

Impact of Initial Trust on Video-Mediated Social Support

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Video-mediated Communication (VMC)

- Video-based technologies have become **popular** due to cheaper, faster, and more ubiquitous Internet access. (Hunter et al., 2014)
- In 2015, 59% of all teens had regular video chats with their friends, **up from 37% in 2012**. (Lenhart, 2014; 2015)
- Many of them may be using VMC to provide and receive **social support**.



What is Social Support?

- Verbal and nonverbal behavior that fosters the provision of resources and assistance to those who need them. (Burleson, 2009)
- It has a **positive impact** on physical and psychological health. (High and Dillard, 2012)
- **Types:** Emotional, Informational, Self-esteem, and Network.
- **Trust is necessary** for a successful support exchange. (Buchanan et al., 2007; Mortenson, 2008)

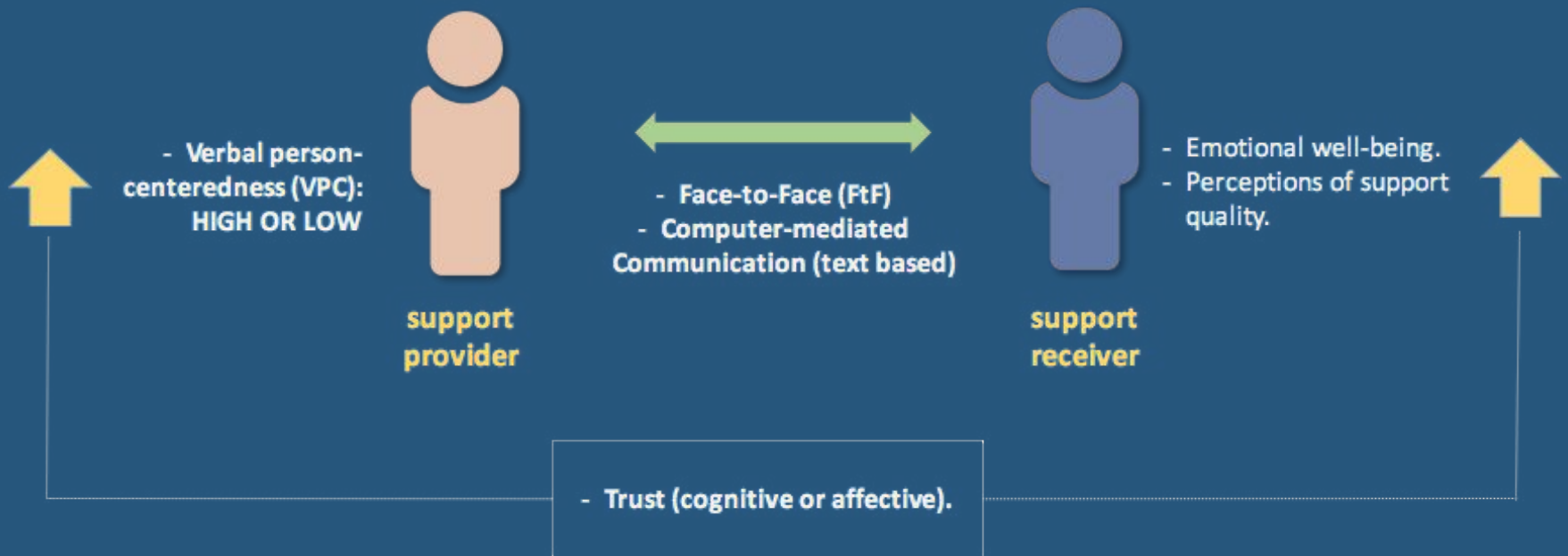


What is Trust?

