

Exploring Engagement in a 'Social Crowd' on Twitter

Jacob Thebault-Spieker, Anbang Xu, Jilin Chen, Jalal Mahmud, Jeff Nichols

How can social context support participation & engagement in 'social crowds'?

Key Insights

Others (Nichols & Kang, 2012) have used Twitter as a 'social crowd'

Prior 'social crowd' work suggests broad reach is important.

Our Approach

Collective Effort Model suggests understanding one's role may reduce social loafing (Karau & Williams, 1993)

Our work builds on this and explores how understanding one's role in a social crowd can support engagement

Direct Outreach seems more successful than Twitter Ads at eliciting response

Understanding Engagement

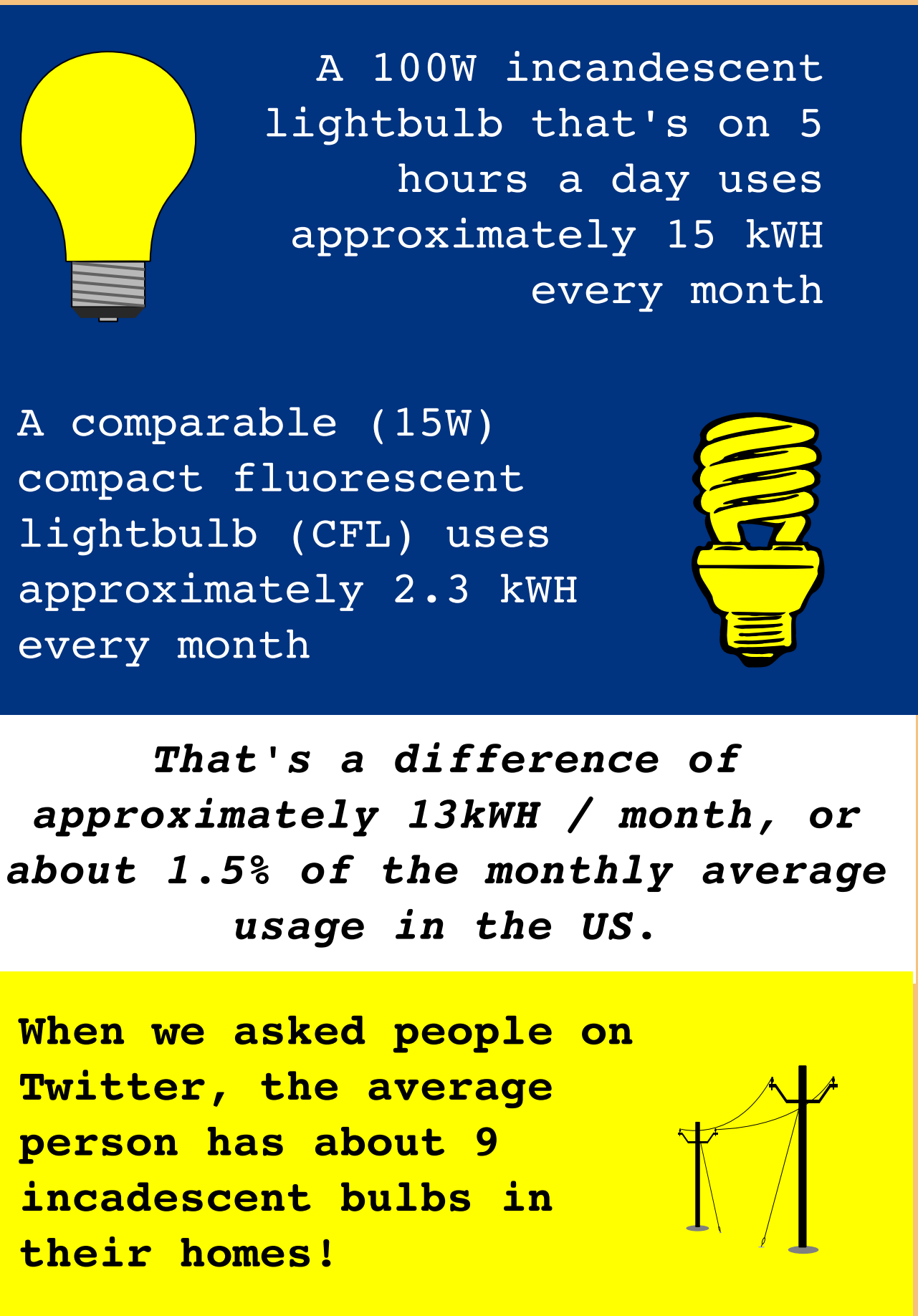
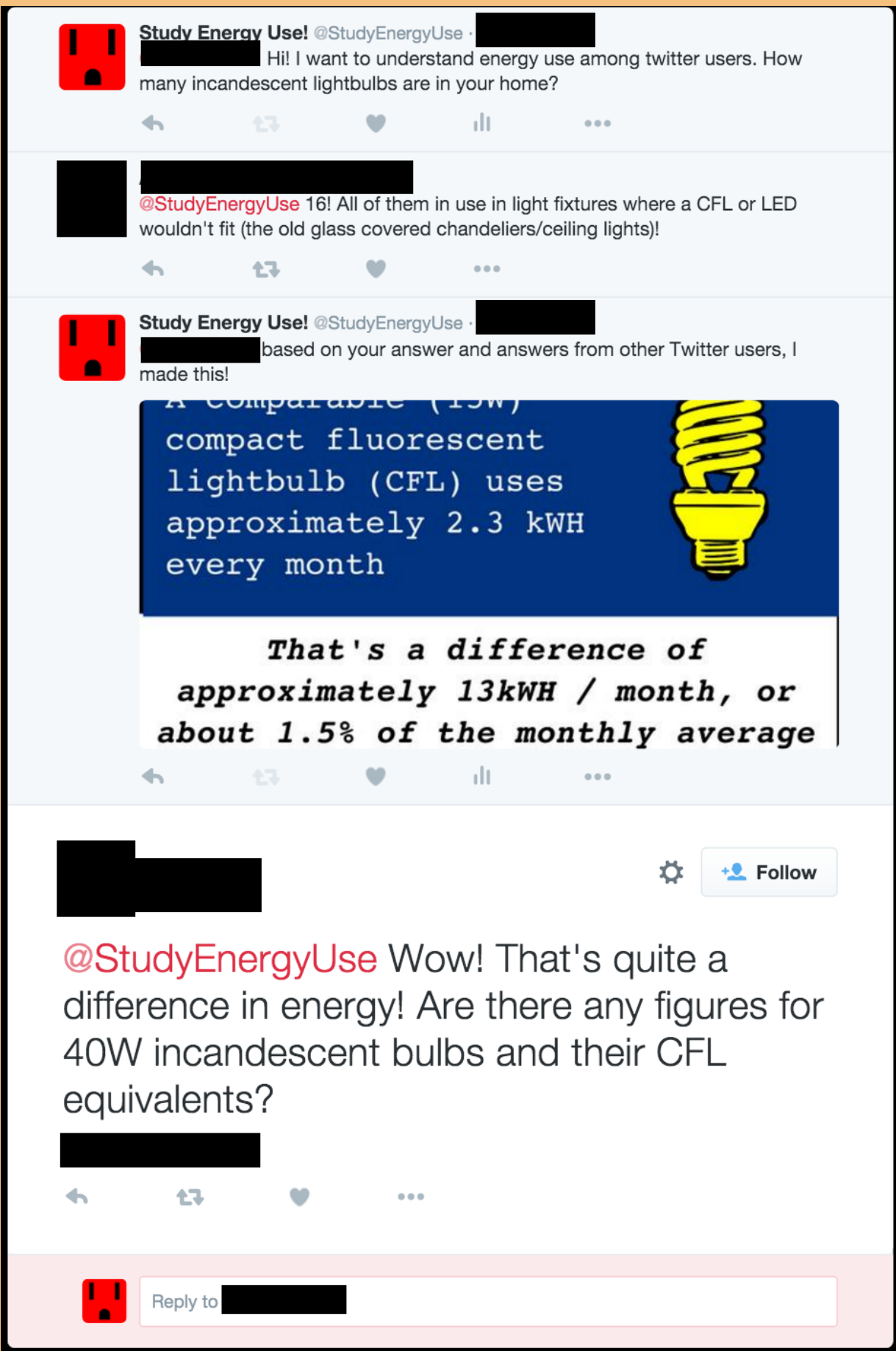
	Tweet	Link	Infographic
Twitter Ads	2%	1%	4%
Direct Outreach	13%	8%	n/a

Two different outreach types: Twitter Ads, and Direct Outreach.

- Tested:
- tweet asking a question
 - tweet asking a question with a link to answer
 - tweet asking a question with an infographic

A measurable increase in overall engagement after showing social context

Testing Intervention



Rich responses suggest design directions for engaging Twitter Users

