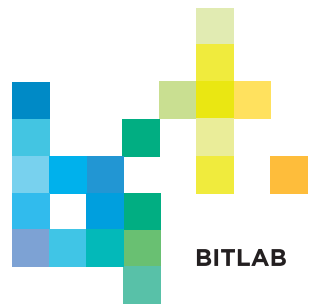
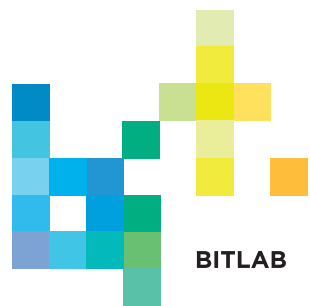


The Gap Between Producer Intentions and Consumer Behavior in Social Media

Emilee Rader, Alcides Velasquez,
Kayla D. Hales, Helen Kwok
Michigan State University
bitlab.cas.msu.edu



Users of Facebook are PRODUCERS and
CONSUMERS of posts in the News Feed



BITLAB

BEHAVIOR INFORMATION TECHNOLOGY

MICHIGAN STATE
UNIVERSITY



Emilee Rader

FAVORITES

News Feed

Messages

Photos

Events

GROUPS

Women in CSCW/Social ...

Researchers of the... 19

CHI Women 20+

BITLab

Create Group...

APPS

App Center

Games Feed 20+

PAGES

Like Pages

MORE ▾

Update Status Add Photo / Video

What's on your mind?

SORT: MOST RECENT ▾



Nice use of The Doors "Riders in the Storm" as a radio button on WNYC. Made me smile :)

Like · Comment · 6 minutes ago near New York, NY ·



Write a comment...

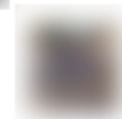


Please pray for my sister [redacted] and her family in CT. They are safe but a tree came through their roof last night. Lost power and water. Waiting for an update from her but I know they will have a long road with cleanup, insurance...

Like · Comment · 8 minutes ago ·

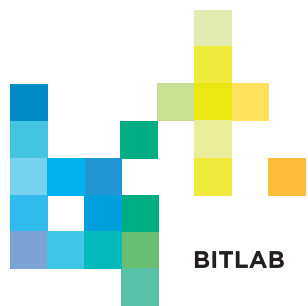


[redacted] and 4 other friends posted about Hurricane Sandy.

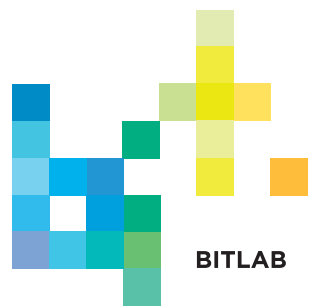


Hurricane update: All is well. The lights flickered a few times last night (or I was having mini blackouts), but no loss of power/internet. I live on a big hill, so no flooding. I do have my work laptop, so I can still get work done (i.e., get paid). Thankfully Hurricane Sandy in NYC was definitely not as bad as what I experienced with Hurricane Ike in Houston, in 2008. That hurricane was crazy, so things could've been much worse.

Like · Comment · 3 · 22 minutes ago near New York, NY ·



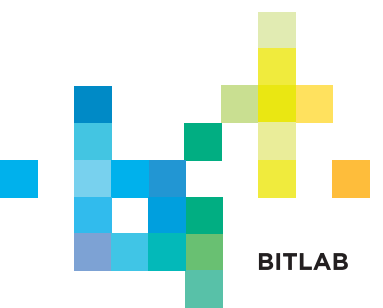
How does **consumer behavior**
line up with **producer intent**?



