Prompt
This worksheet allows you to refine your research question and abstract, as well as document the foundational and contemporary scholarship and writing on your topic so you can build off what has already been written or produced. The worksheet asks you to identify the essence of your project and collect information that builds a collective state of what is known on the topic.

COM 536
Literature Worksheet

Name: Lane Wagner

Communication Challenge, Research Question, Abstract, and Essence

How would you describe the communication challenge you have identified to study this quarter?

Having participated in online dating, I noticed that I would pass by profiles based on the person's attractiveness without even viewing their written bio. I started to wonder if I was doing myself a disservice by passing by someone based on their looks alone. I wanted to delve deeper into visual stereotypes and how they impact the dating world.

Based on your defined communication challenge, if you had to distill down your research to one at the most two questions, what would they be? Please use the space below to pose those questions:

1. How does race and gender impact online dating?
2. Is there a way to shift visual stereotyping to more positively impact online dating?

Please produce a short abstract describing your communication challenge and a synthesis of what your research thus far reveals about how to understand or address the challenge (limit 150 words):

There is no question that visual bias plays a major role in day-to-day interactions. With the popularity of online dating rising, is there a way to use emerging or traditional communication strategies to minimize visual bias in order to positively impact relationships between people?
The research suggests that visual stereotyping is a real part of online dating. Our subconscious brain makes assumptions about a person based on their photos. Unfortunately, these assumptions usually negatively impact minority races due to stereotypes learned, being projected. Luckily, these subconscious thoughts can be overridden by our conscious brain. This means, with more awareness, we can lower the bias that we project while online dating. By lowering bias, online dating will become more inclusive and enjoyable for everyone.

What is the *essence* of your communication challenge?

Order

<u>**Scholarly or Theoretical Articles**</u>

In the following section, please outline a <u>minimum of three</u> scholarly articles that are relevant to your communication challenge.

1. Names, Author, Date, and Publication:

Personality Judgments Based on Physical Appearance, Laura P. Naumann, Simine Vazire, Peter J. Rentfrow and Samuel D., 2009

Please provide a distillation of the article *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

When viewing a photograph of a person without receiving additional information, we subconsciously assess and assign certain personality traits to that person. When observers viewed photographs of individuals with a neutral facial expression and body posture, their judgements about that person were correct when it came to the traits of extraversion, emotional stability, openness, self-esteem, and religiosity. When observers viewed photographs of individuals in spontaneous poses, they were able to correctly judge nine out of ten traits with some degree of accuracy.

Please provide a minimum of three citations (full quotations) from the article that support your research:

"Indeed, even when observers' judgments were based on just a full-body photograph in which expressive aspects of targets' appearance were virtually eliminated, these judgments were accurate for extraversion, emotional stability, openness, self-esteem, and religiosity."

"These findings suggest that observers' lay theories about personality and its manifestation in physical appearance have some kernel of truth to them, especially when targets can choose their own posture and facial expression. These findings provide important insights into the personality judgment process. Previous zero-acquaintance research has shown that accuracy occurs even with minimal information. Our findings suggest that much of this accuracy may happen before any face-to-face interaction occurs or any behavior is observed. That is, observers are able to form reasonably accurate impressions for a number of traits simply on the basis of physical appearance."

"By using full-body photographs and examining a broad range of traits, we identified domains of accuracy that have been overlooked, leading to the conclusion that physical appearance may play a more important role in personality judgment than previously thought."

Please describe any limitations of the featured research that are noteworthy (sample size, year, survey design, etc.):

The average age of participants was 18.7 years old. This data could be skewed one way or another depending on older or younger participants.

2. Names, Author, Date, and Publication:

Personality goes a long way: The malleability of opposite-sex physical attractiveness, Gary W. Lewandowski Jr., Arthur Aron, and Julie Gee. Personal Relationships, 2007

Please provide a distillation of the article *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

When viewing photographs of individuals, we come up with our own conclusions about their level of attractiveness. This perceived level of attractiveness can either increase or decrease based on different known traits. When attaching a negative trait to a subject in a photograph, the subject in that photograph is perceived as less attractive. On the contrary, when a positive trait is attached to a subject in a photograph, the subject is perceived as more attractive.

