

facebook forwards

The influence of likes, comments
and shares on message perception
and forwarding intentions.

Master's Thesis
July 2013

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s380354

Communication and information sciences
Specialization business communication
and digital media

Faculty of Humanities | Tilburg University, Tilburg
Supervisor: Dr. Sander Wubben
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Abstract

Several factors have been found to be influential in spreading a (viral) message up till now. Word-of-mouth (WOM) and electronic WOM (eWOM) are two of these influential factors and refer to person-to-person communication. Based on WOM and eWOM theories, people tend to look for information and opinions to base their own judgment on. Nowadays, Facebook takes a prominent place in peoples' lives. This thesis therefore focuses on the eWOM information search mechanism in a Facebook context by investigating how comments, shares, and likes on a Facebook message affect forwarding intentions and the way the message is perceived. A between-design experimental survey was created in order to investigate attitudes and forwarding intentions on a selection of news messages. In general, people do not seem to rely on the opinions of other people on news issues. Comments do not have a large impact on how a message is perceived and the number of likes, comments, and shares does not affect the intention to like, comment, or share the message they accompany either. However, it was found that the more likely someone is to like a message, the more likely he or she will be to comment, share, or click on the link in the message. Further research could focus on a variety of issues like content, source, and tie strength.

Key words:

Facebook, comments, viral, forwarding, likes, comments, shares, peer reviews.

Preface

The path towards completing my thesis is done. A six-month period of thinking, reading, writing, conducting research, processing results, and drawing conclusions will come to an end. As this is a process that never comes without any kind of problems or stress, I would like to thank some people for their support during this graduation period.

First of all I would like to thank my supervisor Sander Wubben for guiding me into the right direction while I was writing my thesis and for thinking along with me about the topic, the research design, and all other issues involved. It was a pleasure working with him, as he was always very eager to help me out as quickly as possible. Furthermore I would like to thank Marjolijn Antheunis for being my second reader, for giving lots of useful feedback, and for teaching some of the interesting courses in which I took part during my study.

During my study I made some friends as well. Friends with whom I worked on group work during my Bachelor as well as during my Master. Together with Tommy, Joep, Sander, and Dominique I was able to complete these group assignments successfully. In that way, I am also able to graduate thanks to them.

The next individual I would definitely like to thank is my girlfriend Fleur. As statistics is not really one of my strengths, I was often worried about this part of my thesis. I would like to thank Fleur for helping me out with my statistics when I was bogged down, for all her advice when I needed it, and for her moral support during the last few months.

Last but not least I would like to thank my parents. I would like to thank them for always supporting me and for the fact that I can always rely on them. It is certainly also because of their help and advise that I have been able to finish my educational program as a whole.

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1. Introduction

Viruses are of all times, and while this thesis addresses a technological version, the world as it is today has dealt with several plagues and pandemics so far. From ‘Black Death’ in the 1300’s (with 35 million deaths across Europe) to the more recent H1N1 virus, better known as the ‘swine flu’ (with approximately 60 million American diseased). Next to these illnesses however, nowadays whole other sorts of epidemics break out. When Procter & Gamble launched its 30-second Old Spice brand commercial on social media platform YouTube, it received 23 million views in 36 hours (Kaplan & Haenlein, 2011). The epidemic spread of this commercial is an example of so-called viral marketing. A type of marketing in which an organization manages to develop an online marketing message related to a company, brand or product, which is (often) shared by means of social media and results in a widely spread commercial at a relatively low cost (Kaplan & Haenlein, 2011).

As follows from previous research, several factors have been found to be influential in spreading a (viral) message. First of all, Dobele, Lindgreen, Beverland, Vanhamme, and Van Wijk (2007) found that companies should ensure capturing the recipients’ imagination so that their message stands out in the crowded world of advertising. In order to do so, it is essential to evoke emotions. In their research they address the six primary emotions: surprise, joy, sadness, anger, fear, and disgust. However, these emotions should have a direct link with the company or product they are selling in order to be convincing, experienced and most importantly shared with others (Dobele et al., 2007).

A second important factor is that the right message is delivered to the right messengers in the right environment (Kaplan & Haenlein, 2011). The message should be memorable and interesting (also mentioned by Dobele et al. (2007)). When an individual decides to share a message or video with the people in his/her network, it should be something that he/she considers to be new and interesting to others (Kaplan & Heanlein, 2011). Content also plays a critical role as it comes to virality (Bruni, Francalanci, and Giacomazzi, 2012). In addition, they state that this importance of content suggests that social media users are not passive consumers of information but autonomous opinion makers. As people are considered autonomous opinion makers, they will form opinions on messages on their own and decide for themselves if they find the content interesting enough to forward it to others. Therefore they want to share a certain message or not, based on that decision (Kaplan & Haenlein, 2011).

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This kind of spreading-the-message involved in viral marketing is called word-of-mouth (WOM).

Traditionally, WOM refers to oral, person-to-person communication regarding a brand, product or service between a communicator and a receiver (Petrescu & Kargaonkar, 2011). When the internet emerged in the 1990's, this turned out to be a platform that easily facilitates these consumer interconnections. This interconnectivity facilitates positive and/or negative electronic word-of-mouth (eWOM) on a global scale; a development noticed by marketers as well (De Bruyn & Lilien, 2008).

Even more recently, social media became one of the components that marketers adopted into their integrated marketing communications as a part of their promotional mix. Social media provides the opportunity for companies to establish relationships with their consumers (Mangold & Faulds, 2009). Kaplan and Haenlein (2010) define social media as “a group of internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user generated content” (p. 61). Web 2.0 refers to the fact that content and applications on the internet are collaborative products and no longer solely the work of individuals. User generated content refers to content originated out of creative effort and made outside of professional routines that is published online (Kaplan & Haenlein, 2010). Within this term, Mangold and Faulds (2009) make a distinction between several social media formats such as micro blogging sites (e.g., Twitter), collaborative websites (e.g., Wikipedia), creativity works-sharing sites (e.g., Youtube), and social networking sites (e.g., Facebook).

In particular this last category, social networking sites, provide a suitable platform for eWOM (Trusov, Bucklin & Pauwels, 2008; Chu & Kim, 2011). Facebook is the largest social networking site around (with over a billion users) and becomes increasingly integrated in people's lives. Therefore it is an interesting and worthy topic to study (Wilson, Gosling & Graham, 2012). Although research concerning Facebook has been done in a wide range of disciplines already (Wilson, Gosling & Graham, 2012), very little research has been done on the influence of Facebook comments on the judgment of a message. This can be considered to be a type of WOM, as individuals are communicating their opinions to one another about a certain message. That is why it would be interesting to investigate whether people are in fact influenced by these comments in their judgment of a message. The following research question is based upon this topic:

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RQ: How do likes, comments, and shares on a certain message on Facebook affect the way this message is perceived?

2. Background theory

2.1 Word-of-Mouth

As already mentioned before, traditional WOM refers to oral, person-to-person communication regarding a brand or product between a communicator and a receiver. It is important to notice however that the receiver of the message perceives the communicator as non-commercial. Therefore, WOM is seen as a major source of information for the consumer (Petrescu & Kargaonkar, 2011).

With the introduction of internet, people's opinions about products and reactions to advertisements became easy to spread and easy to find (Blomström, Lind & Persson, 2012; De Bruyn & Lilien, 2008). This electronic WOM (or eWOM) therefore refers to positive or negative statements made on the internet by potential, actual or former customers about a product or company. eWOM communication is available through a variety of electronic media such as online discussion forums, newsgroups, blogs, review sites, and social media. These media allow consumers to obtain information about products or companies from people they know, but also from groups of people with actual experience with a certain relevant product or service (Cheung, Lee & Rabjohn, 2008). For companies, it becomes increasingly important to influence eWOM (Willemesen, 2013). Especially negative eWOM is of great concern for companies as negative eWOM has shown to have more impact and reach on consumer behavior opposed to positive eWOM (Lee, Park, and Han, 2007; Van Noort & Willemesen, 2012; Walther et al., 2009; Willemesen, 2013)

2.2 About Facebook

Social networking sites in particular are considered to be a fast growing area on the World Wide Web and offer an appealing context for eWOM. In fact, social networking sites grow as big as they do because of WOM (Trusov, Bucklin & Pauwels, 2008). When Mark Zuckerberg launched Facebook¹ in 2004, it was intended for college students only. In 2005 Facebook was made available to high school students and in 2006, it opened for everyone (McClard & Anderson, 2008). Over the years, Facebook has developed into a company employing 4.619 people and is used monthly by over a billion active users worldwide as of December 2012 according to

¹ <http://Facebook.com>

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their own statistics². Invitations (or WOM referrals) have been the major driving force for social network sites (and therefore especially Facebook) to acquire these new members (Trusov, Bucklin & Pauwels, 2008).

