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afa ORACLE
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1 TWEETING IN GREEK: HOW NATIONAL FRATERNITIES AND SORORITIES USE TWITTER

ZACHARY TAYLOR AND ARIANNE McARDLE, UNIVERSITY OF TEXAS AT AUSTIN

No extant research examines fraternity and sorority use of social media. This study examines official Twitter accounts of national fraternities and sororities (n=135) and their Twitter usage from July 2016 - July 2017 (n=47,705 tweets). Findings reveal fraternities are less likely to use hashtags, user tags, and URLs to engage their followers than sororities, while both fraternities and sororities rarely release official statements promoting positive behavior of their members or condemning negative behavior of their members, potentially contributing to a sense of “constant media scrutiny” suffered by Greek organizations (Kingkade, 2015). Implications for advisors and future research are addressed.

16 INCREASING SURVEY DATA QUALITY USING SCREENING VALIDITY QUESTIONS

LUCAS SCHALEWSKI, JAMIE UTT, AND BRYANT VALENCIA, UNIVERSITY OF ARIZONA

Self-report surveys are used frequently in fraternity organizations to collect information from students. A lack of thoughtful or truthful answers on survey instruments threatens the validity of results. The current study evaluates if identifying and omitting invalid responders using screening validity questions improves data quality on two scales among fraternity men: the Illinois Rape Myth Acceptance and the Conformity to Masculinity Norms Inventory. Results indicate invalid responders bias results suggesting using screen validity questions improves data quality. This strategy can help fraternity professionals ensure their programming responds more closely to their member perceptions, attitudes, and experiences.

29 **PERCEPTIONS OF RACE AND FIT IN THE RECRUITMENT PROCESS OF TRADITIONALLY, PREDOMINANTLY WHITE FRATERNITIES**

S. BRIAN JOYCE, DARTMOUTH COLLEGE

This study was constructed as a qualitative study to explore racialized definitions of fit and how those perpetuate White supremacy within fraternity systems through a critical examination of participants' lived experiences on race. Lived experiences from seven participants were presented to identify two major themes for analysis: (a) the minimization of race and racism and (b) normalizing Whiteness. This study used a social identity theoretical framework to deconstruct the ways in which Whiteness is perpetuated in hegemonic White spaces.

45 **SORORITY AND FRATERNITY ATTITUDES TOWARDS INITIATION AND HAZING**
KEITH TINGLEY, EAST CAROLINA UNIVERSITY, LONI CRUMB, EAST CAROLINA UNIVERSITY, SHELLY HOOVER-PLONK, WILLIAM PEACE COLLEGE, WES HILL, WILSON COMMUNITY COLLEGE, AND CRYSTAL R. CHAMBERS, EAST CAROLINA UNIVERSITY

This study assessed students' attitudes towards fraternity and sorority intake processes at a regional Mid-Atlantic University (MU) to gain an understanding of overall attitudes and discern whether students distinguish differences between hazing and initiation procedures. Study results indicated that students understand the general purpose of initiation and the dangers of hazing; however, a general understanding may not translate to an understanding of the specific activities involved in new member initiation processes. Study results specified differences in understanding initiation and hazing are greatest by gender and fraternity/sorority council. Implications for higher education research and student affairs practice are discussed.

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Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors advances the study of college fraternities and sororities through a peer reviewed academic journal promoting scholarly discourse among partners invested in the college fraternal movement. The vision of *Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors* is to serve as the premier forum for academic discourse and scholarly inquiry regarding the college fraternity and sorority movement.

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SUBMISSIONS:

Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors accepts submissions focused on articulating research involving fraternity and sorority members at the collegiate, alumni, inter/national organization, and volunteer advisory levels. Manuscripts should be written for the student affairs generalist who has broad responsibility for educational leadership, policy, staff development, and management. Articles on specialized topics should provide the generalist with an understanding of the importance of the program to student affairs overall and fraternity/sorority advising specifically.

Research articles for *Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors* should stress the underlying issues or problems that stimulated the research; treat the methodology concisely; and, most importantly, offer a full discussion of results, implications, and conclusions. In the belief that AFA readers have much to learn from one another, we also encourage the submission of thoughtful, documented essays or historical perspectives.

Visit www.afa1976.org for more detailed submission guidelines.