

Social Media Personalities in Asia: Demographics, Platform Preferences, and Behavior Based Analysis

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Abstract

This study investigates social media personalities in Asia, shedding light on their demographics, platform preferences, and user behaviors across 16 countries. The findings reveal a significant predominance of younger users, highlighting the importance of targeting this demographic in marketing strategies. The study also underscores the pervasive influence of social media in daily life, with platforms like Facebook, Instagram, TikTok, LinkedIn, X (Twitter), WhatsApp, Telegram, and Snapchat widely adopted for various purposes in Asia. The study shows that different personality types (Approval Seeker, Changeling, Denier, Lurker, Peacock, Quizzer, Ranter, Ultra, Virgin, Social Butterfly, and Informer) exhibit distinct preferences for social media platforms, indicating the need for tailored marketing strategies. Furthermore, the correlation between countries of origin and social media personalities underscores cultural nuances and regional trends in usage. Understanding these dynamics is crucial for effectively engaging diverse audiences across the region. The study suggests practical implications for marketers to customize their strategies based on dominant personality types and platform preferences in each market, empowering them to make informed decisions. Overall, this study provides valuable insights into social media behavior in Asia, equipping marketers, policymakers, and researchers with the understanding and tools to navigate the evolving landscape of social media engagement. The dominance of the Lurker personality type in Asia emphasizes that 'silent majorities' also exist in the digital sphere as they exist in the real world. Future research could explore the motivations driving social media usage and personality traits among Asian users considering cultural influences. Despite valuable insights gained, limitations such as response bias should be considered.

Keywords: social media, social media personalities, cultural nuances, regional trends, Asia

1. Introduction

Social media was first introduced in 1994 on a Tokyo online platform called Matisse. During the early days of the commercial Internet, the first social media platforms emerged and were launched. Since then, the number of social media platforms and active users has significantly increased, making it one of the most crucial applications of the Internet (Aichner et al., 2021). Individuals utilize social media to connect with friends, family, and communities. In parallel, businesses have shifted their marketing focus towards social media platforms. In research, social media is broadly used as an umbrella term encompassing various online platforms such as blogs, business networks, collaborative projects, enterprise social networks, forums, microblogs, photo sharing, product reviews, social bookmarking, social gaming, video sharing, and virtual worlds. This diversity in social media platforms results in many applications beyond just sharing holiday snapshots or advertising.

Although not all social media platforms are explicitly designed for socialization, Socializing is often considered one of the most evident commonalities among them. Sometimes referred to as online communities, these platforms are valuable because people often do not distinguish between virtual and real friends as long as they feel supported and connected to like-minded individuals. Social media strengthens relationships by allowing users to share important life events through status updates, photos, etc., reinforcing their real-life interactions. Social media has also become a standard tool for communication within families. A study by Sponcil and Gitimu (2013) found that 91.7 percent of students use social media primarily to communicate with family and friends. Additionally, 50 percent of students communicate with their family and friends daily, and another 40 percent do so at least a few days a week (Aichner & Jacob, 2015). Williams and Merten (2011) suggest that using social media in everyday life strengthens family relationships, especially in globalization and constant migration, where it has become vital for maintaining contact with migrant families. Transnational communication between family members and those left behind is essential (Lazakidou, 2012).

Over the past 25 years, researchers have formulated varying definitions of social media, sometimes using alternative terms. Perceptions and understandings of social media have also varied considerably, making it challenging for researchers and companies to interpret and apply research findings (Aichner & Jacob, 2015). In parallel, businesses have shifted their marketing focus towards social media platforms. The presence of both businesses and users on social media has reshaped how companies interact with their customers. Customers are no longer passive recipients but actively engage by giving feedback, asking questions, and expecting quick, personalized responses. They also share text, pictures, and videos. Managers have realized that transitioning the brand to social media fundamentally changes the customer relationship, where the customer becomes either an ally or an adversary, not just an audience.

In this regard, to achieve better research findings and business outcomes, we need to understand the personality of social media users. Not every social media user is a potential customer or research sample. This article examines the personalities of social media users in 16 Asian countries: Bangladesh, Cambodia, China, India, Indonesia, Iran, Japan, Kazakhstan, Malaysia, Pakistan, the Philippines, Singapore, South Korea, Taiwan, Thailand, and Uzbekistan. This investigation is carried out based on two variables besides the country of origin: the age of participants and the social media Apps used by these participants.

2. Literature Review

In recent years, social media has been recognized as a global phenomenon, with billions of users worldwide, and this number continues to grow. According to a report by Dixon (2023), Asia has the largest share of social media audiences worldwide, with 2.094 billion active users. Eastern Asia is the biggest social media market, with 1.246.98 million users, followed by Southern Asia, which has nearly 961.81 million users, according to Dixon (2023).

Social media has permeated nearly every aspect of people's lives, enabling users to connect with like-minded individuals and access information that interests them. It also significantly impacts how businesses conduct transactions, promotions, and services (Bhimani et al., 2018; Appel et al., 2020), indicating the widespread adoption of social media and the growing interest in it from both researchers and practitioners (Kapoor et al., 2018; Ghaisani et al., 2019). Consequently, the number of published articles related to social media is constantly increasing (Olanrewaju, 2020), along with numerous literature reviews focusing on specific subjects across various fields such as marketing (Paquette, 2013; Khan & Jan, 2015), innovation (Bhimani et al., 2018), education (Chugh & Ruhi, 2018; Ahmed, 2019), and healthcare (Zhao & Zhang, 2017; Ukoha & Stranieri, 2019). In light of this interest, this paper reviews relevant studies from different fields to better understand the complexities of social media and personalities.

