

Annotated Bibliography

**Hwang, J., Han, H., & Kim, S. (2015). Application of social penetration theory to the full-service restaurant industry by gender. *International Journal of Contemporary Hospitality Management*, 27(6), 1117-1134.**

This study explores how social penetration theory can be applied to the full-service restaurant industry, specifically examining how server disclosure influences customer disclosure, trust, commitment, and loyalty. The authors collected data from 287 full-service restaurant patrons and used structural equation modeling to test their hypotheses. The study found that server disclosure is a key predictor of customer disclosure and trust, which in turn affects commitment and loyalty. The findings are particularly relevant for understanding gender differences in customer-service interactions and offer practical implications for training and hiring restaurant employees.

**Greene, A. C., & Carpenter, K. (2016). Social Penetration Theory. In C. R. Berger & M. E. Roloff (Eds.), *The International Encyclopedia of Interpersonal Communication*. John Wiley & Sons, Inc.**

This entry in *The International Encyclopedia of Interpersonal Communication* provides a comprehensive overview of social penetration theory, which describes the process of relationship development through self-disclosure. The authors explain the theory's key concepts, including the onion model of personality layers, stages of social penetration, and related theories such as social exchange theory. This resource is valuable for understanding the foundational principles of social penetration theory and its application in various interpersonal communication contexts, including customer service.

**Hwang, J., Han, H., & Kim, S. (2014). Examining the effects of mutual information sharing and relationship empathy: A social penetration theory perspective. *ScienceDirect*.**

This article examines the impact of mutual information sharing and relationship empathy on customer-service interactions from a social penetration theory perspective. The authors conducted empirical research in the restaurant industry to explore how server and customer disclosures influence trust and loyalty. The study highlights the importance of empathy and mutual information exchange in building strong customer relationships. This research provides insights into the practical applications of social penetration theory in enhancing customer satisfaction and loyalty in service industries.

**University of Minnesota. (2015). 16.4 Social Penetration Theory – Business Communication for Success.**

This chapter from the open-access textbook *Business Communication for Success* discusses social penetration theory and its principles, focusing on self-disclosure and interpersonal relations. The text explains how communication progresses from superficial to intimate levels and the importance of trust and reciprocity in building relationships. The chapter provides

practical examples and exercises to help readers understand how to apply social penetration theory in business communication settings. It serves as an accessible resource for students and professionals looking to improve their interpersonal communication skills.

**Altman, I., & Taylor, D. (1973). *Social penetration: The development of interpersonal relationships*. New York, NY: Holt.**

This seminal book by Irwin Altman and Dalmis Taylor introduces social penetration theory, which describes the development of interpersonal relationships through self-disclosure. The authors use the metaphor of an onion to illustrate how relationships progress from superficial to intimate layers. The book covers various aspects of social penetration, including stages of relationship development, the role of self-disclosure, and the influence of social exchange theory. This foundational text is essential for understanding the theoretical underpinnings of social penetration and its applications in diverse communication contexts.