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ιʔγϟϧϝσΟΞ্ͷίϛϡχςΟܗ੒ʹ

ରͯ͠ݸਓͷੑ͕֨༩͑ΔӨڹͷݚڀ

ࢦಋڭһ ࡔా Ұ࿠ ڭत

౦ژେֶ ޻ֶ෦ γεςϜ૑੒ֶՊC

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ରͯ͠ݸਓͷੑ͕֨༩͑ΔӨڹͷݚڀ

ཁࢫιʔγϟϧϝσΟΞ্ͷਓʑͷؔΘΓ߹͍͸ɼࠓޙ΋·͢·͢ൃల͠ଟ༷Խ͢ΔͰ͋Ζ͏ɽ ͦΜͳ࣌ྲྀͰɼιʔγϟϧϝσΟΞ্ͰͷਓͱͷؔΘΓͷੜΈग़͢ੜ࢈ੑ΍ޮ༻ΛΑΓΑ͍ ΋ͷʹ͢ΔͨΊʹ͸ɼਓʑ͕ͲͷΑ͏ͳϞνφʔγϣϯͰιʔγϟϧϝσΟΞ্Ͱίϛϡχ ςΟΛܗ੒͢Δ͔ɼͦͷϝΧχζϜͷ೺Ѳ͕ॏཁͰ͋Δɽຊ࿦จͰ͸ɼSNS ্ͷਓؒಉ࢜ͷ ͭͳ͕ΓʹӨڹΛٴ ̈́͢ཁҼΛʮ؀ڥཁҼʯɼʮͦͷ࣌఺Ͱͷݸਓͷײ৘΍ࢥ૝ʯɼʮݸਓͷੑ ֨ʯͷ̏఺ʹߜͬͨɽͦͷ͏ͪɼʮ؀ڥཁҼʯɼʮݸਓͷײ৘΍ࢥ૝ʯͷ̎ཁૉ͕ίϛϡχςΟ ܗ੒ʹ༩͑ΔӨڹ͸ɼHomophilyʢຽ଒ɼਓछͳͲͰɼࣅͨऀಉ͕࢜ू·Ζ͏ͱ͢Δ܏޲ʣ ΍ Echo Chamberʢࢥ૝ͷภΓʣͷݚڀ͔Βɼখ͘͞ͳ͍͜ͱ͕෼͔͍ͬͯΔɽ

ຊݚڀͰ͸ɼίϛϡχςΟͷܗ੒΍ͦͷ;Δ·͍ʹ͓͍ͯɼߏ੒һͷੑ͕֨ͲͷΑ͏ͳӨ ڹΛ༩͑Δ͔Λ෼ੳ͢ΔͨΊʹɼʮ؀ڥཁҼʯͱʮݸਓͷײ৘΍ࢥ૝ʯΛ౷੍ͨ͠ڞ௨ͷτ βοΫͷωοτϫʔΫΛ࡞੒ͨ͠ɽ͜ͷωοτϫʔΫΛ༻͍ɼੑ֨ਪఆϞσϧʹΑͬͯఆྔ తʹਪఆͨ͠ SNS Ϣʔβͷੑ֨ࢦඪ͕ɼHomophily ͳ܏޲Λ͔ࣔ͢ɼͦͯ͠ SNS ্ͷί ϛϡχςΟͷن໛΍׆ੑԽʹɼߏ੒һͷੑ֨ͷฏۉ஋΍͹Β͖͕ͭӨڹΛ༩͑Δͷ͔૬ؔ෼ ੳΛߦͬͨɽͦͷ݁Ռɼͨͱ͑͹Conscientiousnessʢ੣࣮ੑʣͱ͍͏ੑ֨͸ɼࣅͨਓͷํ͕ ஥ྑ͘ͳΓ΍͍͢ɼͱ͍͏ Homophily ͳ࡞༻͕͋Δ͜ͱ͕෼͔ͬͨɽ·ͨɼίϛϡχςΟ ͷ׆ੑԽͷͨΊͷੑ֨తͳ૬ੑͱͯ͠ɼEmotionalityʢ৘ಈੑʣͳͲͷਓͱͷ઀͠ํʹؔΘ Δੑ֨܏޲͸ͳΔ΂͘ࣅͨऀಉ࢜ͰɼSelf-efficacyʢࣗݾޮྗײʣͳͲͷࣗ෼ͷ͋Γํʹؔ ΘΔੑ֨܏޲͸ͳΔ΂͘ଟ༷ੑ͕͋ΔΑ͏ʹू·Δ͜ͱ͕ॏཁͰ͋Δ͜ͱΛࣔͨ͠ɽ

Ҏ্ΑΓɼੑ֨ͷ༩͑ΔιʔγϟϧϝσΟΞͷωοτϫʔΫμΠφϛΫε΁ͷӨڹΛௐ΂ Δ্Ͱɼຊݚڀͷ෼ੳͷθϨʔϜϫʔΫͷ༗ޮੑΛࣔͨ͠ɽ

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ୈ**1**ষ ং࿦

ਓʹ͸ͦΕͧΕಠࣗͷੑ͕֨͋Δɽཅؾͳਓͱແޱͳਓɽਆܦ࣭ͳਓͱಷײͳਓɽ͜ΕΒ ͷੑ֨͸؆୯ʹ͸มԽ͢Δ͜ͱ͸ͳ͘ɼਓ͕ͦΕͧΕ΋ͭݸੑͱͳ͍ͬͯΔɽଞਓͱਓؒؔ ܎Λங্͖͛Δࡍɼੑ֨తͳ૬ੑ͸গͳ͔Βͣͦͷؔ܎ੑͷൃలʹӨڹΛ༩͑Δɽιʔγϟ ϧϝσΟΞ্Ͱ΋ɼີʹͭͳ͕͍ͬͯΔίϛϡχςΟʹωοτϫʔΫΛ෼ׂ͢Δͱɼͦͷ෼ ͔Εํ΍֤ʑͷίϛϡχςΟͷಛ௃͸ݸਓͷੑ֨ͷӨڹΛड͚ΔͷͰ͸ͳ͍ͩΖ͏͔ɽ

Twitter ΍ Facebook Λ࢝Ίͱ͢ΔιʔγϟϧϝσΟΞ͸ॠؒ͘ʹੈքதʹීٴ͠ɼͦͷ ωοτϫʔΫ্ͷਓͱਓͷؔΘΓํ΋ଟ༷Խ͍ͯ͠ΔɽιʔγϟϧϝσΟΞ͸ਓʑͷऔಘ͢ Δશͯͷ৘ใͷதͰ΋େ͖ͳׂ߹Λ઎ΊΔΑ͏ʹͳΓɼͦͷωοτϫʔΫ্ͷਓͱਓͷͭͳ ͕ΓํɼίϛϡχςΟͷ෼͔Εํ͸ྲྀߦͷ఻೻΍ੈ࿦ͷܗ੒ͳͲʹେ͖ͳӨڹΛ༩͑ΔΑ͏ ʹͳͬͨɽ

·ͨɼιʔγϟϧϝσΟΞ͸ਓؒͷύʔιφϧͳ৘ใΛूੵͨ͠๲େͳσʔλφʔεͰ͋ ΔɽͦΕΛ׆༻ͯ͠ɼࣾձݱ৅ͷ༧ଌ΍ɼϚʔέςΟϯά΁ͷԠ༻ɼݸਓͷߦಈ༧ଌ΍ಛ௃ நग़ͳͲΛ໨ࢦ͢ݚڀ͸޿͘ͳ͞Ε͍ͯΔɽͦͯ͠ɼιʔγϟϧϝσΟΞ͔ΒऔಘՄೳͳ σʔλ͔ΒɼϢʔβͷੑ֨Λਪఆ͢Δख๏΋։ൃ͞Εͨɽ

ຊݚڀͰ͸ɼιʔγϟϧϝσΟΞͷ৘ใ͔Βݸਓͷੑ͕֨ܭࢉͰ͖Δ͜ͱʹண໨ͨ͠ɽͦ ͯ͠ɼ୹ظతͳݱ৅ʹࠨӈ͞Εͳ͍ɼࢀՃऀͷੑ͕֨ɼιʔγϟϧωοτϫʔΫͷίϛϡχ ςΟܗ੒ʹͲͷΑ͏ͳӨڹΛ༩͑Δ͔Λ෼ੳ͢ΔθϨʔϜϫʔΫΛఏҊ͢Δɽ

ຊষͰ͸ɼҎ্ͷഎܠʹ͍ͭͯৄ͍͠આ໌Λߦͬͨͷͪɼݱঢ়ʹ͓͚Δ໰୊ҙࣝͱຊݚڀ ͷ໨తΛड़΂Δɽͦͯ͠ɼߦ࣮ͬͨݧͱ෼ੳ݁Ռͷུ֓Λ΋ͱʹɼຊݚڀͷߩݙΛઆ໌͢Δɽ ࠷ޙʹຊ࿦จͷશମߏ੒ʹ͍ͭͯॻ͘ɽ

**1.1** ݚڀഎܠ

**1.1.1** ιʔγϟϧϝσΟΞͷීٴͱ׆༻

ͦ΋ͦ΋ιʔγϟϧϝσΟΞͱ͸ɼSNSɼϚΠΫϩΥϩάɼಈըڞ༗αΠτɼCtoC αʔ ϏεͷΞΎϦέʔγϣϯͱ͍ͬͨɼར༻ऀ͕৘ใΛड৴͢Δͱಉ࣌ʹൃ৴΋Ͱ͖ΔΑ͏ͳ৘ ใͷڞ༗ഔମͷ͜ͱΛ͢͞ɽιʔγϟϧϝσΟΞͷొ৔ʹΑΓɼͦΕ·Ͱେऺʹ޲͚ͯҰํ ޲తͩͬͨࣾձʹ͓͚Δ৘ใͷྲྀΕ͸ɼશͯͷϢʔβ͕ൃ৴͢Δଆʹ΋ड৴͢Δଆʹ΋ͳΓ ͏Δ૒ํ޲తͳ΋ͷͱͳͬͨɽҰൠେऺͰ΋೔ৗͷࠣࡉͳग़དྷࣄ΍ײ৘Λखܰʹੈքதʹൃ ৴͢Δ͜ͱ͕Մೳͱͳͬͨ͜ͱͰɼਓʑͷʮ਎ͷճΓͷ৘ใΛൃ৴͍ͨ͠ʯͱ͍͏৽ͨͳध

1

ཁ͕ܹࢗ͞ΕɼιʔγϟϧϝσΟΞ͸਺೥ؒͰരൃతʹීٴͨ͠ɽ

**(1)** ιʔγϟϧϝσΟΞͷ΋ͨΒࣾ͢ձͷมԽ

ιʔγϟϧϝσΟΞͷීٴ͸ɼࣾձΛྲྀΕΔ৘ใͷੑ࣭ΛมԽͤͨ͞ɽҰͭ໨ʹɼ৘ใͷ ྲྀΕ͕૒ํ޲తʹͳΓ୭΋͕ൃ৴͢ΔଆʹͳΕΔΑ͏ʹͳͬͨ͜ͱͰɼͦΕ·Ͱ͸Ϛεϝ σΟΞʹΑͬͯબ୒͞ΕɼՃ޻͞Ε͍ͯͨ৘ใ͕ɼΑΓେྔͰɼແ੹೚Ͱɼύʔιφϧͳ΋ ͷʹͳͬͨɽͨͱ͑͹ɼࡂ֐࣌ͷσϚ΍෩ධඃ֐ͷ໰୊ɼࠩผ໰୊΍࿑ಇ໰୊ʹؔͯ͠ݟΒ ΕΔΠϯλʔωοτ্ͷ଀ѱͳͲͷײ৘ͷ͏ͶΓ͸ɼ͜ͷΑ͏ͳ৘ใͷੑ࣭ͷมԽ͕΋ͨΒ ͨ͠ݱ৅ͷҰྫͰ͋Ζ͏ɽೋͭ໨ʹɼ৘ใൃ৴ʹ͓͍ͯฤू΍ߍӾɼݖརͷ֬ೝͱ͍ͬͨख ͕ؒগͳ͍ҰൠେऺʹΑΔ౤ߘ͸ɼ৘ใͷ֦ࢄͷ଎͞ɼϦΞϧλΠϜੑͷߴ͞Λ΋ͨΒͨ͠ɽ ͨͱ͑͹ςϨϏ൪૊΍εϙʔπ؍ઓʹ͓͍ͯɼݱࡏਐߦܗͰେ੎ͱײ૝Λڞ༗͢Δ͜ͱ͕Ͱ ͖ΔΑ͏ʹͳͬͨɽͭ·ΓɼιʔγϟϧϝσΟΞͷීٴʹΑΓɼਓʑ͸େྔͷύʔιφϧͳ ৘ใʹϦΞϧλΠϜͰΞΫηεͰ͖ΔΑ͏ʹͳͬͨɽ

**(2)** ιʔγϟϧϝσΟΞͷσʔλͷ׆༻

ιʔγϟϧϝσΟΞʹΑͬͯϦΞϧλΠϜʹऔಘͰ͖Δ๲େͳྔͷ৘ใ͸ɼࣾձͷ͞·͟ ·ͳಈ޲΍࣮ଶΛ༧ଌɼධՁ͢ΔͨΊͷϏοάσʔλͱͯ͠஫໨͞Ε͍ͯΔɽιʔγϟϧϝ σΟΞͷϦΞϧλΠϜੑ΍ɼύʔιφϧੑ͸ɼࣾձͷมԽΛΑΓහײʹଊ͑Δ͜ͱΛՄೳʹ ͢Δɽ·ͨɼҎલΑΓ΋௿ίετͰଟछଟ༷ͳਓʑͷҙݟʹΞΫηεͰ͖ΔΑ͏ʹͳͬͨͨ Ίɼ෼ੳʹ͓͚ΔσʔλͷภΓʹΑΔόΠΞεͷൃੜͷ৺഑͕ܰݮ͞ΕΔɽ

͕ͨͬͯ͠ɼ͞·͟·ͳཱ৔ʹͱͬͯιʔγϟϧϝσΟΞͷσʔλ෼ੳΛߦ͏͜ͱ͸༗ӹ Ͱ͋Δɽͨͱ͑͹ɼاۀ͸ࣾձͷજࡏతχʔζͷநग़΍τϨϯυ༧ଌʹΑΓ৽نࣄۀࢀೖͳ ͲʹΉ͚ͨώϯτΛಘΒΕΔɽ੓࣏Ո͸બڍͷࡍɼऔΓࠐΊͦ͏ͳුಈථ͕ଟ͋͘Δ஍ҬΛ ෼ੳ͢Δ͜ͱͰɼ࠷దͳબڍઓུΛܾఆ͢Δ͜ͱ͕Ͱ͖Δɽ࣮ࡍʹɼSNS ෼ੳʹΑͬͯاۀ ׆ಈ΍બڍ׆ಈΛαϙʔτ͢ΔίϯαϧςΟϯάձࣾ΋ଟ਺ଘࡏ͓ͯ͠Γɺ͜͏͍ͬͨ෼ੳ ͷधཁͷߴ͕͞͏͔͕͑Δɽ

**1.1.2** ιʔγϟϧϝσΟΞͷσʔλΛ༻͍ͨݸਓͷಛ௃நग़

ιʔγϟϧϝσΟΞͷσʔλ͸ࣾձͷϚΫϩͳݱ৅΍τϨϯυͷ෼ੳͷΈͳΒͣɼϢʔβ ݸਓͷಛ௃Λநग़͢Δ͜ͱʹ΋Ԡ༻͞ΕΔɽ۩ମతʹ͸ɼιʔγϟϧϝσΟΞͷσʔλ͔Β ಛఆͷϢʔβͷڵຯ΍ੑผɼ৬ۀͱ͍ͬͨଐੑͷਪఆɼϢʔβͷҠಈ΍ߪങͱ͍ͬͨߦಈΛ ༧ଌ͢Δݚڀ͕ͳ͞Ε͍ͯΔɽ͜ΕΒͷݚڀ͸ɼਓͦΕͧΕʹύʔιφϥΠζ͞Εͨαʔ Ϗε΍ϢʔβΠϯλθΣʔεɼϨίϝϯυͷఏڙΛՄೳͱ͍ͯ͠Δɽಉ༷ʹɼιʔγϟϧϝ σΟΞ্ͷϢʔβͷ౤ߘ͔ΒɼͦͷϢʔβͷੑ֨Λਪఆ͢Δݚڀ͕ਐΜͰ͍Δɽ

ੑ֨ͷධՁํ๏ͱͯ͠ɼ৺ཧֶͷ෼໺Ͱ͸ϏοάθΝΠΥͱݺ͹ΕΔ 5 ࣠ͷධՁࢦඪʹ Αͬͯੑ֨܏޲Λද͢͜ͱ͕ελϯμʔυͱͳ͍ͬͯΔɽ֤ࢦඪͷ஋͸৺ཧςετΛ௨ͯ͠

2

ࢉग़Ͱ͖Δ΋ͷͰ͋ΓɼϏοάθΝΠΥ͸෯޿͍ੑ֨܏޲Λఆྔతʹଊ͑Δ΋ͷͱͯ͠޿͘ ड͚ೖΕΒΕɼ༷ʑͳਓؒߦಈͱͷؔ܎͕ݚڀ͞Ε͍ͯΔɽৄ͘͠͸ୈ 2 ষͰड़΂Δɽ

౰ॳ͸৺ཧςετͳͲͷΞϯέʔτΛ࣮ࢪ͠ͳ͍ͱࢉग़Ͱ͖ͳ͔ͬͨϏοάθΝΠΥ͸ɼ ιʔγϟϧϝσΟΞͷϢʔβͱͷඥ෇͚͕೉͘͠ɼੑ֨ͱιʔγϟϧϝσΟΞ্ͷߦಈͷؔ ܎Λௐ΂Δʹ͸޲͍͍ͯͳ͔ͬͨɽͦ͜ͰɼιʔγϟϧϝσΟΞ͔ΒऔಘՄೳͳσʔλ͔Βɼ ௚઀ϏοάθΝΠΥΛਪఆ͢Δ༷ʑͳݚڀ͕ͳ͞ΕͨɽͦͷதͰ IBM ͷ Watson ͸ɼςΩ ετσʔλ΍ϚΠΫϩΥϩάͷ౤ߘσʔλΛೖྗͱͯ͠ɼஶऀͷϏοάθΝΠΥΛܭࢉ͢Δ ϞσϧΛ API ͱͯ͠ 2015 ೥ʹެ։͓ͯ͠Γɼݱࡏ͸ӳޠ͚ͩͰ͸ͳ͘ɼ೔ຊޠͷςΩετ ΍ SNS ΞΧ΢ϯτʹ΋ରԠ͍ͯ͠Δɽ೔ຊޠͷ Twitter σʔλΛ༻͍ͯܭࢉͨ͠஋͸৺ཧ ςετΛ௨ͯ͠ಘ࣮ͨείΞͱߴ͍૬ؔΛࣔͨ͠ [1]ɽ͜ͷ API ͸ϏοάθΝΠΥͷੑ֨Ҽ ࢠʹɼͦΕͧΕͷάϧʔΎΛΑΓࡉ͔͘෼ྨͨ͠ࢦඪΛՃ͑ɼܭ 35 छྨͷੑ֨ࢦඪΛࢉग़ Ͱ͖ΔɽຊݚڀͰ͸ͳΔ΂͘ߴ͍ਫ਼౓Ͱੑ֨Λਪఆ͢Δखஈͱͯ͠ɼ͜ͷ API Λ࢖༻ͨ͠ɽ Watson Personality Insights API ʹ͍ͭͯ͸ৄ͘͠ୈ 3 ষͰઆ໌͢Δɽ

**1.1.3** ιʔγϟϧωοτϫʔΫ্ͷίϛϡχςΟܗ੒

ιʔγϟϧϝσΟΞ্Ͱ͸ɼར༻ऀ͕ޓ͍ʹ৘ใͷૹड৴Λߦ͍ɼڊେͳͭͳ͕Γͷωο τϫʔΫΛܗ੒͢ΔɽωοτϫʔΫʹ͓͚ΔϢʔβಉ࢜ͷͭͳ͕Γ͸ɼܾͯ͠Ұ༷ʹൃੜ͢ ΔͷͰ͸ͳ͘ɼϢʔβͷ૊Έ߹ΘͤʹΑͬͯͭͳ͕Γͷੜ͡΍͢͞͸େ͖͘ҟͳΔɽ͜ͷΑ ͏ͳωοτϫʔΫʹ͓͍ͯɼάϧʔΎ಺Ͱͷͭͳ͕Γ͕άϧʔΎ֎ͱͷͭͳ͕Γͱൺ΂ͯີ Ͱ͋ΔΑ͏ͳूஂΛίϛϡχςΟͱݺͼɼͦΕͧΕಠࣗͷڵຯ΍จԽ͕؍ଌ͞ΕΔɽίϛϡ χςΟ͸͞·͟·ͳཁҼͰܗ੒͞Εɼ͞·͟·ͳݱ৅Λ΋ͨΒ͢ɽ

**(1)** ωοτϫʔΫͷίϛϡχςΟܗ੒ͷϝΧχζϜͷྫ

ࣾձωοτϫʔΫʹ͓͚ΔίϛϡχςΟܗ੒ͱͦͷ΋ͨΒ͢ݱ৅ͷྫͱͯ͠ɼEcho Chamber ͕ڍ͛ΒΕΔɽ͜ͷݱ৅͸ɼਓ͕ࣗΒͱࣅͨՁ஋؍Λ࣋ͭਓʹର͠޷ײΛ๊͖΍͍͢͜ͱʹ ىҼ͢Δɽਓ͸͍͍ͭͭࣗΒͱࣅͨײ৘΍ҙݟΛ࣋ͭਓΛબ୒ͯͭ͠ͳ͕ΓΛ࣋ͱ͏ͱ͢Δɽ ͦΕ͕܁Γฦ͞Ε͍ͯ͘͏ͪʹɼਓʑ͸ͦΕͧΕࣅͨࢥ૝ͷਓؒಉ͕࢜࣍ʑͱͭͳ͕ΔΑ͏ ʹͳΔɽ݁Ռɼภͬͨओྲྀ೿ͷҙݟͷΈ͕ͩ͜·͠ɼ෦֎ऀʹഉଞతͳࢥ૝Λ࣋ͭίϛϡχ ςΟʹωοτϫʔΫ͕෼அ͞Εͯ͠·͏ͱ͍͏ݱ৅Ͱ͋Δɽ

͜ͷߟ͑ࣗମ͸ιʔγϟϧϝσΟΞͷීٴҎલ͔Βଘࡏ͕ͨ͠ɼ஫໨͞ΕΔΑ͏ʹͳͬͨ ͷ͸ιʔγϟϧϝσΟΞͷීٴʹΑΔͱ͜Ζ͕େ͖͍ɽιʔγϟϧϝσΟΞͷొ৔ʹΑΓɼ ࣗ෼ʹͱͬͯࣅ͍ͯΔਓؒ΍ɼ౎߹ͷ͍͍৘ใΛݟ͚ͭΔͷ͕؆୯ʹͳͬͨɽͦΕʹΑΓͭ ͳ͕Δର৅ͷબผ͕༰қʹͳͬͨͨΊɼ࣮ࡍʹ Echo Chamber ͕؍ଌ͞ΕΔΑ͏ʹͳͬͨ ͷͰ͋Δ [2]ɽಛʹɼ̎̌̍̒೥ΞϝϦΧେ౷ྖબڍʹ͓͚ΔΦϧλφӈཌྷͷ Echo chamber ͷܗ੒͸ɼಠࣗͷ৘ใͷڞ༗ͱ֦ࢄΛى͜͠ɼબڍ݁Ռʹ΋େ͖ͳӨڹΛ༩͑ͨͱݴΘΕͯ ͍Δɽ

