

Social Media and User Behavior: Preliminary Results from the Facebook Context

Social Media Project – CENIT 2010

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1. Overview



- Mass media digitalization, social networks adoption, full interactive communications, extensive offer and variety of products, services and applications, have drawn a new panorama in which consumers behave in many different ways.
- In this context, communication between brands and consumers is changing, becoming more interactive and consumer-driven, and new challenges for brands to increase their reputation and effectiveness arise.
- In this new paradigm for communication, firms need to address innovative ways of communication to build their brands through understanding users behaviour and providing them solutions to their needs.



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2. General objectives



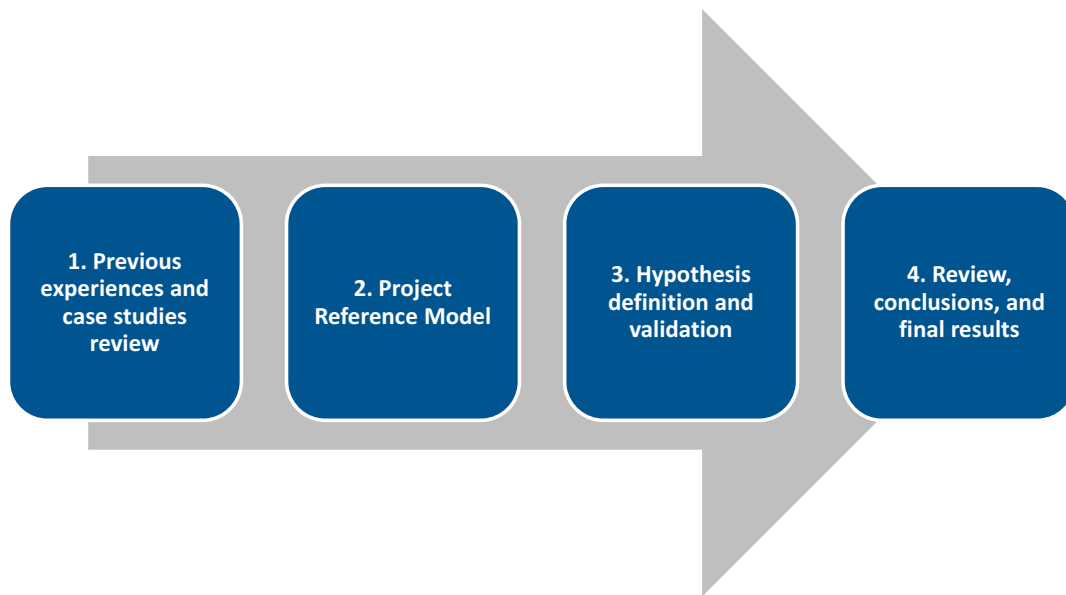
- To understand and characterize the evolution of brands presence in the context of social networks.
- To review previous experiences and to analyse specific case studies in which a social movement arises as a response to the demand of a group of users.
- To generate a conceptual framework that allows to understand these new «movements» within the Internet 2.0 context, and identify the factors that affect users participation.



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3. Project Stages



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4. Previous experiences and case studies review



Objectives

- Analysis of previous research work in the study of psychological and social factors that affect into the organization and participation of users in social movements and social networks.
- Analysis of previous research work in the study of users role in social networks.
- Case studies review and selection.

FIRST MILESTONE

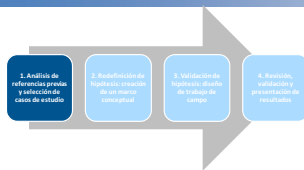
Selection of a reference model to describe the key components of a social movement and its applicability to a particular Web 2.0 context



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4. Previous experiences and case studies review



General Context Characterization

What is the relationship between social movements and social networks?

The existence of social networks and ties that exist between their members, together with the catalytic effect on them that 2.0 technologies have, facilitates the creation and spread of social movements.

Takács, K., Janky, B., and Flace, A. (2008). Collective action and network change. Social Networks, 30, 177–189.



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4. Previous experiences and case studies review



General Context Characterization

What general and specific factors are involved in the creation of a social movement?

From the consulted references on the study of factors involved in the genesis of a social movement, two aspects have been highlighted as of particular interest for the project: the concept of social capital and its relationship with social movements, and the relationship between social movement and innovation.

(Putnam, 2000) : "Connections among individuals—social networks and norms of reciprocity and trust that arise from them".

Kaasa, A. (2009). Effects of different dimensions of social capital on innovative activity: Evidence from Europe at the regional level. Technovation, 29, 218–233.

De la Hayea, K., Robins, G., Mohr, P. and Wilson, C. (2010). Obesity-related behaviors in adolescent friendship networks. Social Networks, 32, 161–167.

Mercken, L., Snijders, T., Steglichd, C., Vartiainenene, E., and de Vriesea, H. (2010). Dynamics of adolescent friendship networks and smoking behavior. Social Networks, 32, 72–81.

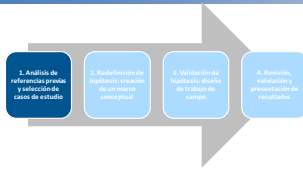
Schaefer, D., Light, J., Fabes, R., Hanish, L., and Martin C. (2010). Fundamental principles of network formation among preschool children. Social Networks, 32, 61–71.



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4. Previous experiences and case studies review



General Context Characterization

Why companies develop business strategies inspired on the creation of social movements?

The design of successful business strategies based on the creation of a social movement can be considered as a distributed and user-centered innovation process.

Such initiatives enhance the figure of the user or consumer as the core of a predesigned social movement that contributes to drive the business strategy of the company.

