Interpreting the elements of personas in social media behaviour

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Celebrity personas on social media
How do their behaviours relate to persona models?

Narendra Modi

Venus Williams

Jimmy Fallon

PewDiePie
Celebrity personas on social media

How can we compare the behaviours of personas?

Narendra Modi

Jimmy Fallon

Venus Williams

PewDiePie
Outline

• Individual vs community in social media
• Measuring social worth
• Interpreting VARP in Twitter
• Relationships of VARP
• Comparing VARP instances
Social media

Individual vs community

- Individuals and their audience
- Communities and social leaders
- Interaction is important
Measuring social worth

- Rankings
  - Accounts vs messages
  - Upvotes/downvotes
  - YouTube leaders – Play Buttons, Subscription counts
  - Membership categories

- Measurables
  - Followers
  - Mentions
  - Shares

- Trophies
  - Achievements
  - Goals and benchmarks - ResearchGate
Measuring social worth

KLOUT

• Influence and impact
• Long-lasting Factors
  • Followers/Subscribers
  • Active Audience
  • Lists
• Dynamic Factors
  • Replies
  • Likes/Sentiments
  • Mentions
  • Reshare
  • Ratio
  • Time to Reply

Rao, Spasojevic, Li, & DSouza (2015)
Golliher (2011)

What about the behaviour of the individual?
Duality of Expertise - Niemann (2015)
VARP

Elements of the online persona

Value
• Professing their social worth, by declaring their value

Agency
• Maintaining their value through action

Reputation
• Utilisation of their value

Prestige
• Recognition of their value

VARP
Interpretation in Twitter

Value
Meaningful content

Agency
Usage of SM

Prestige
Following on SM

Reputation
Reference on SM
VARP

Evaluation in Twitter

Value
- Total number of messages
- Text/image/url/video/audio
- Topic identification
- Uniqueness of content

Prestige
- Number/rate of followers
- Number/rate of lists

Agency
- Number/rate of messages
- Number/rate of likes
- Number/rate of follows

Reputation
- Number/rate of retweets
- Number/rate of replies/DMs
- Number/rate of mentions
- Number/rate of likes
Relationships of VARP
Claim vs Response

Claim - Individual
- Value
- Agency

Response - Community
- Prestige
- Reputation
Relationships of VARP

Contribution vs Interaction

Contribution

Value

Agency

Prestige

Reputation

Interaction
Relationships of VARP
Perspectives of a Persona

Value
Agency
One

Prestige
Reputation
Many

Whole
Parts
Relationships of VARP

Community relationships

- Value
- Agency
- Prestige
- Reputation
- Participation
- Relevance
Comparing VARP instances
VARP scores

• Is there a single VARP value?
• Can you give weights to the elements of VARP?
• Big Data versus Thick Data
  • The How versus Why of fame
Comparing VARP instances

Visualising VARP

• How can you represent VARP scores, individually and as a set?
  • Data structure
  • Visual representation
Comparing VARP instances

Example VARP rosettes

Narendra Modi

Venus Williams

Jimmy Fallon

PewDiePie

Uniqueness of content
Topic identification
Audio content
Video content
URL content
Image content
Text content
Total num messages
Rate of lists
Num of lists
Rate of followers
Num of followers
Num of messages
Rate of messages
Num of retweets
Rate of retweets
Num of likes
Rate of likes
Num of follows
Rate of follows
Num of retweets
Rate of retweets
Num of replies
Rate of replies
Num of mentions
Rate of mentions
Num of likes
Rate of likes

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Comparing VARP instances
Ashes to Ashes - longevity
Future Research

• Groups
  • Prototypes of the group
  • Subgroups
• Professions
• Leaders and figureheads
References


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Thank You
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