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Online or In-Person: What Mode of Conversation Makes People Feel the Most Socially Connected?

Nathan P. Gheorghita
Portland State University

Cynthia D. Mohr
Portland State University

MaryAnn Samson
Portland State University

Sheila McCabe
Portland State University

Julia Lynch
Portland State University

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Online or In-person: What Mode of Conversation Makes People Feel the Most Socially Connected?

Nathan Gheorghita, Dr. Cynthia Mohr, MaryAnn Samson, Sheila McCabe, Julia Oosi Lynch



Background Information

- Social connection can be defined as “the experience of feeling close and connected to others, encompassing a sense of belonging, attachment, and interpersonal relationships.”. It is essential for satisfying psychological needs and promoting well-being.
- Today, people spend an average of 6 hours and 58 minutes online every day, and much of this time is spent socializing.
- Many studies have examined the differences in felt social connection between in-person and online social interactions using global or partner-specific measures of social connection. What is missing in the literature are studies using interaction specific measures of social connection.

Global Measures

- General measure of social connection.



Interaction-Specific Measures

- Measure of social connection for specific interactions.



Partner-Specific Measures

- Measure of social connection between romantic partners.

Rationale

Recently, Okabe-Miyamoto et al. developed the Connection During Conversations Scale (CDCS;2024). This interaction specific measure of social connection is one of the first of its kind and has not yet been used to examine differences between interaction modalities. The purpose of this study is to examine differences in felt social connection based on the mode of conversation using the CDCS.

Modes of Online Conversation

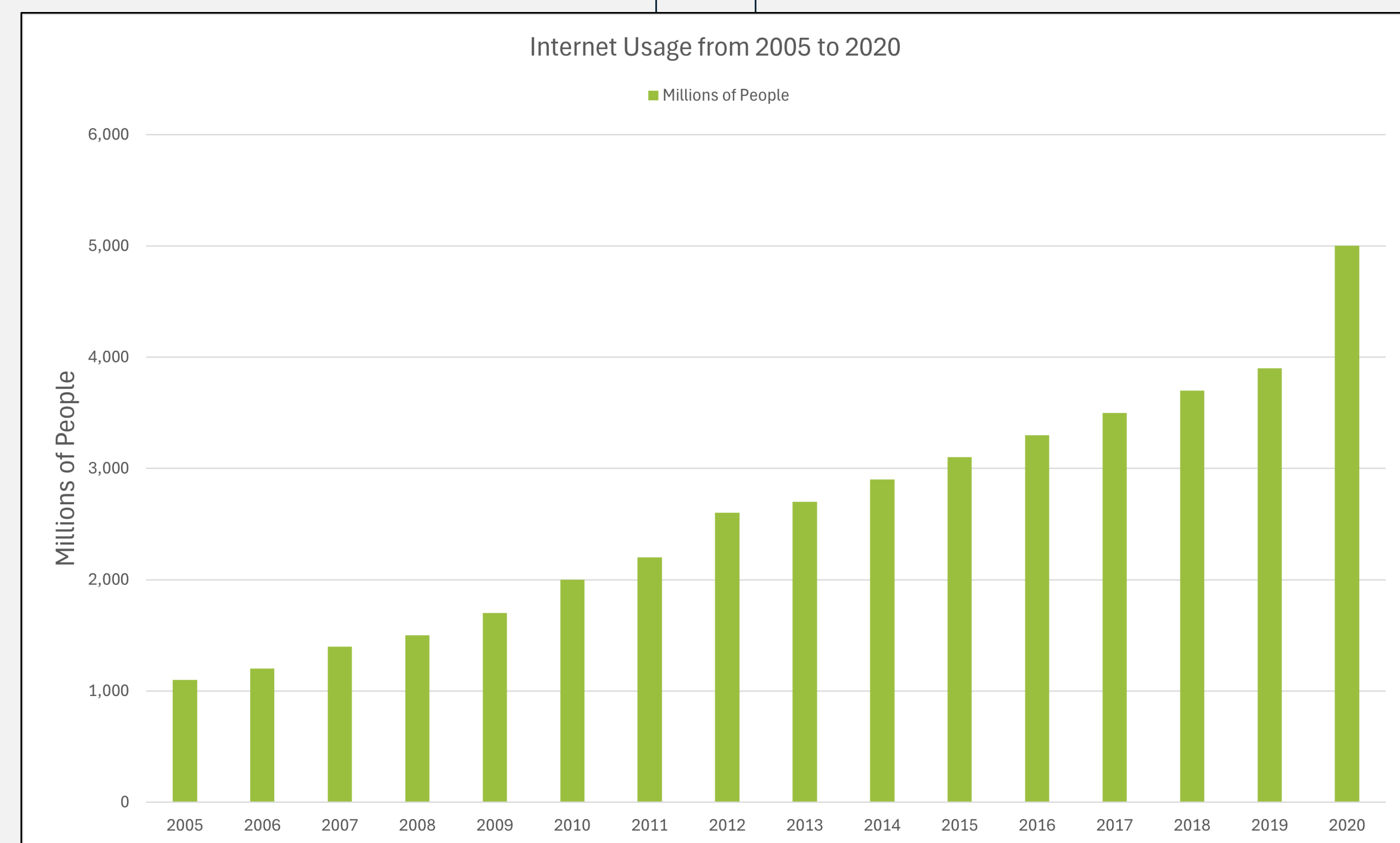
- Phone call
- Video call
- Text message
- Social media

Methods

- Administer CDCS and DeJong Gierveld Loneliness Scale (2010) electronically using Qualtrics.
- Sample of Portland State University Students (n=240).

Implications

- Help develop a better understanding of what modes of communication are the most socially connecting.
- Guide future social connection research.



References

- De Jong Gierveld, J., & Van Tilburg, T. (2010). The De Jong Gierveld short scales for emotional and social loneliness: Tested on data from 7 countries in the UN generations and gender surveys. *European Journal of Ageing*, 7(2), 121–130. <https://doi.org/10.1007/s10433-010-0144-6>
- Okabe-Miyamoto, K., Walsh, L. C., Ozer, D. J., & Lyubomirsky, S. (2024). Measuring the experience of social connection within specific social interactions: The Connection During Conversations Scale (CDCS). *PLOS ONE*, 19(1), e0286408. <https://doi.org/10.1371/journal.pone.0286408>