The widespread use of social media results in several traits that enhance the platform's value and users' satisfaction. In 2019 there were 2.95 billion global social media users, up from 2.78 billion in 2018. It's estimated that by 2023, there will be approximately 3.43 billion users worldwide (Clement, 2020, April 1). Several factors contribute to this popularity. Firstly, social media users are active content creators (Kaplan & Haenlein, 2010; Lewis, 2010). Anyone can participate in creating, commenting on, and revising social media content. Individuals can create blogs and share content on platforms like Facebook and Twitter to express their thoughts and engage with others through comments, likes, dislikes, and replies. Secondly, social media platforms are designed to be user-friendly. Popular platforms are easy to navigate and do not require exceptional prior experience or knowledge. Mobile applications make social media even more accessible, allowing many people to connect immediately (Gaikwad, 2020). Thirdly, social media is generally accessible. Most common platforms, such as Facebook, Twitter, YouTube, and Wikipedia, are accessible to everyone without cost (Kohli et al., 2018). Fourthly, social media has become influential in the job market. Individuals can showcase their skills, accomplishments, and experiences on professional social networks to gain recognition from colleagues or potential employers. Moreover, these platforms serve as job portals where people can search for employment opportunities (Gaikwad, 2020).

In recent years, social media has become a significant tool for online sharing of knowledge and information. The number of Internet users utilizing social media for sharing proliferates (Ghaisani et al., 2017). Social media provides users with various ways to create and share content. For example, social networking sites are used for sharing updates on users' daily experiences, microblogs for sharing short messages, wikis for sharing educational information, and forums as discussion platforms where participants engage in conversations on specific topics, products, or events (Budz & Starosta, 2018). Social media encompasses all four communication prototypes: one-to-one, one-to-many, many-to-many, and many-to-one (Jensen & Helles, 2017, AlAfnan, 2022a, 2022b, 2022c). Specifically, "One-to-one" refers to interactions between individuals, "One-to-many" involves one person or organization transmitting to many individuals, "Many-to-many" involves multi-way contact between many individuals, and "Many-to-one" aggregates multiple individuals' actions, decisions, or attitudes and presents them to an individual (Dron & Anderson, 2014, p. 10). For example, a post on a social media platform like Facebook represents one-to-many communication. When people leave comments, it becomes many-to-one. As more people join the conversation, it becomes many-to-many. A personal message in the inbox represents one-to-one communication (Egildottir, 2019). Furthermore, social media offers both synchronous (real-time) and asynchronous communication (communication

that the receiver can engage with at a different time than when it was posted) or a combination of both (Dron & Anderson, 2014; AlAfnan & MohdZuki, 2023; AlAfnan, 2024).

Social media has attracted the attention of academics, practitioners, and experts across various fields, such as communication, public relations, marketing, advertising, and information systems. Review studies offer insights into the current research trends on social media. For example, Kapoor et al. (2018) examined 132 papers published between 1997 and 2017. These covered various topics, including user behavior, authenticity of reviews, organizational use of social media, marketing applications, risks and negative impacts, and political implications. Some studies also compared traditional media with social media. Kapoor et al. (2018) noted that researchers employed qualitative, quantitative, or mixed methods, with qualitative methods like interviews and quantitative methods like surveys being common. Recognizing the influence of social media on business decisions and social life, Bhimani et al. (2018) conducted a systematic literature review of 111 articles. They concluded that social media is both an enabler and driver of innovation, often approached through behavior and resource-based perspectives. However, there is limited understanding of the interaction between social media and innovation, necessitating diverse theoretical, contextual, and methodological research to uncover its potential for innovation and management.

In the educational field, Al-Qaysi et al. (2020) reviewed and synthesized 122 social media research studies related to educational and information systems theories. They recommended that future research focus on verifying the effectiveness of social media for educational purposes and examining the acceptance of social media among lecturers and students. Researchers across disciplines use various methods to study social media, indicating its significant attention and the challenges involved. Weller (2015) outlined critical challenges in social media research, including a research infrastructure encompassing data collection, facility sharing, training in new methods and technologies, and more significant consideration of research ethics and Big Data quality. Current research efforts are addressing these challenges. Pagoto and Nebeker (2019) proposed six steps to ensure ethical considerations when using social media data in studies. Other studies focus on gathering digital research data through various social media platforms and tools, utilizing social media data, and conducting big data analytics.

Social media has become very influential in people's lives. The impact of content shared on social media depends on the communicators, receivers, and contextual scenarios (Cheung & Thadani, 2012). Consumers' experiences shared on social media (Huang et al., 2014; Johnen & Schnittka, 2019; Levina & Arriaga, 2014; Xie & Lee, 2015) can serve as market intelligence (Aswani et al., 2018; Izogo & Jayawardhena, 2018; Joseph et al., 2017; Dishari & AlAfnan, 2023a/2023b), driving traffic and increasing sales (Bao & Chang, 2014; Chang et al., 2018; Lee et al., 2015; Rui et al., 2013). Researchers have highlighted the role of social media in promotions, advertisements, branding (Ramadan et al., 2018), and customer relationship management. Reviews on social media influence customers' shopping and dining choices (Nazlan et al., 2018; Yoo et al., 2013), where positive messages correlate with higher sales and negative messages with lower sales (Rui et al., 2013). However, there is a gap in the literature regarding social media personalities. This study attempts to fill this gap by looking into the personalities of social media users in many Asian countries.

3. Methodology

This study aims to identify the social media personalities in Asia based on the social media platforms used concerning three variables: age, gender, and country of origin. The researcher generated an anonymous survey on Google Docs and shared it with respondents on several social media platforms to achieve this target. Respondents were asked six questions: What is your age? What is your gender? What is your country of origin? How often do you use social media? What is your favorite Social Media App.? Which of the following describes your Social Media Personality? Concerning the last question, the respondents were given nine different personalities (Faull, 2013), as shown in Table 1.

