

Application of SIDE: Different Visual Representations of Group Members and their Effects on Information Exchange

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Membership in Online Communities

- **Extent** of user profiles varies:
 - Complete freedom
 - Only some brief information requested
 - Rich collections of information requested
- **Specification** for user profiles also varies:
 - No proposals
 - Preset input boxes
 - Suggestions for input boxes

Blue Diamond's Profile



Location: MA, USA

Reviewer Rank: 172,241
See all 6 reviews (120 helpful votes)

Reviews

method Concentrated Dish Cubes, Dish Detergent, Lavender, Case Pack, Six - (108 Dish Cubes) by Method



★★★★☆ Not clean enough, Fe
I wanted to use environment frien
have to say that this has been a d
have used Cascade in the pat and
the sparkle and clean mugs and pl
detergent is a poor substitute. Bal
remain with repeated washing cyc

> See all 6 reviews

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User:M5891
From Wikipedia, the free encyclopedia

This user lives in **Texas**.

Categories: Wikipedians in Texas

navigation

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- Featured content
- Current events
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interaction

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User:Faitlessthewonderboy
From Wikipedia, the free encyclopedia

Things I've made [edit]

Main article: *User:Faitlessthewonderboy/created*

Things I've improved significantly [edit]

Main article: *User:Faitlessthewonderboy/improved*

Me and Wikipedia [edit]

Individually we are weak, like a single twig. But as a bundle we form a mighty faggot. - Martin Prince in *The Haw-Hawed Couple*

- WikiProjects
- Commendations
- To-do list
- My sandbox
- Spanish Wikipedia account
- Wikimedia Commons account

The Wikipedia Signpost
Volume 4, Issue 21 — 2008-05-19

- Pro-Israeli group's lobbying gets press, arbitration case
- Board elections: Voting information, new candidates
- Sister Projects Interview: Wikibooks
- WikiWorld: "Hodag"
- News and notes: Question page: Swedish

Userboxes

3 It's really pretty simple:
→ Mind NPOV
→ Don't be a dick
→ Ignore all rules

This user is an **administrator** on the English Wikipedia. (verify)

This user does **not have an opinion** about anything.

This user has been a major contributor to **4** articles featured in the **Did you know...** section on the Main Page.

This administrator is willing to consider reasonable requests for rollback permission.

ODU This user attends or attended Old Dominion University.

last.fm This user tracks what they listen to on Last.fm (stypulkoski)



What Kind of Information can be given in User Profiles?

User-provided information

- Physical appearance
- Personal background
- Educational background & career
- Beliefs & values
- Personality
- Interests
- Dreams & goals for the future

Usage-based information

- Online behaviour (e.g., number of messages posted or number of contacts)
- Subgroup membership
- Roles within the community

USER STATISTICS

Joined: Mon Apr 16, 2007 2:41 pm
Last visited: -
Total posts: 2125 | [Search user's posts](#)
(4.32% of all posts / 5.20 posts per day)
Most active **Gynecology** forum: (671 Posts / 31.58% of user's posts)
Most active **Miscarriage** topic: (9 Posts / 0.42% of user's posts)

Reviewer Rank: 244,792
[See all 2 reviews](#) (262 helpful votes)



How to Belong and be Different at the Same Time?

- Displaying specific information about the self in the user profile:
 - **Community-relevant similarities** (e.g., beliefs and values that are in line with the community policy)
 - **Community-relevant differences** (e.g., specific expertise that is important for achieving community goals)
- Adopting community **roles** or becoming member of community **subgroups**
 - Both are a functional differentiation within the community



Research Questions

- How do disclosing differences among community members affect their behaviour within the community?
- How do emphasizing similarities among community members affect their behaviour within the community?
- How do the importance of differences and similarities depend on the context of the community?
- How effective are community members in presenting themselves in their user profiles goal-oriented?
- How effective are community members in using profile information of other community members goal-oriented?



