

A background image showing a computer lab with several students sitting at desks, working on computers. The image is slightly faded and serves as a backdrop for the text.

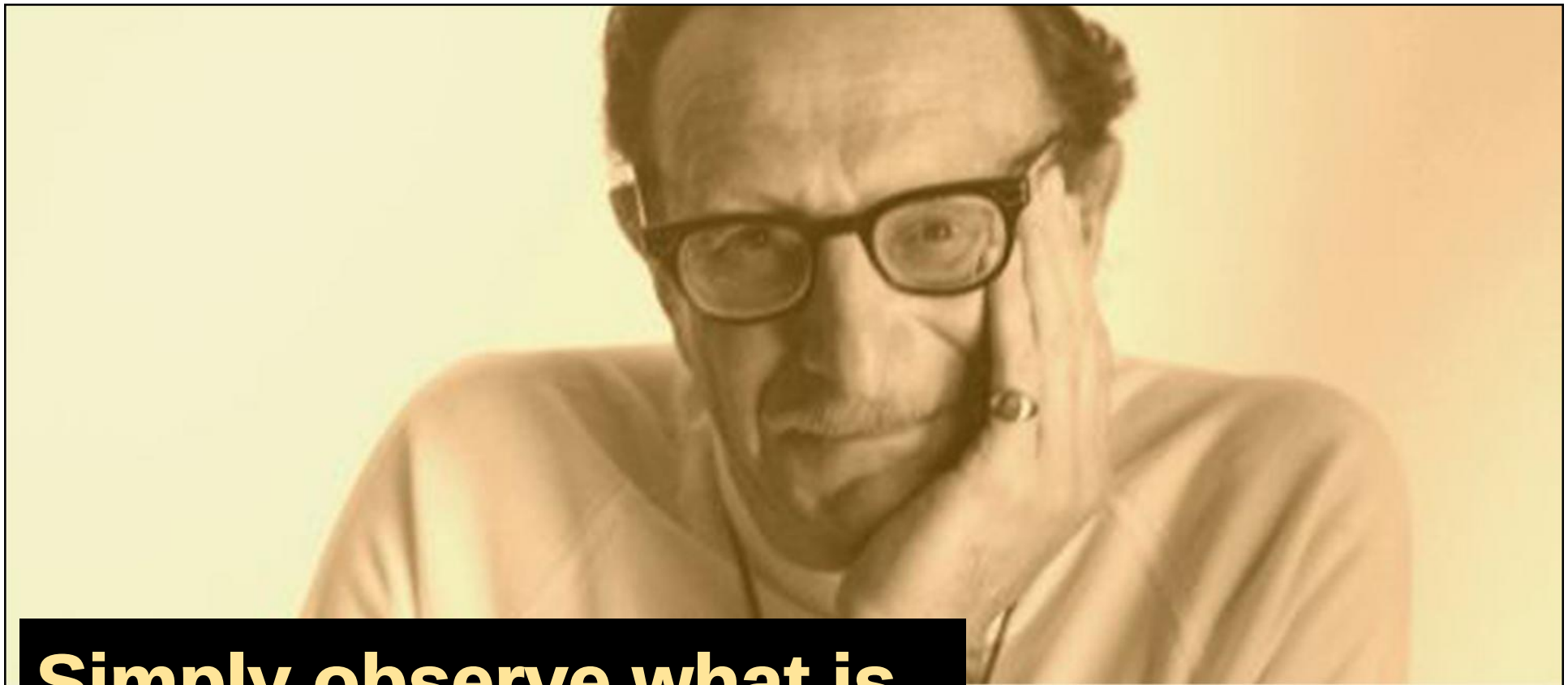
What is in it for them?

