

## Research on Influencing Factors of Social Media User Involvement

### -- Taking the Official Qzone of "SiChuan University of Science & Engineering, School of Automation and Information Engineering" as an Example

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#### Abstract

With the increasing influence of social media, it is increasingly important for users to research the information involvement. The influencing factors of user involvement are information relevance, usefulness, interest and originality. Taking the official Qzone platform of "SiChuan university of science & engineering, School of Automation and Information Engineering" as the data source, this paper analyzes the influencing factors of college students' involvement in social media, which is of great significance to improve the influence of social media platform on campus and carry out online ideological and political education.

#### Keywords

Social media, User involvement, Influencing factors, Qzone.

#### 1. Introduction

In 2006, the e-book "What is Social Media" defined "Social Media" for the first time: Social Media is a new type of online Media that gives users great space to participate. Many Chinese scholars have also come up with different definitions. For example, Peng Lan believes that social media is a platform for users to communicate and share information. Wang minghui believes that social media is a new type of online media that gives users great space to participate, and it is a tool and platform for people to share information, opinions, insights, experiences and opinions with each other. On social media platforms, users are increasingly active in communication, and their awareness, participation and use of information are of great significance to the ecology of social media. MAO leng rui of SiChuan normal university believes that user involvement is the connection between information perceived by users based on their inner needs, values and interests, and shows their concern and participation in information. From the perspective of communication, user involvement refers to the attention and participation of users in information based on their intrinsic needs, values and interests.

User involvement is a process for communicators to deeply understand user interaction and participation. Tencent Qzone platform is a social network with hundreds of millions of users, is the online home of QQ users, is one of the core platforms of tencent group. Tencent Qzone platform is one of social media that college students love. Taking the official Qzone of "Si Chuan university of science & engineering, School of Automation and Information Engineering" as a case study to analyze the user involvement behavior of social media and discuss the influencing factors of user involvement. It is of great significance to understand the media participation behavior of college students and carry out network ideological and political education in colleges and universities.

##### 1.1 Analysis of influence factors of social media user involvement

Involvement of user can be divided into active intervention and passive intervention. Actively involved users can be considered active information seekers who read and use information based on

intrinsic needs, interests, values, and information. Passive involved users can be regarded as passive information waiters, who are relatively passive contact information and always unconscious. Active and passive involvements are interactive and supportive. The influence factors of relevant user involvement involved in the some research include the following: First, the user's own personality, motivation (social motivation, self-image, knowledge seeking ,etc.) and emotional characteristics. Second, on the social media : the creation of Social Context, the credibility of the information, information value and so on. In summary, based on empirical case studies, this study analyzes that influencing factors of social media involvement are the relevance and usefulness of information, information quality, information interest and information originality.

Relevance of information refers to correlation and connection between information and itself. The usefulness of information is based on self-interested or altruist motivations. Users read and perceive information as it is valuable to themselves, helpful to life and learning, or good for friends. Usefulness and motivation, benefits of information are closely related. The quality of information is an important index to measure usefulness, which refers to the information with clear logic, clear point of view and complete discussion. Users will carefully read the information to determine whether to discontinue or continue to adopt the shared and use information. Information's interesting is the user reading text, pictures, video and other information that subjectively feel the fun and pleasure. Information's interesting is an important factor which drive users to use social media in the tense social life .The originality of information refers to the originality, heterogeneity and initial dissemination of information content. The retransmission information with high homogeneity and substitutability will also have lower involvement.

## **2. Analysis of influence factors of user involvement on official Qzone of "Si Chuan university of science & engineering, School of Automation and Information Engineering"**

Based on the above analysis of influence factors of user involvement, we will taking official Qzone of "SiChuan university of science & engineering, School of Automation and Information Engineering" as a case for intervention analysis.

### **2.1 Data Acquisition.**

(1) Introduction to the official Qzone of "SiChuan university of science & engineering, School of Automation and Information Engineering".

This public Qzone's operator is "student leader of the NAN FENG Student Reporters of SiChuan university of science & engineering, School of Automation and Information Engineering" Of . The positioning of the public platform is pushing messages to the whole school students and to publicize to the outside, to send more information to students and carry out implicit ideological and political education. The platform operates for 3 years, with a user base of 1962 and 264,000 visitors, mainly from the School of Automation and Information Engineering. Its special feature is to publish important events and public welfare publicity of SiChuan university of science & engineering, School of Automation and Information Engineering. Its operating main programs such as "things around school", "small broadcast of school", "good night school", "micro share of school", "hot push", etc.

### **2.2 The Instructions of Data acquisition**

(1) This article involvement data mainly from the Talk About of QQ hits, likes, comments, forwarding of four aspects to investigate. Because there are not much difference between comments and forwarding of all the Talk About , the number of hits and likes can accurately measure the level of involvement. So we mainly choose the number of hits and likes as the reference data.

(2) Articles with the most clicks and the lowest clicks in each month between June 2018 and June 2019 were selected (no data of low involvement in February 2019).