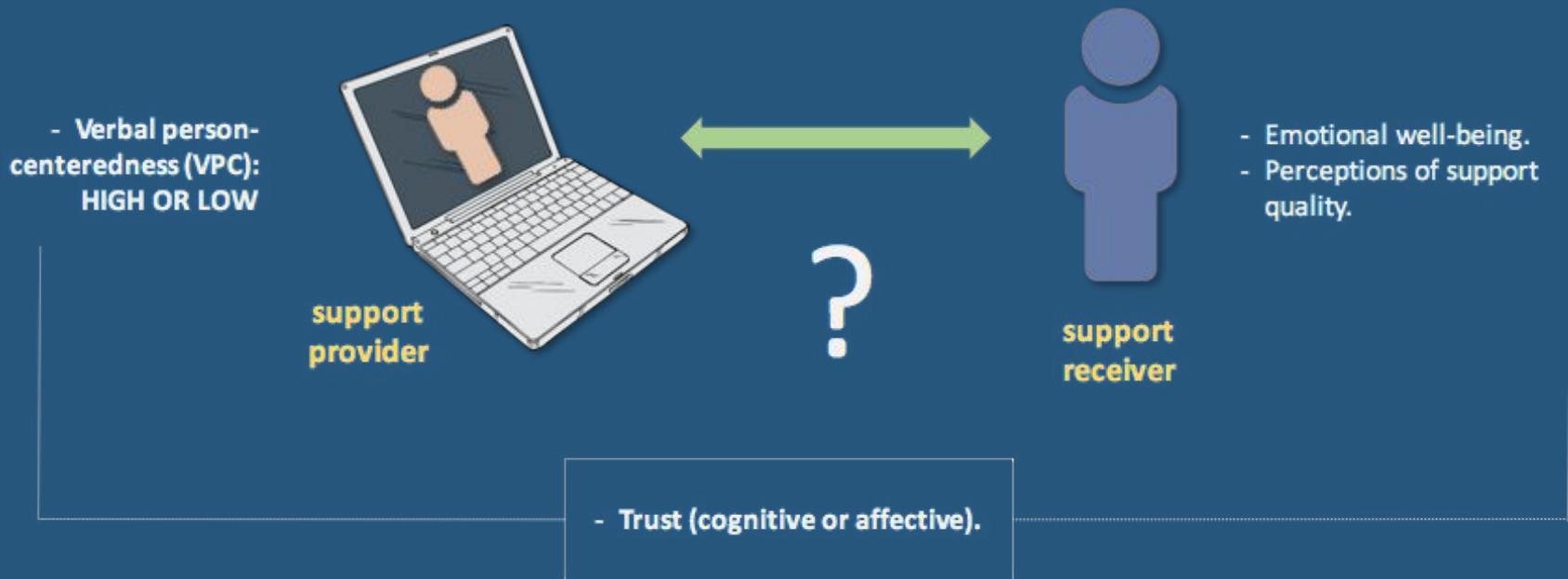
- It refers to a situation where one party (the trustor) is willing to rely on another party's actions (the trustee's) despite uncertainty and associated risks. (McKnight and Chervany, 2001)
- **Affective:**
 - emotion-driven.
 - based on personality cues and emotional connectedness.
- **Cognitive:**
 - knowledge-driven.
 - based on a rational evaluation of the trustee's ability, competence or reputation.



