# INTRODUCTION

- Social networking sites enable users to communicate text updates with their network, serving not only as a tool for expressing personal opinions and thoughts, but also as a platform where individuals can engage with one another.

- Platforms like Twitter not only allow for passive consumption of content but also active engagement, such as tweeting, retweeting, following other accounts, and engaging conversations.
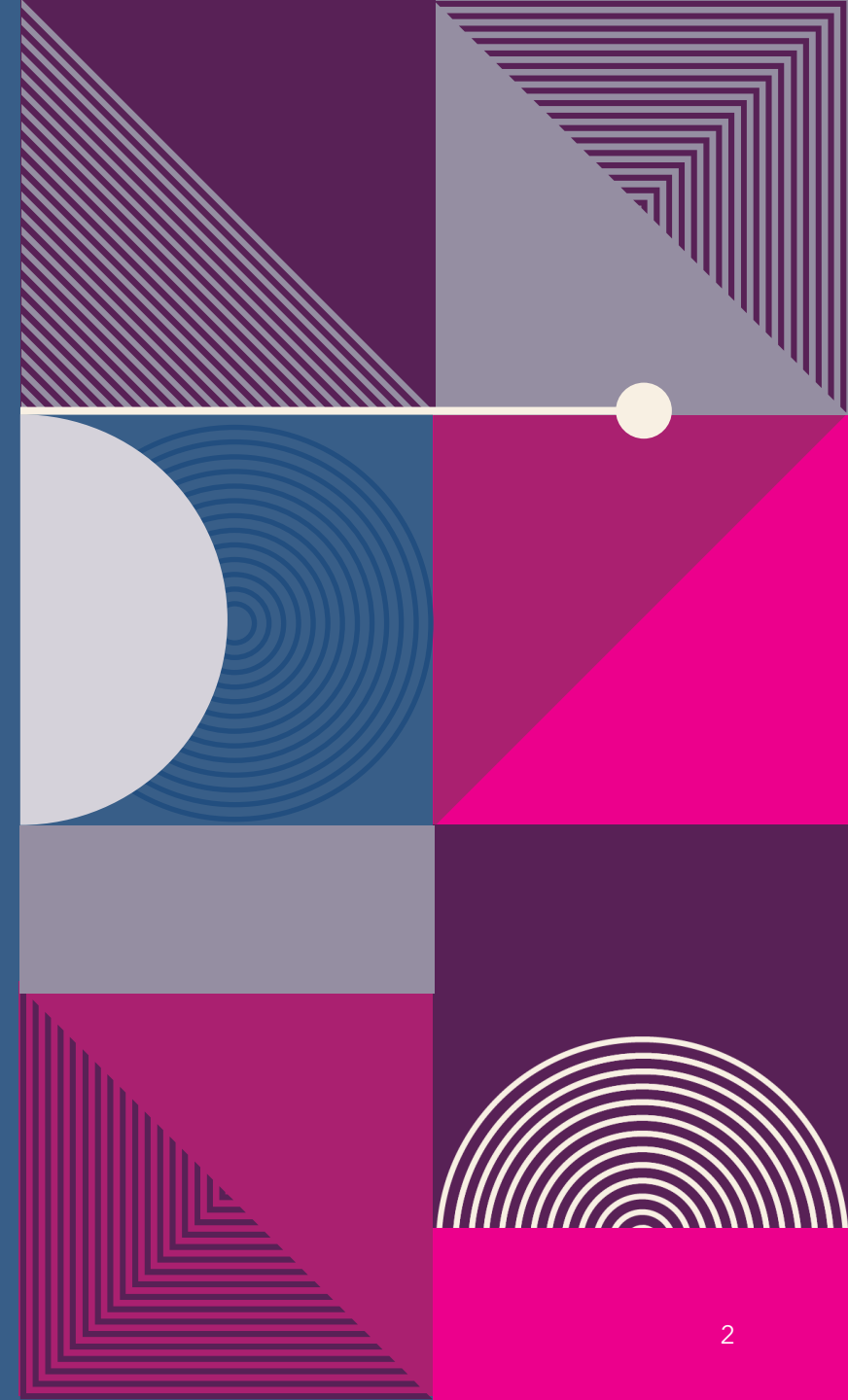
THEORETICAL FRAMEWORK

- Uses and Gratification (U&G) theory suggests that media users are active participants in their media consumption, selecting and using media sources to satisfy specific needs and desires (Ruggiero, 2000).

