

Method

Participants

A total of 210 participants were recruited from the survey panel Prolific (<https://www.prolific.co/>) and received 0.63 GBP for completing the study. Panel members eligible for participation were required to be fluent in the English language.

Procedure and Materials

Participants completed an electronic survey presented using the Qualtrics survey platform. After providing informed consent, participants were presented with a stimulus material and dependent measure based on Amit et al. (2013, Experiment 2). First, they were asked to imagine that they were planning a housewarming party and were presented with two alternative invitation cards presented next to each other on the screen. One—the *picture card*—contained a larger box with a generic image (the image thumbnail icon in Microsoft PowerPoint) and a smaller box filled with the word “text”. The second invitation—the *text card*—had a larger box filled with the word “text” and a smaller box with the generic image. Participants were asked to imagine that the text was “humoristic” and the picture “funny”.

Two minor changes were made to the stimulus material compared with Amit et al. (2013, Experiment 2). First, a part of the sentence describing the new apartment (i.e., “it’s only a few blocks from the university and...”) was removed to reflect the fact that our sample did not exclusively comprise university students. Second, the image thumbnail icon was updated to reflect the current version of Microsoft PowerPoint.

Participants were then presented with a list of 14 guests, varying in social distance from close (e.g., “my best friend”) to distant (e.g., “an acquaintance from the sports club”), and were instructed to indicate which invitation card (picture or text) to send to each guest. Participants reported their card choice by entering a ‘P’ for picture or ‘T’ for text in a textbox next to each person on the list.

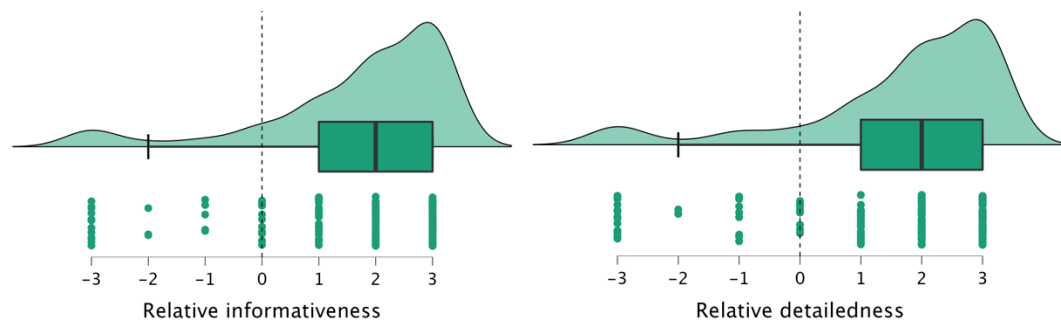
After having completed a scale measuring individual differences in self-disclosure (Miller et al., 1983), participants were presented with the central measures of this pretest. They were once again shown the text and picture invitation cards and asked to indicate their perception of the cards using two bipolar rating scales. Specifically, they were asked to indicate which of the two cards they found (a) more informative ($-3 = \text{picture card much more informative}$, $0 = \text{no difference}$, $+3 = \text{text card much more informative}$) and (b) communicates more details ($-3 = \text{picture card much more detailed}$, $0 = \text{no difference}$, $+3 = \text{text card much more detailed}$).

Results

Participants' perception ratings are displayed in Figure 1. Participants perceived the text card to be substantially more informative than the picture card ($M = 1.71$, $SD = 1.62$) and a one-sample t -test showed that the mean rating differed significantly from the neutral scale midpoint (0), $t(209) = 15.33$, $p < .001$, $d = 1.06$, 95% CI [0.92, 1.19]. Similarly, participants perceived the text card to be substantially more detailed than the picture card ($M = 1.69$, $SD = 1.65$) and, again, the mean rating differed significantly from the neutral scale midpoint (0), $t(209) = 14.82$, $p < .001$, $d = 1.02$, 95% CI [0.87, 1.16].

Figure 1

Raincloud Plots of Ratings of Perceived Informativeness (Left) and Detailedness (Right) of the Text and Picture Cards



Note. Higher values indicate higher perceived informativeness and detailedness, respectively, for the text card (vs. picture card). The midpoint (0) indicates no perceived difference.

References

Miller, L. C., Berg, J. H., & Archer, R. L. (1983). Openers: Individuals who elicit intimate self-disclosure. *Journal of Personality and Social Psychology*, 44, 1234–1244.

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