Verbal Person-centeredness, Trust and Social Support in FtF and CMC



Verbal Person-centeredness, Trust and Social Support in VMC



VMC and Trust

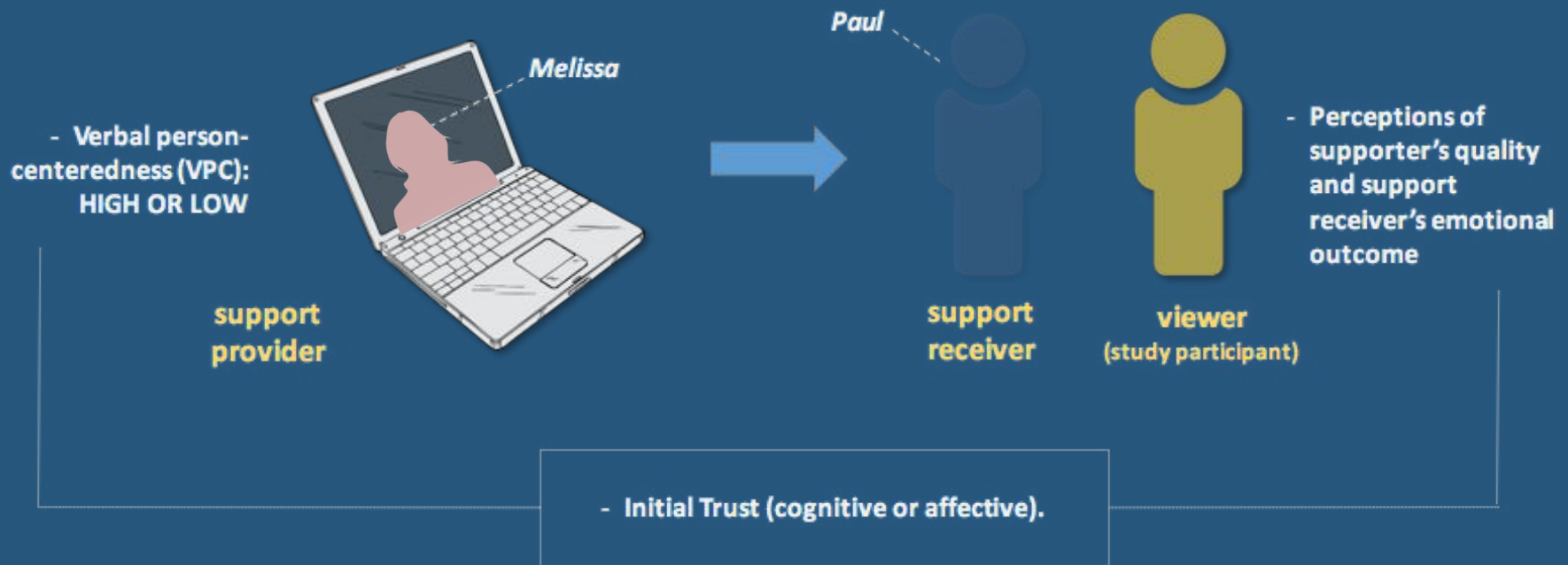
- Setting up an environment that fosters telepresence—or a sense of proximity—has been argued to be essential for effective VMC. (Mukawa et al., 2005)
- Someone on a video should look directly at the camera (as if to make eye contact with the viewer) with the upper body being visible at all times in order to maximize telepresence. (Mukawa et al., 2005)



Hypothesis

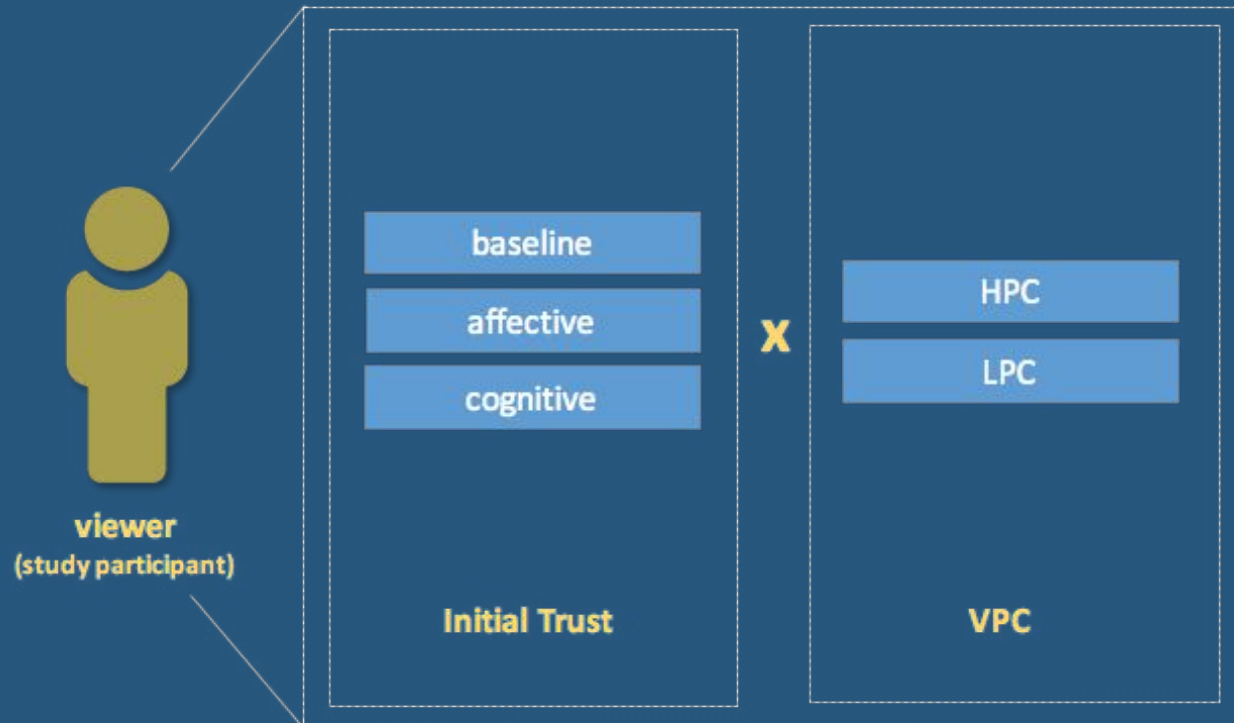
- **H1.** A support message with high person-centeredness (HPC) leads to higher perceived support provider's quality and higher perceived support receiver's emotional outcome than a message with low person-centeredness (LPC) in a VMC setting.
- **H2.** Promoting initial trust in the support provider leads to higher perceived support provider's quality and higher perceived support receiver's emotional outcome in a VMC setting.

