

WHAT'S MISSING WHEN WE RELY ON SOCIAL MEDIA LOG DATA

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@syardi







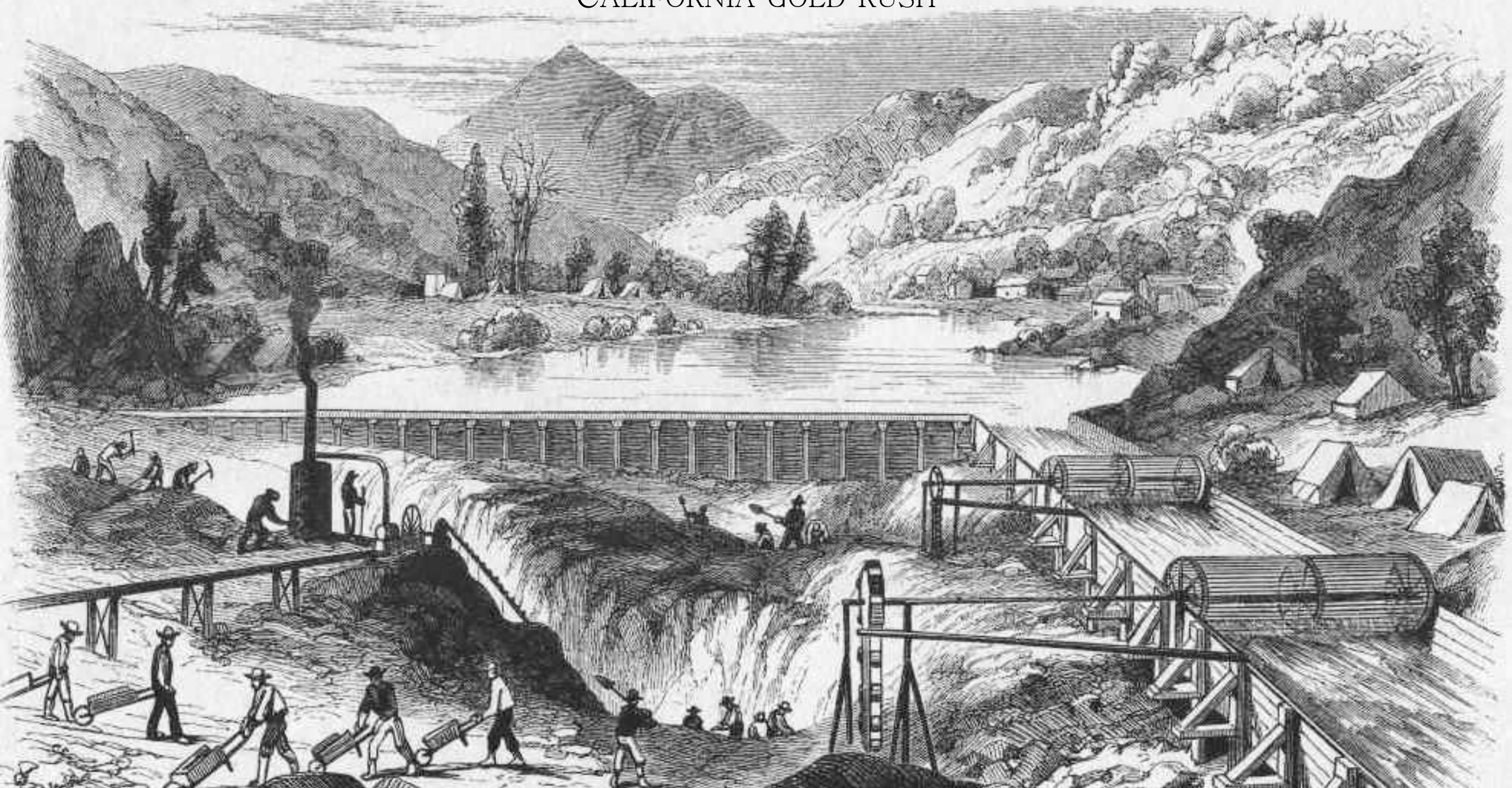
BASIC INFORMATION

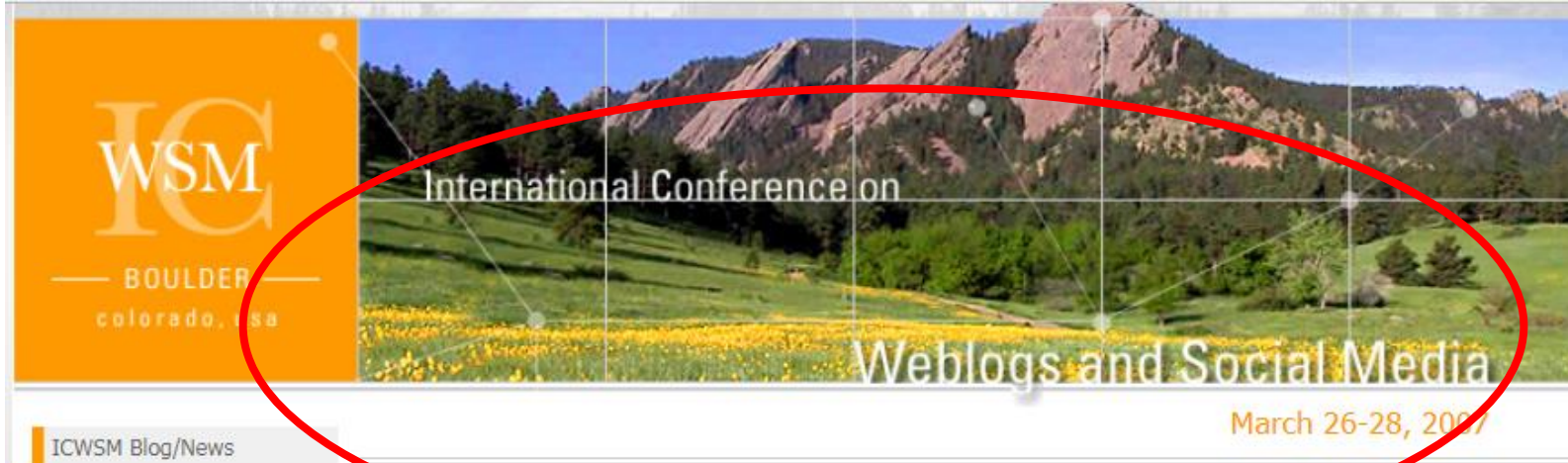
Birth Date	October 24
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Birth Year	1944
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Gender	Male
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MURDERER'S BAR, 1850
CALIFORNIA GOLD RUSH





- ICWSM Blog/News
- Program
- Tutorials
- Registration
- Invited Speakers
- Venue
- Travel Information
- Sponsors
- Committees

Pre-Conference Tutorials

Sunday, March 25th, 2007

1:30 PM - 3:30, Tutorial 1: Search and Discovery in the Blogspace

3:30 - 4:00, Break

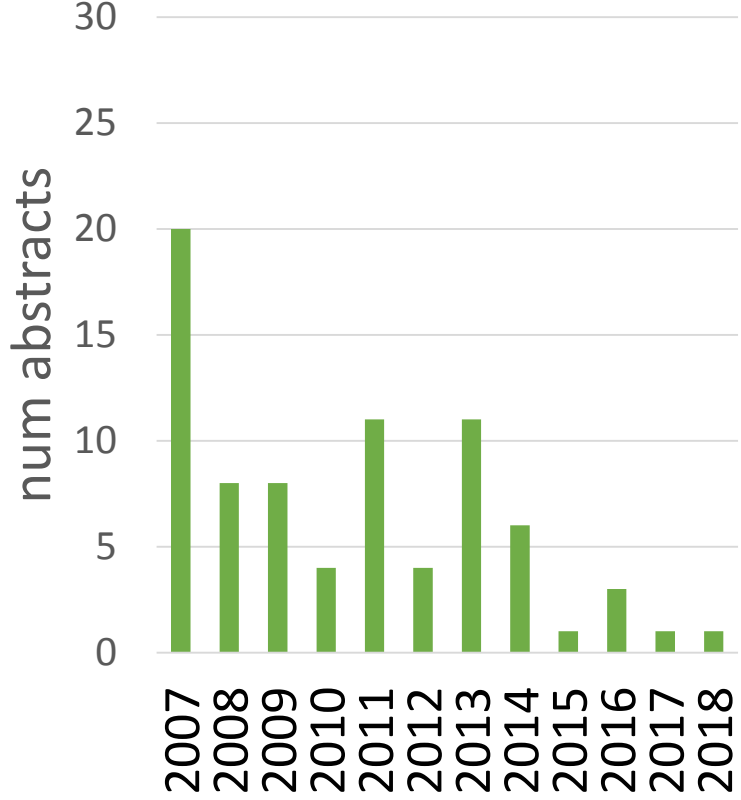
4:00 - 6:00, Tutorial 2: Spam in Blogs and Other Social Media

Technical Program

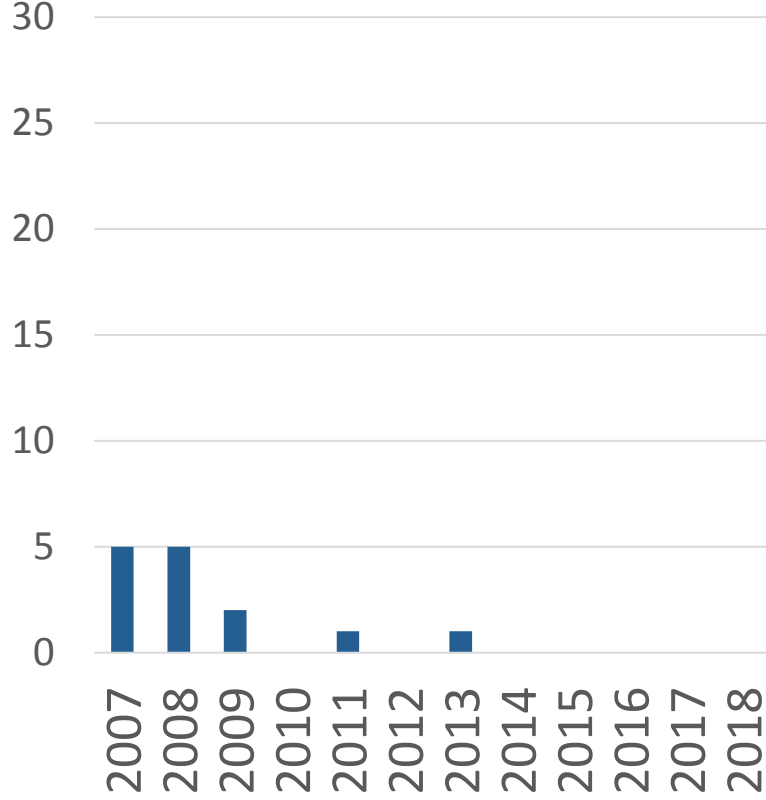
Long talks are 25 minutes, short will be 20 (both including questions). The underlined authors who presented the paper.