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**(2)** ιʔγϟϧωοτϫʔΫ্ͷίϛϡχςΟܗ੒Λݚڀ͢Δҙٛ

͜ͷΑ͏ʹɼιʔγϟϧϝσΟΞ্ͷਓͱਓͷܨ͕ΓํʹىҼͯ͠ɼ࣌ʹେ͖ͳࣾձݱ৅ ͕Ҿ͖ى͜͞ΕΔɽιʔγϟϧϝσΟΞͷ৘ใ͕ݱ୅ਓͷऔಘ͢Δ৘ใͷେ͖ͳׂ߹Λ઎Ί ͍ͯΔͨΊɼιʔγϟϧϝσΟΞͷ৘ใ͸ਓʑͷҙࢥܾఆ΍ҙݟܗ੒ʹେ͖ͳӨڹΛ༩͑Δ ͷͰ͋Δɽ

͕ͨͬͯ͠ɼιʔγϟϧϝσΟΞ্ͷਓʑ͕ͲͷΑ͏ʹ͓ޓ͍ͱܨ͕͍ͬͯΔ͔ɼͦͷ ωοτϫʔΫͷܗঢ়Λ೺Ѳ͢Δ͜ͱʹ͸ɼ༷ʑͳϝϦοτ͕͋ΔɽͲͷΑ͏ͳਓʑ͕ίϛϡ χςΟΛܗ੒͢Δ͔෼͔Ε͹ɼઌͷྫͷΑ͏ͳେ͖ͳεέʔϧͷωοτϫʔΫͰ͸ɼࣾձͰ ͲͷΑ͏ʹ৘ใ͕֦ࢄ͞ΕਓͷҙࢥܾఆʹӨڹΛ༩͑Δ͔Λ෼ੳ͢Δ͜ͱ͕Ͱ͖Δɽখ͞ͳ εέʔϧͷωοτϫʔΫʹ͓͍ͯ΋ɼͲͷΑ͏ͳਓؒಉ͕࢜૬ੑ͕Α͍͔ɼ࠷దͳνʔϜϏ ϧσΟϯά΍ύʔτφʔਪનγεςϜͷߏஙʹର͢Δ஌ݟΛಘΔ͜ͱ͕Ͱ͖Δɽ

**(3)** ιʔγϟϧωοτϫʔΫ্ͷϢʔβؒͷͭͳ͕ΓํʹӨڹΛ༩͑ΔཁҼ

ຊݚڀͰ͸ɼιʔγϟϧϝσΟΞͷωοτϫʔΫͰ઀৮ͨ͠Ϣʔβಉ͕࢜ͭͳ͕Δ͔൱͔ Λܾఆ͢ΔཁҼ͸ɼҎԼͷ̏ཁૉͰධՁͰ͖ΔͱԾఆ͢Δɽ

*•* Ϣʔβಉ࢜ͷ઀৮ͨ͠৔ʢͦͷ৔ͷ؀ڥతཁҼʣ Ϣʔβಉ͕࢜Ͳ͏͍ͬͨঢ়گͰ઀৮ͨ͠ͷ͔ɼͦͷτβοΫ΍จ຺ͳͲɽͨͱ͑͹ɼಉ ͡SNS ্Ͱ΋ٞ࿦ΛަΘ͢໨తͷ৔ͱɼਓؒಉ͕࢜஌Γ߹͍ʹͳΓۙͮͨ͘Ίઃ͚Β Εͨ৔Ͱ͸ɼͦͷޙͷϢʔβಉ࢜ͷؔ܎ͷൃలͷ࢓ํ͸ҟͳΔͰ͋Ζ͏ɽ

*•* Ϣʔβಉ࢜ͷ઀৮࣌ͷײ৘΍ࢥ૝ʢݸਓͷͦͷ৔Ͱͷੑ࣭ʣ ͦΕͧΕͷϢʔβͷޓ͍ʹର͢Δײ৘΍ɼͦͷ৔ͷτβοΫʹର͢Δࢥ૝ͳͲɽͨͱ ͑͹ɼTwitter Ͱಉ͡੓ݖʹ͍ͭͯ࿩͠߹͏৔ʹ͓͍ͯ΋ɼ੓ݖʹରͯ͠ಉҰͷײ৘ Λ๊͍͍ͯΔਓಉ࢜Ͱ͋Δ͔ɼҟͳΔײ৘Λ๊͍͍ͯΔਓಉ࢜Ͱ͋Δ͔ʹΑͬͯɼͦ ͷޙͷؔ܎͸ҟͳΔͰ͋Ζ͏ɽ

*•* ઀৮ͨ͠Ϣʔβಉ࢜ͷੜ·Εͳ͕Βͷੑ֨ʢݸਓͷෆมͳੑ࣭ʣ ઀৮ͨ͠Ϣʔβಉ͕࢜ͦΕͧΕͲͷΑ͏ͳੑ֨ͷਓ͔ɽ৔໘΍τβοΫʹΑΒͣɼੑ ֨తͳ૬ੑ͕͍͍৔߹ͱѱ͍৔߹Ͱ͸ɼͦͷޙͷؔ܎ੑ͸ҟͳΔͰ͋Ζ͏ɽ

ͨͱ͑͹ɼେ౷ྖબڍ࣌ʹ SNS ্Ͱ Echo Chamber ͕ݟΒΕͨഎܠʹ͸ɼ੓࣏తͳࢥ૝ ͷࠩʹΑΔίϛϡχςΟܗ੒ɼ͢ͳΘ্ͪهͷ̏ཁૉͷ͏ͪʮϢʔβಉ࢜ͷ઀৮࣌ͷײ৘ʯ ͷӨڹΛड͚ͨίϛϡχςΟܗ੒͕͋Δͱߟ͑ΒΕΔɽ

**1.1.4** ໰୊ఏى

Ϣʔβͷੑ֨ͱɼͦͷϢʔβͷ SNS ্ͷߦಈͷؔ܎ʹؔ͢Δݚڀ͸ੈքͰ༷ʑ͋Δɽ͠ ͔͠ɼୈҰʹɼෳ਺ͷϢʔβ͕ू·ͬͯίϛϡχςΟΛܗ੒͢Δͱ͖ʹɼੑ͕֨ͲͷΑ͏ͳ ӨڹΛ༩͑Δ͔ٞ࿦ͨ͠ݚڀ͸গͳ͍ɽ͜Ε͸ɼ্ड़ͨ͠Α͏ʹɼίϛϡχςΟܗ੒ͷϝΧ

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χζϜʹؔΘΔཁҼͱͯ͠ɼ؀ڥཁҼ΍ݸਓͷࢥ૝΍ײ৘ͱ͍ͬͨཁૉ͕د༩͢Δ෦෼͕େ ͖͍͔ΒͱࢥΘΕΔɽ·ͨɼୈೋʹɼ೔ຊޠݍͷ SNS Ϣʔβʹݶͬͯ͸ɼͦ΋ͦ΋Ϣʔβ ͷੑ֨ͱߦಈͷؔ܎ʹؔ͢Δݚڀ΋͋·ΓݟΒΕͳ͍ɽ͜Ε͸ɼϏοάθΝΠΥͷ࿮૊Έ΍ ଌఆํ๏͕ӳޠݍͰੜΈग़͞Εͨ΋ͷͰ͋Γɼ͜Ε·Ͱ೔ຊޠ΁ͷରԠ͕े෼ʹ͸ਐΊΒΕ ͍ͯͳ͔ͬͨͨΊͱࢥΘΕΔɽ

ωοτϫʔΫͷ؀ڥ৚݅΍ɼͦͷ৔Ͱͷݸਓͷײ৘΍ࢥ૝ͱؔ܎ͳ͘ɼ७ਮʹੑ֨తͳҼ ࢠ͚͕ͩ༩͑ΔίϛϡχςΟܗ੒ʹର͢ΔӨڹ͸ͲͷΑ͏ͳ΋ͷͩΖ͏͔ɽ৔໘ʹԠͯ͡ม ΘΔ΋ͷͰ͸ͳ͘ɼϢʔβ͝ͱʹఆٛ͞ΕΔੑ֨ͱ͍͏ෆมྔ͸ɼίϛϡχςΟͷܗ੒ʹӨ ڹΛ༩͑ΔͷͩΖ͏͔ɽ͜ΕΛղ໌͢Δ͜ͱͰɼͨͱ͑͹ग़ձͬͨ͜ͱͷͳ͍ਓʑΛϚον ϯά͢Δͱ͖ͳͲɼະ஌ͷঢ়گʹ͓͍ͯਓʑ͕ͲͷΑ͏ʹؔ܎ੑΛங্͖͛Δ͔ɼͦͷϙς ϯγϟϧΛଊ͑Δ͜ͱ͕Ͱ͖Δͱߟ͑Δɽ

**1.2** ຊ࿦จͷ໨త

ຊݚڀͰ͸ݸਓͷੑ͕֨ιʔγϟϧωοτϫʔΫ্ͷίϛϡχςΟܗ੒ʹͲͷΑ͏ͳӨڹ Λ༩͑Δ͔Λ෼ੳ͠ɼͦͷ෼ੳͷθϨʔϜϫʔΫΛఏҊ͢Δɽ࣮ݧʹඞཁͳੑ֨ͷਪఆʹ͸ɼ ࠓճ͸ίετͷ੍໿্࣮ݱՄೳͳબ୒ࢶͷதͰ࠷΋ਫ਼౓ͷ৴པੑ͕ߴ͍ͱࢥΘΕΔɼIBM Watson ͷ Personality Insights API Λ༻͍Δɽ

Ҏ্ͷ໨తΛୡ੒͢ΔͨΊʹఆΊͨ 4 ఺ͷϦαʔνΫΤενϣϯͱɼఏҊ͢Δ෼ੳͷθ ϨʔϜϫʔΫʹ͓͚ΔͦΕͧΕ΁ͷΞΎϩʔνͷུ֓ΛҎԼʹࣔ͢ɽ

**(1)** ֎෦ϞσϧΛ࢖༻͢Δ෼ੳͷଥ౰ੑͷ֬ೝ

API Λ࢖༻ͯ͠ܭࢉͨ͠೔ຊޠͷSNS Ϣʔβͷੑ֨ͱɼϢʔβͷ SNS ্ͷߦಈͷ૬ؔؔ ܎͕ɼୈ 2 ষͰ঺հ͢Δؔ࿈ݚڀͱໃ६ͤͣʹ؍ଌ͞ΕΔ͔Λ෼ੳ͢Δɽ

**(2)** ूஂͷਓؒؔ܎ʹ͓͚ΔݸਓͷҐஔ͚ͮʹੑ͕֨༩͑ΔӨڹͷ෼ੳ

SNS Ϣʔβͷੑ֨ͷࢦඪͱɼձ࿩ωοτϫʔΫʹ͓͚ΔϢʔβͷωοτϫʔΫࢦඪʹؔ܎ ͕ݟΒΕΔ͔ɼ૬ؔ෼ੳΛߦ͏ɽ

**(3) Homophily** ͳ࡞༻͕ى͜Δੑ֨ͷଘࡏͷ֬ೝ

Echo Chamber ͕ࣅͨࢥ૝ͷਓಉ͕࢜ू·Δ݁Ռى͜Δݱ৅Ͱ͋ΔΑ͏ʹɼίϛϡχςΟ ܗ੒աఔʹ͓͍ͯɼੑ֨΋ࣅͨऀಉ͕࢜͋ͭ·Δ܏޲͕ͳ͍͔ɼMatching Assortativity ͱ ݺ͹ΕΔωοτϫʔΫࢦඪͷܭࢉʹΑΓ෼ੳ͢Δɽ

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**(4)** ݸਓͷੑ͕֨ॴଐ͢ΔίϛϡχςΟͷੑ࣭ʹ༩͑ΔӨڹΛ෼ੳ

SNS ͷձ࿩ωοτϫʔΫ͔Βநग़ͨ͠ίϛϡχςΟͷ;Δ·͍ͱɼίϛϡχςΟʹॴଐ͢ Δݸਓͷੑ֨ͷ౷ܭྔʹؔ܎͕ݟΒΕΔ͔ɼ૬ؔ෼ੳΛߦ͏ɽ

Ҏ্ͷ఺ʹ͍ͭͯɼ࣮ݧΛߦ͍ߟ࡯͢Δ͜ͱΛຊݚڀͷ໨తͱ͢Δɽ

**1.3** ຊ࿦จͷߩݙ

͜͜Ͱ͸ຊ࿦จͷߩݙʹ͍ͭͯड़΂Δɽ

*•* ιʔγϟϧϝσΟΞͷωοτϫʔΫμΠφϛΫεͱɼϢʔβͷੑ֨ͷؔ܎Λ෼ੳ͢Δ θϨʔϜϫʔΫͷఏҊΛߦͬͨ

*•* Twitter ͷϝϯγϣϯωοτϫʔΫ্Ͱܗ੒͞ΕͨίϛϡχςΟ͕ɼॴଐ͢ΔϢʔβ ͷੑ֨ʹΑͬͯͲͷΑ͏ͳӨڹΛड͚Δ͔෼ੳͨ͠

*•* ੑ֨ܭࢉπʔϧΛ༻͍ͨ෼ੳͷ΋ͭՄೳੑΛߟ࡯ͨ͠ɽ

·ͨɼੑ֨తͳ૬ੑ͕ඇৗʹॏཁͱͳΔͷ͕ɼ໘ࣝͷͳ͍ਓಉ࢜ͷϚονϯάͰ͋Δɽ͠ ͕࣮ͨͬͯ༻తͳߩݙͱͯ͠ɼͨͱ͑͹ɼϦϞʔτͰͷνʔϜϫʔΫͷϝϯόʔߏ੒ΛϚω δϟʔ͕ߟ͑Δࡍɼ΋͘͠͸ϚονϯάαʔϏεͳͲͰϢʔβʹͱͬͯ૬ੑͷྑ͍૬खΛϨ ίϝϯυ͢Δࡍɼੑ֨తͳཁૉΛߟྀ͢Δ͜ͱͰΑΓେ͖ͳޮ༻ΛੜΈग़ͤΔՄೳੑΛఏࣔ ͨ͠ɽਓಉ࢜ͷ΍ΓͱΓͷ৘ใԽ͕ஶ͘͠ਐΜͰ͍Δݱ୅ʹ͓͍ͯɼຊݚڀ͸ݸਓͷੑ֨తͳ૬ ੑΛγεςϜ͕ߟྀ͠ɼʮۭؾͷಡΊΔʯ༠ಋ͕Ͱ͖ΔΑ͏ͳγεςϜઃܭʹ޲͚ͨҰͭͷ ΞΎϩʔνͰ͋Δͱߟ͑Δɽ

**1.4** ຊ࿦จͷߏ੒

ୈ 2 ষͰ͸ং࿦Ͱड़΂ͨ͜ͱʹؔ࿈͢ΔݚڀͱຊݚڀͷҐஔ෇͚ʹ͍ͭͯड़΂Δɽୈ 3 ষ Ͱ͸ຊݚڀͰ࢖༻ͨ͠ੑ֨෼ੳ API ͱɼωοτϫʔΫͷίϛϡχςΟ෼ׂ๏ʹ͍ͭͯड़΂ Δɻୈ4 ষͰ͸ੑ֨ͱίϛϡχςΟܗ੒ͷؔ܎Λ෼ੳ͢Δख๏ʹ͍ͭͯड़΂Δɻୈ5 ষͰ͸ɺ ୈ 4 ষͰड़΂ͨख๏Λ༻͍ͨຊݚڀͷ࣮ݧΛઆ໌͠ɼϦαʔνΫΤενϣϯʹର͢ΔԾઆΛ ड़΂Δɻୈ 6 ষͰ͸࣮ݧͷ݁Ռʹ͍ͭͯड़΂Δɻୈ 7 ষͰ͸࣮ݧ݁Ռʹؔ͢Δߟ࡯Λߦ͍ɼ ෼ੳɼఏҊख๏ͷ༗༻ੑɾ՝୊ʹ͍ͭͯٞ࿦͢Δɻୈ 8 ষͰ͸ຊݚڀͷ݁࿦Λड़΂Δɻ

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ୈ**2**ষ ؔ࿈ݚڀ

ຊষͰ͸ɼਓؒͷੑ֨ͷଊ͑ํɼͦͯ͠ιʔγϟϧϝσΟΞͷ෼ੳͱωοτϫʔΫͷί ϛϡχςΟܗ੒ʹ͍ͭͯͷؔ࿈ݚڀΛ֓આ͠ɼຊݚڀͷҐஔ͚ͮʹ͍ͭͯड़΂Δɽ

**2.1** ৺ཧֶʹ͓͚Δੑ֨ͷධՁج४

**2.1.1** ϏοάθΝΠΥੑ֨ࢦඪ

৺ཧֶʹ͓͍ͯɼશͯͷਓ͕ݻ༗ʹ΋ͭੑ֨Λ෼ྨ͢Δج४ͷ࡞੒͸௕͍ؒ՝୊ͱ͞Ε ͍ͯͨɽ͞·͟·ͳੑ֨ͷධՁج४ͱͦͷଌఆํ๏͕ߟҊ͞Εɼσʔλ͕஝ੵ͞Ε͍ͯͬ ͨɽ͢Δͱɼ࣍ୈʹͲͷੑ֨ͷධՁج४΋ϏοάθΝΠΥͱݺ͹ΕΔ͓͓·͔ͳΧςΰϦʹ ෼͚Δ͜ͱ͕Ͱ͖Δͱ൑໌ͨ͠ɽGoldberg Β͸ɼͲͷΑ͏ͳੑ֨ͷධՁج४΋ʮਆܦ঱܏ ޲ʢNeuroticismʣʯɼʮ֎޲ੑʢExtraversionʣʯɼʮܦݧ΁ͷ։์ੑʢOpennessʣʯɼʮڠௐੑ ʢAgreeablenessʣʯɼʮ੣࣮ੑʢConscientiousnessʣʯͷޒͭͷੑ֨ʢͷධՁج४ʣͷ͍ͣΕ͔ ͱ͋Δఔ౓ͷ૬͕ؔ͋Δ͜ͱΛࣔͨ͠ [3]ɽCosta ΒͷߟҊͨ͠ NEO PI-R ͱݺ͹ΕΔ 240 ໰ͷ৺ཧςετʹΑΓఆྔతʹੑ֨ΛࢦඪԽͰ͖Δ͜ͱ΋͋Γ [4]ɼ͜ͷ෼ྨ͸৺ཧֶʹ͓ ͚Δελϯμʔυͱͳͬͨ [5]ɽMcCrae Β͸ɼੑ͕֨ݴޠʹΑΓنఆ͞ΕΔҎ্ɼݴޠʹ Αͬͯಛ༗ͷੑ͕֨ଘࡏ͢ΔՄೳੑΛೝΊͭͭɼϏοάθΝΠΥͷ܏޲͸೔ຊޠΛؚΊϢχ όʔαϧʹݟΒΕΔ͜ͱΛࣔͨ͠ [6]ɽͦͯ͠ Schmitt Β͸͜ͷϏοάθΝΠΥͷ࿮૊ΈΛ ༻͍֤ͯݴޠݍʹ͓͚Δੑ֨ͷ෼෍ͷൺֱ΍ߟ࡯Λߦͬͨ [7]ɽ·ͨɼCosta Β͸௨ৗͷੑ֨ ͚ͩͰ͸ͳ͘ɼ͞·͟·ͳύʔιφϦςΟো֐΋ϏοάθΝΠΥͷࢦඪʹΑΓදͤΔൣғʹ ͋Δ͜ͱΛࣔ͠ [8]ɼੑ֨਍அʹ͓͚ΔϏοάθΝΠΥͷ൚༻ੑͷߴ͕͞ఆண͍ͯͬͨ͠ɽ

**2.1.2** ϏοάθΝΠΥΛར༻ͨ͠ݚڀʀੑ֨ͱνʔϜͷύθΥʔϚϯεͷؔ܎ͳͲ

ਓͷϏοάθΝΠΥͷࢦඪͱͦͷਓͷଐੑ΍ߦಈͷؔ܎Λ෼ੳ͢Δ͜ͱ͸ɼਓͷࢿ࣭΍ద ਖ਼ͷ൑அɼਫ਼ਆපཧͷൃలͳͲɼ͞·͟·ͳ͜ͱʹԠ༻͞ΕΔɽͨͱ͑͹ Barrick Β͸Ϗο άθΝΠΥͱ࢓ࣄೳྗͷؔ܎Λ෼ੳ͠ɼ੣࣮ੑʢConscientiousnessʣͷߴ͞͸ଟ͘ͷ৬ۀͰ ೳྗͷߴ͞ͱਖ਼ͷ૬͕ؔ͋Δ͜ͱΛࣔͨ͠ [9]ɽ·ͨɼੑ֨ͱνʔϜͷੜ࢈ੑͷؔ܎Λ෼ੳ ͢ΔͨΊʹɼνʔϜͷߏ੒һͷϏοάθΝΠΥͷฏۉͱ෼ࢄɼ࠷খ஋ɼ࠷େ஋ʹ͍ͭͯɼͦ ΕͧΕνʔϜͷύθΥʔϚϯεͱͷ૬ؔΛௐ΂ͨɽͦͷ݁Ռɼݸਓͷ৔߹ಉ༷ɼ੣࣮ੑͷฏ ۉ͕ߴ͍νʔϜ͸௿͍νʔϜͱൺ΂ߴ͍ύθΥʔϚϯεΛൃش͢Δ͕ɼಉ࣌ʹ੣࣮ੑͷ͹Β ͖͕ͭେ͖͍ͱύθΥʔϚϯε͸௿Լͯ͠͠·͏͜ͱΛൃݟͨ͠ [10]ɽಉ༷ʹɼDriskell Β

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͸ϏοάθΝΠΥΛࡉ෼Խͨ͠খ෼ྨʹ͍ͭͯɼνʔϜͷޮ཰ੑʹӨڹ͢ΔҼࢠΛ෼ੳͨ͠ [11]ɽ͜ͷΑ͏ͳݚڀ͸ 2018 ೥ݱࡏ΋ߦΘΕ͓ͯΓɼͨͱ͑͹ Steca Β͸ͲͷΑ͏ͳੑ֨Ҽ ࢠ͕εϙʔπબखʹଟ͘ΞεϦʔτͱͯ͠ͷ੒ޭʹؔΘΔ͔Λ૬ؔ෼ੳʹΑΓݚڀ͍ͯ͠ Δɽ[12]

**2.2** ιʔγϟϧϝσΟΞͷ෼ੳ

**2.2.1** ϏοάθΝΠΥͱ **SNS** ্ͷϢʔβͷߦಈͷؔ܎

ϏοάθΝΠΥͷੑ֨Ҽࢠ͸ιʔγϟϧϝσΟΞ্ͷਓͷߦಈʹ΋ӨڹΛ༩͑Δɽͨͱ ͑͹ Ryan Β͸Facebook ͷϢʔβʹ͸ܦݧ΁ͷ։์ੑʢOpennessʣͱݽಠ͞ʢLonelinessʣ ͕ߴ͍ਓ͕ଟ͍͜ͱΛࣔ͠ [13]ɼSkues Β͸தͰ΋ͦͷ܏޲͕ڧ͍ਓ ́Ͳɼ༑ୡΛଟ࣋͘ ͭ܏޲͕͋Δ͜ͱΛࣔͨ͠ [14]ɽ·ͨɼSeidman ͸ڠௐੑʢAgreeablenessʣͱਆܦ঱܏޲ ʢNeuroticismʣ͕ߴ͍ ́Ͳɼଞਓͱͷ઀৮ΛٻΊΔ܏޲͕ڧ͘ɼਆܦ঱܏޲͕ߴ͘ɼ੣࣮ੑ

