The Research Group **Persuasive Communication**

presents in the *CLS Colloquium Lunch Series:*

**An overview of research methods in the social media domain**

The PI group Communication & Persuasion investigates how argumentative, narrative, and stylistic message features evoke and guide cognitive and affective processes that ultimately determine the receivers’ attitudes, intentions, and behaviour. Today we will present the results from four research projects within the PI group that focus on social media. The four projects use very different research methods: micro-analysis, network analysis, survey and experiment. With our presentation, we would like to celebrate diversity and richness of the research that takes place within our PI group.

**Microanalysis of online data: the case of hyperlinking in chat service interaction**
By Wyke Stommel

**Understanding Processes of Structuration on Social Media as a basis for Governmental Communication Strategy**
By Lidwien van de Wijngaert

**Healthcare Workers Sharing Knowledge Online: Intrinsic Motivations and Well-being Consequences of Participating in Social Technologies at Work**
By Anika Batenburg

**WhatsApp Got to Do with It? The Impact of Dutch Youths’ Social Media Use on Written Language in Educational Settings**
By Lieke Verheijen

**When:** Tuesday 18 April, 2017 12:45-13:30

Lunch is provided! To register, please send an email to: clscolloquium@let.ru.nl

**Where:** E2.50 (Erasmus Building)

For more information, see [www.ru.nl/cls](http://www.ru.nl/cls)
Microanalysis of online data: the case of hyperlinking in chat service interaction

Wyke Stommel

The pervasiveness of social and other digital media in our private and professional lives deserves detailed analysis. Social interaction and language use in online, digital and mediated environments are characterized by their own (developing) conventions, rights and obligations. In this presentation I focus on one of these conventions: the use of hyperlinks in chat. Nowadays, most service organizations offer their clients a range of communication modes, including text-based chat. The medium of chat affords, among other things, including hyperlinks to relevant sources of information. No studies have yet explored where hyperlinks occur in these interactions. Conversation analysis provides a set of concepts that can be used to explore the actions for which hyperlinks are being employed. We analyzed chats from a Dutch information service and from an American university library chat service and found different types of link use. Providing links can influence the service encounter by ending the chat when it represents an acceptable response, by keeping the chat channel open when the client isn’t actively participating, or by launching a negotiation or collaborative navigation outside of the chat. Generally, hyperlinking facilitates online service provision but linking may also jeopardize it when the link is treated as a proximate “invitation” to surf to a web location, away from the interaction.

Understanding Processes of Structuration on Social Media as a basis for Governmental Communication Strategy

Lidwien van de Wijngaert

On social media, people (in)directly discuss issues that are related to the government. At the same time governments have difficulties taking a meaningful role in these discussions due to issues of e.g. privacy and (in)equality. This projects aims to obtain insight into the way government can deal with this dilemma. In order to do so, a Dutch Twitter case through qualitative, quantitative and network analysis to obtain insight into the interactions that take place on social media as well as the sources of structure and outcomes related to these interactions. The paper uses (Adaptive) Structuration Theory is used as a theoretical basis. Cognitive dissonance, Framing and Social Capital provide the theoretical lenses to understand the online interactions. Results show that interactions take place in subgroups that discuss the issue from different angles. Based on these insights, we develop a strategy that helps governments to connect to the public.
Healthcare Workers Sharing Knowledge Online: Intrinsic Motivations and Well-being Consequences of Participating in Social Technologies at Work

Anika Batenburg

To increase efficiency, knowledge sharing behavior, and collaboration at work, social technologies are implemented rapidly within organizations. However, there is a lack of studies showing how these new communication technologies affect employees. The goal of the current study was to indicate intrinsic motivations for online knowledge sharing behavior and to find out if employees actually experience improvements in terms of well-being at work due to online participation. A survey study among 260 employees of a healthcare organization showed that feelings of competence in using the internal social media platform to share knowledge were positively related to online knowledge sharing behaviour. Moreover, employees who shared their knowledge more actively online also claimed that the platform made them more competent at work, autonomous at work, and improved their relationship with co-workers. Furthermore, a relationship between online knowledge sharing behaviour and job satisfaction was found, mediated by feelings of competence at work.

WhatsApp Got to Do with It? The Impact of Dutch Youths’ Social Media Use on Written Language in Educational Settings

Lieke Verheijen

Dutch youths are hooked on social media. The language they use therein often deviates from Standard Dutch. Many adults fear that this hurts their more formal literacy skills. The current project examines whether such worries are at all necessary. In order to determine if and, if so, how social media affect Dutch youths’ formal writing, a large-scale empirical study was conducted. 500 secondary and tertiary students were tested. Participants’ educational level and age group were controlled, to determine if these demographic factors, besides gender, are moderating variables. Students were tested in an educational setting. Each class was divided into two groups. The experimental group was instructed to whatsapp via their smartphones for a specified amount of time, while the control group coloured mandalas. All students then wrote a story, whose syntactic complexity, lexical richness, and writing productivity were measured via T-Scan software. In addition, they completed a grammaticality judgement task, in which ‘language errors’ had to be spotted and corrected. It was measured whether the preceding use of WhatsApp had a direct effect on participants’ ensuing performance on the productive and/or perceptive experimental tasks. There turned out to be no main effects of group (colouring vs. WhatsApp), but significant interactions were found between group and gender for two of the writing measures.