The IKMZ Speaker Series presents:
What We Might Be Missing: Unpacking the Social Implications of Disappearing Content, Broadcasted Questions, and Invisible Actions on Social Media Platforms

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AND 3.02/3.06

In this talk I will describe three studies (two completed, one in progress) that investigate the social implications of user practices on social media platforms as shaped by the affordances of ephemerality, persistence, and broadcasting in online communication processes. First, I'll describe a study that examined how Snapchat interactions are perceived by college students and some of the practices associated with why snaps were broadly experienced as positive, supportive, and enjoyable. I'll then share research that explores a thin slice of activity we believe offers insight into social capital and relationship maintenance processes online: the broadcasting of requests for help via the Facebook status update feature. Finally, I will describe a new project that seeks to better understand the relationship between clicking and attention practices in Facebook using a combination of eye-tracking, interview, and survey data. This study will extend contemporary scholarship that argues passive uses of social network sites are associated with lower well-being outcomes by unpacking what may be happening when users choose not to click.

Nicole B. Ellison is the Karl E. Weick Collegiate Professor of Information in the School of Information at the University of Michigan, where she directs the doctoral program, serves as Vice-Chair of the Communication and Technology division of the International Communication Association, and is an Associate Editor for the *Journal of Computer-Mediated Communication*. She received her PhD in Communication Theory and Research in 1999 from the University of Southern California's Annenberg School for Communication. Nicole's research has explored social and interpersonal aspects of online technologies and computer-mediated communication, including research on self-presentational strategies used by online dating participants; the role of social media in reshaping college access patterns for low-income and first-generation college students; and the ways in which users employ the communication affordances of Facebook to receive and give social and informational support to members of their network. This research has been funded by the National Science Foundation, the Bill & Melinda Gates Foundation, and the National Academies of Science.