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

Corentin Massonneau, Nadia Gauducheau, Matthieu Tixier

▶ To cite this version:

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

Corentin Massonneau, Nadia Gauducheau et Matthieu Tixier

Université de Technologie de Troyes

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

Before the event

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**.

After the event

The 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

About profile

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

Corentin MASSONNEAU
corentin.massonneau@utt.fr
PhD Student in Social Psychology

Pôle HETIC – Institut Charles Delaunay
Equipe de Recherche Tech-CICO
Université de Technologie de Troyes
12 rue Marie Curie, 10000, France

REFERENCES

Amichai-Hamburger, Y., Kingsbury, M., & Schneider, B. H. (2013). Friendship: An old concept with a new meaning ?. *Computers in Human Behavior, 29*(1), 33-39.

Chen, J., Wang, X., Beck, J., Wu, C., & Carroll, J. M. (2019). Beyond Leaders and Followers: Understanding Participation Dynamics in Event-Based Social Networks. *International Journal of Human–Computer Interaction, 35*(20), 1892-1905.

Ramirez, A., Sumner, E. M., Fleuriet, C., & Cole, M. (2015). When online dating partners meet offline: The effect of modality switching on relational communication between online daters. *Journal of Computer-Mediated Communication, 20*(1), 99-114.

Ricken, S., Grandhi, S., Zytko, D., Hiltz, S. R., & Jones, Q. (2014, November). Anyone for Bowling? Coalescing for Shared Activities. In *Proceedings of the 18th International Conference on Supporting Group Work* (pp. 122-130).

Pharabod, A. S. (2017). Fréquenter des inconnus grâce à internet. *Sociologie, 8*(1), 101-116.