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Chapter 2: Mediated Interpersonal Communication

Test Bank

Type: multiple choice question
Title: Chapter 02 Question 01
1) Throughout history, which factor has remained a powerful predictor of relationship formation and maintenance?
Feedback: Proximity continues to define most interpersonal relationships, although physical distance can often be overcome through technology.
Page reference:2.1 Mediated Communication: Pros and Cons (Introduction)
***a.** Proximity
b. Honesty
c. Transparency
d. Positivity

Type: multiple choice question
Title: Chapter 02 Question 02
2) Any type of communication occurring via a technological channel is a form of _____ communication.
Feedback: Mediated communication occurs via a technological channel. Interpersonal, verbal, and nonverbal communication do not necessarily require technology.
Page reference:2.1 Mediated Communication: Pros and Cons (Introduction)
a. interpersonal
***b.** mediated
c. verbal
d. nonverbal

Type: multiple choice question
Title: Chapter 02 Question 03
3) Which is an example of mediated communication AND social media?
Feedback: Involving networking and content sharing, Twitter is both mediated communication and social media. Texting, emailing, and online shopping are the former, but not the latter.
Page reference:2.1 Mediated Communication: Pros and Cons (Introduction)
a. Texting
b. Emailing
***c.** Tweeting
d. Online shopping

Type: multiple choice question
Title: Chapter 02 Question 04
4) Which series of communication channels is arranged from smallest to largest?
Feedback: Instagram is a type of social media, which is a subset of mediated communication.
Page reference:2.1 Mediated Communication: Pros and Cons (Introduction)
a. Facebook, Mediated Communication, Social media
b. Social media, Mediated communication, Snapchat
***c.**Instagram, Social media, Mediated communication
d. Mediated communication, Social media, LinkedIn

Type: multiple choice question
Title: Chapter 02 Question 05
5) Technology works best to connect us with others when it's used as a _____ for face-to-face communication.

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Feedback: Social science research reveals a correlation between online social interaction and loneliness. It is best used as a supplement for face-to-face communication, not a replacement.
Page reference:2.1.1 Alienating or Connecting?
***a.** supplement
b. substitute
c. perception check
d. regulator

Type: multiple choice question
Title: Chapter 02 Question 06
6) You spend all your free time on Instagram and Facebook while neglecting meaningful face-to-face interaction with friends and family. You have become caught up in a cycle of _____ that leaves you feeling isolated.
Feedback: Frequent users of social media may become caught in a vicious cycle of alienation. Their preference for online interaction can lead to withdrawal from meaningful offline interaction, which leaves them feeling even more isolated.
Page reference:2.1.1 Alienating or Connecting?
***a.** alienation
b. convergence
c. connection
d. divergence

Type: multiple choice question
Title: Chapter 02 Question 07
7) Which of the following statements best describes the relationship between loneliness and online social interaction?
Feedback: There is a relationship between loneliness and a preference for online social interaction, but it's difficult to distinguish the cause from the effect.
Page reference:2.1.1 Alienating or Connecting?
a.Loneliness leads to a preference for online social interaction.
b.A preference for online social interaction leads to loneliness.
c.There is no relationship between loneliness and online social interaction.
***d.**It's hard to say whether loneliness leads to a preference for online social interaction or vice versa.

Type: multiple choice question
Title: Chapter 02 Question 08
8) Your local barista recommends a new Thai restaurant that just opened down the street. This exchange demonstrates the usefulness of _____ in relationships.
Feedback: Weak ties characterize less-personal relationships typified by infrequent and often superficial but useful communication.
Page reference:2.1.2 Superficial or Meaningful?
a.facework
b. empathy
***c.** weak ties
d. relational listening

Type: multiple choice question
Title: Chapter 02 Question 09
9) Despite weekly lunches, you feel that you and a close friend are drifting apart. So, in addition to texting and posting on her Facebook wall, you decide to phone and email her occasionally. This behavior is consistent with which theory?
Feedback: The theory ofmedia multiplexityasserts that people enhance their close relationships by using a greater number of communication channels.
Page reference:2.1.2 Superficial or Meaningful?
a. Uses and gratification

