

Theory of Motivated Information Management

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Overview

- Theory of motivated information management: it describes how individuals manage uncertainty in their life. Focuses on whether individuals decide to look for or avoid information. Stress, worry, and fear are important emotions. Relationships, health troubles, and personal problems are typical circumstances. Based on survey based research and firsthand accounts

3 Phases

- 1. Standard Stage- Acknowledging uncertainty Comparing reality and expectations causes emotional responses (stress, anxiety)
- 2. Evaluation Stage- Do I want to know the solution? Can I deal with the result? What dangers come with asking?
- 3. Making a Decision Look for information Steer clear of information Postpone the discussion

Evaluation plus everyday life

Very realistic- people tend to steer clear of challenging topics
demonstrates how feelings affect communication choices.

Explains relationship behavior (conflict, fear of rejection, etc.)

Limitation: assumes that people think rationally, yet emotions can override reason.
can enhance awareness and communication.

Data Analysis

Usually, quantitative survey data is used for study analysis.

Uncertainty levels

Emotional reactions (fear, anxiety)

Probability of looking for or avoiding information

Statistical correlations between emotions and communicative behavior are used to examine data.

Results consistently demonstrate: Increased anxiety leads to increased avoidance more self-assurance leads to more information seeking

Activity

Workcited

- Schrod, P., and D. O. Braithwaite (2022). Interpersonal Communication Theories of Engagement
- Weiner, J. L., and W. A. Afifi (2004). Theory of Communication