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Sexual Messages on Television: The Accuracy of the V-chip Ratings
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Conflict in the Dorms: Do Students Use Different Conflict Styles with Roommates versus Family Members?
Stacy E. Jones

Direct-to-Consumer Prescription Drug Advertising: The Emotional Warmth of Side Effect Information
Amanda L. Kenyon
ABSTRACT: This research examines direct-to-consumer prescription drug advertisements to determine if warmth appeals influence viewers’ knowledge (beliefs and evaluations), attitudes, and intentions about drugs. Senior citizens living in retirement communities and/or participating in programs and organizations for senior citizens listened to direct-to-consumer prescription drug advertisements with emotionally varied (warm, neutral, and serious) side effect information segments. It was expected that, when personally relevant, the emotional tone of the side effect information would have no influence on knowledge, attitude, or intention. When personally irrelevant, it was expected that warm emotional tone of the side effect information would generate the more positive belief accuracy, evaluations, attitudes, and intentions, than neutral or serious emotional tones. No interaction or main effects were found for personal relevance or the emotional tone of the side effect information on any of the dependent variables, for any advertisement. The positive context within the advertisements and seniors’ focus on side effect information were discussed as possible reasons for the failure of the hypotheses.

Expanded Attachment and Conflict Styles
Shira Litvak
ABSTRACT: Much research has been done in the past on Attachment Theory (Bowlby, 1969; Bowlby, 1997; Bowlby, 1983; Ainsworth, 1991). Researchers have found that the way an individual attaches to his/her primary caregiver affects the way the individual attaches later in life, as well as certain communication behaviors exhibited by the individual (Le Poire, Haynes, Driscoll, Driver, Wheelis, Hyde, Prochaska, & Ramos, 1997; Guerrero & Burgoon, 1996). Likewise, many researchers have looked at the five styles of handling interpersonal conflict outlined by Ruble and Thomas (1976). However, the link between the two has yet to be made. This paper will examine the possible connection between Attachment Theory (Bowlby, 1969; Ainsworth, 1991). As well as Expanded Attachment Theory (Le Poire, et al., 1997), and conflict styles (Rahim & Bonoma, 1979). It was predicted that conflict styles will vary according to an individual’s parental attachment style. Further, based on the idea that the attachment style of subsequent partners can either raise or lower an individual’s intimacy and abandonment fears, conflict styles were predicted to vary according to the interaction between an individual’s parent and partner attachment. Results supported the majority of the first hypothesis. Secures were found to exhibit both integrating and compromising conflict styles. Similarly, preoccupied individuals were found to display an obliging strategy. Consequently, enough significant values were not found to support the second hypothesis.
Not Just Sitting and Smiling: Ways Women Secure Future Encounters with Men to Whom They are Attracted
Chris Stewart
ABSTRACT: Securing future encounters is an integral turning point in relationships. This research examines how women secure future encounters with men to whom they are attracted. Phase I finds women know and use a variety of strategies to gain future encounters, and that these strategies are related to several other strategy types. Phase II tests a model that begins with strategy selection and finishes with outcome goals. Phase II finds women may choose strategy characteristics, which affect discourse goal effectiveness, which in turn influences outcome goals.