Please provide a minimum of three citations (full quotations) from the article that support your research:

"Perceived personal qualities also play an important role in romantic attraction, some of which appear to be necessities for attraction, particularly as a relationship develops."

"If personality information can influence perception of individual facial features, it seems plausible that it can also influence perceptions of physical attractiveness."

"This research supports the hypothesis that judgments of physical attractiveness of an opposite-sex individual can change after one learns about the personality of that individual."

"In addition, we obtained a set of results that, in a variety of statistical tests, were strongly consistent with a model of the underlying mechanisms in which desirability of personality traits leads to greater desirability of the target as a friend, which then leads to greater desirability of the target as a dating partner, which then leads to the target being evaluated as more physically attractive."

Please describe any limitations of the featured research that are noteworthy (sample size, year, survey design, etc.):

The sample consisted of over twice the number of female participants, as male participants.

The study took place ten years ago, meaning that the data is older and could be skewed due to the recent increased popularity of dating websites and apps.

3. Names, Author, Date, and Publication:

Effects of race, visual anonymity, and social category salience on online dating outcomes, Saleem Alhabash, Kayla Hales, Jong-hwan Baek, and Hyun Jung Oh, 2014

Please provide a distillation of the article *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

       Although interracial dating is on the rise, individuals still prefer to date within their own race. When faced with profiles of white and black individuals, people will still usually choose the white individual. This theory proves true even if the white profile has a written bio that is stereotypically black or if a black profile has written bio that is stereotypically white. It makes humans uncomfortable to be exposed to something against their expectations. This bias could be seen when a person viewed a well-written, and educated profile from a black man, yet still chose the white profile.

Please provide a minimum of three citations (full quotations) from the article that support your research:

"Although the number of individuals who agree that interracial dating is acceptable is on the rise, our findings indicate that the amount of individuals who are willing to date interracially may be on a different trajectory."

"Past research argues that visual representations (e.g., pictures) of ethnic or sociocultural groups lead to automatic activation of stereotypes. Additionally, names can also activate stereotypic attributes."

"The two studies suggest that whether online dating profiles were paired with pictures and names or not, profile owners who appear white were rated by predominantly white participants more favorably in terms of attractiveness and the likelihood of dating behaviors that those who appear black."

"In Experiment 2, we found that congruence led to more positive evaluations than incongruence. Bartholow, Fabiani, Gratton, and Bettencourt (2001) showed that areas of the brain associated with negative affect were activated when participants were exposed to expectancy-violating information. In other words, the violation of expectations makes humans uncomfortable."

Please describe any limitations of the featured research that are noteworthy (sample size, year, survey design, etc.):

The study only compared African Americans and Caucasians. No other races were involved in the study, which limited the results.

The attributes chosen for the study were limiting, given the fact that they could be interchanged with more or fewer desirable attributes.

Trade Publications, Magazines, and Newspapers

In the following section, please outline a <u>minimum of five</u> articles from trade publications, magazines, or newspapers that are relevant to your communication challenge.

What emerging or traditional communication strategies can minimize visual biases to positively impact relationships between people?

1. Names, Author, Date, and Publication:

Scientists show how we start stereotyping the moment we see a face, Sarah Kaplan, 2016

Please provide a distillation of the article *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

  Before making a conscious decision about someone, our brain tends to follow implicit biases. Implicit bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner (Implicit, n.d.). Our brain makes up reactions based on what we think we will see, verses what we actually see. Although these implicit biases are negative, they can be overridden by our conscious brain due to stereotypes being learned and not biological.

Please provide a minimum of three citations (full quotations) from the article that support your research:

"In a study published Monday in the journal Nature Neuroscience, psychologists report that the neurons that respond to things such as sex, race and emotion are linked by stereotypes, distorting the way we perceive people's faces before that visual information even reaches our conscious brains."

"But the fact that stereotypes seem to be learned, rather than innate, gives reason for hope. If our unconscious biases — and the neural connections that reflect them — are acquired over the course of our lives, then we can also shed them."