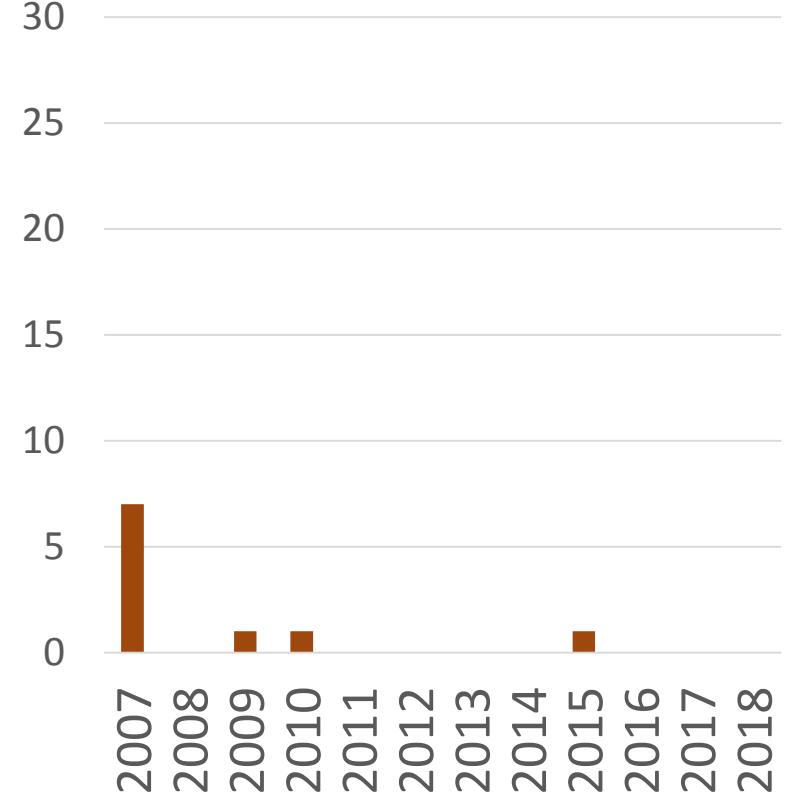
BLOG



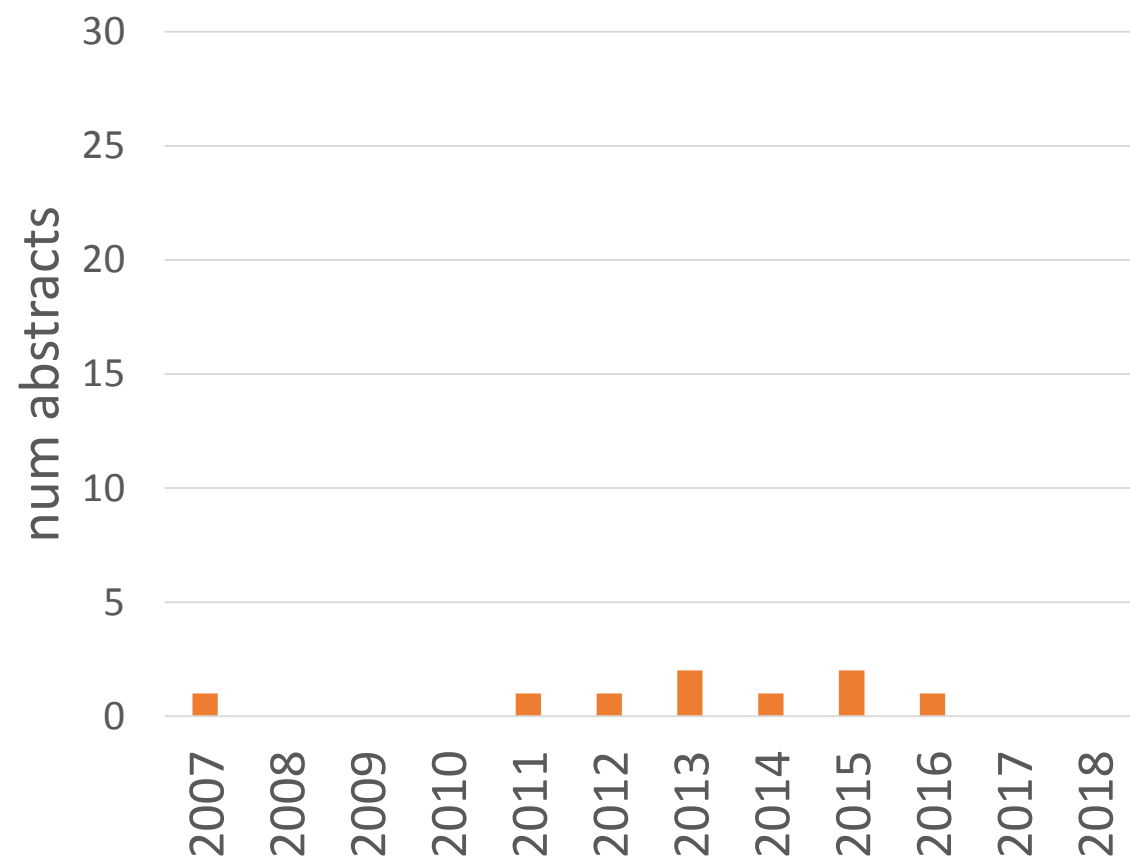
BLOGOSPHERE



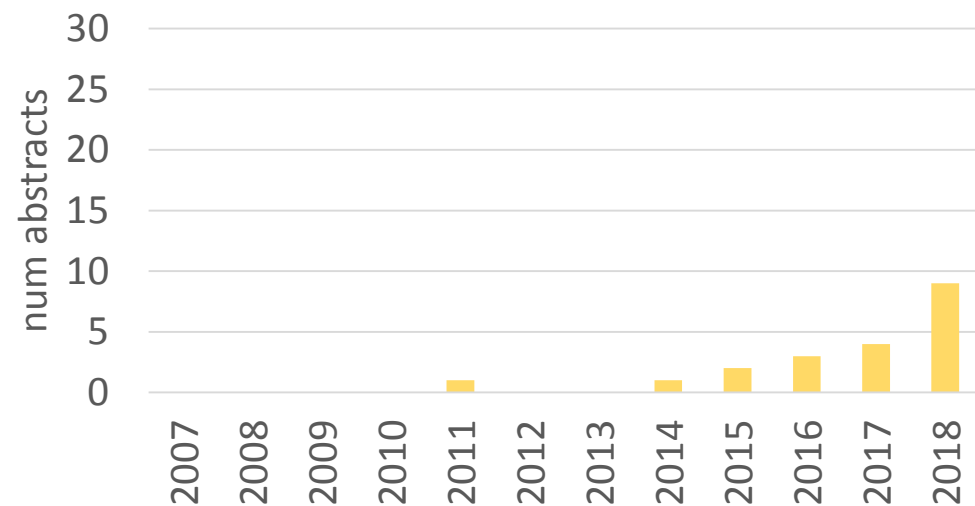
WEBLOG



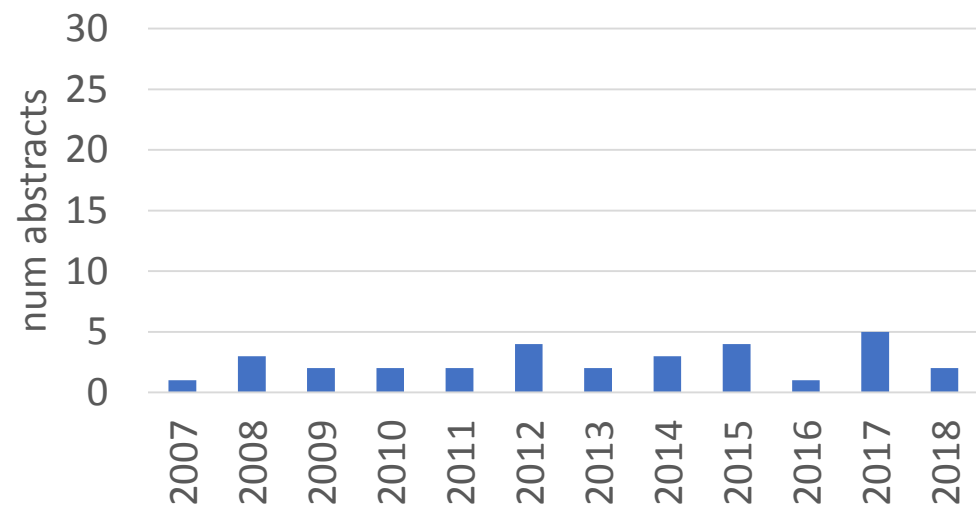
EMAIL



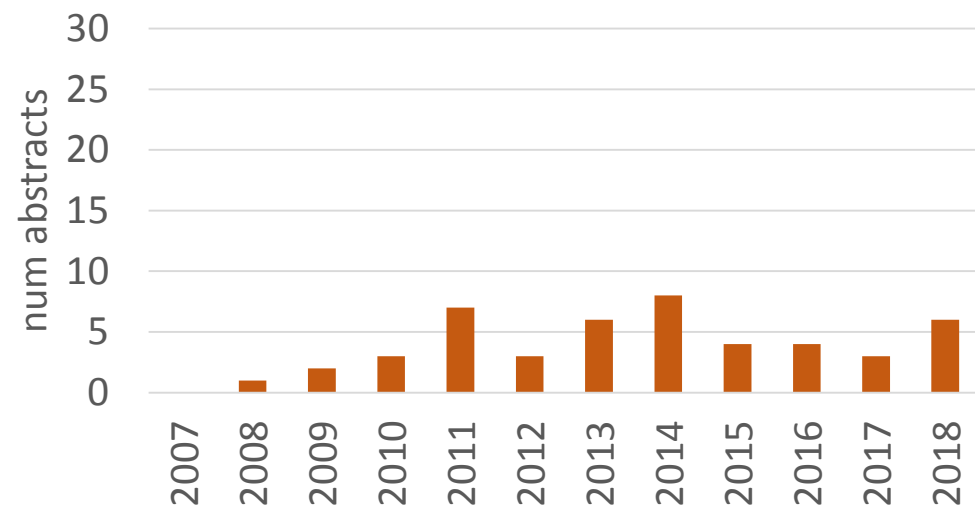
REDDIT



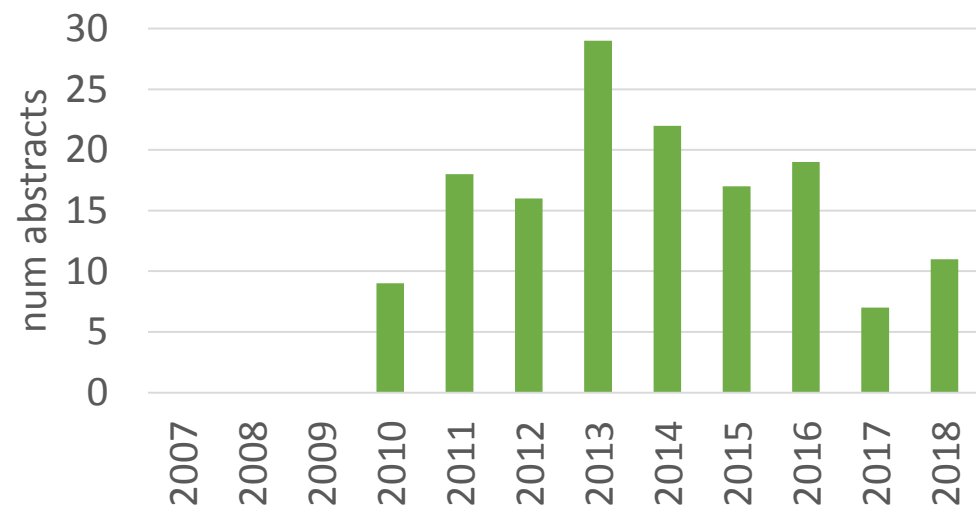
WIKIPEDIA



FACEBOOK



TWITTER





Sotted Reviewer

@SottedReviewer

Following



I AM GLAD TO SEE THE [#ICWSM](#)
COMMUNITY FINALLY RECOGNIZING THE
RESEARCH POTENTIAL OF TWITTER AFTER
ALL THESE YEARS.

