

# The Mechanism of Approval Seeking Posting Guided by Present SNS Analysis

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## Abstract

In late years, the use of social media, especially social networking service (SNS) is prevailing with the increase of the smartphone users. As a characteristic of SNS, every user can share or diffuse information in real time by casual message postings. There are more than several hundred kinds of SNS, and the popularity is clear. Facebook has the largest number of the users in the world, and its monthly active users (MAU) are more than 20 billion. SNS is the latest medium and is also a convenient tool for information transmission judging from information-gathering history, however SNS has an aspect specialized in the self-expression seeking something "Instagrammable". This is because SNS works as a haven for people's approval desire and the self-expression, and that user property trim SNS's convenience mainly. The unnecessary informational noise is inevitable in information-intensive society by all means, and the making SNS more helpful as the intelligence tool that can automatically filter the noise is needed. However, the definition of what is the approval seeking expression is vague and whether it is necessary or unnecessary is up to each user. From the different point of view, it is also a fact that there is overflow of information which looks useless and nothing but self-expression, and there are no needs for. In this paper, we focus on the approval seeking posts that are often seen on SNSs and demonstrate the mechanism and examples.

## 1 Introduction

Recently, the use of social media is dramatically prevailing with the spread of smartphones. The social media can transmit a large quantity of information fast using the Internet. Specifically, the increased use of SNS is remarkable combined with spread of smartphone. In addition, it is supposed that if the number of the people who use the same media increases, opportunities of communication increases as well, and it results in the further increase of the users by a snowball effect.

However, as for the increasing SNS users around the world, most of them are using multiple SNSs differently. It is as a matter of course, because there many kinds of SNS. Comprehensive type SNS, messenger SNS, and picture sharing SNS, all have different usages.

Whereas SNSs are convenient for information sharing or gathering, it goes without saying that

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efficient information gathering. This study proposes the system that automatically filters information instead of users' settings for filtering with a word or multiple words. Unnecessary postings focused on this study are the postings with approval desire. They are widespread self-satisfactory content posted on SNSs. They occupies much of "communication without content", and it is supposed that the usefulness of this information is quite low.

We assumed that efficiency of information gathering can be increased by relieving the influence from these postings with approval desire on the SNS.

## 4 Characteristics of SNS

### A) Transmission of information and media

Although people are always exposed to information, the practical information that they actually use is limited. Whether information is useful or not is up to a user, and the media has been developed mainly to convey important information. "The communication without content" was thereby born at the same time. "Communication without content" means using the media though there is not the need in particular. Here is the example: "What are you up to now?" "I am bored." "Communication without content" has spread matching the appearance of the IM (instant message), people's busyness and change in the people's sense of values. The remarkable example is Twitter. The simple social media with 140 character-limit, on which the user can start communication, explosively increased the number of the users with the appearance of the smartphone.

### B) SNS' availability for information gathering

The information gathering on SNSs is more passive than the search by the WEB browser. However, the users can obtain information that they want effectively by narrowing down sources of information appropriately.

The teenage users are called "smartphone native", and there are many youths using SNS instead of search engines for information retrieval using the Internet. This is because most of them tend to need instantaneous information. The search using the hashtags is particularly supported because the information relevant to the keywords appears with high probability. SNSs are gradually taking on the aspect as the search platforms. This is because when a smartphone native generation started to have smartphones, SNSs already spread and they chose SNSs as the main media. They use some SNSs differently depending on usages; Twitter for news and trends, Instagram for fashion and restaurant by search with hashtags

## 5 Analysis

### A. The present main SNS

The kinds of SNSs used recently are enormous. There are social media with which genres or themes have been already decided, and also the related areas or purposes are limited. In this study, we mainly analyze SNSs that have a significant number of the users and are recognized world widely. QQ, WeChat, Qzone from China have a large number of users because China has a huge population. However, since they are not used globally, we do not deal them. The following is the number of the users of each SNS.



the base of the users overlaps, it does not matter at all. It is an important problem for Tumblr whether it will be able to spread as a substitute for the WEB site in the future.

If we categorize 10 SNSs listed up, they are divided into four groups. Four groups are comprehensive type, picture sharing type, messenger type, and theme type. In fact, the age groups of the users are different depending on these categories. The user bases of the comprehensive type, the messenger type, and the theme type resemble closely, according to this classification. The basic user groups of the social media seems to overlap these bases. On the other hand, regarding photograph sharing type, the age of users is much younger. There are the user group over thirties, however these types of SNSs are used among teens and twenties outstandingly. Photographs and movies that is understood at a glance seems to be well accepted. Particularly, the rate of the young users of Instagram and Snapchat is almost twice as the rate of the other age groups.