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*__b.__ Media multiplexity
__c.__ Social exchange
__d.__ Social penetration

__Type: multiple choice question__
__Title:__ Chapter 02 Question 10
__10)__ Which condition expressed as an acronym drives smartphone users to stay up late checking their phones?
__Feedback:__ FOMO, the fear of missing out, often motivates users to stay up late checking their devices.
__Page reference:2.1.3 Healthy or Unhealthy?__
__a.__ TMI
__b.__ YOLO
*__c.__ FOMO
__d.__ POV

__Type: multiple choice question__
__Title:__ Chapter 02 Question 11
__11)__ A member of Generation Z, Kristen dates, sleeps, and hangs out with friends less than her mother did when she was a teen. According to research on trends in technology use, which device is most likely to blame?
__Feedback:__ Jean Twenge has dubbed Gen Z *iGen* because those born since 1995 are the first generation to spend their entire adolescence in the smartphone era. Compared with teens in previous generations, they exhibit a number of disturbing behavior trends such as spending much of their time alone in their room on their phone.
__Page reference: 2.1.3 Healthy or Unhealthy?__
*__a.__ Smartphone
__b.__ Television
__c.__ Laptop computer
__d.__ Desktop computer

__Type: multiple choice question__
__Title:__ Chapter 02 Question 12
__12)__ Your best friend seems depressed. To improve her wellbeing, you recommend which change in her social media use?
__Feedback:__ Having extended family available online decreases psychological distress. Gaming and following strangers provide fewer interpersonal rewards.
__Page reference:2.1.4 The Bottom Line__
__a.__ Follow more strangers online.
__b.__ Play more online games with others.
__c.__ Refrain from calling or texting close online friends.
*__d.__ Communicate with extended family online.

__Type: multiple choice question__
__Title:__ Chapter 02 Question 13
__13)__ Which term refers to how individuals use mediated communication to reach large audiences in ways that forge and sustain personal connections?
__Feedback:__ __“__Masspersonal” is the term scholars coined for messages that often blur the boundary between mass and interpersonal communication.
__Page reference: 2.2.1 Mediated Interpersonal Communication__
__a.__ Mediated communication
*__b.__Masspersonal communication
__c.__ Privacy management
__d.__ Relative language

__Type: multiple choice question__

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Title: Chapter 02 Question 14
14) Your close friend sends you an email about a personal problem. You put off responding until you feel it's too late to write him back. Which rule of interpersonal communication have you ignored?
Feedback: Whether in-person or mediated, interpersonal communication calls for an exchange of messages as interpersonal communicators have a sense of mutual awareness and obligation to one another.
Page reference: 2.2.1 Mediated Interpersonal Communication
a. Consider a message's consequences before sending.
b. Keep your tone civil.
c. Respect privacy boundaries.
*__d.__ Show a sense of mutual awareness and obligation.

Type: multiple choice question
Title: Chapter 02 Question 15
15) Which factor characterizes masspersonal communication?
Feedback: Mass or large audiences are the recipients of masspersonal messages, sometimes even greater than you would imagine due to lurkers and the possibility of your message being reposted elsewhere.
Page reference: 2.2.2 Hallmarks of Masspersonal Communication
a. High obligation to respond
b. Deeply revealing personal disclosures
*__c.__ Large audience
d. High expectation of privacy

Type: multiple choice question
Title: Chapter 02 Question 16
16) Both mediated interpersonal communication and masspersonal communication are about you. In other words, they both involve _____.
Feedback: The content of both kinds of messages is personal to some degree. They involve communication about you.
Page reference: 2.2.2 Hallmarks of Masspersonal Communication
***a.** personal content
b. a large audience
c. a high obligation to respond
d. a low expectation of privacy

Type: multiple choice question
Title: Chapter 02 Question 17
17) Most social media users are aware of approximately how many people in their audience?
Feedback: Masspersonal messages have the potential to reach audiences far greater than you might imagine due to lurkers and immediate followers reposting your messages. Users are typically aware of approximately only one-quarter of their audience.
Page reference: 2.2.2 Hallmarks of Masspersonal Communication
a. 10percent
*__b.__ 25 percent
c. 40percent
d. 55percent

