

THE VALUE AFFORDANCES OF SOCIAL MEDIA FEATURES

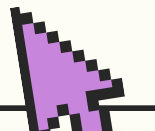
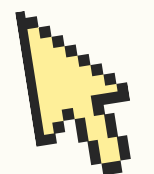
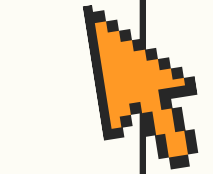
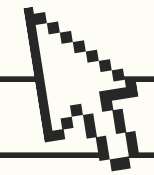
Rebecca Scharlach & Blake Hallinan

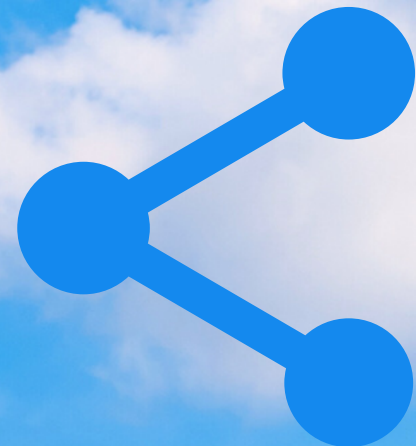
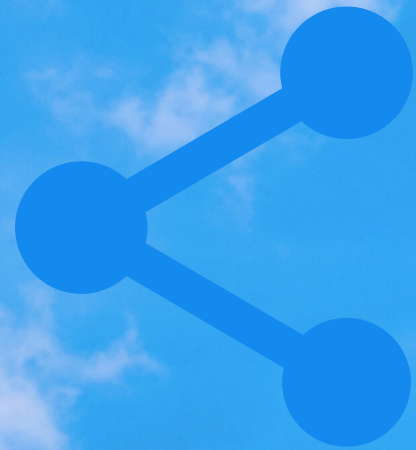
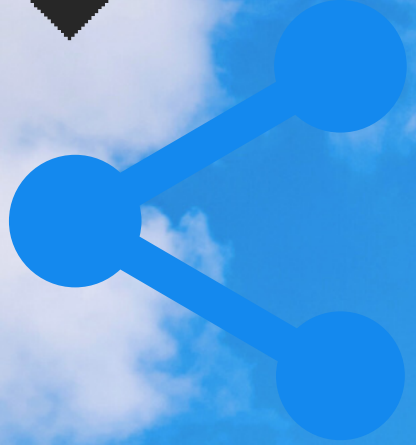
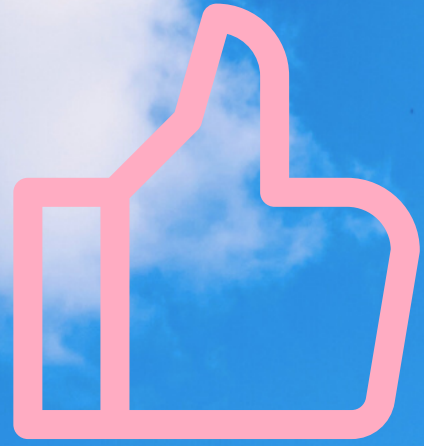


