Analyzing Communication Effects through the Spiral of Silence

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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.
REFERENCES


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Spiral of Silence

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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.
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.

Where do we see this happening?
Let’s look deeper

“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.

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?

Older Generations:
- Not as involved in media
- Overall, not as affected by the spiral of silence as younger generations.
- Do not care as much about what others think about them.
- Will not affect older generations as much.

Young Adults
- Much more susceptible to media & Spiral of Silence.
- Care what people think more than older generations.
- Will create more insecurities and will silence opposing views to matters.
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?

➢ We want society to acknowledge this to prevent it.
➢ More of the public's opinions are being expressed among society, rather than complete silence of the minority views.
➢ Spiral of Silence is becoming much more relevant in this day in youths due to fear of isolation, even though it is less prominent in media.
➢ People are more likely to share their opinions online, even if that means their view is in minority.
Why the audience should listen to us?

➢ We want what is best for society.
➢ We believe everyone’s opinion, even those in the minority, have a right to be heard.
➢ We want to break this fear of isolation by morally accepting everyone, despite their views and if we agree/disagree.

“DIVERSITY is the art of thinking independently together”

MALCOM FORBES
Conclusion

Although Spiral of Silence still impacts online interaction, it is much less substantial compared to face-to-face interactions.