- Individuals engage with social media intentionally to fulfill various needs such as information seeking, entertainment, personal identity promotion, and social networking (Whiting & Williams, 2013).
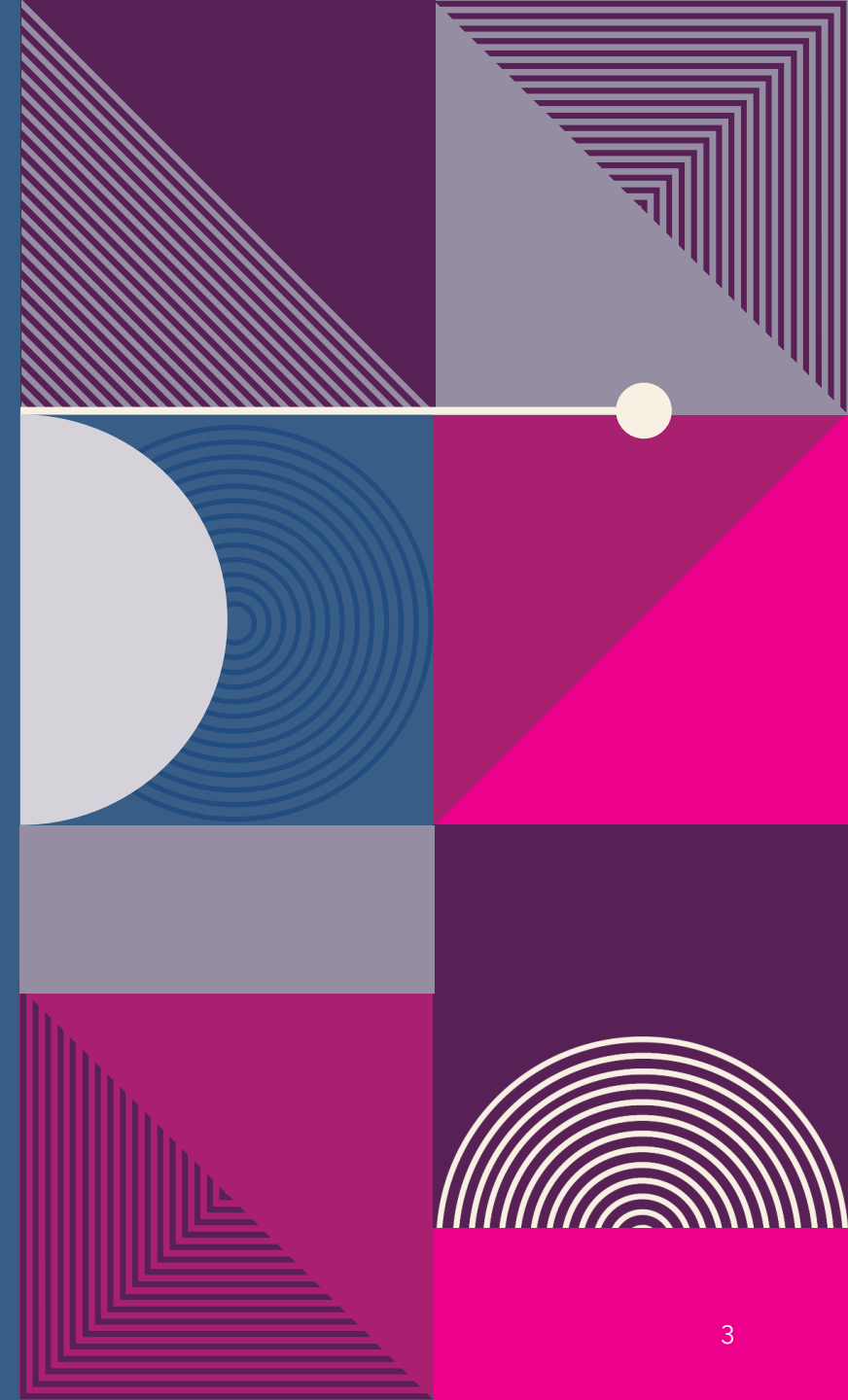
THEORETICAL FRAMEWORK

