



Microsoft Research

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Community Impacts of Social Media versus Traditional Internet

Andrea Kavanaugh



Predictors of Community Involvement

Socio-economic Status

Education

Income

Extroversion, Activism

Talkative, Outgoing

Highly engaged in local community

Life Cycle Stage

Increasing through late middle age

Decreasing in older age

Mediating Predictors of Involvement

Staying Informed

Keeping up with local news & information

See construct

Group Membership

Participation in local groups

Church, social clubs, civic organizations

Political Discussion Network

Frequency of discussion with others

Heterogeneity of network (knowledge, agreement)

Role of Media Use in local Involvement

Traditional Internet

Email

Web browsing

Social Media

Social Network Sites: Facebook, MySpace, Google+, LinkedIn

Blogs, Micro-blogs, Photo/video sharing

Use Media for Civic Purposes

Use Email and Web to stay informed, post info for other citizens

Use Social Media to stay informed, comment, share information

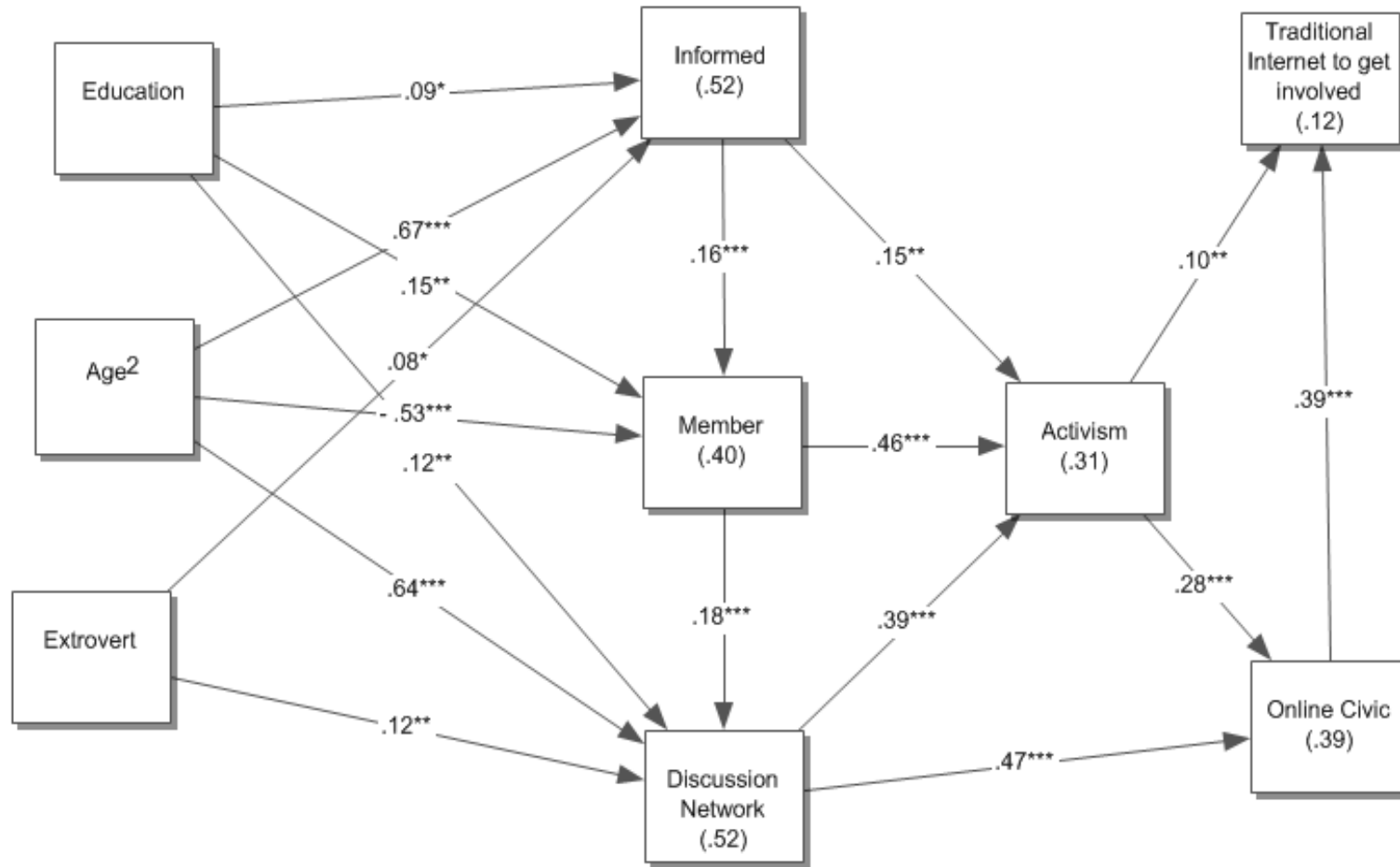
Traditional Internet versus Social Media

The Internet (specifically email and web browsing) has made me become more involved in local issues that interest me.

Compared with traditional Internet (i.e., email and web browsing), social media (i.e., Facebook, Google+) has helped me become more involved in local issues that interest me.

