Leibniz-Institut für
Wissensmedien

#tbt from 1989 Computers for Political Change: PeaceNet and Public Data Access onlinelibrary.wiley.com/doi/10.1111/j.... Open

ICA CAT @ICA_CAT 1h

#tbt from 1989 Children and Computers: Do Sex-Related Differences Persist? onlinelibrary.wiley.com/doi/10.1111/j.... Open

Jessica Vitak retweeted

Pew Research Center ... 7h

New @pewmethods study on how the way interviews are conducted affect poll results @AAPOR pewrsr.ch/1cT0q6r pic.twitter.com/BtaOhHbDNA Open

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If you're at #digra2015, you really should see this. twitter.com/jameshodges_/s... Open

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Ana Levordashka @l... 31d
Only takes one typo and I'm suddenly going to a CIA conference @icahdq #ica15
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Leibniz-Institut für Wissensmedien

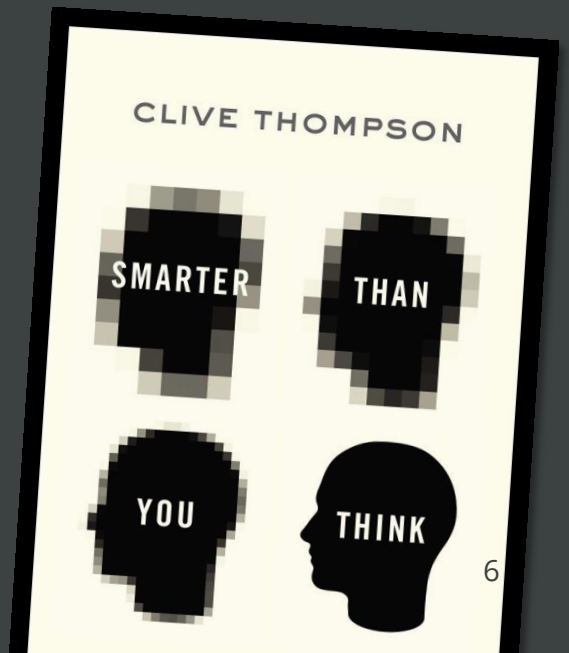
Ambient awareness

Ana Levordashka – Ruoyun Lin – Sonja Utz

ReDefTie

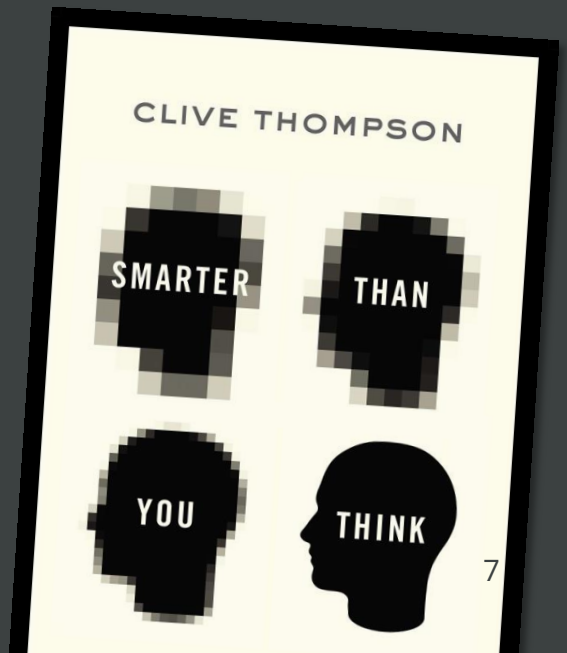
Redefining tie strength – how social media (can) help us get non-redundant useful information and emotional support