Type: multiple choice question
Title: Chapter 02 Question 18
18) Which is the best example of masspersonal communication?
Feedback: A masspersonal message is about you aimed at a larger audience, and the Facebook post about moving, looking for a roommate, and loving dogs provides personal content in a public forum.
Page reference: 2.2.2 Hallmarks of Masspersonal Communication

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***a.** A Facebook post that says, "I just moved to Denver and am looking for a roommate who loves dogs as much as I do!"
b. A dancing baby meme on Instagram
c. A tweet about a charity auction
d. A one-word "Congratulations!" response on LinkedIn

Type: multiple choice question
Title: Chapter 02 Question 19
19) Sharing _____ updates is a useful tool for maintaining relationships within your larger network.
Feedback: Masspersonal communication uses mediated communication to help keep your extended social network informed about personal life events.
Page reference: 2.2.2 Hallmarks of Masspersonal Communication
a. mass
b. interpersonal
***c.**masspersonal
d. mediated

Type: multiple choice question
Title: Chapter 02 Question 20
20) You follow others on Facebook and Instagram, but you never Like, comment, or post. In other words, you prefer _____.
Feedback: Social media lurkers follow others on social media but do not participate.
Page reference: 2.2.2 Hallmarks of Masspersonal Communication
a. ignoring
b. social distancing
c. regulating
***d.** lurking

Type: multiple choice question
Title: Chapter 02 Question 21
21) On a _____ level, users hit Like to communicate "I agree with your post" or "I found that amusing." On a _____ level, it can mean "I support you," "I appreciate you," or even "I'm sorry."
Feedback: Communication has both *content* and *relational* dimensions—and the same is true of the Like button.
Page reference: 2.2.2 Hallmarks of Masspersonal Communication
***a.** content; relational
b. relational; content
c. contextual; textual
d. textual; contextual

Type: multiple choice question
Title: Chapter 02 Question 22
22) You arrive at work on Monday to discover that your manager has seen Instagram photos of your wild three-day weekend when you claimed you had a family emergency. What feature of masspersonal communication did you forget at your peril?
Feedback: The more public your social media channel, the less control you have over who sees your posts and what they do with them. It's unrealistic to assume that even your close contacts will never share your social media posts with a larger audience.
Page reference: 2.2.2 Hallmarks of Masspersonal Communication
a. High expectation of privacy
***b.** Low expectation of privacy
c. High obligation to respond
d. Low obligation to respond

Type: multiple choice question

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Title: Chapter 02 Question 23
23) Someone you knew from high school but lost touch with many years ago posted their wedding anniversary photo on Facebook. How should you respond?
Feedback: Likes are a simple way of maintaining weak-tie connections and may even be preferable to more personal communication such as comments when you don't know a person well or have lost touch.
Page reference: 2.2.2 Hallmarks of Masspersonal Communication (Focus on Research)
a. Phone call
b. Facebook comment
c. Text
*__d.__ Facebook Like

Type: multiple choice question
Title: Chapter 02 Question 24
24) You just accepted a promotion that means moving to Arizona. What is the best way to share the exciting news with your parents?
Feedback: Masspersonal posts on social media are not the best means of communicating about important topics with people close to you. A phone call allows for a more interpersonal and private conversation.
Page reference: 2.2.2 Hallmarks of Masspersonal Communication
a.Instagram post
*__b.__ Phone call
c. Tweet
d. Facebook status update

Type: multiple choice question
Title: Chapter 02 Question 25
25) Mediated communication is _____ than most face-to-face communication.
Feedback: Mediated communication is generally leaner than face-to-face communication, which provides more nonverbal cues to clarify verbal messages.
Page reference: 2.3.1 Consider the Channel(s)
a. more honest
b. less honest
c. richer
*__d.__ leaner

Type: multiple choice question
Title: Chapter 02 Question 26
26) Which series ranks interview interaction from lean to rich communication?
Feedback: An email interview is leanest as it offers the fewest nonverbal messages that clarify verbal communication. A phone interview is somewhat richer, and an in-person interview, which provides the most nonverbal cues, is more so.
Page reference: 2.3.1 Consider the Channel(s)
a. In-person interview; Phone interview; Email interview
b. Email interview; In-person interview; Phone interview
*__c.__ Email interview; Phone interview; In-person interview
d. Phone interview; In-person interview; Email interview

