



How Modality Switching Affects the Liking Gap in Conversation

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Background

- People often underestimate how much others like them, a cognitive bias known as *the liking gap* (Boothby et al., 2018; Mastroianni et al., 2021).
- Generating perceptions of others is typically effortless and certain, but figuring out others' perceptions of us tends to be more cognitively demanding (Gilbert et al., 1988).
- Conversational settings can add to this cognitive effort.
- Nowadays, many conversations take place digitally with the use of texting, audio-only, and video-chat calls, and often including switching between multiple mediums.

Hypotheses

RQ: How does modality switching affect the liking gap in conversation?

H1: Across all conditions, a liking gap will be present.

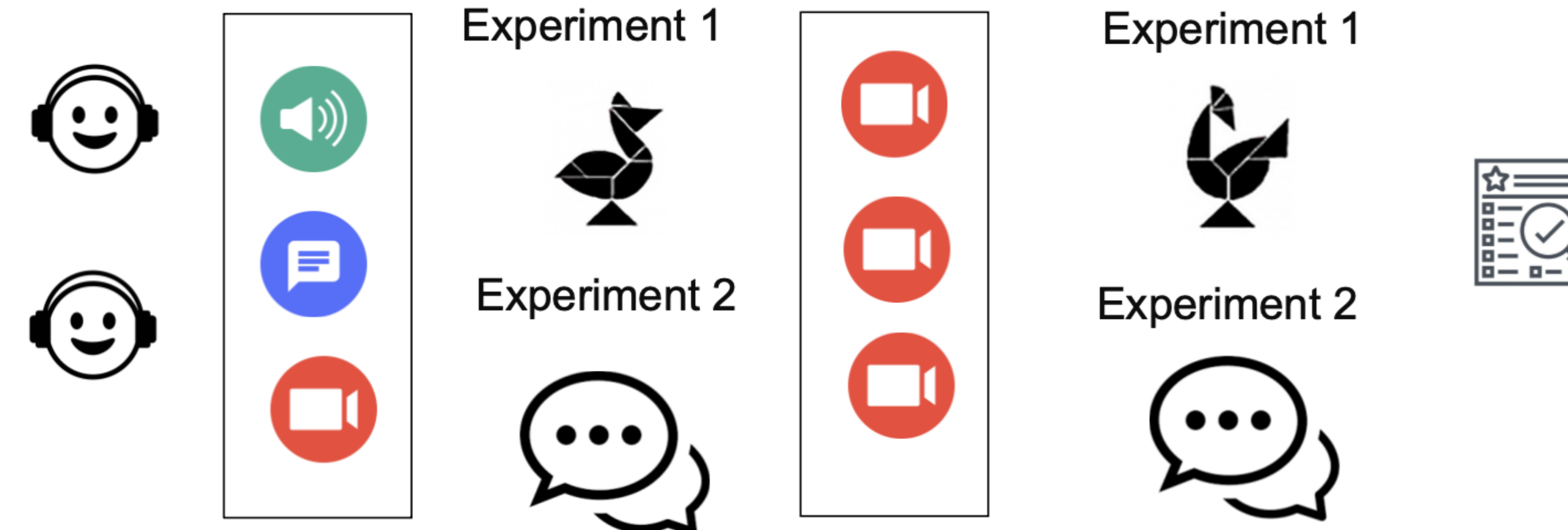
H2: There will be larger gaps when switching from leaner mediums to richer mediums (and vice versa)

H3: The more people enjoyed their conversation, the more they would like their conversational partner.