Facebook's popularity is making this social network site a platform that marketers cannot ignore. Average Internet users daily spend more time on Facebook than they do on Google, Yahoo, Bing, Youtube, Wikipedia and Amazon combined (Owyang, Tran & Webber, 2010). Furthermore, as mentioned, social networking sites like Facebook offer great opportunities for eWOM (Trusov, Bucklin & Pauwels, 2008) and due to the trust people have in other customers, it is important as a brand to foster WOM on their Facebook page (Owyang, Tran & Webber, 2010).

Within Facebook, several types of social buttons are involved in this sharing mechanism. The term social buttons applies to social bookmarking buttons, voting buttons, sharing buttons and like buttons (Gerlitz & Helmond, 2011). The intentions of Facebook are to make the internet a more social experience. The social buttons mentioned earlier are connecting Facebook with the entire web and a new 'like economy' has arrived. Where Google can be seen as the key player in informational web, Facebook is therefore currently seen as emerging agent of the social web (Gerlitz & Helmond, 2011). The like-button on Facebook was developed to function as a quick way to show your connections that you like the content they are sharing. Instead of posting short comments like 'Cool' or 'Awesome' a simple click on the like button was now sufficient (Gerlitz & Helmond, 2011). Next to likes and shares there are comments, a more elaborate version to state a comment on a message, picture, link, or page. A like only replaces an 'I like this' sort of utterance. Next to the fact that friends/connections are able to see where comments and likes are placed (as they appear in their timeline), comments and likes are counted as well. An example of these counts (in other words the number of likes, comments, and shares) is displayed in figure 1.

² <http://newsroom.fb.com/Key-Facts>

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Figure 1. Likes, shares and comments on a Facebook message by Pepsi.

2.3 Strength of ties

The reason for most people to start using Facebook is primarily for social connectivity purposes such as keeping in touch and maintaining or intensifying relationships (Ellison, Steinfeld & Lampe, 2007; Quan-Haase & Young, 2010). Ellison et al. (2007) distinguish three types of social connectivity and use the term social capital to describe these connections. The first type of social capital is maintained social capital which refers to keeping in touch with a person or a social network after physically disconnecting from it. The second type of social capital is bonding social capital and refers to a tightly knit, close, and emotional connection or -as Granovetter (1983) calls it- a strong tie. Examples of strong ties are family and close friends. The third and final type of social capital is bridging social capital, which addresses weak ties (Granovetter, 1983) or, in other words, loose connections between individuals. An example of a weak tie would be an acquaintance.

2.4 Elaboration Likelihood Model

Building up on this tie strength, Chaiken (1980) makes a distinction between systematic and heuristic view. According to the heuristic view, people put little effort in judging the validity of a message, whereas systematic view leads to processing the content of a message more carefully. Strong ties therefore tend to be processed

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systematically while weak ties are more likely to be judged in a heuristic way. The systematic and heuristic views are similar to Petty and Cacioppo's elaboration likelihood model (ELM) of persuasion (Zhang, Matilla & Cranage, 2011). The ELM of persuasion (Petty & Cacioppo, 1986) consists of two main routes through which an individual processes a certain message: the central route and the peripheral route.

Elaboration is explained as the extent to which an individual thinks about issue-relevant arguments in a message (Petty & Cacioppo, 1986). When an individual's motivation and ability to engage in this issue-relevant thinking is fostered by other conditions, 'elaboration likelihood' or - in other words - involvement is high. This means this person is making associations and attempts to retrieve images and knowledge about the particular message and its contents (cognitive responses) and as a result draws his/her own conclusions based on these analyses (Petty & Cacioppo, 1986). This is also known as the central route of persuasion. High involvement therefore leads to producing arguments, which can either be supporting arguments or counterarguments. In case the individual produces supporting arguments, he/she is more likely to be persuaded by the message. Generating counter arguments on the other hand reduces chances on compliance (Olson, Toy & Dover, 1982).

In contrast to the central route, the ELM also contains a peripheral route. Where motivation and ability to process are high when following the central route, individuals following the peripheral route lack either the ability or the motivation to process the message or both. Instead of paying attention to issues like the arguments given in a message and engaging in issue-relevant thinking, people following the peripheral route's attitude is changed because of heuristic information processing; the inferences made based on association with positive or negative cues or simple cues in the persuasion context (Petty, Cacioppo & Schumann, 1983; Zhang, Matilla & Cranage, 2011).

According to Zhang, Matilla and Cranage (2011), previous research has shown that motivation and involvement influence the use of heuristic information processing. They also argue that for Facebook business pages, this same heuristic processing will influence attitude because of low involvement. Research shows that Facebook is primarily used for social connectivity purposes like keeping in touch, maintaining, or intensifying relationships (Ellison, Steinfeld & Lampe, 2007; Quan-Haase & Young, 2010). Bonding with a certain company is therefore not one of the main objectives for Facebook use and the connection with a certain brand/company

can be seen as a weak tie in this perspective, which is more likely to trigger heuristic information processing (Zhang, Matilla & Cranage, 2011). This heuristic information refers to either the sources' identity or other non-content cues (Zhang, Matilla & Cranage, 2011) like positive and/or negative comments and the number of comments, likes, and/or shares.

2.5 Judging the message

When judging a message, people tend to engage in herding behavior. Herding behavior refers to 'doing what everyone else does' and can be explained by a term called conformity, referring to the intrinsic taste to follow others that is driven by factors such as popularity, esteem, and respect (Egebark & Ekström, 2011; Bernheim, 1994). According to Egebark and Ekström (2011), Facebook is an environment where conformity would occur as the social network site is about expressing attitudes and beliefs that could influence status. Moreover it provides high visibility as users observe each other's actions.

That Facebook comments can have influence on the recipients' perception can also be lead back to the warranting principle. This principle discusses self-generated content and other-generated content as influential factors for judging information about the other. As Facebook provides both self-generated content as well as other-generated content, this platform is a useful setting for this type of research (Walther, Van der Heide, Hamel & Shulman, 2009). The warranting principle states that an observer considers information generated by an individual (self-generated content) to be less valuable information compared to information generated by others about this individual (other-generated content; Walther et al., 2009). If a person would for instance receive several positive comments from others (other-generated content) on his/her profile, this would therefore mean that others perceive this person more positively compared to if the profile would only consist of self-generated content.

People usually rely on posts of other people that are placed on review sites and feedback sites on a variety of decisions they make (Dellarocas, 2003; Lee, Park & Han, 2007). WOM theories show that opinions of other individuals about a diversity of issues matter to people (for instance while buying a new tv). And the warranting principle also gives reason to believe that other-generated content is influential in the judgment of a person, company or message. An interesting sub-question therefore is: To what extent are messages accompanied by positive comments perceived more

positively compared to messages with negative comments? As the brand might also be affected (at least by negative comments; Van Noort & Willemsen, 2012), the second sub-question is: to what extent is a brand perceived more positively if its' messages are accompanied by positive comments compared to negative comments? Based on the preceding literature and the sub-questions derived from this literature, the first two hypotheses are:

H1. *Facebook comments on a certain Facebook message positively or negatively influence the way this message is perceived.*

H2. *Facebook comments on a certain Facebook message positively or negatively influence the way the brand is perceived.*

Next to positive comments on Facebook, negative comments are likely to be of influence on the way a message is perceived. Furthermore, negative information can be considered to be more useful and is given greater weight than positive information (Lee, Park, and Han, 2007; Walther et al., 2009; Willemsen, 2013). In order to see if this is the case in this particular Facebook situation, the following sub-question is posed: what influence do positive comments and negative comments have on the trustworthiness of the people placing these comments on a Facebook message? The following hypothesis is stated with a view to answer this question:

H3. *People giving negative comments on a Facebook message are seen as more trustworthy compared to people giving positive comments.*

Besides positive and negative comments, the number of Facebook comments can influence the perceptions of people as well. The sub-question addressing this topic is: to what extent are messages accompanied by many likes, comments, and shares perceived differently compared to messages with few likes, comments, and shares? Duan, Gu, and Whinston (2008) found for a research on online reviews for movies that the number of reviews significantly influenced movie sales, indicating that volume of reviews/comments influences a person's perceptions about a product (and therefore possibly a message). Moreover, Alhabash, McAlister and Quilliam (2012) also argue that the number of likes and shares on Facebook are signals that inform

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potential viewers of the quality of the message and whether or not to view it. Furthermore, Egebark and Ekström (2011) found that the more predecessors already liked a certain message, the more likely a person is to like this message as well. These findings in combination with the sub-question posed lead to the following hypotheses:

H4a. *Messages accompanied by positive comments are perceived more positively when they have received more likes, comments, and shares.*

H4b. *Messages accompanied by negative comments are perceived more negatively when they have received more likes, comments, and shares.*

H5. *Messages accompanied by a higher amount of likes, comments, and shares are more likely to be liked, commented, shared, or clicked on.*

3. Method

3.1 Material

In order to test the hypotheses and, ultimately, answer the research questions, an experimental survey was conducted (see appendix). The survey consisted of judging seven original news messages on Facebook from well-known Dutch newspapers and news websites (de Volkskrant, de Telegraaf, het Algemeen Dagblad, and Nu.nl). These messages were selected for their neutral tone, which refers to messages containing no obvious opinions on the topic involved. In order to prevent that prior attitudes towards an existing newspaper or website would affect the results ‘the newly invented news site NewsFlash’ was used to cover the actual objectives of the research. The manipulated messages used in the questionnaire were created with Adobe Photoshop. The first manipulation involved messages accompanied by only positive comments and messages accompanied by only negative comments. Three original comments of proponents and three original comments of opponents on each of the selected messages were used to create the ‘positive’ and ‘negative’ condition.