Study Design



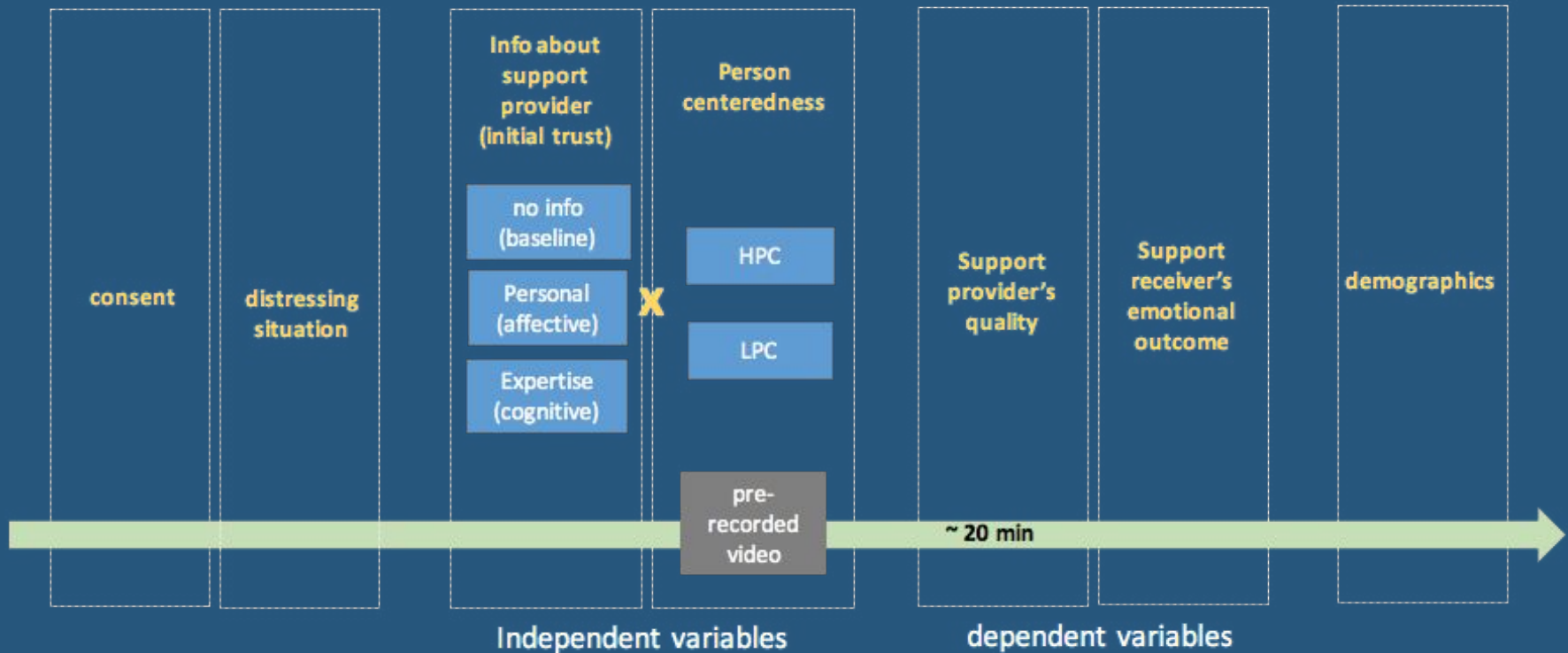
Distressing situation: “Paul just learned that he was not chosen for a job that he was almost sure he would get after the final round of interviews.”

