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***Determinants of Chosen Unavailability in SMS Communication  
An Experiment Concerning Gender, Personality and Aspects of Content***

The present study deals with the unavailability in SMS communication with focus on the addressee of the message. The theoretical framework is built by action theories, which assume that most actions are influenced by intention. The goal of the research was to find out when and with what intentions by the addressee no immediate noticeable reaction to the message occurred. The study is based on an experiment from 2007 which has investigated the impact of unavailability on the sender. The intent of the present study was to find out to what extent the choice of unavailability differs and depends on the sender's sex and the content of the text message. Furthermore personality traits and the psychological gender were considered to have an effect on the people's decisions. The method of an online questionnaire was chosen and 646 students took part in the experiment. The results approved that the modality of answering is indeed affected by the sex and the content of the text message. The inclusion of these two variables as independent variables worked well, although a more detailed examination of the content would be desirable in future researches.

**Monika LANGENBERGER** holds a diploma in applied media science from the Technical University of Ilmenau/Germany, Institute of Media and Communication Science. During her studies she focused on communication research. In May 2008 she completed her diploma thesis at the Department of Media Design/Media Psychology of Professor Nicola Döring. The topic of the thesis was Unavailability in SMS Communication. Furthermore she has done internships concerning empirical research, e.g. DSF (German broadcast company).  
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