

Something Clever...

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Abstract

TBD

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A common definition for a social media site is that it is an internet-based service allowing for the creation and broadcast of user-generated information (Boyd & Ellison, 2008; Kaplan & Haenlein, 2010; Obar & Wildman, 2015). Obar and Wildman (2015) emphasize the user-generated aspect of this definition, arguing that this content is the lifeblood of social media. Although that may sound hyperbolic, it logically follows that if a site is created with the express purpose of providing user-generated content, it must have user-generated content to function as intended. By way of illustration, without videos created by users, YouTube, a social media site that allows its users to upload and share videos, would fail to serve its primary purpose. Netflix, a site that allows users to only stream videos, does not require user-generated content, as it does not serve user-generated content, and, by extension is not a social media site. Beyond the functional aspects of social media sites, the user-generated focus also highlights the importance of individual differences in the user-service relationship, as users invariably have characteristics that affect how they consume and generate content.

Methods

The data for the current study was collected by the Pew Research Center (2018).

Participants

Two thousand, two people were surveyed by telephone (75.02% cell phone; 24.98% landline) over a period of 7 days in January of 2018. We excluded any participants who reported that they do not even occasionally use the internet or email ($n = 273$). The resulting sample comprised 1729 people (45.29% female). Ages ranged from 18 to 97 (M

age = 48.29; *SD* age = 17.94)¹. Concerning race, 68.48% identified as white, 12.78% identified as black, 3.64% identified as Asian, 2.95% identified as mixed race, and 12.15% refused to answer or reported being from some other race.

Material

Procedure

Data analysis

We used R (Version 3.5.1; R Core Team, 2018) and the R-packages *bindrcpp* (Version 0.2.2; Müller, 2018), *cowplot* (Version 0.9.3; Wilke, 2018), *dplyr* (Version 0.7.8; Wickham, François, Henry, & Müller, 2018), *forcats* (Version 0.3.0; Wickham, 2018a), *Formula* (Version 1.2.3; Zeileis & Croissant, 2010), *ggplot2* (Version 3.1.0; Wickham, 2016), *here* (Version 0.1; Müller, 2017), *Hmisc* (Version 4.1.1; Harrell Jr, Charles Dupont, & others., 2018), *lattice* (Version 0.20.38; Sarkar, 2008), *lme4* (Version 1.1.19; Bates, Mächler, Bolker, & Walker, 2015), *lmerTest* (Version 3.0.1; Kuznetsova, Brockhoff, & Christensen, 2017), *lubridate* (Version 1.7.4; Grolemund & Wickham, 2011), *magrittr* (Version 1.5; Bache & Wickham, 2014), *Matrix* (Version 1.2.15; Bates & Maechler, 2018), *pander* (Version 0.6.3; Daróczi & Tsegelskyi, 2018), *papaja* (Version 0.1.0.9842; Aust & Barth, 2018), *purrr* (Version 0.2.5; Henry & Wickham, 2018), *readr* (Version 1.1.1; Wickham, Hester, & Francois, 2017), *rio* (Version 0.5.10; C.-h. Chan, Chan, Leeper, & Becker, 2018), *stringr* (Version 1.3.1; Wickham, 2018b), *survival* (Version 2.43.1; Terry M. Therneau & Patricia M. Grambsch, 2000), *tibble* (Version 1.4.2; Müller & Wickham, 2018), *tidyr* (Version 0.8.2; Wickham & Henry, 2018), *tidyverse* (Version 1.2.1; Wickham, 2017), and *wesanderson* (Version 0.3.6; Ram & Wickham, 2018) for all our analyses.

¹ Note that the descriptive statistics for age are slightly lower than reality. Ages 97 and older were recorded as simply 97 in the data.

Results**Discussion**

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