The third and fourth condition concerned the number of likes, comments, and shares. With Photoshop, these numbers could easily be adapted according to the scales selected (see table 2, page 14). The fifth condition was the control group, consisting of only the message. Neither comments, nor the number of likes, comments, and shares were included in this condition.

In conclusion, all five conditions contained the same news messages. Two of them were accompanied by positive comments, two were accompanied by negative comments, and the last one by no comments at all. The two positive and the two negative conditions both had one version with many likes, comments, and shares and one version with few. The control group was not accompanied by any likes, comments, or shares either. The differences for message 1 between the five conditions can be seen in figure 2.

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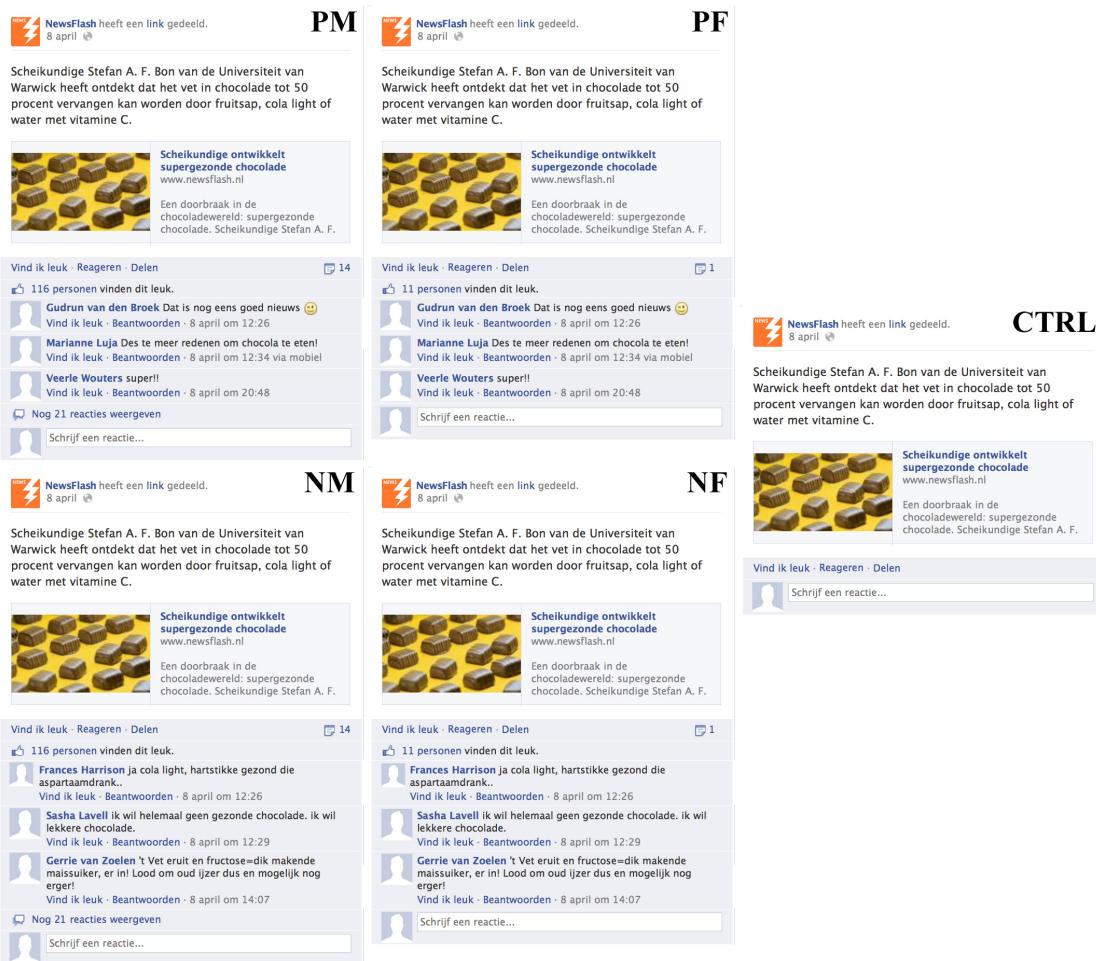


Figure 2. Message 1 in five different conditions. PM = Positive comments and many likes, comments, and shares. PF = Positive comments and few likes, comments, and shares. NM = Negative comments and many likes, comments, and shares. NF = Negative comments and few likes, comments, and shares. CTRL = Control group (no comments, no number of likes, comments, and shares).

3.2 Design

A between-subjects design consisting of five conditions was used to test the hypotheses. First of all, the between-design was used to test judgment differences between the messages that are accompanied by positive comments, negative comments, or no comments at all. Secondly, in order to test the judgment of messages carrying few vs. many likes, comments, and shares the negative and positive messages were presented in two separate conditions: one with many likes, comments, and shares and one with few. This design is illustrated in table 1.

Table 1. The design used for the experiment: five between-design conditions.

	Comments	Number of likes, comments, and shares
Condition 1	Positive	Many
Condition 2	Negative	Many
Condition 3	Positive	Few
Condition 4	Negative	Few
Condition 5	None	None

3.3 Participants

A total of 141 respondents participated in the study. Ages varied from 17 to 68 with an average age of 29.3 years old ($SD = 12.6$). The highest level of education finished was university for 42 respondents. Furthermore, 54 respondents finished their HBO education. This level of education is only present in the Netherlands, and can be seen as one degree below a university degree. In addition, 13 people were educated at an MBO-level, which is also a level of education only present in the Netherlands and can be seen as two degrees below university. Finally, 31 respondents finished high school and one person finished primary school.

Out of 141 respondents, 124 confirmed to be using Facebook on a daily basis (87.9%). Newspaper posts are however never read on Facebook by 87.2% (123 respondents). On the other hand, 35 people out of 141 read the newspaper online every day (which comes down to 24.8%). Furthermore, 23 people read the newspaper online quite often (five/six times a week), another 23 people read online newspaper messages three or four times a week, 31 people sometimes (one to two times a week) read a newspaper message online, and 27 people do not read a newspaper online at all. The regular paper version of the newspapers is never read by 28.4% of the respondents (which comes down to 40 people out of 141). Furthermore, 48 people only read the newspaper every now and then (one or two times a week). There were 17 respondents (12.1%) who still read the newspaper every day.

3.4 Measurement

3.4.1 Independent variables

The type of comment is the first independent variable. For each group, positive comments, negative comments, or no comments at all were added to the Facebook message. The second independent variable that will be used is the number of likes,

comments and shares. The average number of reactions on a fan page post, which in this case refers to likes, comments, and shares, is approximately 85 in the Netherlands.³ Although the Facebook posts are news messages instead of fan page posts, these numbers are considered to be a proper way to anchor the number of likes, comments, and shares as a Facebook page from a certain newspaper would still have to be liked in order to receive all messages.

Out of the 85 reactions, 70-80% are likes, 10-20% are comments and 5-10% are shares. This comes down to approximately 60 likes, 10 comments, and 5 shares. The two conditions, few vs. many likes, comments, and shares are scaled based on this knowledge and consist of the numbers displayed in table 2.

Table 2.

The number of likes, comments, and shares used for each condition (many and few).

Number of likes:	Number of comments:	Number of shares:
Few likes: +/- 10	Few comments: +/- 3	Few shares: +/- 1
Many likes: +/- 110	Many comments: +/- 20	Many shares: +/- 10

3.4.2 Dependent variables

Based on research on forwarding intentions and attitudes on viral videos by Eckler and Bolls (2011), the following dependent variables were used in order to measure attitude towards the message and intentions to interact (like, comment, share, or click on the link in the message). As this research focuses on news messages instead of advertisements and uses Facebook as the research platform, some slight adaptations and additions were made.

