

## How do online communication and impression management strategies help people to create social links on EBSN?

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# 15<sup>ème</sup> Journée Scientifique des Jeunes Chercheurs LILLE – Novembre 2020

# How do online communication and impression management strategies help people to create social links on EBSN?

## Corentin Massonneau, Nadia Gauducheau et Matthieu Tixier

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#### INTRODUCTION

The field of Computer-mediated communication (CMC) is particularly interested in interpersonal relationships and their development through new communication technologies.

We wanted to explore the development of online friendly interpersonal relationships through Event Based Social Network (ESBN, Ricken et al., 2014) ; Amichai-Hamburger, Kingsbury & Schneider, 2012) with modality switching (from online to in real life, Ramirez, Summer, Fleuriet & Cole, 2015).

We have chosen to work on the French ESBN « OnVaSortir » (OVS) which is specialized in the organization of events between individuals.

On OVS, for each event, there is two roles among the users: organizer of the event and participant to the event.

We have conducted a two parts qualitative study of the users' communication on the ESBN OnVaSortir.

#### FIRST ANALYSIS

#### Analysis of online conducted activities

#### 1. Method and Procedure

We randomly chose 41 OVS events who took place during the same week last year.

Then, we extracted the messages of the commentary space in order to analyze them and describe the communication dynamics between OVS users before and after the event.

A total of 627 messages from 360 individuals have been analyzed. Among those individuals, 211 were organizers, 231 were participants and 185 were people outside the event.

### 2. Results



The communication platform is essentially used for the coordination of users (e. g., "Tickets OK."; "I'm here with [...]. We are next to the cash registers'," etc.) but not for pre-event personal communications.

post-event commentary space is essentially composed by acknowledgements to the attention of the organizer and sometimes to other participants.

More generally, the relation between organizers and participants is undisputed: they both have a "role" and participants respect the program of the event proposed by the organizer (Chen et al., 2019)

It appears that OVS users' don't use the public communication space to develop their relationships with other users.

#### **SECOND ANALYSIS**

#### **Analysis of users Impression management**

#### 1. Method and Procedure

Since each user has a public profile, we also have been interested to **study** the content of each of the participants (n = 210) and organizers profiles (n = 41) in addition to their messages on the commentary space.

We wanted to study how they manage the impressions they give to the others through their profile and interactions on the platform.

#### 2. Results



There is a quite normative use in the way personal information are voluntarily shared through the public profile among all users. However, organizers tend to more generalize sharing personal physical information, unlike participants.

We think that organizers profiles are more complete than participants ones because their role is to create an event for potential unknown people who need to be reassured.

Also, we think that participants who don't share profile picture are mostly people that encourage IRL exchanges than online ones in order to create social links.



About online interactions

Organizers' interactions on the platform are dedicated for the **coordination** of users in order to facilitate the meeting of everyone. They mostly answer to other users questions and notify them of any changes. Most of the time, participants do not interact online with the organizers but when they do, this is in a minimal way (e. g. "I'll come.").

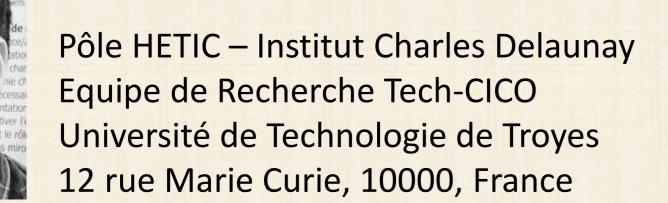
#### CONCLUSION

On this ESBN, users doesn't seem to use the commentary space to create social links but mainly for the coordination. Impression management doesn't happen much on OVS. The profile seems to be the only way to do so, particularly for participants.

As we know that OVS is a way to create relationships (Pharabod, 2017), we need to explore if these people use another online medium to develop interpersonal relationships or if the IRL event is the only way for this population to create social links. These results will be refined through interviews in the near future.

#### **CONTACT AND INFORMATIONS**

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