BITLAB

BEHAVIOR INFORMATION TECHNOLOGY

MICHIGAN STATE
UNIVERSITY



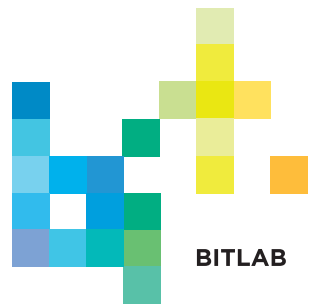
BITLAB

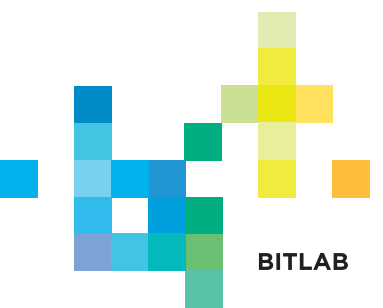
BEHAVIOR INFORMATION TECHNOLOGY

MICHIGAN STATE

U N I V E R S I T Y

P11: "I put [a post] on just so people would know we made it to [destination] safely... So this was in part for the people who live out there, this was in part as a shout-out to my wife for doing part of the driving, but for mostly just so people knew that we got there safely."





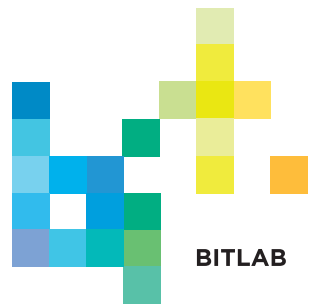
BITLAB

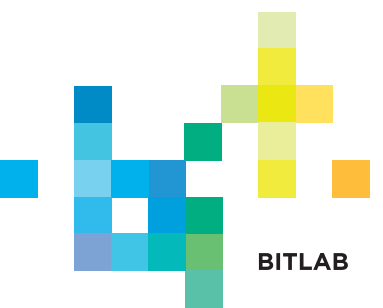
BEHAVIOR INFORMATION TECHNOLOGY

MICHIGAN STATE

U N I V E R S I T Y

P4: "I've got over a thousand friends on Facebook. But I'm of course closer to some of them than others. So, I'm going to scroll through and find the people who mean the most to me and see what their updates are."





BITLAB

BEHAVIOR INFORMATION TECHNOLOGY

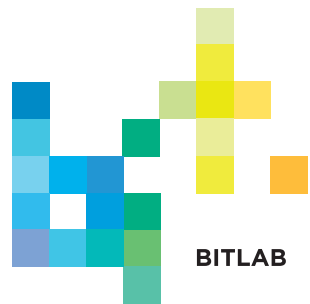
MICHIGAN STATE

U N I V E R S I T Y

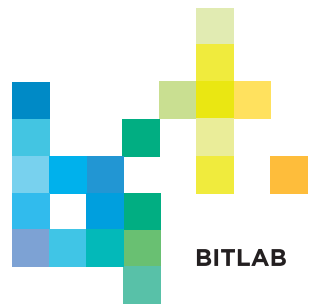
P5: "So I was watching a cartoon in the morning... That's one of my favorites, and I know that other people like it so I posted a quote."

I: "Who did you expect to notice"?

P5: "I mean I knew my brother would see it. I don't really know... other people that watch cartoons or maybe my friends that usually read my wall."

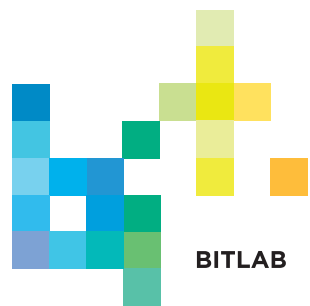


SIDE EFFECTS of the gap:
"Facebook creeping", "vaguebooking"



In other words, visiting the FB newsfeed is all about **reading posts that were meant for somebody else.**

The gap is what makes this work...





Emilee Rader shared a link via

December 1, 2011

Man, I love this site. Particularly when I need to laugh so hard I almost pee myself. Via



Damn You Auto Correct! » The 25 Funniest Autocorrects Of DYAC's First Year
damnyouautocorrect.com

Funny auto correct text fails and horror stories.

Like · Comment · Share

2 4 1



and / like this.



OMG, I've got tears streaming down my face and I can hardly breathe for laughing. That. Was. Awesome!

December 2, 2011 at 12:17am · Like



I spent an evening on there reading this week and was in tears! Gotta love auto correct!!!!

December 2, 2011 at 6:30am · Like



fantastic, I am crying now and my kid wants to know what is wrong with me. My friends daughter texted Miss Leanne and got autocorrected to "meanness" the other day.