האוניברסיטה העברית בירושלים
THE HEBREW UNIVERSITY OF JERUSALEM



DIGITAL
VALUES
Construction of values
in digital spheres

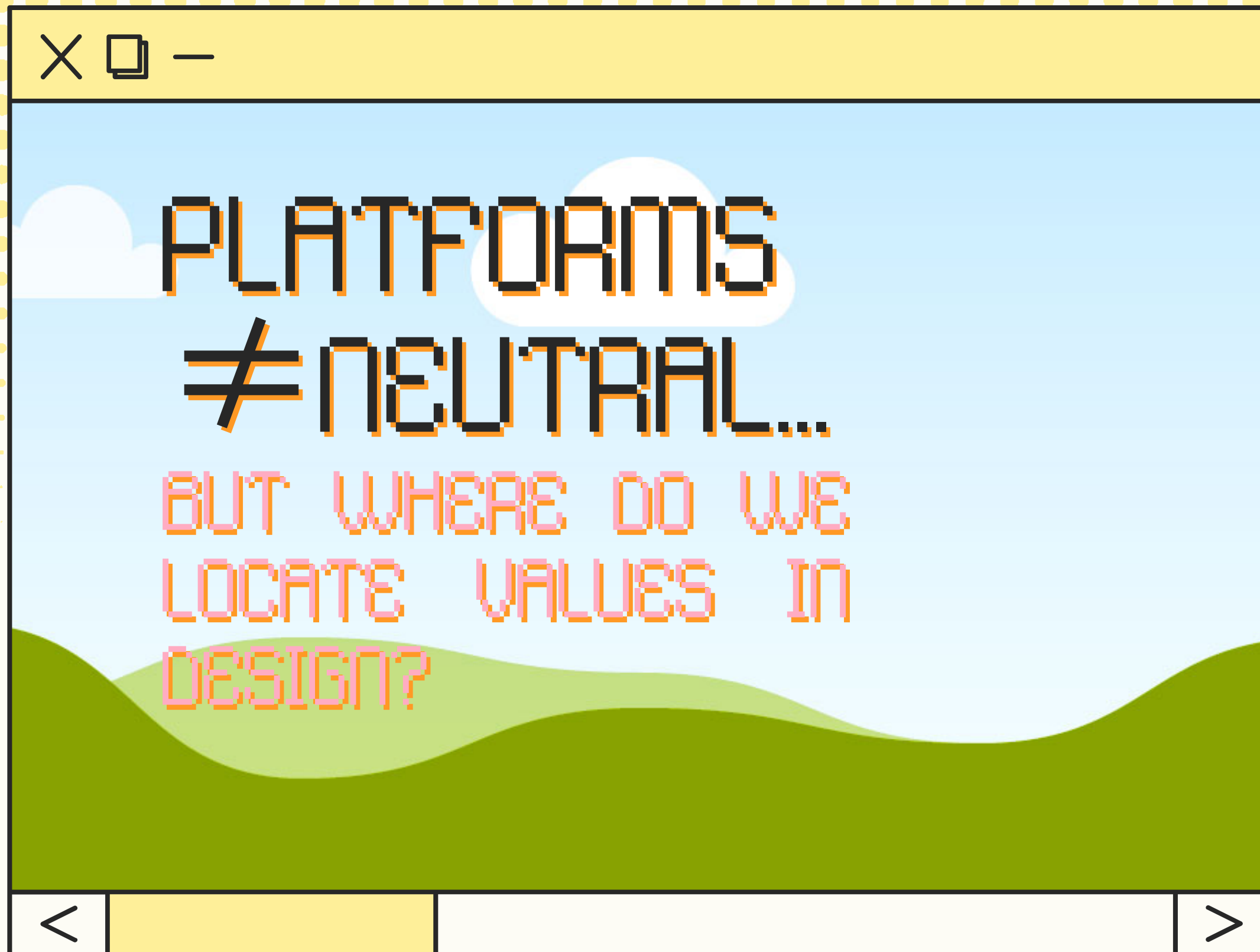




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- **SOCIAL VALUE** (SCISSORS ET AL., 2016; CARR ET AL., 2016; REICH ET AL., 2018)
 - **STATUS** (MARWICK, 2013)
 - **DEMOCRATIC VALUE** (TENEBOIM, 2022)

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 - **STATUS** (MARWICK, 2013)
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- 
- **DISINFORMATION** (FREELON ET AL., 2020)
 - **TOXICITY** (MASSANARI, 2016)
 - **ADDICTION** (BHARGAVA AND VALSQUEZ, 2021)
 - **PRECARITY** (DUFFY ET AL., 2017)



