Oh The Places You’ll Share: An Affordances-Based Model of Social Media Posting Behaviors

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Motivation

Usage is inherently tied to the affor_dances (perceived utilities) provided by site features. From prior work, SNS affordances are:
- Visibility
- Editability

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.

1. 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) _______

2. 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

3. 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) _______

4. How would you select the people with whom you would share the post? Would you select:
   - Specific individuals relevant to this scenario
   - A predefined, custom list of people from your social network
   - Everyone in your social network
   - Public
   - Other (Please Specify) _______

5. 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) _______

Part 1 - Desired Affordances

Part 2 (same questions asked for each SNS people used) – Anticipated Affordances

Feature Vectors for Model

Methods

Results

Popularity Baseline: selects top 50% SNSs for posting based on a global popularity ranking of all SNSs in the participant data

SVM-Based Model: selects SNSs for posting using an SVM classifier, given the feature vectors with both desired and anticipated affordances

Human vs. Automated Approaches

- Humans apply cognitive heuristics to simplify decision-making
- Automated approaches can offload this effort of selecting SNSs
- Posting control remains with people; automated approaches act as “critics”

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Missing:

A model of multi-SNS posting that can augment and personalize SNS experience

Solution:

Apply affordance theory from prior work to build a model of how people decide which SNSs to use when posting content

People now use multiple Social Network Sites (SNS). Researchers are interested in:
- Audience Management
- Multiple Personae
- Newsfeed Aggregation across SNSs

Apply affordance theory from prior work to build a model of how people decide which SNSs to use when posting content

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