

An APPetite for APPs: A comparison of heavily reliant and light reliant APP users on political activity and media reliance / Barbara K. Kaye & Thomas J. Johnson

Abstract: The ubiquity of mobile devices and the apps that power them has spurred concerns that they are contributing to the decline in news media use. Mobile devices, however, have been credited with spurring political participation. In its examination of app reliant individuals, this study found that reliance on apps positively predicts political participation, and respondents who rely heavily on mobile apps for political information are more politically active than light app users on six of seven measures of non-online participation and three of six measures of online political activity. Heavy reliant users also rely more heavily on all six online-only media tested than light app users, and rely more heavily on broadcast television news, CNN, and news magazines. Data were collected October 31, 2016 through November 2, 2016 from 644 respondents of a national online panel.

Losing control to data-hungry apps: A mixed-methods approach to mobile app privacy / Petter Bae Brandtzaeg, Antoine Pultier, & Gro Mette Moen

Abstract: Personal data from mobile apps are increasingly impacting users' lives and privacy perceptions. However, there is a scarcity of research addressing the combination of (1) individual perceptions of mobile app privacy, (2) actual personal dataflows in apps, and (3) how such perceptions and dataflows relate to actual privacy policies and terms of use in mobile apps. To address this limitation, we conducted an innovative mixed methods study including a representative user survey in Norway, an analysis of personal dataflows in apps, and content analysis of privacy policies of 21 popular, free Android mobile apps. Our findings show that more than half the respondents in the user survey repeatedly had refrained from downloading or using apps to avoid sharing personal data. Our analysis of dataflows applied a novel methodology measuring activity in the apps over time (48 hours). The investigation showed that 19 of 21 apps investigated transmitted personal data to a total of approximately 600 different primary and third-party domains. From a European perspective, it is particularly noteworthy that most of these domains were associated with tech companies in the United States, where privacy laws are less strict than companies operating from Europe. The investigation further revealed that some apps by default track and share user data continuously, even when the app is not in use. For some of these, the terms of use provided with the apps did not inform the users about the actual tracking practice. A comparison of terms of use as provided in the studied apps with actual person dataflows as identified in the analysis disclosed that three of the apps shared data in violation with their provided terms of use. A possible solution for the mobile app industry, to strengthen user trust, is privacy by design through opt-in data sharing with the service and third parties, and more granular information on personal data sharing

practices. Also, based on the findings from this study, we suggest specific visualizations to enhance transparency of personal dataflows in mobile apps. A methodological contribution is that a mixed methods approach strengthens our understanding of the complexity of privacy issues in mobile apps.

Addressing women and minorities on social media by the 2016 U. S. presidential candidates /  
Mandi Bates Bailey & Steven P. Nawara

Abstract: Donald Trump's bombastic statements regarding women and minorities were a constant theme in the 2016 Presidential Election and attracted attention from both the mainstream media and his opponent, Hillary Clinton. Given the increasing use of social networking sites among political actors and the public, as well as the focus given to women and minorities in the 2016 election, we utilize a content analysis of presidential candidates' social media activity in the months preceding the election in order to better understand how the candidates addressed women and minorities. We ultimately find that Democratic candidate Hillary Clinton out-posted Trump in both positive and negative content in the categories of women's issues, LGBT issues, race, and immigration. However, this is not the case with issues involving crime and police, which was a lens through which Trump was more likely to approach race-related issues. In many instances, the candidates also appeared to strategically target content-specific posts to the social media platforms where they would be most likely to be seen by women or the minority group most closely related to the post's content.

Exploring user responses to entertainment and political videos: An automated content analysis of YouTube / A. Marthe Möller, Rinaldo Kühne, Susanne E. Baumgartner, & Jochen Peter

Abstract: On YouTube, videos are always presented together with additional user-generated information about those videos. This social information is presented in the form of number of views, (dis)likes, or comments. However, we know little about the characteristics of social information about entertainment videos. To fill this gap, the present study examined the amount and valence of online entertainment videos' social information and compared this to the social information of online political videos. An automated content analysis of (dis)likes, views, and 39,602 comments presented alongside 463 videos showed that entertainment videos received more views and comments than political videos. Moreover, entertainment videos' comments were more neutral than political videos' comments. We also found that comments with a stronger positive or negative valence received more replies and likes, with the exception of the effect of positive valence for political videos. Finally, we found that as political videos received more comments, the positive valence of their comments became more consistent. Overall, these results show that the specific type of video influences the amount and valence of social information it receives.

Rationale for 'liking' on social networking sites / Amandeep Dhir, Ashraf Khalil, Puneet Kaur, & Risto Rajala

Abstract: The "like" feature is popularly utilized by online social media users for different reasons, including socializing, giving feedback, and giving or seeking attention

as well as for pure affection. The “like” function is a gamified element of social networking sites used billions of times per day. Despite its widespread use in the social media space, little is known about the different factors that influence Facebook users’ “like” continuation intention or the game mechanics of “like.” To address this relevant issue, a cross-sectional survey was administered with 728 adolescent Facebook users (12 to 18 years old). This study utilized the theory of planned behavior (TPB) to investigate the role of attitude (hedonic motivation, reciprocal benefit, social presence), subjective norms (primary influence and secondary influence), and perceived behavioral control (self-efficacy, habit) in influencing the continuation intention of “like” as well as the influence of self-efficacy and habit on the game mechanics of “like.” This investigation addresses the urgent need to understand better the post-adoption issues as well as the intentions to use specific features of social media. The results suggest that social presence, primary and secondary influence, self-efficacy, and habit significantly predicted Facebook “like” continuation intention. Furthermore, self-efficacy and habit significantly predicted the game mechanics of “like.” Different theoretical and practical implications of the study are presented and discussed in light of prior information systems literature.

Peer influence of online comments in newspapers: Applying social norms and the social identification model of deindividuation effects (SIDE) / Jae Eun Chung

Abstract: This research aimed to understand social influence of comments by answering the following: How do online comments impact subsequent readers’ attitudes and perceptions related to the subject matter covered in the newspaper article? Can such impact vary by the degree of social identification? Drawing on the literature on social norms and the Social Identification model of Deindividuation Effects, the current study examined how the valence of comments affects comment readers’ responses and how the social identification process influences such responses. Findings from an online experiment supported the SIDE model: Stronger social identification increased social influence. Results showed that comments on newspaper work as peer influence in that comments prompt comment readers to adjust their views with reading of others’ comments.

Willingness of the public to share geolocation information in a U.S. Census Bureau survey / Erica Olmsted-Hawala & Elizabeth Nichols

Abstract: In 2016 the U.S. Census Bureau conducted a split-panel experiment to explore the public’s willingness to share geolocation information within a survey. A sample of participants from a nonprobability panel were invited to take part in an online survey using their mobile device. Within the survey, one question asked for their address and then the survey requested permission to access their geolocation information. Depending on the study condition, the survey varied how the geolocation request was made and where in the survey the address and geolocation requests appeared. Results showed that the treatment that explicitly asked for permission in addition to the device’s default permission request increased female respondents’ sharing of that data, but not male respondents’ sharing. Results also showed that placing the address and

geolocation request towards the end of the survey significantly increased the willingness of all respondent to share their location information. Results indicated that respondents with more education and nonminority respondents were more willing to share their location data, but willingness to share location data did not depend on age of the respondent. Assuming that the respondents reported truthfully that they were at home while taking the survey and entered their home address, we found the geolocation data to be accurate to the correct block a little more than 50 percent of the time.