

Public Abstract

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Title:SPEAKING UP IN THE 21ST CENTURY: THE EFFECTS OF COMMUNICATION APPREHENSION AND INTERNET SELF-EFFICACY ON USE OF SOCIAL NETWORKING WEBSITES

The act of communication is an act of volition, mediated by one's level of fear associated with real or anticipated communication. Communication researchers call this fear communication apprehension and have traditionally recognized two forms: written communication and oral communication apprehension, both of which affect the amount an individual is likely to communicate. With the advent of communication via the computer, or computer-mediated communication (CMC), Scott and Rockwell (1997) and Scott and Timmerman (2005) have suggested a third form of communication apprehension: computer mediated communication apprehension. This construct combines computer apprehension as well as these earlier forms of communication apprehension. Computer mediated communication has been studied most frequently in regards to the use of email but never in regards to the use of social networking website use.