

## Motivation



Continually increasing number of Social Network Sites (SNSs)



People now use multiple SNSs instead of just one

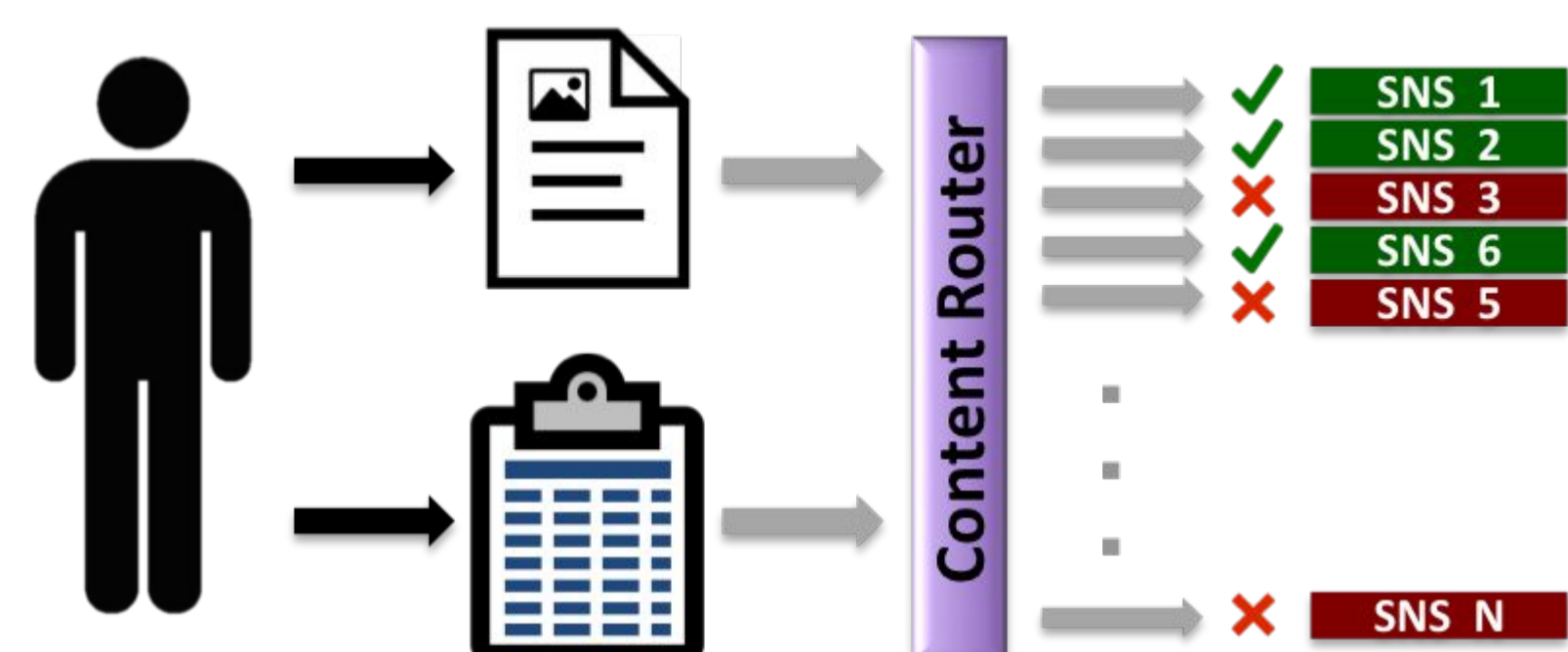


## Problem!

Additional cognitive effort needed to select ideal SNSs for posting content

## Solution!

Intelligent Content Router



## What's Needed?

A model that explains multiple SNS usage

## Methods

Usage is inherently tied to the perceived utilities—**affordances**—provided by site features. Therefore, we test **whether affordances can be the model that explains multiple SNS usage.**

Benefits of a multi-SNS usage model:

- Intelligent Content Routing
- Better understanding of platform-agnostic SNS characteristics, such as tie strength, interpersonal relationships, norms, privacy management

## Our Survey (N=674):

Scenario: You read the latest book by your favorite author and want to share your opinion of it. Please answer the following questions keeping this scenario in mind.

