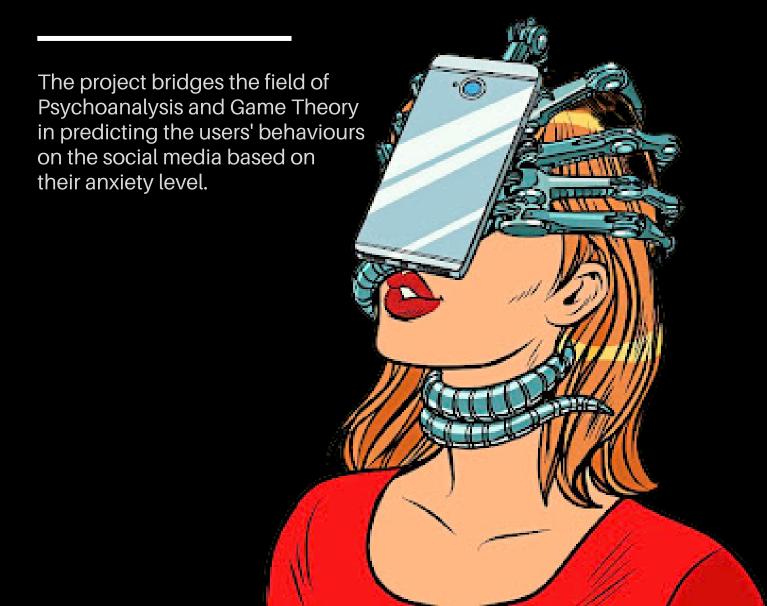
Facebook User Profiling:

You Are How Often You Like



Theoretical Foundation

Game Theory

The users' personalities are represented in simplified payoff profiles. and their respective behaviours are predicted based on the profile setup.

Psychological Projection

As a major assumption of our model: under the condition of high uncertainty, as the only reference point in inferring what the others would do, they tend to think that the others would think and act in the same way.

Anxiety Theory

The results coincides with Horney's Neo-Freudian POV about the individuals' anxiety:
Some with high anxiety level tends to crave for social recognition.

Predictions:



The Anxious:

Overreact to the signs of rejection. 'Like' in return for the others' 'Likes'.



The Independent:

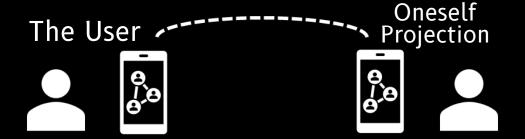
Voice-confident and socially active.

The Indifferent:

Passive on the social media.



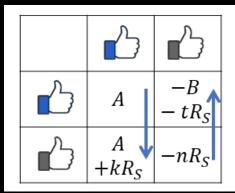
The Modelling Approach



Game With Oneself

The model assumes that the users would project their own thoughts and feelings to the other player (i.e. the other has the identical payoff profile as the user's). It is as if the user plays the game with his or her own projection (The Mirror Hypothesis).

The Payoff Profiles & Predictions:



The Anxious:

The frequency of 'Like' (p) positively correlates with the user's anxiety level.

$$p = \frac{B + (t - n + k) * Anxiety Level}{B + (t - n - k) * Anxiety Level}$$

$\begin{array}{c|cccc} & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & \\ & & & \\ & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & &$

The Independent:

They would 'like' all the time.

$$p=\frac{B}{R}=1$$

A 0 A 0

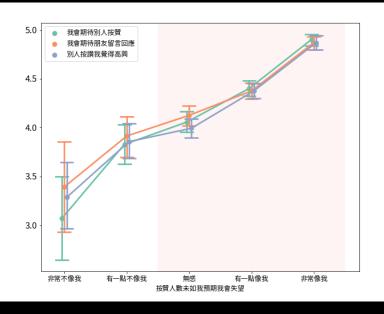
The Indifferent:

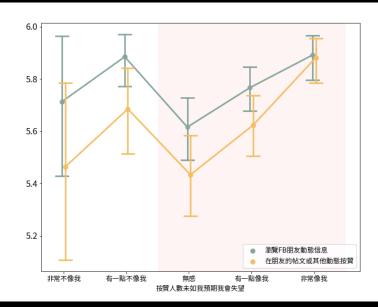
Their 'Like' frequency is unpredictable.

$$0 \leq p \leq 1$$

It implies that the variation of the frequency of their 'Like' behaviours would be greater.

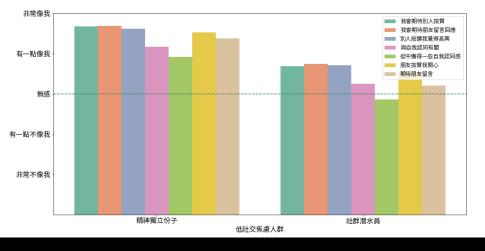
Empirical Validation

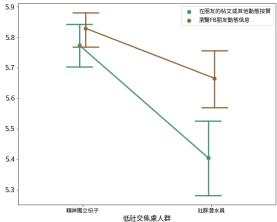




The 'Mirror' Hypothesis

The anxious users act on their expectation about what the others would do: the greater the anxiety level, the more they expect the others would 'like' and the greater the frequency they 'like' on the social media.