- Attitude towards the message

For this measure, participants indicated their attitude on a seven-point likert scale anchored by ‘favorable-unfavorable’, ‘negative-positive’, ‘bad-good’, and ‘dislike-like’ (Eckler & Bolls, 2011). The scale has shown to be reliable for the attitude towards every separate message as well as for the mean scores of the seven messages together (see table 3 for the specific Cronbach Alphas).

³ <http://www.yes2web.nl/files/ebooks/yes2web-facebook-engagement-nederland.pdf>

- Attitude towards the brand

For this measure, participants indicated their attitude towards NewsFlash on a comparable likert scale that was also anchored by ‘favorable-unfavorable’, ‘negative-positive’, ‘bad-good’, and ‘dislike-like’ (Eckler & Bolls, 2011). This scale was only filled in at the end of the survey, as the brand remains the same for each message (the news source NewsFlash). It turned out to be reliable as well, as visible in table 3.

Table 3.

Reliability coefficients for attitude.

	Cronbach alpha (α)
Attitude message 1	.87
Attitude message 2	.90
Attitude message 3	.85
Attitude message 4	.86
Attitude message 5	.90
Attitude message 6	.90
Attitude message 7	.95
Attitude all messages	.87
Attitude NewsFlash	.93

- Interaction intentions

The items concerning interaction intentions were also based on the research conducted by Eckler & Bolls (2011). As there are different types of interaction on Facebook, this variable is split up into three separate items, one for each option (like, comment, or share), in order to measure the participants’ interaction intentions. The first item regarding intention to like was: “I would like this message on Facebook”. For intention to comment this was: “I would comment on this message on Facebook”. For intention to share this was: “I would share this message on Facebook”. As there was a link to the complete version of the message in each of the seven messages, intention to click was the fourth measure: “I would click on the link”. On these four statements, participants indicated their agreement on a seven point likert scale anchored by ‘strongly agree’ and ‘strongly disagree’. The Cronbach alphas were also reliable ($\alpha > .700$) for these scales: the average score of the seven messages together. The exact Cronbach alphas are visible in table 4.

Table 4.

Reliability coefficients for intention to like, intention to comment, intention to share, and intention to click.

Cronbach alpha (α)	
Intention to like	.75
Intention to comment	.84
Intention to share	.78
Intention to click	.78

- Trustworthiness

Next to these measures, the amount of trust in the people commenting on a certain message is measured according to the factors mentioned by Pan and Chiou (2011). However, instead of using the three scales (trustworthiness, reliability, and credibility) mentioned by Pan and Chiou (2011), only two scales were used. This decision was made because otherwise there would be too little distinction in meaning between the three items (as the questionnaire is in Dutch) and too little synonyms in the Dutch language that cover the meaning properly. Cronbach alphas were reliable ($\alpha > .800$). The exact Cronbach alphas are visible in table 5.

Table 5.

Reliability coefficients for trust in the people placing the comments.

Cronbach alpha (α)	
Message 1	.89
Message 2	.94
Message 3	.96
Message 4	.92
Message 5	.95
Message 6	.93
Message 7	.96

3.5 Procedure

The data collection for the survey was done with online software from Thesistools⁴. As the survey was posted online, it could be easily distributed to (potential) respondents. Furthermore, respondents could fill in the survey at any desirable moment. Respondents were either personally approached or filled in the survey as a reaction to a Facebook post, or tweet. Thesistools randomly assigned all respondents to one of the five conditions. The data was collected within two weeks. After the collection, the data was analyzed using SPSS.

⁴ <http://www.thesistools.com>

4. Results

4.1 Main results

Before analyzing the data, Cronbach Alphas of the several variables were checked in order to find out whether the used items were reliable. The exact Cronbach Alpha scores are mentioned in the method section and show that all the variables were reliable ($\alpha > .700$). Furthermore, every test that was used to analyze the data has assumptions with regard to the distribution of the data. These assumptions were checked for every test, and none of them turned out to be violated. The results can therefore be interpreted without any complications.

Hypothesis 1 addresses the influence on the attitude towards the message by positive and/or negative Facebook comments. In order to test this hypothesis a one-way ANOVA was conducted. The one-way ANOVA showed that there was no significant difference found for this hypothesis: $F(2, 113) = .213, p = .809$. Messages accompanied by positive comments ($M = 4.19; SD = 0.66$) are equally judged compared to messages accompanied by negative comments ($M = 4.14; SD = 0.77$) and/or messages that were not accompanied by any comments at all ($M = 4.24; SD = 0.57$). Hypothesis 1 can therefore be rejected.

Table 6.

*Means and standard deviations from the attitudes towards messages
(accompanied by positive or negative comments, or no comments at all).*

	Mean (SD)
Positive comments	4.19 (.66)
Negative comments	4.14 (.77)
No comments	4.24 (.57)

Hypotheses 1 tests the difference between attitudes towards messages that are accompanied by positive comments, negative comments or no comments at all. For this test, additional research was done on the total attitude score of each of the seven messages in order to find out if certain messages in particular differ significantly. Therefore, another one-way ANOVA was conducted.

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Table 7.

Means and standard deviations from the attitudes towards messages separately for each message (accompanied by positive or negative comments, or no comments at all).

	Positive	Negative	Control
Message 1	4.73 (1.02)	4.10 (1.11)*	5.00 (.98)
Message 2	3.99 (1.37)	3.71 (1.43)	3.83 (1.33)
Message 3	4.17 (1.13)	4.32 (1.31)	4.03 (1.13)
Message 4	4.13 (1.18)	4.54 (1.12)	3.93 (1.11)
Message 5	4.30 (1.02)	4.01 (1.31)	3.87 (1.27)
Message 6	3.66 (1.02)	3.85 (1.45)	3.66 (1.20)
Message 7	4.33 (1.73)	4.26 (1.70)	5.14 (1.31)

* p < .001.

The one-way ANOVA showed that there was a significant difference found for the first message: $F (2, 130) = 8.431, p < .001$. Message 1, accompanied by negative comments ($M = 4.10; SD = 1.11$), is judged more negatively compared to the same message accompanied by positive comments ($M = 4.73; SD = 1.02$), and compared to this message when it is not accompanied by any comments at all ($M = 5.00; SD = 0.98$). This means that hypothesis 1 is supported by message 1. However, for the other six messages no significant results were found (as visible in table 7).

For hypothesis 2, the respondents judged NewsFlash as a concept. The attitude difference between the two positive comments versions, the two negative comments versions, and the control group towards NewsFlash was tested. A one-way ANOVA showed that there was no significant difference found: $F (2, 130) = .692, p = .502$. Newsflash is equally judged by people from the positive comments versions ($M = 4.34; SD = 0.95$) compared to people from the negative comments versions ($M = 4.50; SD = 1.26$) and/or people from the control group ($M = 4.63; SD = 1.00$). Hypothesis 2 can therefore be rejected.

Hypothesis 3 concerned the trust in the people commenting on the messages. It stated that people giving negative comments are seen as more trustworthy compared to people giving positive comments. An independent t-test was used to test this hypothesis. The test showed that a significant result was found for message 2 ($t = -2.848, p < .01$), message 3 ($t = -1.991, p < .05$), and message 7 ($t = -2.488, p < .02$).

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This hypothesis can therefore be partly accepted, depending on the message. Means and standard deviations can be found in table 8.

Table 8.
*The amount of trust in people giving positive comments and
 people giving negative comments for each message.*

	Positive	Negative
Message 1	3.52 (1.43)	3.94 (1.32)
Message 2	3.50 (1.35)	4.30 (1.55)***
Message 3	3.93 (1.54)	4.49 (1.43)*
Message 4	3.34 (1.29)	3.51 (1.50)
Message 5	3.89 (1.42)	3.51 (1.42)
Message 6	3.58 (1.32)	3.58 (1.54)
Message 7	3.28 (1.51)	4.05 (1.69)**

* p < .05 ** p < .02 *** p < .01

Hypothesis 4a concerned the quantity of likes, comments, and shares and states that messages accompanied by positive comments are perceived more positively when it has received more likes, comments, and shares. An independent t-test showed that no significant difference was found for this hypothesis: $t = .466$, $p = .644$. Messages accompanied by positive comments with many likes, comments, and shares ($M = 4.24$; $SD = 0.82$) are therefore equally judged compared to messages accompanied by positive comments with few likes, comments, and shares ($M = 4.14$; $SD = 0.47$). Hypothesis 4a can therefore be rejected.