͕௿͍ ́Ͳɼ౤ߘ΍ΎϩθΟʔϧͷߋ৽ͳͲͷࣗݾදݱ܏޲͕ڧ͘ͳΔ͜ͱΛࣔͨ͠ [15]ɽ

ಉ༷ͷ෼ੳ͕ɼTwitter ΍தࠃͷ QQzone ͳͲɼ༷ʑͳιʔγϟϧϝσΟΞʹ͓͍ͯͳ͞ Ε͍ͯΔɽCorrea Β͸ੑ֨ͱߦಈͷؔ܎͸ੑผ΍೥ྸʹΑͬͯ΋มԽ͢Δ͜ͱΛࣔͨ͠[16]ɽ ͨͩ͠ɼ͜ΕΒͷΑ͏ͳੑ֨ͱ SNS ্ͷϢʔβͷߦಈͷ૬ؔΛ෼ੳͨ͠ݚڀ͸ɼ೔ຊͰ͸ ͋·Γ੝Μʹ͸ߦΘΕ͍ͯͳ͍ɽ

Ҏ্ͷ෼ੳ͸ɼશͯϏοάθΝΠΥͷσʔλΛඃݧऀͷڠྗͷ΋ͱ৺ཧςετΛ࣮ࢪ͢Δ ͜ͱʹΑͬͯूΊ͍ͯΔɽ࣍͸ɼιʔγϟϧϝσΟΞ্ͰऔಘՄೳͳσʔλʹΑͬͯੑ֨ͷ ஋Λࢉग़͢ΔݚڀΛ঺հ͢Δɽ

**2.2.2 SNS** Ϣʔβͷੑ֨ͷਪఆ

SNS ্ͷϢʔβͷੑ֨ͱߦಈͷؔ܎Λௐ΂Δ্Ͱɼ৺ཧςετΛ௨ͯ͠Ͱͳ͍ͱੑ͕֨ நग़Ͱ͖ͳ͍ͱ͍͏ͷ͸ɼඃݧऀͷڠྗͷݩͰσʔλΛऩू͢Δඞཁ͕͋Δ͜ͱΛҙຯ͠ɼ αϯΎϧͷଟ༷ੑΛଛͳͬͯ͠·͏ɽ͕ͨͬͯ͠ɼSNS ͔ΒऔಘՄೳͳ৘ใͷΈͰੑ֨Λਪ ఆ͢Δݚڀ͕޿͘ߦΘΕ͍ͯΔɽKosinski Β͸ Facebook ͰϢʔβͱɼͦͷϢʔβ͕ʮ͍͍ ͶʯΛԡͨ͠౤ߘͷରԠߦྻΛ࡞੒͠ɼ࣍ݩ࡟ݮͱϩδεςΟοΫճؼΛ༻͍ͯɺਓछ΍ੑ ผͳͲͷଐੑɼ͞Βʹ͸ϏοάθΝΠΥੑ֨ҼࢠΛ༧ଌ͢ΔϞσϧΛఏҊͨ͠ [17]ɽ͜ͷϞ σϧ͸ʮ͍͍Ͷʯͷ৘ใͷΈΛ࢖༻͍ͯ͠Δʹ΋͔͔ΘΒͣɼಛʹ Opennessʢܦݧ΁ͷ։ ์ੑʣͷ༧ଌʹ͓͍ͯ͸৺ཧςετͱมΘΒͳ͍ਫ਼౓Λࣔ͢͜ͱ͕෼͔ͬͨɽ

౤ߘςΩετΛ༻͍ͨੑ֨ਪఆ

ੑ֨Λਪఆ͢ΔͨΊʹ༗ޮͳೖྗσʔλͱͯ͠஫໨͞Εͨͷ͕Ϣʔβ͕౤ߘͨ͠ςΩετ ৘ใͰ͋ΔɽFast Β͸ਓؒͷݴ༿ݣ͍͸ੑ֨Λ൓ө͢Δͱ͍͏Ծఆͷ΋ͱɼݴ༿ͱੑ֨ͷର

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Ԡ෇͚Λه࿥ͨࣙ͠ॻΛ༻͍ςΩετ෼ੳΛߦͬͨɽͦͷ݁ՌϏοάθΝΠΥΛ͸͡Ίͱ͠ ͨଟ͘ͷੑ֨ࢦඪ͕ͦͷਓͷॻ͘ݴ༿͔Β༧ଌͰ͖Δ͜ͱ͕෼͔ͬͨ [18]ɽHirsh Β͸ඃݧ ऀʹॻ͔ͤͨࣗΒʹ͍ͭͯॻ͍ͨ࡞จ͔ΒɼϏοάθΝΠΥͱඇৗʹ૬ؔͷڧ͍ࢦඪΛऔΓ ग़͢͜ͱʹ੒ޭͨ͠ [19]. Golbeck Β͸ Twitter ͷσʔλΛॲཧ͠ɼLIWC ͱݺ͹ΕΔ෼ྨ ମܥʹԊͬͯநग़ͨ͠ੑ֨Ҽࢠޠͱ͍͔ͭ͘ͷ Twitter ্ͷߦಈΛಛ௃ྔͱͯ͠ϏοάθΝ ΠΥͷ஋Λ༧ଌͨ͠ [20]ɽArnoux Β͸நग़͢Δ୯ޠͷ෼ࢄදݱԽͱΨ΢εաఔճؼͷֶश ϞσϧΛ༻͍ͨ͜ͱͰɼੑ֨ͷ༧ଌʹඞཁͳೖྗςΩετσʔλ਺Λେ෯ʹݮΒͨ͠ [21]ɽ ࠷৽ͷݚڀͰ͸ɼAzucar Β͕ϢʔβͷجຊଐੑɼFacebook ͷʮ͍͍Ͷʯର৅ɼ౤ߘ਺΍༑ ਓ਺ͳͲͷ׆ಈͷ౷ܭ৘ใɼ౤ߘͷςΩετ৘ใɼΎϩθΟʔϧ΍౤ߘͷը૾৘ใͳͲɼ਺ ଟ͘ͷछྨͷ৘ใΛ͢΂ͯಛ௃ྔͱͨ͠ੑ֨ਪఆΛߦͬͨɽ݁Ռɼ͋ΒΏΔ৘ใΛಛ௃ྔʹ ؚΊΔ͜ͱͰɼඇৗʹߴਫ਼౓ͳੑ֨ਪఆ͕Մೳͳ͜ͱΛࣔͨ͠ [22]ɽੑ֨ਪఆϞσϧͷ೔ຊ ޠԽʹ͍ͭͯ͸ಹਢ઒Β͕ߦ͓ͬͯΓɼ೔ຊޠͷ SNS σʔλʹؔͯ͠΋࣮είΞͱߴ͍૬ ؔΛ΋ͭϏοάθΝΠΥͷਪఆ͕Մೳʹͳ͕ͬͨɼͦͷείΞͱ SNS ্ͷߦಈͷؔ܎Λ෼ ੳͨ͠ݚڀ͸গͳ͍ɽৄ͘͠͸ୈ 3 ষͰઆ໌͢Δɽ

**2.2.3** ίϛϡχςΟܗ੒ͷϝΧχζϜʹؔ͢Δݚڀ

ιʔγϟϧϝσΟΞʹ͓͚ΔίϛϡχςΟͷܗ੒ʹ͸͞·͟·ͳཁҼ͕͋Δ͕ɼ࠷΋Φʔ ιυοΫεͳཁҼ͸ɼڞ௨ͷझຯ΍ڵຯͷ΋ͱɼϢʔβ͕ࣗൃతʹΫϥελΛܗ੒͢Δ͜ ͱͰ͋Ζ͏ɽ4chan ΍ Reddit ͱ͍ͬͨΎϥοτθΥʔϜ͸ɼࣗ෼͕ڵຯΛ͍࣋ͬͯΔ৘ใ ͷδϟϯϧΛ࠷ॳʹࣗൃతʹબ୒ͦ͠ͷதͰਓʑͱ઀৮ٞ͠࿦ΛަΘ͢ɼୈ 1 ষͰड़΂ͨ Α͏ʹɼ͋ΔτβοΫʹର͢Δࢥ૝͕ίϛϡχςΟܗ੒ʹӨڹΛ༩͑Δྫͷͻͱͭʹ Echo Chamber ͕͋͛ΒΕΔ [2]ɽ͜ͷΑ͏ͳίϛϡχςΟܗ੒ͷഎޙʹ͸ Homophily ͱݺ͹Ε Δɼਓؒ͸ڞ௨఺Λ΋ͭਓؒͱͭͳ͕Γ΍͍͢ɼͱ͍͏ݪཧ͕͋Δɽڞ௨఺ʹΑΔίϛϡχ ςΟܗ੒ͱͯ͠ɼMcPherson Β͸ਓछͱຽ଒ͷڞ௨఺͕࠷΋ڧ͘ωοτϫʔΫͷΫϥελ ԽΛҾ͖ى͜͠ɼ೥ɼफڭɼ৬ۀɼੑผͳͲͷڞ௨఺͕ͦΕʹଓ͘ͱͨ͠ [23]ɽ͜ͷΑ͏ʹɼ ਓؒͷ؀ڥཁҼ΍ײ৘ɼڵຯʹΑΔίϛϡχςΟܗ੒ͷϝΧχζϜ͸ݚڀ͞Ε͍ͯΔɽ

**2.3** ຊ࿦จͷҐஔ͚ͮ

طଘݚڀͱরΒ͠߹ΘͤͨຊݚڀͷҐஔ͚ͮɾ༗༻ੑ͸ҎԼͷ௨ΓͰ͋Δɽ

*•* ςΩετ͔Βਪఆ͞Εͨੑ֨ͱɼͦͷϢʔβͷߦಈͷؔ܎ΛɼվΊͯ೔ຊޠͷσʔλ ͱੑ֨ਪఆϞσϧΛ༻͍ͯ෼ੳͨ͠

*•* SNS ্ͷίϛϡχςΟܗ੒ͷϝΧχζϜΛɼݸਓͷੑ֨ͱ͍͏؍఺͔Β෼ੳͨ͠

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ୈ**3**ষ എܠͱͳΔٕज़

**3.1 IBM Watson Personality Insights API**

ຊઅͰ͸ɼSNS Ϣʔβͷੑ֨Λਪఆ͢ΔͨΊʹ༻͍ΔϞσϧͰ͋ΔɼIBM Watson ͷ Personality Insights API ʹ͍ͭͯɼ֓ཁͱഎܠٕज़ʹ͍ͭͯड़΂ͨͷͪɼͦͷ࢖༻ྫΛ ࣔ͢ɽ

**3.1.1** ֓ཁ

Watson ͱ͸ɼIBM ͕։ൃͨࣗ͠વݴޠॲཧ΍ը૾ॲཧɼԻ੠ೝࣝͳͲͷػೳΛ౥ࡌͨ͠ γεςϜͰ͋ΓɼBluemix ͱ͍͏ IBM ͷΫϥ΢υαʔϏε͔Β༷ʑͳࣗવݴޠॲཧ΍ػց ֶशͷαʔϏζΛఏڙ͍ͯ͠Δɽ͜ͷҰ࿈ͷαʔϏε܈ͷҰ͕ͭ Personality Insights Ͱ͋ Γɼ͜Ε͸ςΩετ৘ใΛೖྗͱͯ͠ɼςΩετΛهड़ͨ͠ਓͷੑ֨Λਪఆ͢ΔϞσϧͰ͋ Δ1ɽFig. 3.1 ʹΥϥ΢β্Ͱ API Λ࢖༻ͨ͠ը໘Λදࣔ͢Δɽ

Personality Insights ͸ग़ྗͱͯ͠ϏοάθΝΠΥͷੑ֨Ҽࢠͷ஋ɼͦͯͦ͠ΕͧΕͷੑ֨ Ҽࢠͷখ෼ྨͱͯ͠ఆٛ͞Εͨ̒छྨͷੑ֨ʢθΝηοτʣΛܭࢉ͢Δɽ۩ମతʹ͸ɼTable 3.1 ʹ API ͕ܭࢉ͢Δ 35 छྨͷੑ֨Λࣔ͢ɽ

·ͨɼຊݚڀͰ͸༻͍ͯ͸͍ͳ͍͕ɼϏοάθΝΠΥͱ͸ผʹɼϏδωεͷྖҬʹ༗ӹͳ ʮχʔζʯΛ 12 छྨͷධՁ࣠ͰɼԿʹରͯ͠Ձ஋ΛٻΊΔ͔Λද͢ʮՁ஋؍ʯΛ̑छྨͷධ

Ձ࣠Ͱࢉग़͢ΔͨΊɼର৅ͷফඅબ޷ͷਪఆͳͲɼϏδωε໘΁ͷԠ༻΋ظ଴͞Ε͍ͯΔɽ

Personality Insights API ͸ Twitter ͳͲͷϚΠΫϩΥϩάͷσʔλΛ෼ੳ͢Δ͜ͱ΋૝ ఆ͍ͯ͠Δɽ୯७ͳςΩετͷࣗવݴޠॲཧ͸΋ͪΖΜɼϚΠΫϩΥϩάͷ౤ߘͷॱং΍೔ ࣌ɼςΩετͷฦ৴ɼҾ༻ؔ܎౳Λೖྗ৘ใʹՃ͑Δ͜ͱ΋Ͱ͖Δɽͦͷ৔߹ɼPersonality Insights API ͸͜ΕΒͷ৘ใΛ༻͍ςΩετಉ࢜ͷؔ࿈ੑΛߟྀͨ͠ੑ֨ͷਪఆΛߦ͏ɽ

Personality Insights ʹݶΒͣɼ Ի੠ೝࣝ΍ը૾෼ྨͳͲɼWatson ͸͞·͟·ͳػցֶ शͷख๏Λެ։͍ͯ͠ΔɽࠓޙɼػցֶशΛ༻͍ͨϚʔέςΟϯά෼ੳ΍ઓཱུҊΛߦ͍ͨ ͍͕ɼܭࢉϦιʔε΍ֶशσʔλ͕ෆ଍͍ͯ͠ΔاۀͳͲ͕ɼ͜ͷαʔϏεΛ׆༻ͯ͠௿ί ετͰ͞·͟·ͳ஌ݟΛಘΒΕΔΑ͏ʹͳΔ͜ͱ͕ظ଴͞Ε͍ͯΔɽ

1https://www.ibm.com/watson/jp-ja/developercloud/personality-insights.html

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Table 3.1: Personality Insights API ͕ܭࢉ͢Δશ 35 छྨͷੑ֨ ϏοάθΝΠΥ ̒ͭͷখ෼ྨʢߏ੒ཁૉͷੑ֨ʣ Opennessʢ஌త޷ح৺ʣ Adventurusnessʢେ୾ੑʣ, Artistic interestsʢܳज़త ؔ৺౓ʣ, Emotionalityʢ৘ಈੑʣ, Imaginationʢ૝૾ ྗʣ, Intellectʢࢥߟྗʣ, Authority-challengingʢݱঢ় ଧഁʣ Conscientiousnessʢ੣࣮ੑʣ Achievement strivingʢୡ੒౒ྗʣ, Cautiousnessʢ஫ҙ ਂ͞ʣ, Dutifulnessʢ஧࣮͞ʣ, Orderlinessʢடংੑʣ, Self-disciplineʢ੍ࣗྗʣ, Self-efficacyʢࣗݾޮྗײʣ Extraversionʢ֎޲ੑʣ Activity-levelʢ׆ൃ౓ʣ, Assertivenessʢࣗݾओுʣ, Cheerfulnessʢ໌࿕ੑʣ, Excitement-seekingʢܹࢗرٻ ੑʣ, Outgoingʢ༑޷ੑʣ, Gregariousnessʢࣾަੑʣ Agreeablenessʢڠௐੑʣ Altruismʢརଞओٛʣ, Cooperationʢڠಉੑʣ, Modesty ʢݠڏ͞ʣ, Uncompromisingʢڧߗ͞ʣ, Sympathyʢڞ

ײ౓ʣ, Trustʢ৴༻౓ʣ Emotional rangeʢײ৘ى෬ʣ Fieryʢܹ৘తʣ, Prone to worryʢ৺഑ੑʣ, Melancholy ʢ൵؍తʣ, Immoderationʢརݾతʣ, Self-contiousness ʢࣗҙࣝա৒ʣ, Susceptible to stressʢ௿ετϨε଱ੑʣ

**3.1.2** എܠٕज़

Personality Insights API ʹ༻͍ΒΕ͍ͯΔٕज़ࣗମ͸ɼୈ2 ষͰ঺հͨ͠ɼςΩετͷࣗ વݴޠॲཧͰ͋Δɽ۩ମతʹ͸ɼLIWC(Linguistic Inquiry and Word Count) ͱݺ͹ΕΔ෼ ྨମܥʹͳΒͬͯ͋Β͔͡Ίੑ֨ͱؔ࿈Λࣔ͢Α͏ͳ୯ޠΛ෼ྨ͓͖ͯ͠ɼςΩετ্ʹͦ ΕͧΕͷ෼ྨͷ୯ޠ͕Կճදग़͢Δ͔Λੑ֨ਪఆͷͨΊͷಛ௃ྔͱ͢Δख๏Λ༻͍͍ͯΔɽ ͜Ε͸ӳޠͷςΩετͷੑ֨ਪఆʹ͓͍࣮ͯ੷ͷ͋Δख๏Ͱ͕͋ͬͨɼPersonality Insights API ͷ೔ຊޠରԠͷࡍʹಹਢ઒ΒʹΑͬͯ LIWC ͷ೔ຊޠԽ͕ߦΘΕɼ೔ຊޠͷςΩετ ʹ͓͍ͯ΋࣮είΞͱߴ͍૬ؔΛ΋ͭੑ֨ࢦඪͷ༧ଌ͕Մೳͱͳͬͨ [24]ɽ

**3.1.3 Personality Insights** ࢖༻ྫ

࣮ࡍʹ͜ͷ API Λ࢖༻͢Δࡍʹߦ͏લॲཧ΍ɼAPI ʹΑͬͯग़ྗ͞ΕΔ஋ͷҙຯʹ͍ͭ ͯɼઆ໌͢Δɽ

**Personality Insights API** ΁ͷೖྗ

ຊݚڀͰ͸ɼSNS ͷσʔλΛ༻͍ΔͷͰɼϚΠΫϩΥϩάͷ౤ߘΛೖྗ͢Δ࣌ʹ͍ͭͯ આ໌͢Δɽ͜ͷ৔߹ɼ෼ੳର৅ͷϢʔβͷશͯͷ౤ߘσʔλΛϦετԽͨ͠΋ͷΛJSON Φ ΥδΣΫτͱͯ͠౉͢ HTTP ϦΫΤετΛ API ʹૹ৴͢Δɽ౤ߘσʔλͱ͸ɼϚΠΫϩΥ

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Fig. 3.1: Personality Insights ʹΑΔݸੑͷܭࢉ

ϩά΁ͷ౤ߘͷ̍ճ෼ʢTwitter ͷ৔߹̍πΠʔτʣʹରԠ͠ɼTable 3.2 ʹ͋ΔΑ͏ͳม਺ Λ࣋ͭΦΥδΣΫτͰ͋Δɽදʹ͋Δ௨ΓɼςΩετ৘ใҎ֎ͷೖྗ͸೚ҙͰ͋Δɽ

**Personality Insights API** ͔Βͷग़ྗ

API ʹΑΔܭࢉ݁Ռ͸ɼʮܭࢉʹ࢖༻ͨ͠୯ޠͷ਺ʯɼʮύʔιφϦςΟʯɼʮχʔζʯɼʮՁ ஋؍ʯɼʮΤϥʔϝοηʔδʯͳͲΛؚΉΦΥδΣΫτͱͯ͠ฦ͞ΕΔ͕ɼຊݚڀͰ͸Ϗοά θΝΠΥͷࢦඪͷΈʹண໨ͨͨ͠ΊɼʮύʔιφϦςΟʯʹ͍ͭͯͷΈઆ໌͢Δɽʮύʔιφ ϦςΟʯʹ͸ɼTable 3.1 ʹ͋Δ 35 छྨͷੑ֨Ҽࢠʹ͍ͭͯɼͦͷ஋ͷਪఆ݁ՌͳͲͷ৘ใ ؚ͕·Ε͍ͯΔɽશͯͷੑ֨ͷ৘ใ͸ɼTable 3.3 ʹ͋ΔΑ͏ͳม਺Λ࣋ͭΦΥδΣΫτͱ ͯ͠ಘΒΕΔɽ

ύϥϝʔλͷ͏ͪɼpercentile ͱ raw score ͷҧ͍ʹ͍ͭͯઆ໌͢Δɽraw score ͸ςΩε τΛೖྗʹɼϞσϧ͕ܭࢉ֤ͨ͠ࢦඪͦͷ··ͷ஋ɼ͢ͳΘͪ৺ཧςετʹΑΔ࣮είΞͷ ༧ଌ஋Ͱ͋Δɽର͠ɼpercentile ͸Ϟσϧ͕࣋ͭαϯΎϧͷ raw score ͷ෼෍ʹର͠ɼܭࢉ

Table 3.2: Personality Insights API ΁ͷೖྗʹؚ·ΕΔ౤ߘσʔλ ύϥϝʔλ આ໌ content ౤ߘͷςΩετ৘ใɽ߹ܭ 20MB ·Ͱ෼ੳՄೳ idʢ೚ҙʣ ౤ߘͷࣝผ൪߸ createdʢ೚ҙʣ ౤ߘ͞Εͨ೔࣌ updatedʢ೚ҙʣ ౤ߘ͕ߋ৽͞Εͨ೔࣌ contenttype(೚ҙ) content ͕ੜͷςΩετͰ͋Δ͔ɼHTML Ͱ͋Δ͔ languageʢ೚ҙʣ ݴޠʢΞϥϏΞޠɺӳޠɺεπΠϯޠɺ೔ຊޠɺؖࠃޠʣ parentidʢ೚ҙʣ ౤ߘ͕ଞͷ౤ߘͱ֊૚ؔ܎ʹ͋Δ৔߹ͷɼ਌ͷ id replyʢ೚ҙʣ ଞͷ౤ߘʹର͢Δฦ৴Ͱ͋Δ͔൱͔ forwardʢ೚ҙʣ ଞͷ౤ߘͷҾ༻Ͱ͋Δ͔൱͔

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Table 3.3: Personality Insights API ʹΑΔܭࢉ݁Ռͷྫ

ύϥϝʔλ આ໌ ྫ trait id ϏοάθΝΠΥͰ͋Ε͹big5, খ෼ྨͰ͋Ε͹facet

ͱͳΔ

big5 characteristic

name ੑ֨ͷ໊લ Openness percentile ͷͪʹઆ໌͢Δ raw score Λੑ֨ͷ෼෍͔Β 0-1 ʹ

ඪ४Խͨ͠΋ͷɹ

0.20715016762798294

raw score ੜͷܭࢉείΞ 0.5637599749079132

͞Εͨ஋͕Ͳ͜ʹҐஔ͢Δ͔ɼ0 ͔Β 1 ͷൣғʹਖ਼نԽͨ͠஋Ͱ͋Δɽ͢ͳΘͪɼTable 3.3 ͷྫͷΑ͏ʹ஌త޷ح৺ͷ percentile ͕ 0.207 ͷ৔߹ɼͦͷਓͷ஌త޷ح৺͸શମͷԼ͔Β 20%ͷਫ४ʹ͋Δ͜ͱΛද͢ɽ

