



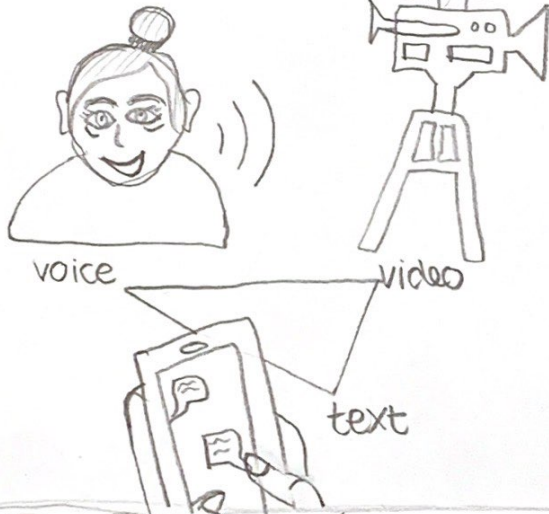
Original article:

Croes E.A., Antheunis M.L., Schouten A. P., & Kraahmer E.J. (2019). Social attraction in video-mediated communication. The role of non-verbal affiliative behavior. *Journal of Social and Personal Relationships*, 36(4), 1210-1232.

This study investigates the relationship between nonverbal behavior and social attraction in two different conditions



VMC



FTF

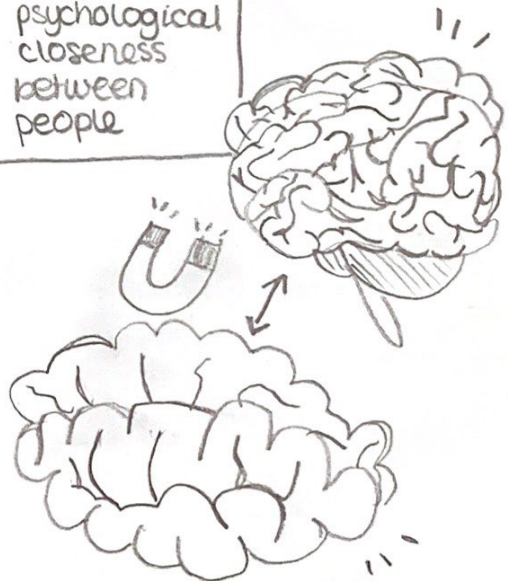


vmc differs from ftf in a way that there is a physical person present in ftf-communication

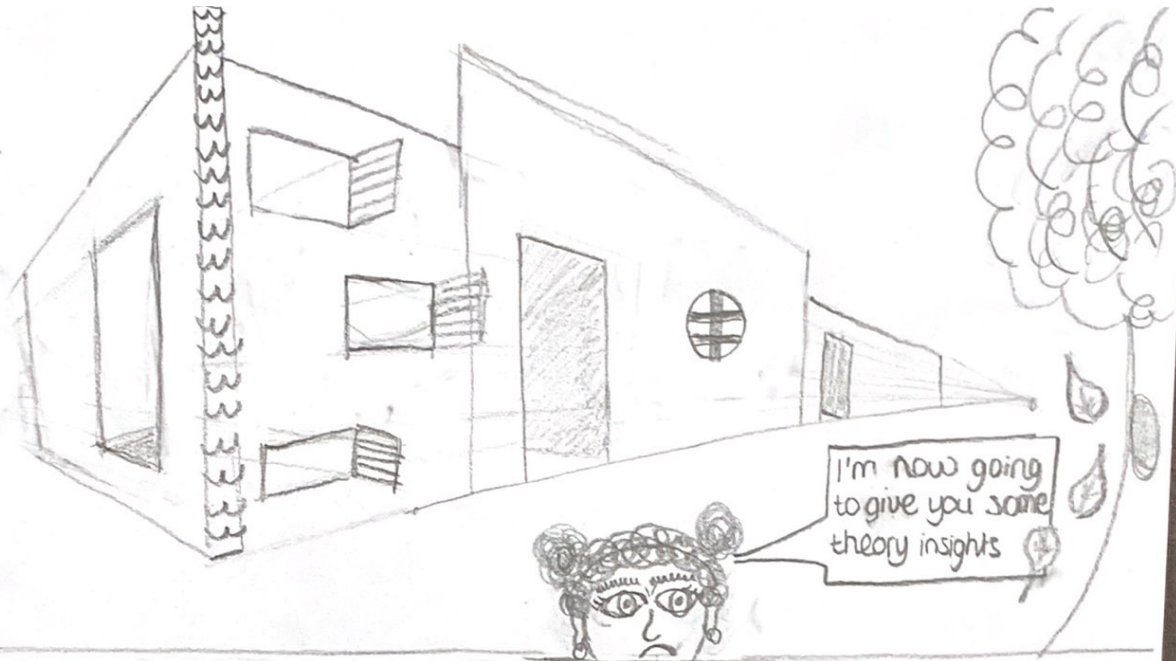


Physical copresence influences the transmission of nonverbal immediacy behaviors, such as touch, body orientation, and body lean (Mehrabian, 1969)

