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 affordances (perceived utilities) provided by site features. From prior work, SNS affordances are:
- Visibility
- Editability
- Persistence
- Association

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.

Part 1 - Desired Affordances

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

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 know in-person first
   - Family
   - Professional Connections
   - People you met online
   - People you don’t know at all
   - Other

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

How would you select the people with whom you would share the post?
- Specific individuals relevant for this scenario
- A predefined, custom list of people from your social network
- Everyone in your social network
- Public
- Other

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

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

Feature Vectors for Model

Methods

Results

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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