



Developing a mixed methods approach for analysing interactions on Facebook

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BACKGROUND

Engagement is often numbers based (Ibrahim, Wang, & Bourne, 2017; Shleyner, 2018) but this does not always give a full picture of how users are interacting with posts.

This project aimed to create a framework to fully analyse interactions on Facebook, including whether users are responding to content in posts.

RESULTS

Content analysis of the links and images shows that links were mainly to library-controlled spaces and that images were usually related to or explained by the text.

Several types of analysis were considered for the comments with thematic discourse analysis finally determined to be best suited. This allowed the comments to be analysed in relation to the posts by asking:

- What is the comment responding to?
- Does comment match post?
- Observable Emotions or Motivations?
- Context of the comment?



Codes generated showed whether comment was responding to the library in general or the content more specifically and revealed trends in emotions and motivations for responding.

CONCLUSIONS

The framework gave a fuller impression of interaction on posts, with most users in the case study interacting with the content of posts and most motivations for responding being positive, and liking the content.

METHODS

Content and thematic analysis was used to analyse the post (Braun & Clarke, 2008; Neuendorf, 2017) and then thematic discourse analysis based on Potter and Wetherell (1987) to analyse how the comment responds to the post.

Dataset: 109 posts with 808 comments from @libraryofcongress between 30th Jan - 24th April 2018.

Examples of codes generated by comment analysis:

- responding to library
- responding to content
- matches post
- amused by content
- aware of history around content
- like content
- sharing memory of content
- user tagged hasn't publicly responded

FUTURE WORK

The developed framework will be applied to Twitter as well as different types of accounts for further testing.

REFERENCES AND ACKNOWLEDGEMENTS

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