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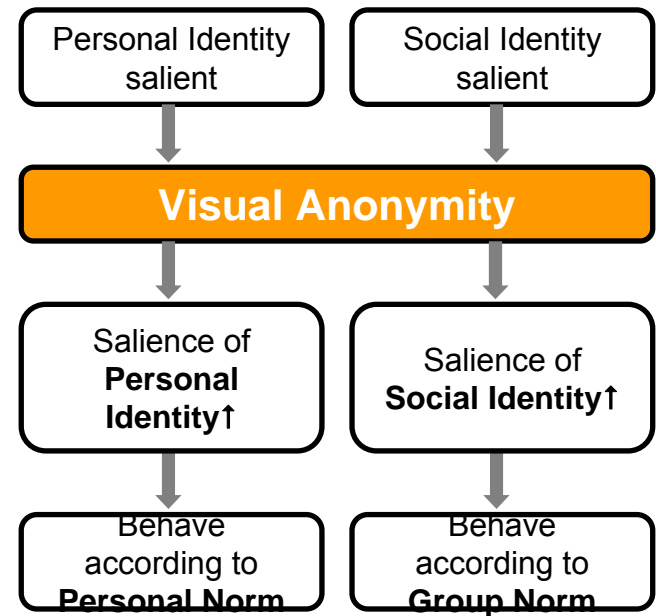
Information Exchange as Social Dilemma

- Information exchange is often characterized by a **conflict** between individual and collective interests:
 - Individual interest: Retaining information to maximize the individual profit
 - Collective interest: Contributing information to maximize the collective profit
 - Contributing information is behaving according to the **group norm**



The Effects of Disclosing Differences vs. Emphasizing Similarities

- Research about **anonymity effects** showed that
 - Under anonymity, behaviour depends on the prevalent identity
 - Under visibility, group-serving behaviour is undermined independent of prevalent identity
- The undermining effect of **visibility** is often explained by **disclosing differences** among the group members and, consequently, undermining social identification





Study 1: How does Anonymity vs.
Personal Visibility affect Information
Sharing Behaviour?

Study 1: Personal Visibility of the Group Members


Participants were either represented by an personal picture or were not visible at all

Phase 1


	Mo	Di	Mi	Do	Fr	Sa	Susanne	Stundenlohn	Sundgrüßl	Datenbank
Y56 - 56 / OC										
H00 - 07 / NK										
G14 - 16 / OL										
W06 - 43 / SF										
L77 - 37 / XG										
C52 - 68 / GG										
W22 - 06 / Mw										
J02 - 45 / HV										
E60 - 50 / JH										
T98 - 15 / WF										
E10 - 52 / RD										
N33 - 90 / HH										
Y39 - 61 / PD										
M50 - 35 / JH										
E95 - 31 / BJ										
W42 - 52 / Pw										
B36 - 61 / EQ										
L77 - 67 / EY										
G77 - 34 / TI										
C87 - 65 / VC										
A99 - 37 / IT										
A68 - 12 / TH										
O20 - 96 / WF										
J41 - 30 / SN										
X56 - 51 / RB										
L29 - 74 / UB										

Dein Name:
Eure Gruppenzugehörigkeit: Rot 4


Anne
Alter: 24
Hobbys: Schwimmen




Timo
Alter: 20
Hobbys: kochen, lesen, arbeiten




Alex
Alter: 25
Hobbys: Fussball, Musik



Timo
Alter: 26
Hobbys: Tanzen, Kunst, programmieren



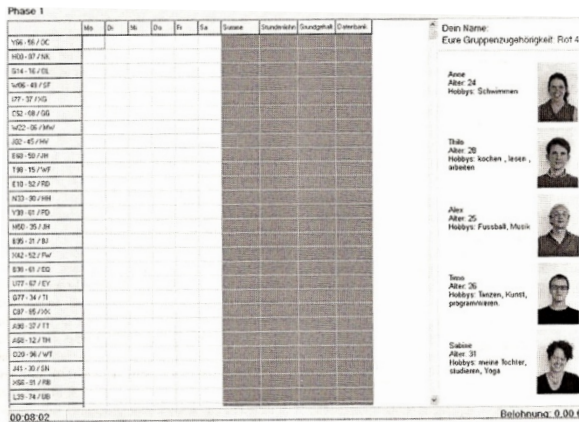
Sabine
Alter: 31
Hobbys: meine Tochter, studieren, Yoga



00:08:02 Belohnung: 0.00 €

Study 1: Main Hypothesis

Social ID Participants without portraits contribute more information than Social ID Participants with portraits and Personal ID Participants with and without portraits



		Visual Representation	
		No Portraits	Portraits
Salience of Identity	Personal ID	- Contrib.	- Contrib.
	Social ID	+ Contrib.	- Contrib.