10:34 AM - 21 Jan 2018

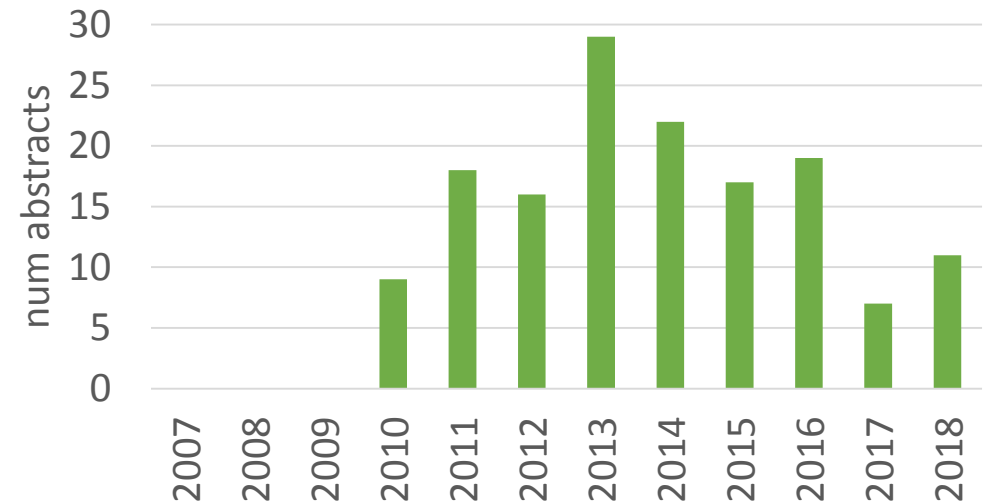
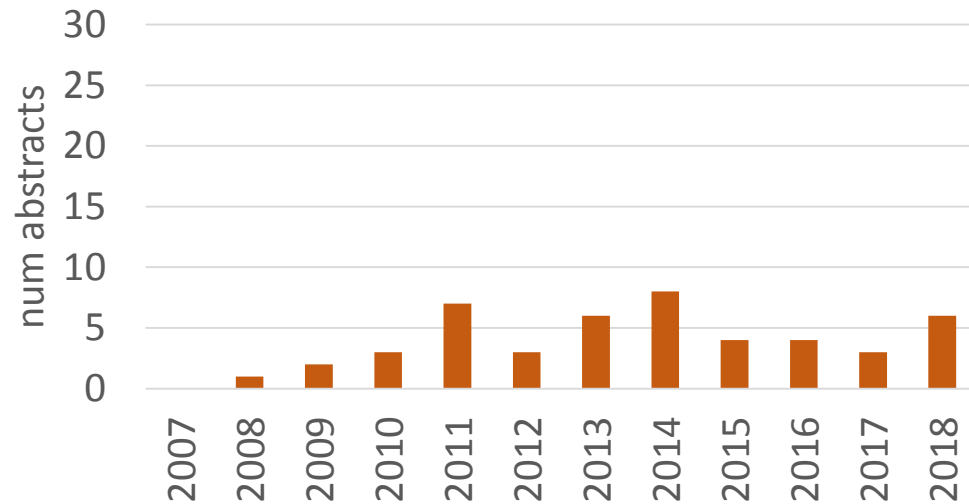
REDDIT



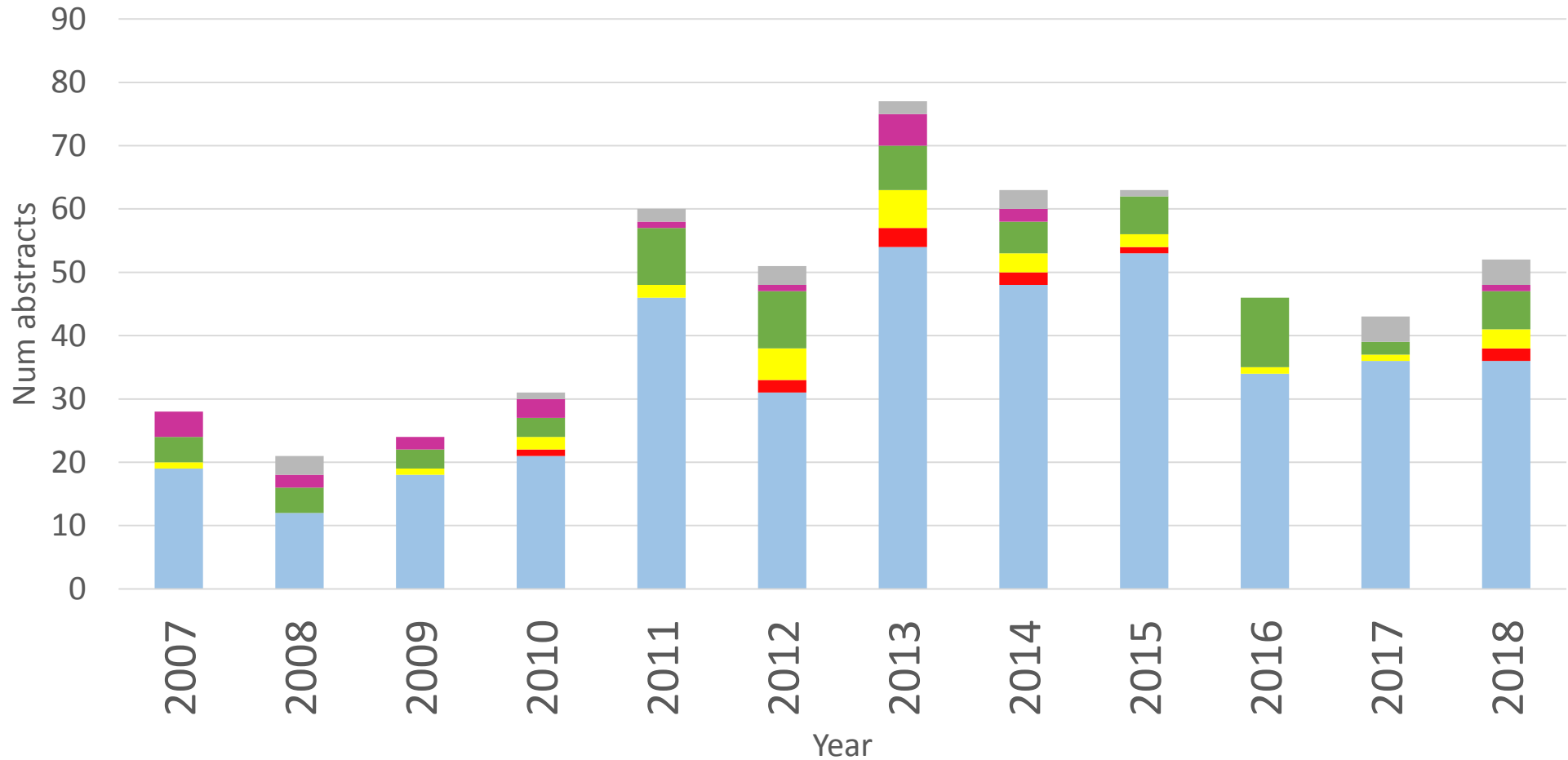
WIKIPEDIA



KNOWLEDGE IS SOCIALLY CONSTRUCTED



SOURCES OF DATA



Observational
Experiment

Interview
System

Survey
User Study

THE LAW OF THE INSTRUMENT

“Give a small boy a hammer, and he will find that everything he encounters needs pounding.”

Kaplan, Abraham. (1964). **The Conduct of Inquiry: Methodology for Behavioural Science.** Chandler.



THREE CATEGORIES OF OBSERVATIONAL DATA

PUBLIC DATA

Data that are publicly available on servers (e.g., tweets, check-ins)

PRIVATE DATA

Data that are available on servers but not to most academic researchers (e.g., pageview or location data on Facebook)

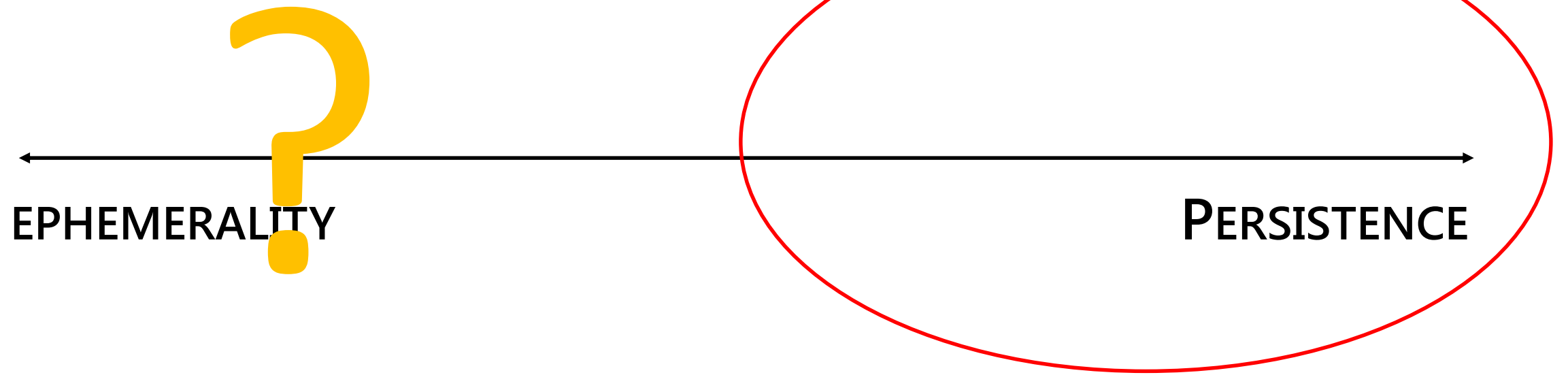
ABSENT DATA

Data that are not currently available on servers (e.g., how people feel)



THEME 1: PERSISTENCE AND EPHEMERALITY

Bayer, J. B., Ellison, N. B., Schoenebeck, S. Y., & Falk, E. B. (2016). Sharing the small moments: ephemeral social interaction on Snapchat. *Information, Communication & Society*, 19(7), 956-977.





“In the fraternity something that’s done a lot is taking Snapchats when you’re on the toilet.... that’s something that you’d never send a picture of somebody to, ‘cause that’d be considered kind of weird. But in Snapchat for some reason it’s okay.”