#### C. The advantage in information gathering

We have supposed that the effective information gathering requires to remove unnecessary or unimportant information and to display only information considered to be useful. However, what is important for information gathering is not only effectiveness. The variety of information is also necessary for information gathering. It is important that the user can obtain the unexpected new discovery, which he or she has not known before, when checking information on particular fields on SNSs. As for searching something new instead of searching already-known information within expectations, some variety is required in information sources. Because there is much information, SNSs and the Internet have the variety. There is plenty of needless information on SNSs, however there is also much possibility of new discovery for this point. In order to take advantage of this informational variety on SNSs, it is important to customize how to display the information by a different approach from the usual way. There is a research findings that the variety of the information promotes people's generating ideas, however it rather disturbs idea generation when there is too much completely irrelevant information. In other words, we reached the conclusion that it is best to maintain information variety on SNSs while applying filtering.

#### D. Approval Seeking Postings

These days, there are innumerable postings on SNSs. The users have tendency to send postings with content to satisfy his or her approval desire. The postings are the outputs of the user's self-satisfactory feeling and they are not communication of useful information with others. Those postings do not require either information sharing or development. The modern SNS users repeat to transmit extremely private postings. This is because the action can satisfy their casual approval desire through SNSs. SNS seems to give the users further approval desires by showing the number of "like!" or the followers, which meets the users' approval desire, however the users compare it with other users' at the same time.

The approval desire is the highly advanced desire next to self-realization upon the five phases theory of Maslow. In the present age when the infrastructure is developed to some extent, there are a large number of people who can connect to the Internet. The appearance of the approval desire in the communities on SNSs may be relatively a natural phenomenon. SNSs have high particular affinity for showing off and they are used as the tools to easily satisfy the approval desires, however that kind of information does not mean a lot. Most of the information is conveyed for the narcissistic purpose to attract people's attention. What was just an "update" can transform to the method to catch the others' replies or to gather people's attention without even noticing. It is not exaggeration even if we say that SNSs have enlarged people's approval desires.

This enlargement of the approval desires is a problem for the information gathering on SNSs.



"emoji" for which only the decorated letters are used, however, it is not practical enough to use information gathering at present. The following are screenshots of emojis.



Figure 2: emoji screen

It takes time to interpret content. It is now the inefficient media because accurate information cannot be obtained. Communication imperfection may be caused. They are new as an idea, however they go against the history of the letters development.

### (2) Abuse of hashtags

Originally the hashtag is a function for a search and a classification. When we look for the same information or similar information, it can work helpful, however, the hashtags are actually used differently nowadays. Specifically, the usage to make hashtags too long or add too many hashtags is not useful at all for proper classifications.



Figure 3: example of much hashtag

They probably abuse hashtags for an ease to come up with a search, however there is little information provided with them.

### (3) Link to the purchase sites

This is the typical model for the commercial use of SNS as a tool for the advertising. Certainly there may be the useful information, however the information of the product is not provided well and the main focus is to make the users purchase the product. Thus, they are unnecessary for information gathering. There are many users who use SNSs for advertising or branding, however those advertising cannot work as the useful information. The reason is because that SNSs have basically very real-time information. The good point of SNSs are information that is delivered immediately, variety, and the volume of information. The links to the representative purchase sites of the advertising postings can be often unpleasant for the users.







Figure5: post on SNS

It rarely happens that too many linebreaks work effective. There is the example that people calls postings with too many linebreaks and punctuation “poem SNS”. It seems that sometimes postings to with too much appeal based on one’s own world can be annoying on SNSs, which are supposed to be the place for socializing.

We listed these six types, as examples of the approval seeking postings.

## 7 Conclusion

We analyzed present SNSs and focuses on the approval seeking postings that is regarded as the problem to be solved and demonstrated the examples. The postings on SNSs based on Maslow’s hierarchy of needs stand to reason, and the users tend to update the approval seeking posts easily. Taking the approval seeking posting examples into consideration, it is the present condition that most SNSs are used for communication among people rather than for information gathering after all. On the other hand, it is reasonable that the users can also use SNSs as a tool for information gathering. It is necessary to target sources of information appropriately for information gathering. Specifically, the users have to choose the users to follow by themselves and narrow down information to only the information in their needs. It seems that this method is like the choice of older generation. It is too inefficient to pick up necessary information after having laid a large quantity of information in stock indiscriminately. Therefore, a new form of SNS as a information gathering tool for the next-generation is required in the future. For example, the SNS for the next-generation does not just recommend information that a user may want. It also quantify values of information. There is “season” for the instantaneous news, however the reuse method of the information out of its season also must be considered.

In addition, “disappearing SNS” has certain impact on impression. There is a great need for deleting information daringly instead of collecting information and keeping it as a record. The need for deleting-information is reflected to Instagram Story, Snapchat, and Snow mainly. These SNSs are interesting to catch each moment of daily lives, and they rather have strong entertainment touch. It is difficult to judge whether these types of SNSs are the temporary fashion or the appropriate form of evolution. As the future task, the system which classifies so-called “unnecessary information” and relieves its influence is required. For that, we need to clearly define what the approval seeking post is. The interactive property of the Internet is suitable for