"For a brief moment, the neural link between the fast-acting orbital frontal cortex and the face-recognizing fusiform cortex was able to override reality, replacing what participants actually saw with what they expected to see."

Please describe any limitations of the article that are noteworthy (sources, reporting, etc.):

There was no mention of how many people participated in this study. The results have the potential to be skewed depending on the number of participants.

2. Names, Author, Date, and Publication:

Love in the Stenches, Mandy Oaklander, N.D.

Please provide a distillation of the article *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

      Smell is one of the most underappreciated senses. It helps to tip us off to rotting food and potential dangers such as gas leaks and fires. In a world where visual apps are taking precedent when it comes to online dating, a service called Smell Dating is making a wave in the dating world by swapping worn t-shirts between potential romantic matches in order to find a mate. Science suggests that we as humans, are attracted to the smell of others in a way that can lead to a romantic partner.

Please provide a minimum of three citations (full quotations) from the article that support your research:

"But evolutionarily, smell is one of the most important senses. It helps us make sense of our environment by keeping us safe from spoiled food, for instance, and tipping us off to threats like fire or gas leaks. It's also a highly social sense, linked to memory, emotions and interactions with other people—encouraging us to draw closer or stay away."

"There was a "frighteningly strong" link between how similarly couples perceived the scents of the world and the success of their romantic relationship, Sobel says. Couples that smell together, stay together."

"By sniffing other people's body odor instead of swiping right on their photos, the thinking goes, we rely on primal bodily intuition."

"Not that we've given it much of a chance. Dating has quickly become a visual enterprise; in 2005, very few Americans had tried online dating, but now 15% have, and technology like Tinder, Instagram, Facebook and Snapchat reinforce the visual conventions that society says we should find attractive. Smell Dating, then, is a throwback—a way to connect us, at long last, with our most basic, biological mating cues."

Please describe any limitations of the article that are noteworthy (sources, reporting, etc.):

There was no indication of how wearing perfumes or colognes alters the natural smell of someone.

With the number of participants being small, the people involved with this dating service are limited when it comes to potential matches, thus not allowing expansive results.

3. Names, Author, Date, and Publication:

Old, Weird Tech: Computer Dating of the 1960s, John Hendel, 2011

Please provide a distillation of the article *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

The world of dating has evolved and taken many twists and turns. Even before the internet, there were ways of dating that were viewed as normal, albeit much slower. Starting in the 60's, people submitted questionnaires. Once received, these questionnaires would be reviewed and matched with a potential romantic partner. In the late 60's, computer dating took off due to its promise of faster results. Fast forward ten years to the 80's and pictures and chat rooms took off, leading to a more personalized way of dating.

Please provide a minimum of three citations (full quotations) from the article that support your research:

"But in the 1960s, what was known as "computer dating" involved no Internet and often few to no visuals. People submitted their vital stats along with questionnaires by mail. Not e-mail, of course, but old-fashioned, stamp-licking mail. No instant gratification followed. People waited patiently for days, weeks, and months as companies processed their answers on intelligence, attractiveness, quirks, and preferences, and would perhaps find them matches ... the hope for true love."

"Consider also this 1969 advertorial in *LIFE* magazine: "How to Be Comfortable with Computer Dating." The ad, promoting a dating service called Compatibility, strains to build credibility for the company, emphasizing its size, ethics, and the power of the service's computers ("The IBM 360/40 Computers that are used for us, we are told, will do more in an hour than a highly qualified individual can do in a year")."

"These dating services evolved quickly in subsequent decades. People began using phones and more photos, and by the 1980s, video and primitive chat rooms on the early Internet (think of New York's 50 BSS computer networks that existed around 1984, which offered 24-hour-a-day flirting right at your keyboard)."

Please describe any limitations of the article that are noteworthy (sources, reporting, etc.):

There was no official report of how many people used these services in the 60's and 80's.

4. Names, Author, Date, and Publication:

Online Dating: Match Me If You Can, Marisa Meltzer, 2016

Please provide a distillation of the article *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

       The number of people involved with online dating has increased dramatically within the last ten years. While online dating is convenient and fast, you can never be too sure of who you will actually meet in person. The satisfaction for people involved in online dating is low, however, due to the quality of matches that people get, and the lack of need for a speedy experience when it comes to paid dating services.

