

Roommates and Technology

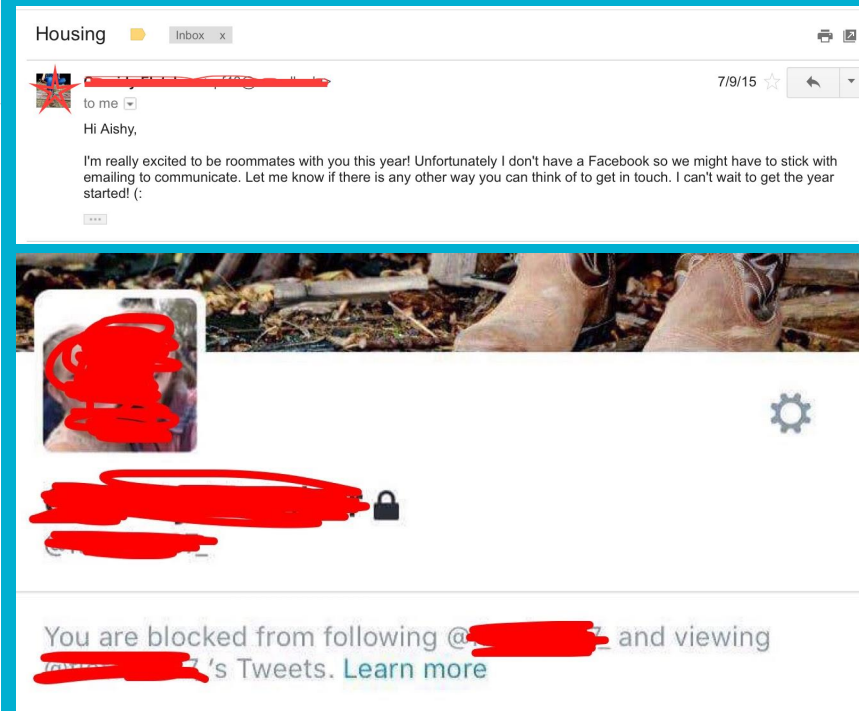
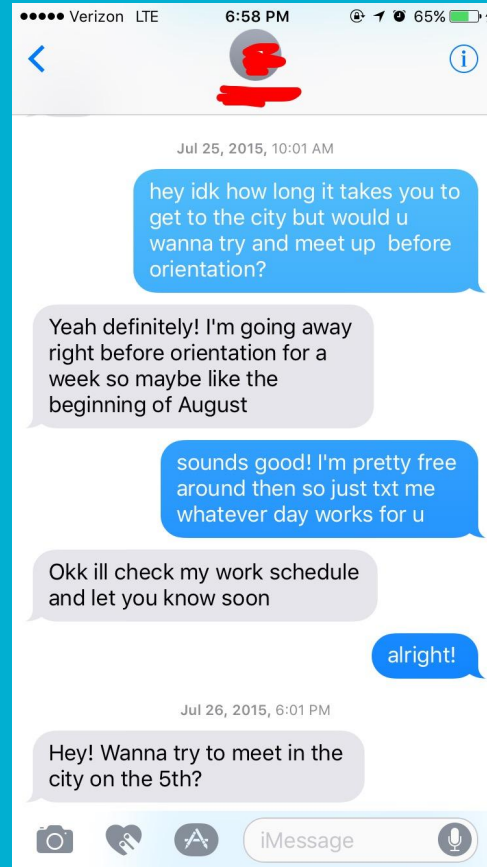
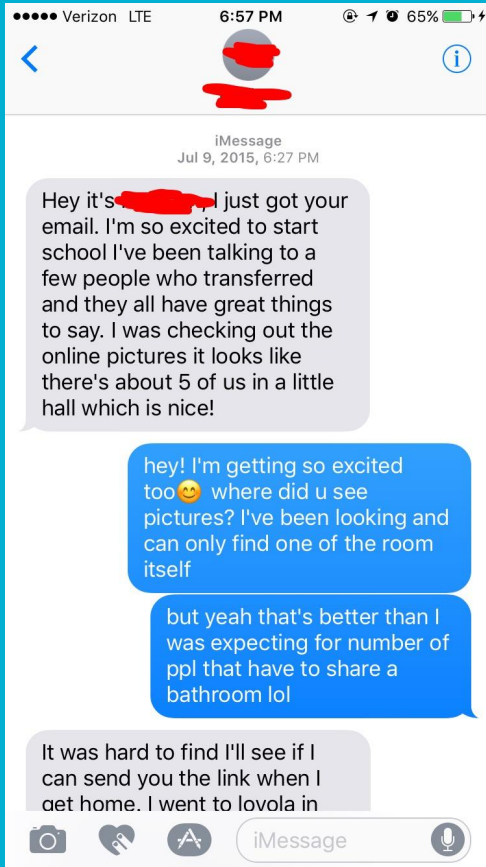
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Inspiration

