

Understanding Information Behavior of Social Media Users

Communicating in a Facebook World

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Shannon's Model

The Mathematical Theory of Communication

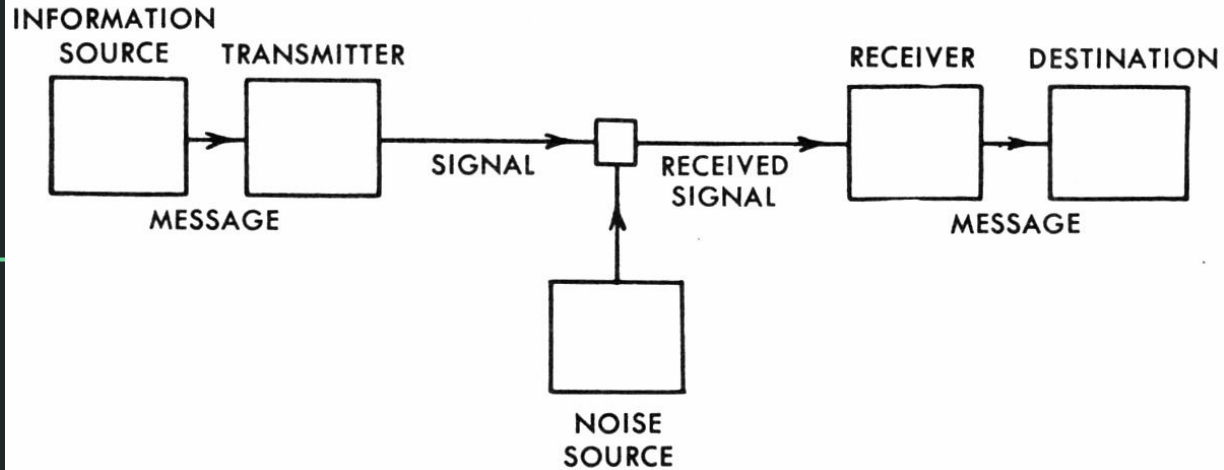


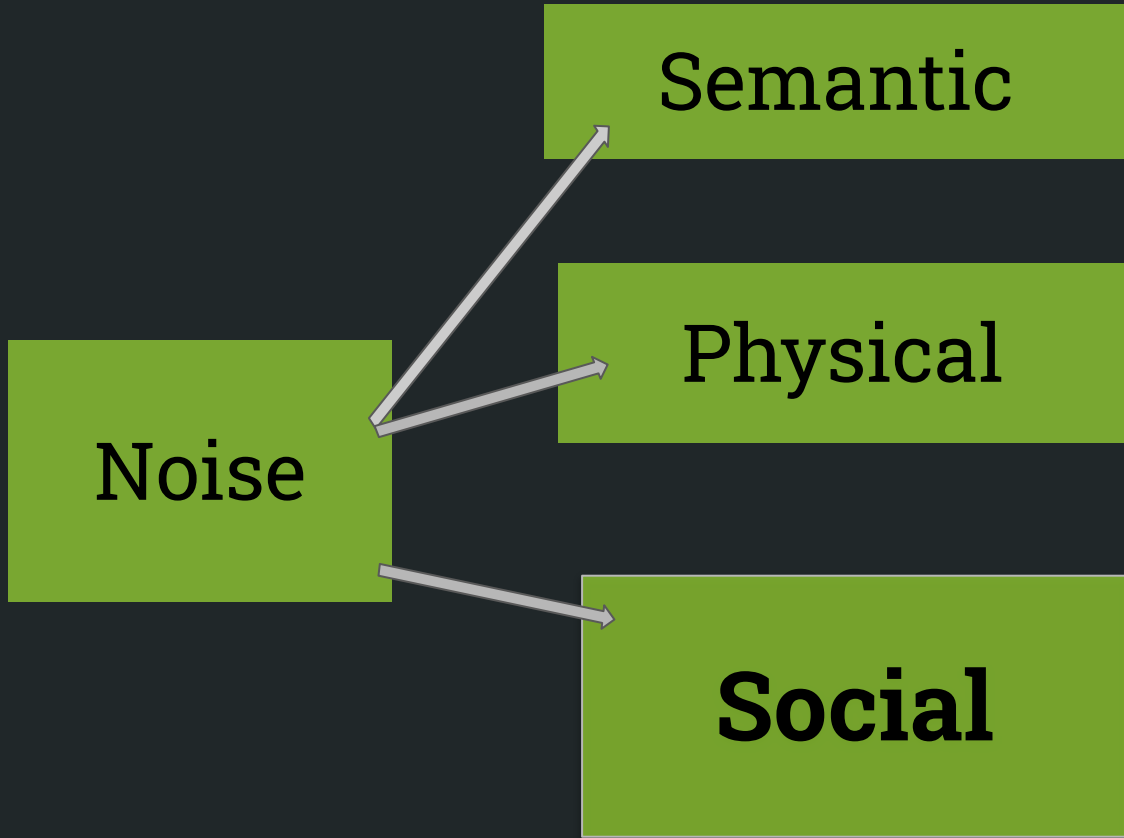
Fig. 1. — Schematic diagram of a general communication system.