This creates psychological closeness between people





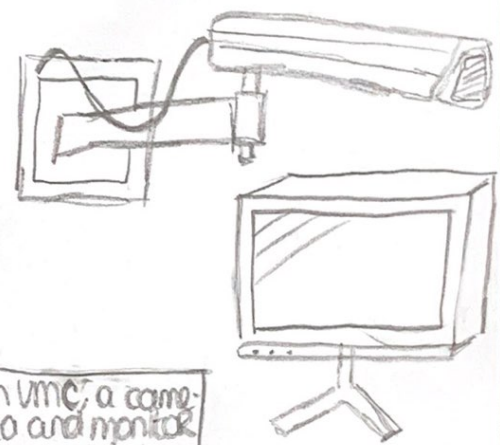


I'm now going to give you some theory insights

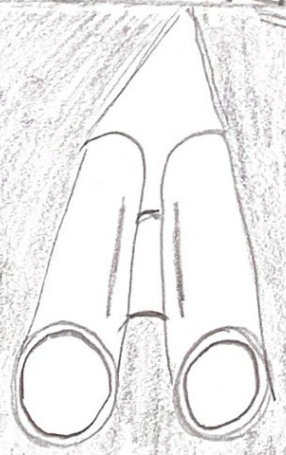
Nonverbal immediacy behaviors communicate interest and warmth



How are you?



In VMC, a camera and monitor are used to communicate



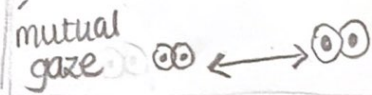
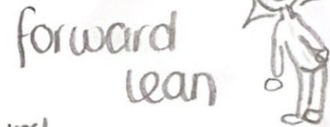
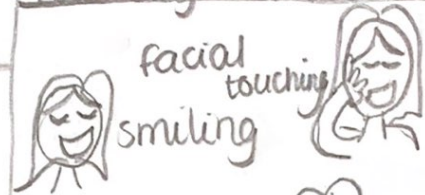
In addition, the view of the other person is from one specific angle



A lack of physical presence may mean that people perceive increased control over the conversation

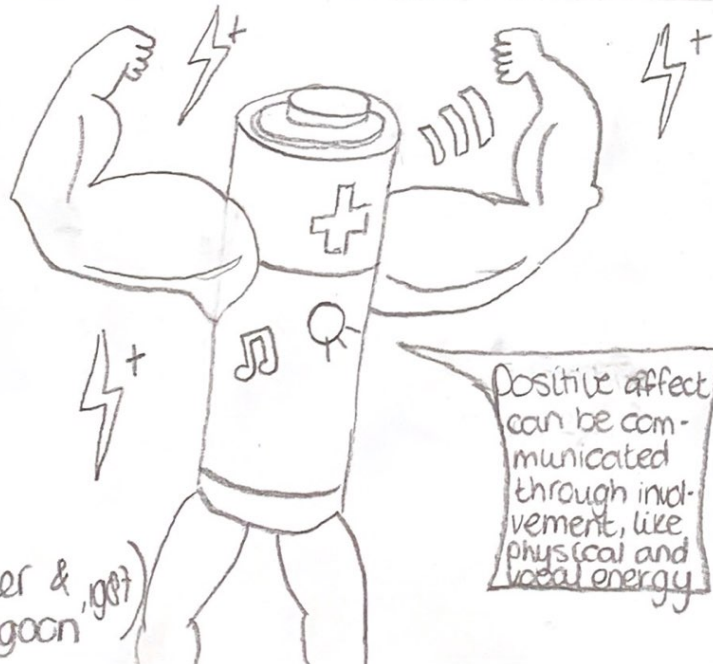
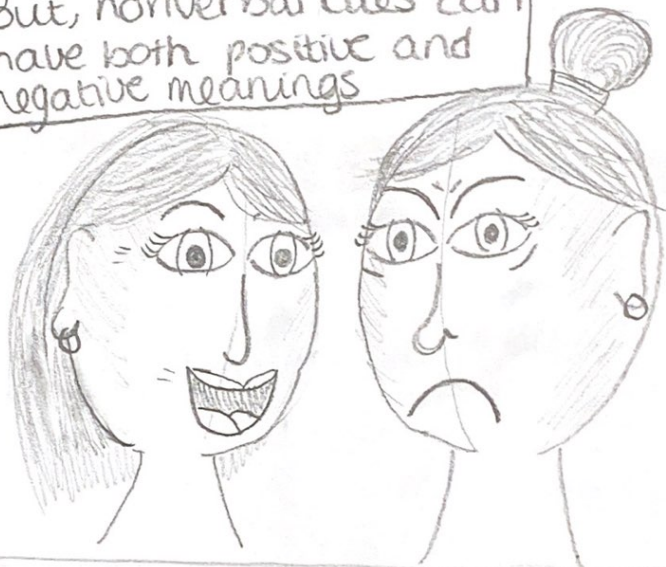
Copresent FTF communication may more easily embarrass communicators in the form of distress and unease