Table 9.
*Means and standard deviations from the attitudes towards messages with
 positive comments (accompanied by many vs. few likes, comments, and shares).*

	Mean (SD)
Positive comments (many L, C, S)	4.24 (.82)
Positive comments (few L, C, S)	4.14 (.47)

Subsequently, hypothesis 4b was tested. This hypothesis stated that messages with negative comments are perceived more negatively when they have received more

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likes, comments, and shares. An independent t-test was used to test this hypothesis. The test showed that no significant result was found for this hypothesis: $t = -.912$, $p = .367$. Messages accompanied by negative comments with many likes, comments, and shares ($M = 4.06$; $SD = 0.69$) are equally judged compared to messages accompanied by negative comments with few likes, comments, and shares ($M = 4.28$; $SD = 0.91$). This means that hypothesis 4b can be rejected.

Table 10.

Means and standard deviations from the attitudes towards messages with negative comments (accompanied by many vs. few likes, comments, and shares).

Mean (SD)	
Negative comments (many L, C, S)	4.06 (.69)
Negative comments (few L, C, S)	4.28 (.91)

The fifth hypothesis tested the influence of the quantity of likes, comments, and shares on the intention to like, comment, share, or click on the link. The results for these four actions are presented below in this order.

Table 11.

Means and standard deviations for the intention to like, comment, share, or click on the link for the conditions with many likes, comments, and shares compared to few likes, comments, and shares.

	Mean (SD) of many likes, comments, shares, clicks	Mean (SD) of few likes, comments, shares, clicks
Intention to like	2.05 (1.09)	2.32 (1.02)
Intention to comment	1.70 (.91)	1.83 (1.05)
Intention to share	1.66 (.88)	1.53 (.72)
Intention to click on link	3.67 (1.50)	1.35 (1.35)

A one-way ANOVA showed that there was no significant difference found for likes: $F (2, 132) = .683$, $p = .507$. Messages accompanied by many likes, comments, and shares ($M = 2.05$; $SD = 1.09$) are equally likely to be liked compared to messages accompanied by few likes, comments, and shares ($M = 2.32$; $SD = 1.02$). For comments, a one-way ANOVA showed that there was no significant difference found either: $F (2, 128) = .359$, $p = .699$. Therefore, messages accompanied by many likes,

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comments, and shares ($M = 1.70$; $SD = 0.91$) are equally likely to be commented on compared to messages accompanied by few likes, comments, and shares ($M = 1.83$; $SD = 1.05$). The number of shares was also investigated by the use of a one-way ANOVA, which showed that there was no significant difference found: $F (2, 134) = .627$, $p = .536$. Messages accompanied by many likes, comments, and shares ($M = 1.66$; $SD = 0.88$) are therefore equally likely to be shared compared to messages accompanied by few likes, comments, and shares ($M = 1.53$; $SD = 0.72$). Finally, there was no significant difference found for clicks: $F (2, 135) = .312$, $p = .732$. This measure was also done through a one-way ANOVA. The link in messages accompanied by many likes, comments, and shares ($M = 3.67$; $SD = 1.50$) is equally likely to be clicked on compared to messages accompanied by few likes, comments, and shares ($M = 3.89$; $SD = 1.35$). As none of the measures turned out to be significant, hypothesis 5 can be rejected.

Apart from these ANOVA tests, a multiple ANOVA was performed to check whether there was an interaction between the several dependent variables (intention to like, intention to comment, intention to share, and intention to click), in relation to the independent variable (few/many). The results show that there was no significant interaction for intention to like: $F (2, 122) = .974$, $p = .380$. Neither were there for intention to comment: $F (2, 122) = .386$, $p = .681$. For intention to share there were also no significant results: $F (2, 122) = .429$, $p = .652$. And intention to click on the link in the message was not significant either: $F (2, 122) = .320$, $p = .726$.

In addition to these ANOVA tests, it was found out if there were any significant correlations between intention to like, intention to comment, intention to share, and intention to click.

Table 12.
Correlations between the intention to like, comment, share, and click.

	Like	Comment	Share	Click
Like	-	.741*	.714*	.378*
Comment	.741*	-	.789*	.405*
Share	.714*	.789*	-	.379*
Click	.378*	.405*	.379*	-

* $p < .001$

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The correlation between intention to like and intention to comment is significant: 0.741 ($p < .001$). Because of this finding, a regression analysis was done. Results show that there is a significant regression: intention to like seems to positively correlate with intention to comment ($F_{change} = 152.120, p < .001$). When intention to like increases by 1, intention to comment therefore increases by 0.993. An individual with a higher intent to like a message will be more likely to also place a comment compared to someone with a low intent to like. Between intention to like and intention to share the correlation is also significant: .714 ($p < .001$). A regression analysis was done for this measure as well. Results show that there was a significant regression: intention to like seems to positively correlate with intention to share ($F_{change} = 135.248, p < .001$). When intention to like increases by one, intention to share increases by 1.017. Compared to someone with a low intent to like, an individual with a higher intent to like a message is more likely to share the message. There was also a significant correlation found between intention to like and intention to click: 0.378 ($p < .001$). Therefore, a regression analysis was also done for this measure. Results show that there was a significant regression: intention to like seems to correlate significantly with intention to click ($F_{change} = 21.728, p < .001$). When intention to like increases by one, intention to click increases by 3.244. As a whole, it can be stated that intention to like is a good predictor of intention to comment, share, and click. An individual with a higher intent to like a message is more likely to comment on the message, share the message, and to click on the link in the message compared to someone with a low intent to like.

Before actually interpreting the regression analyses, assumptions were checked. Data showed that the assumption of residuals was not violated for comments and shares. For clicks however this was the case. Furthermore, Cook's distance test showed that no outliers were present for all regressions. The models used therefore fit the data. It was also checked if results could be generalized. The assumption of multicollinearity as well as the assumption concerning independent errors (measured through the Durbin-Watson test) has not been violated in any of the regressions. Inspection of the normal probability plot shows that the errors were quite normally distributed. However, homoscedasticity was not entirely correct for every analysis, as the dots in the scatterplot were not really scattered. This should be taken into consideration when interpreting the regression analyses.

4.2 Control variables

It was also tested if age has influence on the attitude towards a message. For this test, three groups were made. One group consisted of people ranging from 17 to 22 years old (51 people). The second group consisted of people ranging from 23 to 25 years old (42 people) and the third group contained people from 26 to 68 years old (48 people). A one-way ANOVA showed that there was a significant difference found for age: $F(2, 113) = 4.252, p < .05$. People from the youngest category ($M = 4.36; SD = 0.62$) have a more positive attitude towards the messages compared to the oldest category ($M = 3.91; SD = 0.68$). No significant differences were found between the second age group ($M = 4.18; SD = 0.59$) and the other two age groups.

Furthermore, attitude towards the message was tested for level of education. A one-way ANOVA showed that there were no significant differences found for level of education: $F(3, 112) = 1.973, p = .122$. People with the highest level of education being high school ($M = 4.24; SD = 0.71$) equally judge the messages compared to people from MBO ($M = 3.78; SD = 0.17$), HBO ($M = 4.14; SD = 0.74$), and/or university ($M = 4.31; SD = 0.58$).

5. Discussion

In this thesis, the influence of likes, comments, and shares on the perception of a Facebook message is tested. A few main conclusions can be drawn from the research in order to answer the research question: how do likes, comments, and shares on a certain message on Facebook affect the way this message is perceived? These conclusions are presented in this section.

5.1 Conclusion

First of all, the effects of Facebook comments were investigated. However, results show that these comments do not influence the attitude towards a message. Positive comments, negative comments, and posts without comments were perceived equally and therefore comments are not considered to be of great importance when reading a Facebook post. In general, people do not seem to rely on the opinions of other people on news issues. However, a significant result was found for one message, as this one message accompanied by negative comments was judged more negatively compared to the same message accompanied by positive comments and the condition with no comments at all. A qualitative analysis was performed in order to notice any striking differences for the contents of the messages itself. The significant result was found on a message about a chemist finding a way to make healthy chocolate. This message is considered as the most surprising and new message, as most of the other messages were in the news more regularly and/or prominently. Furthermore it is considered to contain the least opinionated topics and characters. A closer look shows that message 4, 5, and 6 all contain news about a certain Dutch celebrity, a person that is possibly liked or disliked already by the respondents before judging the actual message. For message 2, 3, and 7, it can be said that they discuss somewhat more controversial topics opposed to healthy chocolate (e.g., obesity, education, and alcohol).

Next to the attitude towards the message, the attitude towards the brand was measured as well. In this case the brand was NewsFlash. No significant results were found however, meaning that the brand Newsflash was equally judged by people in the two positive comment conditions compared to the people in the two negative comment conditions and the control group. Comments therefore do not influence the perception of the brand either.

The third hypothesis discusses the opinions about the third possible influencer of perceptions: the people placing the comments. For the second, third, and seventh

message, the people commenting on the messages are seen as more trustworthy when their comments are negative. The qualitative analysis shows that these messages are considered to contain a more controversial topic. Although it might indicate the possibility of a connection, this does not prove that such a connection exists. Depending on the message, people giving negative comments are perceived as more reliable compared to people giving positive comments.