**Insights into social media users'
online sharing behavior**

**by
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**Why am I doing
this?**

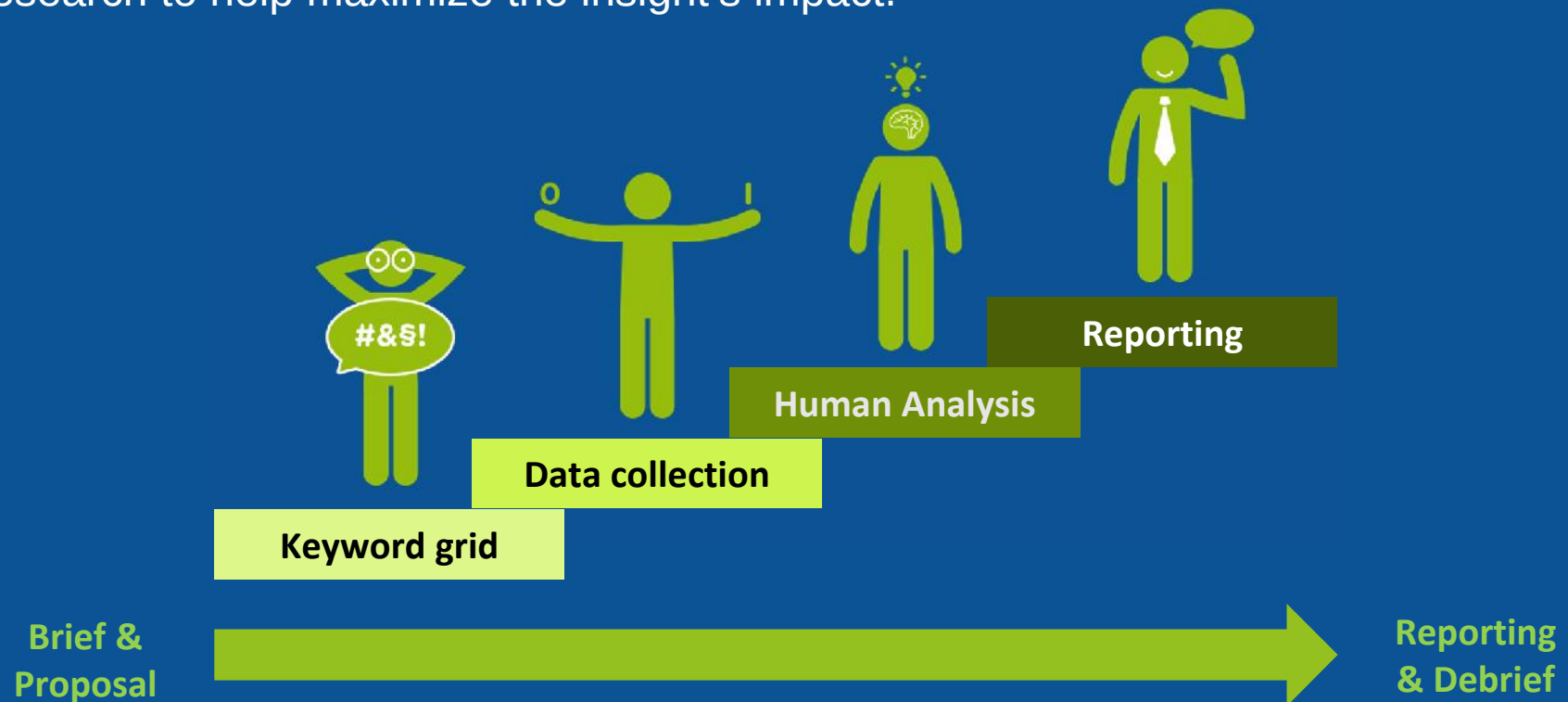


**Simply observe what is
being communicated.**

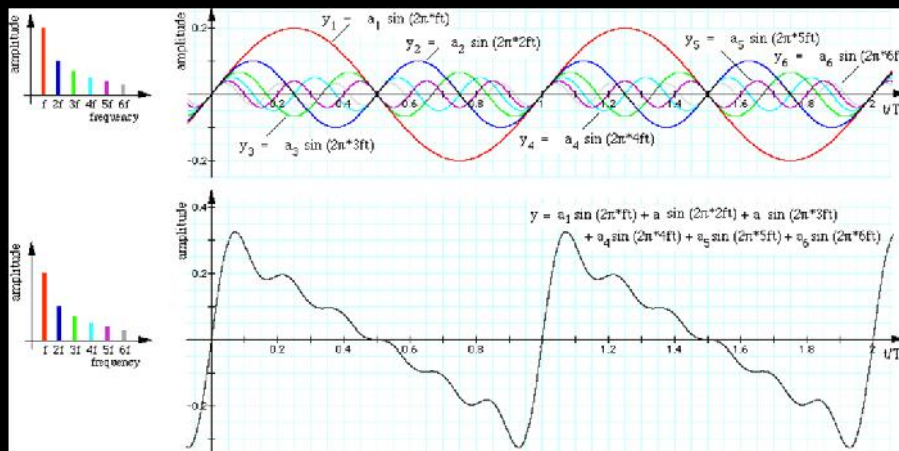
*Eric Berne M. D.
psychotherapist,
1910-1970*

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amplitude
period
frequency
wavelength...