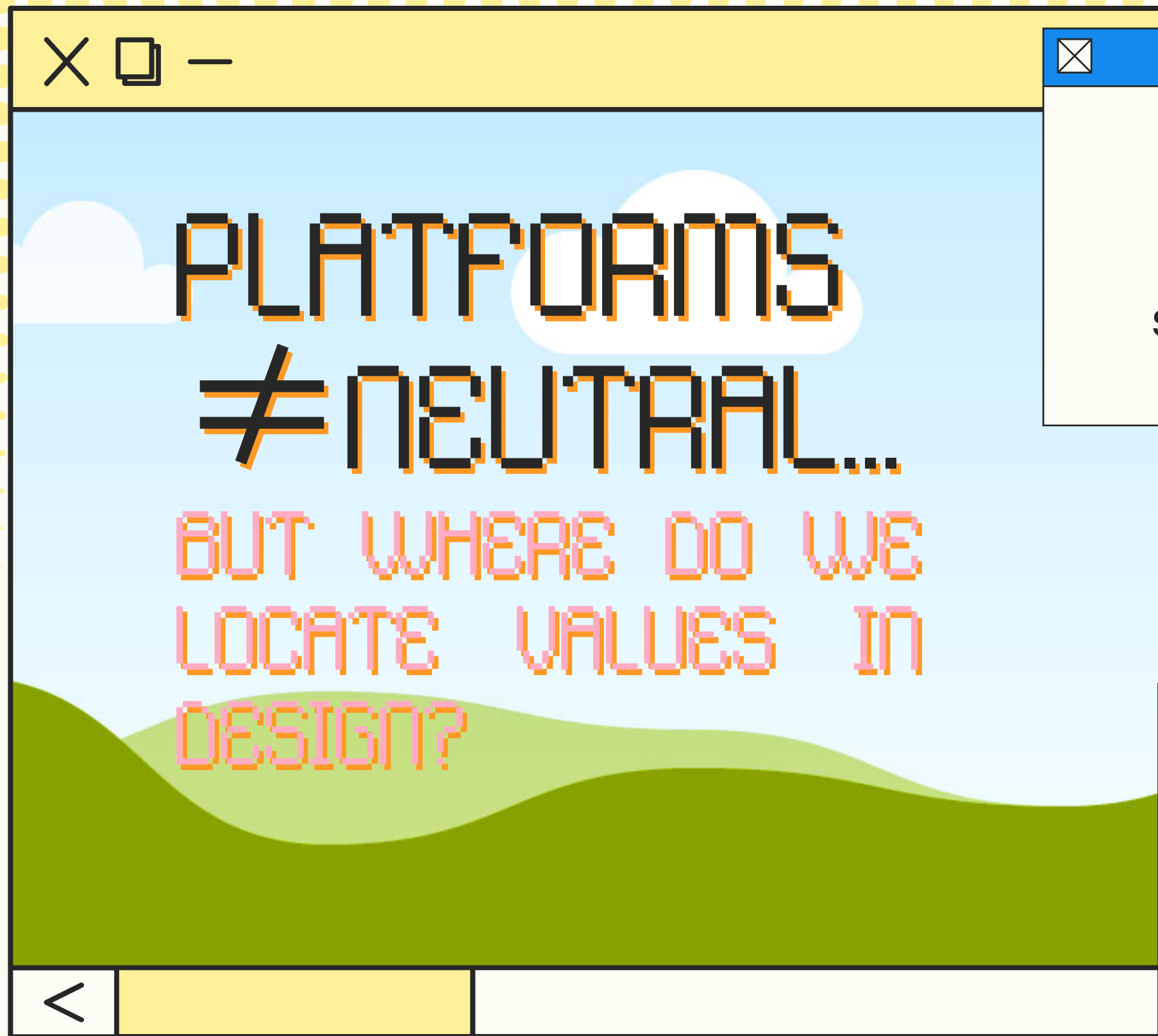
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PLATFORMS
≠ NEUTRAL...

BUT WHERE DO WE
LOCATE VALUES IN
DESIGN?

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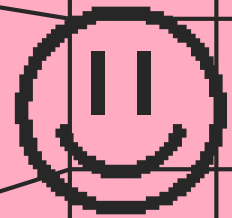
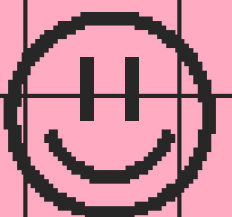


audits
Brown et al., 2021;
Sandvig et al., 2014

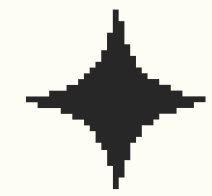
technical documentation
Rieder and Skop, 2017

interface
Bucher, 2018; Light et al., 2016

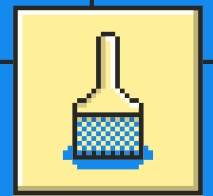
developers
Seaver, 2022



VALUE AFFORDANCES



THE SET OF **ETHICAL, AESTHETIC, AND RELATIONAL** PRINCIPLES THAT EMERGE FROM THE INTERACTION BETWEEN **DIFFERENT STAKEHOLDERS** AND **TECHNOLOGICAL INFRASTRUCTURES.**



RESEARCH QUESTIONS

1. Which values do people think the **Like**, **Comment**, and **Share** features promote and hinder?
2. What **mechanisms** do people invoke in their explanations?

