Crowdsourcing Relationship Advice

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ABSTRACT

The r/relationships message board on Reddit is somewhat of a paradox, in that publicly asking for and receiving relationship advice is a traditionally feminine genre, whereas Reddit users are predominantly male. We analyze who asks for relationship advice, who responds, and on what topics in a corpus of four years of posts and comments (411 million words) from r/relationships. Analyses of participation, topics, word frequency, and semantic clustering reveal that both men and women actively sought relationship advice, although women responded with advice more often. Moreover, men’s concerns clustered around dating and breakups, whereas women expressed concerns about their safety, and women’s words were more negative overall, reflecting real-world disparities in men’s and women’s experiences. Women’s messages also focused more on people in general, whereas the people men wrote about were mostly girlfriends and wives. We conclude by considering the implications of these findings for understanding Reddit as gendered space.

Uncovering Unintended and Shadow Practices of Users of Decision Support System Dashboards in Higher Education Institutions

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Extended Abstract

Higher education institutions’ (HEI) decision-makers are increasingly expected to integrate institutional data into their decision-making practices (Swing & Ross, 2016). To improve data-informed decision-making, HEIs have been developing decision support systems (DSS) (Daniel, 2015). These systems often include data visualization dashboards that present key performance indicators and metrics for decision-makers. To date, much of the literature has focused on the technical development of DSS systems and data dashboards (DSS-DD) (Prinsloo, 2016), with little consideration to how these technologies are shaped through their use and shape the socio-technical contexts in which they are embedded (Williamson, 2016).

This qualitative study examines DSS-DD use at a large U.S. Midwestern university. The study explores the expected user practices from the perspective of the designers and project leads, and the actual user practices as they engage with the dashboards for decision-making purposes. The study seeks to understand user practices and to address the socio-technical characteristics that lead to limited or non-use of DSS-DD dashboards. The case study focuses on enterprise DSS dashboards designed to support data-informed decision-making practices of the campus administration. Semi-structured interviews
were conducted with two designers and two project leads, and six users from four different academic units, as well as one observation.

The results show that during the design and implementation phases of these dashboards the institutional contexts that the dashboards are meant to inform are often ignored; and that as users interact with these systems they develop unintended and shadow practices that lead to limited or non-use of the dashboards for decision-making purposes. The shadow practices that the users engage in are inefficient from an organizational perspective; however, for users the opposite is true since the dashboards do not necessarily reflect their individual data-informed decision-making needs. The results show that the users’ practices are influenced by their local socio-technical networks, which includes their prior experiences using institutional data, other actors within their institutional unit, and the political and social contexts which shape the users’ decision-making behavior and data-use practices.

The study presents a framework for studying the socio-technical practices of users within organizations that is grounded in socio-technical interaction networks (STIN) (Kling, McKim, & King, 2003) and sociomateriality (Orlikowski, 2010). STIN is an analytic strategy from social informatics (SI) that situates the dashboards within their social, institutional, and technical contexts, and identifies the expected practices of institutional decision-makers from the perspective of the project leads and designers. Sociomateriality is a theoretical perspective from the information systems literature. This perspective was used in the construction of the interview instrument and in the analysis of the interviews as it helped to focus on uncovering the actual practices of DSS dashboard users in a way that favored neither the users nor the system’s artifacts. The user practices identified using a sociomaterial perspective were compared the expected practices as identified using the STIN strategy. This disjunction between actual and expected practices highlights the unintended consequences of these systems within the institution and was useful for uncovering the users’ socio-technical shadow practices.

References


Is Graphical Icon Use Gendered?

Graphical icons or graphicons (Authors, 2017) such as emoticons, emoji, and stickers are increasingly integral to social media interaction. In this study, we investigate how female and male Facebook users employ graphicons in comment threads, focusing on properties such as type, frequency, and pragmatic functions. We consider the possibility that certain types and functions preferentially attract a particular gender, a notion derived from claims in the literature that certain graphicons are perceived by social media users to be feminine and inappropriate for men to use (e.g., Sugiyama, 2015).

Our data come from 12 public media-focused Facebook Pages selected from top ten lists of various media types (movies, TV shows, books, etc.). We sampled the first 100 comments on the first post at the top of each page at the time of data collection, for a total of 1200 comments. We coded the gender as well as the frequency and pragmatic functions of each type of graphicon for each post/page, employing the taxonomy proposed in Authors (2017): mention, reaction, tone modification, riff, action, narrative sequence, and other.