AMBIENT AWARENESS



AMBIENT AWARENESS

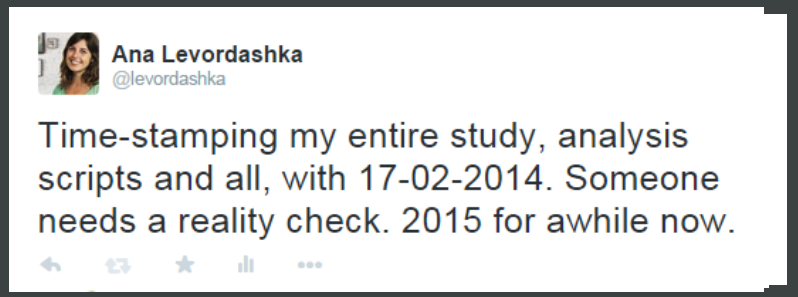
very much like being physically near someone and picking up on his mood through the little things he does — body language, sighs, stray comments — out of the corner of your eye



AMBIENT AWARENESS

fragments of information — microblogging updates digital footprints, etc.

can develop peripherally



RELATIONAL

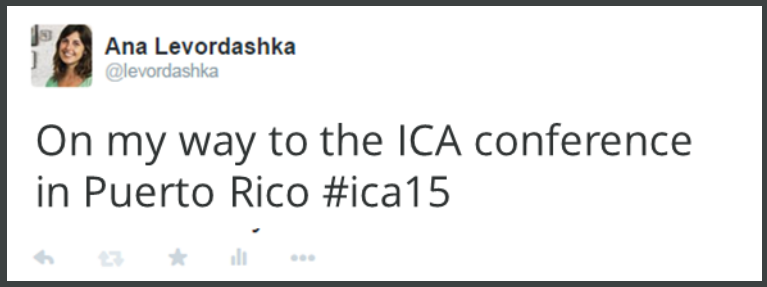
presence, familiarity

well-being

conversation starter

INFORMATIONAL

locating sources of information



awareness enhancing technologies

Ito, 2007;
Romero et al. 2008

awareness enhancing technologies Ito, 2007; Romero et al. 2008

awareness in social media Ellison et al., 2011, Hampton et al. 2011, 2014

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--

no consistent operationalization & measurement

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no consistent operationalization & measurement

no systematic account of prevalence and content

Ambient awareness from status updates?

Only a vague sense or specific information?

What kind of information?

DESIGN

Two online surveys

Twitter network survey

Ambient awareness towards network in general

P

Demographics

Network size

Twitter use frequency and duration

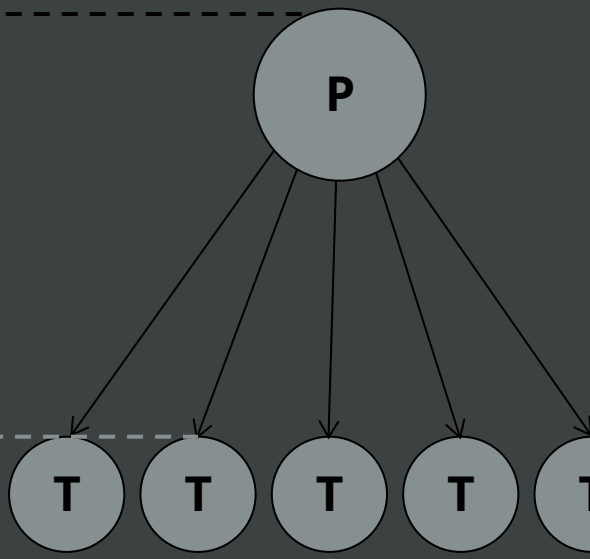
Ambient awareness towards network in general

Demographics age, gender

Network size and

Twitter use frequency and duration

"**Are you at all familiar with {T}?**"



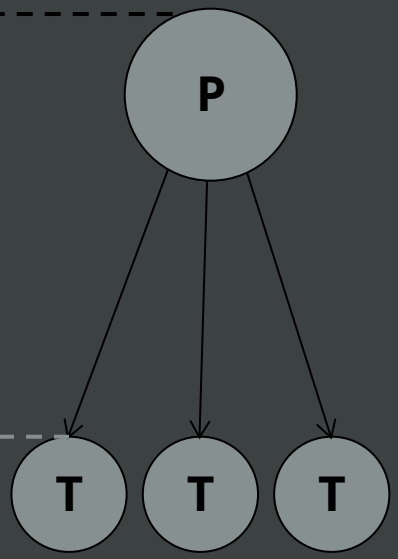
Twitter-only contacts (TARGETS)