METHODS

6 Focus groups

- 30 international students
- 32 value cards
- Avg. 120 minutes

Analysis

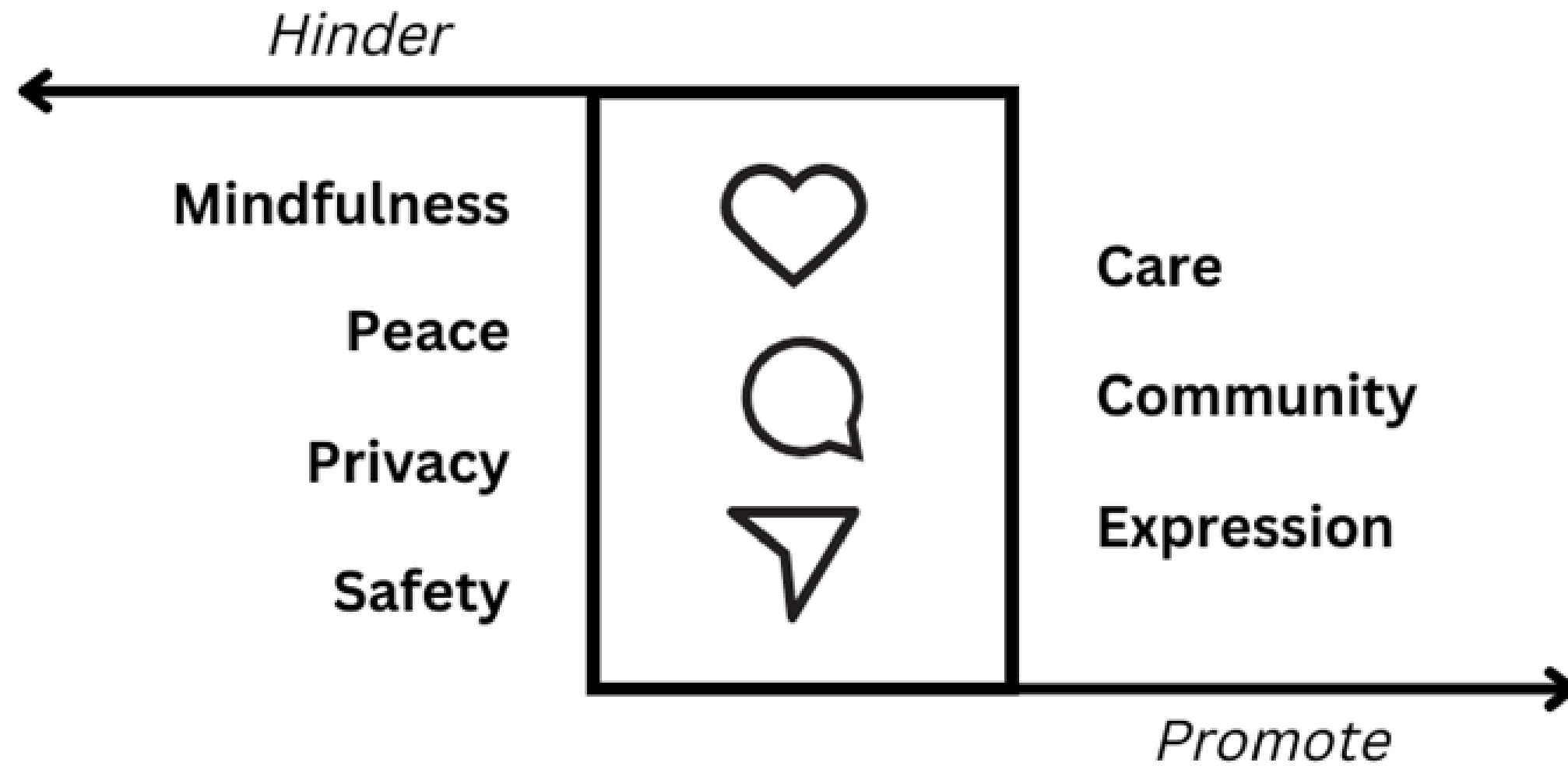
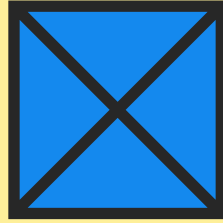
- Tabulated consensus on promoted vs. hindered values
- Inductive thematic analysis of transcripts

