

INTRODUCTION

- ❖ Networked narratives are digital stories with technology affordances.
- ❖ Humans of New York (HONY) is a popular Facebook page featured with many networked narratives.
- ❖ Social media engagement = the number of likes, the number of shares, likability of the character

RESEARCH QUESTIONS

- RQ1:** What are the popular topics on the networked narratives on HONY’s Facebook page?
- RQ2:** How do the a) popular topics, b) tone, and c) length of the networked narratives on HONY’s Facebook page influence social media engagement?

STUDY DESIGN

- ❖ A content analysis of 390 Facebook posts from January 1, 2015 to May 13, 2015 on HONY’s Facebook page was conducted.
 - ❖ Four grad students coded the posts (inter-coder reliability: Krippendorff’s $\alpha = .84 - 1$)
- Topic of the post** (11 categories)
Tone of the post ($M = 4.08, SD = 1.03$)
Length of the post ($M = 6.09, SD = 4.63$)
- Character’s likability** ($M = 3.69, SD = .74$)
The number of likes ($M = 257397.01, SD = 197291.19$)
The number of shares ($M = 8956.62, SD = 12132.75$)

NETWORKED NARRATIVES ON HUMANS OF NEW YORK

A content analysis on social media engagement

RESULTS

Table 2a.
Effects of topics on number of likes

	Number of Likes		
	Dream	Career	Friendship
M	335,883.04 _a	230,655.98 _b	229,708.08 _c
SD	37,146.75	26,731.65	38,497.98

Note: Using Holm’s sequential bonferroni post hoc comparisons, within rows, means with no lower case subscript in common differ at $p < .05$
 $F(10, 339) = .92, p = .50$, partial $\eta^2 = .03$

Table 2b.
Effects of topics on number of shares

	Number of Shares						
	Education	Pro-social	Career	Family	Dream	Romantic Relationship	Entertainment
M	14697.23 _a	14689.09 _a	8179.98 _a	8057.05 _a	8011.03 _a	7547.11 _a	6603.65 _a
SD	26960.13	22609.78	6606.28	8466.00	11247.27	7298.45	4975.73

Note: Using Holm’s sequential bonferroni post hoc comparisons, within rows, means with no lower case subscript in common differ at $p < .05$
 $F(10, 339) = .20, p < .05$, partial $\eta^2 = .06$

Table 2c.
Effects of topics on character’s likability

	Character’s Likability					
	Education	Romantic Relationship	Family	Career	Friendship	Health
M	4.1 _a	3.92 _a	3.61 _b	3.61 _b	3.52 _b	3.2 _c
SD	0.13	0.12	0.08	0.1	0.14	0.32

Note: Using Holm’s sequential bonferroni post hoc comparisons, within rows, means with no lower case subscript in common differ at $p < .05$
 $F(10, 339) = 3.06, p < .01$, partial $\eta^2 = .08$

Table 1.
Descriptive statistics of topic frequency

Topics	Percentage
Family	22.10%
Career	16.70%
Others	11.50%
Romantic Relationship	11.00%
Education	8.70%
Dream	7.70%
Friendship	7.70%
Pro-social	6.90%
Entertainment	4.60%
Religion	1.50%
Health	1.50%

Table 3.
Tone of post and length of post predicting social media engagement

	Predictor	β	Adjusted R ²
a. Number of Likes	Tone of Post	.34***	.12
	Length of Post	.01	
b. Number of Shares	Tone of Post	.21***	.06
	Length of Post	.17**	
c. Character’s Likability	Tone of Post	.45***	.20
	Length of Post	-.01	

a. $F(2, 346) = 26.40$, Adjusted $R^2 = .12, p < .001$
b. $F(2, 346) = 13.96$, Adjusted $R^2 = .06, p < .001$
c. $F(2, 346) = 43.49$, Adjusted $R^2 = .20, p < .001$
*** $p < .001$ ** $p < .01$ * $p < .05$

DISCUSSION

- ❖ Family, career, and romantic relationship were the three popular topics on HONY’s Facebook page.
- ❖ Posts related to dreams received more likes than other topics. Posts related to education and pro-social received more shares than other topics.
- ❖ Characters in posts with romantic relationship and education topics were perceived as more likable.
- ❖ Tone of post was positively associated with the number of likes, the number of shares and character’s likability.
- ❖ Length of post was only positively associated with the number of shares.