Type: multiple choice question
Title: Chapter 02 Question 27
27) The _____ of social media messages, especially when communicators aren't well acquainted, can promote _____ communication.
Feedback: The leanness of mediated communication can promote accelerated discussion of personal topics online, hyperpersonal communication that may promote a premature sense of intimacy.
Page reference: 2.3.1 Consider the Channel(s)
a. richness; hyperpersonal

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***b.** leanness; hyperpersonal
c. richness; masspersonal
d. leanness; masspersonal

Type: multiple choice question
Title: Chapter 02 Question 28
28) At 55, Julia is applying for a supervisor's position in a technology company where the management team is all in their 30s. What type of interview might she prefer in this situation?
Feedback: An online interview involves lean messages that communicate less information about communicators' personal features, thereby minimizing perceptions related to physical cues such as age.
Page reference: 2.3.1 Consider the Channel(s)
***a.**An online interview that may minimize the perception of differences due to gender, social class, race or ethnicity, and age
b. An in-person interview that encourages a focus on how she looks in addition to what she says
c. A group interview that allows her to assess the competition
d. A Skype interview that provides more personal interaction with her prospective employer

Type: multiple choice question
Title: Chapter 02 Question 29
29) Which is an example of synchronous communication?
Feedback: A Skype call occurs in real time, making it synchronous communication.
Page reference:2.3.1 Consider the Channel(s)
a. Tweet
***b.** Skype call
c. Email
d. Facebook post

Type: multiple choice question
Title: Chapter 02 Question 30
30) After arguing with a friend last night, you are still upset but want to apologize. Which response would work best in this situation?
Feedback: Rather than an immediate face-to-face confrontation, asynchronous channels such as a text can be useful when emotions run high and when you need time to search for the right words.
Page reference:2.3.1 Consider the Channel(s)
a. Say nothing while you're still angry.
b. Phone your friend to explain your side of the situation.
***c.** Send your friend a text indicating you're sorry and would like to talk later.
d. Have a face-to-face conversation to resolve matters immediately.

Type: multiple choice question
Title: Chapter 02 Question 31
31) Firing off a hostile email with no concern for the consequences is an example of _____.
Feedback: Disinhibition occurs when you disregard the potential consequences of a message you send. Research shows disinhibition is more likely in mediated channels than in face-to-face contact.
Page reference:2.3.2 Be Careful What You Post
a. self-serving bias
***b.**disinhibition
c. stonewalling
d. passive aggression

Type: multiple choice question
Title: Chapter 2 Question 32
32) Asking yourself whether you would deliver the same message in person helps you follow which guideline for competence in mediated communication?

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Feedback: If the answer is no to the question about whether you would deliver the same message in person, it's best to reconsider this message to keep your tone civil.
Page reference:2.3.2 Be Careful What You Post
a. Consider privacy boundaries.
b. Refrain from hyperpersonal communication.
c.Respect others' need for undivided attention.
***d.** Keep your tone civil.

Type: multiple choice question
Title: Chapter 2 Question 33
33) If your online habits are creating problems in your life and you feel you cannot control your internet use, what should you do?
Feedback: Research supports the continuing importance of face time, and in-person (as opposed to online) interaction is a larger contributor to longevity and happiness than either diet or exercise.
Page reference:2.3.2 Be Careful What You Post
***a.** Balance mediated and face time.
b.Respect others' need for undivided attention.
c. Limit your circle of friends on social media to a response threshold.
d. Eliminate weak-tie relationships in your social network.