Ambient awareness towards network in general

Demographics age, gender

Network size and

Twitter use frequency and duration



"**Are you at all familiar with {T}?**" not entirely unfamiliar

Ambient awareness towards network in general

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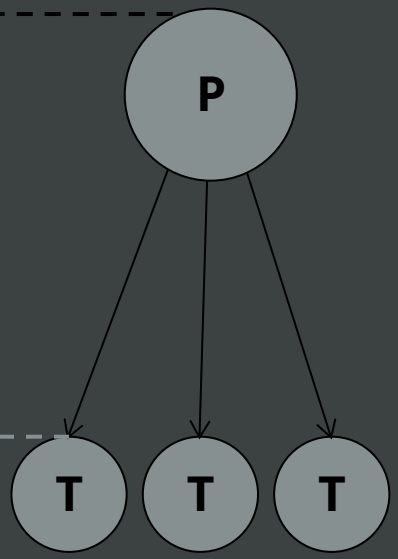


"**Are you at all familiar with {T}?**" not entirely unfamiliar

Target Awareness 8-items scale

e.g., "*I feel like I know what {T} is like as a person.*"

Information categories

Relationship duration

Communication: passive, active

SAMPLE

Study 1

213 56%

~40 years

135 NETWORK SIZE
PEOPLE FOLLOWED

Study 2

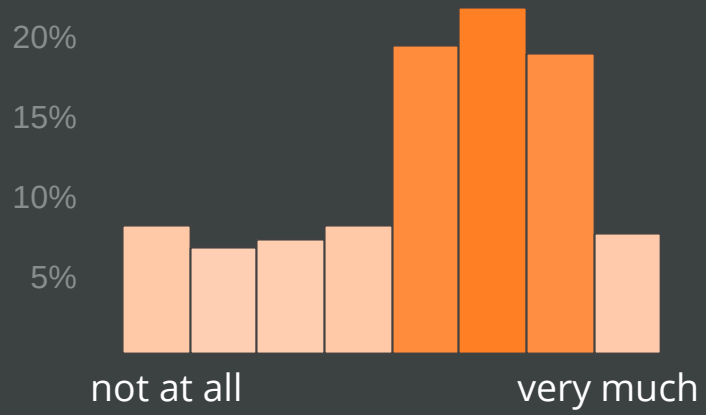
148 68%

41 ±12 years

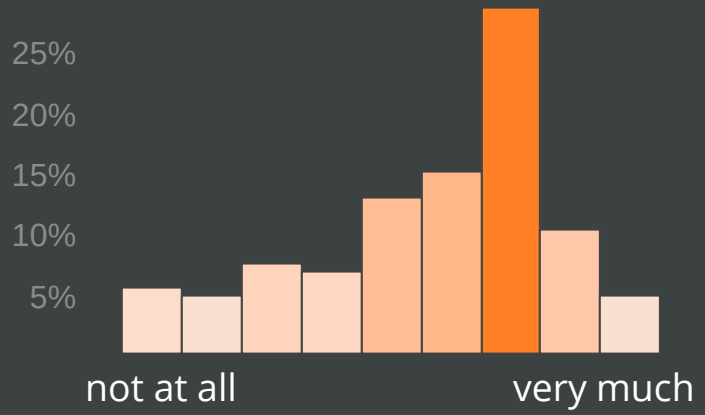
217 NETWORK SIZE
PEOPLE FOLLOWED

Do you experience {ambient awareness} of the people in your Twitter network and to what extent?