**3.2** ωοτϫʔΫ্ͰϦϯΫΛ݁Ϳϊʔυͷଐੑͷ૬ؔΛଌΔࢦඪ

ຊݚڀͰ͸ɼιʔγϟϧϝσΟΞͷωοτϫʔΫʹ͓͍ͯɼੑ֨ͷࣅͨϢʔβಉ͕࢜ͭ ͳ͕Γ΍͍͢ͷ͔ɼͦΕͱ΋ҟͳͬͨੑ֨ಉ͕࢜ͭͳ͕Γ΍͍͢ͷ͔Λ෼ੳ͢Δɽͦ͜Ͱɼ ͦΕͧΕͷϊʔυ͕ੑ֨ͱ͍͏ଐੑΛ࣋ͭΑ͏ͳωοτϫʔΫʹ͓͍ͯɼϦϯΫͰ݁͹Ε Δϊʔυಉ࢜ͷଐੑ஋ͷۙ͞Λଌఆ͢Δ matching assortativity ͱΑ͹ΕΔࢦඪΛܭࢉ͢Δ [25]ɽຊઅͰ͸͜ͷ matching assortativity ʹ͍ͭͯઆ໌͢Δɽ

݁ࠗωοτϫʔΫʹ͓͚Δ **matching assortativity**

Fig 3.2 ͸ɼ1141 ૊ͷ෉්ʹ͍ͭͯɼ݁ࠗ࣌ͷޓ͍ͷ೥ྸΛΎϩοτͨ͠΋ͷͰ͋Δ2ɽ

ਓΛϊʔυɼ݁ࠗؔ܎ΛϦϯΫͱͨ͠ωοτϫʔΫʹ͓͚Δɼage ͷmatching assortativity ͸ɼ෉ͷ݁ࠗ࣌ͷ೥ྸͱɼ࠺ͷ݁ࠗ࣌ͷ೥ྸͷؒͷ Pearson ͷ૬ؔ܎਺ͱಉٛͰ͋Δɽͨ͠ ͕ͬͯɼFig 3.2 ͔Βɼ݁ࠗؔ܎ͷωοτϫʔΫʹ͓͚Δ age ͷ matching assortativity ͸ਖ਼ Ͱ͋Δ͜ͱ͕ಡΈऔΕΔɽ

݁ࠗωοτϫʔΫ͸ɼϦϯΫͷҰ୺͕෉ɼ΋͏Ұ୺͕࠺ͷ༗޲άϥθͰ͋Γɼ༗޲άϥθ ʹ͓͚Δ matching assortativity ɹ *r* ͸ҎԼͷΑ͏ʹఆٛ͞ΕΔɽ

*r* =

∑*xy xy*(*exy − axby*)

*σaσb* (3.1)

*x* ͱ *y* ͸ͦΕͧΕϦϯΫͷ࢝఺ͱऴ఺ͷϊʔυͷଐੑ஋ɼ*exy* ͸શϦϯΫͷ͏ͪଐੑ஋͕ *x* ͷ࢝఺ͱଐੑ஋͕ *y* ͷऴ఺ͷؒʹଘࡏ͢ΔϦϯΫͷׂ߹Ͱ͋Δɽ*ax*ɼ*by* ͸ͦΕͧΕશϊʔ υͷ͏ͪଐੑ஋͕ *x*ɼ*y* ͷϊʔυͷׂ߹Ͱ͋Γɼ*σa*ɼ*σb* ͸ͦΕͧΕ *x*ɼ*y* ͷඪ४ภࠩͰ͋Δɽ

2Mark EJ Newman(2003) Mixing patterns in networks[25] FIG. 1 ΑΓҾ༻

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Fig. 3.2: ෉්ͷ݁ࠗ࣌ͷ೥ྸ

ແ޲άϥθͷ৔߹ɼ*ax* = *bx* Ͱ͋Γɼ·্ͨࣜ͸ଐੑ஋͕཭ࢄ஋ΛͱΔ৔߹Ͱ͋Δ͕ɼ֬ ཰ີ౓ؔ਺ͷੵ෼ʹ௚͢͜ͱʹΑΓɼ࿈ଓ஋ʹ͜ͷ֓೦Λ֦ு͢Δ͜ͱ͕Ͱ͖Δɽ͜ͷࢦඪ ͸ɻ͔̍Β 1 ͷؒͷ஋ΛͱΓɼ̍ʹ͍ۙ ́Ͳଐੑ஋ͷࣅͨϊʔυ͕ͭͳ͕Γ΍͘͢ɼɻ̍ʹ ͍ۙ ́ͱଐੑ஋͕཭Εͨϊʔυ͕ͭͳ͕Γ΍͍͢͜ͱΛࣔ͢ɽ

**3.3** ωοτϫʔΫͷ෼ׂख๏

ຊݚڀͰ͸ɼιʔγϟϧϝσΟΞͷωοτϫʔΫ্ͷίϛϡχςΟͷ;Δ·͍͕ɼͦͷϝ ϯόʔͷੑ֨ͱͲ͏ؔ܎͢Δ͔Λ෼ੳ͢Δɽͦ͜ͰɼຊઅͰ͸ɼωοτϫʔΫΛίϛϡχ ςΟʹ෼ׂ͢ΔͨΊͷΫϥελϦϯάख๏ʹ͍ͭͯઆ໌͢Δɽ

**3.3.1** ϞδϡϥϦςΟʹ͍ͭͯ

**(1)** ϞδϡϥϦςΟͷఆٛ

ωοτϫʔΫΛͭͳ͕Γͷڧ͍ਓಉ࢜ͷूஂʹ෼ׂ͢Δͱ͖ɼͦͷ෼ׂΛධՁ͢Δࢦඪͱ ͯ͠ɼϞδϡϥϦςΟͱ͍͏֓೦Λ঺հ͢ΔɽϞδϡϥϦςΟͱ͸ɼωοτϫʔΫͷάϧʔ Ύ΁ͷ෼ׂͷ࣭ΛఆྔԽ͢ΔධՁؔ਺Ͱ͋Γɼ෼ׂ͞ΕͨάϧʔΎ಺ͷωοτϫʔΫ͕ɼϥ ϯμϜʹϦϯΫΛ഑ஔͨ͠৔߹ͱൺ΂ͲΕ͚ͩີͰ͋Δ͔Λද͢ɽ۩ମతʹ͸ҎԼͷ௨Γɽ

͋Δάϥθʹ͓͍ͯɼ*M* ΛશΤοδ਺ɼ*A* Λάϥθͷྡ઀ߦྻɼ*ki*ɼ*kj* Λϊʔυ *i*ɼϊʔ υ *j* ͷ࣍਺ͱͨ͠ͱ͖ɼϞδϡϥϦςΟ*Q* ͸

*Q* = 2*M*

1(*Aij − kikj* 2*M* ∑)*δ*(*gi,gj*) (3.2)

*ij*

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Ͱද͞ΕΔɽͨͩ͠ɼ*δ*(*gi,gj*) ͸ϊʔυ *i* ͱϊʔυ *j* ͕ಉ͡άϧʔΎʹॴଐ͢Δ࣌͸ 1ɼҧ ͏άϧʔΎʹॴଐ͢Δ࣌͸ 0 Λฦ͢ɽ͜ΕΛ੔ཧͯ͠ɼ

*Q* = ∑*g*

(*egg − a*2*g*) (3.3)

ͨͩ͠ɼ*egg* ͸ಉ͡άϧʔΎ *g* Ͱ઀ଓ͍ͯ͠Δϊʔυͷׂ߹ɺ*a*2*g* ͸ϦϯΫΛϥϯμϜʹ഑ஔ ͨ͠৔߹ͷϦϯΫ਺ͷظ଴஋Ͱ͋ΔɽϞδϡϥϦςΟ͸̌ͱ̍ͷؒͷ஋ΛऔΓɼେ͖͍ ́Ͳ ྑ͍෼ׂ͕Ͱ͖͍ͯΔ͜ͱΛද͢ɽ

͜ͷࣜ͸ॏΈͷͳ͍άϥθʹରͯ͠ఆٛ͞ΕΔϞδϡϥϦςΟͰ͋Δ͕ɼॏΈ͖ͭͷάϥ θʹରͯ͠͸ɼࣜ 3.2 ʹ͓͍ͯ࣍਺ͷ୅ΘΓʹΤοδͷॏΈͷ࿨Λ༻͍ͯܭࢉ͢Δɽ

**(2)** ϞδϡϥϦςΟ࠷େԽʹΑΔωοτϫʔΫ෼ׂ

ϞδϡϥϦςΟ͕େ͖͘ͳΔΑ͏ͳωοτϫʔΫͷ෼ׂͰ͸ɼίϛϡχςΟ಺ͷͭͳ͕Γ ͕ଟ͘ͳΓɼίϛϡχςΟؒͷͭͳ͕Γ͕গͳ͘ͳΔɽ͕ͨͬͯ͠ɼϞδϡϥϦςΟΛ࠷େ Խ͢Δ͜ͱʹΑΓωοτϫʔΫΛάϧʔΎ಺Ͱͷͭͳ͕Γͷڧ͍άϧʔΎʹ෼ׂ͢Δ͜ͱ͕ ՄೳʹͳΔɽ

SNS ্ͷձ࿩ʹ͓͍ͯ΋ɼਓʑ͸ؾΛڐͨ͠΋ͷಉ࢜Ͱձ࿩͢Δ܏޲͕ڧ͘ɼະ஌ͷਓͱ ͷަྲྀ͸كͰ͋Δɽ͕ͨͬͯ͠ɼιʔγϟϧϝσΟΞͷձ࿩ωοτϫʔΫΛίϛϡχςΟ෼ ׂ͢Δํ๏ͱͯ͠ϞδϡϥϦςΟͷ࠷େԽ͸;͞Θ͍͠ͱߟ͑ΔɽϞδϡϥϦςΟ࠷େԽ໰ ୊͸ɼNP ࠔ೉ʹ෼ྨ͞ΕΔͨΊɼܭࢉʹ͸޻෉͕ඞཁͰ͋ΓɼۙࣅղΛٻΊΔख๏͕ݚڀ ͞Ε͖ͯͨɽ

ຊݚڀͰ͸ͦͷ͏ͪͷҰͭͰ͋Δ Louvain ๏Λ༻͍ΔɽLouvain ๏͸ϞδϡϥϦςΟͷہ ॴతͳ࠷େԽͱίϛϡχςΟ͝ͱͷϊʔυͷू໿Λ܁Γฦ͢͜ͱͰɼߴ଎ͰϞδϡϥϦςΟ ͷ࠷େԽΛ࣮ݱ͢Δख๏Ͱ͋Γɼ෼ׂ਺Λ͋Β͔͡ΊܾΊΔඞཁͳ͘ΫϥελϦϯά͕Մೳ ͱ͍͏ಛ௃͕͋Δɽ

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ୈ**4**ষ ఏҊख๏

ຊݚڀͰ͸ɼιʔγϟϧωοτϫʔΫ্ͰϢʔβͷੑ͕֨ίϛϡχςΟܗ੒ʹ༩͑ΔӨڹ Λ෼ੳ͢Δɽ͜ͷষͰ͸ɼ෼ੳख๏શମͷθϨʔϜϫʔΫΛఏҊख๏ͱͯ͠આ໌͢Δɽ

**4.1** ख๏ͷखॱ

ຊઅͰ͸ɼఏҊख๏ͷུ֓Λ Fig 4.1 ʹԊͬͯड़΂Δɽ֤खॱͷৄࡉʹ͍ͭͯ͸࣍અҎ߱ ʹઆ໌͢Δɽ

*•* ڞ௨ͷτβοΫωοτϫʔΫʹॴଐ͢ΔϢʔβͷநग़

*•* நग़ͨ͠Ϣʔβͷੑ֨ਪఆ

*•* ϝϯγϣϯωοτϫʔΫͷߏங

*•* Ϣʔβͷ෼ੳࢦඪͷ࡞੒ͱωοτϫʔΫࢦඪͷநग़

*•* ΫϥελϦϯάͱίϛϡχςΟͷ෼ੳࢦඪͷ࡞੒

*•* Ϣʔβͷੑ֨ͱߦಈɾωοτϫʔΫࢦඪͷ૬ؔ෼ੳʢϦαʔνΫΤενϣϯ̍ɾ̎ʣ

*•* ωοτϫʔΫͷ Matching Assortativity ʹΑΔ෼ੳʢϦαʔνΫΤενϣϯ̏ʣ

*•* ίϛϡχςΟͷੑ֨ͱ;Δ·͍ͷ૬ؔ෼ੳʢϦαʔνΫΤενϣϯ̐ʣ

**4.2** ڞ௨ͷτβοΫωοτϫʔΫʹॴଐ͢ΔϢʔβͷநग़

ਓͱਓͷͭͳ͕Γʹରͯ͠ӨڹΛ༩͑ΔཁҼͱͯ͠ୈ 1 ষͰड़΂ͨ௨Γɼʮͦͷ৔ͷ؀ڥత ཁҼʯɼʮϢʔβͷײ৘΍ࢥ૝ʯɼʮϢʔβͷੑ֨ʯͷ 3 ཁૉ͕͋Δͱຊ࿦จͰ͸ߟ͑Δɽຊख ๏Ͱ͸ɼͰ͖ΔݶΓ७ਮʹੑ֨ʹΑΔӨڹΛ؍࡯͢ΔͨΊʹଞͷཁૉΛऔΓআ͘͜ͱΛఏҊ ͢ΔɽఏҊख๏Ͱ͸ɼ෼ੳ͢ΔωοτϫʔΫͷτβοΫΛ౷Ұ͢Δ͜ͱΛߟ͑Δɽڞ௨ͷڵຯ΍ ϞνφʔγϣϯʹΑͬͯ઀৮͍ͯ͠ΔϢʔβͷूஂΛूΊΔ͜ͱͰɼʮͦͷ৔ͷ؀ڥతཁҼʯɼ ʮϢʔβͷײ৘΍ࢥ૝ʯΛ౷੍͠ɼίϛϡχςΟܗ੒ʹରͯ͠ੑ֨Ҏ֎ͷཁૉ͕༩͑ΔӨڹ ΛݮΒ͢͜ͱ͕ૂ͍Ͱ͋Δɽࠓޙɼڞ௨ͷڵຯ΍Ϟνφʔγϣϯͷ΋ͱ઀৮͍ͯ͠ΔϢʔβ ʹΑͬͯߏ੒͞Εͨ SNS ͷωοτϫʔΫΛʮτβοΫωοτϫʔΫʯͱݺͿɽ

͋ΔτβοΫωοτϫʔΫʹॴଐ͢ΔϢʔβΛநग़͢Δ۩ମతͳํ๏ͱͯ͠͸ɼͨͱ͑͹ɼ ϢʔβͷΎϩθΟʔϧ৘ใ͔ΒڵຯޠΛൈ͖ग़͠ɼͦΕΛ΋ͱʹநग़͢Δํ๏΍ɼτβοΫ Λ্ख͘ଊ͑ΔΩʔϫʔυΛࢦఆ͢Δ͜ͱͰ౤ߘͷΩʔϫʔυݕࡧʹΑΓϢʔβΛநग़͢Δ

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Fig. 4.1: ੑ֨ͱίϛϡχςΟܗ੒ͷؔ܎෼ੳͷखॱ

ํ๏ͳͲ͕ߟ͑ΒΕΔɽͨͩɼڞ௨ͷڵຯΛ΋ͱʹநग़ͨ͠Ϣʔβ͕ɼ࣮ࡍʹ͸͋·Γ઀৮ ͤͣɼτβοΫωοτϫʔΫ͕ඇৗʹεύʔεʹͳΔ͜ͱ͕͋ΔͨΊɼͦͷΑ͏ͳࣄଶʹؕ Βͳ͍޻෉͢Δඞཁ͕͋Δɽຊ࣮ݧͰ͸ɼTwitter ͷϋογϡλάݕࡧΛར༻ͯ͠ಛఆͷτ βοΫωοτϫʔΫͷϢʔβΛநग़͢Δ͜ͱͰεύʔεੑͷ໰୊Λղܾ͍ͯ͠Δɽৄࡉ͸ୈ 5 ষͰड़΂Δɽ

**4.3** நग़ͨ͠Ϣʔβͷੑ֨ਪఆ

લઅͰநग़ͨ͠ϢʔβΛର৅ʹɼੑ֨ͷܭࢉΛߦ͏ɽTwitter ͳͲͷϚΠΫϩΥϩάͷ౤ ߘσʔλʹ͸ɼ͠͹͠͹ଞਓͷ౤ߘͷҾ༻ͳͲɼͦͷϢʔβͷੑ֨Λଊ͑Δʹ͸ద੾Ͱͳ͍ ౤ߘ͕ݟΒΕΔɽୈ 2 ষɼୈͰड़΂ͨΑ͏ʹɼϚΠΫϩΥϩά͔Βͷੑ֨ͷநग़ʹ͸ʮ͍͍ Ͷʯͷ৘ใΛ༻͍Δ΋ͷ΍ɼϢʔβͷ౤ߘ਺ɾ౤ߘස౓ͳͲͷ౷ܭσʔλΛ༻͍Δ΋ͷͳͲ ༷ʑ͋ΔɽຊݚڀͰ஫ҙ͠ͳ͚Ε͹ͳΒͳ͍ͷ͕ɼ͜͜Ͱܭࢉ͢Δੑ֨͸ɼϝϯγϣϯωο τϫʔΫͷίϛϡχςΟͷ෼ੳࢦඪͱͷൺֱΛߦ͏͜ͱΛ໨తʹܭࢉ͍ͯ͠ΔͨΊɼଞϢʔ βͱͷϝϯγϣϯؔ܎͸ੑ֨ਪఆͷಛ௃ྔͱͯ͠࢖ͬͯ͸ͳΒͳ͍ͱ͍͏͜ͱͰ͋Δɽಉ༷ ʹɼ΋͠ϝϯγϣϯωοτϫʔΫͷ୅ΘΓʹ༑ਓؔ܎ΛϦϯΫͱ͢Δ༑ਓωοτϫʔΫΛ༻ ͍ΔͷͰ͋Ε͹ɼଞϢʔβͱͷ༑ਓؔ܎Λੑ֨ਪఆͷಛ௃ྔͱͯ͠࢖ͬͯ͸ͳΒͳ͍ɽ

Ҏ্ΑΓɼଞਓʹର͢Δϝϯγϣϯ΍ଞਓ͔ΒͷҾ༻Λݟ෼͚Δ͜ͱ͕Ͱ͖ɼςΩετͳ ͲͷϢʔβ಺Ͱ׬݁ͨ͠৘ใΛ༻͍ͨੑ֨෼ੳͷϞσϧΛར༻͢Δ͜ͱ͕๬·͍͠ɽ

ຊݚڀͰ͸ɼ͜ΕΒΛ૯߹తʹ൑அͯ͠ɼWatson ͷ Personality Insights API Λ࢖༻͢ Δ͜ͱʹͨ͠ɽ

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**4.4** ωοτϫʔΫͷߏங

நग़ͨ͠Ϣʔβͷ౤ߘσʔλΛ΋ͱʹɼϢʔβؒͷωοτϫʔΫΛ࡞੒͢Δɽຊ࣮ݧͰ ͸ɼͨͩͷ༑ਓؔ܎Ͱ͸ͳ͘ʮ೔ৗతʹձ࿩Λ͢Δؔ܎ʯΛଊ͑ΔͨΊʹɼϢʔβؒͷϝϯ γϣϯͷ਺ʹண໨ͨ͠ϝϯγϣϯωοτϫʔΫΛ࡞੒ͨ͠ɽ۩ମతʹ͸ɼੑ֨ͷਪఆΛߦͬ ͨϢʔβΛωοτϫʔΫͷϊʔυʹରԠͤ͞ɼ֤ϊʔυʹ͸ਪఆͨ͠ 35 छྨͷੑ֨ࢦඪΛ ଐੑ஋ͱͯ͠༩͑ͨɽϦϯΫ͸ɼϢʔβؒͷϝϯγϣϯͷճ਺ΛॏΈͱͯ͠෇༩ͨ͠ɽ

**4.5** Ϣʔβͷ෼ੳࢦඪͷ࡞੒ͱωοτϫʔΫࢦඪͷநग़

Ϣʔβͷੑ֨ͱͷ૬ؔΛଌΔࢦඪͱͯ͠ɼҎԼͷ΋ͷΛ࢖༻͢Δɽ

**4.5.1** ࡞੒͢ΔϢʔβߦಈͷ෼ੳࢦඪ

**(1)** ౤ߘͷස౓

SNS ͷར༻΁ͷੵۃੑΛଌΔͨΊʹɼ౤ߘͷස౓Λܭࢉͨ͠ɽຊݚڀͰ͸ฦ৴ɼҾ༻Λؚ Ήऔಘͨ͠શ౤ߘʹؔͯ͠ɼͦͷ౤ߘ਺Λ࠷ݹͷ౤ߘ͔Β࠷৽ͷ౤ߘ·Ͱͷ೔਺Ͱআͨ͠ɼ 1 ೔͋ͨΓͷ౤ߘ਺Λࢦඪͱͯ͠༻͍ͨɽ

**(2)** ϦΎϥΠ཰

SNS ্ͷਓؒؔ܎ʹ͓͚Δɼଞਓ΁ͷੵۃੑΛଌΔͨΊʹɼऔಘͨ͠౤ߘʹ͍ͭͯɼશ౤ ߘ਺ʹର͢ΔɼଞͷϢʔβ΁ͷϝϯγϣϯ͖ͭͷ౤ߘ਺ͷׂ߹Λܭࢉͨ͠ɽຊݚڀͰ͸͜Ε Λࢦඪͱͯ͠༻͍ͨɽ

**(3)** ϦΎϥΠ܏޲

૬खͱձ࿩Λଓ͚Α͏ͱ͢Δ܏޲ΛଌΔͨΊʹɼࣗ෼ʹ޲͚ΒΕͨฦ৴਺ʹରͯࣗ͠෼ͷ ฦ৴਺͕Ͳͷ͘Β͍ଟ͍͔ܭࢉͨ͠ɽ۩ମతʹ͸ɼ࡞੒ͨ͠τβοΫωοτϫʔΫ಺Ͱɼଞ ͷϢʔβʹΑΔࣗ෼΁ͷϝϯγϣϯΛؚΉશ౤ߘ਺Λूܭ͠ɼͦΕΛɼࣗ෼͔Βωοτϫʔ Ϋ಺ͷϢʔβʹ޲͚ΒΕͨϝϯγϣϯ਺͔ΒҾ͍ͨ஋Λɼࢦඪͱͯ͠༻͍ͨɽ

**4.5.2** நग़͢ΔϢʔβͷωοτϫʔΫࢦඪ

**(1)** ࣍਺

࣍਺ͱ͸ɼωοτϫʔΫͷϊʔυͱ઀ଓ͢ΔϦϯΫͷ਺Ͱ͋Δɽ͕ͨͬͯ͠ϝϯγϣϯ ωοτϫʔΫʹ͓͚Δϊʔυͷ࣍਺ͱ͸ɼͦΕͧΕͷϢʔβͷฦ৴ͨ͜͠ͱͷ͋Δਓ਺Λද ͢ɽຊݚڀͰ͸ɼωοτϫʔΫ಺ͰϢʔβ͕ձ࿩Λͨ͠ਓ਺Λද͢ࢦඪͱͯ͠༻͍ͨɽ