Our preliminary results support previous findings that women use emoticons, emoji, and stickers more often than men do, and that they use them in different ways (Lee, 2017; Sugiyama, 2015; Wolf, 2000). The female commenters on the Facebook threads used more graphicons overall; notably, they used more stickers, which Lee (2017) claimed were especially well-suited to expressing the personalities of female users. In contrast, men used emoticons and emoji almost exclusively. Male users also used graphicons most often to modify the tone of their textual comments, whereas females used them in a wider array of functions, including emotional reactions and playful riffs on other users’ comments. We suggest that these patterns can be interpreted as a mapping of graphicon characteristics (size, colors, subject, etc.) onto gendered societal expectations in identity performances, pointing to analogous patterns that have been reported for textual CMC (Author & Co-author, 2009) and in adolescent speech (Eckert, 1996). In concluding, we consider the issues that this interpretation raises as regards the relationship between social media graphicons and verbal language.

References

Authors. (2017).


Personalized Random Walk on Heterogeneous Graph for Music Recommendation
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ABSTRACT

Most existing graph community detection methods partition a network into communities based solely on the topology and structure of the network. Due to this, the means via which communities are detected on a network are insensitive to the preferences of a user who is searching the network with a specific, personalized information need. Such partition algorithms may be of diminished value for users exploring networks of their need if these users possess prior preferences on what information they consider relevant. Parts of the graph that align with their interests are sought out while everything else is irrelevant to their search task. To better address this type of information seeking behavior, we introduce a novel genetic Personalized Community Detection (gPCD) method that employs genetic algorithm framework to provide higher-resolution partition of area of the network that are more relevant to a provided personal need while coarser manner partition of less relevant area. The proposed gPCD enables efficient personalized knowledge discovery in a large network. More importantly, the cost of the proposed method is significantly lower than the classical user-independent community detection methods, which is critical for online computation. Experiment with scholarly and music networks shows that gPCD can efficiently produce a more fine-tuned partition on a graph comparing with the existing user/query-insensitive community detection baselines.

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Affordances of Documentary Authenticity for Scholarly Communication

Christine Borgman (2000) has defined scholarly communication as, “the study of how scholars in any field (e.g. physical, biological, social, and behavioural sciences, humanities, technology) use and disseminate information through formal and informal channels (p. 413-414).” Much of the current scholarly communication literature focuses on the structure of scholarship as measured by scientometric analysis. Furthermore, much of the theory for such analyses rest on the ideas of Robert Merton (Sugimoto, 2016). Merton (1968) concentrated on the values of the modern scientific system and the ways in which individual scientists achieved status within their profession. Scott Frickel and Neil Gross (2005) have, however, criticized Merton’s suppositions saying, “we find it difficult to believe that the quest for prestige and status is the sole motive shaping intellectual innovation” (p. 211). Thus, in light of this criticism, it is important to ask whether there may be another theoretical framework to approach the process of scholarly communication. James J. Gibson (1967) first developed the idea of “affordances” or ways in which humans interact with an environment. Rom Harré (2002) further developed Gibson’s concept to identify three types of affordances: cultural (society-wide assumptions),
social (social structures utilize to implement those assumptions), and material (mechanisms resulting from cultural and material affordances).

Harré’s framework provides an excellent mechanism to investigate the ways in which scholarship has evolved in cultural, social, and material aspects. For cultural affordances, Maurizio Ferraris (2013) argues that acts of inscription are a foundation that allows other social processes to happen. Science is one example, “in the sciences at large, documentality sets the conditions for the transmission of knowledge, for the progress of the sciences, for appointments of universities chairs and for the awarding of Nobel prizes and Field medals” (p. 293-294). Ferraris also alludes to social affordances that are discussed by Andrew Abbott (2005) who suggests that when two “ecologies” such as universities and professional societies come together, they form a “hinge mechanism” that provide them a way for effectively interacting. The journal has become a hinge mechanism, and Fiorella Foscarini (2012) and Emily Marshall (2013) have argued that textual analysis and genre study prove authenticity of documents, “Genres provide social codes of behavior including not only the official ‘rules of the game,’ but also any other components of ‘ceremony’ . . . surrounding the main ‘moves’ of the game – that all those involved in a dialogic exchange must learn in order to be able to ‘act together’” (Foscarini, p. 401).