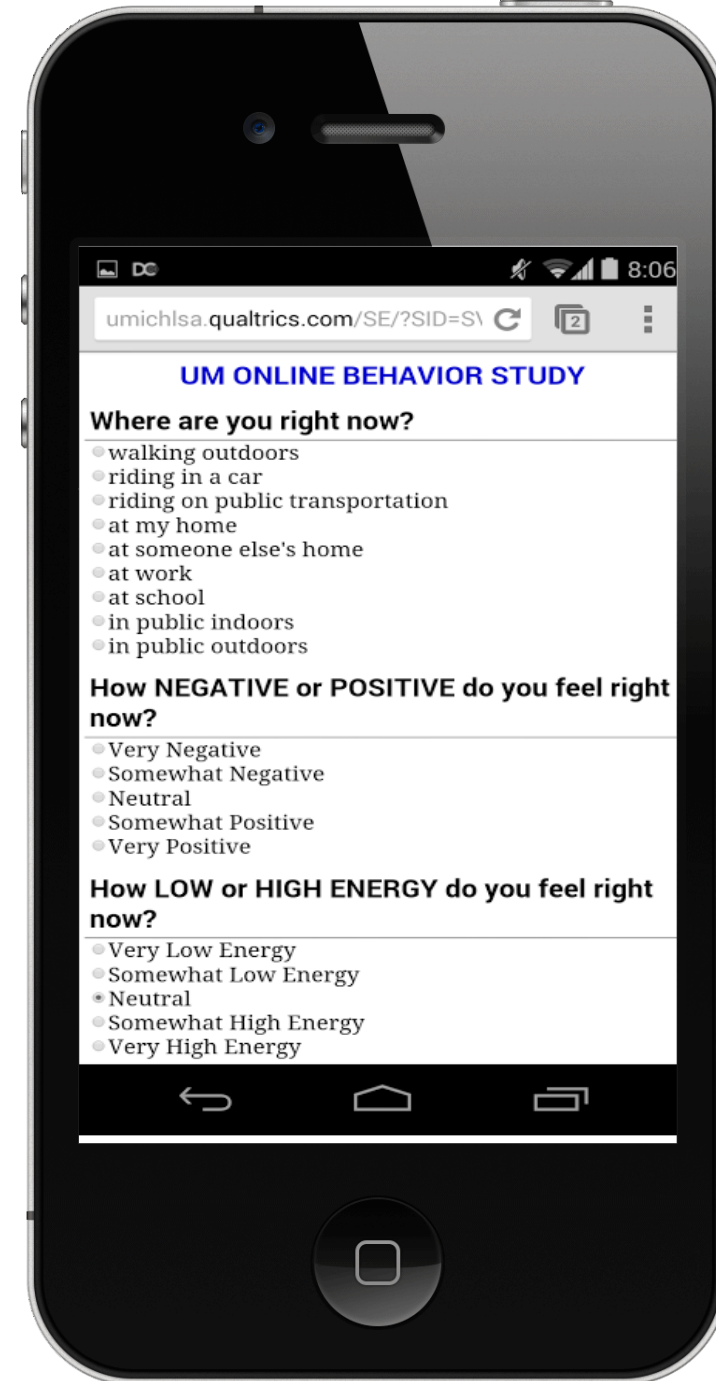


EXPERIENCE SAMPLING METHOD

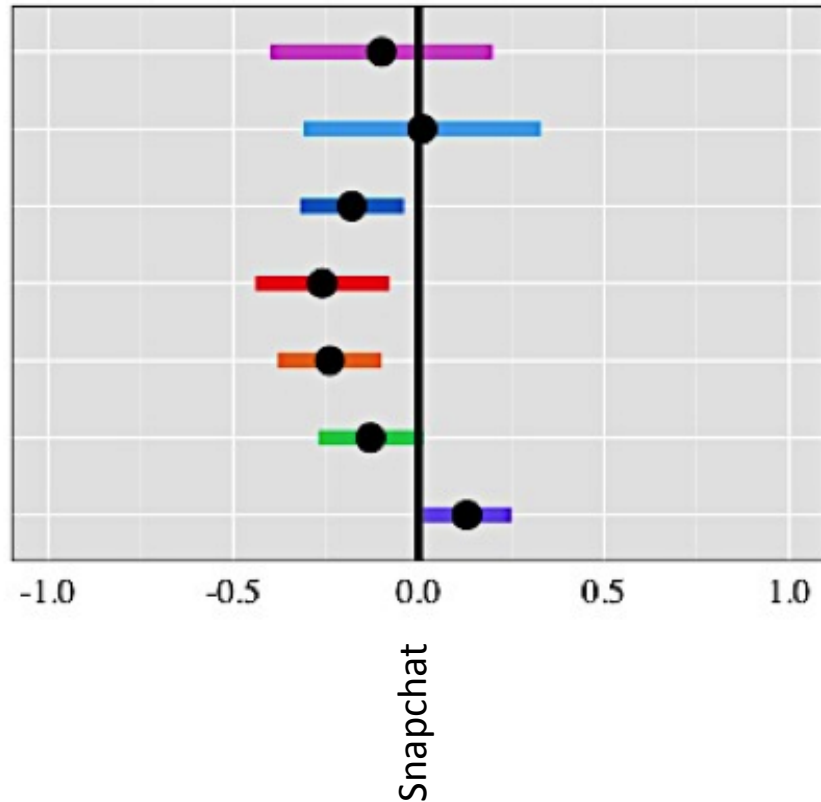
- UM undergraduates (n=154)
- 6 text msgs/day for 2 weeks (n=11,215 completed)
- Compensated \$.50 for each survey plus \$1.50 for completing six surveys in a day

Text messages asked:

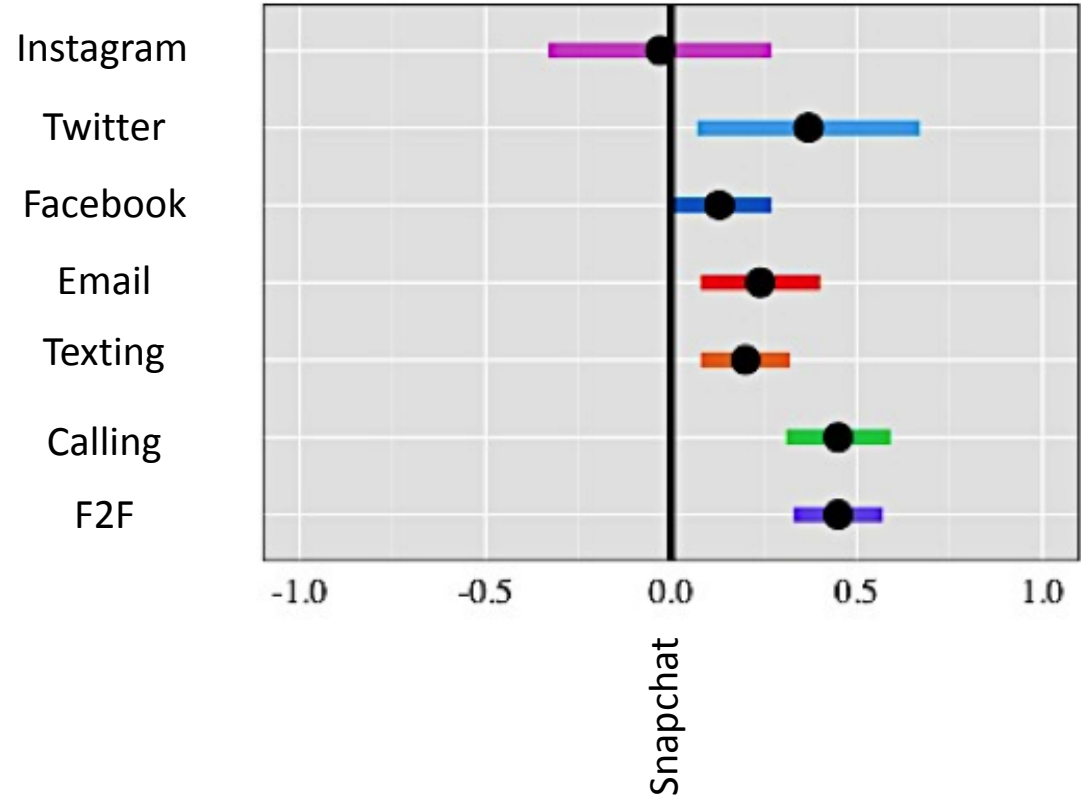
- how they felt at the moment
- last interaction (channel, closeness to interaction partner, valence, supportiveness)



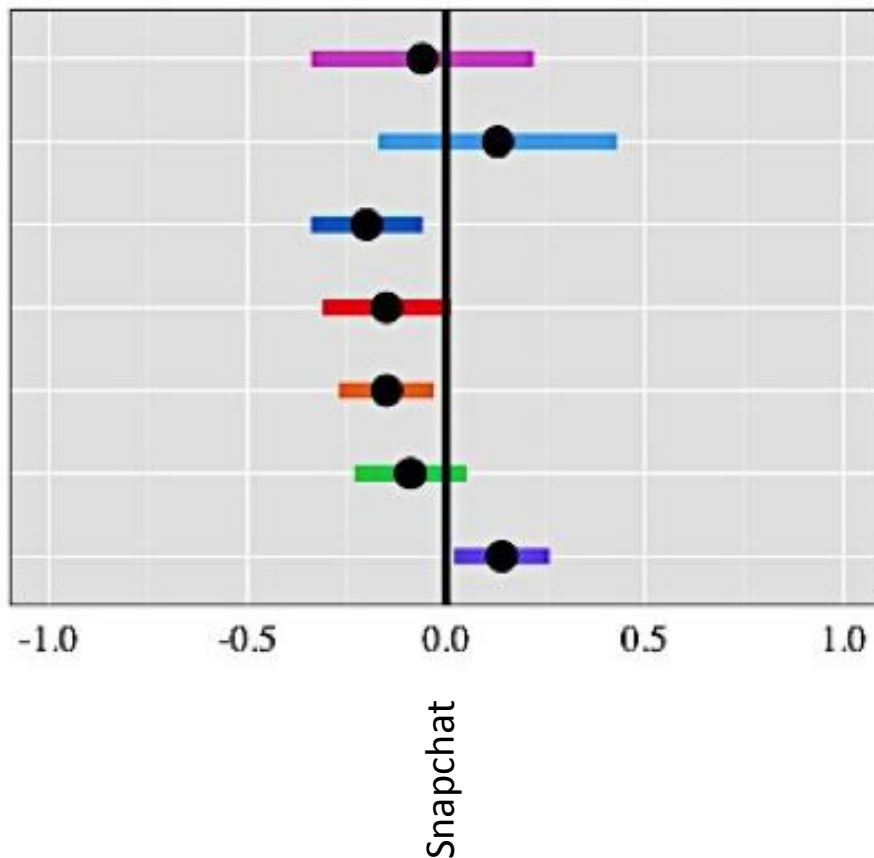
HOW ENJOYABLE IS SNAPCHAT?