Please provide a minimum of three citations (full quotations) from the article that support your research:

"Our survey found that among respondents who stopped online dating, 20 percent of men and 40 percent of women said they did so because they didn't like the quality of their matches. Perhaps that's why, among those who said they had used multiple dating sites, 28 percent had tried four or more."

"But the responses from the more active group suggest they're highly frustrated. They gave online dating sites the lowest satisfaction scores Consumer Reports has ever seen for services rendered—lower even than for tech-support providers, notoriously poor performers in our ratings."

"Another reason for the low satisfaction scores may be that "most dating sites have some misalignment between profit model and user experience because they are financed through subscription fees or advertising," says Scott Kominers, Ph.D., a junior fellow in economics at Harvard University. In other words, there's no incentive for them to make the experience speedy."

Please describe any limitations of the article that are noteworthy (sources, reporting, etc.):

The article did not discuss which platform users were using for online dating.

The article did not discuss how often users went on dates.

5. Names, Author, Date, and Publication:

This Is How Technology Is Affecting Your Relationship, 2014

Please provide a distillation of the article *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

       There are pros and cons to using technology for relationships. Just like the speed of the internet, online relationships move much faster. Without having the face-to-face

interaction and body language involved, online dating requires you to cover more ground. Along with relationships moving faster, we come up with a fantasy version of the person we are talking to. This can cause issues when the made-up version of the person we are talking to, does not match up to the person in real life.

Please provide a minimum of three citations (full quotations) from the article that support your research:

"Benjamin Painter, 32, of Dallas, lost his ex-wife to a fantasy relationship she developed over Facebook's Mafia Wars. He believes the behavior would have eventually manifested without a digital outlet."

"People delay and accelerate the meeting up to extend or dispel the fantasy," continues Arthur. "When we are single, there's only our imagination of our next partner, but it's very difficult to actually confront the variable of another person and their effect on you, so the transition can be difficult."

"On the other hand, Ben met his current girlfriend of two years on OKCupid, and was immediately struck by their common language. "I asked her out quickly because I needed to get us out of the internet and into the world.""

Please describe any limitations of the article that are noteworthy (sources, reporting, etc.):

This article only followed a few people's experiences, which means that the information may not be as credible as it should be.

<u>Multimedia Literature (blogs, podcasts, videos)</u>

In the following section, please outline a <u>minimum of three</u> sources from blogs, podcasts, or videos that are relevant to your communication challenge.

1. Names, Host, Date, and Location:

The Science of Stereotypes?, Keith Jason, 2013

Please provide a distillation of the multimedia piece *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

From a young age, we are taught in school that when we see a pattern, it creates a rule. This type of thinking has transferred over to how some people view people of other races, religions, genders, and etc. This has led to stereotyping. When we see someone of a certain race doing something more than once, we create a rule in our head that all people of that race, do that too. This harmful way of thinking proves detrimental to everyone involved.

Please provide a minimum of three citations (full quotations) from the piece that support your research:

"That one simple principle is, you see a pattern, you can make a rule."

"We take this same principle of seeing a pattern and making a rule with inanimate objects and we transfer it over into our interaction with human beings."

"I get awfully afraid that we see patterns and we make rules with people and this is what we call stereotypes."

"He learns that people have already maybe kind of seen a pattern of a few Polish people making some unwise decisions and it leads to a stereotype being built that Polish people are stupid."

Please describe any limitations of the piece that are noteworthy (length, host, etc.):

The host provided no scientific data to back up his claims.

The host only provided one example.

2. Names, Host, Date, and Location:

How the Internet Enables Intimacy, Stefana Broadbent, 2009

Please provide a distillation of the multimedia piece *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

Modern technology has come a long way, but is still seen as taking away from in-person contact. While someone might have 100 Facebook friends, more likely than not, they are only in close contact with three to four of those friends. Stefana Broadbent argues that while technology can cocoon people from the real world, it also has the ability to bring people closer together. By sharing a meal over Skype with your family who lives across the country, a stronger bond is created and shared between people.