In all, it seems that Gibson’s theories of affordance combined with the ideas of Ferraris, Abbott, Marshall and Foscarini, can help to explain Borgman’s (2000) assertion that that “essential elements such as the scholarly journal article are remarkably stable and print publication continues unabated, despite the proliferation of digital media” (p. 413). The journal article has elements of all three essential affordances, and, until another medium also provides a way to satisfy the cultural, social, and material needs of science, the journal article will remain the cornerstone of the scholarly communication system.

References:


The influence of top management team education on the use of scholarly communication by for-profit firms

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Research knowledge developed internally within a firm is usually considered a valuable resource (Peteraf, 1993) and thus protected from use by others through various formal (patent, trademark, copyright) or informal (lead time, first mover advantage, or lock-ins) intellectual property (IP) strategies to ensure profits to the firm (Teece, 1896). Yet, it remains the case that many such firms engage in scholarly communication by, counterintuitively, publishing research findings for use by the larger community. Applying upper echelons theory (Hambrick & Mason, 1984), this study explores whether the education of a firm's top management team influences the firm’s participation in scholarly communication. It suggests that top management team (TMT) members who possess doctoral degrees have, through extended study, become oriented towards scholarly communication (Roach & Sauermann, 2010), developed the network connections which reinforce this orientation (Breschi & Catalini, 2010), and learned the skills and depth of knowledge necessary to understand the value of scholarly communication in establishing reputations both individually and organizationally (Simeth & Lhuillery, 2015). All of which imprints (Marquis & Tilcsik, 2013) on them a cultural view favorable to public-science which in turn influences their decision to adopt an organizational strategy of scholarly communication within the firms they manage. The study thus hypotheses 1) that the percentage of a firm’s TMT members with Doctoral Degrees (PhD) is positively related to the firm’s use of scholarly communication and 2) that possession of a Doctoral degree (PhD) by the firm’s Chief Executive Officer (CEO) is positively related to the firm’s use of scholarly communication. Additionally, the study takes up the call of other researchers (Finkelstein, 1992; Menz, 2012) to analysis the whether the expert advice and expert power of functional TMT members in organization decisions. As such it further hypotheses 3) that possession of a Doctoral degree (PhD) by the firm’s Chief Research Officer (CRO) is positively related to the firm’s use of scholarly communication and 4) that possession of a Doctoral degree (PhD) by the firm’s Chief Technology Officer (CTO) is positively related to the firm’s use of scholarly communication.

To test these hypotheses, the study integrates the traditional scholarly communication dataset, SCOPUS citation database, with multiple business and legal datasets including, the TomsonOne research service on corporate information, the LexisNexis Corporate Affiliations database, and SEC’s EDGAR system of corporate filings. High-tech firms were targeted for analysis in this study, as they have been found to engage in higher rates of scholarly communication (Godin, 1996; Hicks, 1995; Stephan, 1996). Relevant firms were identified using Standard Industrial Classification (SIC) Industry group codes in the TomsonOne research service. Codes identified by Kile and Phillips (2009) as representative of high-tech firms identified 832 firms for this study. The publication records of all firms for the period 2011-2015 were identified using the SCOPUS citation database. Searches included multiple common spellings and
abbreviations of firm’s name, as well as, the names of groups and divisions of the firm thought more likely for authors to identify themselves as affiliated with. The search resulted in 167,929 publications.

Lastly, each firm’s top management team was identified from its 2011 filings with the U.S. Securities and Exchange Commission (SEC). This information was gathered using the SEC’s EDGAR system of corporate filings and was identified in either the firm’s 10-K Annual Report or in its Schedule 14A information filing following the Annual Report.

Through a negative binomial regression, the study finds that all hypotheses are supported, however with varying degrees of significance. An increased percentage of PhD holding members on the TMT was found to have the most influence on a firm’s use of scholarly communication. Although significant, influence of the CEO’s possession of a doctoral degree, was found to be less influential than possession of a doctoral degree by the CTO and CRO.

The results of this study contribute to the small but growing literature examining a firm’s participation in scholarly communication, however it departs from those that have examined the lab level structure necessary for such practices (Simeth & Lhuillery, 2015) and instead evaluates the organizational influence on such a practice. In so doing, its findings suggest there may be organizational value (McMillan, Hamilton, & Deeds, 2000), and perhaps rewards (Merton, 1973), to scholarly communication, beyond those traditionally afforded individual authors.

References