Table 1. Social media personalities

| Personality | Definition |
|--------------------|---|
| Approval seeker | Constantly checks feed After posting... Reads feed. |
| Changeling | Adopts new personality online so no one knows real identity. |
| Denier | Maintain social media. Social media does not control your life, and you get anxious when you do not have access. |
| Lurker | Watching what others say... rarely contributes. |
| Peacock | Popularity contest: High numbers of likes, followers, and comments are essential. |
| Quizzer | Ask questions to start a discussion. |
| Ranter | Mild in face-to-face discussions, highly opinionated online. |
| Ultra | Check feed dozens of times a day (has an obsession). |
| Virgins | Taking the first tentative social media steps. |
| Social Butterflies | Storytelling, discussing issues, enjoy getting feedback, and do not upload any permanent posts, only temporary stories because discussion is an enjoyment |
| Informers | Seeking kudos for being the first to share news online. |

The data collection period they lasted for more than a year. The survey was shared on several social media platforms. This shows that the research sample is ‘random sampling.’ The researcher has no power over whom and what to respond to. According to researchers, random sampling would provide good results about the phenomenon (Olken & Rotem, 1995). At the end of the data collection period, the researcher received 1052 responses from 16 Asian countries that are: Bangladesh, Cambodia, China, India, Indonesia, Iran, Japan, Kazakhstan, Malaysia, Pakistan, the Philippines, Singapore, South Korea, Taiwan, Thailand, and Uzbekistan. The respondents were males and females aged 13 to over 60 and used social media daily, weekly, monthly, and not so often. The respondents use many social media platforms, including Facebook, Instagram, TikTok, Snapchat, YouTube, LinkedIn, X (Twitter), Clubhouse, WhatsApp, Reddit, Telegram, Discord, and Pinterest.

The data is analyzed using quantitative and qualitative methods. Quantitative methods report the frequency and percentages of use. The qualitative methods provide a perception of the quantitative methods based on the predetermined variables: age, gender, country of origin, platform, and frequency of use.

4. Data Analysis

As mentioned above, 1052 responses were received from 16 Asian countries. The respondents were 586 (56%) females and 466 (44%) males. This means this study has a good balance of male and female respondents. See Figure 1 below.

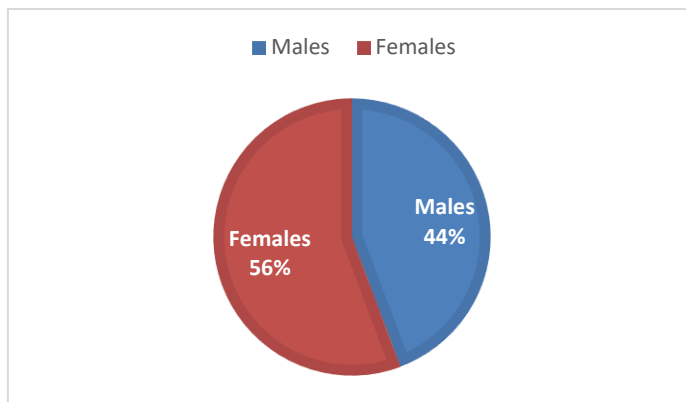


Figure 1. Gender of respondents

The age of respondents ranges from 13 to above 60 years old. They are 7% of 13-19 years old, 30% of 20-29 years old, 22% of 30-39 years old, 19% of 40-49 years old, 14% of 50-59 years old, and 8% of above 60 years old. This shows that more than 59% of respondents are 39 or below, and 78% are 49 or younger. This is important as the majority of social media users are young users. This shall help provide comprehensive insights into the given personalities' actual use of social media.

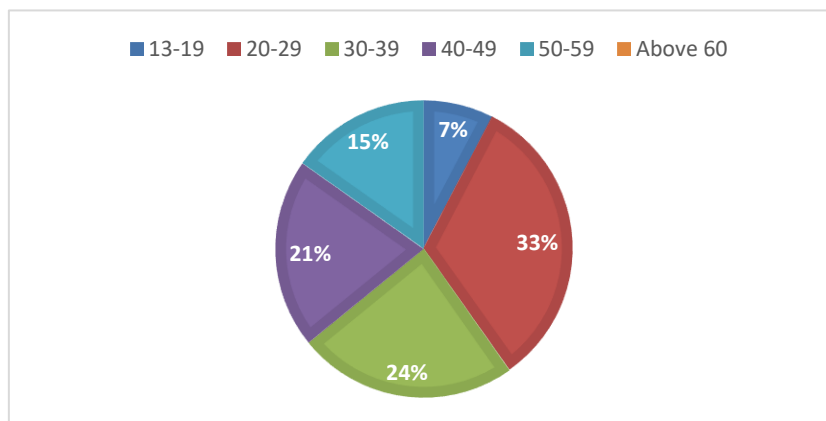


Figure 2. Age of respondents

About the frequency of social media use, respondents were given 4 options to choose from that are: daily, weekly, monthly, or not frequently. As Figure 3, the 1052 respondents selected three out of the 4 given options as zero percent of the respondents selected ‘monthly’. The overwhelming majority of respondents use social media on a ‘daily’ basis (81%). This is followed by a ‘weekly’ basis (13%) and ‘not so often’ (6%). This also shows that 94% of the 1052 respondents use social media weekly, which is a high frequency.