RQ and Hypothesis

RQ: How is roommate impression formation affected by channel of initiation and frequency of communication prior to the beginning the school year?

H1: Roommate impressions are positively affected by FtF compared to CMC.

H2: Roommate impressions are positively affected by an increase in communication before the school year.



Variables

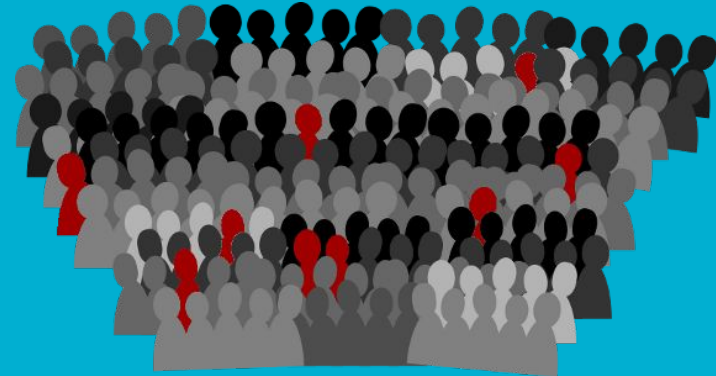
Dependent Variable: Initial Impression of roommate (positive to negative)

Independent Variables:

- Channel of initiation (Face to face, E-mail, Facebook, Texting)
- Frequency of communication (Frequent to Infrequent)

Control Variable: Gender, Class Year, Demographic

Control Group: Participants who did not interact with their roommate prior to the beginning of the school year



Relevant Literature

- Making friends with first-years is a critical activity for them in order to feel a part of their new community (McEwan & Guerrero, 2012).
- Humans use these technologies to create and sustain community ties, prior to even meeting another individual (Wellman, 2001).
- Gray, Vitak, Easton, & Ellison (2013) papers talks about how today's generation of students enter college environments with access to social media tools that offer communication affordances.
 - These affordances have proven beneficial in the adjustment process into college. It is a way to find and connect with other students in the same university.
- 79% of students agreed that online communication tools i.e. email and IMs. Positively impacted their academic experiences (Pew Internet Project).

Relevant Literature

- Social media provides users with a “social information-seeking” tool, finding information on other students and establishing common ground.
 - This enables students to develop friendships and peer networks prior to even arriving on campus. (Gray, Vitak, Easton, & Ellison, 2013).

Methods

- A self-reported questionnaire created on **Qualtrics** was distributed via our personal social media sites to gather information.
- **Sample:** Used convenience sampling-- posting the survey link and a description to our different respective social media groups/pages (sorority pages, Class of 2017 page, Communication Department page, etc) and to people we know who have had roommates in the past (via. E-mail, text message, Twitter,etc).
- **Demographic:** college students aged between 18-22 who are mainly located or currently living in the United States.
- **Restrictions:** limited to students currently/previously enrolled in Cornell University.

