Iris Edelen
imedelen@uh.edu

Honors College, Senior Management
Major and Medicine & Society Minor

High School: Liberal Arts & Science
Academy in Austin, Tx
Predicting Users’ Responses in Social Media: From Needs to Expressiveness on Facebook

Iris Edelen

Faculty Mentor: Dr. Norman Johnson
Associate Professor, Decision Information Sciences, C.T. Bauer College of Business, University of Houston, 77204
IMPORTANCE OF RESEARCH

• This research is about social media with a focus on Facebook, the largest social media

Facebook helps you connect and share with the people in your life.

of users worldwide: 700 million!
Number of users in the USA: 156 million!

Time spent on Facebook:
700 billion minutes per month!
Number of status updates:
55 million per day!
GOAL OF RESEARCH

- Companies want to know how to better engage users with their brands on Facebook.
  - *They are just not sure how effective their posts are in getting responses from users.*

- Researchers seek to explain users’ responsiveness on Facebook.
  - *How are posts and responses related.*
TYPE OF FACEBOOK POSTS
& RELATED TO MODEL

H⁺: Positive effect in the direction of arrow
H⁻: Negative effect in the direction of arrow

To persuade

To stimulate

H⁺

Like

H⁻

Comment

H⁺

Competence (Comment)

Relatedness (Comment)

H⁺

To Entertain

To Persuade

To Stimulate

“Happiness Moment #2: Realizing your next birthday is on a Friday or Saturday.” [Coca-Cola Facebook]

“If Coke was a magic trick, would it appear or disappear?” [Coca-Cola Facebook]
TYPES OF FACEBOOK COMMENTS & RELATED TO MODEL

- To persuade
- To stimulate

- Like

- Comment
  - Competence (Comment)
  - Relatedness (Comment)

- To Entertain

User Response

Relatedness Comments:
- "Those that are linked to others"
- "my 2 kids b-days are on sat this yr yay." [Coca-Cola Facebook]
- "congrats to the person whos brithday is on a Friday or Saturday! :)" [Coca-Cola Facebook]
- "this is sick today.........warm out sore throat he will be in tomorrow. ?" [Coca-Cola Facebook]

Competence Comments:
- "Those that are linked to a person's ability"
- "1st" (as in I am the 1st person to comment on the post) [Coca-Cola Facebook]
- "What does this have to do with Cake?" [Coca-Cola Facebook]
- "12th" (as in I am the 12th person to comment on the post) [Coca-Cola Facebook]
RESULTS

Posts Generating Likes

To Persuade/ Stimulate

To Persuade
To Stimulate
RESULTS

Relationship between Persuasive Posts and Competence Comments

Number of Persuasive Posts

Competence Comments
RESULTS

Relationship between Entertaining Posts and Relatedness Comments

Number of Entertaining Posts

Relatedness Comments
CONCLUSION

Conducting research:

- Allowed me to gain insight into the academic side of the business community.

- Convinced me to postpone entering the business industry in order to pursue a higher degree.