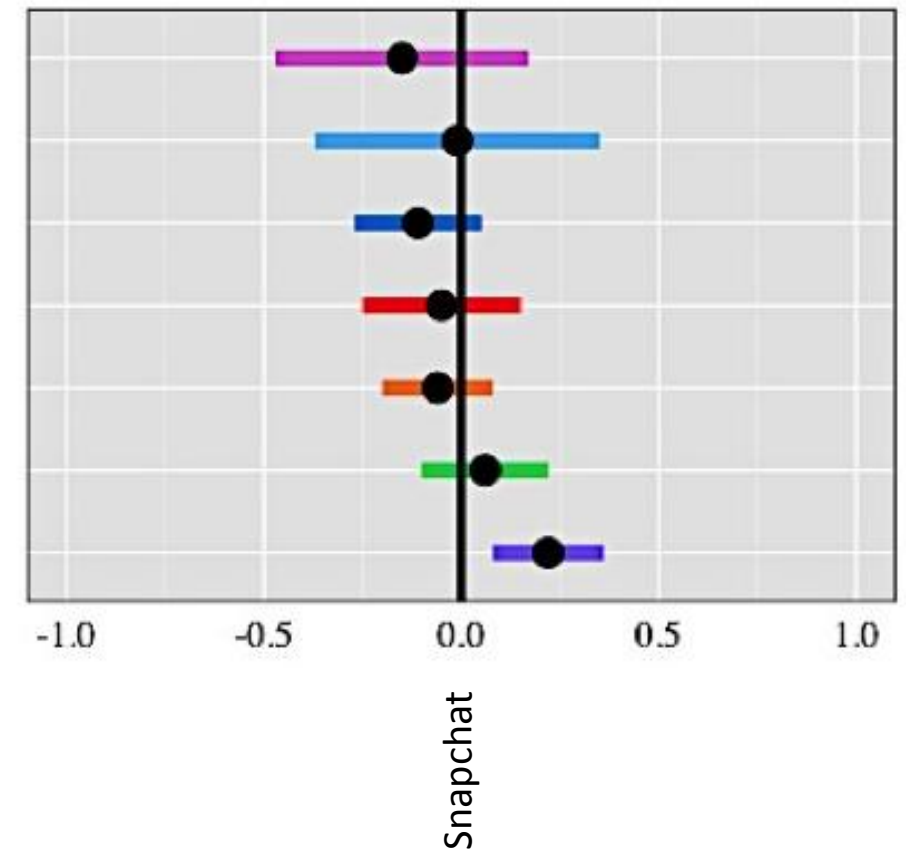
HOW SUPPORTIVE IS SNAPCHAT?



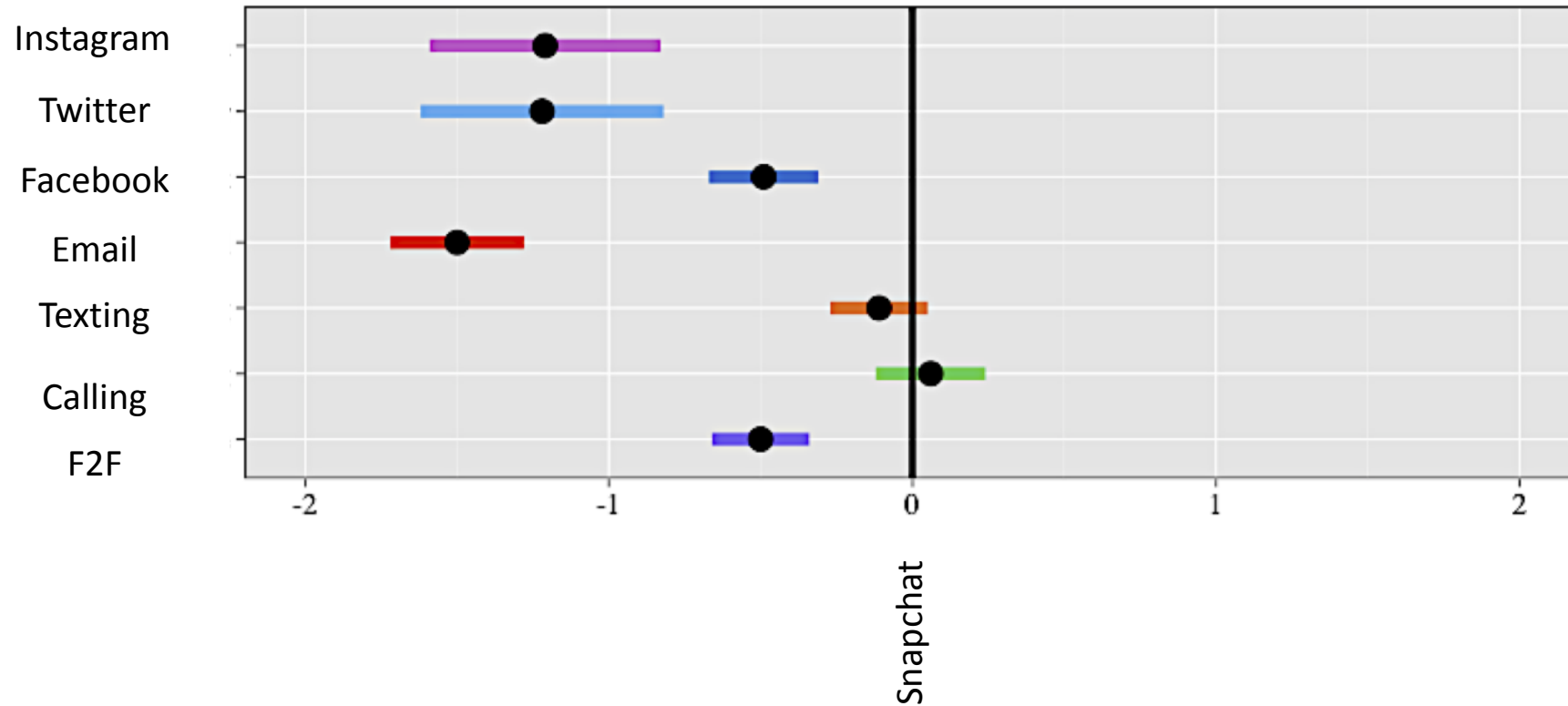
HOW POSITIVE OR NEGATIVE IS SNAPCHAT?



HOW HIGH OR LOW ENERGY IS SNAPCHAT?



HOW CLOSE ARE SNAPCHAT FRIENDS?



↑ TIE STRENGTH

↑ ENJOYABLE



EPHEMERALITY

PERSISTENCE

↓ SUPPORTIVE

THEME 2:

CONTEXT AND ENVIRONMENT

Bayer, J., Ellison, N., Schoenebeck, S., Brady, E., & Falk, E. B. (2017). Facebook in context (s): Measuring emotional responses across time and space. *new media & society*.



HEALTH

Being On Facebook Can Actually Make Us Happier



You May Like

Locate Anyone By Entering Their Name (Brace Yourself)

by [www.peoplewhiz.com](#) | Sponsored

[Gallery] Sam Elliott 'She Was The Love Of My Life'

by [RedTigerz](#) | Sponsored

This Is the One City Anthony Bourdain Says He Could Live in...

by [TIME](#)

Kate Spade's Former Publicist Says the Designer 'Isolated...'

by [People](#)

Science Explains How Facebook Makes You Sad

Scrolling through your news feed every day isn't a good idea.



By [Amy Morin](#) Author, '13 Things Mentally Strong People Don't Do' [@AmyMorinLCSW](#)



The Danish study used a relatively small sample size of 1,095 people ([Getty](#))

Report recommends those suffering envy should quit social media

Personal Tech

Official science we knew all along: Facebook makes you sad :-(

Academics find that no amount of Likes are ever enough

By [Kieren McCarthy](#) in [San Francisco](#) 12 Apr 2017 at 05:02 55 SHARE



Facebook lurking makes you miserable, says study

By [Sean Coughlan](#)
Education correspondent

22 December 2016

Share



LIVING

Facebook makes you as happy as getting married or having kids

By [Jackie Salo](#)

September 6, 2016 | 2:35am



TEMPORALITY MEASURE

how a person feels
immediately after they post to
Facebook and their mood two
weeks later



SPATIAL MEASURE

capturing location at time of
posting as at home or away
from home

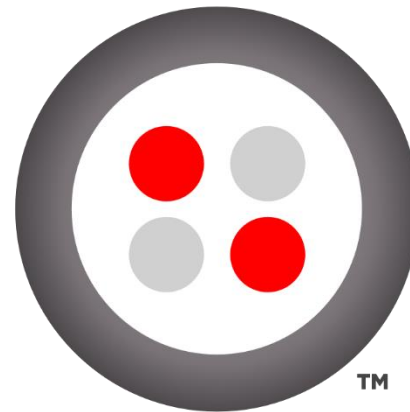


REAL-TIME FACEBOOK USE

- Use Facebook API + Twilio text messaging service
- Algorithm sent some surveys within 10 minutes after a Facebook post
- Other surveys not triggered by Facebook use
- Surveys avoided class, work, and sleep time