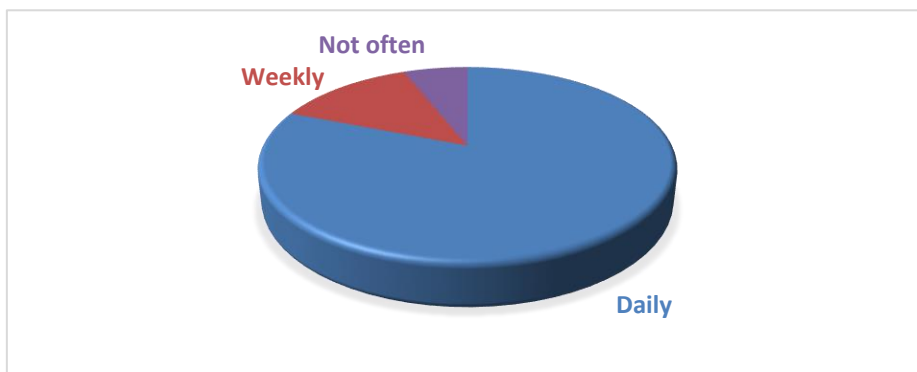


Figure 3. Frequency of social media use

About the social media platforms used by the respondents, the 1052 respondents selected eight social media platforms. The most popular social media platform was Facebook, with 465 out of the 1052 respondents, and 44.2% of the respondents used it. Instagram is the second most popular social media platform, and 263 (25%) of the respondents use it. The third most popular platform is LinkedIn, and 116 (11%) respondents use it. The fourth most popular is TikTok, as 102 (9.96%) respondents use it. The fifth platform is WhatsApp, as 49 (4.65%) respondents use it. The sixth platform is X (Twitter), and 28 (2.66%) respondents use it. The seventh platform is Telegram, and 17 (1.61%) use it. Then comes Snapchat, as 12 (1.14%) respondents use it. See Figure 4.

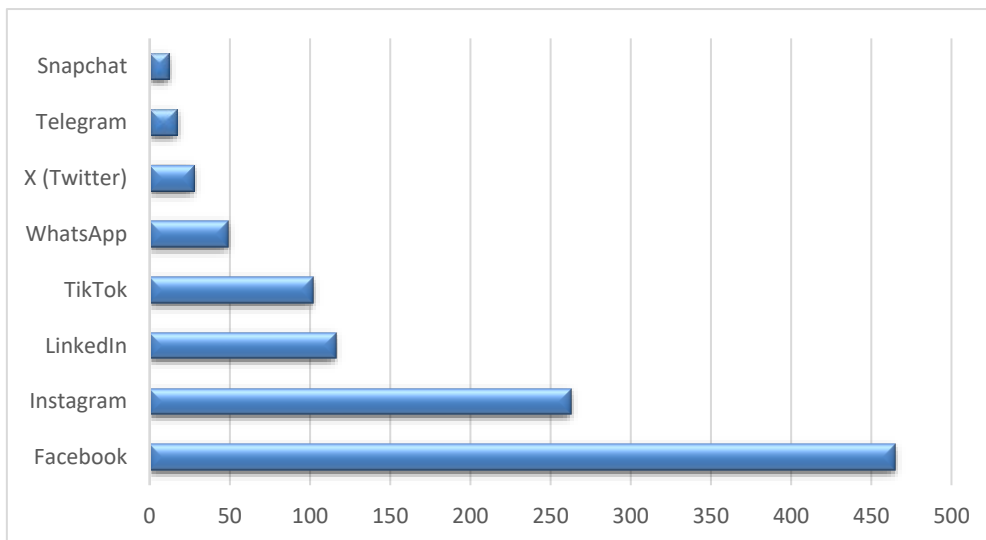


Figure 4. Used social media platforms

This shows that Facebook is the most popular social media platform for users in Asia, and Instagram follows it, followed by LinkedIn and TikTok. Concerning age groups, as Table 2 shows, Facebook, Instagram, and WhatsApp are popular among users in all age groups. LinkedIn and Twitter are more popular among users of the 30 and above age groups. TikTok and Snapchat are popular among teenagers and respondents who are below 40 years old. Telegram is popular among middle age group respondents.

Table 2. Use of social media platforms based on age

| Social Media Platforms | Aged 13-19 | Aged 20-29 | Aged 30-39 | Aged 40-49 | Aged 50-59 | Aged Above 60 |
|------------------------|------------|------------|------------|------------|------------|---------------|
| Facebook | 41 | 137 | 115 | 101 | 46 | 25 |
| Instagram | 4 | 101 | 59 | 80 | 18 | 0 |
| LinkedIn | 0 | 0 | 43 | 36 | 37 | 0 |
| TikTok | 18 | 47 | 18 | 19 | 0 | 0 |
| WhatsApp | 7 | 10 | 9 | 6 | 9 | 8 |
| X (Twitter) | 0 | 8 | 6 | 5 | 5 | 4 |
| Telegram | 0 | 3 | 5 | 7 | 2 | 0 |
| Snapchat | 8 | 4 | 0 | 0 | 0 | 0 |

About gender, as Table 3 shows, Facebook, Telegram, and WhatsApp are popular among males and females, but they are more popular among females than males. Instagram, X (Twitter), and TikTok are more popular among females than males. LinkedIn is more prevalent among males than females. Snapchat is popular among male and female youngsters (see Table 2). Interestingly, based on the collected sample, none of the 28 X (Twitter) users is male. This does not mean no X (Twitter) male users in Asia. However, this means that most male Asian social media users do not have Twitter as their first option. They use X (Twitter) but prefer other social media platforms.

Table 3. Use of social media platforms based on gender

| Social Media Platforms | Males | Females |
|------------------------|-------|---------|
| Facebook | 226 | 239 |
| Instagram | 54 | 209 |
| LinkedIn | 71 | 45 |
| TikTok | 27 | 75 |
| WhatsApp | 19 | 30 |
| X (Twitter) | 0 | 28 |
| Telegram | 7 | 10 |
| Snapchat | 6 | 6 |

Concerning social media personalities, as Table 4 shows, ‘Lurker’ is the most popular personality in Asia with 642 respondents, which is equivalent to 61% of respondents. A Lurker typically refers to someone who observes or consumes content on social media platforms without actively engaging or participating in discussions. Lurkers often prefer to stay in the background, silently browsing through posts, comments, and threads without leaving likes, comments, or shares. They might be interested in gathering information, staying updated on news, or simply enjoying content without interacting with others. Lurkers in Asia are mainly females, with fewer males in all age groups. They use social media daily to remain updated, but without participating or creating content.