Study 1: Results

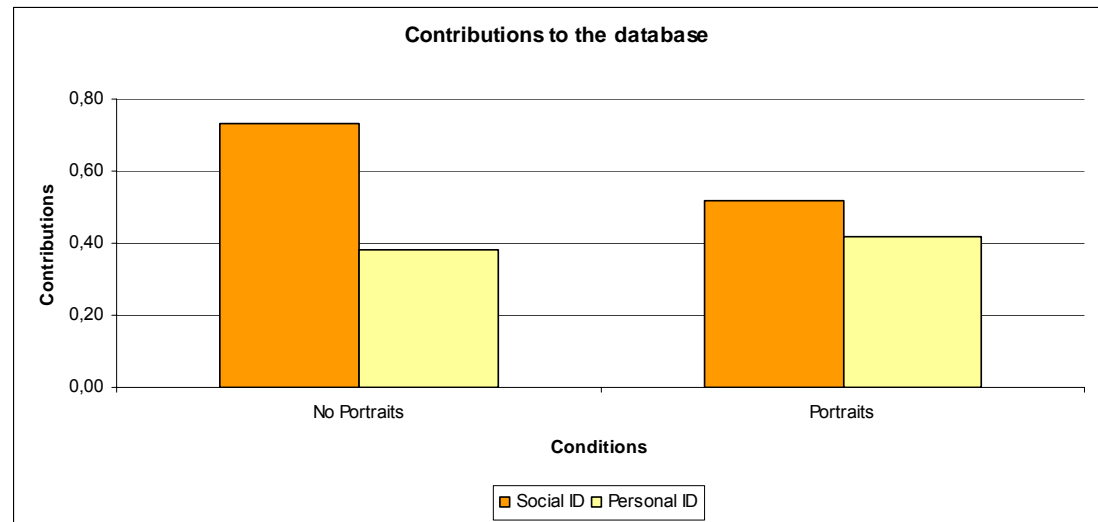
Consistent with the expectations, Social ID Participants without portraits contribute more information than Social ID Participants with portraits and Personal ID Participants with and without portraits.

Contrast (3, -1, -1, -1):

$F(1, 67) = 13.11$,
 $p < .01$, $\eta^2 = .16$

Other contrasts (0, 0, 1, -1)
& (-2, 0, 1, 1):

