

Communication Accommodation Theory Application

Presented by Trina Hanold

Review of CAT

- How might you define Communication Accommodation Theory?
- Discuss with a partner about the last time you noticed yourself/felt others use a change to communicate with you?

Do New Romantic Couples Use More Similar Language Over Time? Evidence from Intensive Longitudinal Text Messages

Miriam Brinberg & Nilam Ram

Hypothesis

- Syntactic, semantic, and overall linguistic alignment will show exponential growth as the romantic relationship develops
- Language alignment will increase during earlier stages of the relationship and steadily increase

Method/Participants

- Text message logs and Survey responses
- 82 participants
 - 41 dating couples
 - 38 Heterosexual, 3 same sex
 - 44 females, 38 males
 - Average age 21
 - 68% where caucasian
- 2 large universities in the mid-Atlantic region of the U.S

Procedure

- All couples must have their first text exchange within the past year(Dec. 2018-Dec. 2019) and be 18+.
- Recruited through course related participant pools, flyers, university news.
- Completion of a survey about themselves, their relationship, and their media use.
- Participants downloaded their messages to a *iMessageAnalyzer* of selected messages of interest
 - Labeled as "Partner 1" and Partner 2"

Measures

- Language style matching and latent semantic analysis scores for each couple
- Similarity in messages
- Timing of relationship

Findings

- The hypothesis was supported:
 - Synaptic alignment show exponential growth during relationship development
 - Semantic alignment show exponential growth during relationship development
 - Linguistic alignment show exponential growth during relationship development

Conclusion

- The hypothesis is derived from CAT
 - Linguistic alignment would increase during relationships formation and stabilize as the relationship matured
- CAT propositions apply in Computer-mediated communication(CMC), encourage exploration of relational processes using digital data



Discussion

- How did you see Communication Accommodation Theory in the video clip?
- Do you have misunderstandings when texting?
- How have you changed the way you text when in a relationship?