The second most popular social media personality is ‘Approval Seekers.’ As shown in Table 4, almost 8% of respondents are approval seekers. An “Approval Seeker” social media personality constantly seeks validation, attention, and approval from others on social media platforms. They may post frequently, often sharing personal updates, achievements, or even mundane activities in hopes of receiving likes, comments, and positive feedback. Approval seekers may also be highly responsive to comments and messages, seeking reassurance and affirmation from their followers. Their content may focus on showcasing their achievements, appearance, or lifestyle in a way that seeks validation and admiration from their audience. They may feel strongly validated through social media interactions and engagement metrics like likes and comments. However, it is essential to note that seeking validation on social media is not necessarily a negative trait, as it can be a regular part of human behavior. However, when it becomes excessive or affects one’s self-esteem and mental well-being, it may be worth reflecting on one’s social media usage and seeking validation from within rather than solely relying on external feedback. Approval seekers in Asia are a mix of males and females, more of males though, who mainly belong to the 30-39 age group as they become more self-aware, have an increased salary, and have an increased sense of self. They are also males and females who belong to the 50-59 age group as they become attention and approval seekers as middle-agers.

Table 4. Social media personalities based on age, gender, and frequency of use

| Personality | Age Group | Frequency of Use | Gender |
|-----------------------|---|--|----------------------------|
| Approval seeker 84 | 13-19: 0 20-29: 6 30-39: 34 40-49: 0 50-59: 42 60+: 0 | Daily: 65 Weekly: 0 Monthly: 0 Not often: 19 | Males: 53 Females: 31 |
| Changeling 21 | 13-19: 0 20-29: 4 30-39: 0 40-49: 17 50-59: 0 60+: 0 | Daily: 21 Weekly: 0 Monthly: 0 Not often: 0 | Males: 17 Females: 4 |
| Denier 63 | 13-19: 0 20-29: 10 30-39: 36 40-49: 17 50-59: 0 60+: 0 | Daily: 63 Weekly: 0 Monthly: 0 Not often: 0 | Males: 0 Females: 63 |
| Lurker 642 | 13-19: 71 20-29: 196 30-39: 116 40-49: 123 50-59: 58 60+: 78 | Daily: 481 Weekly: 117 Monthly: 0 Not often: 44 | Males: 287 Females: 355 |
| Peacock 64 | 13-19: 0 20-29: 21 30-39: 25 40-49: 0 50-59: 18 60+: 0 | Daily: 64 Weekly: 0 Monthly: 0 Not often: 0 | Males: 30 Females: 34 |
| Quizzer 30 | 13-19: 0 20-29: 6 30-39: 0 40-49: 24 50-59: 0 60+: 0 | Daily: 30 Weekly: 0 Monthly: 0 Not often: 0 | Males: 6 Females: 24 |
| Ranter 60 | 13-19: 0 20-29: 42 30-39: 0 40-49: 18 50-59: 0 60+: 0 | Daily: 60 Weekly: 0 Monthly: 0 Not often: 0 | Males: 0 Females: 60 |
| Ultra 26 | 13-19: 0 20-29: 2 30-39: 24 40-49: 0 50-59: 0 60+: 0 | Daily: 26 Weekly: 0 Monthly: 0 Not often: 0 | Males: 15 Females: 11 |
| Social butterfly 2 | 13-19: 2 20-29: 0 30-39: 0 40-49: 0 50-59: 0 60+: 0 | Daily: 2 Weekly: 0 Monthly: 0 Not often: 0 | Males: 0 Females: 2 |
| Informers 35 | 13-19: 0 20-29: 35 30-39: 0 40-49: 0 50-59: 0 60+: 0 | Daily: 35 Weekly: 0 Monthly: 0 Not often: 0 | Males: 33 Females: 2 |
| Virgin 25 | 13-19: 0 20-29: 0 30-39: 0 40-49: 0 50-59: 25 60+: 0 | Daily: 25 Weekly: 0 Monthly: 0 Not often: 0 | Males: 25 Females: 0 |

After these two personalities come the ‘Peacock,’ Denier, and ‘Ranter’ personalities with 6%, 6%, and 5.7% frequency of respondents, respectively. Peacock posts may showcase their lifestyle, possessions, or achievements in a way that emphasizes status and admiration from their followers. Peacock personalities thrive on the admiration and envy of others, using social media as a platform to display their perceived success and desirability. In Asia, a mix of males and females belong to almost all age

groups and use social media daily. Deniers and Ranters in Asia are females 20-49 years old and use social media daily. Deniers tend to maintain social media, but it does not control their life. They get anxious when they have no access. Ranters are mild in face-to-face discussions and highly opinionated online. They use social media platforms to spread narratives that align with their beliefs, regardless of scientific evidence or consensus. They may engage in debates or arguments with those who present opposing views, often employing selective evidence or cherry-picking data to support their arguments.

The third group of social media personalities in Asia are Informers, Quizzers, Ultras, Virgins, Changeling, and Social Butterflies, with 3.3%, 2.85%, 2.47%, 2.37%, 1.99%, and 0.19%, respectively. Informers, who are males who use social media daily and belong to the 20-29 age group, focus on sharing informative and educational content with their audience. They typically seek to provide valuable insights, knowledge, and updates on various topics of interest. Quizzers, mainly females who use social media daily and mainly belong to the 40-49 age group, use questions to entertain their audience, spark discussions, or add fun and engagement to their social media presence. Ultras are a mix of males and females in the 30-39 age group. They use social media daily, are obsessed with it, and check feeds widely. Virgins are digital immigrants who belong to the 50-59 age group and learn about social media platforms. Changelings are males who belong to the 30-39-year-old age group and adopt new personalities online, so no one knows their real identity. Finally, Social Butterflies use social media to tell stories, discuss issues, enjoy getting feedback, and not upload any permanent posts, only temporary stories, because the discussion is enjoyable. They are mainly teenage females.

