

This quarter for my Directed Reading Program, I uncovered the topic of ANOVA with my mentor and co-mentee Yeting and Samuel respectively. We dived into a research paper, “Face off- Implications of visual cues on initiating friendship on Facebook,” that tried to understand how visual cues affect people’s willingness to friend someone on Facebook. This paper was available online on October 31, 2009 so we must acknowledge the potentially outdated information. The paper points out the growing trend of social interaction, via Internet to maintain existing friendships, form romantic connections, and initiate online relationships. It focuses on Facebook as an example Social Networking Service (SNS) where users communicate and foster such relationships. Statistics are also provided for the rise of Facebook to support its credibility as a source for pulling this kind of information and using it as a database. FaceOff also makes sure to highlight features that are vital to initiating or maintaining connections such as profile pictures (real selves, animated photo, etc.), personal info and biographies, as well as photo and video posts. Computer-Mediated Communication (CMC) is also claimed to surpass the level of affection and emotion of face-to-face interaction due to lack of personal cues. Some reasons are reliance on more idealized assumptions, placement of individuals in stereotypical categories, more extreme impression of others, crafting of perfect messages, and minimizing undesirable cues while face to face allows for the showcasing of potential bored expressions, hesitations, and imperfections. With claims and hypotheses of how visual cues affect willingness to friend someone on Facebook, the experiment gets underway. When analyzing the experiment results, we used ANOVA and considered one-way and two-way and three-way which is just the # of independent variables we are employing to predict the dependent. We learned how to conduct ANOVA and the meaning of the results and analysis concluded. ANOVA tests how the independent variables affect the average score of willingness to initiate friendship on Facebook. It tells us how much variance is explained, role of noise, and if group differences are actually statistically significant though it doesn’t tell us which specific group. We calculate the F-test and see if ANOVA supports the hypotheses.