Communication: Terms & Typologies

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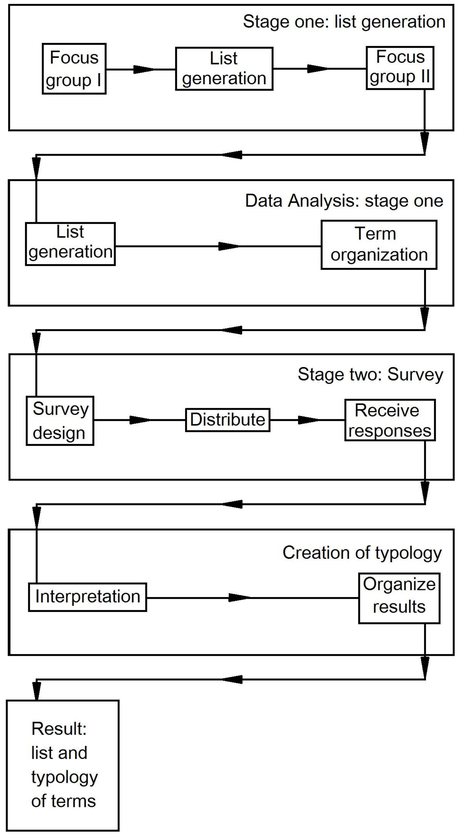
ABSTRACT

Previous studies in communication expanded the deception construct by providing an exhaustive list of terms related to deception. A taxonomy of multiple types of deception and lying - across contexts and channels. With the evolution of communication in the internet age, it is appropriate to revisit Hopper & Bell's (1984) original study so the taxonomy more accurately reflects the current state of communication. That is, an updated list of deception related terms in the digital era is warranted.

PROCESS

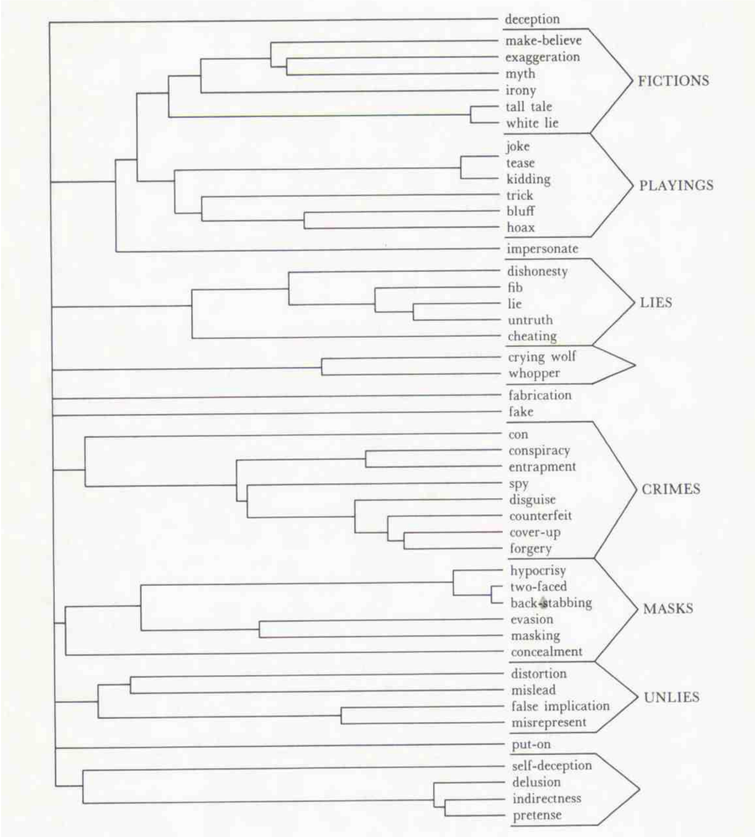


METHODS

Stage One:
Two focus groups with ten to twelve participants. During the first meeting, participants will be asked to give and describe terms which relate to deception, with a special focus on deception using electronic communication. These terms will be consolidated into a list. The second focus group will use the list created in the first focus group as a guide to explore areas which weren't reached in the previous focus group, and will create a more exact list, for use in stage two of the study.

Stage Two:
An online survey of around two hundred participants. This survey will ask participants to sort the list generated in the previous stage by conceptual similarity. From this data, a typology of similar deception terms will be created.

ORIGINAL STUDY RESULTS



PILOT STUDY RESULTS

	Most appearances			
	Catfish	13		
	Scandal	6		
	Alternative Facts	6		
	Played	4		
	Punked	3		
	Fake News	3		
	Bullsh-t	3	Appears on the Hopper and Bell list	
	Fool	3		
	Fronting	2		
	HTGAWM	2		
	Stunting	2		
	Façade	2		
	Fake	2		
	Unique Occurances			
Lie to me	Bluff	F--k with	Plagiarism	Fraud
Scam	Got 'em	F--kery	election polls online	Hide
Flex	Gotcha yo a--	Prank	Surprise	Ghosting
Golddigging	Slicked	Pull one over	Bribery	Embellish
Suspect	Troll	Manipulation	trifiling	
Scheme	Fake profiles	Misinterpret	boujee	
Snow job	Bot	Show	Trip	
Slip and Fall	Pseudoscience	Make up	Revenge	
Player	Joshing	Bumfuzzle	Lead on	
Wilding	Playing	Fake-out	Bamboozled	

ANALYSIS

From these results, we can see that deception has changed quite a bit in recent years. Many terms currently used to describe deceptive acts were not in use or were uncommon in 1984, but have come to the forefront of discussions in deception very recently.

Note that the pilot study results were not collected in a rigorous scientific fashion and so only indicate the direction of future research.

FUTURE DIRECTIONS

In the future, research can be performed in new areas unearthed by this study. Additionally, focus group discussions revealed possible new avenues for tangentially related research.

With the Trump Era upon us – there are likely going to be new terms added to the forthcoming lists. Stay tuned.

REFERENCE

Hopper, R., & Bell, R. A. (1984). Broadening the deception construct. *Quarterly Journal of Speech*, *70*(3), 288-302.
DOI: 10.1080/00335638409383698