The Low **Anxiety** Clusters:

- The less anxious users could be further clustered into two distinct groups: the independent and the indifferent.
- The two groups are different in terms of their attitudes and perceptions of social media.
- The 'Like' behaviours of both groups overlaps, however the indifferent's has greater variation.



Survey Research Data Archive

中文計畫名稱:臉書自拍分享:大學生的實踐與解讀 英文計畫名稱:Selfies on Facebook: Practices and Interpretations 計畫主持人/服務單位:王映涵/國立中山大學行銷傳播管理所

調查執行期間:2015-11-01 ~ 2015-12-31

母體定義:台灣有使用Facebook之大學生,年齡18-22歲

最大樣本數目:717, 調查方式:網絡調查

Citation: Yin-han Wang (2018). Selfies on Facebook: Practices and Interpretations (E10334) [data file]. Available from Survey Research Data Archive, Academia Sinica. doi:10.6141/TW-SRDA-E10334-1.



志A0豪

馬來西亞人、生技系大一,目前對分子 生物學、生物化學很有興趣,希望可以 在這領域摸索更多有趣的議題! 興趣是 看電影,尤其是喜劇、動作、卡通這幾 種。我另一個興趣是喝酒拉,如果認識 新朋友我都會找機會跟他們一起喝。目 前加了流舞社,蠻喜歡hiphop的,是蠻 希望可以順利的學會更多的舞蹈動作來 大秀一波! 不過感覺系上好難認識人 喔,每個人都在做自己的事,大家可以 提供給我一點破冰的建議嗎?

Likes 2



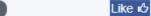
Like 心



QQ冠嫈

早上好成大,現在我有機械系大二猴。 宵夜蠻常吃紅記。最近在想下學期要不 要加入成大喜劇練習講單口喜劇或漫 才。實驗者跟我說要打兩百字左右,所 以我打算盤點一下The本學期的感想: 幹課好多好累。算一算發現現在還是離 兩百字很遙遠,遙遠遙遠遙遠。話說最 近天氣好好, 然後我現在肚子好餓、也 有點渴,不知道有沒有手搖店打折優 惠,等等來找找好了(· o · 2啊大家為什 麼會來參加這個實驗啊?沒綽,這個問 題就是如此猝不及防。

Likes 2



5.0人也無広守心上球,但和愛待泰隊, 朋友不知道該如何是好,所以感覺慢慢 被他們疏遠カローロ。

Likes 0



Like 心

主日日本米的物质比据性划性关化从间 傳遞的角色。 美好生好中唯一的遺憾, 就是我現在沒女友, 求認養誒!

Likes 4



Like 心



庭偉

21 歲的今天仍然沒吃早餐,最近在實 習。私人興趣上,喜歡逛市集。這學期 參加了一些活動做了一些事,也或多或少 多學會一些東西,但整個學期, 我沒做出 我應該有的取捨。但我卻也真切了解到 在每個要做出取捨的當下,我其實都不覺 得我「應該」捨這學期參加的所有大小 活動社團課程裡,總感覺多少雷到了一些 人,也總是事後才有感於一些有人很早以 前就告訴我的事情。不過去不到也沒關 係、真的沒關係,過得開心更重要。

Likes 2



Like 心



承翰

是《真正的聽團仔,最喜歡傷心欲絕, 不太喜歡打很長、很有內涵、或者也以 說那種大家不喜歡看的無趣長文。我一 向喜歡發一些奇奇怪怪。謹述身邊一些 瑣碎小事的廢文。是說,其實我們做選擇 都不是隨機的對吧?至少很多事是這 樣,思考權衡取捨抉擇都是過去的那 些,無法挽回或事前改變的過去,包括 好的壞的,都被決定好了吧?所以我們都 是自由的。

Likes 1



Like 🖒



潔翎666

最近的假日是一點山、一點海、一點老 街、一點博物館 最近給自己的期許是每 週假日都要出門,還是掩不住我期待的 心情!有人在曬恩愛、有人在聞話家常、 有人在獨自漫步、有人在拍夕陽、有人 在自拍、有人坐在那思考著人生。我想 這就是生活,這樣也不錯。

Likes 4



Like 心



雖然自己是個樂天派,但大二這年其實發 現自己的笑容變少了,尤其大二上時課業 和活動壓力大到常常自己偷偷在房間掉 淚。不過回頭來看,這些彿都成為了生命 中的養分,辛勞早已華成滿滿的回憶和成 就感。19歲這年好像沒有想像中的雖, 但20歲開始之後就厄運連連。有很多要 抱怨的,但有更多值得感謝的事情,像 是身邊的所有人跟勇敢的自己。

Likes 1



Like 心

Virtual Simulation

With Ostracism Online Experimental Paradigm

(Expected Finished Date: 2022/6/3)

Reference: Wolf, W., Levordashka, A., Ruff, J. R., Kraaijeveld, S., Lueckmann, J. M., & Williams, K. D. (2015). Ostracism Online: A social media ostracism paradigm. Behavior Research Methods, 47(2), 361-373.