The study focuses on the following visual cues: ...



... and the following auditory cues:

But, nonverbal cues can have both positive and negative meanings



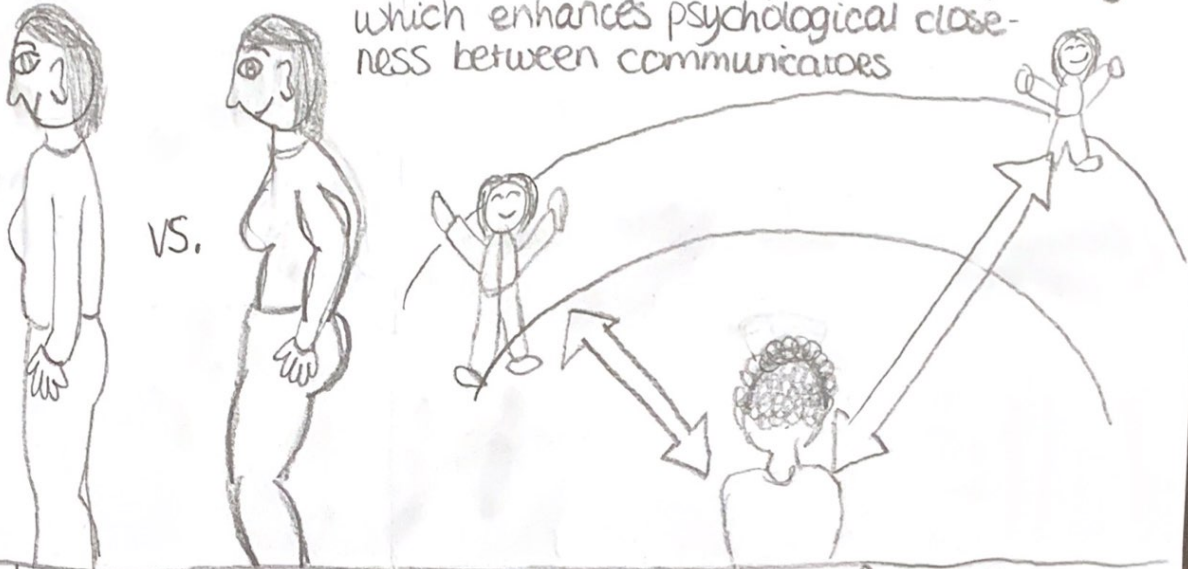
However, dis-involvement can come across as distracted (Burgoon et al., 1999)



Coker & Burgoon (1987)



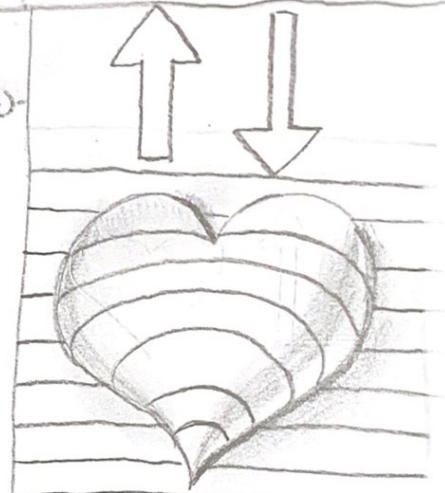
In addition, greater immediacy is communicated through variations in posture and proximity which enhances psychological closeness between communicators



This leads to the following research question:

"To what extent do VMC and FTF differ regarding the expression of nonverbal affiliative behaviors?"