$F(1, 67) < 2.02$,
 $p > .15$

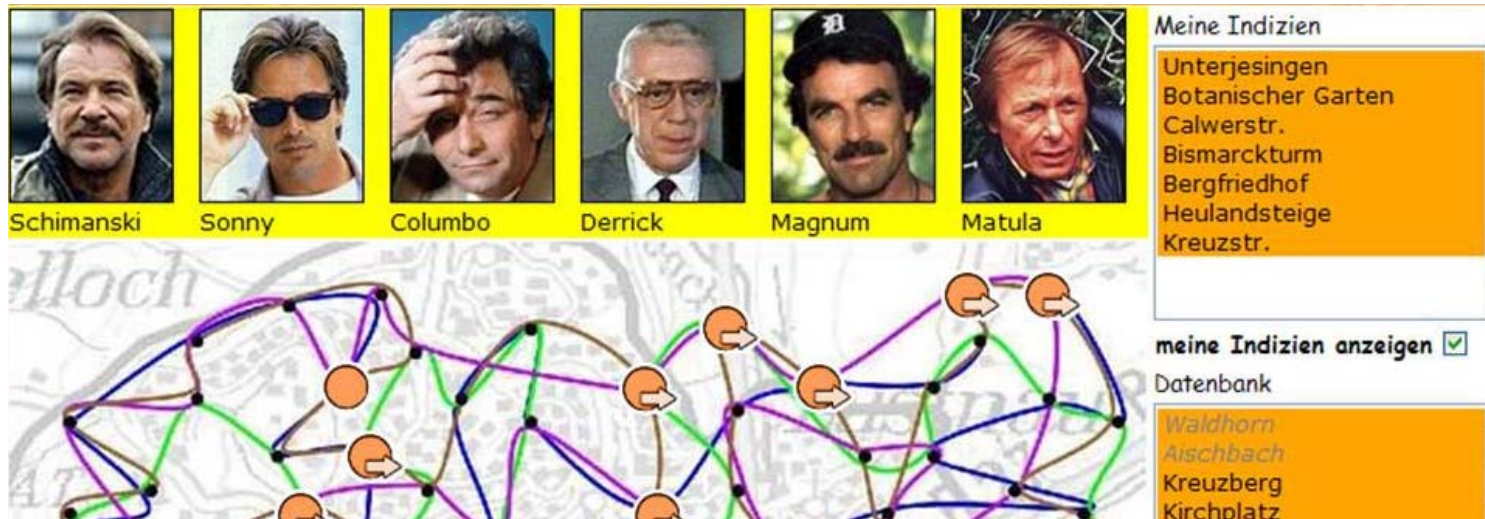




Study 2a: How does Anonymity vs.
Different-Character Representations
affect Information Sharing Behaviour?

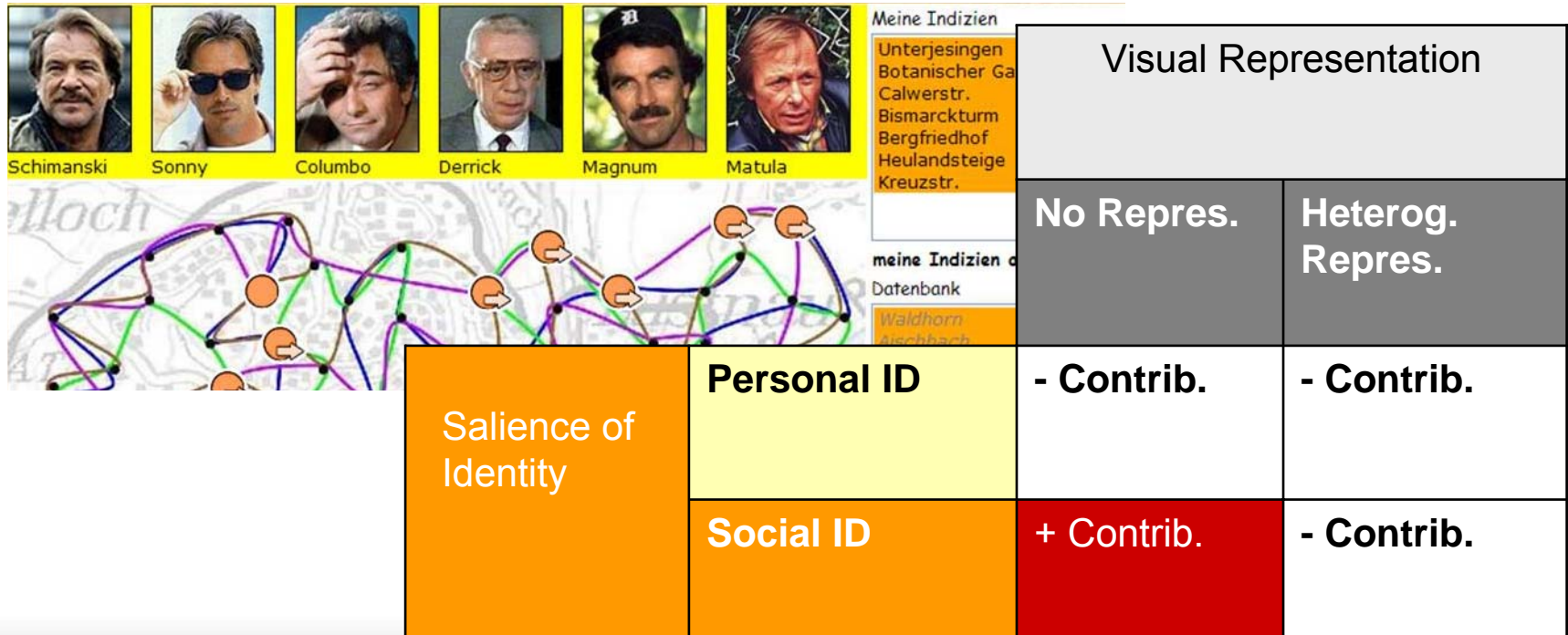
Study 2a: Fictional Representations of the Group Members