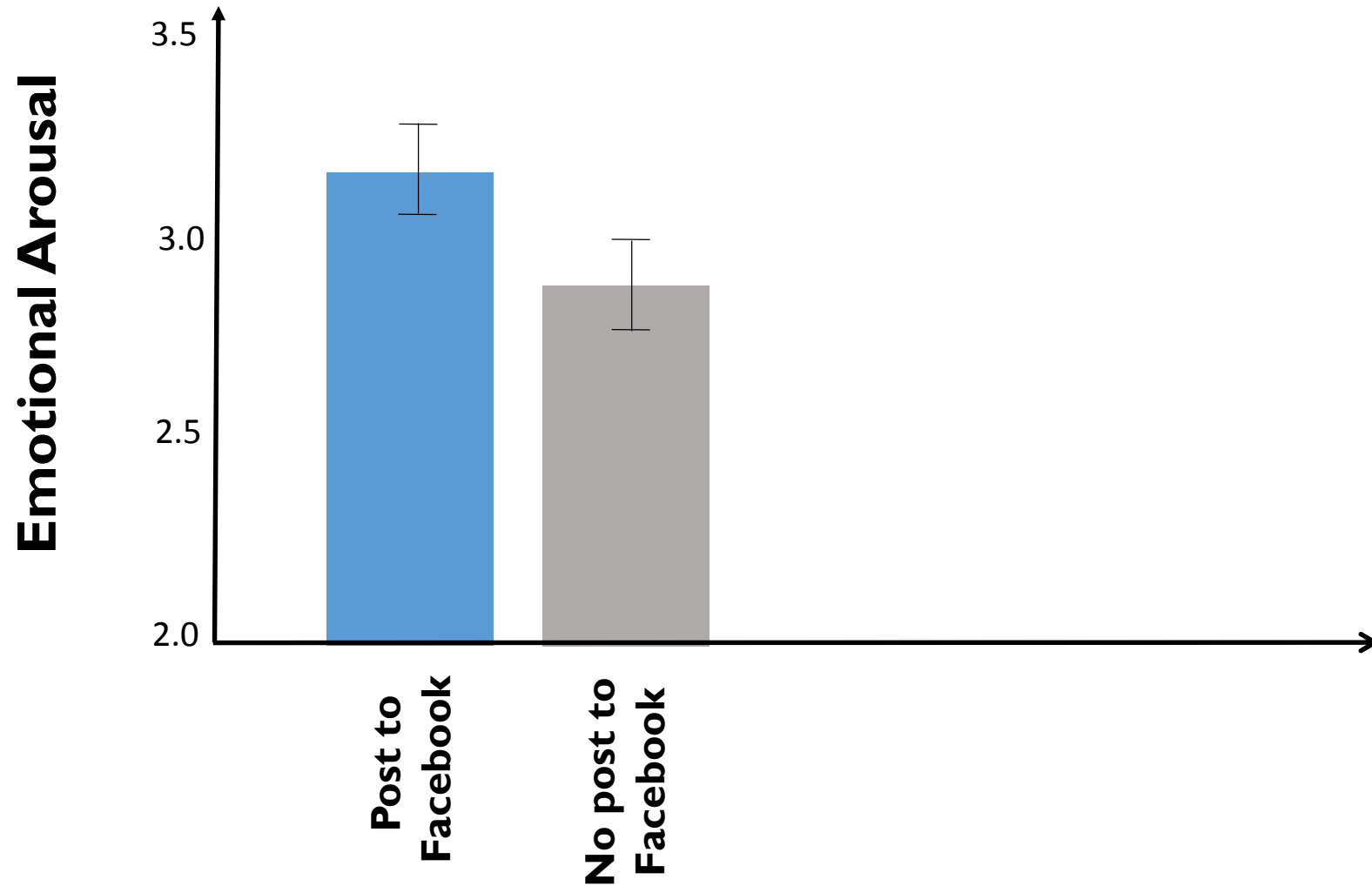
+



twilio

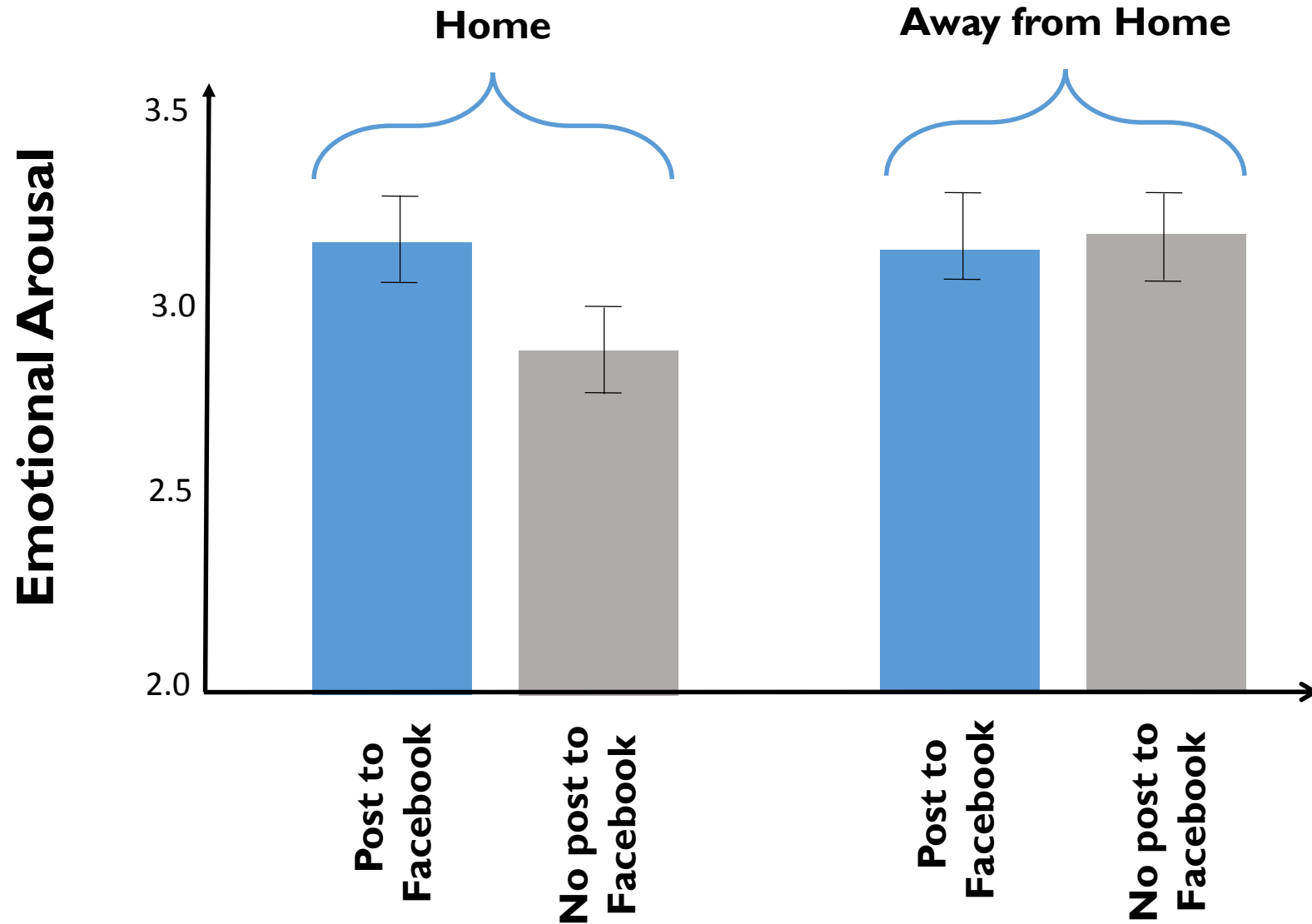
TEMPORAL EFFECTS

Mood, up to 10 minutes after posting to Facebook



SPATIAL EFFECTS

Mood, up to 10 minutes after posting to Facebook



THEORY DEVELOPMENT



TEMPORALITY

MOBILITY

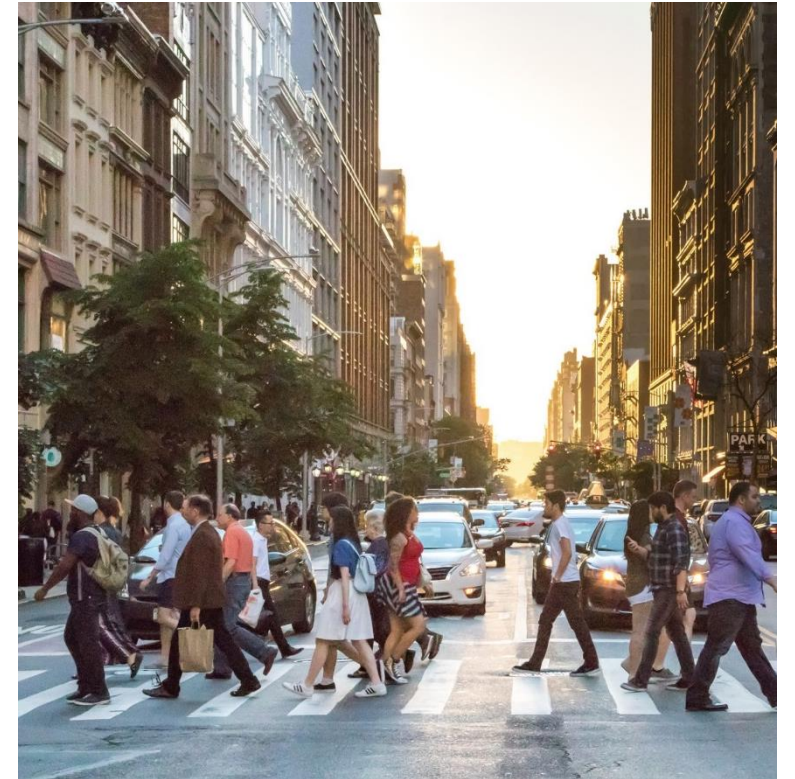
LOCATION

POPULATION DENSITY

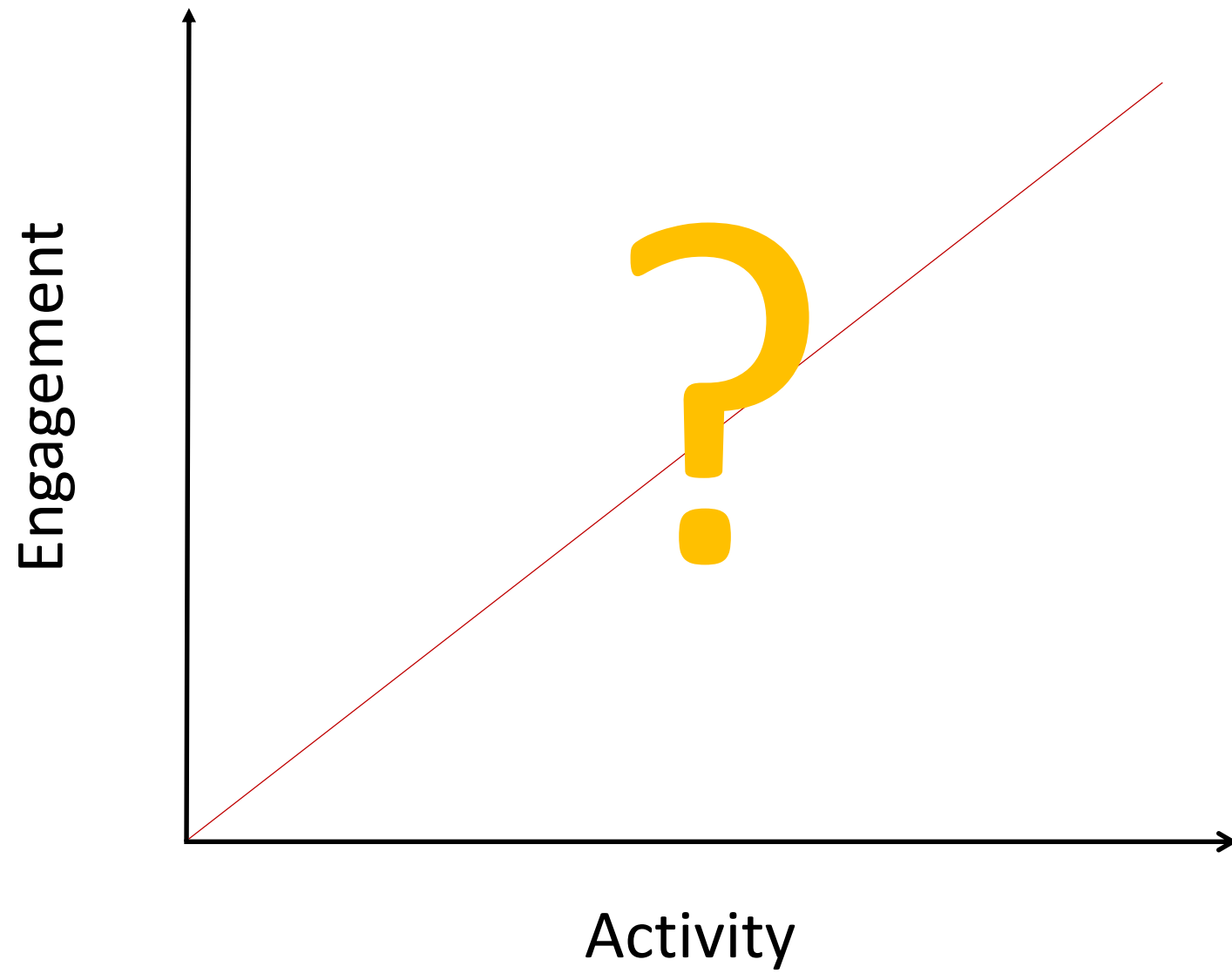
WEATHER

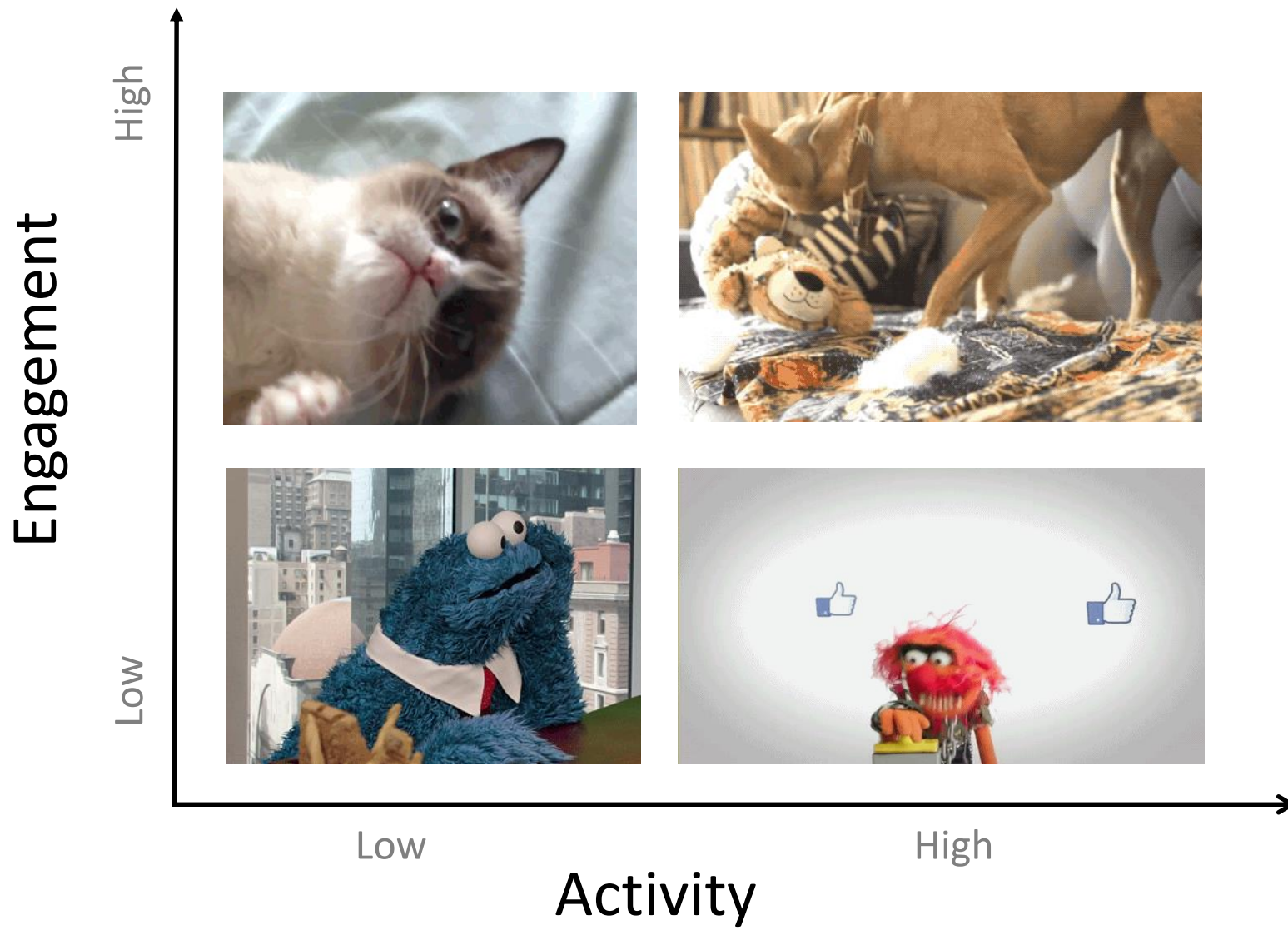
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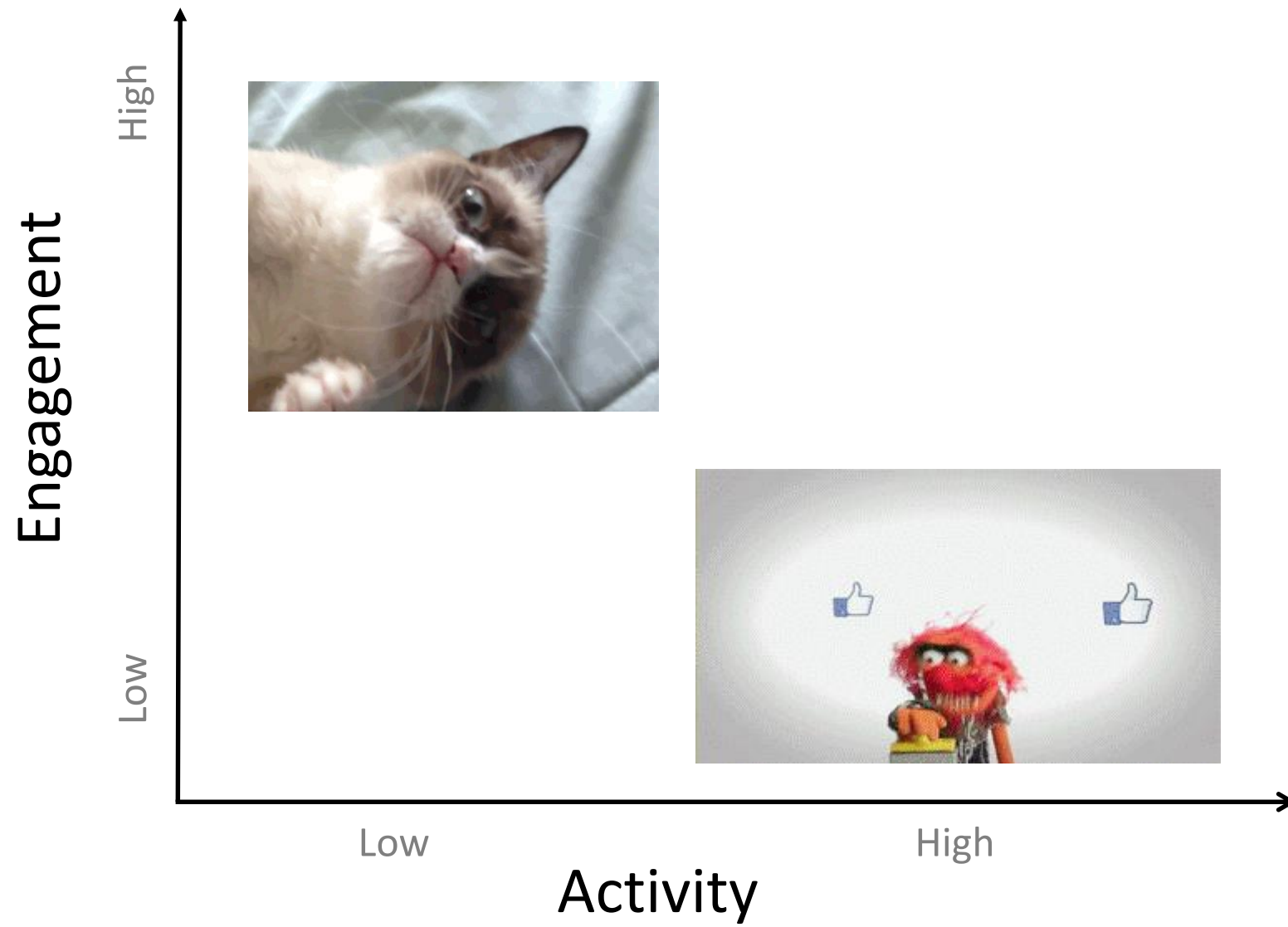
