

Analyzing Communication Effects through

Spiral of Silence

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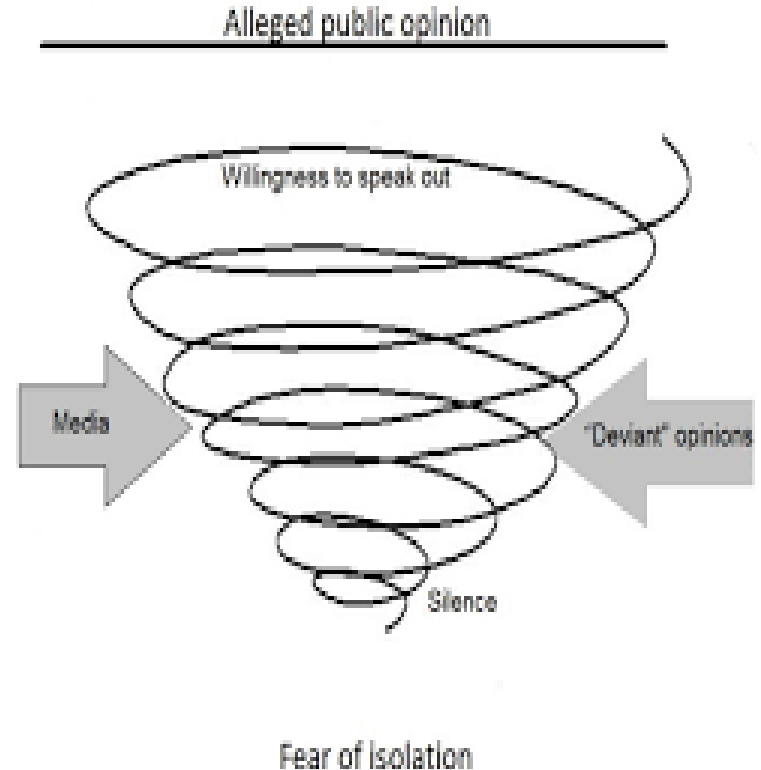
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What is Spiral of Silence?

- ❖ 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.

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
a whole new
Commander in
1:35 PM · 09 Feb 19 - T
15.9K Lik

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.
10:35 AM - 15 Jan 2019
581 Retweets · 2,522 Likes

Ilhan Omar @IlhanMN
Israel has hypnotized
Allah awaken the people

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
23,083 Retweets · 60,777 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



Bette Midler 

@BetteMidler



Let's look deeper

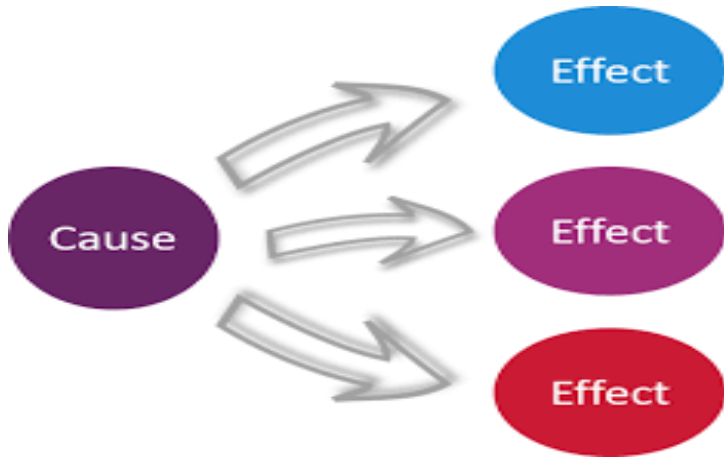
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7:50 PM · 04 Oct 18

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

