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Privacy on the Internet: The Effects of Privacy Statements on Trust and Information Disclosure Online
Richard Grant
ABSTRACT: With the emergence of the Information Society, questions and concerns regarding privacy have come to the forefront of public attention. These concerns have been fueled by the rapid growth of the Internet, the most recent information technology to gain popularity. With approximately 134 million users in the U.S. alone (roughly 48% of the U.S. population), the internet is a prominent vehicle for information exchange (Nua Ltd, 2000). However, as Salvaggio (1989) warns, technologies such as the Internet allow for the collection and distribution of personal information like never before. For example, companies such as DoubleClick have the ability to track internet users and show them advertisements that correlate with their surfing habits (Hartwig, 2000). Furthermore, many users are unaware that when they visit a website, the host can gather personal information about them without their permission (Rosenberg, 1997).

The purpose of this paper is to consider the impact of privacy statements on Internet users’ trust of websites. This paper presents a study to measure the importance of trust in regard to online disclosure. Furthermore, the study examines how Internet users’ individual differences affect the trust and disclosure in an online environment.

The Relationship between Media Portrayals and Children’s Beliefs about Women in Sports
Marne Sue Hendrickson
ABSTRACT: Women who are athletes tend to have a better self-image, a better body image, and a more positive outlook towards life (Frey & Eitzen, 1991). With this knowledge in hand, it is disappointing that the amount of media coverage of women’s sports is far below that of men’s sports; offering few female athletic role models. This project explores the relationship between gender-biased coverage of sports on television and children’s beliefs regarding women and sports. Children were randomly assigned to view a video of men’s and women’s sports- one in which male coverage dominates or one in which female coverage dominates. After watching the video, children answered questions about which sports women play. Research questions asked whether the proportion of male to female athletes in the video and age were factors in children’s beliefs about what sports women play. Findings are discussed in terms of implications for children’s exposure to typical male-dominated televised sports coverage and their beliefs about women participating in athletics.

One Year Makes a Difference…Communication in South Korea and the United States
Jessica Ketchum
ABSTRACT: Most research on the area of age in the discipline of Communication has solely focused on the relationship between two different age groups. This study, however, focuses on communication in one age group; it also looks at it cross culturally (the United States and South Korea). The main hypothesis of the study is one year of age does not make a difference in the US, however one-year age difference in Korea has a significant impact on communicative interactions. The study looked at a total of 201 college sophomore students from both Korea and the Unites States. To gather data, a survey was given in both areas. Results confirmed the hypothesis of the study, that one-year of age does in fact make a difference. Since this area of
communication in one that has been significantly understudied, this study opens the door to many other areas that can be looked at.

Marketing Violence to Children: An Analysis of Media Industry Practices
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ABSTRACT: This study identifies and analyzes the nature and extent of the marketing practices of the entertainment media industry. Findings assess how advertising of violent media producers on television has changed over time, particularly following the controversy of the Federal Trade Commission’s (FTC) report on marketing violent entertainment to children, released in September 2000. Trained coders using scientific content analysis procedures evaluated advertisements for media products. A composite week sample of past television programming from the 1998 V-chip Study II archives served as a baseline. A second sample, gathered solely for this study, was a composite week from 2001. Findings indicate that there has been virtually no change in the extent, nature or visual portrayal of the advertising. Results suggest that the media industry has not reduced its practices of marketing violent media products to children, despite the criticism from the FTC and the concern of policy-makers.

Children’s Perceptions of Television Wrestling: Understanding What it Means to be “Fake”
Jeff Michaels