Visual representations of the group members through pictures of well-known TV detectives (different-character representations) vs. no visual representations



Study 2a: Main Hypothesis

Social ID Participants without representations contribute more information than Social ID Participants with heterogeneous representations and Personal ID Participants with and without heterogeneous representations





Study 2a: Results

Against the expectations, Social ID Participants with heterogeneous representations did not reduce their contributions

→ Main effect of salient identity

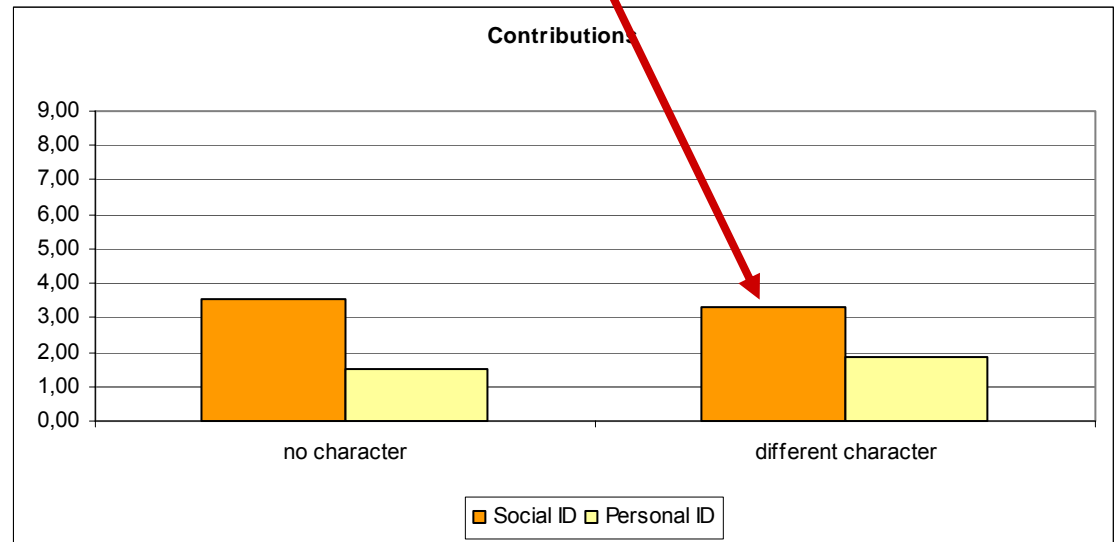
Contrast (3, -1, -1, -1):

$F(1, 89) = 5.39$,
 $p < .05$, $\eta^2 = .06$

But also

Contrast (0, 1, -2, 1):