(RQ1)



The nonverbal affiliative behaviors outlined above may enhance or reduce social attraction

Metaphor:

Nonverbal affiliative behavior is a chemical process



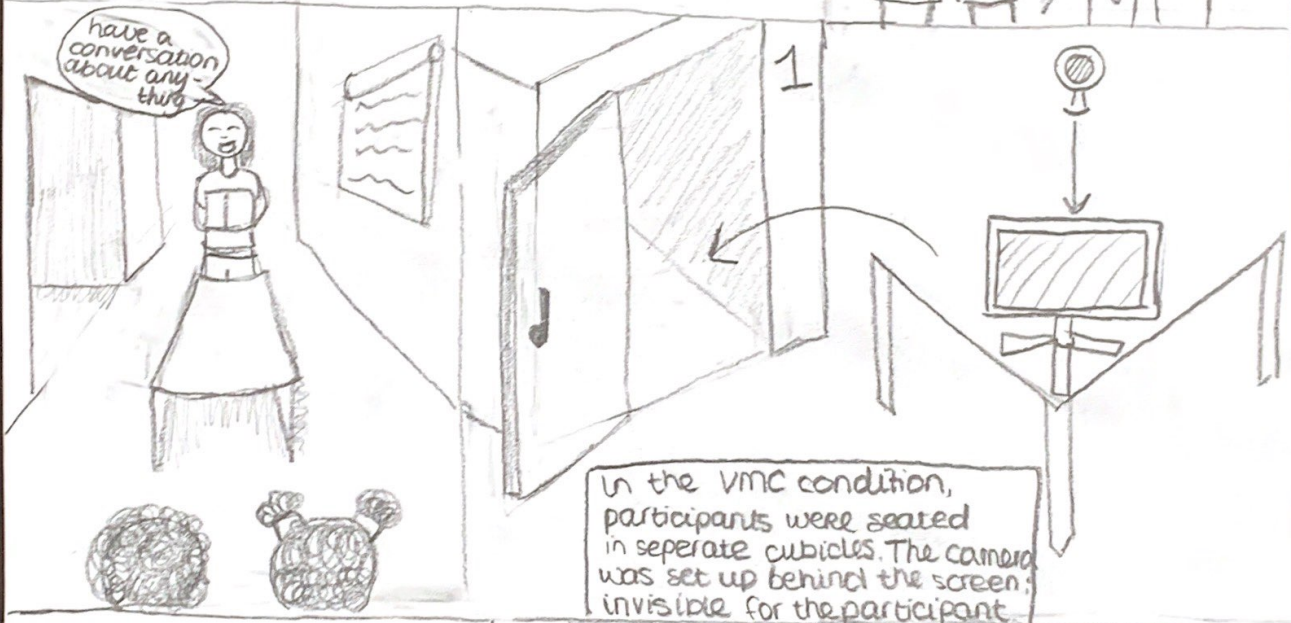
RQ2: To what extent do nonverbal affiliative behaviors result in social attraction?

and

RQ3: To what extent is this effect more pronounced in VMC or FTF communication?

# METHOD SECTION

86 undergraduate students





# FINDINGS

No significant differences between the conditions in the expression of:



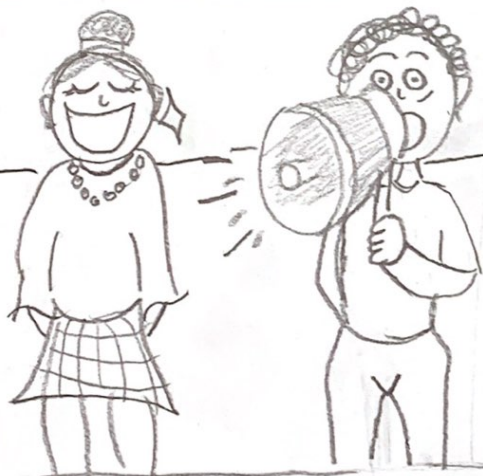
head nods

gaze aversion

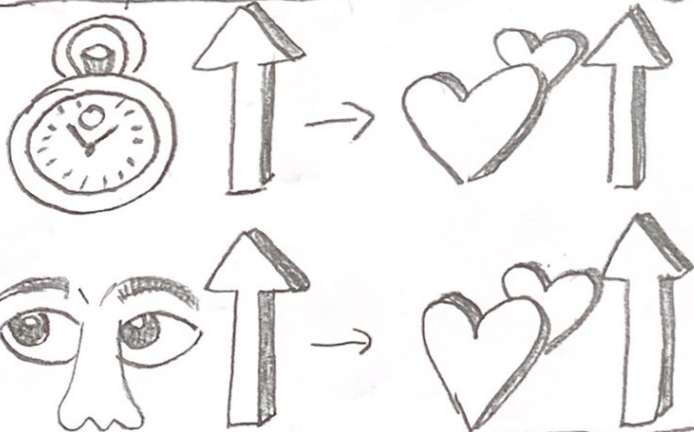


speech rate

In VMC, participants smiled more and spoke louder



FTF interactants displayed more facial touching and more pitch variation



Speech rate and gaze aversion were the only cues to influence social attraction. This was found in the VMC condition only.