Study 1



Study 2



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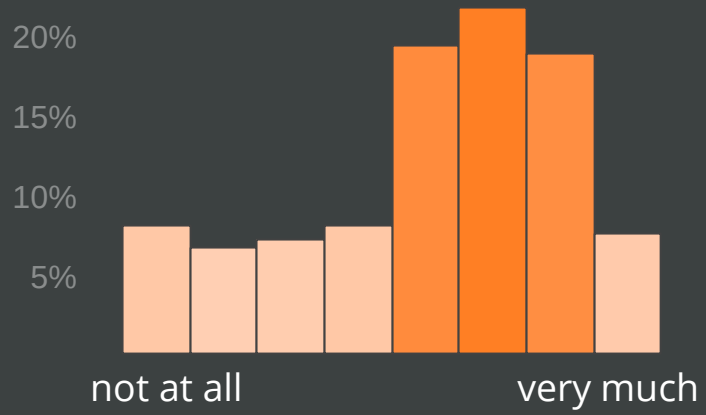
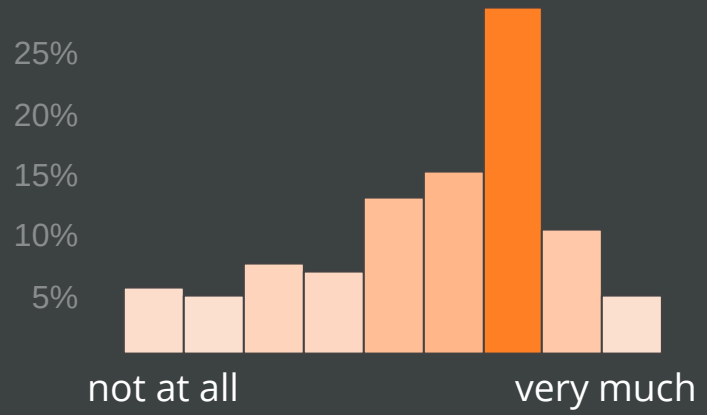


Study 2



GENDER	AGE	NETWORK SIZE	+ FREQ. OF USE	DURATION OF USE
β = .01, SE = .07 β = .01, SE = .08	β = .10, SE = .07 β =-.08, SE = .08	β =-0.1, SE = .07 β = .08, SE = .08	β = .43, SE = .07** β = .38, SE = .09**	β =-.03, SE = .07 β = .17, SE = .08*

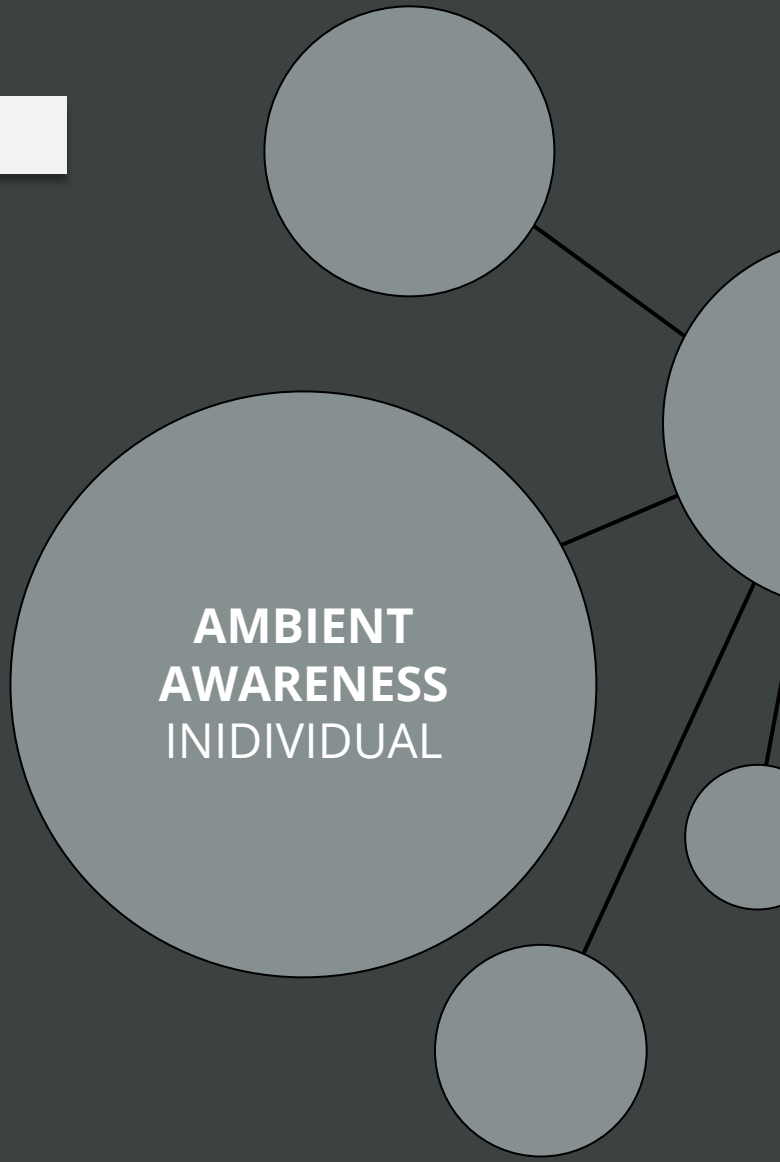
Target Awareness Scale, 8-items, α = .84