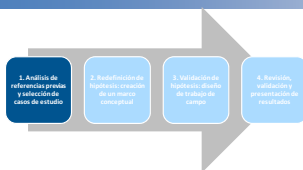
Putnam, R. (2000). *Bowling alone: The collapse and revival of American community*. New York: Simon and Schuster, 2000. 541 pages.

Von Hippel, E. (2005). *Democratizing innovation*. Cambridge, Massachusetts: The MIT Press.

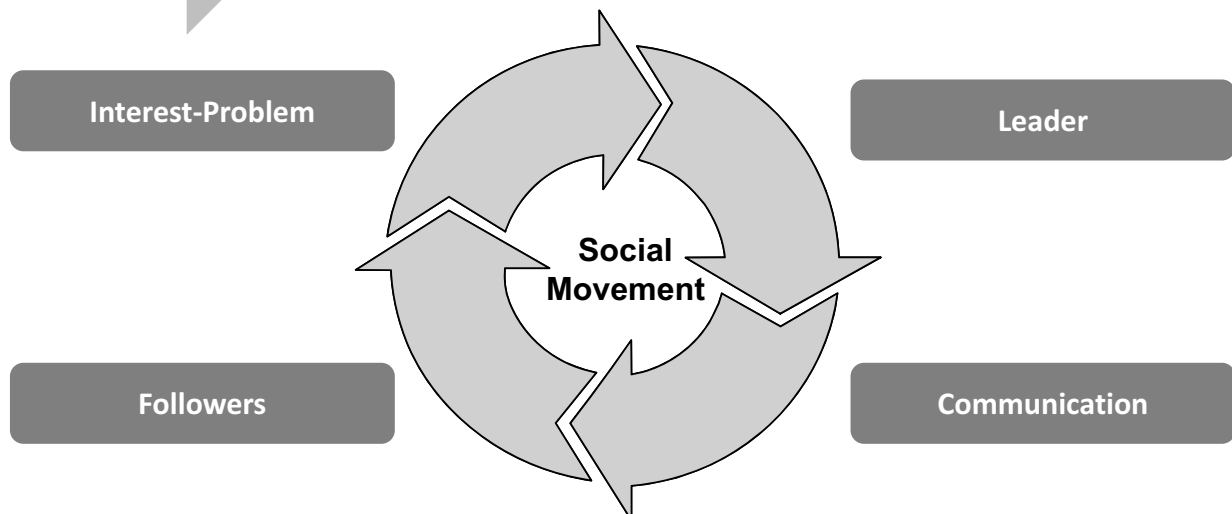
Chesbrough, H. (2006a). *New puzzles and new findings*. In H. Chesbrough, W. Vanhaverbeke & J. West (Eds.), *Open innovation. Researching a new paradigm* Oxford: Univesity Press.

Chesbrough, H. (2006b). *Open innovation: a new paradigm for understanding industrial innovation*. In H. Chesbrough, W. Vanhaverbeke & J. West (Eds.), *Open innovation. Researching a new paradigm*. Oxford: Univesity Press.

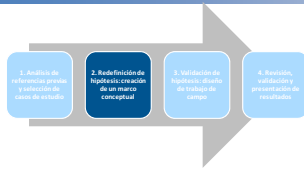
4. Previous experiences and case studies review



Project Reference Model



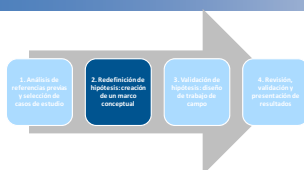
5. Reference model application



Objectives

- Focus on a specific context of Social Media and Web 2.0 → Facebook
- Description of Facebook Fan pages as Social Movements, using the Project Reference Model.
- Description of attributes and variables that characterise each element of the Reference Model.
- Definition of a practical experiment on selected Facebook pages.

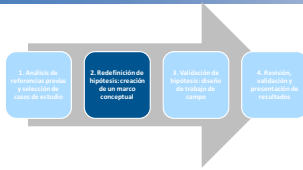
5. Reference model application



Interest-Problem

Attributes	Variables	Type
General topic	Facebook categories	Qualitative
Specific topic	Facebook subcategories	Qualitative
Related topics	Facebook categories of connected pages and profiles	Qualitative
Scope	Online-offline initiatives	Qualitative
Relevance	Followers evolution	Quantitative

5. Reference model application



Leader

Attributes	Variables	Type
Profile	Type of organization: individual, organization, firm, Public Administration	Qualitative
Leader dynamism	Evolution of the number of post and comments published by the profile administrator (leader)	Quantitative



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5. Reference model application



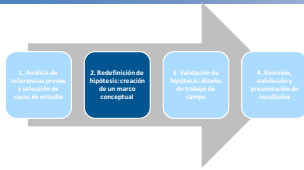
Communication

Attributes	Variables	Type
Communication flow	Leader → followers	Qualitative
	Followers → leader	
Content quality	Evolution of the number of comments to an administrator post/comment	Quantitative
	Evolution of the number of “likes” to an administrator post/comment	Quantitative
	Evolution of the number of comments and likes by type of publication (picture, link, video, text)	Quantitative



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5. Reference model application



Followers

Attributes	Variables	Type
Followers role	Evolution of the number of active influencers	Quantitative
Followers dynamism	Evolution of the number of publications made by influencers	Quantitative



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5. Reference model application



Sources of information



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5. Reference model application



Facebook pages short-list



- Restricted experiment to Spain.
- Selection of top ranked pages according to the number of followers.
- Integration of results from different analytics tools.

580 pages under study

6. Next steps. Hypothesis definition and validation



Objectives

- Definition of a simulation model of Facebook pages followers evolution according to the previous data.
- Hypothesis definition of factors influencing the evolution of the number of Facebook pages followers.
- Field work definition in order to validate previous hypothesis. Methods for data collection will consider:
 - Surveys.
 - Social networks communities.
 - Focus group.
 - Personal interviews.

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