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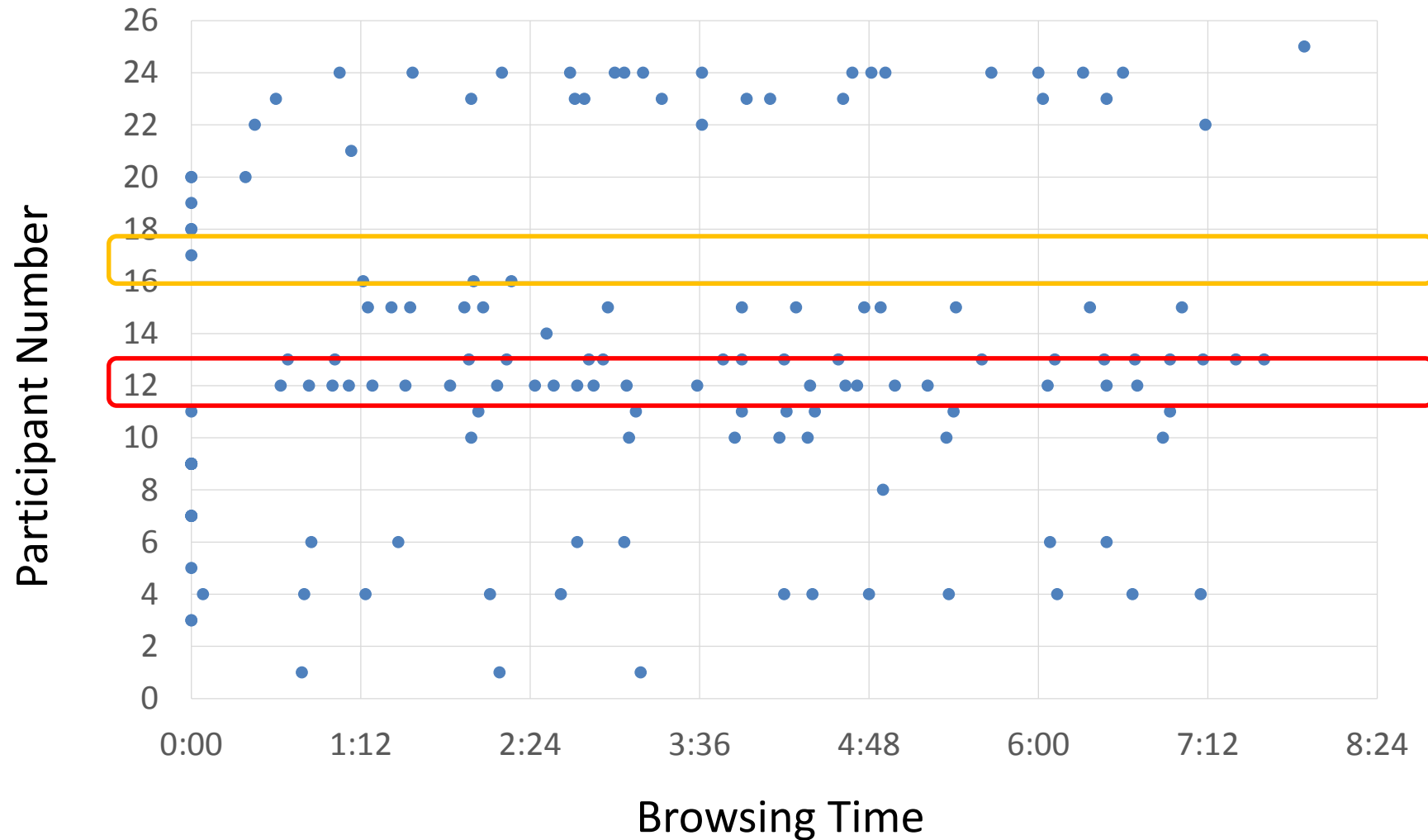
THEME 3: ACTIVITY AND ENGAGEMENT







PARTICIPANT REACTIONS DURING 7 MINUTE BROWSING SESSION



UMSI Social Media Research Lab

Closed Group

About

Discussion

Members

Events

Videos

Photos

Manage Group

Search this group

Shortcuts

- HCI Parents
- Living Online Lab
- Academic mamas
- UMSI Social Media Res...
- CHI Meta
- The UMSI Staff and...
- CSCW Meta
- ACM SIGCHI Research...