Concert Review: Conductor Jakub Hrůša Makes an Energetic Debut with the Boston Symphony Orchestra

OCTOBER 17, 2016 — [LEAVE A COMMENT](#)

All in all this was a fascinating program conducted by someone that the BSO will hopefully put (firmly) into their rotation of distinguished guest conductors.



Jakub Hrůša leads the Boston Symphony Orchestra in his debut with the ensemble. Photo: Hilary Scott.



HOW PEOPLE SHARE

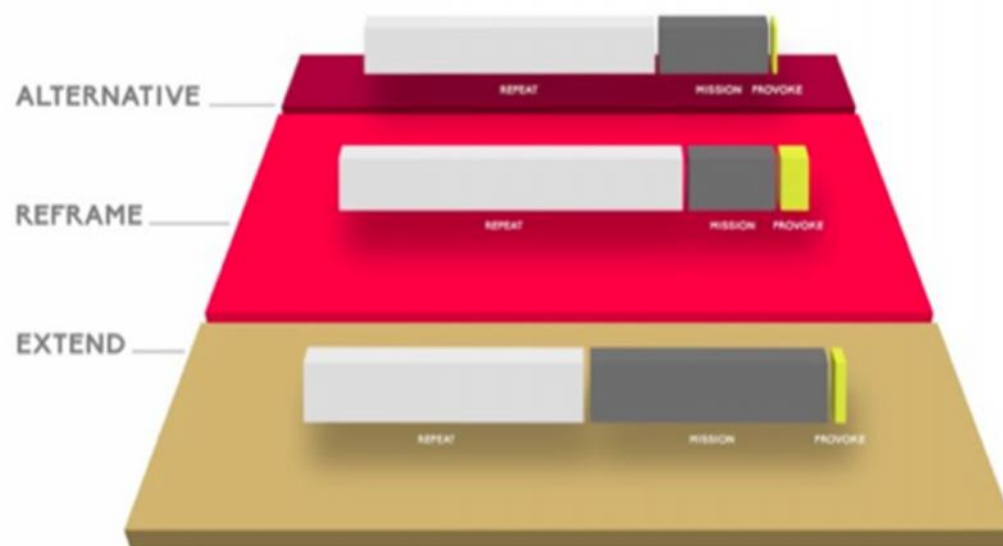
People exhibit three distinct sharing behaviours when using social media:

Repeat: The posted message contains the title and the URL link to the article. The message does not contain any personal comment or interpretation.

Mission: Users' individual interpretations frame the cited articles. They operationalize the article towards their own objectives.

Provoke: Articles are shared with the intent to hurt and humiliate users holding views opposed by the poster.

"Repeat" (the white bar) is the most widespread behaviour across all sections. Its dominance increases in the Reframe and Alternative sections of the Media Map.



[Click here to jump to the detailed analysis](#)



By sharing, people seek community & identity



- Our analysis indicates that the quest for belonging is a strong motivational driver of user behaviour. Users of social media form tribal communities differentiated by topics, attitudes and patterns of sharing to enter a symbolic relationship with publications.
- **This behaviour is most evident around sources of the Reframe and Alternative sections of the Media Map.** Polarizing and controversial content (such as anti-homosexual, anti-migrant or anti-elite narratives) has the capacity to self-reflexively enable the individual user to stand out. The act of sharing becomes a performative, compensating display of identity.
- The quest to strengthen identity, belonging and self-worth indicates that participating users experience a sense of insecurity and emotional distress in their everyday life.



Sharing a post moves and amplifies content

- Social media networks, especially Facebook and Twitter, are the persistent layer of information dissemination. These sites host the public's discourse and are the venues where people share and encounter news content.
- **The study found that social media users form a symbolic relationship with publications aligned with their views and opinions.** The media source publishes content that resonates with the audience, while members of the audience take it upon themselves to amplify the publications' impact. They do this by sharing its content to their friends and followers.
- This relationship is mutually beneficial for publication and the audience, as the boosted voice of the publication substantiates the audiences' sense of self-worth and identity: "My opinion is that of many."







The gain must remain.

**I hope this
was useful.
Thank you
for the
attention.**

Kristof Varga

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