Please provide a minimum of three citations (full quotations) from the piece that support your research:

"With their communication channels, they are breaking imposed isolation"

"80% of calls are made to four people."

"100 people on a buddy list, but fundamentally people chat with two, three, four, less than five people."

"Once a fortnight, they actually put the computer on their dining table, pull out the webcam and actually have dinner with their family in Sao Paulo and they have a big event of it."

Please describe any limitations of the piece that are noteworthy (length, host, etc.):

Only some scientific studies were mentioned.

3. Names, Host, Date, and Location: Can we create new senses for humans?

Can We Create New Senses For Humans?, David Eagleman, 2015

Please provide a distillation of the multimedia piece *in your own words* that your grandmother or a smart 13-year-old could understand (limit 100 words):

Most people are born with five senses. These senses are sight, taste, smell, hearing, and touch. Although these senses help us in all aspects of our lives, they can limit us too. For example, we are unable to see every single light wave because our brain is not wired to do so. Neuroscientist David Eagleman says that the brain is wired to accept new data no matter how it receives that data. Knowing that, it is possible that in the future, advances in technology can be made to heighten our current senses and/or add in new senses to benefit us.

Please provide a minimum of three citations (full quotations) from the piece that support your research:

"We are built out of very small stuff, and we are embedded in a very large cosmos, and the fact is that we are not very good at understanding reality at either of those scales, and that's because our brains haven't evolved to understand the world at that scale. Instead, we're trapped on this very thin slice of perception right in the middle."

"But we're not seeing all the waves out there. In fact, what we see is less than a 10 trillionth of what's out there. So you have radio waves and microwaves and X-rays and gamma rays passing through your body right now and you're completely unaware of it, because you don't come with the proper biological receptors for picking it up."

"Now, what this means is that our experience of reality is constrained by our biology, and that goes against the common sense notion that our eyes and our ears and our fingertips are just picking up the objective reality that's out there. Instead, our brains are sampling just a little bit of the world."

"So because we're humans, we've never experienced that world of smell, so we don't miss it, because we are firmly settled into our umwelt. But the question is, do we have to be stuck there? So as a neuroscientist, I'm interested in the way that technology might expand our umwelt, and how that's going to change the experience of being human."

"But here's the key point: Your brain doesn't know, and it doesn't care, where it gets the data from. Whatever information comes in, it just figures out what to do with it."

"The lesson that surfaces is that there's nothing really special or fundamental about the biology that we come to the table with. It's just what we have inherited from a complex road of evolution. But it's not what we have to stick with, and our best proof of principle of this comes from what's called sensory substitution. And that refers to feeding information into the brain via unusual sensory channels, and the brain just figures out what to do with it."

"What we're envisioning is taking a modern cockpit full of gauges and instead of trying to read the whole thing, you feel it. We live in a world of information now, and there is a difference between accessing big data and experiencing it. So I think there's really no end to the possibilities on the horizon for human expansion. Just imagine an astronaut being able to feel the overall health of the International Space Station, or, for that matter, having you feel the invisible states of your own health, like your blood sugar and the state of your microbiome, or having 360-degree vision or seeing in infrared or ultraviolet."

"So the key is this: As we move into the future, we're going to increasingly be able to choose our own peripheral devices."

Please describe any limitations of the piece that are noteworthy (length, host, etc.):

David only mentioned products to help those suffering from different impairments. There was no mention of products that could potentially help those born with their five senses.

<u>Outstanding Questions</u>

This document is a critical step toward understanding your communication challenge and beginning to identify how you might approach your final project to present in class on November 19th.

Below, please list a minimum of <u>three questions</u> you still have that will continue to guide your research forward:

1. Is there a way to create an online persona without visual stereotyping?

2. In the grand scheme of things, is it more beneficial to have visual stereotyping a part of online dating? (i.e., are we helping ourselves by pursuing people online that we think we want?)

3. How do your senses impact your dating life? (i.e., in what way does the chronology of your senses, matter?)