Sample Results

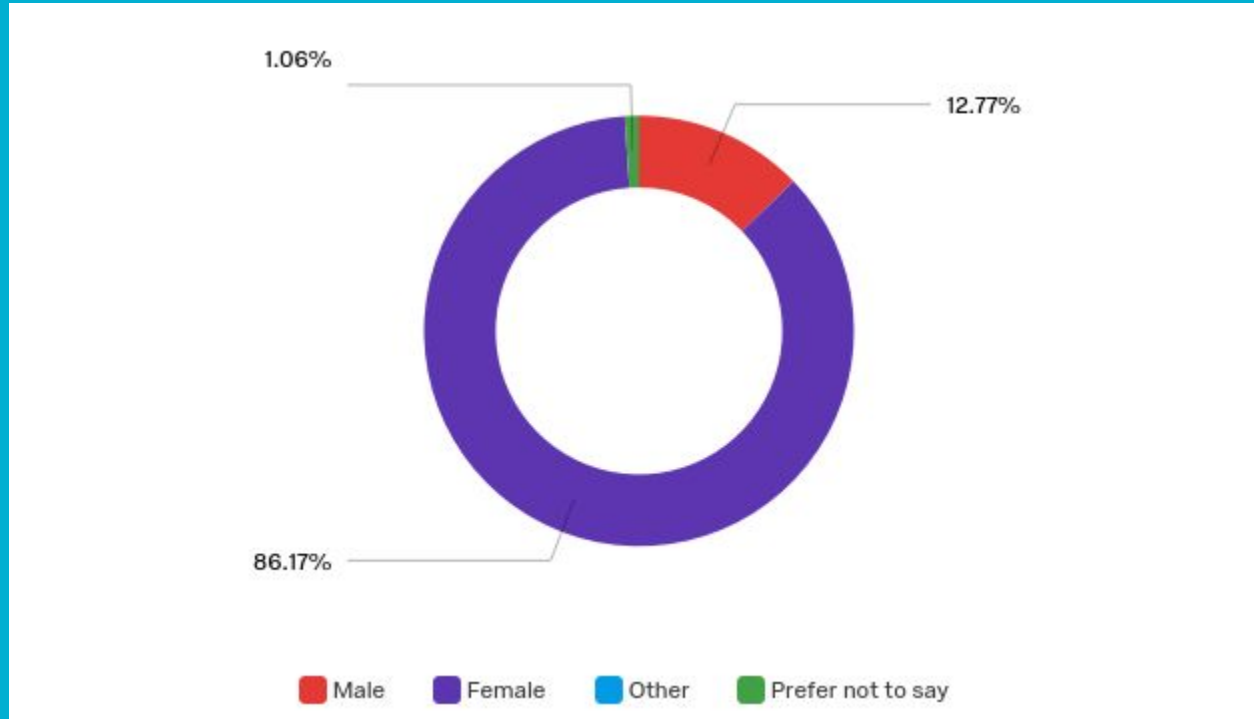
- Mostly female, juniors
- 50/50 on knowing roommate prior
- If they knew each other prior, most met at an in person event, some met on Facebook
- If they did communicate it was mostly over social media and texting (less FtF)

Fun Facts

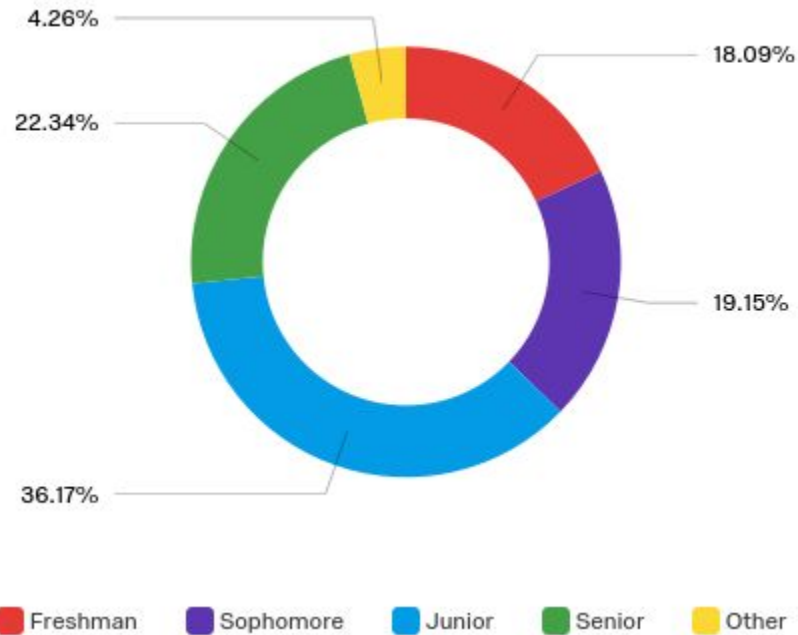
- 11 people didn't communicate with their roommate at all prior to move in day
- No one used LinkedIn to communicate prior to move in day



