



Communicating in a Multi-Mobile Environment: Navigating the Divide

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Background: As part of our senior capstone course, Public Relations Lab (Lab16) in the Department of Strategic Communication at Ithaca College, we elected to conduct a survey in conjunction with our Lab16 professor's interest in digital discourse and for inclusion in our portfolio of professional communication experiences.

We are conducting the survey to measure the extent to which individuals of all age groups from across the United States are using new media and mobile communication to send and receive messages. In turn, we want to understand the impact this usage has in establishing communication channels internally in the workplace and externally in public relations.

New media and the multi-mobile nature of human interaction has shifted the practice of public relations in dramatic ways, across all industries and in the global marketplace. Through our Digital Discourse Survey, we hope to better understand these shifts.

Methods: After conducting secondary research, we worked together to develop the survey, choosing a couple of areas to focus on and developing our questions from there. Once we had finalized the pre-test survey, we distributed it on social media outlets for our friends and family to take. After the pre-test survey was finished, we analyzed the results and submitted our survey to the IRB for review. Our next steps are to edit the survey based on the IRB's changes, get the survey approved by the IRB, and then distribute our finished survey. Once we are done collecting data from the final survey, we will analyze the data and record and present our results.

Results and Conclusion: As we are still in the process of conducting our survey, we do not yet have results or a conclusion. We plan to preview our preliminary insights during the Symposium.

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