- Previous studies mainly focused on *if* individuals use social media to satisfy needs, leaving a gap in understanding *how* they behave online to satisfy various needs.

- **Research Question**

✓ How individuals behave online to satisfy their motivations, including (a) self-expression, (b) seeking entertainment, (c) business and working, (d) staying informed with news, and (e) networking?

✓ How these online behaviors vary among individuals with different socio-economic status?
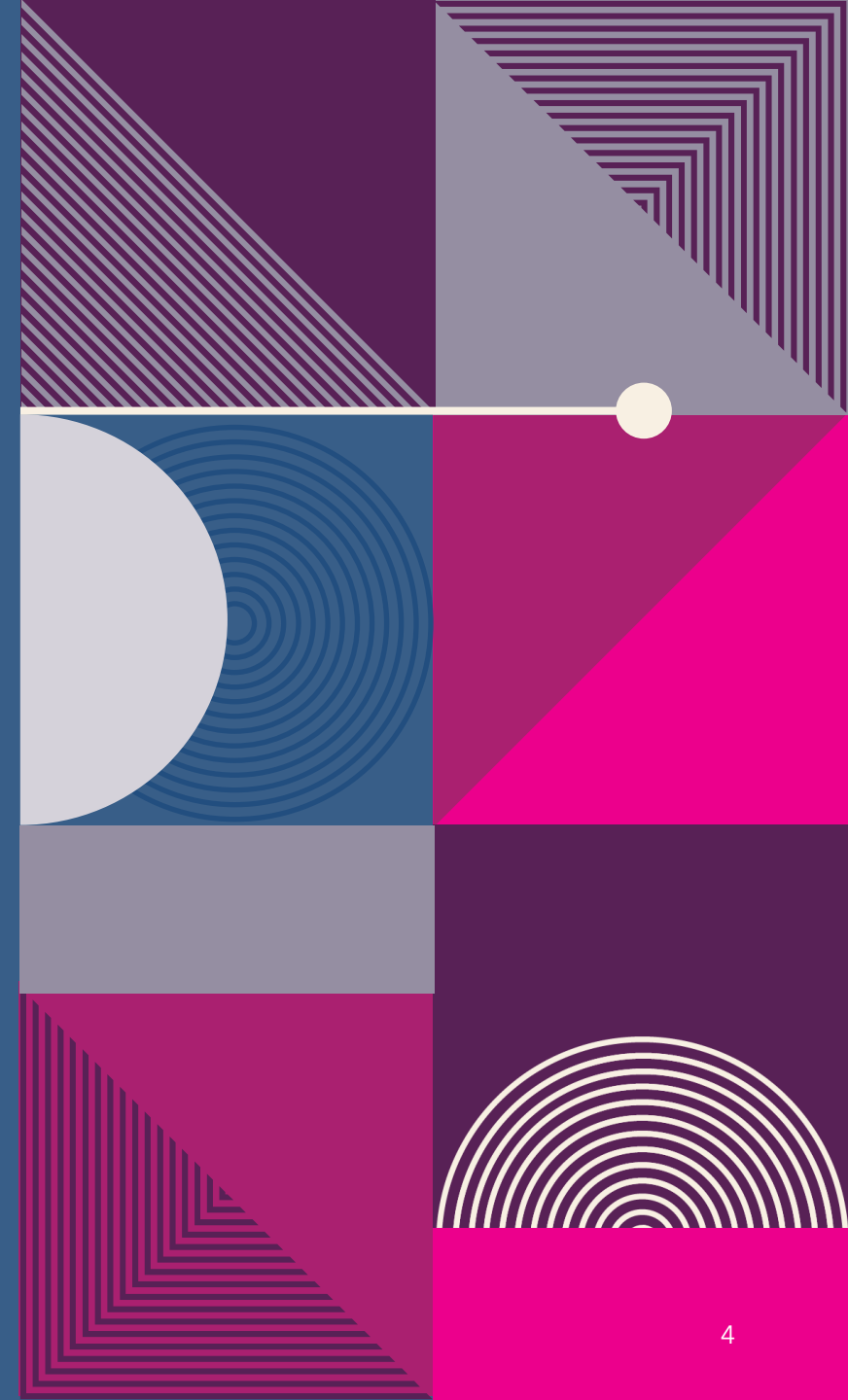
METHODOLOGY

