

Public Abstract

First Name:Joy

Middle Name:Leigh

Last Name:Daggs

Adviser's First Name:Jon

Adviser's Last Name:Hess

Co-Adviser's First Name:

Co-Adviser's Last Name:

Graduation Term:SS 2008

Department:Communication

Degree:PhD

Title:It's Just Greek to You: A Qualitative Study of Impression Management Among Greek Alumni in Academics

Greek organizations are a prominent part of many college campuses throughout the United States. Their history dates to the very beginnings of our nation. However, organizations rooted in such history in our nation do not have a positive reputation. Popular movies and media coverage focus on negative aspects of Greek organizations, thus reflecting on the individual members of the organizations. The images generated by media show Greeks as elitist, unintelligent individuals. When a person enters Academics professionally, he or she is forced to deal with the images that proceed them as a member of a Greek organization. This study used qualitative interviews to understand what it means to be a Greek and an Academic. Overall, the study found that Greeks feel they are viewed negatively by non-Greeks. Therefore, they do not discuss their affiliation much in the academic arena for a variety of reasons. The study expands the areas of impression management research by using qualitative methods to explore the phenomenon on impression management, and examine how people describe their voluntary affiliations in daily interactions.