

# INVITATION

## SOCIAL MEDIA AND SOCIAL INTERACTION: AN AFFORDANCES APPROACH

LECTURE  
PROF. DR. NICOLE ELLISON, UNIVERSITY OF MICHIGAN  
3 NOVEMBER 2015, 12-2pm, ALTE MENSA/AUDI MAX



contact person  
Prof. Dr. Oliver Quiring  
Johannes Gutenberg University Mainz  
medienkonvergenz@uni-mainz.de

Information  
[WWW.MEDIENKONVERGENZ.UNI-MAINZ.DE/MAINZMEDIAFORUM](http://WWW.MEDIENKONVERGENZ.UNI-MAINZ.DE/MAINZMEDIAFORUM)

JOHANNES GUTENBERG  
UNIVERSITÄT MAINZ



# Ladies and Gentlemen, Dear Students,

The affordances lens offers technology scholars a useful framework for theorizing about how platform characteristics shape social interaction. Focusing on higher-order action possibilities enables us to synthesize findings from multiple studies, across disparate platforms and over time, and helps produce enduring insights even after the sites under investigation have changed. In this talk, Nicole Ellison provides a short overview of the affordances approach and then describes a series of studies that investigate relevant characteristics of social media such as anonymity and ephemerality. Specifically, she will be sharing recent research on the benefits of anonymous interaction via *ask.fm* for adolescents, perceptions of emotional and social support associated with use of Snapchat for college students, and characteristics and outcomes of social capital “mobilization requests” shared via Facebook.

## CONVENORS

Prof. Dr. Oliver Quiring  
Department of Communication,  
Johannes Gutenberg University Mainz

Juniorprof. Dr. Leonard Reinecke  
Department of Communication,  
Johannes Gutenberg University Mainz