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**(2)** ۙ઀த৺ੑ

ۙ઀த৺ੑωοτϫʔΫ಺ͷ֤ϊʔυ΁ͷฏۉతͳڑ཭ͷۙ͞Λද͠ɼωοτϫʔΫ಺ͷ ૯ϊʔυ਺Λ *N*ɼϊʔυ *i* ͱϊʔυ *j* ͷ࠷୹ڑ཭Λ *d*(*ni,nj*) ͱ͢Δͱɼϊʔυ *i* ͷۙ઀த৺ ੑ *Cc*(*ni*) ͸ɼ

*Cc*(*ni*) = ∑*Nj*=1 *N d*(*n−* 1 *i,nj*) (4.1)

Ͱද͞ΕΔɽͨͩ͠ɼ*i* = *j*ɽ

ϝϯγϣϯωοτϫʔΫ্Ͱ͸ɼͲͷ͘Β͍શϢʔβʹ͍ۙҐஔʹҐஔ͢Δ͔Λදͨ͢ ΊɼωοτϫʔΫʹର͢ΔؔΘΓͷਂ౓Λද͢ɽຊݚڀͰ͸ɼτβοΫωοτϫʔΫʹର͢ ΔϢʔβͷґଘͷ౓߹͍ͷߴ͞ΛଌΔͨΊͷࢦඪͱͯ͠༻͍ͨɽ

**(3)** ഔհத৺ੑ

ഔհத৺ੑͱ͸ɼϊʔυ͕ଞͷ 2 ͭͷϊʔυͷ࠷୹ܦ࿏্ʹଘࡏ͢Δ౓߹͍Λද͠ɼϊʔ υ *i* ͷഔհத৺ੑ *betweeness*(*ni*) ͸ɼ

*betweeness*(*ni*) = ∑*j<k*

఺ *i* ΛؚΉ఺ *j* ͱ఺ *k* ͷ࠷୹ܦ࿏ͷ਺

఺ *j* ͱ఺ *k* ͷ࠷୹ܦ࿏ͷ਺ (4.2)

Ͱද͞ΕΔɽͨͩ͠ɼ*i* = *j, k*

ϝϯγϣϯωοτϫʔΫ্Ͱ͸ɼͲͷ͘Β͍ಉ͡υβοΫ಺Ͱ΋ɼҟͳΔΫϥελͷڮ౉ ͠ͷ໾໨Λ୲͍ͬͯΔ͔ɼωοτϫʔΫʹ͓͚ΔΫϦςΟΧϧͳ৔ॴʹଘࡏ͢Δ͔Λࣔ͢ɽ ຊݚڀͰ͸ϢʔβͷτβοΫωοτϫʔΫʹ͓͍ͯͷॏཁ౓ͷߴ͞ΛଌΔͨΊͷࢦඪͱͯ͠ ༻͍ͨɽ

**4.6** ΫϥελϦϯάͱίϛϡχςΟͷ෼ੳࢦඪͷ࡞੒

ୈ 3 ষͰड़΂ͨ௨Γɼ࠷దͳ෼ׂ਺͕෼͔Βͳ͍͜ͱͱɼద੾ͳϩʔΧϧίϛϡχςΟ ͷݕग़ͷͨΊɼຊख๏Ͱ͸ɼLouvain ๏Λ༻͍ͯߏஙͨ͠ωοτϫʔΫͷΫϥελϦϯάΛ ߦͬͨɽ

Ϣʔβͷੑ֨ͱͷ૬ؔΛଌΔίϛϡχςΟͷ;Δ·͍Λද͢ࢦඪͱͯ͠ɼҎԼͷ΋ͷΛ࢖ ༻͢Δɽ

**(1)** ίϛϡχςΟͷਓ਺

ੑ֨ʹΑͬͯܗ੒͞ΕͨίϛϡχςΟͷن໛ΛଌΔͨΊʹɼຊݚڀͰ͸ίϛϡχςΟʹॴ ଐ͢ΔϢʔβͷ਺Λࢦඪͱͯ͠༻͍ͨɽ

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**(2)** ίϛϡχςΟ಺ͷձ࿩਺ͷมԽ

ੑ֨ʹΑͬͯܗ੒͞ΕͨίϛϡχςΟͷ׆ੑ౓ΛଌΔͨΊʹɼຊݚڀͰ͸ɼίϛϡχςΟ ಺ͷϝϯγϣϯ਺Λೋͭͷ࣌఺ͰଌΓɼҰਓ͋ͨΓͷϝϯγϣϯ਺ͷมԽ཰ΛٻΊͨɽσʔ λͷऔಘ࣌ظʹ͍ͭͯɼৄ͘͠͸ୈ 5 ষʹͯઆ໌͢Δɽ࠷ॳʹऔಘͨ͠σʔλʹ͓͚Δɼί ϛϡχςΟ*i* ಺ͷϝϯγϣϯ౤ߘͷ૯਺Λ*Mbefore*(*i*)ɼޙͰऔಘͨ͠σʔλʹ͓͚Δɼίϛϡ χςΟ಺ͷϝϯγϣϯ౤ߘͷ૯਺Λ*Mafter*(*i*)ɼίϛϡχςΟͷਓ਺Λ*n*(*i*) ͱ͢Δͱɼίϛϡ χςΟͷ׆ੑ౓ *V* (*i*) ͸ɼ

*V* (*i*) = *Mafter*(*i*) *− Mbefore*(*i*)

*n*(*i*) (4.3)

Ͱද͞Εɼ͜ΕΛίϛϡχςΟ͕੝Γ্͕ΔϙςϯγϟϧΛද͢ࢦඪͱͯ͠༻͍ͨɽ

**4.7** Ϣʔβͷੑ֨ͱߦಈɾωοτϫʔΫࢦඪͷ૬ؔ෼ੳ

ϦαʔνΫΤενϣϯ̍ɼ̎ʹରԠ͢Δɽ

35 ݸͷੑ֨Ҽࢠʹ͍ͭͯɼͦΕͧΕͷϢʔβͷੑ֨ࢦඪͷ஋ͱɼ࡞੒ͨ͠ϢʔβͷධՁ ࢦඪ΍ɼநग़ͨ͠ϢʔβͷωοτϫʔΫࢦඪͱͷؒͷ૬ؔ܎਺Λܭࢉ͠ɼͲͷੑ֨ʹ૬͕ؔ ݟΒΕΔ͔౳Λ෼ੳ͢Δɽ

**4.8** ωοτϫʔΫͷ**Matching Assortativity**ʹΑΔ෼ੳ

ϦαʔνΫΤενϣϯ̏ʹରԠ͢Δ

35ݸͷੑ֨Ҽࢠʹ͍ͭͯɼͦΕͧΕΛωοτϫʔΫͷϊʔυͷଐੑͱଊ͑ͨ࣌ͷMatching Assortativity Λܭࢉ͠ɼͲͷੑ͕֨ࣅͨऀಉ࢜Ͱू·Δ܏޲ʹ͋Δ͔Λ෼ੳ͢Δɽ

**4.9** ίϛϡχςΟͷੑ֨ͱ;Δ·͍ͷ૬ؔ෼ੳ

ϦαʔνΫΤενϣϯ̐ʹରԠ͢Δ

35 ݸͷੑ֨Ҽࢠʹ͍ͭͯɼͦΕͧΕͷίϛϡχςΟʹ͓͚Δੑ֨ࢦඪͷฏۉ஋΍ඪ४ภ ࠩͱɼ࡞੒ͨ͠ίϛϡχςΟͷධՁࢦඪͱͷؒͷ૬ؔ܎਺Λܭࢉ͠ɼͲͷΑ͏ͳಛ௃͕ݟΒ ΕΔ͔౳Λ෼ੳ͢Δɽ

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ୈ**5**ষ ࣮ݧ

ຊݚڀͰ͸ɼୈ 4 ষͰઆ໌ͨ͠෼ੳͷθϨʔϜϫʔΫͷ΋ͱɼιʔγϟϧϝσΟΞ্ͷ Ϣʔβͷੑ֨ͱίϛϡχςΟͷؔ܎Λղ໌͢ΔͨΊʹߦ࣮ͬͨݧʹ͍ͭͯઆ໌͢Δɽ

**5.1** σʔλͷऩू

**5.1.1** σʔλऩूʹ༻͍ΔιʔγϟϧϝσΟΞ

෼ੳʹ͸ɼTwitter ͷ౤ߘσʔλΛ࢖༻ͨ͠ɽTwitter ͸೔ຊͰ࠷΋ීٴͨ͠ SNS Ύϥο τθΥʔϜͷҰͭͰɼ2017 ೥ 10 ݄࣌఺Ͱ೔ຊ͚ͩͰ 4500 ສ1ͷΞΫςΟΥϢʔβ͕ଘࡏ͢ Δɽେ͖ͳಛ௃ͱͯ͠ɼ౤ߘͷ௕͞ʹ 140 ޠҎ಺ͱ͍͏จࣈ਺ͷ੍ݶ͕͋ΔͨΊɼࠣࡉͰ ͱΓͱΊͷͳ͍ग़དྷࣄ΋ੵۃతʹ౤ߘ͢Δͱ͍͏จԽ͕ҭ·Εͨ͜ͱ͕͋͛ΒΕΔɽͦΕ ʹΑΓɼ౤ߘ͸શମతʹύʔιφϧͳҙݟ͕දग़͠΍͘͢ɼ౤ߘ΍Ϣʔβͷߦಈʹੑ֨ʹΑ Δ͕ࠩग़΍͍͢ͱࢥΘΕΔɽಉ࣌ʹɼ౤ߘͷҾ༻ʢϦπΠʔτʣ΍౤ߘ΁ͷฦ৴ʢϝϯγϣ ϯʣʹର͢Δෑډ΋௿͍ͨΊɼձ࿩Λີʹߦ͏ίϛϡχςΟͷ؍ଌ΋͠΍͍͢ͱࢥΘΕΔɽ Ҏ্ΑΓɼTwitter ͕ੑ֨ʹΑΔίϛϡχςΟܗ੒Λ؍ଌ͢ΔͨΊͷ೔ຊޠͷτβοΫωο τϫʔΫ͕࠷΋औಘͰ͖ΔՄೳੑͷߴ͍ΎϥοτθΥʔϜͰ͋Δͱߟ͑ɼ෼ੳର৅ͱͯ͠બ ୒ͨ͠ɽ

**5.1.2** ಛఆͷτβοΫωοτϫʔΫΛநग़

ୈ 4 ষͰड़΂ͨ௨Γɼ·ͣ͸ڞ௨ͷτβοΫωοτϫʔΫʹଐ͢ΔϢʔβΛநग़͢Δɽ࢖ ༻͢ΔϢʔβ܈͸ɼಉ͡ڵຯΛ͚࣋ͭͩͰͳ͘ɼϝϯγϣϯωοτϫʔΫ͕࡞੒Ͱ͖ΔΑ͏ ʹϢʔβؒͰަྲྀ͕ͳ͞Ε͍ͯΔඞཁ͕͋ΔɽຊݚڀͰ͸ɼTwitter ͷϋογϡλάݕࡧʹ ΑΓಘΒΕΔπΠʔτͷ౤ߘऀΛऔಘ͢Δɼͱ͍͏ํ๏Λ༻͍ͨɽ

ϋογϡλάͱ͸ɼ#ه߸ͱͦΕʹଓ͘τβοΫ໊ͳͲͷจࣈྻͷ͜ͱΛ͢͞ɽϋογϡ λάΛ౤ߘʹؚΊΔ͜ͱͰɼಡΈखʹͦͷ౤ߘ͕Կʹ͍ͭͯͷ౤ߘ͔༰қʹ఻͑Δ͜ͱ͕ Ͱ͖ΔɽTwitter ʹ͸ɼಉҰͷϋογϡλάΛؚΉπΠʔτΛݕࡧը໘ͳͲͰҰཡͰ͖Δػ ೳ͕͋Δɽ͜ͷϋογϡλάݕࡧʹΑΓɼಉҰͷ࿩୊ʹؔ͢ΔπΠʔτΛ༰қʹऔಘͰ͖ɼ ͲͷΑ͏ͳϋογϡλά͕੝Γ্͕͍ͬͯΔ͔ΛݟΔ͜ͱͰɼͦͷ࣌ͷࣾձͰਓؾͳ࿩୊ɼ ०ͳ࿩୊Λ೺Ѳ͢Δ͜ͱ͕ՄೳͱͳΔɽͦͯ͠ͳʹΑΓɼϋογϡλάΛ͚ͭͯ౤ߘ͢Δ͜ ͱͰɼಉ͡࿩୊ͷ Tweet Λ༰қʹ୳͢͜ͱ͕Ͱ͖ɼڞ௨ͷ࿩୊Ͱ੝Γ্͕Δ͜ͱ͕Ͱ͖Δɽ

1ࢀরݩɿhttps://twitter.com/TwitterJP/status/923671036758958080

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Table 5.1: τβοΫωοτϫʔΫநग़ͷͨΊͷϋογϡλάݕࡧ

ωοτϫʔΫ໊ ݕࡧͨ͠ΫΤϦ ωοτϫʔΫ໊ ݕࡧͨ͠ΫΤϦ θΝογϣϯ ”#͓ᔬམ͞Μͱܨ

͕Γ͍ͨ”

Πϥετ ”#ֆࢣ͞Μͱܨ͕

Γ͍ͨ” ”#͓͠ΌΕ͞Μͱ ܨ͕Γ͍ͨ”

”#ֆඳ͖͞Μͱܨ ͕Γ͍ͨ” ɹ ”#͓ᔬམͳਓͱܨ

͕Γ͍ͨ”

”#ֆࢣ͞Μͱͭͳ ͕Γ͍ͨ” өը ”#өը޷͖ͱܨ͕

Γ͍ͨ”

ଞऀґଘ ”#ϝϯΫϥ͞Μͱ

ܨ͕Γ͍ͨ” ”#өը޷͖ͳਓͱ ܨ͕Γ͍ͨ”

”#පΈ޶͞Μͱܨ ͕Γ͍ͨ” ”#༸ը޷͖ͱܨ͕ Γ͍ͨ”

”#ϠϯσϨ͞Μͱ ܨ͕Γ͍ͨ”

Table 5.2: λΠϜϥΠϯݕࡧ τβοΫωοτϫʔΫ λΠϜϥΠϯΛݕࡧͨ͠ਓ਺ ฏۉऔಘπΠʔτ਺

θΝογϣϯ 923 1604.0 өը 490 1624.2 Πϥετ 947 1758.2 ଞऀґଘ 916 1417.6

தʹ͸Ϣʔβಉ࢜ͷަྲྀΛ໨తͱ͢Δϋογϡλά΋ଘࡏ͠ɼݕࡧ͢ΔϋογϡλάΛద੾ ʹબ୒͢Δ͜ͱͰɼεύʔεͰͳ͍ಉ͡ڵຯΛ΋ͭωοτϫʔΫͷπΠʔτ͕औಘͰ͖Δͱ ߟ͑Δɽ

εύʔεͰͳ͍τβοΫωοτϫʔΫΛநग़͢ΔͨΊͷݕࡧΫΤϦઃఆ

ຊ࣮ݧͰ͸ɼ·ͣ Table 5.1 ͷΑ͏ͳϋογϡλάݕࡧΛߦ͍ 4 ͭͷҟͳΔτβοΫʹͭ ͍ͯɼtwitterAPI Λ༻͍ͦΕͧΕ࠷৽ 2500 πΠʔτΛऔಘͨ͠ɽݕࡧͨ͠ϋογϡλάͱ ͯ͠ Table5.1 ʹ͋Δ΋ͷΛબΜͩͷ͸ɼʮʙʙʹ͍ͭͯܨ͕Γ͍ͨʯͱ͍͏ϋογϡλά͕ ຊݚڀʹ͓͍ͯཧ૝తͰ͋Δͱߟ͔͑ͨΒͰ͋Δɽ·ͣɼʮʙʙʹ͍ͭͯܨ͕Γ͍ͨʯͱ͍͏ ϋογϡλά͸೔ຊͰ͸ඇৗʹར༻ऀ͕ଟ͘ɼଟछଟ༷ͳαϯΎϧ͕औಘͰ͖Δɽͦͯ͠ɼ ͜ΕΒͷϋογϡλάͰ͸ɼϢʔβಉ࢜ͷͭͳ͕Δ͜ͱ΁ͷϞνφʔγϣϯ͕ڧ͍ͨΊε ύʔεͳωοτϫʔΫʹͳΓʹ͍͘ɽ࠷ޙʹɼ͜ͷΑ͏ͳϋογϡλάͷωοτϫʔΫͰੜ ͨ͡άϧʔΎ͸ʮܨ͕ΓͨͯʯͷάϧʔΎͰ͋Γɼ஌Γ߹͔ͬͯΒ͋·Γ௕ཱ͍͕࣌ؒͬͯ ͍ͳ͍ͱߟ͑ΒΕΔͨΊɼϢʔβؒͷਓؒؔ܎΋·ͩఆ·͓ͬͯΒͣɼੑ͕֨༩͑Δίϛϡ χςΟͷมԽ΁ͷӨڹΛΑΓහײʹଊ͑ΒΕΔͷͰ͸ͳ͍͔ɼͱ͍͏ظ଴΋͋Δɽ

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Table 5.3: TwitterAPI ʹΑΓπΠʔτΛݕࡧͨ͠೔࣌ ωοτϫʔΫ ϋογϡλάݕࡧ λΠϜϥΠϯݕࡧʢ̍ճ໨ʣ λΠϜϥΠϯݕࡧʢ̎ճ໨ʣ

θΝογϣϯ 2017/12/25 2017/12/25 ɹ 2018/01/15 өը 2017/12/25 2017/12/25 2018/01/15 Πϥετ 2018/01/07 2018/01/07 2018/01/15 ଞऀґଘ 2018/01/07 2018/01/07 2018/01/15

ੑ֨෼ੳΛߦ͏ͷʹద͞ͳ͍Ϣʔβͷআ֎

ϋογϡλάݕࡧʹΑͬͯಘΒΕͨπΠʔτͷϢʔβ৘ใΛநग़͠ɼϢʔβλΠϜϥΠϯ Λऔಘͨ͠ɽϢʔβλΠϜϥΠϯͱ͸ɼͦͷϢʔβͷաڈͷπΠʔτ͕࣌ܥྻʹฒΜͩ΋ͷ Λ͞͠ɼຊݚڀͰ͸औಘͨ͠ϢʔβλΠϜϥΠϯʢ࠷େ 2000 ౤ߘʣͷσʔλΛݩʹੑ֨෼ ੳΛߦͬͨɽ

औಘͨ͠Ϣʔβͷ͏ͪɼπΠʔτ਺͕500ҎԼͷϢʔβ͸ɼPersonality Insights API Ͱੑ ֨෼ੳΛߦ͏ʹ͸σʔλྔ͕଍Γͳ͍ͱ൑அ͠ɼߏங͢ΔτβοΫωοτϫʔΫͷϢʔβ͔ Β͸আ֎ͨ͠ɽͦ͜Ͱɼ࠷ऴతʹ Table 5.2 ͷਓ਺ͷϢʔβʹ͍ͭͯɼPersonality Insights API Λ༻͍ͨੑ֨෼ੳΛߦͬͨɽ

**5.1.3** ίϛϡχςΟͷ෼ੳࢦඪ࡞੒ͷͨΊͷσʔλऩू

4.6 અͰड़΂ͨΑ͏ʹɼຊݚڀͰ͸ɼίϛϡχςΟͷ;Δ·͍Λ؍࡯͢ΔͨΊͷධՁࢦඪ ͱͯ͠ɼίϛϡχςΟ಺ͷձ࿩਺ͷมԽΛ༻͍ΔɽͦͷͨΊɼσʔλͷऔಘΛߦͬͨͷͪɼ ਺िؒޙʹίϛϡχςΟ಺ͷձ࿩਺Λ͋ΒͨΊͯଌΔͨΊɼಉ͡Ϣʔβʹ͍ͭͯೋճ໨ͷλ ΠϜϥΠϯݕࡧΛߦͬͨɽ

Table 5.3 ʹͦΕͧΕͷ Twitter σʔλͷऔಘΛߦͬͨ೔࣌Λࣔ͢ɽ

Table 5.4: Twitter λΠϜϥΠϯͱ Watson API ΁ͷೖྗͷରԠؔ܎ Watson API ΁ͷೖྗ Twitter λΠϜϥΠϯͷཁૉ

content ̍ͭͷπΠʔτͷςΩετ෦෼

id πΠʔτͷ status id created πΠʔτ࣌ؒͷσʔλʢऔಘ࣌͸ UTC ͷͨΊɼ೔ຊ࣌ؒʹ௚͢ඞཁ͋Γʣ language jaʢ೔ຊޠʣ

reply πΠʔτ͕୭͔ʹର͢ΔϝϯγϣϯͰ͋Δ͔൱͔ʢΥʔϧ஋ʣ forward πΠʔτ͕୭͔ͷ౤ߘͷϦπΠʔτͰ͋Δ͔൱͔ʢΥʔϧ஋ʣ

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Table 5.5: ߏஙͨ͠ωοτϫʔΫ ωοτϫʔΫ ϊʔυ਺ ϦϯΫ਺ ࣍਺͕ 0 ͷϊʔυ ࠷େͷίϯϙʔωϯτ

θΝογϣϯ 923 742 451 363 өը 490 623 226 223 Πϥετ 947 662 407 430 ଞऀґଘ 916 1575 261 621

**5.2** Ϣʔβͷੑ֨ͷܭࢉ

Personality Insights API ʹੑ֨ͷܭࢉΛͤ͞ΔͨΊʹɼTwitter ͷλΠϜϥΠϯσʔλΛ ୈ 3 ষͷ Table 3.2 ʹ͋ΔΑ͏ͳܗʹͳΔΑ͏ʹ੔͑ͨɽtwitterAPI ʹΑΓऔಘͨ͠λΠϜ ϥΠϯͷσʔλͱɼPersonality Insights API ͷೖྗม਺ͷରԠؔ܎͸ɼTable 5.4 ʹࣔ͢ɽ

ୈ 3 ষͰड़΂ͨΑ͏ʹɼPersonality Insights API ʹΑͬͯܭࢉ͞ΕΔੑ֨ࢦඪͷ஋ʹ͸ɼ ৺ཧςετʹΑΔ࣮είΞͷ༧ଌͰ͋Δ raw score ͱɼPersonality Insights API ͷαϯΎ ϧσʔλͱরΒ͠߹ΘͤͨॱҐΛ 0 ͔Β 1 ʹਖ਼نԽͨ͠ percentile ͷೋछྨ͕ଘࡏ͢Δɽຊ ݚڀͰ͸ɼطଘݚڀͱಉ༷ͷ૬ؔ෼ੳΛߦ͏ͨΊɼAPI ಠࣗͷείΞͰ͋Δpercentile Ͱ͸ ͳ͘ɼraw score Λ༻͍ͯ૬ؔ෼ੳΛߦ͏ɽ

**5.3** ωοτϫʔΫͷߏஙͱίϛϡχςΟ෼ׂ

औಘͨ͠ Twitter ϢʔβͷλΠϜϥΠϯ৘ใ͔ΒɼϢʔβಉ࢜ͷϝϯγϣϯճ਺ΛϦϯΫ ͷॏΈͱͨ͠ϝϯγϣϯωοτϫʔΫΛ࡞੒ͨ͠ɽ·ͨɼͦΕͧΕͷϊʔυʹ͸ɼલઅͰܭ ࢉͨ͠ 35 छྨͷੑ֨ࢦඪͷ஋Λଐੑ஋ͱͯ͠෇༩ͨ͠ɽ

