

Read the introduction below and then discuss the purposes of the sections listed below with a partner.

**Who Says We Are Bad People? The Impact of Criticism Source and Attributional Content on Responses to Group-Based Criticism**

Rabinovich, A., and Morton, T.A. (2010) *Personality and Social Psychology Bulletin*, 36, 524-26.

[1] Criticism is an important tool for stimulating change within groups. [2] Criticism provides objective information about the behavior of one's group, and—provided that criticism is taken on board—it has the potential to initiate reform of sub-optimal behavior and practices. [3] However, previous research has noted that criticism is often met with defensiveness and rejection, meaning that criticism is more often a “missed opportunity” for creating positive change (see Hornsey, 2005). [4] This is because criticism threatens the group's positive self-image and may undermine collect self-esteem. [5] Other research, however, suggests that threat to the public image of one's group can elicit actions intended to reform the group rather than simply defend its current practices (e.g., Iyer, Schmader, & Lickel, 2007). [6] Thus, it seems that group-directed criticism might sometimes provoke negative reactions but that at other times it might stimulate positive change. [7] From both theoretical and practical points of view, it is important to understand the factors that determine which of these two responses occurs in response to group-directed criticism.

[8] One key factor that determines responsiveness to criticism is the identity of the critic. [9] Research on the intergroup sensitivity effect shows that ingroup critics are generally received more positively than outgroup critics—even when the content of their criticism is identical (Hornsey, Oppes, & Svensson, 2002). [10] The reason behind this effect is that ingroup critics are perceived to have different motivations than outgroup critics (Hornsey & Imani, 2004). [11] Ingroup critics are attributed with constructive motives (i.e., genuine desires to improve the group), facilitating acceptance of their message. [12] Outgroup critics are instead attributed with destructive motives (i.e., attempting to demoralize the group or struggling for inter-group supremacy), leading to resistance and rejection. [13] Thus, responses to criticism are said to be driven not by what people say but by why they are perceived to be saying it.

[14] In most situations, however, this process of attribution is likely to go in both directions; just as targets make attributions about their critics' motives, critics typically make attributions about the causes of the targets' behavior. [15] These attributions may be explicitly communicated, or they may be merely implied by the criticism. [16] Although previous research has examined the attributions that targets make about their critics, research has not yet investigated the attributions that critics make about and communicate to their targets. [17] With this in mind, the primary aim of the present research was to explore how the attributional content of criticism might further moderate responsiveness to group-directed criticism.

- Sentences 1-2 \_\_\_\_\_
- Sentences 3-13 \_\_\_\_\_
- Sentences 14-15 \_\_\_\_\_
- Sentence 16 \_\_\_\_\_
- Sentence 17 \_\_\_\_\_

How would you evaluate the flow of information? Does the organization seem familiar to you? Does it resemble the Introductions in your field in any way?

## Creating A Research Space: CARS Model for Introductions

The CARS model is a rhetorical pattern found most commonly in introductions for academic essays, particularly in research papers. There are **three rhetorical moves** in research paper introductions. Strong, effective introductions use all the required moves.

### **MOVE 1 – Establishing the research territory**

- a. By showing that the general research area is important, central, interesting, problematic, or relevant in some way (***this is what we call CENTRALITY or FOCUS***)<sup>1</sup>
- b. By introducing and reviewing items of previous research in the area (**required**)

### **MOVE 2 – Establishing a niche<sup>2</sup>**

By indicating a gap in the previous research or by extending previous knowledge in some way (**required**)

### **MOVE 3 – Occupying the niche**

- a. By outlining purposes or stating the nature of the present research (**required**)
- b. By listing research questions or hypothesis (probable in some fields, but rare in others)
- c. By announcing principal findings (probable in some fields, but rare in others)
- d. By stating the value of the present research (probable in some fields, but rare in others)
- e. By indicating the structure of the research paper (probable in some fields, but rare in others)

Adapted from Swales, John M., and Christine B. Feak. *Academic Writing for Graduate Students*. 3rd ed., University of Michigan Press, 2012, 331.

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<sup>1</sup> Some research papers, particularly those that deal with “real world problems” might not require **Move 1a**. It is always best to check published articles in credible journals in your specific field to see how introductions are crafted.

<sup>2</sup> By this, we mean a context where a specific piece of research makes particularly good sense.

## Sample Introduction: CARS Model

Ojala, M., Pantti, M., & Kangas, J. (2017). Whose War, Whose Fault? Visual Framing of the Ukraine Conflict in Western European Newspapers. *International Journal Of Communication*, 11, 25. Retrieved from <http://ijoc.org/index.php/ijoc/article/view/5917/1912>

### **MOVE 1: establish the territory– introduce Topic and Issue – show importance of issue**

As political conflicts are defined and, indeed, often enacted in the media (Cottle, 2006; Eskjær, Hjarvard, & Mortensen, 2015; Hoskins & O’Loughlin, 2010), images are powerful carriers of meaning, influencing what we know and how we feel about a conflict (Butler, 2005; Kirkpatrick, 2015). The suggestive power of photographs in particular relates to their perceived authenticity and to their ability to evoke an emotional response in the viewer (Barthes, 2000; Messaris & Abraham, 2001). Indeed, research on the effects of visual framing suggests that news images tend to shape reader and viewer perceptions of the reported issue more effectively than textual content (Geise & Baden, 2014; Iyer, Webster, Hornsey, & Vanman, 2014; Powell, Boomgaarden, de Swert, & de Vreese, 2015). Clearly, then, the images produced and disseminated by multiple actors to influence public perceptions of a conflict and its relevant parties play a crucial role in modern warfare (Roger, 2013).