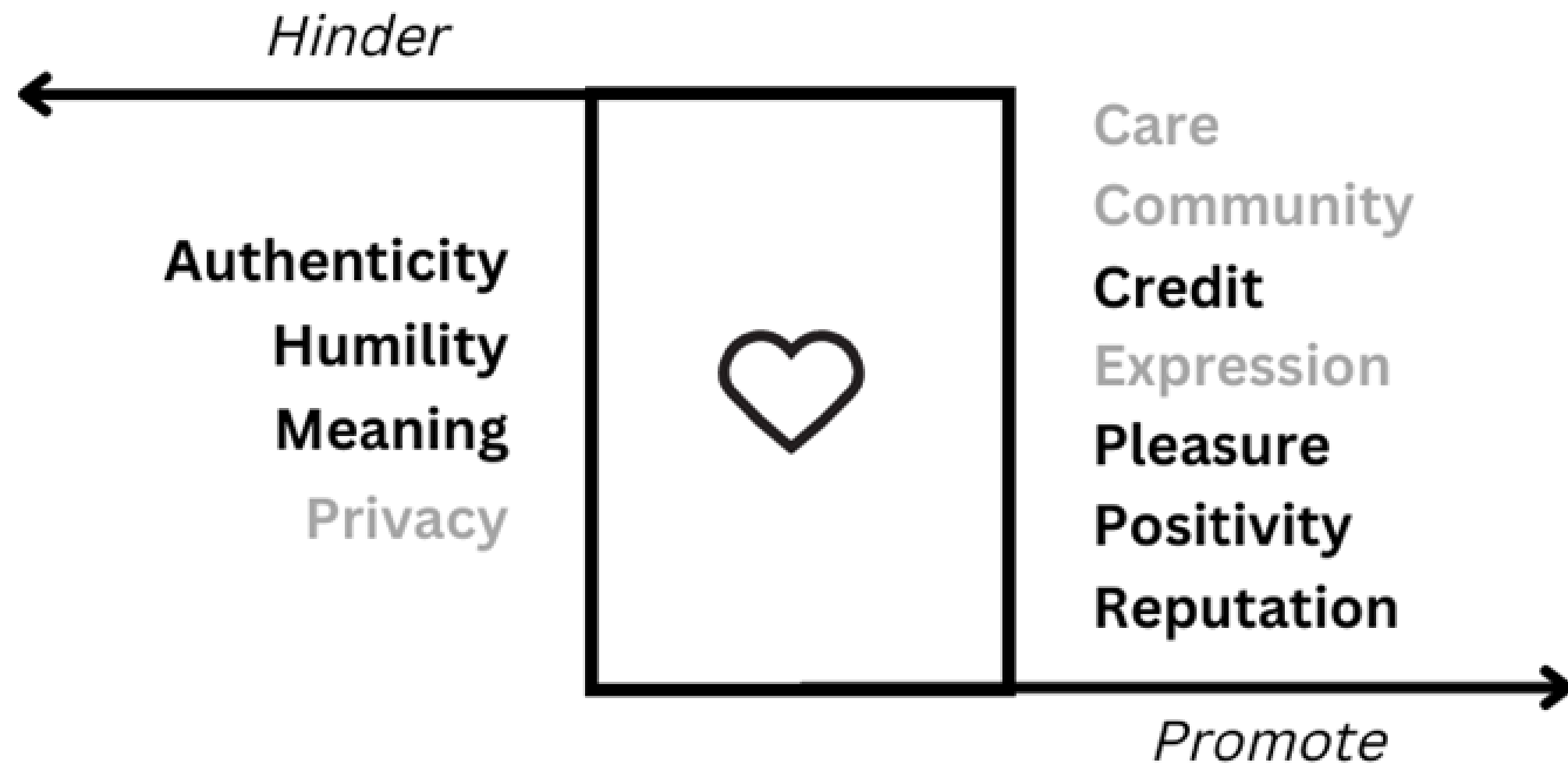
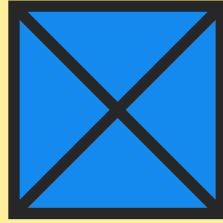
Authenticity

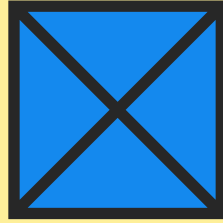
Being true to oneself or accurate
about the world