- Which of the following media would you use to post something to your social network(s) for this scenario?
  - Text
  - Image
  - Video
  - Link
  - Other (Please Specify) \_\_\_\_\_
  - I would not post anything for this scenario
- What would be the ideal audience size with whom you would share the post?
  - Small
  - Medium
  - Large
  - I would not post anything for this scenario
- How are you connected with the people with whom you would share the post?
  - Friends that you knew in-person first
  - Family
  - Professional Connections
  - People you met online
  - People you don't know at all
  - Other (Please Specify) \_\_\_\_\_
  - I would not post anything for this scenario
- How would you select the people with whom you would share the post? Would you select:
  - Specific individuals relevant for this scenario
  - A predefined, custom list of people from your social network
  - Everyone in your social network
  - Public
  - Other (Please Specify) \_\_\_\_\_
  - I would not post anything for this scenario
- Would you want the post to automatically disappear from your page after a certain amount of time?
  - Yes
  - No, but this is something I might delete on my own after some time
  - No, I would be okay with this being available permanently
  - Other (Please Specify) \_\_\_\_\_
  - I would not post anything for this scenario

Part 1

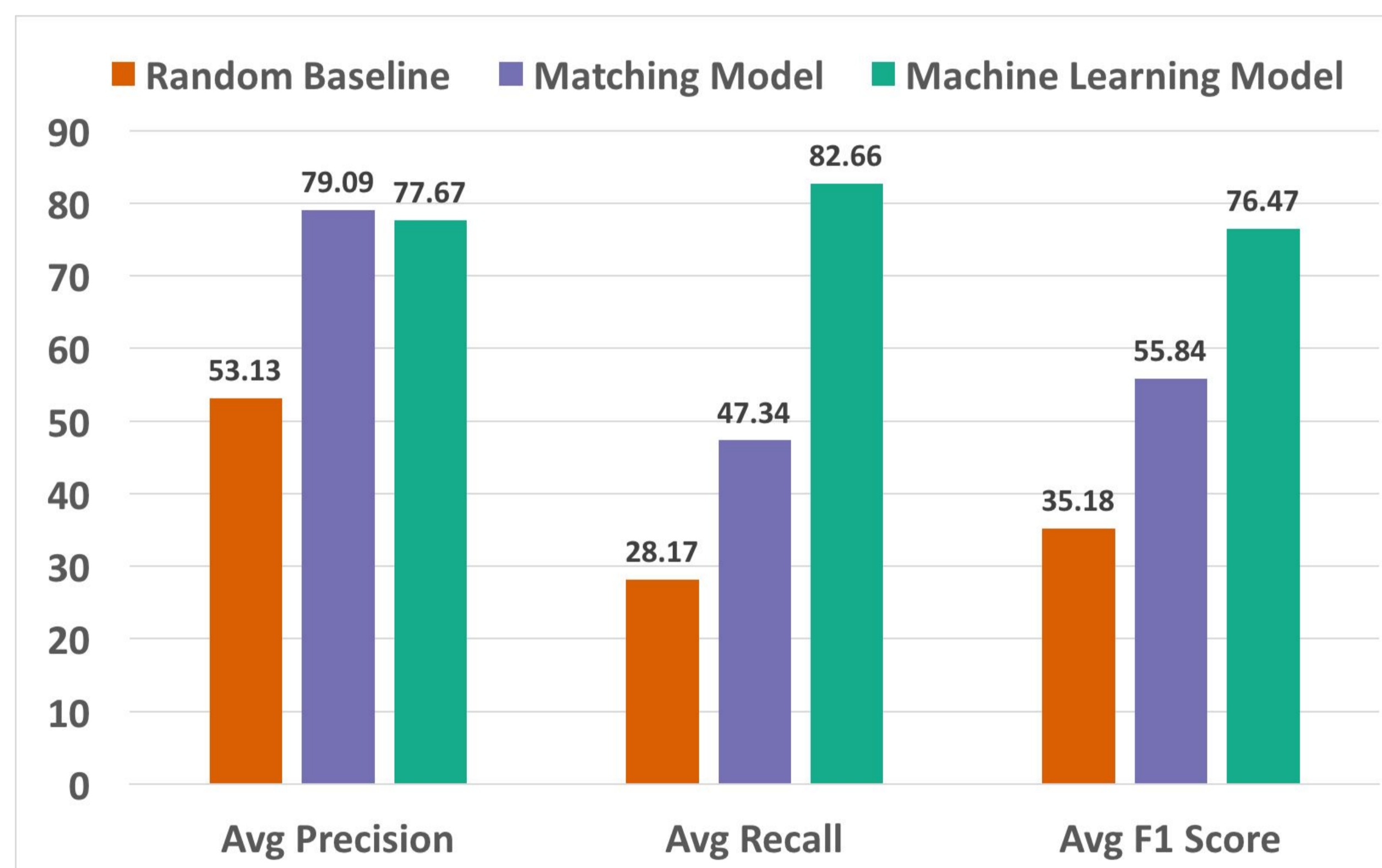
+ Part 2 (same questions asked for each SNS people used)

## Results

**Matching Model:** selects ideal SNSs for posting based on a binary match between

- desired affordances for a post
- anticipated affordances present in the SNSs used by an individual

**Machine Learning Model:** selects ideal SNSs using an SVM classifier, given the same affordance input as the Matching Model



## Human vs. Automated Routing