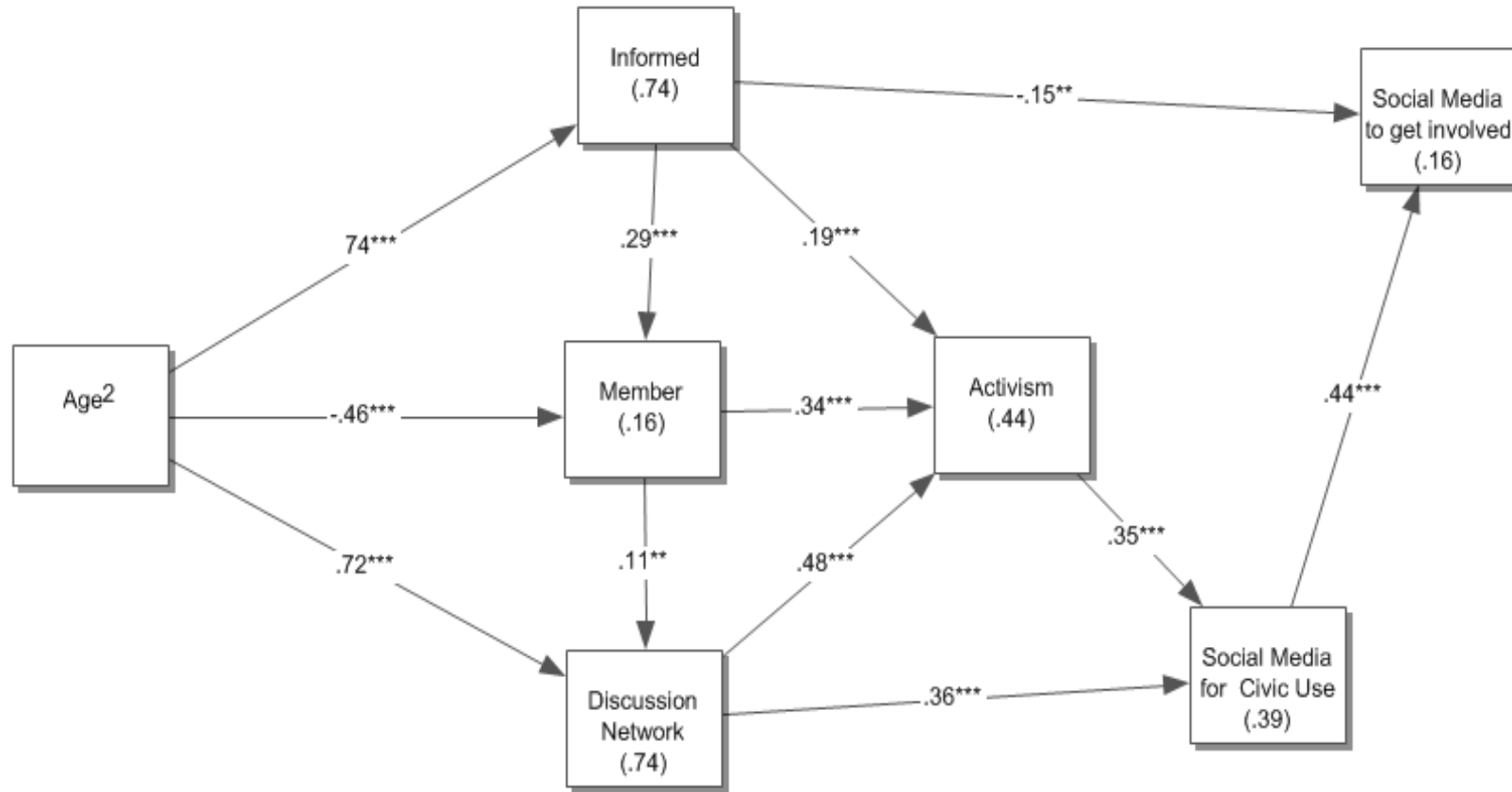
	1	2	3	4	5	6	7	8	9	10	11
1. Education	1										
2. Age	.522**	1									
3. Membership	.164**	.073	1								
4. Collective Efficacy	.074	.111*	.132**	1							
5. Extroversion	-.121**	-.028	.149**	.094*	1						
6. Staying informed	.384**	.577**	.167**	.184**	.049	1					
7. Activism	.249**	.199**	.453**	.201*	.219**	.358**	1				
8. PD Network	.329**	.327**	.238**	.198**	.147**	.615**	.467**	1			
9. Internet Civic	.261**	.188**	.273**	.147**	.073	.458**	.480**	.522**	1		
10. Soc media-civic	.022	-.090	.236**	.102*	.127**	.180**	.441**	.309**	.498**	1	
11. Internet involved	.208**	-.026	.117*	.165**	.243**	.165**	.238**	.183**	.331**	.272**	1
12. SM involve	-.50	-.300**	.056	.013	.267**	-.061	.140**	.068	.266**	.418**	.550**

Traditional Internet Effects Path Model



* $p < .5$, ** $p < .01$, *** $p < .001$

Social Media Effects Path Model



* $p < .5$, ** $p < .01$, *** $p < .001$

Integration: Multiple Tools, Sources

Tools and platforms

News articles, calendars, photos/videos

Public discussion forums, newsgroups, Public Social Network Sites, Twitter

Content Sources

Individuals: residents, non-residents

Institutions: government, community organizations, media

Making technology adapt to needs of users

Problems of local content aggregation: low volume, topic modeling

Local content when, where and how users want it

Fundamental to facilitating community involvement

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Save the planet and return
your name badge before you
leave (on Tuesday)