Power

Exerting control or influence
over others







Hinder



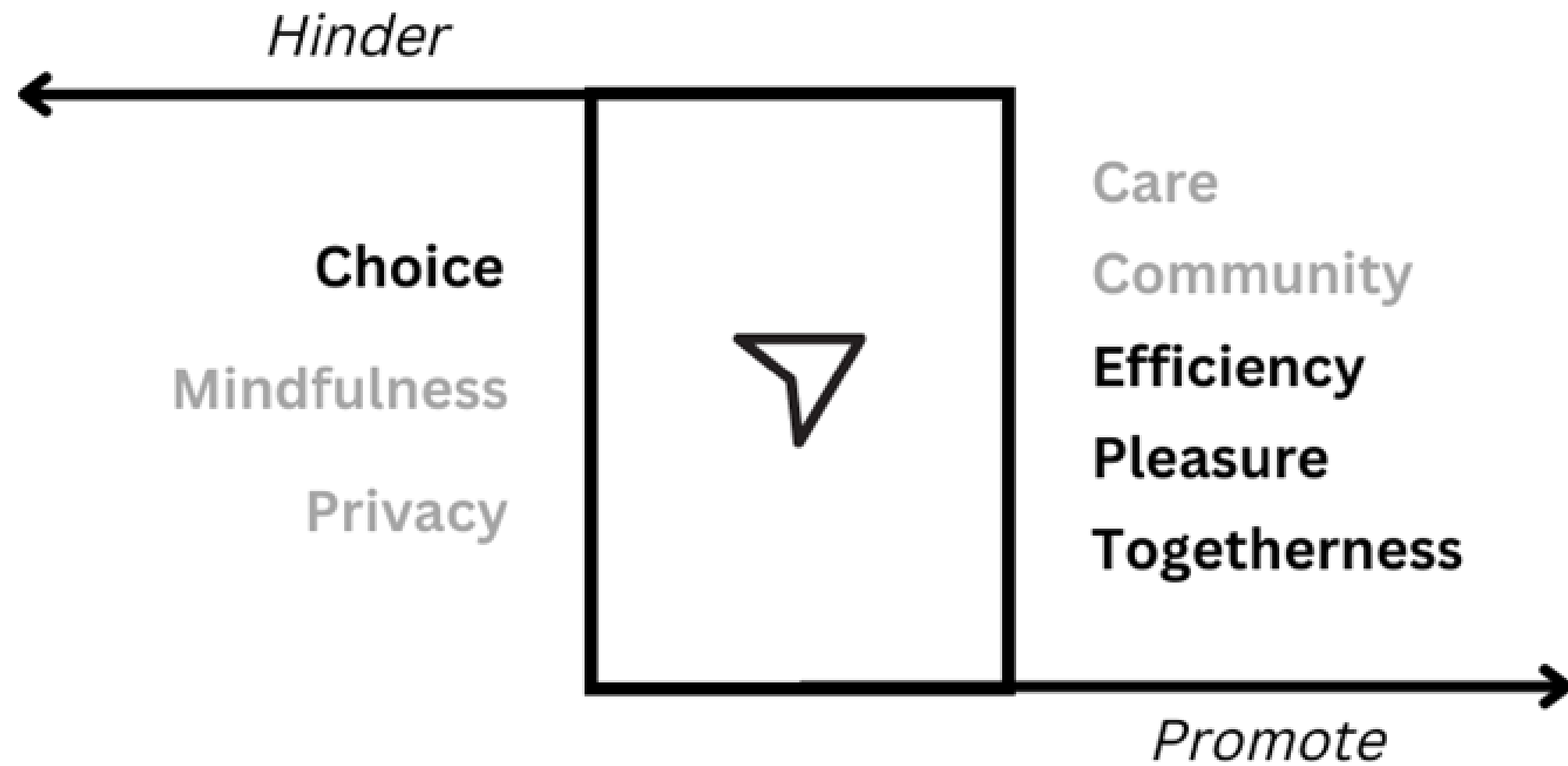
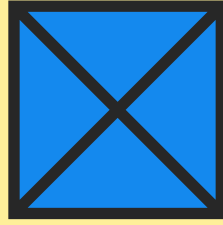
Civility
Mindfulness
Peace
Positivity
Privacy
Safety



Diversity
Expression
Improvement
Meaning

Promote







INDIVIDUAL AGENCY

“The words that you say or the comments that appear in a video have a lot of power, either in a positive or negative direction. I think it can definitely be used as a way of supporting someone but I also think that if someone says something negative, it definitely can have an effect on the people that are seeing it and the people that it's directed towards.” - Evelyn





INDIVIDUAL AGENCY

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STRUCTURAL DETERMINATION

I think when I said that the Like button undermines authenticity, I meant that the Like button creates a sort of environment where when people create posts, it's not about what they authentically mean but about what they can say that will get them the most likes... it creates an environment that undermines authenticity.” - Ashley

DISCUSSION

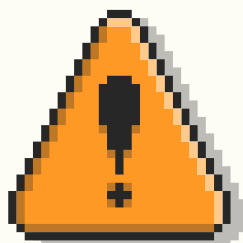
1. Value tradeoffs
2. Strategies for navigating tradeoffs
 - a. Strategic use
 - b. Selective non-use
 - c. Privacy settings
 - d. Assign responsibility to other users
3. Alignment with values promoted by platforms (Scharlach et al., 2023)
 - a. Endorsed (*expression, community*)
 - b. Contested (*safety, choice*)
 - c. Reconfigured (*improvement*)



other stakeholders?

other features?

other modalities of affordance?