### **MOVE 2: establish the GAP – what has not been explored sufficiently**

The prolonged conflict in Ukraine has heightened geopolitical tensions, with potentially long-term repercussions for relations between Russia and the West. At the same time, this conflict has become highly mediatized, and both government sources and various nonstate actors have struggled to control the public’s interpretation of events and the legitimacy of the conflicting parties’ actions (e.g., Bolin, Jordan, & Ståhlberg, 2016; Galeotti, 2015; Snegovaya, 2015). National and international news media have therefore become key sites in the Ukraine conflict (Boyd-Barrett, 2015; Hoskins & O’Loughlin, 2015), and news professionals must interpret events for their audiences within a highly contested set of narratives (or framings) of the causes of the conflict.

### **MOVE 3: occupy the GAP – present thesis statement**

Focusing on three such political framings—the Ukraine conflict as national power struggle, as Russian intervention, and as geopolitical conflict—the present study examines how these are visually reproduced in news images. Analyzing visual coverage in *The Guardian*, *Die Welt*, *Dagens Nyheter*, and *Helsingin Sanomat*, the article demonstrates how Western European newspapers use images to represent events and how this coverage influences political interpretations of the conflict.

## What Customers Look For: Dining Experience and Online Media

An increase in the number of restaurants has fostered a competitive nature within the foodservice industry, forcing restaurateurs to pay attention to and understand the factors driving customers' decision-making in selecting a restaurant (Hwang, Choi, Lee, & Park, 2012). As of 2017, there are more than one million restaurant locations to choose from in the United States, leaving consumers with an overwhelming number of options when picking a place to dine out (The NPD Group, 2013; National Restaurant Association, 2017). Therefore, researchers have explored potentially influential dining-related factors such as accessibility, convenience, and price that could, in turn, help restaurant owners market their businesses more effectively and increase their chances of success (e.g. Medeiros & Salay, 2013; Hwang et al., 2012). Further, researchers have revealed the influences of online media, particularly social network sites, on consumer behavior as it pertains to the selection of restaurants (Richards & Tiwari, 2014).

To examine how dining-related experiences may influence a customer's choice to patronize a restaurant, Oh (2000) focused on the impact of perceived quality, perceived value, and satisfaction as factors in an individual's decision-making process. The same study also suggested that previous experiences, familiarity with the venue, and the reputation of a particular restaurant affected customer loyalty and referrals to friends. The researcher concluded by identifying a positive correlation between quality, satisfaction, and value elements, but noted that value gained or lost—e.g. time and money spent—seemed to be the most influential indicator of customers' decisions when choosing a restaurant (Oh, 2000). Similarly, Hwang et al. (2012) evaluated the menu, atmosphere, health, brand reputation, and price as valued elements in selecting a restaurant and also emphasized the importance of understanding customer demographics, e.g. married couples, individuals who visited the restaurant with families etc., for marketers. Accordingly, their study concluded that different customer demographics

and attributes play an important role in an individual's decision-making process, and therefore, are crucial to the development of an effective marketing strategy (Hwang et al., 2012).

In order to better create and implement a successful marketing plan for the restaurant industry, researchers have also examined the increasing impact of social network sites on consumer behavior (Miles 2014; Richards & Tiwari, 2014). In recent years, the use of online media, particularly social networking sites, has produced significant changes in consumer behavior, and restaurateurs have increasingly turned to social media for their marketing strategy (Gunden, 2017). These online platforms such as Yelp, Facebook, and Instagram—whether connecting with peers or unknown users—provide customers with tools that allow them to share their dining experiences, and in turn, have revolutionized the restaurant industry (Richards & Tiwari, 2014; Hosie, 2017). For example, before customers select a place to dine out, they check not only a restaurant's web page, but also its Instagram, both to ascertain what a certain dish looks like and to ensure that it is aesthetic and “Instagrammable” (Hosie, 2017).

In addition to allowing users to share photos of their food, these social network sites provide space for sharing reviews on these restaurants which can be accessed by both friends and strangers. Although research demonstrates that people trust the opinions of peers more than anonymous reviews, both are still influential (Richards & Tiwari, 2014). In fact, positive online reviews directly impact the bottom line of the businesses by increasing revenues (Luca, 2011). This study builds on the body of literature examining the factors that motivate consumers to select restaurants and the influence of online media on this decision-making process, by gathering information on general dining habits, and the use of social network sites. Gaining additional information about customer behavior will assist the restaurateurs in identifying those elements of the dining experience that are necessary to improve upon in order to increase the success of their businesses.