ωοτϫʔΫͷ৘ใΛ Table 5.5 ʹࣔ͢ɽωοτϫʔΫͷϊʔυͷ૯਺ͷ͓Αͦ൒෼ ́Ͳ ͕ɼϦϯΫΛ̍ͭ΋΋ͨͳ͍εύʔεͳωοτϫʔΫʹͳͬͯ͠·ͬͨɽ͔͠͠ɼ࠷େͷί ϯϙʔωϯτɼ͢ͳΘͪωοτϫʔΫͷதͰ෼அ͞Ε͍ͯͳ͍࠷΋େ͖ͳ෦෼άϥθ͸े෼ ʹେ͖͍ͨΊɼLouvain ๏ʹΑΔΫϥελϦϯάΛߦ͍ɼେ͖ͳΫϥελΛίϛϡχςΟͱ ଊ͑ͨɽ

ΫϥελϦϯάͨ݁͠ՌಘΒΕ֤ͨΫϥελͷॴଐਓ਺ͷάϥθΛ Fig 5.1 ʹࣔ͢ɽ͜ͷ ͏ͪɼຊݚڀͰ͸͋Δఔ౓ͷස౓ͷձ࿩ͱɼਓؒؔ܎ͷμΠφϛΫε͕ظ଴Ͱ͖Δ͜ͱ͔Βɼ ॴଐਓ਺͕ 10 ਓҎ্ͷΫϥελΛɼ෼ੳର৅ͷΫϥελͱͨ͠ɽ

͕ͨͬͯ͠ɼθΝογϣϯωοτϫʔΫͷ্Ґ 12 ૊ɼөըωοτϫʔΫͷ্Ґ 8 ૊ɼΠ ϥετωοτϫʔΫͷ্Ґ 16 ૊ɼଞऀґଘωοτϫʔΫͷ্Ґ 19 ૊ʹ͍ͭͯίϛϡχςΟ ͷ;Δ·͍ͱੑ֨ͷ૬ؔؔ܎Λ෼ੳ͢Δɽ

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(b) ଞऀґଘωοτϫʔΫ

(a) өըωοτϫʔΫ

Fig. 5.1: Louvain ๏ʹΑͬͯ෼ׂ͞ΕͨίϛϡχςΟ͝ͱͷਓ਺ʢ5 ਓҎ্ʣ

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(a) θΝογϣϯωοτϫʔΫ

(b) ΠϥετωοτϫʔΫ

**5.4** ૬ؔ෼ੳ༻ͷ෼ੳࢦඪͷநग़

ୈ 4 ষͰఏҊͨ͠௨Γɼ֤ʑͷϢʔβɾΫϥελʹ͍ͭͯ෼ੳࢦඪͷܭࢉΛߦͬͨɽ

͜ͷ෼ੳࢦඪͱੑ֨ͷਪఆ஋ͷ૬ؔؔ܎Λຊ࣮ݧͰ͸෼ੳ͢Δ͕ɼ෼ੳʹ͋ͨΓɼωοτ ϫʔΫͷεύʔεੑΛؑΈͯɼୈ 4 ষͰ঺հͨ͠෼ੳख๏ͷ͏ͪɼϦΎϥΠ܏޲ɼ࣍਺ɼۙ ઀த৺ੑɼഔհத৺ੑʹؔͯ͠͸εύʔεੑͷӨڹΛܰݮͤ͞ΔͨΊͷ޻෉Λࢪͨ͠ɽ

͜ΕΒͷ෼ੳࢦඪ͸τβοΫωοτϫʔΫ্Ͱݽཱͨ͠Ϣʔβʹର͠ɼ0 ͷ஋ΛͱΔɽϊʔ υͷ࣍਺͕ 0 ʹͳΔݪҼɼ͢ͳΘͪτβοΫωοτϫʔΫ্ͷϢʔβ͕୭ͱ΋ձ࿩Λ͠ͳ ͍ݪҼ͸ɼ؀ڥཁҼͳͲ͞·͟·ߟ͑ΒΕɼੑ֨తͳಛ௃ʹىҼ͢Δͱ͸ߟ͑ͮΒ͍ɽΑͬ ͯɼ͜ΕΒͷࢦඪͷ૬ؔ෼ੳΛߦ͏ࡍ͸ɼ࣍਺͕ 0 ͷϢʔβͷσʔλ͸ഉআͯ͠ɼ૬ؔ෼ੳ Λߦͬͨɽ

**5.5** ϦαʔνΫΤενϣϯ̍ͷ݁Ռͷ༧૝

ຊઅͰ͸ɼAPI ͷଥ౰ੑͷݕূͷͨΊͷɼຊݚڀͷϦαʔνΫΤενϣϯ̍ʹ͍ͭͯɼઌ ߦݚڀΛ΋ͱʹͨ݁͠ՌͷԾઆΛઆ໌͢Δɽ͜ͷԾઆ௨Γͷ݁Ռ͕؍ଌ͞ΕΕ͹ɼAPI Λ༻ ͍ͨ͜ͷ࣮ݧख๏͸ଥ౰ͳ΋ͷͱ͍͑ɼͦͷޙͷ෼ੳ͸༗ҙٛͳ΋ͷͱݴ͑Δɽ

ϦαʔνΫΤενϣϯ̍Ͱ͸ɼୈ 4 ষͰड़΂ͨ௨ΓɼϢʔβͦΕͧΕͷੑ֨ͱɼ౤ߘͷස ౓΍ϦΎϥΠ཰ɼϦΎϥΠ܏޲ͷؒͷ૬ؔ܎਺Λܭࢉ͢Δɽ

෼ੳࢦඪͷ͏ͪɼ౤ߘͷස౓͸ SNS ΁ͷੵۃੑ΍ࣗݾදݱ΁ͷཉٻ͕ؔΘ͍ͬͯΔͱߟ ͑Δɽରͯ͠ɼϦΎϥΠ཰ͱϦΎϥΠ܏޲͸ଞਓ΁ͷੵۃੑ͕ؔΘ͍ͬͯΔͱߟ͑Δɽୈ 2 ষͷؔ࿈ݚڀΑΓɼRyan Β͸ Opennessʢ஌త޷ح৺ʣ͕ SNS ΁ͷੵۃੑʹؔΘΓ [13]ɼ Seidman ͸ Neuroticismʢਆܦ࣭܏޲ʣ(API ͷ Emotional Rangeʢײ৘ى෬ʣʹରԠ) ͷߴ ͞ͱ Conscientiousnessʢ੣࣮ੑʣͷ௿͕ࣗ͞ݾදݱཉٻʹؔΘΔ͜ͱ͕Θ͔͍ͬͯΔ [15]ɽ ·ͨɼSeidman ͸ Agreeablenessʢڠௐੑʣͱ Neuroticismʢਆܦ࣭܏޲ʣ͕ଞਓ΁ͷੵۃ ੑʹؔΘΔ͜ͱ͕൑໌͍ͯ͠Δ

Ҏ্ΑΓɼOpennessʢ஌త޷ح৺ʣͱ Emotional Rangeʢײ৘෼ੳʣ͕౤ߘͷස౓ʹର ͯ͠ਖ਼ͷ૬ؔΛɼConscientiousnessʢ੣࣮ੑʣ͕౤ߘͷස౓ʹରͯ͠ෛͷ૬ؔΛࣔ͢͜ͱɽ ͦͯ͠ɼAgreeablenessʢڠௐੑʣɼEmotional Rangeʢײ৘ى෬ʣͱϦΎϥΠ཰΍ϦΎϥΠ ܏޲͸ɼਖ਼ͷ૬ؔΛࣔ͢͜ͱΛɼϦαʔνΫΤενϣϯ̍ʹ͓͚ΔԾઆͱͨ͠ɽ

**5.6 Homophily**ͳ࡞༻͕ى͜Δੑ֨ʹ͍ͭͯͷԾઆ

ୈ 2 ষͰ঺հͨ͠ Barrick Βͷݚڀ [10] ʹΑΔͱɼνʔϜʹΑΔ࢓ࣄʹ͓͍ͯ͸ɼconsci- entiousnessʢ੣࣮ੑʣ΍ agreeablenessʢڠௐੑʣɼemotional stabilityʢײ৘ͷ҆ఆʣ͕ύ θΥʔϚϯεΛ޲্ͤ͞Δੑ֨ҼࢠͰ͋ΔɽͨͩɼͦΕͱಉ࣌ʹνʔϜ಺ͷ੣࣮ੑʹ΋͠͹ Β͖͕ͭ͋ΔͱɼͦΕ͸ύθΥʔϚϯεΛ๦͛Δ࡞༻Λͯ͠͠·͏ɽ

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΋͠ɼ੣࣮ੑͷ͹Β͖ͭʹΑΔύθΥʔϚϯεͷ௿Լ͕ɼ͓ޓ͍ͷ෺ࣄ΁ͷऔΓ૊Έํ΍ ࣗݾ؅ཧɼ੍ࣗྗͷࠩʹର͢Δ͓ޓ͍ͷજࡏతͳετϨεʹىҼ͢Δ΋ͷͰ͋Ε͹ɼ࢓ࣄͰ ͸ͳ͍ Twitter ʹ͓͚ΔίϛϡχςΟܗ੒ʹ͓͍ͯ΋ɼਓʑ͸ಉछͷετϨεΛײ͔͔͡Θ ΓΛආ͚Δ܏޲͕͋Δͱߟ͑ΒΕΔɽ͕ͨͬͯ͠ɼ੣࣮ੑʹ͍ͭͯ͜ͷΑ͏ͳɼߴ͍ਓ͸ߴ ͍ਓಉ࢜ɼ௿͍ਓ͸௿͍ਓ͕ͭͳ͕Δͱ͍͏ Homophily ͳ࡞༻͕ຊ౰ʹݱ࣮Ͱ؍ଌ͞ΕΔ ͷ͔ɼ࣮ݧΛߦͬͨɽ

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ୈ**6**ষ ݁Ռ

ຊষͰ͸ɼ࣮ݧͷ݁Ռʹ͍ͭͯड़΂Δɽୈ 5 ষ 5.5 અͷϦαʔνΫΤενϣϯʹج͍ͮͯɼ ݁ՌΛදࣔ͢Δɽ

**6.1** ϦαʔνΫΤενϣϯ̍ɿ֎෦ϞσϧΛ࢖༻͢Δ෼ੳͷଥ౰ੑ

ͷ֬ೝ

**6.1.1** πΠʔτͷස౓

ୈ 4 ষͷ௨ΓɼϢʔβͷπΠʔτͷස౓͸ͦͷਓͷ࠷ॳͷπΠʔτ͔Β࠷ޙͷπΠʔτ· Ͱͷؒͷɼ1 ೔͋ͨΓͷπΠʔτճ਺ʹΑͬͯද͞ΕΔɽ

͜ͷࢦඪͱɼੑ֨ͷਪఆ஋ͷؒͷPearson ૬ؔ܎਺ΛٻΊɼେ͖ͳ૬͕ؔݟΒΕΔੑ֨ʹ ͍ͭͯ Table 6.1 ʹ·ͱΊͨɽ

·ͣɼԾઆͰݴΘΕ͍ͯΔΑ͏ʹɼSNS ΁ͷੵۃੑΛࣔ͢ Opennessʢ஌త޷ح৺ʣͱͷ ؒʹ͸ɼऑ͍ਖ਼ͷ૬ؔΛࣔ͢͜ͱ͕֬ೝ͞Εͨɽ͔͠͠ɼࣗݾදݱཉٻͱؔΘΔ Emotional rangeʢײ৘ى෬ʣͱͷਖ਼ͷ૬ؔ΍ɼConscientiousnessʢ੣࣮ੑʣͱͷෛͷ૬ؔ͸ɼ֬ೝ͢ Δ͜ͱ͸Ͱ͖ͳ͔ͬͨɽ

Opennessʢ஌త޷ح৺ʣʹ͍ͭͯΑΓਂ͘ௐ΂ΔͨΊɼTable 6.1 ʹ͸Opennessʢ஌త޷ ح৺ʣʹଐ͢Δখ෼ྨͷੑ֨ࢦඪʢθΝηοτʣͱ౤ߘස౓ͷ૬ؔ΋ಉ༷ʹࣔͨ͠ɽOpenness ʢ஌త޷ح৺ʣͷখ෼ྨͷͳ͔Ͱ͸ɼImaginationʢ૝૾ྗʣͱ Authority-challengingʢݱঢ়

ଧഁʣͷੑ͕֨౤ߘස౓ʹؔΘΔ͜ͱ͕൑໌ͨ͠ɽ

Table 6.1: τβοΫωοτϫʔΫ͝ͱͷੑ֨ͷਪఆ஋ͱπΠʔτͷස౓ͷؔ܎

ੑ֨ θΝογϣϯ өը Πϥετ ଞऀґଘ ฏۉ஋

**A Openness 0.18 0.04 0.12 0.14 0.12 A4 Imagination 0.19** 0.07 0.07 0.09 **0.11 A6 Authority-challenging 0.18** 0.05 0.09 **0.13 0.11** B Conscientiousness -0.11 0.06 0.06 -0.03 -0.01 C Extraversion -0.07 -0.06 -0.01 -0.05 -0.05 D Agreeableness -0.19 -0.04 -0.04 -0.14 -0.10 E Emotional range 0.07 0.02 0.01 0.08 0.04

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**6.1.2** ϦΎϥΠ཰

ୈ 4 ষͷ௨ΓɼϢʔβͷϦΎϥΠ཰͸ͦͷਓͷπΠʔτͷ૯਺ͷ͏ͪɼผͷϢʔβʹର͢ ΔϝϯγϣϯΛؚΉπΠʔτͷׂ߹ʹΑͬͯද͞ΕΔɽ

͜ͷࢦඪͱɼੑ֨ͷਪఆ஋ͷؒͷ Pearson ૬ؔ܎਺ΛٻΊɼେ͖ͳ૬͕ؔݟΒΕΔੑ֨ʹ ͍ͭͯɼTable 6.2 ʹ·ͱΊͨ

·ͣɼԾઆͰݴΘΕ͍ͯΔ௨ΓɼAgreeablenessʢڠௐੑʣ͕ϦΎϥΠ཰ͱਖ਼ͷ૬ؔΛࣔ ͢͜ͱ͕Θ͔ͬͨɽಛʹɼAgreeablenessʢڠௐੑʣͷখ෼ྨͷதͰ΋ɼCooperationʢڞಉ ੑʣɼModestyʢݠڏ͞ʣɼUncompromisingʢڧߗ͞ʣͷ̏ࢦඪͱ͸ඇৗʹେ͖ͳ૬ؔΛࣔ ͨ͠ɽ·ͨɼԾઆͰ͸ Emotional rangeʢײ৘ى෬ʣ͕ϦΎϥΠ཰ͱਖ਼ͷ૬ؔΛࣔ͢ͱ༧૝͞Ε ͍͕ͯͨɼͦͷΑ͏ͳ૬ؔ͸֬ೝͰ͖ͳ͔ͬͨɽ

ଞʹɼOpennessʢ஌త޷ح৺ʣͱϦΎϥΠ཰ͱͷؒʹେ͖ͳෛͷ૬͕ؔݟड͚ΒΕͨɽ Opennessʢ஌త޷ح৺ʣʹଐ͢Δখ෼ྨͷதͰɼAdventurousnessʢେ୾ੑʣ͸େ͖ͳਖ਼ͷ ૬ؔΛɼ൓ରʹ Imaginationʢ૝૾ྗʣ͸େ͖ͳෛͷ૬ؔΛࣔ͢͜ͱ͕໌Β͔ͱͳͬͨɽ

Table 6.2: τβοΫωοτϫʔΫ͝ͱͷੑ֨ͷਪఆ஋ͱϦΎϥΠ཰ͷؔ܎

ੑ֨ θΝογϣϯ өը Πϥετ ଞऀґଘ ฏۉ஋

**A Openness -0.25 -0.07 -0.27 -0.06 -0.16 A1 Adventurousness 0.16 0.20 0.23 0.32 0.23 A4 Imagination -0.29 -0.27 -0.36 -0.31 -0.31** B Conscientiousness -0.16 -0.10 -0.04 0.12 -0.04 C Extraversion -0.10 0.13 -0.06 -0.06 -0.02 **D Agreeableness 0.10 0.29 0.07 0.06 0.13 D2 Cooperation 0.31 0.46 0.24 0.30 0.33 D3 Modesty 0.20 0.39 0.16 0.15 0.23 D4 Uncompromising 0.27 0.45 0.21 0.29 0.30** E Emotional range -0.17 0.07 -0.06 -0.03 -0.05

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**6.1.3** ϦΎϥΠ܏޲

ୈ 4 ষͷ௨ΓɼϢʔβͷϦΎϥΠ܏޲͸ͦͷਓʹରͯ͠޲͚ΒΕͨϝϯγϣϯͷ਺͔Βɼ ͦͷਓ͔Βൃ͞Εͨϝϯγϣϯͷ਺ΛҾ͍ͨ஋ʹΑͬͯද͞ΕΔɽ

͜ͷࢦඪͱɼੑ֨ͷਪఆ஋ͷؒͷPearson ૬ؔ܎਺ΛٻΊ͕ͨɼੑ֨ͷਪఆ஋ͱϦΎϥΠ ܏޲ͷؒʹɼಛච͢΂͖૬ؔ͸ݟΒΕͳ͔ͬͨɽ΋ͪΖΜɼԾઆͰ͋Δ Agreeablenessʢڠ ௐੑʣ΍ Emotional rangeʢײ৘ى෬ʣʹؔ͢Δਖ਼ͷ૬ؔ΋ɼ֬ೝ͞Εͳ͔ͬͨɽ

ࢀߟͱͯ͠ Table 6.3 ʹɼϏοάθΝΠΥͱɼ͋Δఔ౓ͷਖ਼ͷ૬ؔΛݟͤͨ Cautiousness ʢ஫ҙਂ͞ʣ, Uncompromisingʢڧߗ͞ʣʹ͍ͭͯ঺հ͢Δɽ

Table 6.3: τβοΫωοτϫʔΫ͝ͱͷੑ֨ͷਪఆ஋ͱϦΎϥΠ܏޲ͷؔ܎

ੑ֨ θΝογϣϯ өը Πϥετ ଞऀґଘ ฏۉ஋

A Openness -0.11 0.06 -0.07 -0.03 -0.04 B Conscientiousness -0.07 -0.03 0.04 -0.11 -0.04 **B2 Cautiousness 0.17 0.26 0.08 0.12 0.16** C Extraversion -0.07 0.09 -0.08 -0.11 -0.04 D Agreeableness 0.07 0.11 -0.07 -0.03 0.02 **D4 Uncompromising 0.16 0.37 0.03 0.07 0.16** E Emotional range -0.03 0.09 -0.03 0.05 0.02

33

**6.2** ϦαʔνΫΤενϣϯ̎ɿूஂͷਓؒؔ܎ʹ͓͚ΔݸਓͷҐஔ

͚ͮʹੑ͕֨༩͑ΔӨڹͷ෼ੳ

**6.2.1** ࣍਺

Ϣʔβͷੑ֨ͷਪఆ஋ͱɼϝϯγϣϯωοτϫʔΫ্ͷ࣍਺ͷؒͷPearson ૬ؔ܎਺Λٻ Ί͕ͨɼੑ֨ͷਪఆ஋ͱϢʔβͷ࣍਺ͷؒʹɼಛච͢΂͖૬ؔ͸ݟΒΕͳ͔ͬͨɽ

ࢀߟͱͯ͠ɼTable 6.4 ʹ͍͔ͭ͘ͷੑ֨ʹ͍ͭͯɼܭࢉ͞Εͨ૬ؔ܎਺Λ঺հ͢Δɽ

Լදʹࣔ͢ϏοάθΝΠΥ΍ Artistic interestsʢܳज़తؔ৺౓ʣɼIntellectʢࢥߟྗʣɼ Cheerfulnessʢ໌࿕ੑʣͳͲɼөըͷτβοΫωοτϫʔΫͷΈۃ୺ͳ஋ΛͱΔ͜ͱ͕ଟ͘ ݟड͚ΒΕͨɽTable 6.4: τβοΫωοτϫʔΫ͝ͱͷੑ֨ࢦඪͱ࣍਺ͷؔ܎

ੑ֨ θΝογϣϯ өը Πϥετ ଞऀґଘ ฏۉ஋

A Openness 0.04 **0.27** -0.04 0.02 0.07 A2 Artistic interests -0.07 **0.30** -0.07 0.00 0.04 A5 Intellect -0.02 **0.34** 0.06 0.04 0.10 C3 Cheerfulness -0.03 **0.33** -0.05 -0.03 0.06 E Emotional range -0.06 **0.21** -0.11 0.05 0.02

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**6.2.2** ۙ઀த৺ੑ

Ϣʔβͷੑ֨ͷਪఆ஋ͱɼϝϯγϣϯωοτϫʔΫ্ͷۙ઀த৺ੑͷؒͷ Pearson ૬ؔ܎ ਺ΛٻΊɼେ͖ͳ૬͕ؔݟΒΕΔੑ֨ʹ͍ͭͯ Table 6.5 ʹ·ͱΊͨɽ

ϏοάθΝΠΥͷதͰConscientiousnessʢ੣࣮ੑʣͷΈ͕ෛͷ૬ؔΛ͓ࣔͯ͠ΓɺCautious- nessʢ੣࣮ੑʣͷখ෼ྨͰ͋ΔDutifulnessʢ஧࣮͞ʣɼSelf-disciplineʢ੍ࣗྗʣɼSelf-efficacy ʢࣗݾޮྗײʣͷ̏ͭͷੑ֨ʹ͍ͭͯ΋ɼۙ઀த৺ੑͱͷؒʹڧ͍ෛͷ૬͕ؔ͋Δ͜ͱ͕Θ ͔ͬͨɽTable 6.5: τβοΫωοτϫʔΫ͝ͱͷϏοάθΝΠΥͱۙ઀த৺ੑͷؔ܎

ੑ֨ θΝογϣϯ өը Πϥετ ଞऀґଘ ฏۉ஋

A Openness -0.13 0.19 -0.12 -0.07 -0.03 **B Conscientiousness -0.25** -**0.05 -0.06 -0.23 -0.15 B3 Dutifulness -0.10 -0.12 0.04 -0.23 -0.10 B5 Self-discipline -0.24 0.03 -0.20 -0.26 -0.17 B6 Self-efficacy -0.14 0.08 -0.13 -0.16 -0.09** C Extraversion 0.01 -0.06 -0.03 -0.04 -0.03 D Agreeableness -0.03 -0.23 0.07 -0.03 -0.06 E Emotional range -0.00 0.17 -0.07 0.08 0.04

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**6.2.3** ഔհத৺ੑ

Ϣʔβͷੑ֨ͷਪఆ஋ͱɼϝϯγϣϯωοτϫʔΫ্ͷഔհத৺ੑͷؒͷ Pearson ૬ؔ܎ ਺ΛٻΊɼTable 6.6 ʹ·ͱΊͨɽ

ϏοάθΝΠΥͱഔհத৺ੑͷؒʹ͸ɼԼදͷ௨Γɼ૬ؔ͸ݟΒΕͳ͔ͬͨɽখ෼ྨؚΊ ͨશͯͷੑ֨ͷதͰ΋ɼ͋Δఔ౓ͷ૬ؔΛࣔͨ͠ͷ͸Լදʹࣔͨ͠Adventurousness ͷΈͰ ͋Γɼऑ͍ਖ਼ͷ૬ؔΛ͍ࣔͯ͠Δɽ