LINKING TWITTER DATA WITH SURVEY RESPONSE

SURVEY DATA COLLECTION

- **Surveyed Questions (December 2022, the U.K.)**

  o Motivations for using social media: Which of the following do you mainly use Twitter for? (Multiple Selection)

    a. Self-expression; b. Entertainment; c. Keeping updated with news; d. Working and business; e. Networking

  o Socio Economic class (NS-SEC)

    1 = Working class; 2 = Intermediate; 3 = Managerial level

  o Twitter account

    ✓ Existence of Twitter account

    ✓ Participants' willingness to disclose Twitter username

    ✓ If consent, fill in the username

- **Sample Size**

  o The survey continued until a total of 2,195 individuals shared Twitter username

  o Final sample size: 1,915 (September, 2023)

TWITTER DATA COLLECTION

- **Data Collection Tools**

  o *Twint* package in *Python* with Twitter API in September, 2023.

- **Twitter Metadata of Each User**

  o Tweet count: Number of Tweet

  o Follower count: Number of followers

  o Following count: Number of followings

  o Existence of bio information

- **Data Anonymity and Security**

  o Survey data, tweet data, and linked data are stored in separate devices

  o All data can only be accessed and analyzed by designated researcher

FINDINGS

REGRESSION ANALYSIS

	Tweet Count	Following Count	Follower Count	Bio Existence
	β (S.E.)	*β (S.E.)*	*β (S.E.)*	*β (S.E.)*
Self-Expression	.28 (.06)***	.38 (.06)***	.13 (.06)*	.89 (.13)***
Entertainment	-.03 (.05)	.01 (.05)	-.08 (.05)	.09 (.10)
Read News	.03 (.05)	.08 (.05)	.01 (.05)	.11 (.10)
Working & Business	.01 (.07)	.03 (.07)	-.02 (.07)	.38 (.15)*
Networking	.12 (.06)	.28 (.06)***	-.07 (.06)	.46 (.13)***
R-squared	.03	.05	.02	2570.7 (AIC)

*p < .05; **p < .01; ***p < .001

REGRESSION ANALYSIS

	Tweet Count	Following Count
	β (S.E.)	β (S.E.)
Self-Expression	.30 (.20)	-.08 (.19)
Entertainment	-.29 (.14)*	.01 (.14)
Read News	-.13 (.14)	-.07 (.14)
Working & Business	-.40 (.31)	-.11 (.30)
Networking	.75 (.22)***	-.02 (.22)
SEC ✖ Networking	-.25 (.09)**	_
SEC ✖ Self-Expression	_	.20 (.08)**

*p < .05; **p < .01; ***p < .001. SEC = Social Economic Class

DISCUSSIONS & TAKEAWAYS

- These findings offer a nuanced understanding of social media usage, highlighting how different motivations influence specific online behaviors.

- The novel approach of linking surveys with actual social media activity provides a more accurate representation of user behavior, contributing insights for academic and practical social media studies.

- Future research could further explore the content of tweets posted by users on Twitter. This involves analyzing these tweets to identify patterns that could be linked with individuals' stated motivations for using the platform.

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THANK YOU

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