Table 5. Social media personalities based on platforms

| Personality | Social media Platforms | | | | | | | |
|------------------|------------------------|-----------|----------|--------|----------|-----------|----------|----------|
| | Facebook | Instagram | LinkedIn | TikTok | WhatsApp | X-Twitter | Telegram | Snapchat |
| Approval seeker | 47 | 0 | 18 | 2 | 0 | 0 | 17 | 0 |
| Changeling | 17 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| Denier | 4 | 57 | 0 | 2 | 0 | 0 | 0 | 0 |
| Lurker | 279 | 130 | 98 | 73 | 24 | 28 | 0 | 10 |
| Peacock | 42 | 20 | 0 | 2 | 0 | 0 | 0 | 0 |
| Quizzer | 28 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ranter | 0 | 54 | 0 | 6 | 0 | 0 | 0 | 0 |
| Ultra | 24 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| Social Butterfly | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Informers | 24 | 0 | 0 | 11 | 0 | 0 | 0 | 0 |
| Virgin | 0 | 0 | 0 | 0 | 25 | 0 | 0 | 0 |

Regarding the correlation between social media personalities and the social media platforms used, Lurkers, who use social media daily to read feeds but rarely contribute or post, use almost all platforms. As Table 5 shows, 43.4% use Facebook, 20.24% use Instagram, 15.26% use LinkedIn, 11.37% use TikTok, 1.79% use X (Twitter), and 1.55% use Snapchat (see Table 5). The widespread use of Facebook and Instagram reveals that Lurkers are into observing content and conducting social comparisons while maintaining a low profile. Using TikTok and Snapchat reveals that they are into entertainment, visual appeal, and browsing trends while avoiding social pressure. Having Lurkers on X (Twitter) reveals that they are into real-time information, interest-based content, professional networking, and following public figures. Lurkers also use LinkedIn to be interested in professional networking, industry insights, learning and development, and maintaining a professional presence. Lurkers are the majority of social media users in Asia, with a frequency of more than 60%, which reflects the silent majority in the real world, as presented by Swope and Katzer (1972). They watch and observe social, academic, personal, current affairs, and professional contexts without providing an opening or asking a question.

For the remaining personalities, it is noticed, as Table 5 shows, that they use different platforms for different purposes. Approval Seekers mainly use Facebook (55.9%), LinkedIn (21.4%), and Telegram (20.23%) for validation and attention, seeking attention, posting self-esteem, and fulfilling social expectations. Peacocks mainly use Facebook (65.62%) and Instagram (31.25%) to show their lifestyle, build influence and status, and build their brand. The nature of Facebook and Instagram provides them the means to do so. Deniers are mainly on Instagram (90.47%) as they build communities, visually convey their message, reach a younger audience, evade detection, and receive validation for their beliefs through engagement. Instagram is important to them, but they are not obsessed with it. Like Deniers, Ranters are also mainly on Instagram (90%) as they use it as a platform for visual expression, social commentary, community building, and personal branding. Informers are mainly on Facebook (68.57%) and TikTok (31.42%) for sharing long-form content, articles and news, video content, and creative presentations. Quizzers mainly use Facebook (93.33%) as Facebook hosts numerous quiz groups and pages where quizzers can participate in trivia challenges, quizzes, and discussions. Ultras are also on

Facebook (92.30%) as it has the most significant number of users in Asia, providing a broader scope of contacts from which they would follow and receive information. The last three personalities are Virgins, who mainly use WhatsApp (100%) to get in touch with other contacts, Changeling who are mainly Facebook (80.95%) and TikTok (19.1%) users as they can easily create new profiles and create content anonymously to experiment with different personas without revealing their true identities, and Social Butterflies who are mainly Snapchat users (100%) as they enjoy the real-time casual communication and the use of filters and lenses.

Table 6. Social media personalities based on country of origin

| Country | Social media Personalities | | | | | | | | | | |
|------------------|----------------------------|------|-------|-------|-------|-------|-------|-------|------|-------|------|
| | AS | CH | DE | LU | PE | QU | RA | UL | SB | IN | VI |
| Bangladesh (32) | 0 | 0 | 0 | 50% | 0 | 0 | 0 | 0 | 0 | 50% | 0 |
| Cambodia (22) | 19% | 0 | 9% | 27% | 0 | 18% | 0 | 0 | 9% | 0 | 0 |
| China (24) | 37.5% | 0 | 0 | 23.4% | 0 | 6% | 0 | 33.1% | 0 | 0 | 0 |
| India (171) | 0 | 9.9% | 0 | 16.3% | 0 | 0 | 30.4% | 0 | 0 | 4% | 0 |
| Indonesia (36) | 0 | 0 | 17.3% | 50% | 0 | 5.5% | 5.5% | 5.5% | 5.5% | 5.5% | 0 |
| Iran (47) | 36.5% | 0 | 0 | 25.5% | 38.% | 0 | 0 | 0 | 0 | 0 | 0 |
| Japan (24) | 17% | 0 | 27% | 15% | 15% | 0 | 0 | 26% | 0 | 0 | 0 |
| Kazakhstan (36) | 5.5% | 11% | 11% | 11% | 11% | 0 | 16.5% | 0 | 0 | 5.5% | 0 |
| Malaysia (427) | 13.5% | 0 | 12.4% | 50.5% | 0 | 0 | 0 | 0 | 0 | 0 | 5.8% |
| Pakistan (72) | 40% | 0 | 20% | 3.3% | 3.3% | 0 | 0 | 0 | 0 | 33.4% | 0 |
| Philippines (66) | 0 | 0 | 15% | 0 | 48.5% | 36.5% | 0 | 0 | 0 | 0 | 0 |
| Singapore (24) | 25% | 0 | 15.5% | 29.2% | 0 | 0 | 30% | 0 | 0 | 0 | 0 |
| South Korea (19) | 31.5% | 16% | 10.5% | 15% | 27% | 0 | 0 | 0 | 0 | 0 | 0 |
| Taiwan (24) | 16.5% | 0 | 20% | 33% | 0 | 6 | 16.5% | 8% | 0 | 0 | 0 |
| Thailand (11) | 27% | 0 | 0 | 54% | 0 | 19% | 0 | 0 | 0 | 0 | 0 |
| Uzbekistan (17) | 11.7% | 0 | 29% | 30% | 29.3% | 0 | 0 | 0 | 0 | 0 | 0 |