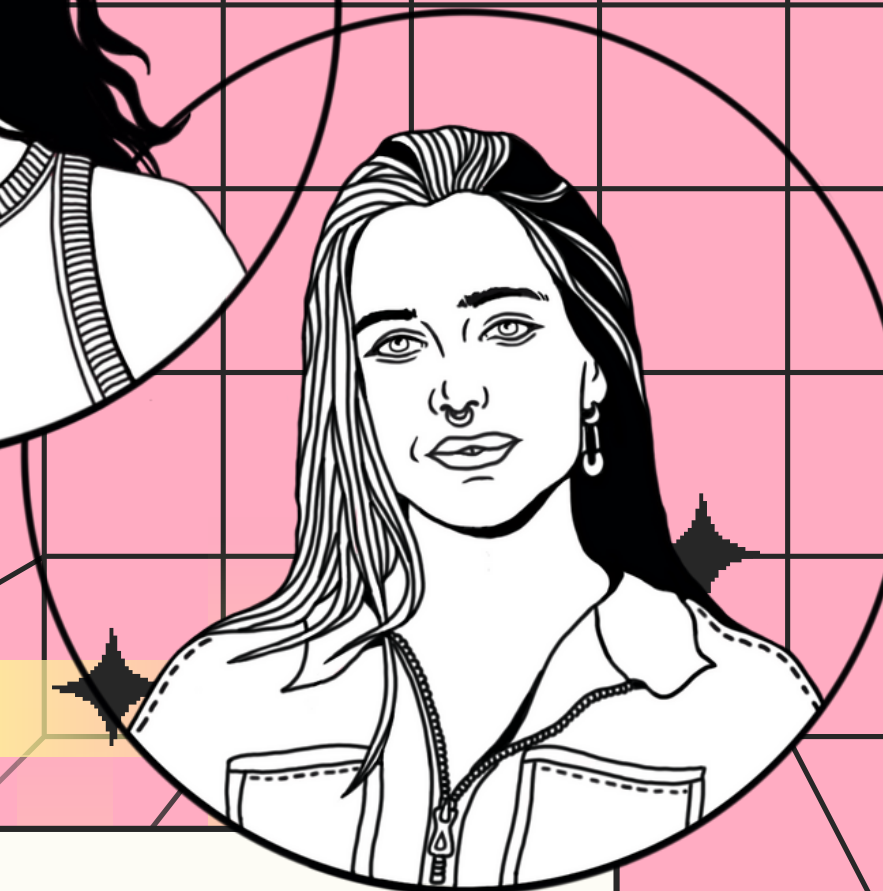
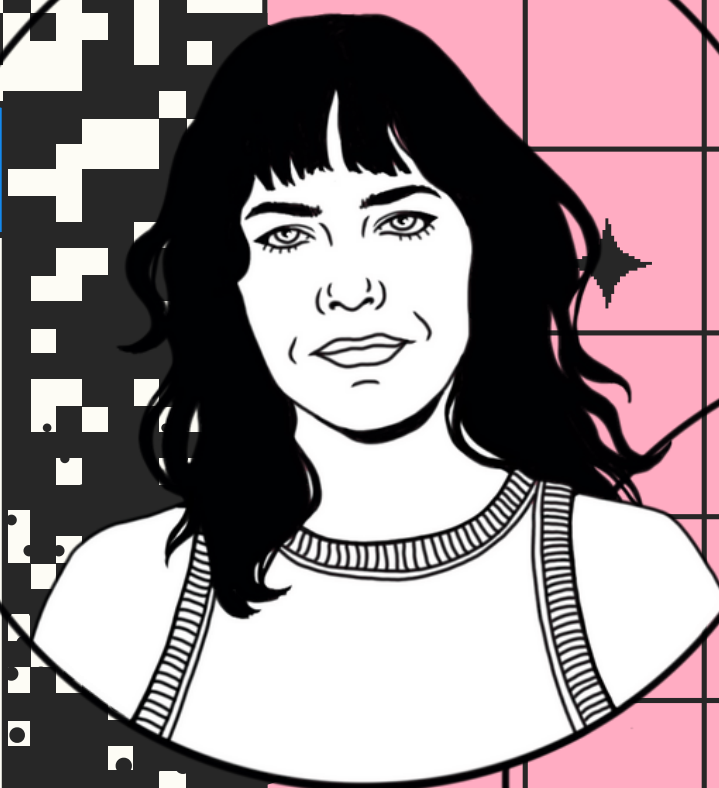
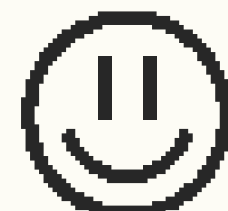
THANK YOU!