Study Design



Method & Procedure

Online Survey:



Method & Procedure

Manipulations of Independent Variables:

Trust:

-
- **Affective Trust:** “Melissa and Paul have been good friends for over five years now. Paul would reach out to Melissa when he wants to talk about personal issues.”

Cognitive Trust: “Melissa works in the Human Resources department for a successful company. She has received training in recruitment for over a year now.”

Method & Procedure

Manipulations of Independent Variables:

Person-centeredness:

- 1.
2. **HPC:** “I’m sorry to hear that Paul. I know that you were really excited for this job. It must be really frustrating.”

LPC: “This happens all the time. Maybe you should prepare better next time.”

Participants

- **N = 240** (recruited from AMT)
 - 104 Asians
 - 96 Caucasians
 - 20 African Americans
 - 20 Other (13 Hispanics, 5 Native American, 2 mixed)
- **Gender**
 - 144 males
 - 93 females
- **Age**
 - 18-24 (15%)
 - 25-39 (63.9%)
 - 40-49 (13%)
 - 50+ (8.1%)



Results - Person-centeredness

A support message with HPC leads to higher perceived support provider's quality and higher perceived support receiver's emotional outcome than a message with LPC in a VMC setting. Thus, **H1 is supported**.

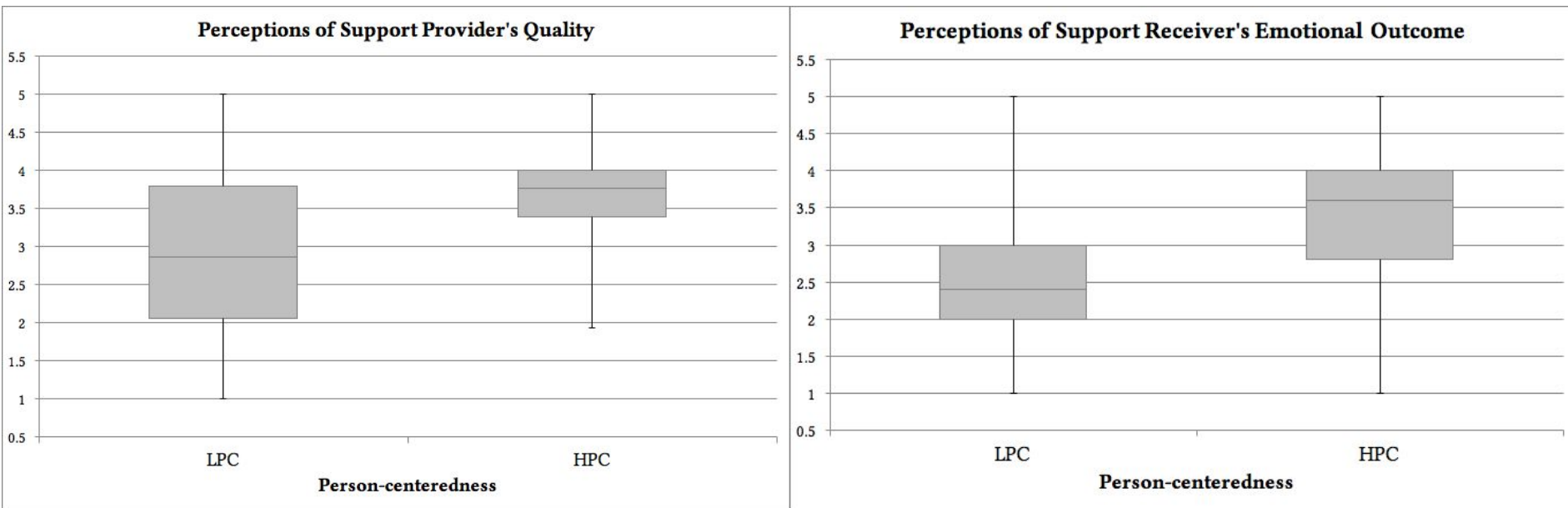


Figure 1: Main Effect of Person-centeredness on Perceptions of Support Provider's Quality.

Figure 2: Main Effect of Person-centeredness on Perceptions of Support Receiver's Emotional Outcome.

Results - Initial Trust

- Promoting initial trust in the support provider leads to higher perceived support provider's quality, but in the case of affective trust only.
- Initial trust did not have an effect on perceived support receiver's emotional outcome. Thus, **H2 is partially supported**.

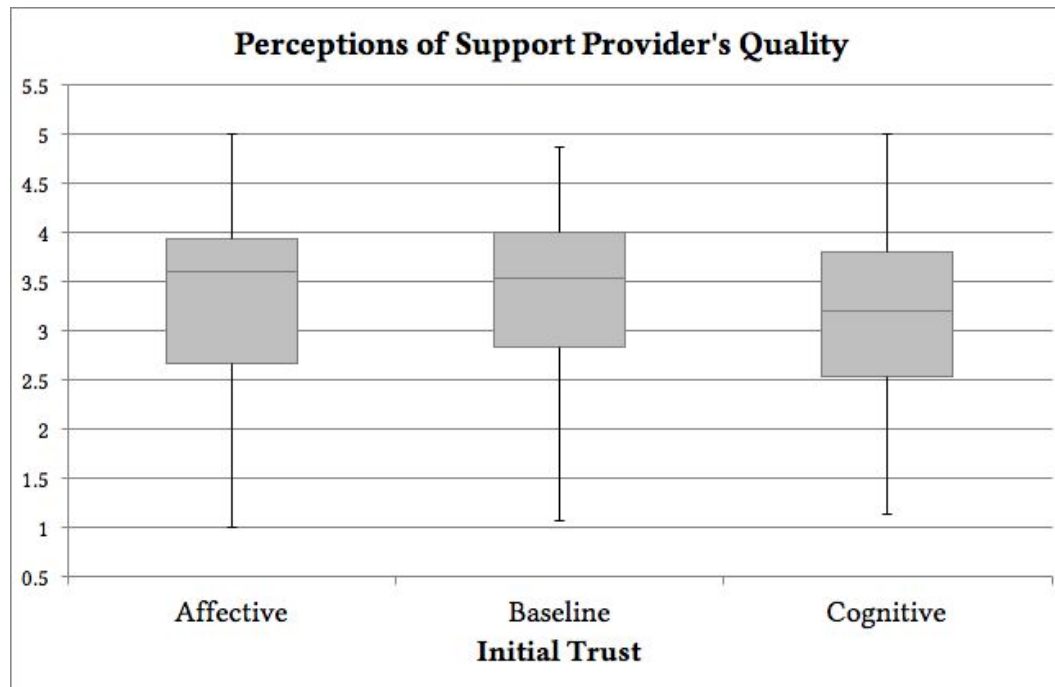


Figure 3: Main Effects of Initial Trust on Perceptions of Support Provider's Quality.

Results - Ethnicity

- A main effect was found for participant's ethnicity but only on the perception of support provider's quality, but not for perceptions of support receiver's emotional outcome.

