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SPRING 2015

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Lambda Pi Eta hosted their annual Choice Scholar Lecture on Friday, March 6th. Dr. Janet Fulk (left) from the Annenburg School at USC spoke about “Social Media and Collective Expertise in Organizations.” Dr. Fulk discussed theoretical perspectives suggesting how social media helps to make the expertise of individuals contagious throughout organizations. Following the lecture, LPE students and department faculty held a reception with Dr. Fulk.

Your gift makes a difference!

Your gift of $50 or more helps the department to meet all types of needs from classroom equipment and supplies to software for computer labs.

Want to do more or donate towards a specific need? Here’s how you can help:

- $100: Helps to provide information about internships posted on the department website
- $150: Helps to provide sashes for Honors Students to wear at commencement
- $200: Provides recognition symbols/signage for Communication graduates at commencement
- $300: Helps to provide a reception to honor graduates following commencement

Please visit the Department of Communication’s giving page at http://www.comm.ucsb.edu/giving
The UCSB Department of Communication is hosting its 7th Annual Communication Career Day Saturday, April 25, 2015 in the UCEN Corwin Pavilion at UC Santa Barbara from 1:00pm – 3:00pm, followed by an Alumni-Faculty wine Toast at 3:30pm. All current Communication undergraduate students and Alumni are welcome.

Check-in will start at 1:00pm and a panel of Communication Alumni Council members will kick off the event. From 2:15pm to 3:30pm, a unique “Speed Advice” format engages alumni and student, where small groups students move from table to table in 20-minute rounds for one on one advice sessions with an alumni.

For more information, contact Dr. Anna Laura Jansma at:aljansma@impulse.net
Professional success is largely dependent on your social networks, and the most effective networks are comprised of a diverse set of people, relationships of varying strengths, and a balance of social, professional, and familial links. As you prepare for Communication Career Day, keep these networking tips in mind.

**Networking Tips**

<table>
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<tr>
<th>Shared Activities</th>
<th>Strong/Weak Ties</th>
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<td>Use shared activities to build your network. Love running? Join a running club. Enjoy softball? Find a recreational adult league. Engaging in shared activities is the easiest way to meet people with varying interests, knowledge, and experience, and these contacts help you develop a richer, more powerful network.</td>
<td>Effective networks have both strong and weak ties. Strong ties—like family members and close friends—provide social support, but they also inhibit innovation, creativity, and change. Weak ties, people you are not closely connected to, like your friend’s brother, provide access to resources, information, and expertise. Networks with a mix of strong and weak ties will be supportive but also allow for growth.</td>
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<th>Bridge Social Gaps</th>
<th>Distinct Networks</th>
<th>Multiple Mentors</th>
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<tbody>
<tr>
<td>Brokers—or people who link previously unconnected groups—have more advantages than people who are socially disconnected and those who are only part of one network. Acting as a broker gives you access to new information, and is associated with higher compensation, promotions, positive performance evaluations, and the generation of good ideas.</td>
<td>Develop distinct networks to help you meet your goals. Effective networks have distinct, but sometimes overlapping, networks. Operational networks help you get your job done, personal networks provide emotional support, and strategic networks help you figure out what you should be doing, how you should be doing it, and why you should be doing it.</td>
<td>Having more than one mentor—especially from different environments—provides you with fresh perspectives, different viewpoints, and helps you develop important analytic skills.</td>
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To maintain an effective network, regularly analyze its strengths and weaknesses. Ask yourself what types of information you are not getting, whether you are learning new things everyday, and if your network links are introducing you to people from diverse backgrounds and experiences.
Whether you’re graduating in the Spring or looking for job opportunities as a current student it is always a good idea to sharpen your interviewing skills. Our department’s very own Dr. Davis highlights these top five interviewing tips for a successful interview.

**RESEARCH, RESEARCH, RESEARCH**
Do research on the organization beyond their website. What is their reputation in the field? Who are their competitors? How might one describe the organizational culture? What are the company’s current hiring trends? This research might include trade publications, government websites, and other resources beyond the website.

**BE ON TIME**
The latest you should ever be is ten minutes early.

**“DO YOU HAVE ANY QUESTIONS FOR US?”**
Go to interviews prepared with questions for the interviewer. Questions you ask may communicate more about you rather than a simple inquiry. Consider that a question about career advancement opportunities may communicate your desire to stay and grow in the organization for the long-term.

**START TO FINISH**
Your interview begins the moment you leave your house and ends after you step foot in your house again. Be aware that your hurriedness, road rage, disappointment in not getting a parking spot, your interactions with the parking attendant, and your texting or calling immediately before or after the interview may be seen by others and may inadvertently play a role in someone’s evaluation of you.

**“THANK YOU!”**
Quality applicants write thank you notes. Handwritten notes sent through the mail are the best, but other communication media could be appropriate at earlier rounds of the interview process or when timeliness is a factor.
Abel Gustafson – Communication
“Predicting Election Outcomes Using Wikipedia”

Congratulations to Abel Gustafson, winner of the “People’s Choice Award” and one of two runners up in UCSB’s 3rd Annual Grad Slam competition. Abel won $2500 + $200 as a finalist + a Sonos speaker!

Communication Association
The Communication Association is looking for new executive board members.

Applications are available online at https://www.surveymonkey.com/s/ZGPH9DB.
Deadline to apply is Sunday, April 26th at 10:00 PM.

If you have any questions, please contact the President at commassocpres@gmail.com

UCSB
American Marketing Association
2015-2016

Apply to be a part of the UCSB American Marketing Association Executive Board! Getting involved with UCSB AMA is a great way to gain hands-on marketing experience.

