

Going vague: Ambiguity and avoidance in online political messaging / Christopher Chapp, Paul Roback, Kendra Jo Johnson-Tesch, Adrian Rossing, & Jack Werner

Abstract: Researchers have long investigated the conditions that promote the unambiguous communication of issues in political campaigns; however, previous research has been largely theoretic, or has only tested ambiguous communication on a limited range of issues. We address these gaps, making three principal contributions. First, we provide an extensive empirical test of ambiguous communication, scoring every issue addressed on website "issues pages" from House candidates in 2014. Second, we accomplish this by using a supervised learning content analysis procedure that allows us to score a large volume of text based on a smaller subset of hand coded text. This allows us to not only examine if candidates comment on an issue, but also the clarity of their message. Third, this paper provides empirical support for how candidates' communication strategies are shaped not only by the candidates' personal characteristics, but also the characteristics of the district. We find that district heterogeneity is an important predictor of ambiguous communication. Evidence also indicates that issue ownership and ideological extremity play a decisive role in the decision to "go vague."

Patching the melting pot: Sociability in Facebook groups for engagement, trust, and perceptions of difference / Brandon C. Bouchillon

Abstract: The more racial or ethnic diversity a person lives around in America, the less likely they are to take part in civic life, or to profess feelings of trust for the average person. Differences have instead become reasons to pull back, prompting a mass erosion of social capital, by undermining social contact. The present study moves the conversation online, to the Facebook group setting in particular, as a means of highlighting shared interests while downplaying other differences at first. Results of a national web survey (N = 1005) indicate the use of Facebook groups for meeting new people relates to civic participation, along with added weak-tie discussions, which spills over to participation again indirectly. Sociability use of Facebook groups is also a source of bridging social capital, or having more active weak ties upon which to draw, and this contributes to trusting in people. Localized diversity becomes a reason to trust as well, but only for sociable Facebook group users, those driven to connect. Less sociable users still mistrust at the sight of difference, but online social efforts appear to swing the direction of influence, for converting neighborhood-level racial and ethnic diversity into trust.

Cultural background and measurement of usage moderate the association between social networking sites (SNSs) usage and mental health: A meta-analysis / Xue-Qin Yin, Dian A. de Vries, Douglas A. Gentile, & Jin-Liang Wang

Abstract : The present meta-analysis reviews English-language studies from 2005 to 2016 to investigate the relationship between SNSs usage and mental health, and to explore whether cultural background, measurement of usage, gender and age influence this relationship. A total of 63 studies and 144 effect sizes (positive indicators of mental health $k = 62$, negative indicators of mental health $k = 82$) were analyzed. We found that: (1) SNSs usage was positively correlated with both positive and negative indicators of mental health, and no significant difference between these two mean correlations was found. (2) Age did not moderate the relationship between SNSs usage and mental health. (3) SNSs usage was positively related to positive indicators for measures of social network size, while general use was positively related to negative indicators. (4) Stronger correlations were found between SNSs usage and positive indicators of mental health in collectivist cultures than in individualistic cultures. (5) As percentage of female participants increased, a stronger relationship between social network sites and negative indicators of mental health was observed. This meta-analysis allows for integration of conclusions of past studies and establishes a clearer understanding of the relations between SNSs usage and mental health, including recognizing that complex factors (such as cultural background, gender) moderate these relations.

A Review of Media Addiction Research from 1991 to 2016 / Louis Leung & Cheng Chen

Abstract: In this review study, a descriptive analysis was conducted of the media addiction research published from 1991 to 2016. The search of all academic output published in 13 major scientific and academic databases in 256 journals within the 26-year period yielded 1,099 SSCI/SCI articles that were relevant to this study. The review was focused on the trends, developmental periods, study domains, themes, research methods, measurement instruments, and research purposes in the field of media addiction. The results show that most previous media addiction research in the study period were conducted from the perspectives of compulsivity and impairment. As a psychiatric disorder and a complex biopsychosocial phenomenon, the findings suggest that future media addiction research should go beyond the predominant perspectives in the prevalence, causes, and consequences of media addiction (59.7%) and extend into the effectiveness of prevention and treatment (only 3.96%) provided in both clinical and non-clinical settings. The review also shows that of the 974 studies using quantitative or mixed methods to examine media addiction, over 30% used Young's (1998a) Internet Addiction Test and Diagnostic Questionnaire as the two frequently used measurement scales which means that they were adopted by at least 20 studies in the study period. Furthermore, over 77% of the media addiction studies employed survey and experiment methods. The implications of these findings for future media addiction research and the limitations of the study are discussed.

Modularization in an era of mobile web: Investigating the effects of cutting a survey into smaller pieces on data quality / Vera Toepoel and Peter Lugtig

Abstract: With the rise of mobile surveys comes the need for shorter questionnaires. We investigate the modularization of an existing questionnaire in the LISS Panel in the Netherlands. We randomly divided respondents into a normal length survey condition, a

condition where the same survey was split into 3 parts, and a condition where the survey was split into 10 parts. Respondents received the parts consecutively at regular intervals over a 1-month period. We discuss response rates, data quality measures, and respondents' evaluation of the questionnaire. Our results indicate higher start rates when the survey is cut into smaller parts but also higher dropout rates. However, the fraction of missing information is lower in the 3- and 10-parts conditions. More respondents use their mobile phone for survey completion when the survey is shorter. We find fewer item missings and satisficing in shorter surveys. We find no effect on neutral and extreme responding, nor on estimates of the validity of answers. People with low and high education and young and old evaluate shorter surveys better than the normal length survey.

Response rates for surveys completed with paper-and-pencil and computers: Using meta-analysis to assess equivalence / Arne Weigold, Ingrid K. Weigold, & Sara N. Natera

Abstract: The increasing number of self-report surveys being collected using computers has led to a body of literature examining the response rates for computerized surveys compared with the more traditional paper-and-pencil method. However, results from individual studies have been inconsistent, and the meta-analyses available on this topic have included studies from a restricted range of years and did not use proper statistical procedures for examining comparability. Consequently, we conducted a meta-analysis with 96 independent effect sizes spanning over two decades of studies; we also assessed potential moderators. Comparability was determined using confidence interval equivalence testing procedures. The meta-analysis indicated non-equivalence, with those in the paper-and-pencil condition being almost twice as likely to return surveys as those in the computer condition. There was large heterogeneity of variance, and eleven of the eighteen potential moderators were significant. Two meta-regressions yielded only two significant unique moderators: population and type of measure. Results highlighted issues within the response rate literature that can be addressed in future studies, as well as provided an example of using equivalence testing in meta-analyses.

Answering mobile surveys with images: An exploration using a computer vision API / Oriol J. Bosch, Melanie Revilla, & Ezequiel Paura

Abstract: Most mobile devices nowadays have a camera. Besides, posting and sharing images have been found as one of the most frequent and engaging Internet activities. However, to our knowledge, no research has explored the feasibility of asking respondents of online surveys to upload images to answer survey questions. The main goal of this paper is to investigate the viability of asking respondents of an online opt-in panel to upload during a mobile web survey: first, a photo taken in the moment and second, an image already saved on their smartphone. In addition, we want to test to what extent the Google Vision API (which can label images into categories) produces similar tags than a human coder. Overall, results from a survey conducted among Millennials in Spain and Mexico (n=1,614) show that more than half of the respondents uploaded an image. Of those, 77.3% and 83.4% respectively complied with what the

question asked. Moreover, respectively 52.4% and 65.0% of the images were similarly codified by the Google Vision API and the human coder. In addition, the API codified 1,818 images in less than five minutes, whereas the human coder spent nearly 35 hours to complete the same task.