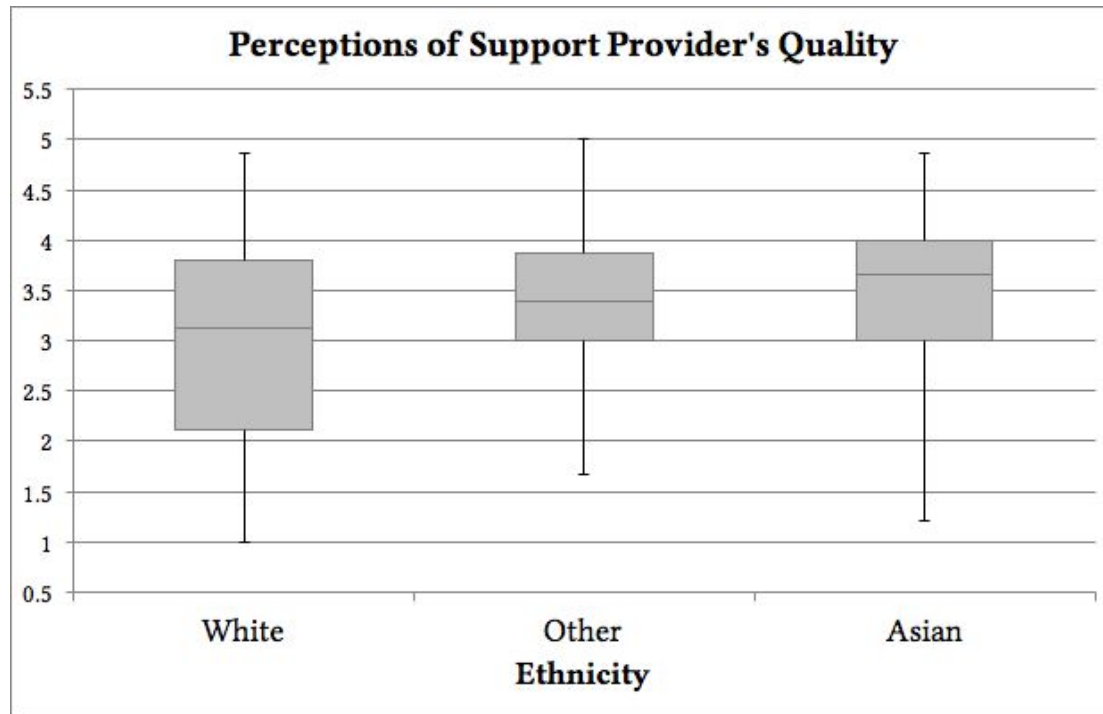


Figure 4: Main Effect of Ethnicity on Perceptions of Support Provider's Quality.

Results - Person-centeredness & Ethnicity

- A significant interaction was found between ethnicity and person-centeredness on the perceptions of support provider's quality and perceptions of support receiver's emotional outcome.