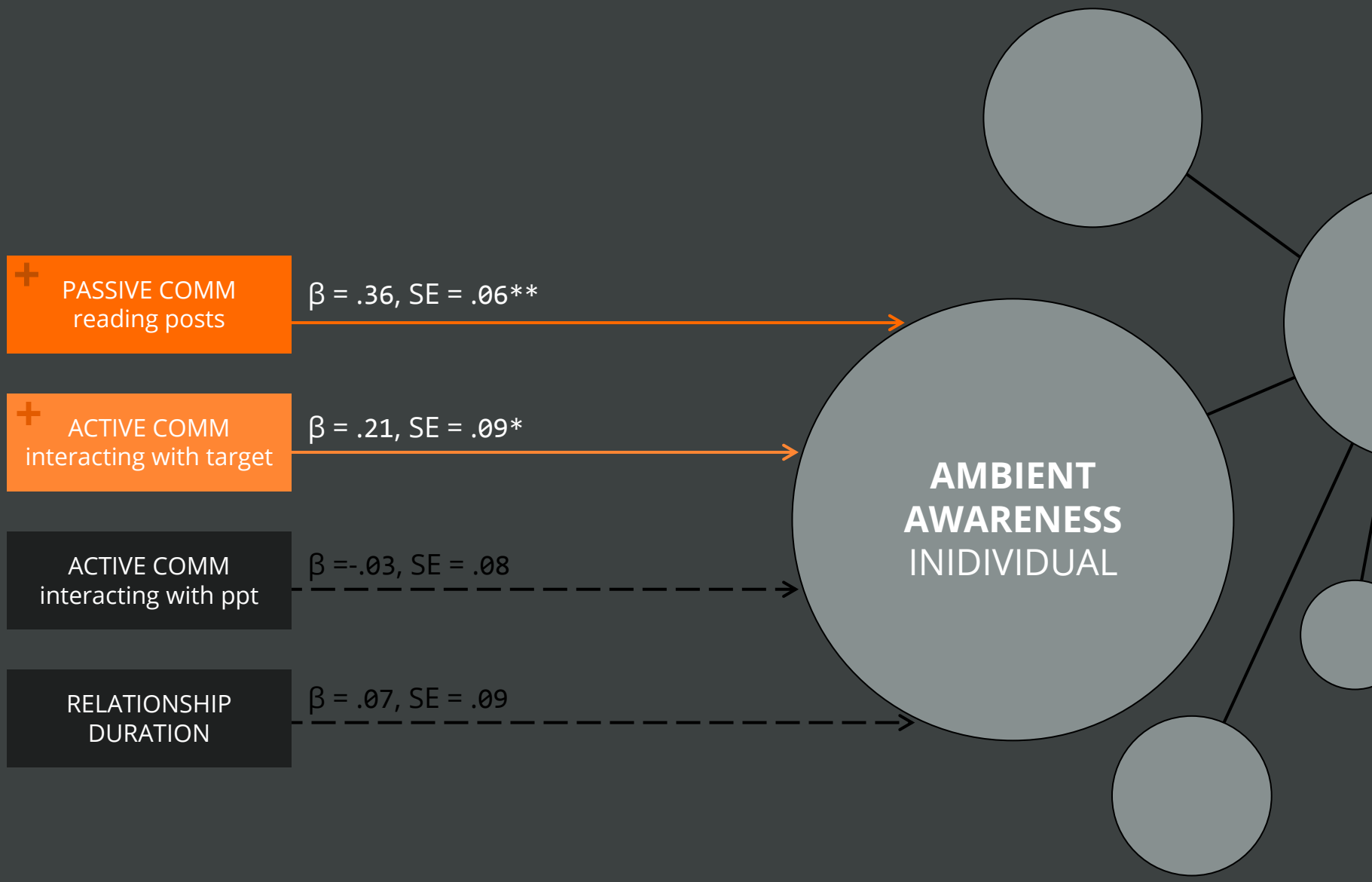
PASSIVE COMM
reading posts

ACTIVE COMM
interacting with target

ACTIVE COMM
interacting with ppt

RELATIONSHIP
DURATION



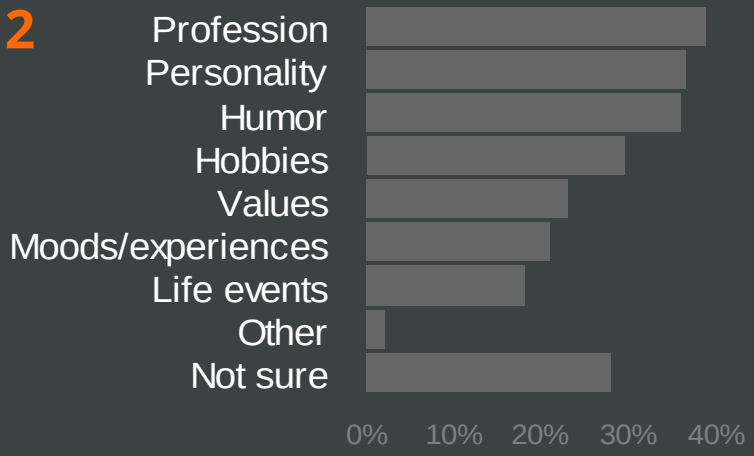

+ PASSIVE COMM reading posts
β = .36, SE = .06**
+ ACTIVE COMM interacting with target
β = .21, SE = .09*
ACTIVE COMM interacting with ppt
β =-.03, SE = .08
RELATIONSHIP DURATION
β = .07, SE = .09
AMBIENT AWARENESS INIDIVIDUAL

Have ever you gotten to know any of the following about {T} on Twitter?

Personality, humor, hobbies and interests, career-related information, life events etc.

Study 1

Study 2



AMBIENT AWARENESS

Ambient awareness from browsing updates?

Twitter users experience awareness

And can recognize individual contacts

AMBIENT AWARENESS

Vague feeling or specific info? And what?

