Social Media Norm Breaching Experiments

1) Conduct one of the experiments listed below
   Note: You can explain it was a class assignment only when the experiment is over. You CANNOT use this as an excuse during the assignment.
2) Write up the results <u>in the following format</u> in a 5 page paper:

<u>EXPERIMENT</u>

Which experiment you tried (e.g. "Hashtag Party")

<u>METHOD</u>

What you did. Describe specific steps e.g. "I contacted 17 different people. I messaged 10 of them 'What's up' and seven 'How are you?' I found their names by looking through group emails and seeing who was online." The more detailed the better!

<u>RESULTS</u>

What happened? What types of reactions did you get? How did you feel? Use Garfinkel's students' descriptions as models (for example, pp. 45-49).

<u>DISCUSSION</u>

Given what we've learned in class about social norms, what did this 'mean' about communication norms, or the specific norms of the technology you used? Refer back to the class readings. Make an argument.

This must be typed, double-spaced, printed, stapled, and turned in during class in hard copy. Emailed assignments will be considered late and will be penalized a half-grade.

PICK ONE OF THE FOLLOWING:

- **INSTAGRAM PLAGIARIST**: On Instagram, for three days, post 2 pictures a day that aren't your own, but don't credit anyone. See if someone is willing to say something about the uncredited photo. Try implying but not outright stating that they are yours.
- **FACEBOOK MESSENGER STRANGER**. Use FB messenger to begin chat conversations with people that you don't know (or don't know very well). Vary the kinds of things you say to see if you can get them to start a chat conversation with you. Describe what kind of chat message will successfully get a stranger to chat with you. Remember to be polite and respectful at all times.
- **WAY OFF TOPIC.** On Facebook or a similar site that has threaded conversation (e.g., status updates with replies), over a period of three days leave a large number of comments that are all completely and obviously off-topic and not relevant to the thread. For this to work, there can be no relation between the reply and the topic at all; just start talking about something else. If you like, address some of them to the wrong person as well. Describe the results.

- **SNAPMAP CREEPER**. With Snapchat's SnapMap features, you can see where your friends are on a map if their location services are on. In this experiment, contact your friends asking about things based on their location. Send a snap to your friends alluding to the fact that you know where they are. Ask them for a favor based on their location (e.g. if they're at the store, ask them to get you something). Go visit a few unannounced by finding where they are on the SnapMap.
- **LINKEDIN OR OUT:** Create a fake LinkedIn profile that is very informal, uses a casual picture, and uses slangy or text-like language. Try to connect with professional profiles or businesses saying you are a UNC student looking for a job. See what their reactions are considering that this profile breaches the norm of how a professional social media account is supposed to be.
- **PICTURE STALKER.** On Facebook OR Instagram, go through an acquaintance's photos and comment on at least 15-20 photos older than six months over a period of 3 days. Write only positive comments (e.g. "cute photo!"). Check back and see if anyone else has commented on the photos after you have. Describe the responses and how you feel about doing this.
- **HASHTAG PARTY.** Add 10-20 hashtags, even absurd or unrelated ones, to each of your Instagram photos for three days. See if your "likes" and "comments" increase and if your friends comment on your behavior.
- **ALWAYS MIX MEDIA.** For 3 days, always "mix" media–always respond to a communication using a different medium of communication than the one that was used to contact you. (Example: if you get a phone call, let it go to voicemail then SMS them. If you get an email, send a picture to their phone, etc. Respond to your twitter @'s in person.) Describe the reactions.
- **THE OVERSHARER.** Pick either an acquaintance you don't know that well or a parent. In a 24 hour period dramatically increase the amount of information you send this person using a text-based mobile communication technology that you know they can receive (text/iMessage). For example, you could communicate with them every time you do anything ("hi I am getting on the bus", "arrived in class," "class is boring,") Describe the reactions.
- **STATUS OVERSHARER.** Using Facebook or Twitter, update your status 10-15 times a day for 3 days (or more). As in the "oversharer" experiment, share mundane updates about your life ("in class," "eating a sandwich") or random thoughts. Describe the reactions and comments you get.
- **EMOJI RANDO.** While texting, we have the tacit understanding that the emoticons an individual uses indicates the mood/tone of the message or its speaker. To breach this social norm, add emojis that are completely unrelated to the content, or seem to denote a different mood than the content does, to every text you send for 2 days.
- **DIGITAL NATIVES?** For three days send out three emails a day to 2 of your peers and 2 people of an older generation (parents, coworkers, grandparents). Emails should be chatty and conversational, not businesslike. Record and analyze the different reactions.
- **THE GREAT DE-FRIENDER**. Post a status on Facebook saying "I have too many friends on here, time to weed some out!" Proceed to defriend your five closest friends. Record the results. For best results, leave status up for a few days before defriending.
- **SNAPCHAT INQUISITOR.** Use the chat function on snapchat for every snapchat you receive over a three day period. Ask questions such as Garfinkel's students questioning "why": "why did you send me this", "why did you take a picture," anything that breaches the norm of your normal relationship. Record the reactions.
- **INSTAFAMOUS:** Post only selfies for three days on Instagram. Post at least four selfies a day. Record the reactions.
- **COMING ON STRONG:** Coming On Strong: Using Tinder, contact or respond to each of your matches stating that you 'really like them' and that you would possibly want a relationship with them without having an actual conversation first. Record how they respond and determine whether norms were breached.