Write a comment...

Nicole Ellison is with Cliff Lampe.
10 hrs · Add Topics

Congrats again Cliff!!! You don't look 50 at all!



Cliff Lampe elected to ACM SIGCHI Executive Committee

"SIGCHI is an organization that promotes research and education into the many different bra... See More

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

RECENT GROUP PHOTOS

See All



Suggested Groups

See All

A2 STEAM @ Northside PTSO
183 members

+ Join

Ann Arbor Gardening
132 members

+ Join

CVHS 09 REUNION
108 members

+ Join

YOUR PAGES

SEE ALL

- icwsm
- CSCW
- CHI 2010
- CONTACTS
- Andrea Forte
- Cliff Lampe
- Nicole Ellison
- Eric Gilbert
- Diep Trieu
- Nazanin Andalibi
- Lindsay Blackwell
- Jill Dimond
- Casey Pierce
- Carol Moser
- Casey Fiesler
- Harmanpreet Kaur
- Mary Beth Lampe
- Eszter Hargittai
- Tawfiq Amman

GROUP CONVERSATIONS

Turn on chat to see who's available.

Search

UMSI Social Media Research Lab

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Like




Comment

Nazanin Andalibi, Carol Moser and 3 others

Seen by 16

Cliff Lampe

Well, to be fair that's a crazy old picture now.




A2 STEAM @ Northside PTSO
183 members

+ Join


Suggested Groups

See All




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hOur Exchange Ypsilanti - Message Board

+ Join

YOUR PAGES

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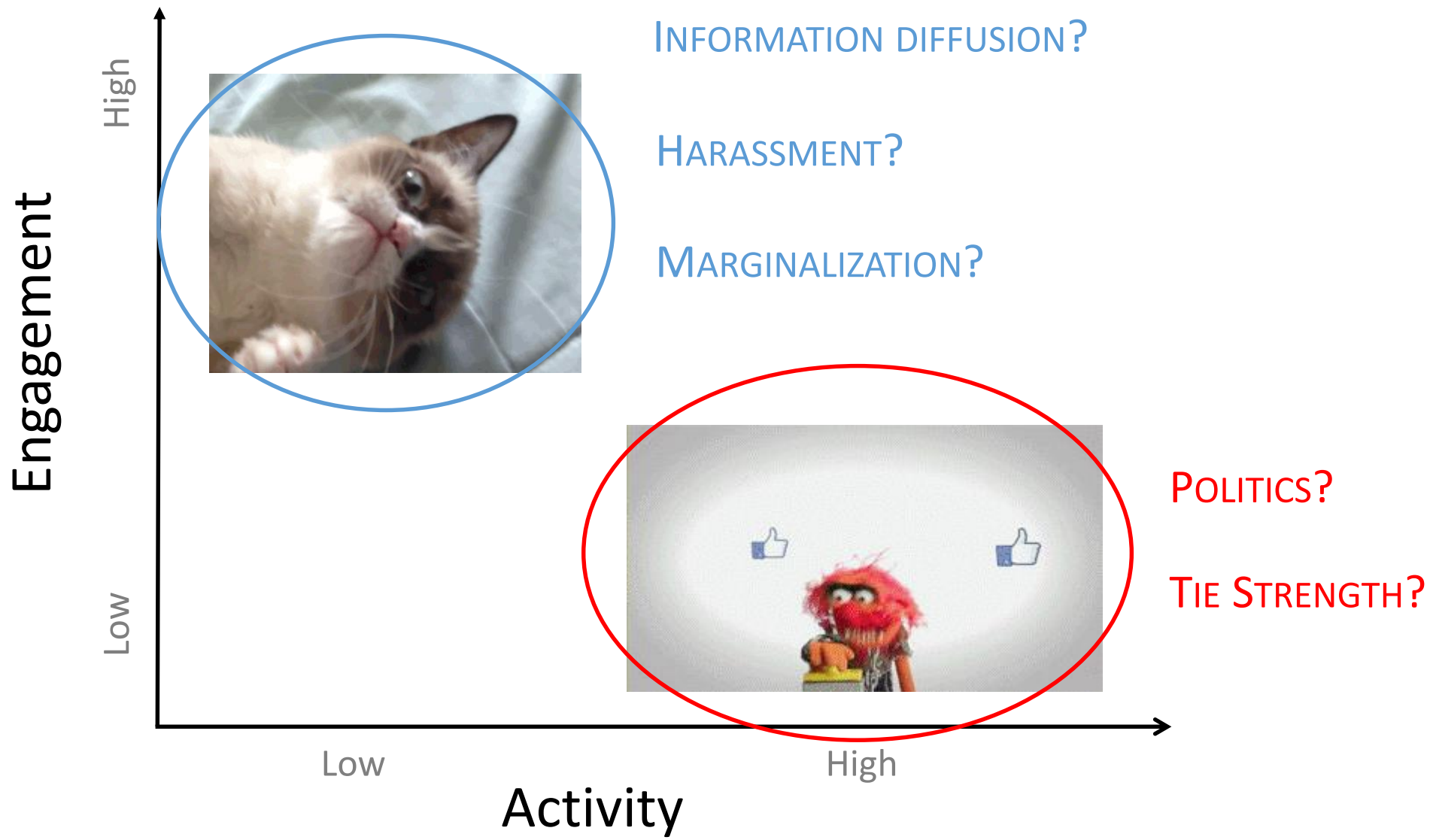
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GROUP CONVERSATIONS

Turn on chat to see who's available.

Search



**OUR NEXT DECADE:
GRAND CHALLENGES AND
PROVOCATIONS**

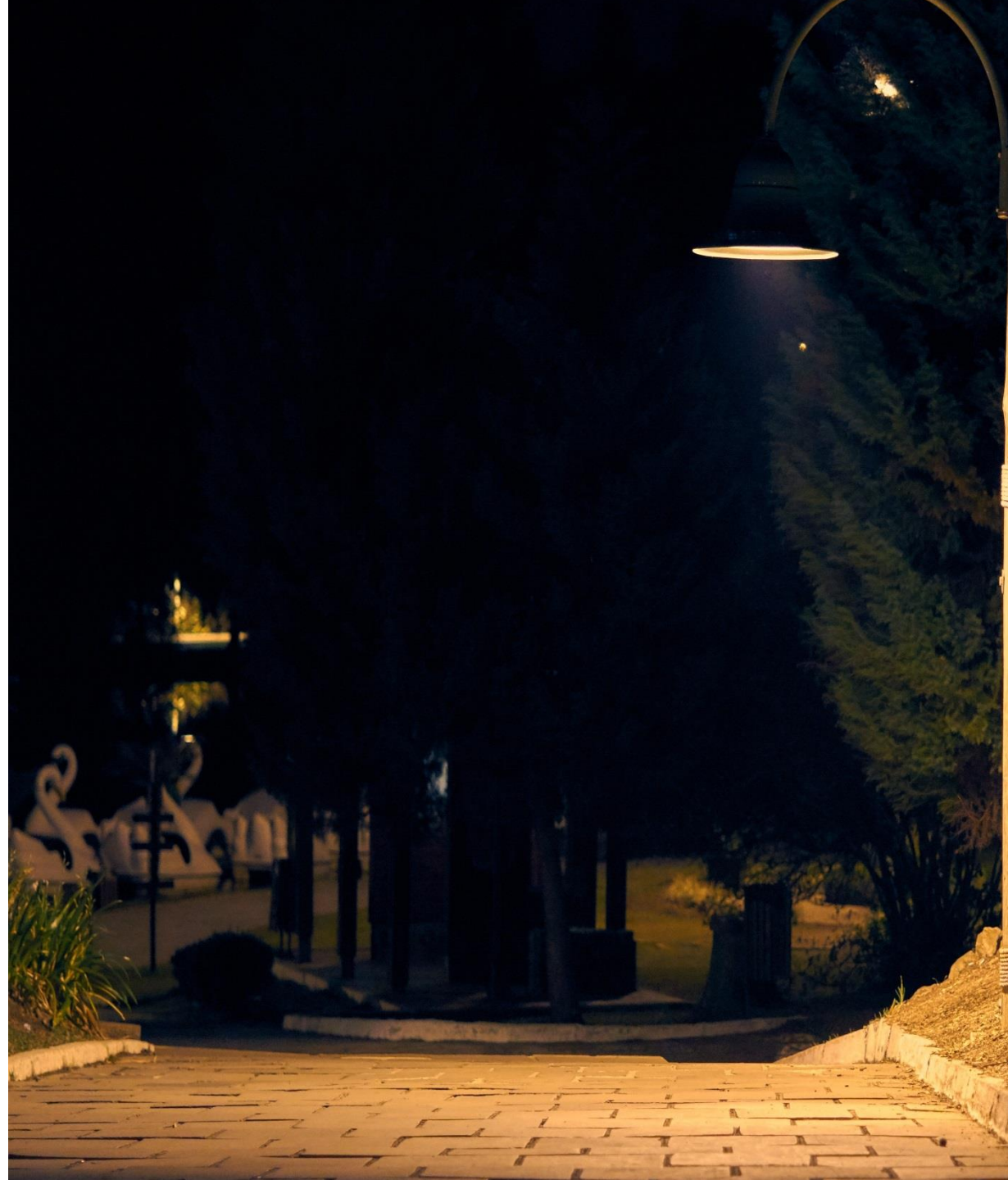
CHALLENGE #1: CAPTURING THE CONTEXT OF SOCIAL MEDIA USE



CHALLENGE #2: ARE WE ASKING THE RIGHT QUESTIONS?

“There is a story of a drunkard searching under a street lamp for his house key, which he had dropped some distance away. Asked why he didn't look where he had dropped it, he replied, “It’s lighter here!””

(Kaplan ,1964)



CHALLENGE #3: THEORY DEVELOPMENT



ACKNOWLEDGEMENTS

COLLABORATORS Nicole Ellison, Penny Trieu, Colin Chen, Yu-Yin Shen, Jill Davidson, Joe Bayer, Emily Falk, Erin Brady

STAFF UMSI Research, Finance, and Human Resources (who make getting research done so much easier and more enjoyable)

FUNDING NSF #1552503, #1318143, UM MCubed



DISCUSSION

THEME #1: PERSISTENCE AND EPHEMERALITY

THEME #2: CONTEXT AND ENVIRONMENT

THEME #3: ACTIVITY AND ENGAGEMENT

CHALLENGE #1: CAPTURING THE CONTEXT OF SOCIAL MEDIA USE

CHALLENGE #2: ARE WE ASKING THE RIGHT QUESTIONS?

CHALLENGE #3: THEORY DEVELOPMENT