Type: multiple choice question
Title: Chapter 2 Question 34
34) Surveyed students said they typically _____ friends, _____ family members, and _____instructors.
Feedback: Adapting the communication channel to the audience, students prefer email for instructors, calls for family, and texts for friends.
Page reference:2.3.3 Consider the Communicators and the Environment
a. email; text; phone
b. phone; email; text
***c.** text; phone; email
d. text; email; phone

Type: multiple choice question
Title: Chapter 02 Question 35
35) When considering communication channels, what should you use to increase the chances of your message being heard?
Feedback: Scholars endorse multimodality, the ability and willingness to use multiple channels of communication, to increase chances of a message being heard.
Page reference:2.3.3 Consider the Communicators and the Environment
***a.** Multimodality
b. Multiculturalism
c. Multitasking
d. Multilingualism

Type: multiple choice question
Title: Chapter 02 Question 36
36) While waiting in a busy checkout line for groceries, you like to chat on your phone. Which guideline for competent communication are you ignoring?
Feedback: Because the use of communication technology can annoy others in public spaces, it's important to consider bystanders.
Page reference:2.3.3 Consider the Communicators and the Environment
a. Keep your tone civil.
b. Consider the receiver's preferences.
***c.**Be mindful of bystanders.
d.Understand others' need for undivided attention.

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Type: true-false
Title: Chapter 02 Question 37
37) Excessive media use and loneliness often go hand in hand.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.1.1 Alienating or Connecting?
*__a.__ True
__b.__ False

Type: true-false
Title: Chapter 02 Question 38
38) Couples who meet online are less likely to stay together than those who meet in person.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.1.1 Alienating or Connecting?
__a.__ True
*__b.__ False

Type: true-false
Title: Chapter 02 Question 39
39) Texting about routine or mundane topics can help build relational intimacy in dating couples.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference: 2.1.2 Superficial or Meaningful?
*__a.__ True
__b.__ False

Type: true-false
Title: Chapter 02 Question 40
40) The more weak-tie relationships you have, the happier you're likely to feel.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.1.2 Superficial or Meaningful?
*__a.__ True
__b.__ False

Type: true-false
Title: Chapter 02 Question 41
41) Harmful effects that may result from using mediated channels appear to be larger than critics originally claimed.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.1.4 The Bottom Line
__a.__ True
*__b.__ False

Type: true-false
Title: Chapter 02 Question 42
42) Throughout history, the boundary line between interpersonal and mass communication has been fuzzy.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.2 Mediated Interpersonal versus Masspersonal Communication
__a.__ True
*__b.__ False

Type: true-false
Title: Chapter 02 Question 43
43) Interpersonal communication tends to involve feelings of trust.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))

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Page reference:2.2.1 Mediated Interpersonal Communication
***a.** True
b. False

Type: true-false
Title: Chapter 02 Question 44
44) The ambiguity of the Facebook Like is part of its appeal.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.2.2 Hallmarks of Masspersonal Communication (Focus on Research)
***a.** True
b. False

Type: true-false
Title: Chapter 02 Question 45
45) The more public your social media channel, the more control you have over who sees your messages and what they do with them.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.2.2 Hallmarks of Masspersonal Communication
a. True
***b.** False

Type: true-false
Title: Chapter 02 Question 46
46) Masspersonal posts are well suited as a primary means of communicating with the people close to you about important topics.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.2.2 Hallmarks of Masspersonal Communication
a. True
***b.** False

Type: true-false
Title: Chapter 02 Question 47
47) Mediated channels are richer than face-to-face communication.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.3.1 Consider the Channel(s)
a. True
***b.** False

Type: true-false
Title: Chapter 02 Question 48
48) The absence of nonverbal cues allows communicators to manage their online identities carefully.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.3.1 Consider the Channel(s)
***a.** True
b. False

Type: true-false
Title: Chapter 02 Question 49
49) Online communicators self-disclose at lower rates and share fewer emotions than they would in person.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.3.1 Consider the Channel(s)
a. True
***b.** False

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Type: true-false
Title: Chapter 02 Question 50
50) Texting and social media are standard channels for professional etiquette.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.3.3 Consider the Communicators and the Environment
a. True
*__b.__ False

Type: true-false
Title: Chapter 02 Question 51
51) The mere presence of mobile devices can have a negative effect on closeness, connection, and conversation quality during face-to-face discussions of personal topics.
Feedback: Type general feedback here (maximum of 1000 characters (including spaces))
Page reference:2.3.3 Consider the Communicators and the Environment
*__a.__ True
b. False

Type: essay/short answer question
Title: Chapter 02 Question 52
52) Why are texting and email NOT considered social media?
Feedback: Because they don't involve networking and content sharing, texting and email are not considered social media.
Page reference:2.1 Mediated Communication: Pros and Cons (Introduction)

Type: essay/short answer question
Title: Chapter 02 Question 53
53) Identify two reasons people may exhibit what social scientists call a preference for online social interaction?
Feedback: People may prefer online interaction to face-to-face communication because they don't have to respond in real time or manage the complexities of sending and interpreting nonverbal cues.
Page reference:2.1.1 Alienating or Connecting?