AS: Approval seeker; CH: Changeling; DE: Denier; LU: Lurker; PE: Peacock; QU: Quizzer; RA: Ranter; UL: Ultra; SB: Social Butterfly; IN: Informer; VI: Virgin.

Regarding the correlation between the countries of origin and social media personalities, as Table 6 shows, Bangladeshis are either Lurkers (50%) or Informers (50%). This provides a clear distinction between social media users who maintain social media platforms that they actively use and provide information in terms of news, videos, and articles to their followers and contacts and the other side of social media users who have social media presences that they only use to receive information and observe others.

In Cambodia, social media users are Lurkers (27%, Approval Seekers (19%), Quizzers (18%), Deniers (9%) and Social Butterflies (9%). Lurkers prefer to observe rather than actively engage, consuming content without leaving much of a trace. Approval seekers constantly seek validation, often posting updates or photos to receive likes and comments, which may equate with their self-worth. Quizzers enjoy sparking discussions by asking questions and soliciting opinions from their connections. At the same time, deniers tend to dismiss opposing viewpoints and may argue to defend their beliefs, sometimes resorting to sharing misleading information. Social butterflies, on the other hand, thrive on interaction, maintaining a vast network of friends and followers, and are constantly active, seeking to build connections and foster communities online. This means that even though a quarter of the Cambodians are more receptive than productive on social media, they are also productive for many different purposes, such as validation and sparking conversations/responses from others.

In China, the use is almost the same as in Cambodia, but the use percentage is different. Chinese social media users are Ultras (33.1%), Approval Seekers (37.5%), Lurkers (23.4%), and quizzers (6%). As such, we can say that almost one-third of the Chinese are obsessed with social media. They will likely be highly engaged, regularly post content, interact with others, and actively participate in online discussions. The second one-third of Chinese use social media for validation and attention through their posts, often seeking likes, comments, and shares. We also have almost a quarter of Chinese who observe rather than actively engage, consuming content without contributing much themselves. Lastly, Quizzers, the smallest group at 6%, enjoy sparking discussions by asking questions and soliciting opinions from others.

In India, Ranters represent a significant portion at 30.4% and are characterized by their tendency to express solid opinions or grievances publicly on social media platforms. They often use their accounts to vent frustrations, share complaints, or express discontent about various topics. Lurkers, constituting 16.3%, are observers who consume content without actively engaging or contributing much to themselves. Changelings, comprising 9.9%, are users who frequently change their

opinions, beliefs, or personas on social media, often adapting to the prevailing trends or discussions. Informers, the smallest group at 4%, primarily use social media to share factual information, news, or updates with their audience.

In Indonesia, Lurkers comprise the most considerable portion at 50%, indicating many passive observers who prefer to consume content without actively participating in discussions or interactions. Deniers, comprising 17.3%, tend to refute or dismiss information that contradicts their beliefs, often engaging in arguments or sharing misleading content to support their views. Quizzers, Ranters, Ultras, Social Butterflies, and Informers each represent 5.5% of users. Quizzers enjoy sparking discussions by asking questions and soliciting opinions, while Ranters publicly express strong opinions or grievances. Ultras are highly active users who frequently post, engage, and participate in online discussions. Social Butterflies thrive on interaction, maintaining wide networks, and fostering communities online. Informers prioritize sharing factual information, news, or updates with their audience.

In Iran, Peacocks represent the largest group at 38%, characterized by their tendency to showcase themselves and their achievements on social media, often sharing glamorous or boastful posts to garner attention and admiration. Approval Seekers, comprising 36.5%, are also prominent, constantly seeking validation and recognition from others through likes, comments, and shares on their posts. Lurkers comprise 25.5% of users, indicating a significant portion of passive observers who prefer to consume content without actively participating or engaging with others. While Peacocks and Approval Seekers actively contribute to the social media landscape by sharing content and seeking interaction, Lurkers prefer to stay in the background, quietly observing others' online activity.

In Japan, Deniers represent a significant portion at 27%, characterized by their tendency to refute or dismiss information that contradicts their beliefs, often engaging in arguments or sharing misleading content to support their views. Ultras, comprising 26%, are highly active users who frequently post, engage, and participate in online discussions, often driving conversations and sharing a wide range of content. Approval Seekers make up 17% of users and are focused on seeking validation and recognition from others through likes, comments, and shares on their posts. Lurkers, constituting 15%, prefer to observe rather than actively engage, consuming content without contributing much themselves. Peacocks also comprise 15% and are known for showcasing themselves and their achievements on social media, often sharing glamorous or boastful posts to garner attention and admiration.

In Kazakhstan, Ranters make up 16.5% of social media users, known for publicly expressing strong opinions or grievances, often using their accounts to vent frustrations or voice discontent. At 11%, Changelings frequently change their opinions, beliefs, or personas on social media, adapting to current trends or discussions. Deniers, also at 11%, tend to refute or dismiss information that contradicts their beliefs, sometimes engaging in arguments or sharing misleading content to support their views. Lurkers, another 11%, prefer to observe rather than actively engage, consuming content without contributing much themselves. Approval Seekers and Informers each account for 5.5% of users. Approval Seekers seek validation and recognition from others through likes, comments, and shares on their posts, while Informers prioritize sharing factual information, news, or updates with their audience.