$F(1, 89) = 6.18$,
 $p < .05$, $\eta^2 = .07$

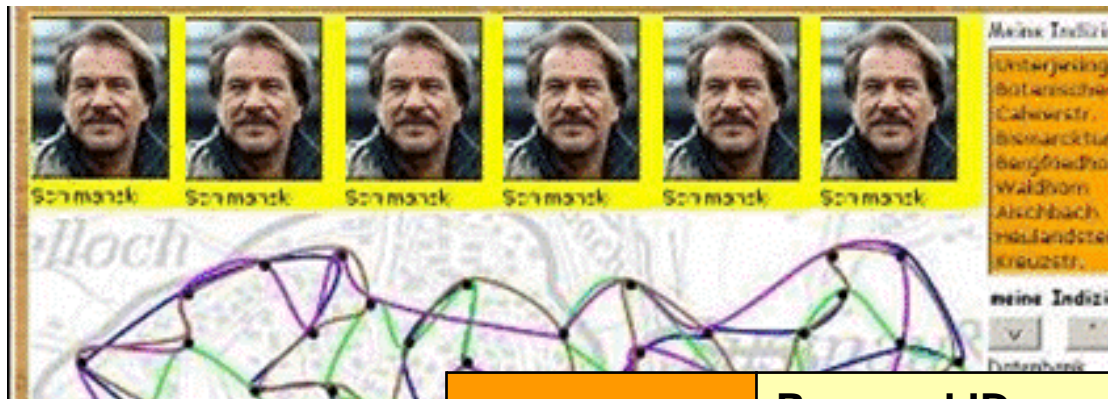




Study 2b: How does Anonymity vs.
Same-Character Representations affect
Information Sharing Behaviour?

Study 2b: Main Hypothesis

Personal ID Participants without representations contribute less than Personal ID Participants with homogeneous representations and Social ID Participants with and without homogeneous representations



		Visual Representation	
		No Repres.	Homog. Repres.
Salience of Identity	Personal ID	- Contrib.	+ Contrib.
	Social ID	+ Contrib.	+ Contrib.



Study 2b: Results

Consistent with the expectations, Personal ID Participants without homogeneous representations contribute less than all other participants

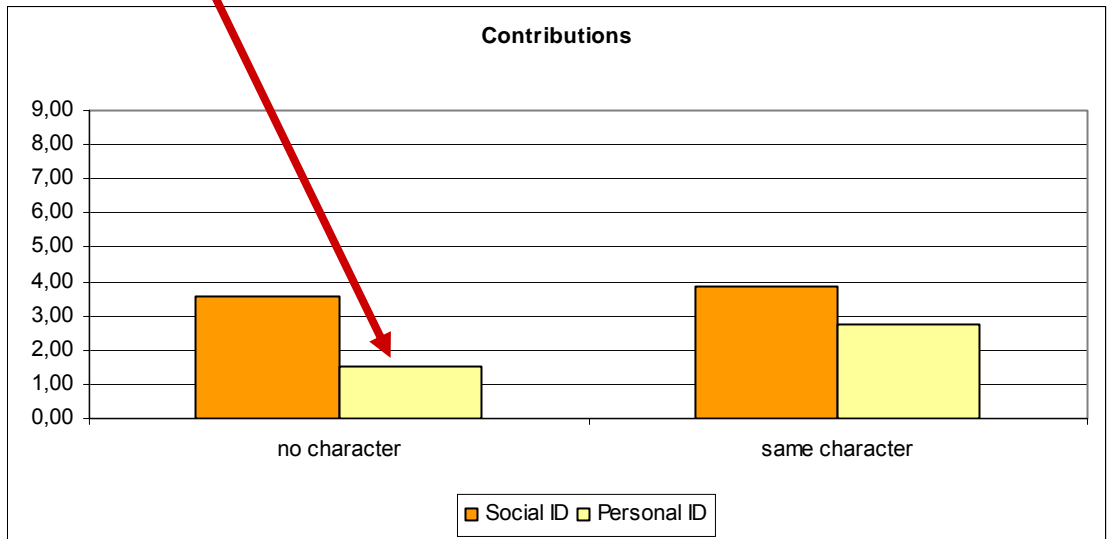
Contrast (1, -3, 1, 1):

$F(1, 89) = 5.08,$
 $p < .05, \eta^2 = .05$

Other contrasts

(0, 0, 1, -1) & (-2, 0, 1, 1):

$F(1, 89) < 2.74,$
 $p > .10$





Conclusion of the Studies

- Fictional representations affect information exchange when stressing similarities and, thereby, fostering social identity
- Same-character representations encourage adherence to group norms in dilemma situations
- Disclosing differences might be functional in group tasks that need different expertise of group members



Future Prospects on Planned Research

- Functionality of different kinds of user profile information
 - Kinds of community-relevant similarities
 - Kinds of community-relevant differences
- Self-presentation with user profiles
 - Capability for achieving self-presentation goals
 - Feasibility for balancing assimilation and distinctiveness needs
- Usage of user profile information
 - Consequences of comparing with other community members
 - Effectiveness for finding relevant contacts or information



Thank You for Your Attention!

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