

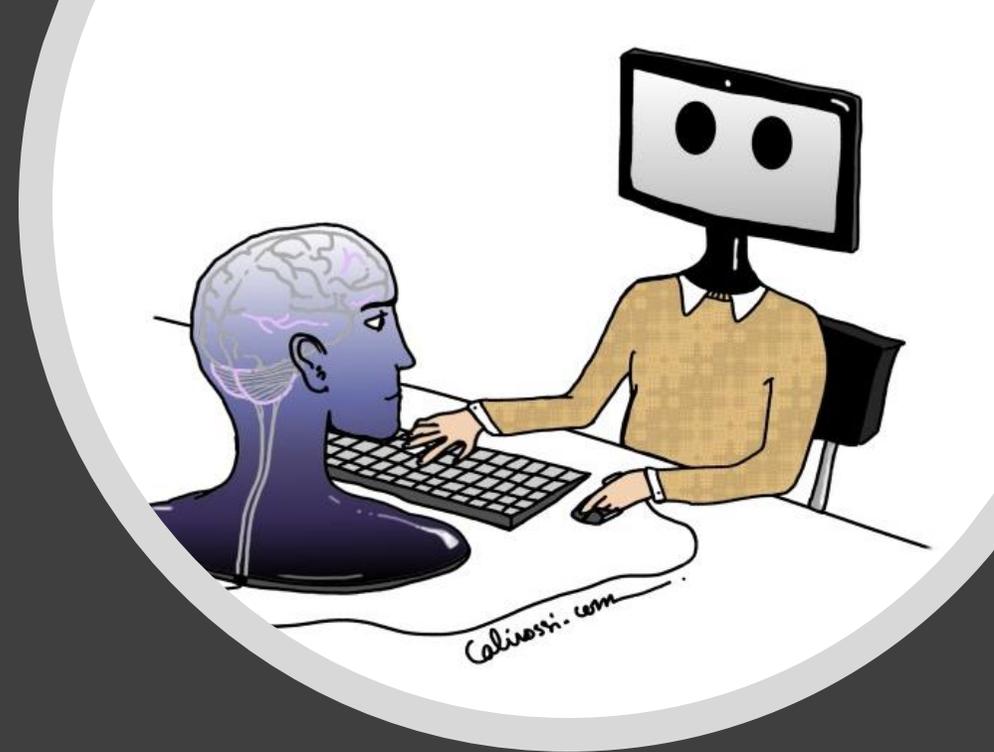


**"Smartphones as Social
Actors? Social dispositional
factors in assessing
anthropomorphism"**

By Wenhuan Wang –
Journal of Computers in
Human Behavior

Key Terms

- **Anthropomorphism** – Attributing human behaviors to objects or things. For example, computers have human attributes – harddrive is synonymous with computer memory like human brains.
- **Personification** – aspect of anthropomorphism
- **CASA** – Computers as Social Actors



3 Social Dispositional Factors



**Factors examined
in this study
include...**

- 1. Social Life**
- 2. Coping with close relationships**
- 3. Cultural Values & Socialness**

Media Equation Theory

The idea of equating human behaviors to media. Computers are social.



**Does Siri
negatively
impact our
social and
interperso
nal skills?**



SEEK

3 determinat model of how people anthropomorphosize.

Sociality

Efectance

Elicited Agent

Knowledge

Hypothesis & Research Question

H1: Chronic loneliness is positively associated with people's tendency to anthropomorphize their smartphones.

H2: People who demonstrate preoccupied attachment style traits, low avoidance and high anxiety, have a high tendency to anthropomorphize their smartphones.

RQ Does cultural orientation moderate the relationships in H1 and H2?

A hand holding a smartphone with a blank white screen. The background is a whiteboard with various diagrams and sticky notes, partially obscured by a large white circular graphic on the left side of the slide.

METHOD

-
- Online Survey [Qualtrics.com](https://www.qualtrics.com)
 - 4 Sections
 - 52 Questions
 - Cellphone Type
 - Cellphone Use

PARTICIPANTS

- **64.9% female**
- **85% emerging adults**
- **89.1% owned cell phone more than 5 years**
- **89.6% participants who owned a smartphone at the time of survey**
- **Mid-Size Public university**
- **Pacific Northwest area**
- **3000 undergraduate students**
- **Emails retrieved from University registrar**
- **373 submitted**
- **1.6% anonymous**
- **Surveys over a 30-day period**
- **12.4% response rate**

MEASUREMENTS

- **Measuring Social Disposition**
 - Chronic loneliness
 - Attachment style
 - Cultural orientation
 - 20 item 4-point scale
- **Measuring Anthropomorphism**
 - Acceptance & Direction
 - 7 Point Likert Scale



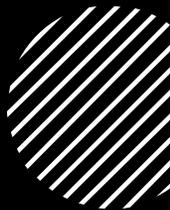
RESULTS

- **It's true! - Isolated people tend to anthropomorphize their cellphones and attribute human like behaviors to these devices.**





RESULTS



Preoccupied Attachment Style
= Higher Smartphone
Anthropomorphism



CONCLUSIONS

- Deeper connection with smartphone compared to laptop or computer

LIMITATIONS

Less than 400 cases

Some people may be unlikely to admit their connection to smartphone

Skewed scores

Analyses was based on statistics



Discussion Questions

1. What are some ways you treat your smartphone like a human? (describe words, actions & behaviors)
2. Do you talk to your devices? How so and why?
3. If you were conducting this study how would you make modifications? (participants, research method, hypothesis or research question).

Reference

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Computers in Human Behavior

2016