A TOOLKIT FOR BETTER UNDERSTANDING USER ENGAGEMENT WITH ONLINE CONTENT

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Background

- Toolkit born out of research trying to understand user engagement with national library social media posts.
- Response numbers weren't showing any patterns or statistical relationships with content or theme.
- Conceptual framework behind research Online Information Encountering by Jiang et al (2015).
- Ended up using thematic discourse analysis (Potter and Wetherell, 1987) to better understand what users were responding to in comments and why.
- This lead to the development of a five question framework that forms the basis of the toolkit.

Question One

What is comment responding to?

content, organisation, comment above, tagging, thread

Question Two

Does the comment match the content of the post?

Yes, no, partially





Question Three

are present?

question, thought friend would find it sharing relevant memory

What emotions or motivations for responding

- such as liking content, amusement, asking a
- interesting, gratitude, responding to comment,

Question Four

Is there any other context to the comment?

i.e. is the post liked by others or your organisation? same user as before? has it received a public answer to a question?



Question Five comment could be interpreted?

Is there anything else that affects how the



Beyond Response Numbers A toolkit for analysing user responses **Jennifer Hamilton**

BACKGROUND

User engagement with social media posts are often numbers based but this does not always give a full picture of how users are interacting with posts. This toolkit will enable you to analyse user comments to understand what they are really interacting with, such as the content of your posts or other users, and what is motivating users to respond.

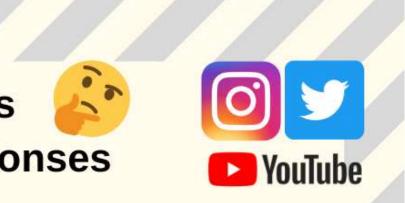
WHAT YOU NEED

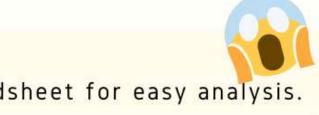
You'll need the comments in response to the posts, and a spreadsheet for easy analysis.

HOW TO GET COMMENTS

Comments can be retrieved from your social media accounts in two ways. (Ensure that comments are from a public forum and stored securely with no identifying information.)

- API access (search online for further guidance) can be quicker but more difficult to set up especially since platforms change access requirements constantly.
- Copying the comments manually can be more time consuming but allows you to become familiar with the comments and notice conversations and formatting.





HOW TO FORMAT COMMENTS

Give each comment its own row in the spreadsheet or table alongside the columns in the image below. This enables easy analysis. For further ease of use, use a new table or sheet for each set of comments.

comment	what is comment responding to?	does the comment match the post?	what emotions /movitations are visible?	comment	anything else relevant?	



HOW TO ANALYSE COMMENTS

The framework asks five questions of each of the comments:

- What is the comment responding to? (such as the content or your organisation)
- Does the comment match the content of the post? (yes, no or partially eg if a 2. conversation started on topic and then wandered)
- What emotions or motivations for responding are present? (such as liking content, 3. amusement, gratitude, asking a question, making a joke)
- Is there any context to the comment? (such as replies or likes to the comment, same 4. user as other comments?)
- 5. Is there anything else that affects how the comment could be interpreted?

HOW TO REPORT RESULTS

Note trends such as whether users are responding to your content or communicating with you. Do they have emotional connections to the content? Are they showing multiple motivations for responding and showing more involved comments? Are they sharing their opinions? Participating in discussions? Are you responding to your users?

ACKNOWLEDGEMENTS

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Examples of codes generated by comment analysis:

- responding to organisation
- responding to content
- matches post
- amused by content
- aware of history around content
- like content
- sharing memory of content
- responding to comment
- comment liked by other users

comment	what responding to	does match post?	emotions /movitation s	С
Oh, my kind of day! I love gray. Is it my Scottish			like content, sharing relevant	
ancestry??	content	yes	memory	r
Face with tears of joy -			responding to comment, like	
probably	comment above	yes	comment	Ν
we made postcards with that quote on :-)	content	yes	like content, sharing relevant memory	1
had the pleasure of journeying to places I will never visit learned of history and futuristic travel occasionally enjoyed a romance or two and am always going to a new book for another amazing yet to be discovered adventure.	content	yes	like content, sharing relevant memory	3
		1		1.1

	anything
	else
	they are
context	thinking
1:1	
library	
responded	
NUC	
NLS	
1 like by	
library	
nordi y	_
3 likes, 1 by	
library	

		does			
	what	match	emotions		anything else
comment	responding to	post?	/movitations	context	they are thinking
			tagged would	a later bee	user tagged
James Dhalua	tagging		find it	1 like by	commented on
James Phelps	(content)	not sure	interesting	library	post
Frank was never convicted over the robbery, they botched the			61 · · ·		
prosecution but got him over his brawl with Middleton and Hosie			aware of history		
up at Reids Flat and his robbery of Mesrs Horsington and Hewitt			around content,	C Island A	
down at Wombat. They loaded him up on sentences, gave him 32			giving further	6 likes, 1	
years in Darlinghurst.	content	yes	detail	by library	
Thay buried itand the betrayer of Ben hall got some			aware of history		
Thay spent plenty and the old inn on the escort waythat is			around content,		
still standing below my place was the last cob and co refresh stop			sharing relevant		
before the gold robbery	content	yes	memory		
At the time of the robbery the stage line was "Ford & Co" (owners					
John Ford and Phillip Mylecharane). Cobb & Co bought them out			1		
early July 1862. That's nit-picking for you Chris! There were also			responding to		
some scurrilous rumours that the coach driver, Jack Fagan, may			comment, aware		
have been "involved" in the robbery. He went on to work for	comment		of history	a 1:1	
Cobb & Co, but appeared to "come into money" shortly after.	above	yes	around content	2 likes	
The inn was a cob and co stop but was an inn before that on the road from orange to Forbes I would like to think that the					
Bush rangers visited this inn the stage coaches stopped there and					
the inn still sits there in the sun with lots of Story's in its walls					
I almost bought the pub for twenty grand but the amount of					
work and money to restore it inside put me of people from			responding to		
Sydney own it now and it's full of junk storage I live above the inn			comment, aware		
on a hill in this little hamlet and think of the Bush ranging days of	comment		of history	same as	
Dun Gilbert and Ben hall	above	yes	around content	11	

Any questions?

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Thanks for listening!

References

Jiang, T., Liu, F. and Chi, Y. (2015), "Online information encountering: modeling the process and influencing factors", Journal of Documentation, Vol. 71 No. 6, pp. 1135-1157. https://doi.org/10.1108/JD-07-2014-0100 Potter, J., & Wetherell, M. (1987). Discourse and social psychology: Beyond attitudes and behaviour: Sage.