

Social Influence on Social Media and Normative Perceptions of Health-Related Behaviors

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THE CENTER FOR
HUMAN DYNAMICS
IN THE MOBILE AGE

SOCIAL MEDIA

- Promising opportunities to promote health through social media
 - Role of information flow?
 - Social influence and impact of information transmission?
 - Attitudes?
 - Behaviors?
 - Norms?

SOCIAL MEDIA

- Unique properties with potential to shape social influence processes
 - Collaboration
 - Scale
 - Speed

SOCIAL INFLUENCE

- Social influence on social media (McNeill & Briggs, 2014)
 - Extensity
 - E.g., number of retweets, hashtags, followers, length of travel time
 - Intensity
 - E.g., emotional value, persuasiveness

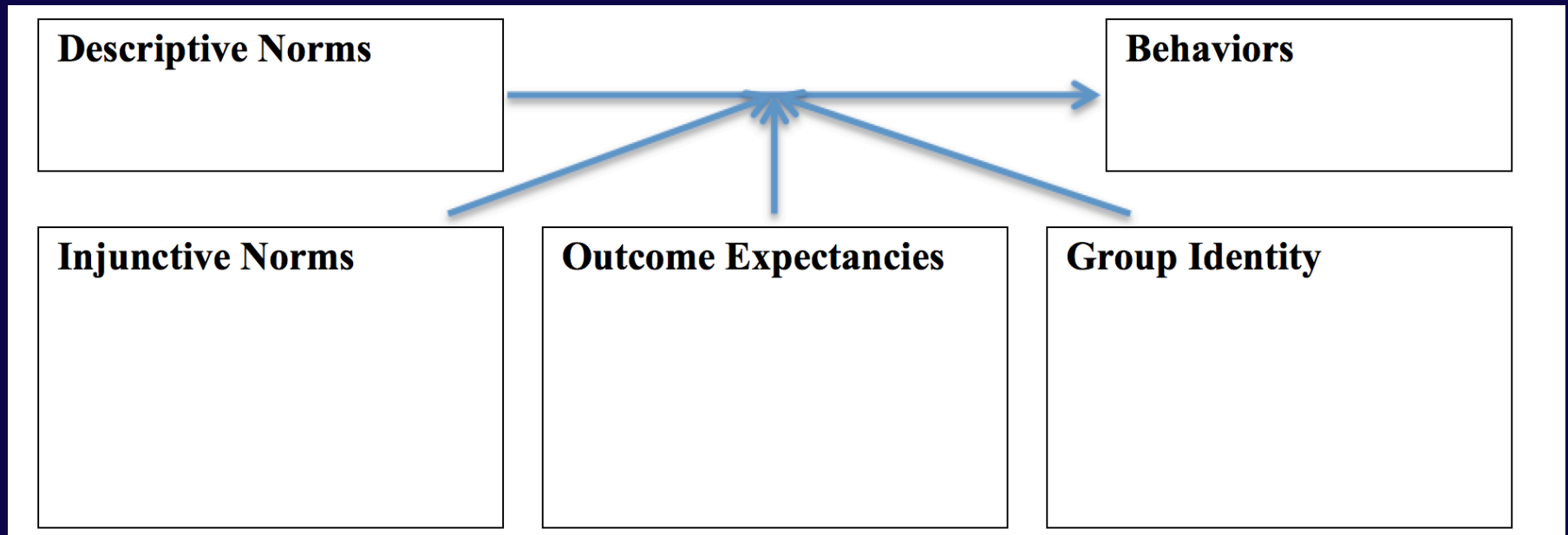
NORMATIVE PERCEPTIONS

- Factors
 - Norms (Cialdini & Goldstein, 2004)
 - Descriptive vs. injunctive
 - Collective social identity
 - Conformity

THEORY

- We need it and it matters!
 - Organize
 - Understand observed correlations
 - Spuriousness

THEORY OF NORMATIVE SOCIAL BEHAVIOR (TNSB: Rimal & Real, 2005)



THEORY OF NORMATIVE SOCIAL BEHAVIOR (TNSB)

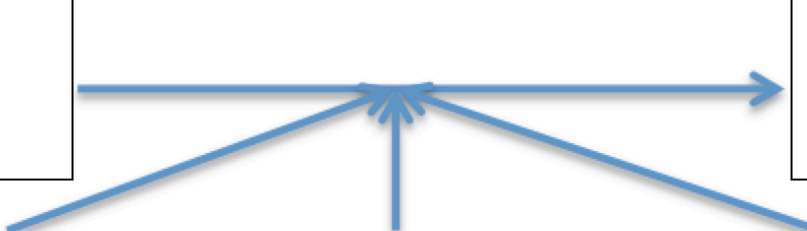
Descriptive Norms:
Others do not vaccinate their children.

Injunctive Norms: It is acceptable for parents not to vaccinate their children.

Outcome Expectancies:
Not vaccinating children offers a number of benefits and rarely incurs a cost.

Group Identity: Parents may perceive that not vaccinating their children increases their sense of affiliation with similar-minded parents.

Behaviors: Not vaccinating children.



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graph LR; A[Descriptive Norms] --> C(( )); B[Injunctive Norms] --> C; D[Outcome Expectancies] --> C; E[Group Identity] --> C; C --> F[Behaviors]
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SOCIAL MEDIA ANALYTICS

- Identify areas with lowered herd immunity and could benefit from intervention
- Value added to conventional approaches?

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