December 2, 2011 at 8:27am · Like

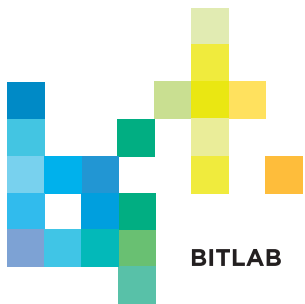


That. Was. Hilarious!!!

December 2, 2011 at 2:45pm · Like

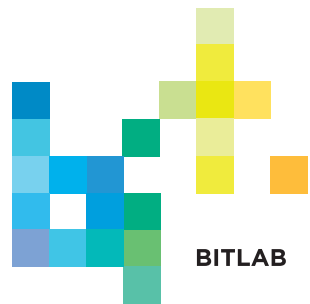


Write a comment...



How might this dynamic be a little different?

New FB audience mechanisms...
it's a LOT MORE COMPLICATED!



Update Status Add Photo / Video

What's on your mind?



Friends

Post

- ★ Close Friends
- Carnegie Mellon University
- Motorola
- Lansing Area
- Northwestern University
- University of Wisconsin-Madison
- news feed recruiting
- Michigan State University
- Saint Charles East High School
- University of Michigan

This story is now hidden from your News Feed. [Unhide](#)
[Change what updates you get from](#)

How many updates?

All Updates

✓ Most Updates

Only Important

What types of updates?

✓ Life Events

✓ Status Updates

✓ Photos

✓ Games

✓ Comments and Likes

✓ Music and Videos

✓ Other Activity

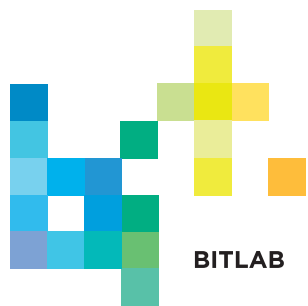
Unsubscribe

Follow Post

Hide...

Report Story or Spam

Write a comment...

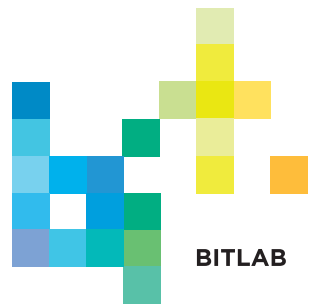


BITLAB BEHAVIOR INFORMATION TECHNOLOGY

MICHIGAN STATE
UNIVERSITY

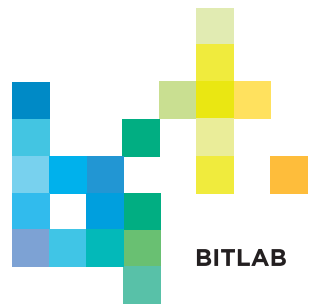
Next steps:

- How do people make inferences about who is in their audience?
- Analyze production and consumption of the SAME status post...



Thank You!

Emilee Rader, Alcides Velasquez,
Kayla D. Hales, Helen Kwok
Michigan State University
bitlab.cas.msu.edu

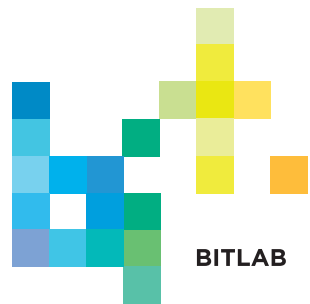


BITLAB

BEHAVIOR INFORMATION TECHNOLOGY

MICHIGAN STATE
UNIVERSITY

- 15 semi-structured phone interviews + screen sharing (5 men, 10 women), May-July 2011
- Adult users of Facebook with at least 100 Facebook friends (M=526, Mdn=454, range=182 to 1158)
- Posted at least once per week, on average
- Questions about specific posts or comments for which the participant was a producer or consumer



<i>Reasons for Producing:</i>	<i>Reasons for Paying Attention:</i>			<i>Intended Audience:</i>
	SIGNAL	PERSON	INFO	
Share personal info		X		Friends/family who keep “up to date”; others interested in my life*
Share content		X	X	Anyone who finds the content interesting*
Conversation	X	X		People I want to talk to, primarily friends and family
Send a message		X		Specific friends and/or family members
Make a request	X	X		Anyone who can help or answer the question*