Information
Behavior

Social
Media

Misinformation

Fake News



Semantic

Physical

Noise

Social

Social Noise Framework

Relationship
Management

Cultural Agency

Image
Curation

Conflict
Engagement

Social Media Variables

Type of Relationship

Family

Acquaintance

Friend

Stranger

Co-Worker

3rd Party

Social Distance

Likert Scale

1= no relationship

5=strongest

Importance of Information

1= no importance

Likert Scale

5=high importance

Type of Post

News & Events

Personal

Marketplace

Issue Advocacy

Advice & Recommendations

Light & Humorous

Level of Engagement

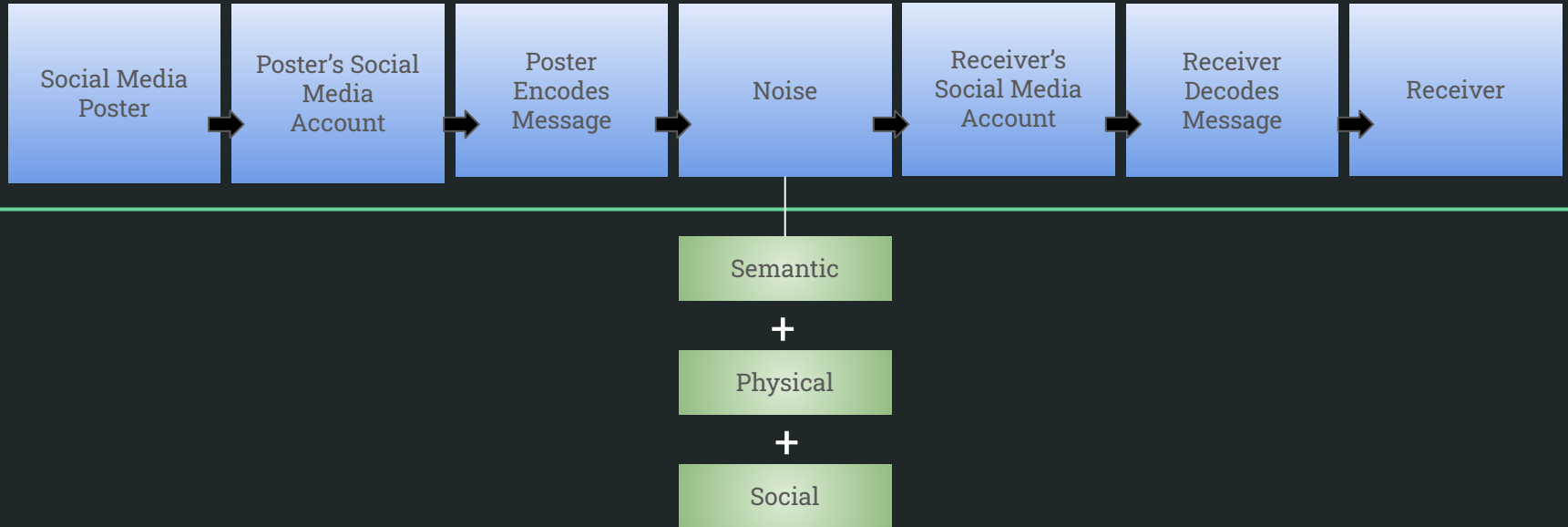
Share

Emoji

Ignore

Comment

Social Noise Model



Research to Test
(Fall 2019)

Qualitative
Observation
Interview
Coding

Dissertation
(Spring 2020)

Questions?