(3) The hits higher than 1900 was considered high involvement data, while hits lower than 400 was considered low intervention data.

(4)the time span from June 2018 to now,the number of fans in Qzone tending to the current stable state.

### 2.3 The analysis of data.

Table 1 Talk about the high/low involvement category

	post_date	title	hits	likes	Information Type
High involvement	2018.10.25.20:35	A special project on the knowledge competition of SiChuan university of science & engineering	13013	340	picture and text
	2019.4.29.11:18	#small broadcast of school# Report cheating students in the canteen	3579	125	picture and text
	2019.3.11.11:37	#two sessions# Focus two sessions,To the blessing of the motherland	3363	208	picture and text
	2019.2.15.9:30	Postgraduate entrance examination results inquiry	3238	98	picture and text
	2019.6.18.9:32	#small broadcast of school# suspended classes of YiBin school district	3226	130	text
	2018.12.20.16:2	#micro share of school#school badge's translation and interpretation	3184	130	picture and text
	2019.1.11.11:25	Winter vacation notice	3166	116	picture and text
	2018.11.14.9:45	#small broadcast of school#Notice of safety knowledge contest	2960	100	picture and text
	2019.5.20.14:49	Notice about the dream pursuit program (internship activities)	2814	102	text
	2018.6.6.13:15	#things around school# the NAN FENG Student Reporters bureau competition	2715	106	picture and text
	2018.9.2.6:56	Freshman registration:Parents who carry the baggage forward	2580	142	picture and text
	2018.8.22.9:22	Cet-4 and cet-6 scores query link	2421	49	picture and text
	2018.7.5.11:32	#small broadcast of school# Teacher award information	1532	162	text
	low involvement	2019.1.3.9:45	Forward the award message of school students	308	95
2018.8.13.19:58		Forward new students' professional questions of school	294	31	picture and text
2019.3.13.16:21		Forward solicit contributions news of student union	244	23	picture and text
2018.7.25.15:7		Forward the recruitment notice of Library Management Association	237	45	picture and text
2018.6.8.19:7		Forward donation activity of association of Youth Volunteer Service	181	36	picture and text
2018.9.30.11:14		#Today minority music share#	130	28	picture and text
2018.10.4.15:49		#Today minority music share#	113	22	picture and text
2019.5.25.10:28		5·25 psychological knowledge contest activity news	59	2	picture and text
2018.12.4.22:56		#micro share of school#The current situation these days	49	7	picture and text
2018.11.19.11:35		Forward security knowledge contest notices of school	37	5	picture and text
2019.4.15.21:40		Forward the news of the team quality development competition of the school of management	28	8	picture and text
2019.6.3.21: 17		Forward training message of the digital model association	5	0	picture and text

Based on data of the table 1 , it is found that the higher the correlation between information and the user, the greater the user's information involvement, the less the reverse. The greater the role of information to users, the higher the interest, the stronger the motivation, the greater the involvement. The more interesting the information, the more involved the user becomes. The higher the quality of information, the higher the involvement, the lower the reverse. In addition, the initial dissemination of information is more involved than re-dissemination.

In the high-involved article, the information involving the vital interests of teachers and students accounted for 4/5, of which "knowledge competition of SiChuan University of Science & Engineering" has the highest hits and the highest number of likes. The prize stakes in the competition are very closely linked to the interests of the students. At the same time, the information contains beautiful graphics, high-quality content.

And the information for example "#small broadcast of school# Report cheating students in the canteen", "Postgraduate entrance examination results inquiry", "#small broadcast of school# suspended classes of YiBin school district" and something like that, which are highly correlated with major user groups, have high usefulness, low content substitution, and high involvement. The topic about "#two sessions# Focus two sessions, To the blessing of the motherland" are equipped with pictures from high-value student, novel ways, fresh and interesting content and high-quality pictures, and original. This brings attention and high involvement to the topics of the two sessions. The topic about "#micro share of school# school badge's translation and interpretation with hot spot of the school changed its name and the new school emblem, students are curious about the performance of the new school emblem. Interesting and high relevance to students have led to high user involvement. Thus it can be seen that the user's vital interests, useful, interesting, high correlation, alternative low, original, initial dissemination of information, there is a high degree of involvement.

In low-involvement articles, forwarded information accounts for 2/3, with the "Forward training message of the digital model association" article having a minimum hits of 59 and a 0 likes. The main content of the forwarding type of information is the activity message of other associations, which belongs to the re-dissemination, the original is insufficient, and the information can be substituted high. And the topic about "#Today minority music share" has a minimum hits because the topic involves a narrow range of people. Its content is more partial, and less intervention. Such articles are suitable for specific groups of people, but can make fine columns. This information is of high quality, but less relevance. At the same time, beautiful pictures can improve the user's involvement, high correlation of text will also trigger a high degree of involvement.