Type: essay/short answer question
Title: Chapter 02 Question 54
54) Why are online support groups an important source of social support and feedback when dealing with potentially stigmatizing or isolating issues?
Feedback: Virtual communities can be an important source of social support and feedback on potentially stigmatizing or isolating issues because group participants are similar yet relatively anonymous. These venues can offer help in ways that make strangers seem like close friends**.**
Page reference:2.1.3 Healthy or Unhealthy

Type: essay/short answer question
Title: Chapter 02 Question 55
55) Identify two reasons people may underestimate the size of their social media audience?
Feedback: People are often unaware of the actual size of their social media audience due to those who follow them without creating or interacting with their content (lurkers) and those who repost their messages elsewhere.
Page reference:2.2.2 Hallmarks of Masspersonal Communication?

Type: essay/short answer question
Title: Chapter 02 Question 56
56) Which features distinguish mediated interpersonal communication from masspersonal communication?
Feedback: Mediated interpersonal communication has a smaller number of receivers, a higher obligation to respond, and a higher expectation of privacy than masspersonal communication**.**

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Page reference:2.2.2 Hallmarks of Masspersonal Communication?

Type: essay/short answer question
Title: Chapter 02 Question 57
57) Why do some users prefer Snapchat to other social media?
Feedback: With content typically disappearing within 10 seconds, the ephemeral nature of Snapchat often makes it preferable to users who don't want their message to be permanent.
Page reference:2.3.1 Consider the Channel(s)?

Type: essay/short answer question
Title: Chapter 02 Question 58
58) What should you do when you're not sure if it's okay to share a message on social media?
Feedback: When uncertain, you should ask the sender of the message if it's okay to share**.**
Page reference:2.3.2 Be Careful What You Post

Type: essay/short answer question
Title: Chapter 02 Question 59
59) Identify the ways in which mediated communication creates or sustains meaningful relationships.
Feedback:

- Mediated communication provides a meaningful way to connect with likeminded people. Discussion boards, blogs, and online forums, for example, may create a sense of virtual community among strangers.
- Mediated communication can also strengthen existing relationships by supplementing face-to-face interaction. Even relatively superficial communication, such as texting, can enhance important relationships.
- Mediated communication facilitates meaningful relationships by building social capital—access to the people and resources that enable social success.

Page reference:2.1.2 Superficial or Meaningful?

Type: essay/short answer question
Title: Chapter 02 Question 60
60) Explain how masspersonal communication is beneficial.
Feedback:

- Masspersonal communication is a useful way to keep your extended social network informed about your life events, both big and small.
- Masspersonal messages have the potential to strengthen interpersonal relationships and mobilize social support.
- The public channels of masspersonal communication offer a way to advertise your thoughts and feelings.
- Masspersonal content doesn't carry the same level of obligation to respond that you'd expect when sending or receiving a private message.
- Masspersonal communication is sometimes the ideal approach when more private communication might seem intrusive.

Page reference:2.2.2 Hallmarks of Masspersonal Communication

Type: essay/short answer question
Title: Chapter 02 Question 61
61) Summarize the communication guidelines that help ensure your message will be heard and be well received.
Feedback:

- Multimodality,the ability and willingness to use multiple channels of communication, helps ensure your message will be heard.
- Analyze your audience and adapt to their channel preferences before communicating.
- As a rule of thumb, more serious and complex topics demand richer channels, such as face-to-face communication.

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● Remember that most mediated communication in the workplace still takes place via email, phone, and voicemail.
● Match the amountof information you send with the preferences of the people you want to reach. In general, people expect reciprocal amounts and depth of communication as they provide.

Page reference:2.3.3 Consider the Communicators and the Environment

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