9.7 Virtual Relationships in Social Media: 10-minute Pack

AQA 7182 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer all questions. At least four of the longer questions require full sentence answers. Time guidance: 10 minutes for the whole pack.

1 Identify two ethical concerns researchers should consider when studying virtual relationships on social media, and state one practical way to reduce each concern.

(Total for Question 1 is 2 marks)

2 Outline the reduced cues theory in the context of virtual relationships on social media, referring to nonverbal cues and effects on self disclosure.

(Total for Question 2 is 2 marks)

3 Explain what is meant by 'absence of gating' in online relationships on social media, and give one concrete example of a gate that is removed in social media contexts.

(Total for Question 3 is 4 marks)

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Mark scheme · 9.7 Virtual Relationships in Social Media: 10-minute Pack

Question 1

identifies one ethical concern and a way to reduce it, e.g. privacy of personal messages: anonymise data and gain informed consent for use of messages oe	**B1**
identifies a second concern and a way to reduce it, e.g. potential distress from recalling personal experiences: provide debriefing and signpost support services oe	**B1**

Answer: Examples: protect participants' privacy by anonymising data and obtaining informed consent for use of messages; reduce potential distress from recalling personal experiences by thorough debriefing and signposting to support services.

Question 2

states that reduced cues theory argues online interaction lacks nonverbal cues such as tone, facial expression and body language oe	**B1**
explains that this can lead to more impersonal or deindividuated communication and reduced self disclosure in some accounts oe	**B1**

Answer: Reduced cues theory argues online interaction lacks nonverbal signals like tone of voice, facial expression and body language, which can make communication more impersonal and reduce self disclosure.

Question 3

explains absence of gating as the idea that physical and social cues that normally filter interaction are reduced or absent online oe	**M1**
states that this allows people who would be inhibited face to face to interact more freely online oe	**A1**
gives a concrete example of a gate removed, e.g. appearance, stammering or visible shyness is less obvious online oe	**M1**
explains how that example helps self disclosure, e.g. someone shy may disclose more when their voice or appearance are not immediate cues oe	**A1**

Answer: Absence of gating is the idea that physical and social filters like appearance, voice or visible shyness are reduced or missing online; for example, someone with a stammer or who is visibly shy face to face may disclose more on social media because those cues are not immediately apparent.

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