Table 6.6: τβοΫωοτϫʔΫ͝ͱͷੑ֨ࢦඪͱഔհத৺ੑͷؔ܎

ੑ֨ θΝογϣϯ өը Πϥετ ଞऀґଘ ฏۉ஋

A Openness -0.07 0.08 0.02 -0.01 0.00 **A1 Adventurousness 0.17 0.20 0.08 0.08 0.13** B Conscientiousness 0.10 -0.05 -0.01 -0.02 0.00 C Extraversion -0.06 0.10 0.02 -0.01 0.01 D Agreeableness -0.04 0.03 0.02 -0.06 -0.01 E Emotional range -0.05 0.09 -0.08 -0.02 -0.02

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**6.3** ϦαʔνΫΤενϣϯ̏ɿ**Homophily** ͳ܏޲Λࣔ͢ੑ֨͸͋

Δ͔

ຊઅͰ͸ɼੑ֨ͷਪఆ஋͕͍ۙ΋ͷಉ࢜ ́Ͳձ࿩͕ൃੜ͠΍͘͢ɼ཭Ε͍ͯΔͱձ࿩͕ൃ ੜ͠ʹ͍͘Α͏ͳੑ֨ͷछྨ͕ଘࡏ͢Δ͔Λ֬ೝ͢Δɽ

࣍ͷπʔδͷ Table 6.7 ʹ֤ੑ֨ͷωοτϫʔΫ্ͷ matching assortativity Λ 4 ͭω οτϫʔΫͷฏۉ஋͕ߴ͍ॱʹฒ΂ͨɽTable 6.7 ʹ͓͍ͯ matching assortativity ͕ߴ͍ Gregariousness ͱɼmatching assortativity ͷ௿͍ Self-consciousness ʹ͍ͭͯɼ࣮ࡍʹωο τϫʔΫ಺ͷϦϯΫ͕ͲͷΑ͏ͳੑ֨ͷ஋ͷϊʔυؒʹ෼෍͍ͯ͠Δ͔ɼөըωοτϫʔΫ Λྫʹ Fig. 6.1 ʹࣔ͢ɽ

(b)Self-consciousness

(a)Gregariousness

Fig. 6.1: өըωοτϫʔΫͷϦϯΫͷ྆୺ͷੑ֨஋(a)Gregariousness (b)Self-consciousness

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Table 6.7: τβοΫωοτϫʔΫ͝ͱͷ֤ੑ֨ʹ͍ͭͯͷ matching assortativity

ੑ֨ θΝογϣϯ өը Πϥετ ଞऀґଘ ฏۉ஋

**C6 Gregariousness 0.323 0.348 0.260 0.109 0.260 B Conscientiousness 0.207 0.201 0.324 0.168 0.225 C3 Cheerfulness 0.295 0.222 0.146 0.115 0.195 A2 Artistic interests 0.165 0.259 0.212 0.128 0.191** E2 Prone to worry **0.311** 0.052 **0.201** 0.119 0.171 B5 Self-discipline **0.249** 0.065 0.159 **0.206** 0.170 A3 Emotionality **0.275** 0.128 0.198 0.071 0.168 A Openness **0.245** 0.173 0.173 0.072 0.166 A6 Authority-challenging 0.135 **0.215** 0.151 0.080 0.145 B3 Dutifulness **0.217** 0.034 0.191 0.137 0.145 E6 Susceptible to stress **0.230** 0.066 0.149 0.125 0.143 D2 Cooperation **0.241** 0.067 0.138 0.115 0.140 A4 Imagination **0.261** 0.011 0.113 0.130 0.129 E1 Fiery **0.201** 0.046 0.131 0.128 0.126 B4 Orderliness 0.114 0.097 0.198 0.093 0.126 A5 Intellect 0.132 0.177 0.126 0.044 0.120 E3 Melancholy 0.125 0.059 0.145 0.129 0.114 D Agreeableness 0.154 0.104 0.086 0.109 0.113 D5 Sympathy **0.279** 0.020 0.119 0.033 0.112 C5 Outgoing 0.114 0.037 0.132 0.124 0.102 D4 Uncompromising 0.185 0.080 0.102 0.038 0.101 C4 Excitement-seeking 0.174 0.013 0.177 0.020 0.096 B1 Achievement striving 0.044 0.043 0.168 0.127 0.095 B2 Cautiousness 0.181 0.023 0.118 0.057 0.095 C2 Assertiveness 0.098 0.013 0.180 0.067 0.090 A1 Adventurousness 0.102 0.062 0.066 0.120 0.088 E Emotional range 0.170 0.024 0.064 0.082 0.085 B6 Self-efficacy 0.147 0.011 0.054 0.121 0.083 D3 Modesty **0.237** 0.001 0.035 0.037 0.077 D1 Altruism 0.146 0.077 0.012 0.065 0.075 E5 Self-consciousness 0.128 -0.022 0.117 0.066 0.072 C1 Activity level 0.065 0.050 0.131 -0.000 0.062 E4 Immoderation 0.125 -0.017 0.085 0.042 0.059 D6 Trust 0.077 0.050 0.040 0.052 0.055 C Extraversion 0.056 -0.001 0.014 0.024 0.023

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**6.4** ϦαʔνΫΤενϣϯ̐ɿίϛϡχςΟ಺ͷੑ֨ͷ෼෍͕ίϛϡ

χςΟͷ;Δ·͍ʹ༩͑ΔӨڹͷ෼ੳ

**6.4.1** ίϛϡχςΟͷਓ਺ʹର͢Δد༩

ίϛϡχςΟͷਓ਺ͱɼίϛϡχςΟʹॴଐ͢ΔϢʔβͷੑ֨ͷਪఆ஋ͷฏۉɼඪ४ภࠩ ͷؒͷ Pearson ૬ؔ܎਺ΛٻΊͨɽ

Table 6.8 ʹ̐ͭͷωοτϫʔΫͱͷ૬ؔͷฏۉͷઈର஋͕ 0.2 Ҏ্ʹͳΔੑ֨ʹ͍ͭͯɼ ूܭͨ͠ɽ

Table 6.8: τβοΫωοτϫʔΫ͝ͱͷίϛϡχςΟͷੑ֨ͷฏۉ΍෼ࢄͱίϛϡχςΟ ͷਓ਺ͷؔ܎

ੑ֨ θΝογϣϯ өը Πϥετ ଞऀґଘ ฏۉ஋

3 Emotionalityʢฏۉʣ -0.45 -0.10 -0.13 -0.17 -0.21 18 Excitement-seekingʢฏۉʣ 0.36 0.04 0.28 0.20 0.22 23 Cooperationʢฏۉʣ -0.50 0.15 -0.32 -0.34 -0.25 30 Prone to worryʢฏۉʣ 0.47 0.29 0.24 0.34 0.34 31 Melancholyʢฏۉʣ 0.16 0.17 0.21 0.34 0.22 10 Dutifulnessʢඪ४ภࠩʣ 0.07 0.37 0.28 0.24 0.24 20 Gregariousnessʢඪ४ภࠩʣ 0.76 -0.03 0.38 0.50 0.40 29 Fieryʢඪ४ภࠩʣ 0.14 -0.43 -0.0 -0.54 -0.21

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**6.4.2** ίϛϡχςΟͷ׆ੑԽʹର͢Δد༩

ୈ 4 ষͷ௨ΓɼίϛϡχςΟͷ׆ੑ౓ͱ͸Ұճ໨ͷλΠϜϥΠϯݕࡧ͔Βೋճ໨ͷλΠϜ ϥΠϯݕࡧʹ͔͚ͯͷίϛϡχςΟ಺ͷҰਓ͋ͨΓͷϝϯγϣϯ෇͖౤ߘ਺ͷมԽ཰Ͱ͋Δɽ

͜ͷࢦඪͱɼίϛϡχςΟʹॴଐ͢ΔϢʔβͷੑ֨ͷਪఆ஋ͷฏۉɼඪ४ภࠩͷؒͷPearson ૬ؔ܎਺ΛٻΊͨɽ

Table 6.9 ʹ̐ͭͷωοτϫʔΫͱͷ૬ؔͷฏۉͷઈର஋͕ 0.2 Ҏ্ʹͳΔੑ֨ʹ͍ͭͯɼ ूܭͨ͠ɽ

Table 6.9: τβοΫωοτϫʔΫ͝ͱͷίϛϡχςΟͷੑ֨ͷฏۉ΍෼ࢄͱίϛϡχςΟ ͷ׆ੑԽͷؔ܎

ੑ֨ θΝογϣϯ өը Πϥετ ଞऀґଘ ฏۉ஋

8 Achievement strivingʢฏۉʣ -0.36 -0.46 0.3 -0.36 -0.22 3 Emotionalityʢඪ४ภࠩʣ 0.06 -0.14 -0.23 -0.64 -0.24 10 Dutifulnessʢඪ४ภࠩʣ -0.23 0.27 0.63 0.18 0.21 13 Self-efficacyʢඪ४ภࠩʣ 0.34 -0.22 0.64 0.69 0.36 25 Uncompromisingʢඪ४ภࠩʣ 0.00 -0.18 -0.53 -0.21 -0.23 31 Melancholyʢඪ४ภࠩʣ 0.10 0.26 -0.03 0.68 0.25

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ୈ**7**ষ ߟ࡯

ຊষͰ͸ɼୈ 1 ষͰड़΂ͨϦαʔνΫΤενϣϯ͝ͱʹɼ෼ੳ݁Ռʹؔ͢Δߟ࡯Λߦ͏ɽ

**7.1** ֎෦ϞσϧΛ࢖༻ͨ͠ఏҊख๏ͷଥ౰ੑͷ֬ೝ

ຊઅͰ͸ɼϢʔβͷੑ֨ͱߦಈͷؔ܎Λ෼ੳͨ݁͠Ռ 6.1 ʹ͍ͭͯͷߟ࡯Λߦ͏ɽ

ϢʔβͷπΠʔτͷස౓ͱͷؔ܎

ੑ֨ͱπΠʔτͷස౓ͷؔ܎ʹ͍ͭͯ͸ɼEmotional rangeʢײ৘ى෬ʣ͕ਖ਼ͷ૬ؔɼCon- scientiousnessʢ੣࣮ੑʣ͕ෛͷ૬ؔΛࣔ͢ͱࢥΘΕ͍͕ͯͨɼಘΒΕͨ૬ؔ܎਺͸ͦΕͧ Ε 0.04ɼ-0.01 Ͱ͋Γɼ͸͖ͬΓͱͨ͠૬ؔΛ֬ೝ͢Δ͜ͱ͸Ͱ͖ͳ͔ͬͨɽ

SNS ΁ͷੵۃతͳࢀՃΛࣔ͢ Opennessʢ஌త޷ح৺ʣʹ͍ͭͯ͸ɼԾઆ௨Γɼਖ਼ͷ૬ؔ Λ֬ೝ͢Δ͜ͱ͕Ͱ͖ͨɽ

Imaginationʢ૝૾ྗʣ, Authority-challengingʢݱঢ়ଧഁʣ͸྆ऀͱ΋ਖ਼ͷ૬ؔΛࣔͨ͠ɽ ͜ͷೋͭͷੑ֨͸ Opennessʢ஌త޷ح৺ʣͷதͰ΋ɼݱ࣮ͷࣄ࣮Λ௒ӽ͠Α͏ͱ͢Δ࢟੎ ͱؔΘ͍ͬͯΔɽैͬͯɼ͜ͷੑ֨܏޲ͷڧ͞͸ݱ࣮ੈք͔ΒιʔγϟϧϝσΟΞͷੈք΁ ҠΖ͏ͱ͢Δ࡞༻Λଅਐ͢ΔӨڹΛ࣋ͪɼπΠʔτͷස౓ͷߴ͞ʹͭͳ͕ΔͷͰ͸ͳ͍͔ͱ ਪଌ͢Δɽ

ϦΎϥΠ཰

ଞਓʹ޲͚ͨฦ৴ͷ܏޲ʹ͍ͭͯ͸ɼAgreeableness ͕Ծઆ௨Γɼਖ਼ͷ૬ؔΛࣔ͢͜ͱ͕ Θ͔ͬͨɽಛʹɼCooperationʢڞಉੑʣɼModestyʢݠڏ͞ʣɼUncompromisingʢڧߗ͞ʣ ͷ͕̏ͭڧ͍ਖ਼ͷ૬ؔΛࣔ͢͜ͱ͕෼͔ͬͨɽଞਓͱͷڠௐͷ࢟੎ΛݟͤΔਓؒ͸ɼਓͱͷ ؔΘΓΛ޷Ή܏޲͕͋Δ͜ͱ͔Βɼϝϯγϣϯ͖ͭͷπΠʔτͷ૿Ճʹͭͳ͕ͬͨͱߟ͑Δɽ

Adventurousnessʢେ୾ੑʣ, Imaginationʢ૝૾ྗʣ͸ͱ΋ʹOpennessʢ஌త޷ح৺ʣͷ ΧςΰϦʹଐ͞ΕΔ͕ɼલऀ͸ڧ͍ਖ਼ͷ૬ؔΛɼޙऀ͸ڧ͍ෛͷ૬ؔΛࣔ͢͜ͱ͕෼͔ͬͨɽ ͜Ε͸ɼAdventurousnessʢେ୾ੑʣ͸֎޲͖ͷ஌త޷ح৺Ͱ͋Δͷʹର͠ɼImagination ʢ૝૾ྗʣ͸಺޲͖ͷ஌త޷ح৺Ͱ͋Δ͜ͱ͕ؔ܎͍ͯ͠ΔՄೳੑ͕͋Δɽ

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ϦΎϥΠ܏޲

ϦΎϥΠ܏޲ʹ͍ͭͯ͸ ́ͱΜͲੑ֨ͱͷؒͰ૬͕ؔݟड͚ΒΕͳ͔ͬͨɽ૬͕ؔݟड͚ ΒΕͳ͔ͬͨཁҼͱͯ͠͸ೋͭߟ͑ΒΕΔɽ

Ұͭ໨͸ɼձ࿩ͷ࣋ଓͤ͞Α͏ͱ͢Δ܏޲͸ɼͦͷ࣌ͷ࿩୊΍ঢ়گʹΑΔӨڹΛड͚Δ΋ ͷͰ͋Γɼݸਓͷੑ͕֨د༩͢Δ͜ͱ͸͋·Γଟ͘͸ͳ͍ͱ͍͏ߟ͑Ͱ͋Δɽ

͔͠͠ɼڞײੑͷߴ͍ਓ͸ɼͦ͏Ͱͳ͍ਓͱൺ΂ͯձ࿩Λͭͳ͝͏ͱ͢Δҙ͕ࣝڧ͍ͱߟ ͑Δͷ͸ඈ༂ͨ͠࿩Ͱ͸ͳ͍ɽ૬͕ؔݟΒΕͳ͔ͬͨೋͭ໨ͷཧ༝ͱͯ͠ɼ෼ੳࢦඪ͕ෆద ੾ͩͬͨՄೳੑ͕͋Δͱߟ͑ΔɽຊݚڀͰ࢖༻ͨ͠෼ੳࢦඪ͸ɼձ࿩͕ฦ৴ͷૹΓ߹͍Ͱ͋ Δͱ͍͏Ծఆͷ΋ͱɼଞਓ͔Β࿩͔͚͠ΒΕͨճ਺ʹରͯ͠ɼࣗ෼͕༨෼ʹͲΕ͚ͩ࿩͔͠ ͚͔ͨΛݟͨɽ͔͠͠ɼຊݚڀͰ༻͍ͨʮܨ͕Γ͍ͨʯτβοΫωοτϫʔΫʹ͓͍ͯɼϝ ϯγϣϯ͖ͭͷൃݴͷଟ͕͘౤ߘʹର͢Δײ૝ɼͱ͍͏ܗͰૹΒΕͨ΋ͷͰɼ௕͍ձ࿩΁ൃ ల͢Δස౓͸ଟ͘ͳ͔ͬͨɽ͕ͨͬͯ͠ɼ௕͍ձ࿩ͷΈʹண໨͠ɼͦͷ্Ͱͦͷձ࿩Λ࣋ଓ ͤ͞Δ܏޲Λଌఆ͢Δඞཁ͕͋Δͱߟ͑Δɽ

෼ੳͷଥ౰ੑͷ֬ೝ

Ҏ্ΑΓɼOpennessʢ஌త޷ح৺ʣͷߴ͍Ϣʔβ͕ SNS ΁ͷੵۃతͳࢀՃ܏޲͕ߴ͘ɼ Agreeablenessʢڠௐੑʣ͕ߴ͍Ϣʔβ͸ਓͱͭͳ͕Ζ͏ͱ͢Δ܏޲͕ڧ͍͜ͱ͕͞Εͨɽ͜ ΕΒ͸ɼRyan Β[13] ΍ Seidman[15] ͳͲ͕ࣔͨ͠ੑ֨ͱ SNS ࢖༻ͷؔ܎ੑͱໃ६͠ͳ͍݁ ՌͰ͋Δɽ͕ͨͬͯ͠ɼPersonality Insights API Λ࢖༻ͨ͠ຊݚڀ͸༗ޮͳ΋ͷͰ͋Δͱ ߟ͑ΔɽҰํͰɼϦΎϥΠ܏޲ͱͷؔ܎ੑͷಛఆ౳ͷ఺Ͱ՝୊͕࢒ͬͨɽ

**7.2** ूஂͷਓؒؔ܎ʹ͓͚ΔݸਓͷҐஔ͚ͮʹੑ͕֨༩͑ΔӨڹͷ

෼ੳ

ຊઅͰ͸ɼϢʔβͷੑ֨ͱωοτϫʔΫࢦඪͷؔ܎Λ෼ੳͨ݁͠Ռ 6.2 ʹ͍ͭͯͷߟ࡯Λ ߦ͏ɽ

࣍਺ͱͷൺֱ

࣍਺ʹ͍ͭͯ͸ɼͲͷੑ֨ͱ΋େ͖ͳ૬ؔ͸ݟड͚ΒΕͳ͔ͬͨɽϢʔβ਺ͷগͳ͍өը ͷτβοΫωοτϫʔΫ͚͕ͩଞͷτβοΫωοτϫʔΫͱൺ΂ͯ֎Εͨ஋Λ͍ࣔͯ͠Δ͜ ͱ΍ɼͦ΋ͦ΋࣍਺͕ࣔ͢ͷ͕Ϣʔβͷձ࿩૬खͷ૯਺Ͱ͸ͳ͘ಉ͡τβοΫωοτϫʔΫ ʹଐ͢Δձ࿩૬खͰ͋Δ͜ͱΛؑΈΔͱɼ࣍਺͸ੑ֨ͷӨڹΑΓ΋நग़ͨ͠τβοΫωοτ ϫʔΫͷαΠζ΍ςʔϚͷӨڹΛڧ͘ड͚Δ΋ͷͱࢥΘΕΔɽ

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ۙ઀த৺ੑͱͷൺֱ

ۙ઀த৺ੑ͸ɼτβοΫωοτϫʔΫʹର͢ΔϢʔβͷґଘͷ౓߹͍Λࣔ͢ࢦඪͰ͋Δͱ ߟ͑Δɽ͜Ε͸ɼConscientiousnessʢ੣࣮ੑʣͱͦͷখ෼ྨͰ͋Δ Dutifulnessʢ஧࣮͞ʣɼ Self-disciplineʢ੍ࣗྗʣɼSelf-efficacyʢࣗݾޮྗײʣ͕ෛͷ૬ؔΛࣔͨ͠ɽ͕ͨͬͯ͠ɼ੣ ࣮ͳਓ΍੍ࣗͷฉ͘ਓ͸τβοΫωοτϫʔΫͷத৺෦ʹҐஔ͢Δ·Ͱ SNS ্ͷؔ܎ʹ͸ ґଘͤͣɼࣗ෼ʹͱͬͯඞཁͳ৔໘ͰͷΈιʔγϟϧωοτϫʔΫͷҰ෦෼Λʮͭ·Έ৯͍ʯ ͢ΔΑ͏ʹιʔγϟϧϝσΟΞͱؔΘ͍ͬͯΔͷͩͱਪଌ͞ΕΔɽ

ഔհத৺ੑͱͷൺֱ

ഔհத৺ੑʹ͍ͭͯɼ૬͕ؔݟΒΕΔΑ͏ͳੑ֨͸ Adveturousness ͷΈͰ͋ͬͨɽAd- venturousness ͷߴ͍ਓ͸ɼτβοΫωοτϫʔΫ্ͷ༷ʑͳίϛϡχςΟʹੵۃతʹؔΘ ΓΛٻΊΔ͜ͱͰɼωοτϫʔΫͷΫϥελؒΛͭͳ͙Α͏ͳ໾ׂΛՌ͍ͨͯ͠Δ΋ͷͱਪ ଌ͞ΕΔɽ

**7.3 Homophily**ͳ܏޲Λࣔ͢ੑ֨͸͋Δ͔

GregariousnessʢࣾަੑʣɼConscientiousness(੣࣮ੑ)ɼCheerfulnessʢ໌࿕ੑʣɼArtistic interestsʢܳज़తؔ৺౓ʣͷ࢛ͭͷੑ֨͸ɼ܏޲͕ࣅͨऀಉ࢜Ͱू·Γ΍͍͢͜ͱ͕݁Ռ͔ Β൑໌ͨ͠ɽͦΕͧΕͷੑؚ͕֨·ΕΔϏοάθΝΠΥͷΧςΰϦΛूܭ͢ΔͱɼOpenness ʢ஌త޷ح৺ʣ͕̍ͭɼExtraversionʢ֎޲ੑʣ͕̎ͭɼConscientiousnessʢ੣࣮ੑʣ͕ 1 ͭ

Ͱ͋Γɼಛผʹਖ਼ͷ૬͕ؔڧ͍ϏοάθΝΠΥ͕ଘࡏ͢Δ͔͸֬ೝ͞Εͳ͔ͬͨɽ

͔͠͠ɼ౰ॳͷԾઆ௨ΓɼConscientiousnessʢ੣࣮ੑʣ͸શ 35 ੑ֨ͷதͰ̎൪໨ʹߴ͍ assortativity Λࣔͨ͠ɽ੣࣮ͳਓ͸ͦ͏Ͱͳ͍ਓͷલͰ͸ΠϥΠϥ͠ɼಉ࣌ʹͦ͏Ͱͳ͍ਓ ͸੣࣮ͳਓʹରͯ͠໘౗͘͞͞Λײͯ͡͠·͏ɽ͜ͷΑ͏ʹɼConscientiousnessʢ੣࣮ੑʣ ʹ͍ͭͯ͸ɼੑ֨܏޲ͷߴ௿ࠩʹΑΓ͓ޓ͍ʹετϨεΛײͯ͡͠·͏͜ͱ͕ݪҼͰ͋Δͱ ߟ͑ΒΕΔɽ

Extraversionʢ֎޲ੑʣͷখ෼ྨͷதͰ͸ɼCheerfulnessʢ໌࿕ੑʣ΍Gregariousnessʢࣾ ަੑʣ͕ߴ͍AssortativityΛࣔͨ͠ɽߟ࡯ͷͨΊɼExtraversionʢ֎޲ੑʣͷখ෼ྨʹ͍ͭͯɼ ͦΕͧΕͷੑ֨ͷੑ࣭ΛTable 7.1ʹࣔ͢ɽදΑΓɼCheerfulnessʢ໌࿕ੑʣɼGregariousness ʢࣾަੑʣ͸ Extraversionʢ֎޲ੑʣʹؚ·ΕΔੑ֨ͷதͰ΋ଞਓʹ޲͚ΒΕͨ֎޲ੑͰ͋ Γɼձ࿩ʹ͓͍ͯදग़͠΍͍͢ੑ֨Ͱ͋Δɼ·ͨɼಉछͷਓͱͷؔΘΓ͕িಥ΍ఀ଺Λট͘ AssertivenessʢࣗݾओுʣͷΑ͏ͳੑ֨Ͱ͸ͳ͘ɼΉ͠Ζձ࿩ͷεϜʔζͳਐߦʹߩݙ͢Δ Α͏ͳੑ֨Ͱ͋Δ͔Βɼಉछͷਓͷू·Γ͕໨ཱͬͨͷͩͱࢥΘΕΔɽ