Initial Results

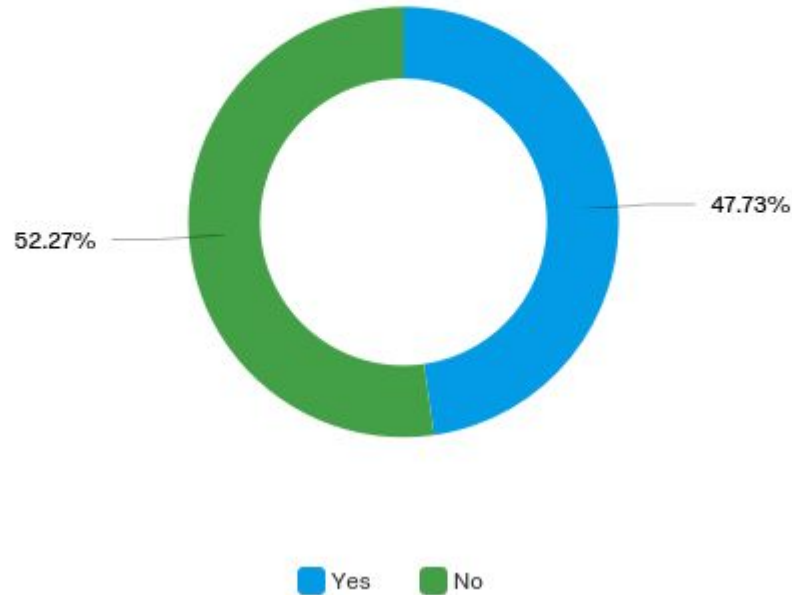


Initial Results



Initial Results

Did you know your roommate prior to being assigned?



How did you meet your roommate?

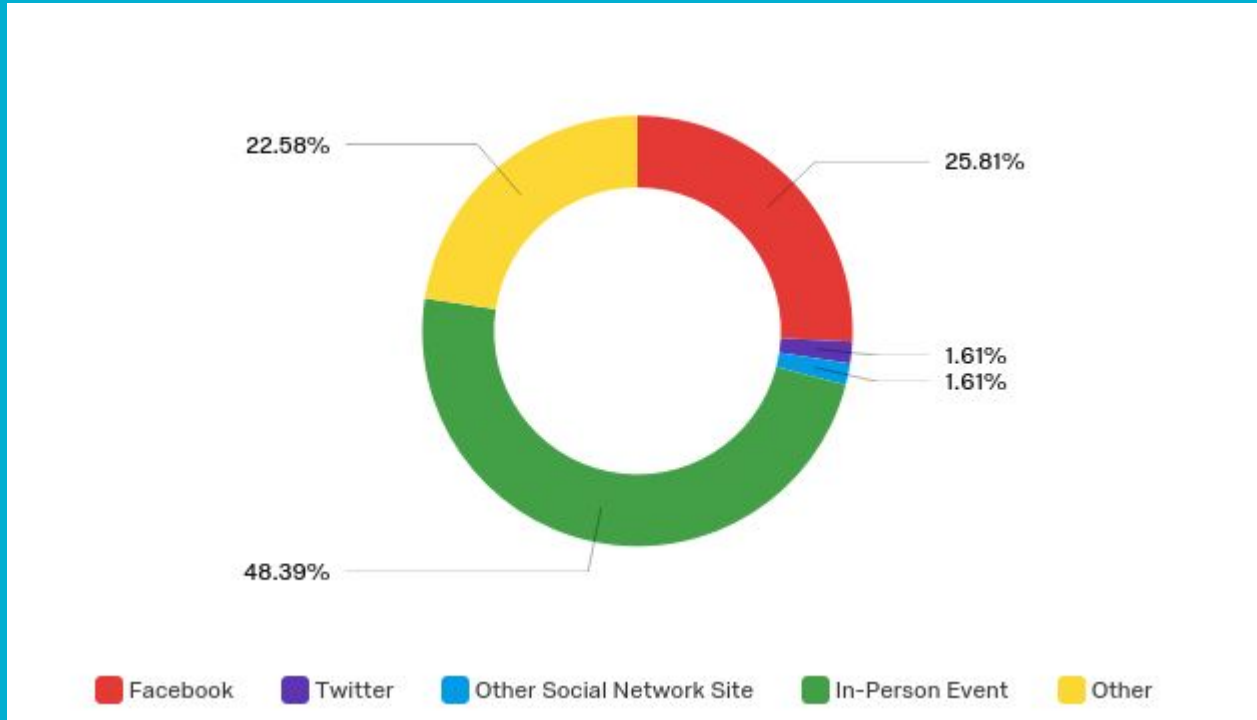
“Mutual friends”

