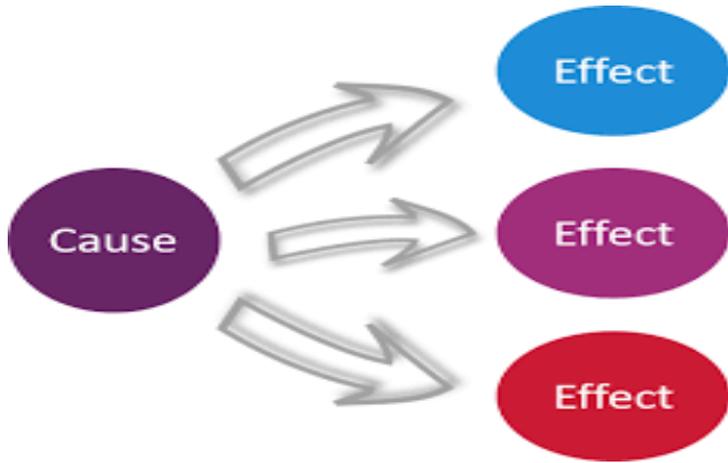
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7:50 PM · 04 Oct 18

Responses received both agreed and disagreed with her statement. No one seemed to agree simply because that was in the majority, but a group disagreed and stuck together backing each other up with 'likes' and commentative support.

# How will Spiral of Silence affect the public?





How does this affect youths of today?

- ❖ More outspoken in media.
- ❖ Less social - in face-to-face interaction
- ❖ Controversial/Argumentative
- ❖ More reliant on media



Why is this important for the audience?



Why the audience should listen to us?



# Conclusion