Apply online at: http://goo.gl/forms/0TeFAOSTgn
For any questions, contact: amaucsb@gmail.com
Norah Dunbar taught Communication 146 Understanding and Detecting Human Deception during winter quarter. The class is new to the department and attracted vast numbers of undergraduate students. The course aligned with Dr. Dunbar’s research interests and concentrated on ‘busting the myths’ of detection deception.

How good do you think you are at detecting deception? Read the following three statements about Professor Dunbar, two are true and one is false can you tell which ones are true and which one is false?

I’m an avid golfer who plays at least once a week. I love to garden, mainly planting and growing vegetables. I have a 7 year old son who loves soccer.

Answer:

Truths: I have a 7 year old son who loves soccer. I’m an avid golfer who plays at least once a week.

Lie: I love to garden, mainly planting and growing vegetables.

The Gaucho Communicator: What is your favorite part about teaching Communication 146?

Norah Dunbar: I love learning new things. The really interesting part of studying deception is that the research changes what we know all the time. Five years ago I was emphasizing the nonverbal cues we can use as tells. Now, I think we’ve learned that nonverbal cues are not the most diagnostic and most researchers have moved toward studying verbal and linguistic cues and also physiological cues.

TGC: What are some of the common myths about deception? Why do you think these myths are perpetuated?

ND: The #1 myth about deception is that you can find deception by someone’s eyes. The eyes are NOT the window to the soul because most liars make just as much eye contact and maybe more than truth-tellers. People continue to believe it because they think it has worked for them in the past but we rarely find out when we’ve been lied to (and usually it’s much later) so we don’t get good feedback on when we’re right or wrong. We also think that liars SHOULD feel guilty and look away but people find reasons to justify their lies to themselves and so they don’t often feel as guilty as we think they should.

TGC: Why is deception an important field to study?

ND: There’s so much information available today through the internet or the media that we really need to understand how to judge the credibility of messages ourselves. We can’t rely on filters from editors or gatekeepers any more. Learning how to judge the credibility of messages is a vital skill in a democracy so that we can all be informed citizens.

TGC: What other classes will you be teaching throughout the school year?

ND: I’m teaching nonverbal communication in the spring quarter and I’ll be teaching the deception class again next year.

TGC: What is your favorite part about UCSB?

ND: The beach! Actually, I love the academic atmosphere here because there’s always some interesting talk or colloquium to attend with faculty and visitors telling us about their work. I wish I had time to attend them all!
What’s Your Guilty Pleasure TV Show or Series?

Aubrie (Brie) Adams (grad student):
Survivor, Amazing Race, Big Brother, American Idol, Chopped, New Girl, Modern Family, Community, Fresh off the Boat, Walking Dead, and Game of Thrones

Marko Dragojevic (grad student):
Law&Order: SVU, Game of Thrones

Charlotte Rushforth (grad student):
Broad City (YAS KWEEEEEN)

Tricia Taylor (staff):
The Blacklist. Last week’s episode continues to give me the chills and even compelled me to join a The Blacklist discussion board online!

Kristin Hocevar (grad student):
As a former/current dancer, “So You Think You Can Dance” is definitely a guilty (very guilty) pleasure… it’s so bad sometimes but I can’t not watch, because how often do you get to see dance on TV!

Tanya Higuera (staff):
Vanderpump Rules. I feel terrible about it, but I just can’t stop watching :)

Lauren Keblusek (grad student):
Any and all Food Network cooking shows!

Dr. Ron Rice (faculty):
BASKETBALL PLAYOFFS!
Here’s an inside look at some of the recent research projects our current faculty and grads have been working on over the past few months.

Authors: Rene Weber, Richard Huskey and Michael Mangus


High drug-risk audiences tend to think of flaws in an argument when viewing anti-drug ads. This is known as counterarguing and typically leads low variation in the audience’s responses as such it is difficult to tell how features of a message impact perceptions among high risk audiences. We found that the inclusion of specific neural activity allows for accurate predictions of ad effectiveness, even among difficult to reach, high-risk audiences.

Authors: Benjamin K. Smith and Abel Gustafson

Using Wikipedia to Predict Election Outcomes: Digital Behavior as a Predictor of Voting

Using data from Wikipedia page views and Wikipedia page edits, we develop a model that predicts the results of the 2008, 2010, and 2012 United States Senate general elections. We find that polling data are most effective within the eight weeks immediately prior to the election, and that data from Wikipedia can significantly add to the ability of polling data to predict election results up to 42 weeks prior to Election Day. Accounting for interactions between the general population and a candidate’s Wikipedia page increases the variance explained by polling data by up to 18%.

Authors: Becky Robinson and Scott Reid


Our research examines how people decide to interpret a comment as offensive, and under what conditions people want to punish the source of a comment they have deemed to be offensive. Past research has indicated that group membership (e.g., race, gender, etc.) of both the source of a comment and the receiver plays an important role in how we interpret that comment. Our research has built on this by showing that the more a person values status, the more likely they are to take offense and want to punish a high status speaker. These results indicate that finding communication to be offensive may be motivated for concerns for status, rather than purely by objective rules of what is offensive and what is not.
Sunset Showdown

Santa Barbara is known for its breathtaking sunsets. We asked UCSB students to send in their best sunset photos by posting them on Instagram with the hashtag #TGCSunsets Congratulations to our winners: Alejandra Glez, Bry Volkenant, Heather A., Suzana Vuk, Mason Hennigan, Melanie Megan, Audrilina A. and Noelle Decosta. Check out their photos below.