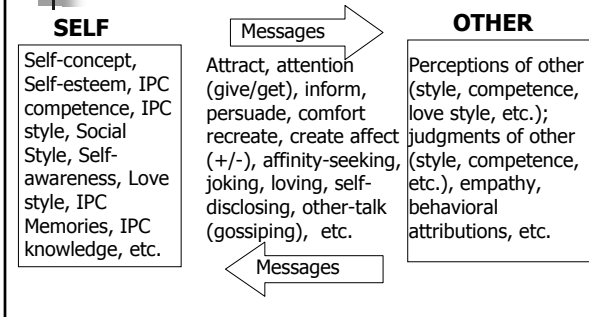


IPC Model (from Perceived Self): More Complex than We Think.



Course Overview

- "Relationships" as Social Constructions
- "Social" and "Personal"
- Themes Emphasized in Course:
 - Identity/Self
 - Attraction/Attention Management
 - Intimacy/Love
 - Relational Development
 - Relational Power
 - Betterment of Personal and Social Relationships
- Language of the Social Science of Relationships (Dragon & Duck) and the Language of Relationships in Everyday Life (Braithwaite & Wood- Case Studies)

Basics of Social Science

- True based on? Experience, intuition, input from others (friends, experts, literature), etc.
- Start with a preliminary question/statement:
 1. Concepts → can take on different values → become variables.
 2. Variables → Choose how to measure? (Operationalize) →
 3. Include variables of interest in questions (RQ) or statements (H)

Course Overview

4. Attempt to connect variables:
 - Dependents (goals, outcome)
 - Independent (predictors, used to explain DV)
 - Positive link? Negative link? No link?
 - Correlational link? Causal link?
5. Set up a test/study of possible connection:
 - Who?
 - What? (Theory driven? Creating theory? Descriptive?)
 - How (experiment, survey, text analysis, ethnography)
 - How confident that results are "real," not due to chance or created by the researcher?

Example of Attention

(from C. Derber's, *Pursuit of Attention*)

- Attention is a "desired" outcome.
 - Attention as "commodity"
 - Attention as "societal problem":
 - Influence of fashion industry (super model as celebrity)
 - Intimate self-exposure as a fashionable, artistic media genre
 - Rise/entrenchment of *cultural narcissism*

Example of Attention

(from C. Derber's, *Pursuit of Attention*)

- Conversational narcissism
 - An individual's need for conversational attention at the expense of others.
- Operationalize as communication behavior:
 - Number of I terms; Number of I-shifts in conversation;
- RQ: Is frequency of conversational narcissism displays negatively related to partners' relational satisfaction?

Example of Attention

(from C. Derber's, *Pursuit of Attention*)

- Measure relational satisfaction
- Count # of I terms, # of I-shifts and compare to base rate of "typical" conversations.
- Relate average # of I's and I-shifts statistically to scores on relational satisfaction to test if beats chance.
- Evidence to support? Evidence to not support? Still not sure? More questions?