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- @blakeplease
- <https://aoir.social/@blakeplease>



Forthcoming in *Journal of
Computer-Mediated
Communication*

Pseudonym	Age	Gender	Country of Origin	Study Program
Abdul	25-34	Male	Azerbaijan	Management
Aleksej	25-34	Male	Russia	Dental Medicine
Alexander	25-34	Male	Germany	Mathematics
Amy	25-34	Female	Colombia	Environmental Science
Asher	25-34	Male	USA	Security and Diplomacy
Ashley	18-24	Female	USA	Genetics
Aurora	25-34	Female	Italy	Molecular Biology
Badri	25-34	Male	India	German Language, Sociology
Catherine	18-24	Female	Slovakia	Cyber Politics
Duri	18-24	Female	South Korea	Data Science, Education
Emily	18-24	Female	USA	Migration Studies
Emma	35-44	Female	USA	English Language Teaching
Evelyn	18-24	Female	USA	Liberal Arts
Florence	18-24	Female	Brazil	Liberal Arts
James	25-34	Male	Canada	Business Management

Jenny	18-24	Female	China	Social Sciences
Joana	25-34	Female	Portugal	Developmental Biology
Kristen	35-44	Female	USA	Environmental Science
Lathika	35-44	Female	India	International Relations
Laura	18-24	Female	USA	Security and Diplomacy
Liam	18-24	Male	USA	Security and Diplomacy
Louise	25-34	Female	South Africa	Geography and Social Studies
Matthew	25-34	Male	Uganda	International Development
Neel	25-34	Male	India	Medical Neurobiology
Robert	35-44	Male	USA	Education
Saanvi	25-34	Female	India	Documentary Cinema
Sloane	18-24	Female	USA	Security and Diplomacy
Velna	18-24	Female	Latvia	Liberal Arts
Vivian	18-24	Female	China	English Literature, Jewish History
Zhāng	25-34	Male	China	Political Science

- **Accountability:** Taking responsibility for one's actions.
- **Beauty:** Having a pleasing appearance or artistic form.
- **Authenticity:** Being true to oneself or accurate about the world.
- **Care:** Showing concern and support for others.
- **Choice:** Freely making personal decisions.
- **Civility:** Treating others with courtesy and politeness.
- **Creativity:** Pursuing new forms of thought and expression.
- **Credit:** Receiving recognition for one's work.
- **Community:** Fostering a shared identity and interests.
- **Conformity:** Following social norms.
- **Diversity:** The inclusion of difference and variety.
- **Efficiency:** Optimizing the use of resources to achieve a goal.
- **Equality:** Treating people fairly regardless of their background.
- **Excellence:** Being outstanding.
- **Expression:** Communicating freely.
- **Happiness:** Having contentment and joy.
- **Humility:** Having a modest opinion of one's own worth.
- **Togetherness:** Having close relationships with others.
- **Improvement:** Making someone or something better over time.
- **Meaning:** Having a deep sense of significance or purpose.
- **Mindfulness:** Cultivating a nonjudgmental state of oneself.
- **Positivity:** Being optimistic.
- **Passion:** Approaching life with enthusiasm.
- **Peace:** Striving for a state of harmony.
- **Perseverance:** Continuing in the face of difficulties.
- **Pleasure:** Having enjoyable experiences.
- **Power:** Exerting control or influence over others.
- **Privacy:** Protecting personal matters or information from becoming publicly available.
- **Safety:** The avoidance of danger and risk.
- **Reputation:** Being known and appreciated by others.
- **Trust:** Believing in something or someone.
- **Wealth:** Having money or material possessions.