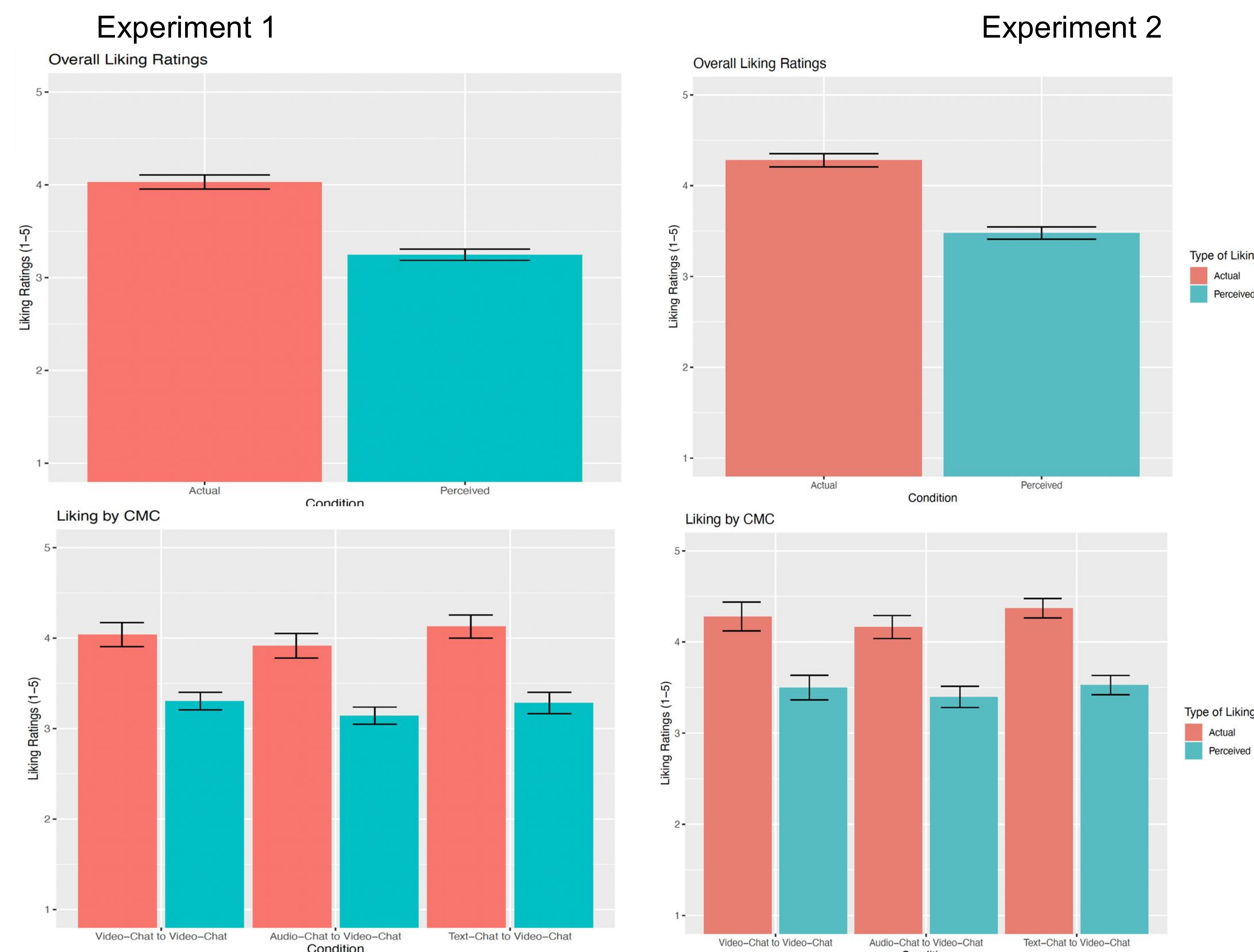
Contact

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Method

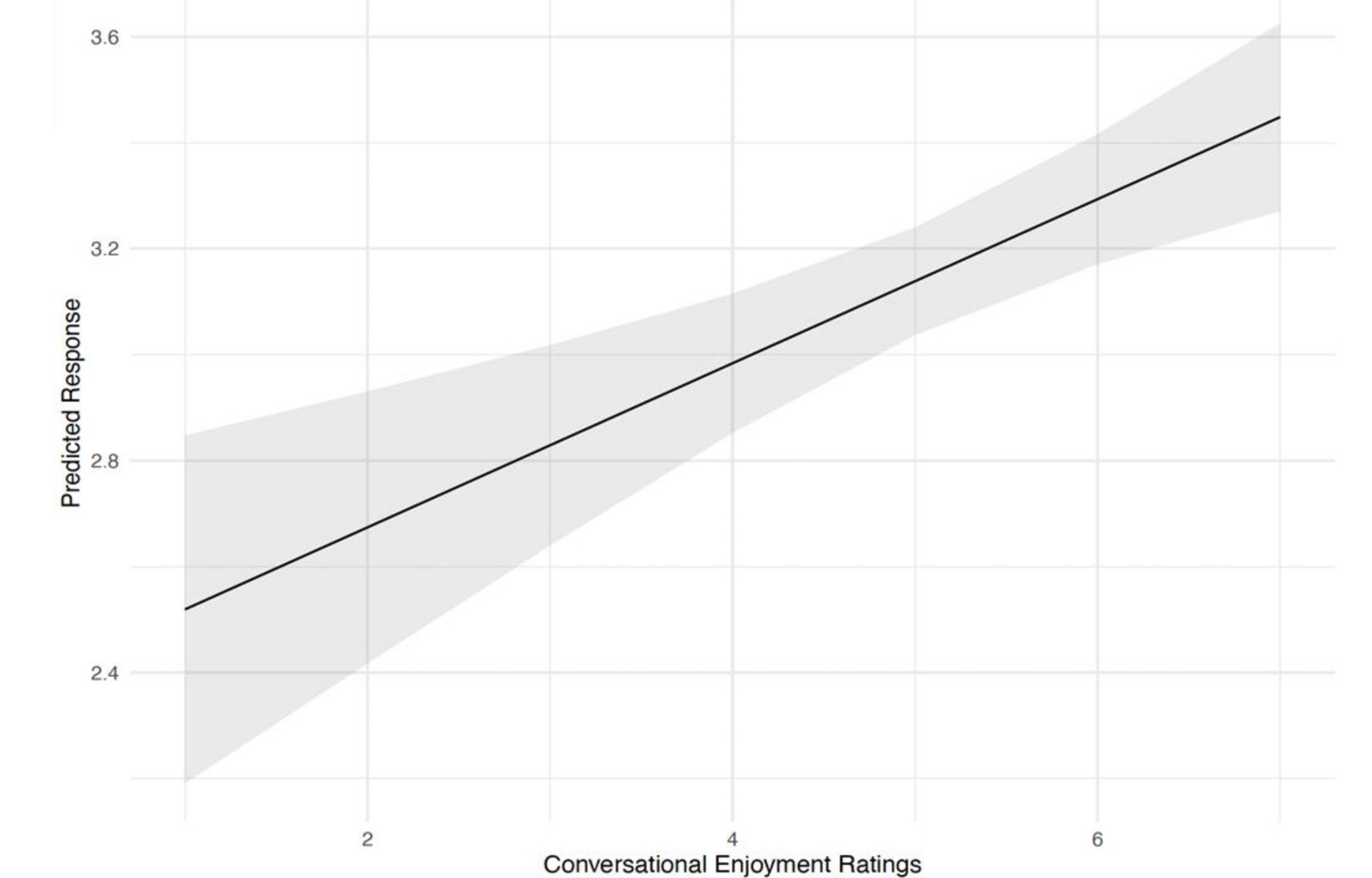


Results

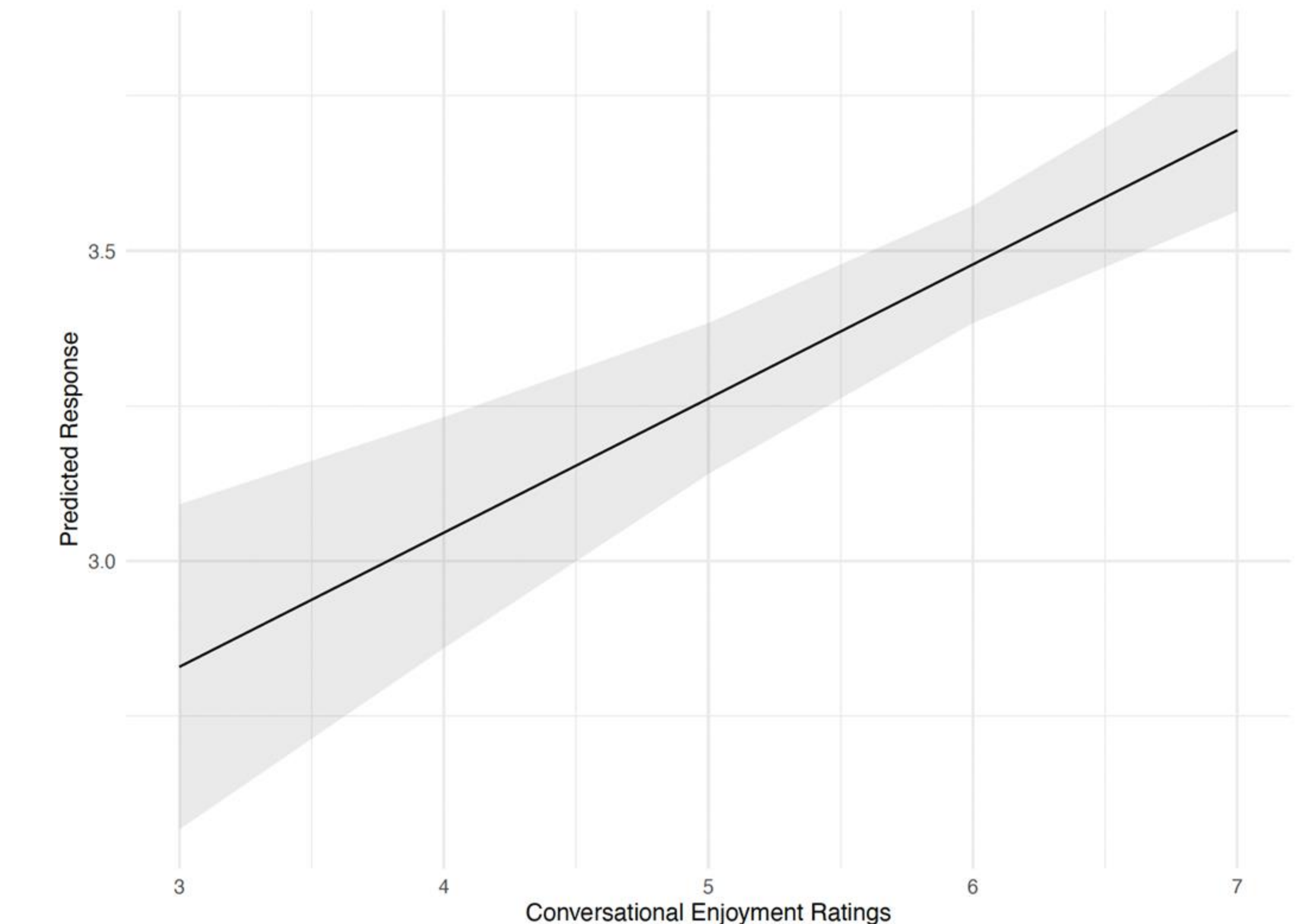


Results

Experiment 1



Experiment 2



Discussion

- Although we predicted differences in the size of the liking gap depending on the switch type experience, we did not observe this.
- However, switching from text-chat to video-chat yielded the largest liking gap, followed by audio-chat to video-chat, and video-chat to video-chat.
 - Though there were not reliable differences across conditions
- Finally, we found that the more people enjoyed their conversation, the more they actually liked their conversational partner.