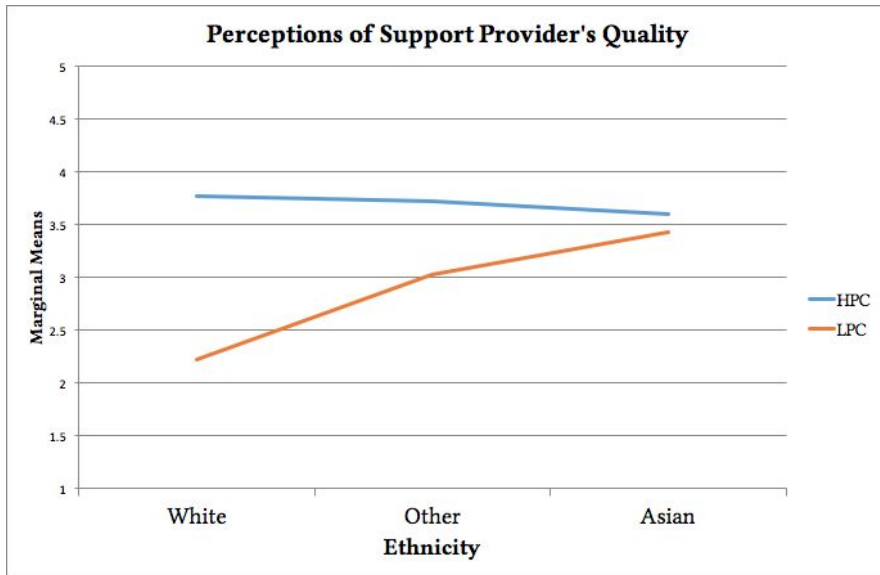


Figure 5: Interaction Effect of Person-centeredness and Ethnicity on Perceptions of Support Provider's Quality.

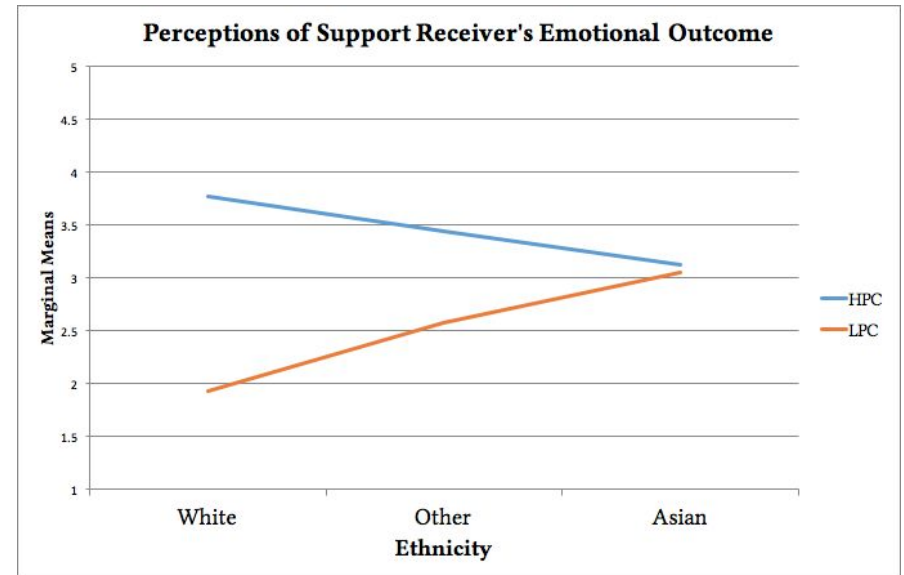


Figure 6: Interaction Effect of Person-centeredness and Ethnicity on Perceptions of Support Receiver's Emotional Outcome.

Insights



- **Person-centeredness:**
 - Regardless of condition, the **HPC support message consistently led to higher ratings of support provider's quality and support receiver's emotional outcome** than the LPC support message.
- **Initial Trust:**
 - Giving **personal information** about the support provider (promoting affective trust)- rather than expertise (promoting cognitive trust) – led the viewer to perceive the support provider as providing **better quality of support**.

Insights

- Ethnicity:

- Asians perceived support provider's quality and support receiver's emotional outcome significantly higher than White and participants of other ethnicities in LPC conditions.
- Regardless of person-centeredness, Asians perceived support provider's quality much higher than support receiver's emotional outcome.
- Caucasians tended to perceive support receiver's emotional outcomes significantly higher than Asians and participants of other ethnicities in HPC conditions. This may mean that **Caucasians are much more sensitive to the level of person-centeredness** in supportive messages.



Insights

- Overall Implication:
 - Video-mediated social support design guidelines should take into account ethnicity of target audiences and type of information given about the support provider in order to maximize the effects and quality of the support exchange.



Limitations

- Ethnicity, age, and gender of the support provider may have had an effect in viewer's perceptions of support quality.
- One single type of distressing situation.
- Perceptions of support quality were collected from a third-party viewer (the study participant).



Future Work

- Conduct video-mediated social support with providers of different ethnicity, gender and age.
- The interactions found between ethnicity, person-centeredness and support quality should be explored further in order to uncover factors that led ethnicities to evaluate support messages differently.



Thanks!

Any questions?

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