Finally, the number of likes, comments, and shares were considered to be of potential influence. However, the number of likes, comments, and shares does not affect the attitude towards a message, as messages with many likes (+/- 110), comments (+/- 20), and shares (+/- 10) were not perceived more positively opposed to messages with few likes (+/- 10), comments (+/- 3), and shares (+/- 1). The number of likes, comments, and shares does not affect the intention to like, comment, or share the message they accompany either. The number of clicks on the link in this message is also not influenced. There was a correlation found however, for the intention to like, intention to comment, intention to share, and intention to click on the link in the message. This means that the more likely someone is to like a message, the more likely he or she will be to comment, share, or click on the link in the message.

In conclusion, it can be stated that comments as well as the number of likes, comments, and shares have little influence on the perception of Facebook messages. For the intention to interact, a correlation was found. Intention to interact refers to an individuals' intention to like, comment on, or share a message as well as the intention to click on the link in the message. Furthermore, the people giving negative comments were seen as more trustworthy for some messages. The general discussion elaborates on the findings and proposes possible reasons and explanations.

5.2 General discussion

How do likes, comments, and shares on a certain message on Facebook affect the way this message is perceived? In order to structure the answer to this question, sub-questions were posed and in the following paragraph these sub-questions, and ultimately the research question, will be answered. The first sub-question was: To what extent are messages accompanied by positive comments perceived more positively compared to messages with negative comments? Based on the preceding literature, the first hypothesis was stated: *Facebook comments on a certain Facebook message positively or negatively influence the way this message is perceived.*

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As follows from the analysis of the results, this hypothesis can be rejected, meaning that comments do not influence the attitude towards a message. There was only one significant result found for a message. The first message, accompanied by negative comments, was judged more negatively compared to the same message accompanied by positive comments and the condition with no comments at all. This finding can for instance be explained by the message differences mentioned in the conclusion. It is possible that message 1 is new and surprising to people as some of the other messages have been in the news more prominently compared to the first message. Previous research has shown that effective viral messages often contain an element of surprise (Dobele et al. (2007); Kaplan & Haenlein (2011)).

A possible explanation for the lack of significant results on the other messages is that the comments are from unfamiliar people (not even weak ties). A plausible assumption as Egebark and Ekström (2011) already found that this social proximity matters when judging a Facebook message. Further explanations for this outcome are elaborated below, as these explanations are applicable for hypotheses 4a and 4b as well.

The explanation about tie strength can also be an explanation for the lack of significant results for the second hypothesis: *Facebook comments on a certain Facebook message positively or negatively influence the way the brand is perceived*. Moreover, comments are placed on messages and not on the brand itself and therefore they might not affect the perception of the brand in particular. On the other hand, the perception of the majority of the messages was not affected either, which could imply that a brand is (partly) judged based on the content of its' messages. This would make the explanations mentioned for hypothesis 1 and hypotheses 4a and b also mostly applicable for this outcome.

The third sub-question addressed the trustworthiness of the people commenting on the messages. It was followed by hypothesis 3: *People giving negative comments on a Facebook message are seen as more trustworthy compared to people giving positive comments*. Depending on the message, people giving negative comments are perceived as more trustworthy compared to people giving positive comments. In this research, for the second, third, and seventh message, people giving negative comments are significantly seen as more trustworthy. A finding that could be explained by previous research (Lee, Park & Han, 2007; Walther et al., 2009), stating that negative information is given greater weight than positive

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information and is seen as more useful. On the other hand, significant results were not found on each message, implying that the type of message and/or the contents of the message influence the judgment of the people giving the comments.

The fourth sub-question was: to what extent are messages accompanied by many likes, comments, and shares perceived differently compared to messages with few likes, comments, and shares? In order to gain insights on whether the number of likes, comments, and shares in fact has influence on the perception of the message they accompany hypotheses 4a and b were stated. Hypothesis 4a addressing the messages with positive comments: *Messages accompanied by positive comments are perceived more positively when they have received more likes, comments, and shares.* And hypothesis 4b addressing the messages with negative comments: *Messages accompanied by negative comments are perceived more negatively when they have received more likes, comments, and shares.*

For both hypothesis 4a and hypothesis 4b, results were not significant. Therefore, the number of likes, comments, and shares does not influence the attitude towards the message. There are several explanations for the findings of both hypothesis 1 and 2, and hypothesis 4a and b. For example, based on Petty and Cacioppo's (1986) elaboration likelihood model, and Zhang et al.'s (2011) interpretation of this model, Facebook messages are processed in a heuristic manner (peripheral route). They argued that because of this heuristic information processing non-content issues (like positive/negative comments and the number of likes, comments, and shares) would become more influential. As no significant results were found, it is possible that people tend to engage in issue-relevant thinking (central route) for news messages on Facebook. In other words, people had high involvement when judging the messages and therefore trusted their own opinion and self-generated arguments on the message instead of following the opinions that were given in the comments.

Another explanation, that also fits within this 'central route', might be that the message content itself is seen as more important compared to peripheral cues like comments and the number of likes, comments, and shares. Bruni et al. (2012) also stated that content plays a critical role as it comes to virality. From here it is a small step to hypothesis 5, which concerns the likeliness to like, comment, share, and click on the link in the message: *Messages accompanied by a higher amount of likes, comments, and shares are more likely to be liked, commented, shared, or clicked on.*

For the fifth hypothesis, no significant results were found either. The number of likes, comments, and shares therefore does not affect the intention to like, comment, share, or click on the link. That message content can be responsible for this result as well is in line with previously mentioned research from Bruni et al. (2012), who state that content plays a critical role as it comes to virality. This role is critical because before considering sharing a message or video, an individual should consider the content as something new and interesting to others in his/her network first (Kaplan & Heanlein, 2011). The lack of significant results on hypothesis 5 can therefore mean that people do not consider the messages itself as ‘like-worthy’, ‘comment-worthy’, ‘share-worthy’, and/or interesting enough to click on the link to the complete message. Next to this finding, it was found that intention to like, intention to comment, intention to share, and intention to click correlate significantly. This means that someone with a higher intention to like a message will also have a higher intention to comment, to share, and to click on the link in the message. As interesting messages increase the sharing mechanism (Kaplan & Heanlein, 2011), liking, commenting, and clicking on a certain link therefore follow the same principle. This emphasizes the importance of the role of content for virality even more.

5.3 Limitations

This thesis has several limitations that could have had an influence on the outcome of the research. First of all, the setting was not equal to a normal Facebook timeline as the participants judged the messages as being a picture. Instead of Facebook, the setting was the thesistools.com layout in which this picture was shown (accompanied by the questions). This unnatural processing situation might influence the way the messages are perceived, as clicking a like button is less of an effort and possibly more likely to happen compared to judging the message or filling in the intention to like for example.

Furthermore, the chosen messages were all news messages, as these messages usually have an opinionated character. The topics and people discussed in these messages however could have had an excessive influence on the attitude towards a certain message, as a respondent could have had an extremely positive or negative opinion about this person or topic in advance.

Finally, the scales for many and few likes, comments, and shares were determined according to a research on Facebook engagement in the Netherlands

instead of determining these scales through a pre-test. Respondents might have had other ideas about what many and few likes, comments, and/or shares are.

5.4 Future research

Future research can for instance elaborate on this thesis by adding some variation in the type of people giving the comments. For example, instead of an unknown person commenting on a message, a strong tie should be used in order to see if this shifts a persons' attitude towards the message in a more extensive way. Different 'brands' (instead of NewsFlash), could influence the way people perceive the message as well. Instead of a new concept news site it could be a fictitious person. Different types of messages might also influence the attitude towards the message. Instead of more general news messages (as used for this present research), more personal messages could be used in order to see if this makes a difference.

Research on content would be an interesting topic of research anyway as this might be a major factor of influence based on this research as well as previous research (Bruni et al., 2012; Kaplan & Haenlein, 2011). For this thesis, a qualitative research was done already to compare the content of the different messages used. Elaborations on different types of content are necessary however in order to be able to determine whether this is actually a factor and if so, to what extent and for which types of messages.

Different numbers of likes, comments, and shares are also an option. As this research only checked for +/- 10 vs. +/- 110 likes it might be interesting to see what happens if there are approximately one thousand or ten thousand likes accompanying the message.

Another addition to this research might be to measure the likeliness that people like, comment, or share a message, or click on a link in a message in general. As people might not comment on or share a Facebook message in general already, this puts the results more in perspective.

Finally, it could also be interesting to see whether it makes a difference if the likes, comments, and shares are divided into a variety of combinations. For example a message accompanied by many likes, few comments, and few shares and a message accompanied by few likes, many comments, and many shares.

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As social media is still relatively new and continuously changing, many contributions to this and other research will hopefully follow as there is a wide range of topics available and unexplored.