## Practicing the CARS Model

Colapinto, C., & Benecchi, E. (2014). The presentation of celebrity personas in everyday twittering: managing online reputations throughout a communication crisis. *Media, Culture & Society*, 36(2), 219-233. doi:10.1177/0163443714526550

In the past decade, online communications have influenced how organizations share messages with the media and the public, as it is imperative to conduct timely, accurate and effective communication exchanges (Taylor and Perry, 2005). In particular companies and individuals attempting to censor posts on the internet have found they tend to achieve the opposite effect, creating huge waves of negative publicity and accelerating the dissemination of the very information they tried to suppress (Li and Bernoff, 2008).

We apply a Goffmanian framework regarding self-presentation (Goffman, 1959) to a case of online interaction between a celebrity and his Twitter followers, specifically within the context of a failed crisis management situation. Building from this framework, we observe the changes and specificities of online communication via social networks, and the different ways of managing an online communication crisis.

As stated by Pinch (2010): 'the reason Goffman is so evocative in this area is that new media technologies have become part and parcel of everyday interaction. Goffman, as the observer and theorist of everyday interaction par excellence, seems an appropriate starting point.' We think the Goffmanian dramaturgical model could be applied with some success in discussing how a public persona's profile on social networking sites operates with special regard to the field of 'impressions management'. Although he does not explicitly deal with materiality and technology, Goffman recognizes the ways in which the interaction order is materially staged and observes that the choice of technologies may configure interaction in different ways. Our analysis demonstrates how the new material mediation of interaction creates new sorts of interactional problems which need to be resolved.

We provide qualitative research and reflection about social media and analyse management of the online reputation of an Olympic athlete who, from an economic and social point of view, adopts something of a double role, being both the face of a country and that of a company (sponsorship). An Olympic figure skater like Evan Lysacek (gold medallist for figure skating in 2010) represents the image and values of the United States: 'Evan is an outstanding ambassador for the United States and the Olympic Movement worldwide', as declared by Scott Blackmun CEO of US Olympic Committee. In this specific case, we are also discussing someone who developed into a brand, carefully constructing his persona around the values of fair play, commitment and integrity, and who presents himself as a role model in both personal and competitive life. Lysacek boasts a strong line-up of sponsors, including Coca-Cola, AT&T, Ralph Lauren, Total Gym, Vera Wang and Toyota.

Ultimately, we would like to point out that technology has shaped athletic culture to such an extent that digital technology has both strengthened traditional media-sport relationships and underpinned the rise of the internet and social media as strategic communication platforms. Lysacek has completely embraced a digital presence through a well-designed website – with sponsors on prominent display – and constant use of new media. After a theoretical component, this article focuses on the uses/misuses of social media and utilizes narrative tools to describe the so-called 'Twittergate' events, while content analysis tools are used to assess and evaluate the communication strategies of those involved. Therefore, the purpose of the present article is twofold: (a) to propose a model of analysis for 'Twitter scandals' involving celebrities, specifically framing them as disruptions in self-presentation and (b) to shine a light on fan empowerment and its implications for celebrities using social networks as an essential part of their communicative mix.

**Introduction Jumble.** Reconstruct these sentences from the Introduction into their original order, numbering them from 1-11. Work with a partner.

**University-Community Agency Collaboration: Human Service Agency Workers' Views**

Tiamiyu, M. (2000). *Journal of Multicultural Nursing and Health*, 6, 29-36.

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|  | a) Human service agency workers are major participants of university-community collaborations; hence, the purpose of this study was to investigate their views of community-based services to the elderly in northwest Ohio.   |
|  | b) Several studies have examined issues related to the present and future provision and quality of community-based services for the elderly (Kelly, Knox, & Gekoski, 1998; Buys & Rushworth, 1997; Damron-Rodriguez, Wallace, & Kington, 1994; Krout, 1994; Kuehne, 1992; Benjamin, 1988; Soldo & Agree, 1988; and Mahoney, 1978). |
|  | c) Funding agencies (e.g., US Department of Housing and Urban Development HUD) have encouraged university-community collaborations.  |
|  | d) According to the U.S. Bureau of the Census, it is anticipated that if this trend in growth continues, by the year 2030 there will be approximately 70 million Americans aged 65 and over.   |
|  | e) In particular, the study sought to provide an avenue for them to communicate their understanding of university-community agency collaborations, and identify how their agencies can work collaboratively with a university.   |
|  | f) Furthermore, governments, foundations, non-profit organizations, and other stakeholders continue to work on how to provide cost-effective community-based services to members of the society including the elderly.   |
|  | g) The growing size of America's population of seniors has drawn attention to their economic and social well-being.  |
|  | h) An example is HUD's Community Outreach Partnerships Centers initiative, which involves university faculty, staff, students, and community residents and agencies/groups as partners in the development and implementation of research /community programs   |
|  | i) One approach has been an emphasis on community collaborations to address the planning and delivery of such services   |
|  | j) Little is, however, known about participants' views of university-community collaborations  |
|  | k) America's population is growing older   |