Can be both vague and specific

Diverse information PERSONALITY, HUMOR, HOBBIES, CAREER

FUTURE DIRECTIONS

Controlled (experimental) approach

FUTURE DIRECTIONS

Controlled (experimental) approach

Automaticity of *ambient* awareness

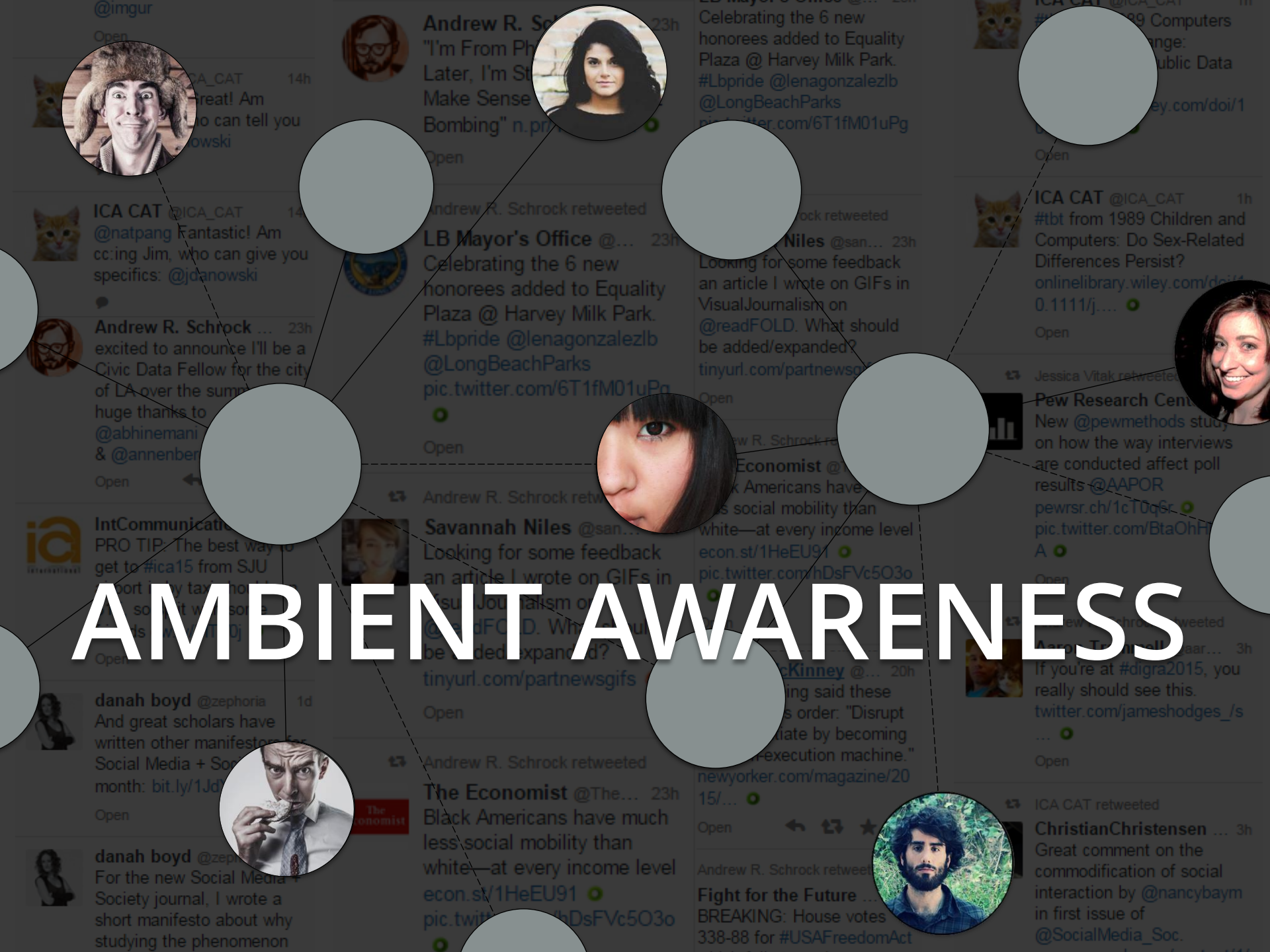
FUTURE DIRECTIONS

Controlled (experimental) approach

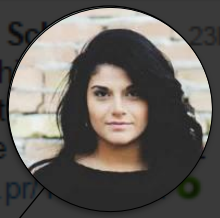
Automaticity of *ambient* awareness

Accuracy of ambient awareness

AMBIENT AWARENESS


AMBIENT AWARENESS

AMBIENT AWARENESS



@ReDefTie
@levordashka

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[images]

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