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FACEBOOK FORWARDS

ang%2Bmattila%2Bcranage%26btnG%3D%26hl%3Dnl%26as_sdt%3D0#sea
rch=%22Zhang%20mattila%20cranage%22.

7. Appendix 1: List of questions experimental survey (negative comments / many likes, comments, and shares).

Vragenlijst

Deze vragenlijst wordt afgenoemten behoeve van een nieuw te ontwikkelen webkrant en duurt zo'n 5 tot 10 minuten.

NewsFlash is een nieuwe webkrant met Facebook als belangrijkste verspreidings-systeem. Door middel van dit experiment proberen we erachter te komen welke berichten er inhoudelijk interessant zijn voor toekomstige lezers en welke berichten niet.



U moet zich voorstellen dat u op Facebook uw timeline aan het bekijken bent en dus een verscheidenheid aan berichten voorbij ziet komen. Ook het nieuwsbericht van NewsFlash komt voorbij en u bekijkt dit bericht.

FACEBOOK FORWARDS

Persoonlijke gegevens

Leeftijd:

Hoogst afgeronde opleiding:

- Basisschool
- Middelbare school (Vmbo, Mavo, Havo, Vwo etc.)
- Lager beroepsonderwijs (MBO, MTS, MEAO)
- Hoger beroepsonderwijs (HBO, HTS, HEAO etc.)
- Wetenschappelijk onderwijs

Ik zit dagelijks op Facebook:

- Ja
- Nee

Ik lees offline de krant:

- Elke dag
- Vaak (5-6 keer in de week)
- Regelmatig (3-4 keer in de week)
- Soms (1-2 keer in de week)
- Nooit

Ik lees online de krant:

- Elke dag
- Vaak (5-6 keer in de week)
- Regelmatig (3-4 keer in de week)
- Soms (1-2 keer in de week)
- Nooit

Ik lees op Facebook de krant:

- Elke dag
- Vaak (5-6 keer in de week)
- Regelmatig (3-4 keer in de week)
- Soms (1-2 keer in de week)
- Nooit

FACEBOOK FORWARDS

Lees en bekijk het volgende bericht zorgvuldig:

1



NewsFlash heeft een link gedeeld.
8 april

Scheikundige Stefan A. F. Bon van de Universiteit van Warwick heeft ontdekt dat het vet in chocolade tot 50 procent vervangen kan worden door fruitsap, cola light of water met vitamine C.



Scheikundige ontwikkelt supergezonde chocolade
www.newsflash.nl

Een doorbraak in de chocoladewereld: supergezonde chocolade. Scheikundige Stefan A. F.

Vind ik leuk · Reageren · Delen

14

116 personen vinden dit leuk.



Frances Harrison ja cola light, hartstikke gezond die aspartaan drank..

Vind ik leuk · Beantwoorden · 8 april om 12:26



Sasha Lavell ik wil helemaal geen gezonde chocolade. ik wil lekkere chocolade.

Vind ik leuk · Beantwoorden · 8 april om 12:29



Gerrie van Zoelen 't Vet eruit en fructose=dik makende maissuiker, er in! Lood om oud ijzer dus en mogelijk nog erger!

Vind ik leuk · Beantwoorden · 8 april om 14:07

Nog 21 reacties weergeven



Schrijf een reactie...

FACEBOOK FORWARDS

Nu volgen enkele vragen over het bericht wat u zojuist heeft gelezen.

Ik vind dit bericht...

Slecht	<input type="radio"/>	Goed						
Negatief	<input type="radio"/>	Positief						
Ongunstig	<input type="radio"/>	Gunstig						
Ongewenst	<input type="radio"/>	Gewenst						

Ik zou dit bericht liken op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	----------------------

Ik zou op dit bericht reageren op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	----------------------

Ik zou dit bericht delen op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	----------------------

Ik zou op dit bericht klikken om het artikel in zijn geheel te lezen.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	----------------------

De volgende vragen hebben betrekking op de personen die hebben gereageerd op het bericht:

Ik vind Frances Harrison betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Frances Harrison geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Sasha Lavell betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Sasha Lavell geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	----------------------

Ik vind Gerrie van Zoelen betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Gerrie van Zoelen geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	----------------------

FACEBOOK FORWARDS

Lees en bekijk het volgende bericht zorgvuldig:

2

 **NewsFlash** heeft een [link](#) gedeeld.
25 maart 

Als het aan de Noorse onderzoeker Bharat P. Bhatta ligt, wordt de prijs van een vliegticket afhankelijk gemaakt van het gewicht van de reiziger. Goed idee of belachelijk?



'Prijs vliegticket afhankelijk van gewicht'

www.newsflash.nl

Als het aan de Noorse onderzoeker Bharat P. Bhatta ligt, wordt de prijs van een vliegticket afhankelijk

Vind ik leuk · Reageren · Delen

 11

 114 personen vinden dit leuk.



Sophia van Leeuwen belachelijk niet iedereen kan wat aan zijn of haar gewicht doen

25 maart om 14:17 via mobiel · [Vind ik leuk](#)



Door Kastermans Een slecht plan!!

25 maart om 14:23 via mobiel · [Vind ik leuk](#)



Jose Almamellék Valt gewoon onder Discriminatie hoor!!!!

25 maart om 14:24 · [Vind ik leuk](#)

 Nog 19 reacties weergeven



Schrijf een reactie...

FACEBOOK FORWARDS

Nu volgen enkele vragen over het bericht wat u zojuist heeft gelezen.

Ik vind dit bericht...

Slecht	<input type="radio"/>	Goed						
Negatief	<input type="radio"/>	Positief						
Ongunstig	<input type="radio"/>	Gunstig						
Ongewenst	<input type="radio"/>	Gewenst						

Ik zou dit bericht liken op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht reageren op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	----------------------

Ik zou dit bericht delen op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht klikken om het artikel in zijn geheel te lezen.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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De volgende vragen hebben betrekking op de personen die hebben gereageerd op het bericht:

Ik vind Sophia van Leeuwen betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Sophia van Leeuwen geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Door Kastermans betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Door Kastermans geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	----------------------

Ik vind Jose Almamellék betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Jose Almamellék geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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FACEBOOK FORWARDS

Lees en bekijk het volgende bericht zorgvuldig:

3

 **NewsFlash** heeft een [link](#) gedeeld.
15 april 

In Sneek halen ouders massaal hun kinderen van school omdat leerlingen met een iPad gaan werken. De school stapt namelijk na de zomer over op Onderwijs voor een Nieuwe Tijd. „Mijn dochter is vier jaar. Die vind ik veel te jong voor zo'n iPad”, aldus een moeder. Ontzettend ouderwets of heeft ze gelijk om haar dochter weg te halen?



Ouders halen kinderen van Steve Jobs School

www.newsflash.nl

Zeker tien ouders van basisschool De Driemaster in Sneek halen hun kinderen van school, omdat ze boos

Vind ik leuk · Reageren · Delen

 10

 104 personen vinden dit leuk.



Arjan Vos jemig wel wat overdreven om hier voor je kind van school te halen die kant ga je toch op dat hou je niet tegen dus kunnen ze maar beter zo vroeg mogelijk met die dingen om leren te gaan

[Vind ik leuk](#) · [Beantwoorden](#) · 15 april om 9:31



Wendy Aaftink Pfff wat overdreven!! Kinderen vinden het juist helemaal geweldig! Zou mijn schooltijd een stuk interessanter hebben gemaakt.

[Vind ik leuk](#) · [Beantwoorden](#) · 15 april om 9:33



Renate Oosterbeek Laat ze met hun tijd mee gaan want dit is de toekomst en daar ontkomen we niet aan. Ik ben 65 en werk dagelijks met een Ipad en computer en ik vindt het een geweldig iets.

[Vind ik leuk](#) · [Beantwoorden](#) · 15 april om 9:35

 Nog 22 reacties weergeven



Schrijf een reactie...

FACEBOOK FORWARDS

Nu volgen enkele vragen over het bericht wat u zojuist heeft gelezen

Ik vind dit bericht...

Slecht	<input type="radio"/>	Goed						
Negatief	<input type="radio"/>	Positief						
Ongunstig	<input type="radio"/>	Gunstig						
Ongewenst	<input type="radio"/>	Gewenst						

Ik zou dit bericht liken op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht reageren op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou dit bericht delen op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht klikken om het artikel in zijn geheel te lezen.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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De volgende vragen hebben betrekking op de personen die hebben gereageerd op het bericht:

Ik vind Arjan Vos betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Arjan Vos geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Wendy Aaftink betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Wendy Aaftink geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Renate Oosterbeek betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Renate Oosterbeek geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Lees en bekijk het volgende bericht zorgvuldig:

4

 **NewsFlash** heeft een link gedeeld.
maandag 

BREAKING – Bram Moszkowicz hangt noodgedwongen zijn toga aan de wilgen. Het Hof van Discipline handhaaft het beroepsverbod dat de Raad van Discipline hem vorig jaar oplegde. De advocaat is dus definitief gevallen voor Moszkowicz. Wat vind jij: juiste beslissing of niet?