“At a summer camp in high school”

“I met my roommate our freshman year when we lived on the same floor (both in singles). We were roommates sophomore year.”

More than 25% of respondents met their roommates via
social networking sites!

How did you meet your roommate?



Results Test H1

Test for H1 (H1: Roommate impressions are positively affected by FtF compared to CMC).

Test: Correlation Roommate Impression vs. Channel of Communication: FTF

Test: Correlation Roommate Impression vs. Channel of Communication: CMC

Results: H1 Channel of Communication

F2F Average: There was no correlation between the two variables.

CMC Average: There was no correlation between the two variables.

Correlations			
		q8_firstimp_avg	q4a_2_chann el_ftf
q8_firstimp_avg	Pearson Correlation	1	-.224
	Sig. (2-tailed)		.097
	N	56	56
q4a_2_channel_ftf	Pearson Correlation	-.224	1
	Sig. (2-tailed)	.097	
	N	56	56

Correlations			
		q8_firstimp_avg	q4a_platform_CMCAVG
q8_firstimp_avg	Pearson Correlation	1	.166
	Sig. (2-tailed)		.221
	N	56	56
q4a_platform_CMCAVG	Pearson Correlation	.166	1
	Sig. (2-tailed)	.221	
	N	56	56

Roommate impressions is not affected by FtF or CMC.

Results Test H2

H2: Roommate impressions are positively affected by an increase in communication before the school year.

Test: Correlation Roommate Impression vs. Frequency of Communication : FTF

Test: Correlation Roommate Impression vs. Frequency of Communication: CMC

Results: H2 Frequency of Communication

F2F Average: There was a positive correlation (.486) between frequency of communication via F2F and first impression.

CMC Average: There was a positive correlation (.431) between frequency of communication via CMC and first impression

Correlations		q8_firstimp_ avg	q4b_7_chan nel_ftf	Q4b_frequen cy_CMCAVG
q8_firstimp_avg	Pearson Correlation	1	.486**	.431**
	Sig. (2-tailed)		.000	.001
	N	56	56	56
q4b_7_channel_ftf	Pearson Correlation	.486**	1	.469**
	Sig. (2-tailed)	.000		.000
	N	56	56	56
Q4b_frequency_CMCAVG	Pearson Correlation	.431**	.469**	1
	Sig. (2-tailed)	.001	.000	
	N	56	56	56

** . Correlation is significant at the 0.01 level (2-tailed).



Higher correlation between FTF and First Impression, than CMC.

Results Summarized

1. No correlation between FtF and roommate impression
2. No correlation between CMC and roommate impression
3. Positive Correlation between roommate impression and frequency of communication for FTF
4. Positive Correlation between roommate impression and frequency of communication for CMC0-

Implications

- Communicating frequently with your roommate prior to the school year via CMC or FtF is good for roommate impression.
- Advise incoming Cornell students that reaching out to their roommate through some channel frequently will aid in their impression of them.
- Universities can implement/encourage better communication between incoming roommates. Therefore, benefiting them in the long run-- no need to rearrange students.

Limitations

- Didn't clarify whether people should take survey based off roommate(in room with them) or housemate/apartment-mate/suitemate.
- Vast majority of our respondents were females
- Limited to Cornell Students
- Small sample size
- Convenient sampling

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