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Table 7.1: Extraversionʢ֎޲ੑʣͷখ෼ྨͷੑ࣭ͷߟ࡯ খ෼ྨ ֎޲ੑͷର৅ આ໌ Activity-levelʢ׆ൃ౓ʣ ܦݧ ๩͠͞ͷϨφϧ Assertivenessʢࣗݾओுʣ ਓ ଞਓͷ׆ಈΛࢦ͍ࣔͨ͠

ͱ͍͏ئ๬ Cheerfulnessʢ໌࿕ੑʣ ਓ ϙδςΟΥͳؾ࣋ͪΛද

ݱ͢Δ܏޲ Excitement-seekingʢܹࢗرٻੑʣ ܦݧ ؀ڥతܹࢗ΁ͷཉٻ Outgoingʢ༑޷ੑʣ ਓ෇͖߹͍ͷෑډͷ௿͞ ଞਓʹର͢Δڵຯͱ༑৘ Gregariousnessʢࣾަੑʣ ਓ ଞͷ஥ؒʹର͢Δ޷ҙ

**7.4** ίϛϡχςΟ಺ͷੑ֨ͷ෼෍͕ίϛϡχςΟͷ;Δ·͍ʹ༩͑

ΔӨڹͷ෼ੳ

Excitement-seekingʢܹࢗرٻੑʣ, Prone to worryʢ৺഑ੑʣ, Melancholyʢ൵؍తʣͷ ߴ͕͞ίϛϡχςΟͷن໛ͱਖ਼ͷ૬ؔΛࣔ͢͜ͱ͕Θ͔ͬͨɽExcitement-seekingʢܹࢗر ٻੑʣ͸ɼਓͱͷؔΘΓʹΑΔܹࢗΛɼProne to worryʢ৺഑ੑʣͱ Melancholyʢ൵؍తʣ ͸ਓͱͷؔΘΓʹΑΔ৺ͷ҆ఆΛٻΊͨ݁Ռͷ૬ؔͩͱࢥΘΕΔɽ·ͨɼίϛϡχςΟͷ׆ ੑԽʹ͸ɼEmotional Rangeʢײ৘ى෬ʣɼɹ Uncompromisingʢڧߗ͞ʣͷ;Ε͸͹ͷ௿ ͞, Dutifulnessʢ஧࣮͞ʣɼ Self-efficacyʢࣗݾޮྗײʣ, Melancholyʢ൵؍తʣͷ;Ε͸͹ ͷߴ͕͞ίϛϡχςΟͷ׆ੑԽʹؔΘΔ͜ͱ͕Θ͔ͬͨɽલऀ͸ੑ֨ͷҧ͍͕ޓ͍ʹ͔͚Δ ετϨε͕େ͖͍ͨΊɼίϛϡχςΟͷ੒௕Λ્֐͢Δͱਪଌ͢Δɽޙऀ͸̏ͭͷੑ֨͸ɼ ࣗ෼ͷ͋Γํɼ;Δ·͍ํʹӨڹΛٴ ̈́͢ੑ֨Ͱ͋Δɽ͜ͷΑ͏ͳಛ௃Λ΋ͭੑ֨͸ɼͦͷ ;Ε͸͹ͷߴ͕͞ɼίϛϡχςΟͷଟ༷ੑʹͭͳ͕ΓɼίϛϡχςΟ಺ͷձ࿩Λ׆ੑԽͤ͞ Δͷͩͱ༧૝͢Δɽ

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ୈ**8**ষ ݁࿦

**8.1** ຊݚڀͷ݁࿦

ιʔγϟϧϝσΟΞͰͷਓʑͷؔΘΓ߹͍͸ɼࠓޙ΋·͢·͢ൃల͠ଟ༷Խ͢ΔͰ͋Ζ ͏ɽͦΜͳ࣌ྲྀͰɼιʔγϟϧϝσΟΞ্ͷνʔϜϫʔΫʹ͓͚ΔύθΥʔϚϯεͷ࠷େԽ ΍ɼιʔγϟϧϝσΟΞͷ࢖༻ʹΑΓϢʔβ͕ಘΒΕΔޮ༻ͷ࠷େԽͷͨΊɼΑΓৄ͍͠ ιʔγϟϧϝσΟΞ্ͷίϛϡχςΟܗ੒ͷϝΧχζϜͷ೺Ѳ͕ॏཁͰ͋ΔɽຊݚڀͰ͸ɼ ίϛϡχςΟܗ੒ʹӨڹΛ༩͑ΔҼࢠΛʮ؀ڥཁҼʯɼʮͦͷ࣌఺Ͱͷݸਓͷײ৘΍ࢥ૝ʯɼ ʮݸਓͷੑ֨ʯͱ͍͏̏఺ʹߜͬͨɽͦͷதͰղ໌͞Ε͍ͯͳ͍఺ͷଟ͍ʮݸਓͷੑ֨ʯ͕

ίϛϡχςΟͷܗ੒ʹ༩͑ΔӨڹΛղ໌͢Δ͜ͱ͕ɼຊݚڀͷ໨తͰ͋ͬͨɽ

ؔ࿈ݚڀͰ͸ɼHomophily ͷ࡞༻͕࠷΋ڧ·Δͷ͕ຽ଒΍ਓछͱ͍ͬͨʮ؀ڥཁҼʯͰ ͋Δ͜ͱ΍ɼʮ੓࣏ʹର͢Δײ৘΍ࢥ૝ʯ͔Β SNS ͷΥϩΰεθΟΞͰ Echo Chamber ݱ৅ ͕ݟΒΕΔ͜ͱͳͲɼʮݸਓͷੑ֨ʯҎ֎ͷ̎ཁૉ͕ίϛϡχςΟܗ੒ʹ༩͑ΔӨڹ͸খ͞ ͘ͳ͍͜ͱ͕ࣔ͞Ε͍ͯΔɽैͬͯɼݚڀ໨తͷୡ੒ʹ͸ʮݸਓͷੑ֨ʯʹΑΔωοτϫʔ ΫͷμΠφϛΫεΛଞͷཁҼ͔Β੾Γ཭ͯ͠ଊ͑Δඞཁ͕͋ͬͨɽͦ͜ͰɼຊݚڀͰ͸࿩୊ ΍ϢʔβͷڵຯΛ౷Ұͨ͠ڞ௨ͷʮτβοΫωοτϫʔΫʯʹॴଐ͢ΔϢʔβΛநग़্ͨ͠ Ͱɼੑ֨ͷܭࢉɼ෼ੳࢦඪͱͷൺֱΛߦ͏ͱ͍͏ख๏ΛఏҊͨ͠ɽͦͯ͠೔ຊޠͷ Twitter ͷσʔλͱ IBM Watson ͷੑ֨ਪఆϞσϧΛ࢖༻͠ɼҎԼͷ෼ੳΛߦͬͨɽ

*•* Ϣʔβͷੑ֨ͱͦͷ Twitter ্ͷߦಈͷؔ܎ͷ෼ੳ

*•* Ϣʔβͷੑ֨ͱϝϯγϣϯωοτϫʔΫ্ͷҐஔ͚ͮͷؔ܎ͷ෼ੳ

*•* Homophily ͳ࡞༻͕ى͜Δੑ֨ͷଘࡏͷ֬ೝ

*•* ίϛϡχςΟ಺ͷੑ֨ͷ෼෍͕ίϛϡχςΟͷ;Δ·͍ʹ༩͑ΔӨڹͷ෼ੳ

ੑ֨ͱSNS ্ͷߦಈͱͷؔ܎ੑʹ͍ͭͯ͸ɼOpennessʢ஌త޷ح৺ʣ͕ߴ͍Ϣʔβ͸πΠʔ τස౓͕ߴ͍͜ͱɼAgreeablenessʢڠௐੑʣ͕ߴ͍Ϣʔβ͸ଞਓͱձ࿩͢Δ܏޲͕ڧ͍͜ ͱΛࣔͨ͠ɽ͜Ε͸ɼSNS ্ͷϢʔβͷߦಈʹؔ͢Δؔ࿈ݚڀͰ֬ೝ͞Ε͍ͯΔݱ৅Ͱ͋ Γɼ͜ΕʹΑΓɼ೔ຊޠͷ Twitter σʔλͱIBM Watson ͷੑ֨ਪఆϞσϧΛ࢖༻ͨ͠ఏҊ ख๏͕Ұఆఔ౓ɼଥ౰ੑΛ࣋ͭ͜ͱ͕ࣔ͞ΕΔɽ

ੑ֨ͱωοτϫʔΫ্ͷҐஔ͚ͮͷؔ܎ʹؔͯ͠͸ɼConscientiousnessʢ੣࣮ੑʣɼSelf- disciplineʢ੍ࣗྗʣͷߴ͍ਓ ́ͲωοτϫʔΫͷத৺͔Β͸ԕ͘ʹҐஔ͢Δ܏޲ʹ͋Δ͜ ͱΛࣔͨ͠ɽ͜Ε͸ɼͦͷΑ͏ͳੑ֨܏޲ͷߴ͍ਓ ́ͲɼιʔγϟϧϝσΟΞ্ͷҰͭͷί ϛϡχςΟʹґଘ͢ΔࣄଶʹؕΓʹ͍͔͘ΒͰ͋Δͱਪଌ͞ΕΔɽ

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ͦΕͧΕͷੑ֨ʹHomophilyͳ࡞༻͕͋Δ͔Ͳ͏͔͸ɼmatching assortativityͱݺ͹ΕΔ ࢦඪΛ༻͍ͯ෼ੳͨ͠ɽͦͷ݁ՌɼConscientiousnessʢ੣࣮ੑʣʹ͸Homophilyͳ࡞༻͕͋Δ ͜ͱ͕ࣔ͞ΕͨɽطଘݚڀʹΑΔͱνʔϜϏϧσΟϯάʹ͓͍ͯϝϯόʔͷConscientiousness ʢ੣࣮ੑʣ͸νʔϜͷੜ࢈ੑΛ޲্ͤ͞Δ͕ɼνʔϜ಺ͷConscientiousnessʢ੣࣮ੑʣͷ;Ε ͸͹͕େ͖͍ͱɼੜ࢈ੑ͸ฦͬͯ௿Լͯ͠͠·͏͜ͱ͕෼͔͍ͬͯΔɽιʔγϟϧωοτϫʔ Ϋʹ͓͍ͯ΋ಉ༷ʹɼConscientiousnessʢ੣࣮ੑʣͷҧ͍ʹΑͬͯੜ·ΕΔίϯθϦΫτ ͕ଘࡏ͠ɼHomophily ͳ࡞༻ΛੜΈग़͍ͯ͠Δͱ͍͏ՄೳੑΛࣔͨ͠ɽ·ͨɼExtraversion ʢ֎޲ੑʣͷখ෼ྨ͸ɼCheerfulnessʢ໌࿕ੑʣ΍ GregariousnessʢࣾަੑʣͳͲͷʮਓʹ޲ ͚ΒΕͨ֎޲ੑʯͱɼActivity-levelʢ׆ൃ౓ʣ΍ Excitement-seekingʢܹࢗرٻੑʣͳͲͷ ʮܦݧʹ޲͚ΒΕͨ֎޲ੑʯʹ෼͔ΕΔ͕ɼͦͷ͏ͪʮਓʹ޲͚ΒΕͨ֎޲ੑʯͷΈʹڧ͍

Homophily ͳ܏޲͕ݟΒΕΔ͜ͱ͕෼͔ͬͨɽ

࠷ޙʹɼίϛϡχςΟ಺ͷੑ֨෼෍ͱίϛϡχςΟͷ;Δ·͍ͷؔ܎ʹؔͯ͠͸ɼίϛϡ χςΟͷن໛ͷେ͖͞ʹؔΘΔཁૉͱɼձ࿩ͷ׆ੑԽʹؔΘΔཁૉͷೋ఺ʹ͍ͭͯ෼ੳ͠ ͨɽίϛϡχςΟͷن໛͸ Prone to worryʢ৺഑ੑʣ΍ Melancholyʢ൵؍తʣͷΑ͏ʹਓ ͱͷؔΘΓʹΑͬͯ৺ͷ҆ఆΛਤΔੑ֨ͱਖ਼ͷ૬ؔΛࣔ͢͜ͱ͕෼͔ͬͨɽίϛϡχςΟͷ ׆ੑԽʹؔͯ͠͸ɼEmotionalityʢ৘ಈੑʣ΍ Uncompromisingʢڧߗ͞ʣͳͲɼଞͷਓͱ ͷ઀͠ํʹؔΘΔΑ͏ͳੑ֨͸ɼࣅͨऀಉ࢜Ͱ͋Δํ͕׆ੑԽ͕ਐΈɼDutifulnessʢ஧࣮ ͞ʣɼSelf-efficacyʢࣗݾޮྗײʣɼMelancholyʢ൵؍తʣɼͷΑ͏ͳࣗΒͷ͋ΓํʹؔΘΔ ੑ֨͸ɼଟ༷ੑʹ෋ΜͰ͍ΔίϛϡχςΟͷํ͕׆ੑԽʹد༩͢Δ͜ͱ͕෼͔ͬͨɽ

Ҏ্ͷΑ͏ʹɼఏҊख๏Λ༻͍Δ͜ͱͰɼطଘͷ৺ཧֶͷൃݟͱໃ६͠ͳ͍ɼੑ֨ͱϢʔ βͷߦಈ΍ωοτϫʔΫμΠφϛΫεͱͷؔ܎͕֬ೝ͞Εͨɽ͞Βʹɼ͜Ε·Ͱ஌ΒΕͳ ͔ͬͨΑ͏ͳίϛϡχςΟͷ;Δ·͍ͱੑ֨ͷ෼෍ʹؔ͢Δ૬ؔؔ܎΍ҼՌؔ܎Λ໌Β͔ʹ Ͱ͖ΔՄೳੑ͕ఏࣔ͞Εͨɽ

**8.2** ՝୊ͱࠓޙͷల๬

ຊݚڀͰ͸ɼੑ֨ʹΑͬͯίϛϡχςΟͷ;Δ·͍Λ༧ଌ͢Δख๏ͷఏҊʹ੒ޭͨ͠ɽ͠ ͔͠ɼਖ਼֬ͳ૬ؔؔ܎΍ҼՌؔ܎ͷநग़ɼ࣮༻తͳαʔϏεʹ݁ͼͭ͘஌ݟΛಘΔͨΊͷɼ ΑΓҰ૚ͷݚڀͷํ޲ੑͱͯ͠ɼࠓޙͷల๬Λड़΂Δɽ

**8.2.1** ΑΓଟ༷ͳτβοΫωοτϫʔΫʹΑΔ෼ੳ

ຊݚڀͰ͸ɼ̐ͭͷωοτϫʔΫʹ͍ͭͯɼͦΕͧΕ 10 ͔Β 20 ఔ౓ͷίϛϡχςΟΛऔ Γग़͠ɼੑ֨෼෍ͱ;Δ·͍ͷ૬ؔؔ܎Λௐ΂ͨɽΑΓଟछଟ༷ͳτβοΫωοτϫʔΫͷ நग़ͱ෼ੳʹΑΓɼ৴པੑͷߴ͍஌ݟͷ֫ಘ͕ՄೳͱͳΔɽ

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**8.2.2** εύʔεͰͳ͍τβοΫωοτϫʔΫΑΓଟ͘நग़͢Δํ๏ͷߟҊ

্Ͱड़΂ͨΑ͏ͳଟ༷ͳωοτϫʔΫΛ༻͍ͨ෼ੳΛߦ͏ͨΊʹ͸ɼΑΓଟ͘ͷεύʔε Ͱͳ͍τβοΫωοτϫʔΫΛநग़͢Δख๏ͷߟҊ͕ඞཁͱࢥΘΕΔɽຊݚڀͰ͸ϋογϡ λάݕࡧʹΑΓಉҰͷڵຯΛ࣋ͭϢʔβΛநग़ͨ͠ͷͪʹɼωοτϫʔΫͷεύʔεੑΛ֬ ೝ͕ͨ͠ɼιʔγϟϧϝσΟΞ্ͷີͳωοτϫʔΫΛऔΓग़͔ͯ͠Βɼڞ௨ͷڵຯΛ΋ͭ ෦෼ͷݕ஌ͱநग़Λߦ͏͜ͱ΋ɼ༗ཁͳख๏ͱࢥΘΕΔɽ

**8.2.3** ҟͳΔੑ֨ͷ૊Έ߹ΘͤͷධՁ

ຊݚڀͰ͸ɼҰͭͷੑ֨ࢦඪʹ͍ͭͯɼίϛϡχςΟ಺ͷฏۉ஋ͱඪ४ภࠩͷΈΛѻͬͨ ෼ੳΛߦͬͨɽ͔͠͠ɼݱ࣮ͷωοτϫʔΫʹ͓͍ͯɼਓͷؔΘΓ͍͋͸ΑΓෳࡶͰ͋Γɼ ͨͱ͑͹ܹ৘తͰࣗݾओுͷڧ͍ਓ෺ͱڞײ౓ͱ஧࣮ੑͷߴ͍ਓ෺͕઀৮͢Δͱɼίϛϡχ ςΟͷਓؒؔ܎͕ͲͷΑ͏ʹมԽ͢Δ͔͸ɼຊఏҊख๏Ͱ͸஌Δ͜ͱ͸Ͱ͖ͳ͍ɽઆ໌ม਺ Λ૿΍ͨ͠෼ੳख๏ͷߟҊ͕ٻΊΒΕΔɽ

**8.2.4** ੑ֨෼ੳϞσϧͷਫ਼౓ͷ޲্

࠷৽ݚڀͰ͸ɼSNS σʔλʹΑΔੑ֨෼ੳ͸ɼ౤ߘςΩετͷΈͰ͸ͳ͘ɼ౤ߘը૾΍ ʮ͍͍Ͷʯͷ৘ใͳͲ͋ΒΏΔछྨͷಛ௃ྔΛ༻͍Δ͜ͱͰ͞ΒͳΔਫ਼౓Λ࣮ݱ͍ͯ͠Δɼ ຊݚڀͰ͸ɼ࣌ؒతίετ΍Ϧιʔεతίετͷ੍໿ʹΑΓɼ֎෦ API Λ༻͍ͨ෼ੳʹऴ ͕࢝ͨ͠ɼੑ֨෼ੳͷਫ਼౓Λ͋͛Δ͜ͱ͸ɼࠓޙΑΓෳࡶͳ૬ؔؔ܎Λ໌Β͔ʹ͢Δ্Ͱෆ ՄܽͩΖ͏ɽ

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ँࣙຊݚڀΛߦ͏ʹ͋ͨΓɼඇৗʹଟ͘ͷํʑʹ͓ੈ࿩ʹͳΓ·ͨ͠ɽ͜ͷ৔ΛआΓͯײँͷ ҙΛड़΂͍͖ͤͯͨͩ͞·͢ɽ

ࢦಋڭһͷࡔాҰ࿠ڭत͸ɼ͓๩ཱ͍͠৔ͷதɼوॏͳ࣌ؒΛׂ͍͍͖ͯͨͩɼࣗ෼ͷ΍ Γ͍ͨ͜ͱΛ࣮ݱ͢ΔͨΊʹ໨ࢦ͢΂͖ݚڀͷํ޲ੑΛࢦ͍͖ࣔͯͨͩ͠͠·ͨ͠ɽ৺ΑΓ ͓ྱਃ্͛͠·͢ɽ

ڞಉݚڀࣨͷ৿७Ұ࿠ڭतʹ͸ɼຊݚڀΛਐΊΔ্Ͱෆษڧͳ఺͕ଟ͔ͬͨࢲʹ଍Γ͍ͯ ͳ͍஌ࣝ΍ख๏͕Կ͔ɼ༏͘͠ࢦఠ͍͖ͨͩ·ͨ͠ɽ͋Γ͕ͱ͏͍͟͝·ͨ͠ɽ

גࣜձࣾϗοτϦϯΫ݉ຊֶݚڀһͷࡗ߶࢙ࢯɼຊֶݚڀһͷେ஌ਖ਼௚ࢯɼઙ୩ެҖࢯʹ ͸ɼ೔ࠒ͔Βݚڀͷٕज़తͳΞυόΠε΍ɼ࢖༻Ͱ͖Δख๏΍πʔϧɼ࠷৽ͷؔ࿈ݚڀʹؔ ͢Δ৘ใͳͲΛڞ༗͍͖ͯͨͩ͠·ͨ͠ɽಛʹେ஌͞Μʹ͸ɼख๏ʹؔ͢ΔΞυόΠε͔Βɼ ࿦จͷߏ੒ɼͦͯࣥ͠චͷ࠷ޙͷ࠷ޙ·Ͱॿݴ΍ࣤᄖܹྭΛ͍͖ͨͩ·ͨ͠ɽਂ͘ײँ͍ͨ ͠·͢ɽ

ݚڀࣨͷઌഐ΍ݚڀࣨൿॻͷํʑʹ͸ɼݚڀΛਐΊΔ্Ͱͷ༷ʑͳαϙʔτΛ͍ͯͨͩ͠ ͖·ͨ͠ɽಛʹɼಉ͡෦԰Ͱ࡞ۀΛ͍ͯͨ͠म࢜̎೥ੜͷΈͳ͞Μ͸ɼࣗ͝਎ͷम࢜࿦จͰ ๩͍͠தɼ੠Λ͔͚ͯͩͬͨ͘͞Γɼݚڀ໘Ͱ΋ɼੜ׆໘Ͱ΋ɼ͞·͟·ͳΞυόΠεΛ͘ ͩͬͨ͞Γɼେม͓ੈ࿩ʹͳΓ·ͨ͠ɽ

ҰॹʹݚڀΛਐΊ͖ͯͨݚڀࣨͷಉڃੜͰ͋Δதݩઇֆ͞Μɼࢁຊӯ఻͞Μͱ͸ɼ࣌ʹ͸ ଉൈ͖΋͠ͳ͕Βɼ੾᛭ୖຏ͍͋͠·ͨ͠ɽ൒೥ؒͷݚڀΛؤுΓ͖Εͨͷ͸ɼಉڃੜͷ஥ ؒͷ͓͔͛Ͱ͢ɼຊ౰ʹ͋Γ͕ͱ͏͍͟͝·ͨ͠ɽ

࠷ޙʹɼָ͍࣌͠΋ɼେมͳ࣌΋มΘΒͣࢲʹ઀ͯ͠ɼՙΛܰͯ͘͘͠ΕΔՈ଒ɺ༑ਓʹ ΋ײँ͍ͨ͠·͢ɽ

վΊ·ͯ͠ɼ͓ੈ࿩ʹͳͬͨΈͳ͞·΁ײँਃ্͛͠·͢ɽͦͯ͠ɼݚڀࣨͷ͞ΒͳΔൃ లΛفͬͯँࣙͱ͍͖ͤͯͨͩ͞·͢ɽ͋Γ͕ͱ͏͍͟͝·ͨ͠ɽ

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