**Doek valt definitief voor Moszkowicz**www.newsflash.nl

De carrière van Bram Moszkowicz in de advocatuur is definitief voorbij. Het Hof van Discipline in Den Bosch handhaaft het beroepsverbod dat de Raad van Discipline Moszkowicz eind vorig jaar oplegde.

[Vind ik leuk](#) · [Reageren](#) · [Delen](#) 12 102 personen vinden dit leuk.

Maria Van de Kamp Grote onzin, hij moet vallen omdat de heren rechters te vaak door Bram terecht werden gewezen. Als de andere advocaten ook zo doorgelicht werden hingen er veel toga's aan de wilgen.

[Vind ik leuk](#) · [Beantwoorden](#) · maandag om 16:31

Ferdi Eggink Belachelijk dit. De beste advocaat van NL!!!

[Vind ik leuk](#) · [Beantwoorden](#) · maandag om 16:32

Jules Combee Totaal onterecht, hele goede advocaat

[Vind ik leuk](#) · [Beantwoorden](#) · maandag om 17:52[Nog 20 reacties weergeven](#)

FACEBOOK FORWARDS

Nu volgen enkele vragen over het bericht wat u zojuist heeft gelezen

Ik vind dit bericht...

Slecht	<input type="radio"/>	Goed						
Negatief	<input type="radio"/>	Positief						
Ongunstig	<input type="radio"/>	Gunstig						
Ongewenst	<input type="radio"/>	Gewenst						

Ik zou dit bericht liken op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht reageren op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou dit bericht delen op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht klikken om het artikel in zijn geheel te lezen.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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De volgende vragen hebben betrekking op de personen die hebben gereageerd op het bericht:

Ik vind Maria van de Kamp betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Maria van de Kamp geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Ferdi Eggink betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Ferdi Eggink geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Jules Combee betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Jules Combee geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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FACEBOOK FORWARDS

Lees en bekijk het volgende bericht zorgvuldig:

5

 **NewsFlash** heeft een [link](#) gedeeld.
27 maart 

Wilfried de Jong wordt de nieuwe presentator van het programma Zomergasten. Goed idee, of zag je liever iemand anders?



Wilfried de Jong nieuwe presentator Zomergasten
www.newsflash.nl

Wilfried de Jong wordt de nieuwe presentator van het programma Zomergasten. Dit bevestigt

Vind ik leuk · Reageren · Delen

 13

 110 personen vinden dit leuk.



Anja Toetenel mag van mij wel iemand anders zijn, het zijn steeds weer dezelfde mensen, waar is het nieuwe talent... en een vrouw zou ook leuk zijn trouwens...

27 maart om 18:04 · [Vind ik leuk](#)



Marinus Kruissen 16 miljoen Nederlanders en dan zo'n lelijke man op de tv. Waarom toch?

27 maart om 19:04 · [Vind ik leuk](#)



Jan Dunnink Lijkt mij geen succes te gaan worden

27 maart om 19:51 · [Vind ik leuk](#)



Nog 21 reacties weergeven



Schrijf een reactie...

FACEBOOK FORWARDS

Nu volgen enkele vragen over het bericht wat u zojuist heeft gelezen

Ik vind dit bericht...

Slecht	<input type="radio"/>	Goed						
Negatief	<input type="radio"/>	Positief						
Ongunstig	<input type="radio"/>	Gunstig						
Ongewenst	<input type="radio"/>	Gewenst						

Ik zou dit bericht liken op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht reageren op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou dit bericht delen op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht klikken om het artikel in zijn geheel te lezen.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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De volgende vragen hebben betrekking op de personen die hebben gereageerd op het bericht:

Ik vind Anja Toetenel betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Anja Toetenel geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Marinus Kruijssen betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Marinus Kruijssen geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Jan Dunnink betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Jan Dunnink geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Lees en bekijk het volgende bericht zorgvuldig:

6

 **NewsFlash** heeft een [link](#) gedeeld.
11 april 

Matthijs van Nieuwkerk is het helemaal zat dat uitzendingen van De Wereld Draait Door ingekort worden als er Champions Leaguewedstrijden zijn.



Van Nieuwkerk is ingekorte uitzendingen DWDD zat
www.newsflash.nl

Vind ik leuk · Reageren · Delen

 14

 100 personen vinden dit leuk.



Hans Kranenburg Ik ben zijn gezicht op de buis al heel lang zat. Overschat talent.

Vind ik leuk · Beantwoorden · 11 april om 12:20



Barry Chalgoum De pot verwijt de ketel, zijn gasten worden ook altijd ingekort door Matthijs zelf, die vent laat echt nooit iemand een zin afmaken.

Vind ik leuk · Beantwoorden · 11 april om 12:21



Robbie Duve Die Matthijs van Nieuwkerk moet niet zo moeilijk gaan doen want zoveel CL wedstrijden heb je nu ook weer niet, en met het salaris wat meneer Nieuwkerk krijgt en zeker niet verdient zou ik al helemaal niet klagen, volgens mij was het iets van 428000 euro per jaar.

Vind ik leuk · Beantwoorden · 11 april om 16:37

 Nog 18 reacties weergeven



Schrijf een reactie...

FACEBOOK FORWARDS

Nu volgen enkele vragen over het bericht wat u zojuist heeft gelezen

Ik vind dit bericht...

Slecht	<input type="radio"/>	Goed						
Negatief	<input type="radio"/>	Positief						
Ongunstig	<input type="radio"/>	Gunstig						
Ongewenst	<input type="radio"/>	Gewenst						

Ik zou dit bericht liken op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht reageren op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou dit bericht delen op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	----------------------

Ik zou op dit bericht klikken om het artikel in zijn geheel te lezen.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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De volgende vragen hebben betrekking op de personen die hebben gereageerd op het bericht:

Ik vind Hans Kranenburg betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Hans Kranenburg geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Barry Chalgoum betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Barry Chalgoum geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Robby Duve betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Robby Duve geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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FACEBOOK FORWARDS

Lees en bekijk het volgende bericht zorgvuldig:

7



NewsFlash heeft een link gedeeld.
18 februari

Amerikaanse wetenschappers hebben een pil ontwikkeld die het herstel na overmatig alcoholgebruik bevordert.



Pil tegen kater succesvol getest
www.newsflash.nl

Vind ik leuk · Reageren · Delen

13

101 personen vinden dit leuk.



Johanna Kumpusch Ze kunnen beter een pil uitvinden die voorkomt dat je teveel drinkt.

18 februari om 17:13 · [Vind ik leuk](#)



Nadalina Ariaans oke leuk nog meer comazuipers!!!

18 februari om 17:15 · [Vind ik leuk](#)



Yacoub Barsoum Nu hebben kinderen nog een reden om meer te drinken! Hebben die wetenschappers niets anders uit te vinden?

18 februari om 17:15 via mobiel · [Vind ik leuk](#)

Nog 20 reacties weergeven



Schrijf een reactie...

FACEBOOK FORWARDS

Nu volgen enkele vragen over het bericht wat u zojuist heeft gelezen

Ik vind dit bericht...

Slecht	<input type="radio"/>	Goed						
Negatief	<input type="radio"/>	Positief						
Ongunstig	<input type="radio"/>	Gunstig						
Ongewenst	<input type="radio"/>	Gewenst						

Ik zou dit bericht liken op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht reageren op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou dit bericht delen op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik zou op dit bericht klikken om het artikel in zijn geheel te lezen.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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De volgende vragen hebben betrekking op de personen die hebben gereageerd op het bericht:

Ik vind Johanna Kumpush betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Johanna Kumpush geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Nadalina Ariaans betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Nadalina Ariaans geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Yacoub Barsoum betrouwbaar.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Ik vind Yacoub Barsoum geloofwaardig.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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FACEBOOK FORWARDS

Tot slot willen we graag nog weten wat u van NewsFlash vindt.



Ik vind NewsFlash...

Slecht	<input type="radio"/>	Goed						
Negatief	<input type="radio"/>	Positief						
Ongunstig	<input type="radio"/>	Gunstig						
Ongewenst	<input type="radio"/>	Gewenst						

Ik zou de pagina van NewsFlash liken op Facebook.

Helemaal mee oneens	<input type="radio"/>	Helemaal mee eens						
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Bedankt voor uw medewerking aan het onderzoek!