### 3. 3. Analysis of comparative data

In order to further validate the above conclusions, it is necessary to exclude the data homogeneity of individual public platform numbers. According to Qzone functional positioning, two platforms of the same type of SiChuan University of Science & Engineering were compared with it. For example "Big Brother of the school" Qzone has fans 7849 and 2.12 million visitors. "Baidu Post Bar of SiChuan University of Science & Engineering" had 1991 fans and 590,000 visitors. Both platforms are run by students.

Table 2

	post_date	title	hits	likes	Information Type
Baidu Post Bar	2019.7.27.11:56	Taobao life achievements:How much money did you spend	3893	175	picture and text
	2019.8.8.19:35	User contribution:Brother maliciously sold quilts to freshmen	2630	168	picture and text
	2019.8.1.9:32	#Good morning school# Chicken Soup for this soul	969	56	picture and text
	2019.7.7.9:30	Forward the news of"The Marco Polo Bridge Incident" of the students' union of marxism school	160	61	picture and text
Big Brother	2019.6.13.8:54	BRT into Yibin campus	16000	968	picture and text

of the school	2019.7.19.22:29	The 1 transfer the files line in Sichuan inquiry	12000	290	picture and text
	2019.7.28.21:41	The 2 transfer the files line in Sichuan inquiry	922	19	picture and text
	2019.6.4.19:36	Forward: graduates send the message of blessing on broadcasting station	244	86	picture and text

Through comparative analysis of data, the following results are found:

(1) Interesting and novel information has a greater impact on user involvement than useful information.

The highly involvement information: "The 1 transfer The files line in SiChuan inquiry" and "BRT into YiBin campus" both received a lot of attention, but The latter received more hits and three times more likes. Clearly, interesting information has a greater impact on user involvement.

(2) The release time of information has little effect on the use of information.

The message "BRT into YiBin campus" was released at 8:54 a.m. and "#Good morning school# Chicken Soup for this soul" at 9:30 a.m. Obviously, the release time of information has little influence on the use of information, and the content of information is the decisive factor.

(3) Original content and initial communication have a greater impact on the information involvement.

Information about the Forward the news of "the Marco Polo Bridge Incident" of the students' union of marxism school ", and "Forward: Graduates send the message of blessing on broadcasting station", and "Forward donation activity of association of Youth Volunteer Service" was viewed 160, 244 and 181 respectively. Forwarding information belongs to re-transmission and has high substitutability. This indicates that the originality of content, initial dissemination and low substitutability of information have a greater impact on the users information involvement.

#### 4. Conclusion of influencing factors of user involvement

The influencing factors of user involvement in social media are complex and varied, but the involvement of university users, especially college students, in Qzone platform shows the following characteristics:

(1) The stronger the correlation degree of information, the higher the information involvement degree of users. Information is related to the immediate interests of users and their relatives and friends, and the amount of reading and thumb up is high. On the contrary, information involvement is low and reading volume is low. The correlation degree of information is positively correlated with the usefulness of information. The more useful the information is and the more relevant it is to the user, the higher of involvement.

(2) The more interesting the information, the higher the user's information involvement. Novel and interesting information with little relevance to users can not only relieve pressure, but also enrich life, so hits and likes are high, and the information involvement is high. In addition, interesting information is easier to get attention than useful information, and can improve the use and involvement of information.

(3) the higher the information quality, the higher the information involvement of users. In the same type of information, clear, complete, interesting, beautiful pictures of high quality information is easy to get a higher involvement.

(4) The higher the degree of originality of information, the higher of user's information involvement. The original information and the first dissemination of the content can get more clicks and likes than forwarding or homogeneity, so the information involvement degree is high.

(5) The push time of Qzone platform news has little impact on the involvement. In the case that Qzone fans tend to be basically stable, the content of the message has a great impact on the information

involvement. The dissemination and use of information published at the same time depends on the content of the information.

Based on the above research, the following Suggestions are proposed:

- (1) Improve the relevance of information. Campus Qzone users are mainly college students. Campus and social information closely related to college students' study and life will attract their great attention and improve the information involvement.
- (2) Increase useful information. Practical information such as knowledge, strategies and skills that are helpful to college students' study and life, which can improve users' initiative and utilization rate of information.
- (3) Improve the interest of information. College students have a strong curiosity and enterprise to things, and are naturally full of loyalty to fresh and interesting information. New and interesting information can arouse users' curiosity and exploration desire.
- (4) Committed to original information creation. Well-crafted images and text can inspire beauty and longing while being less substitutability. original information attracts more attention than information forwarded and transmitted.

To sum up, based on the campus Qzone platform, the influencing factors of social media involvement are information relevance and usefulness, information quality, information interest and information originality. Analyzing the influencing factors of the involvement of college students can help social media operators and educators better disseminate information and knowledge, and at the same time interact and exchange. On the one hand, students can understand the focus of concern, collect opinions and Suggestions. On the other hand, through the understanding of users, further deepen the network ideological and political education.

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