In Malaysia, Lurkers constitute the most considerable portion at 50.5%, indicating many passive observers who prefer to consume content without actively participating in discussions or interactions. Approval Seekers, comprising 13.5%, are focused on seeking validation and recognition from others through likes, comments, and shares on their posts, often equating these interactions with their self-worth. Deniers make up 12.4% of users, characterized by their tendency to refute or dismiss information that contradicts their beliefs, sometimes engaging in arguments or sharing misleading content to support their views. Virgins, representing 5.8%, are likely new or inactive users with limited or no previous engagement on social media platforms.

In Pakistan, Approval Seekers represent the largest group at 40%, driven by their constant need for validation and recognition on social media. They frequently post updates, photos, or statuses to receive likes, comments, and shares, often equating these interactions with their self-worth. Informers make up 33.4% of users, prioritizing sharing factual information, news, or updates with their audience and contributing to disseminating knowledge on social platforms. Deniers, comprising 20%, tend to refute or dismiss information that contradicts their beliefs, sometimes engaging in arguments or sharing misleading content to support their views. Lurkers and Peacocks each account for 3.3% of users. Lurkers prefer to observe rather than actively engage, consuming content without contributing much themselves. At the same time, Peacocks showcase themselves and their achievements on social media, often sharing glamorous or boastful posts to garner attention and admiration.

In the Philippines, peacocks represent the largest group at 48.5%, characterized by their tendency to showcase themselves and their achievements on social media. They often share glamorous or boastful posts to garner attention and admiration from their audience. Quizzers make up 36.5% of users, enjoying sparking discussions by asking questions and soliciting opinions from others, contributing to the interactive nature of social media platforms. Deniers, comprising 15%, tend to

refute or dismiss information that contradicts their beliefs, sometimes engaging in arguments or sharing misleading content to support their views. While Peacocks seek attention, Quizzers stimulate conversations, and Deniers may stir controversy.

In Singapore, Ranters comprise 30% of social media users, known for their tendency to express solid opinions or grievances publicly. They often use their platforms to vent frustrations or voice discontent about various topics. Lurkers make up 29.2%, indicating that many passive observers prefer to consume content without actively engaging or contributing. Approval Seekers represent 25% of users and are focused on seeking validation and recognition through likes, comments, and shares on their posts, often equating these interactions with their self-worth. Deniers account for 15.5%, characterized by their tendency to refute or dismiss information that contradicts their beliefs, sometimes engaging in arguments or sharing misleading content to support their views.

In South Korea, Approval Seekers represent 31.5% of social media users, characterized by their constant need for validation and recognition. They frequently post updates, photos, or statuses seeking likes, comments, and shares, often equating these interactions with their self-worth. Peacocks comprise 27% of users, known for their tendency to showcase themselves and their achievements on social media. They often share glamorous or boastful posts to garner attention and admiration from their audience. Changelings account for 16%, frequently changing their opinions, beliefs, or personas on social media, adapting to current trends or discussions. Lurkers comprise 15% of users, preferring to observe rather than actively engage, consuming content without contributing much themselves. Deniers represent 10.5%, characterized by their tendency to refute or dismiss information that contradicts their beliefs, sometimes engaging in arguments or sharing misleading content to support their views.

In Taiwan, Lurkers constitute 33% of social media users, preferring to observe rather than actively engage. They consume content without contributing much, staying in the background of online discussions. Deniers make up 20%, known for their tendency to refute or dismiss information that contradicts their beliefs, often engaging in arguments or sharing misleading content to support their views. Approval Seekers represent 16.5%, constantly seeking validation and recognition through likes, comments, and shares on their posts, often equating these interactions with their self-worth. Ranters also account for 16.5%, expressing strong opinions or grievances publicly, using their platforms to vent frustrations or voice discontent about various topics. Quizzers comprise the smallest group at 6%, enjoying sparking discussions by asking questions and soliciting opinions from others, contributing to the interactive nature of social media platforms.

In Thailand, Lurkers represent the largest group, at 54% of social media users, who prefer to observe rather than actively engage. They consume content without contributing much, staying in the background of online discussions. Approval Seekers comprise 27% of users, constantly seeking validation and recognition through likes, comments, and shares on their posts. Their self-worth is often tied to the level of engagement their posts receive. Quizzers, comprising 19%, enjoy sparking discussions by asking questions and soliciting opinions from others, contributing to the interactive nature of social media platforms.

In Uzbekistan, Lurkers make up 30% of social media users, preferring to observe rather than actively engage. They consume content without contributing much themselves, often quietly observing the activities of others. Deniers constitute 29%, known for their tendency to refute or dismiss information contradicting their beliefs. They may argue or share misleading content to support their views, often stirring up controversy. Approval Seekers account for 11.7% and are characterized by their constant need for validation and recognition through likes, comments, and shares on their posts. Peacocks comprise the remaining 29.3%, showcasing their achievements on social media. They often share glamorous or boastful posts to garner attention and admiration from their audience.

5. Discussion

This study examines social media personalities in Asia based on age, gender, country of origin, and frequency of use. The analysis of social media usage and personalities among respondents from 16 Asian countries reveals several interesting findings that shed light on the dynamics of social media engagement, platform preferences, and user behaviors across different demographics. In this discussion, we will explore the implications of these findings and discuss their significance in understanding social media trends and user behaviors in the continent.

Firstly, the demographic distribution of respondents provides valuable insights into the profile of social media users in Asia. With a good balance of male and female respondents across various age groups, the study captures a diverse representation of social media users. Most respondents are 39 years old or below, aligning with the general trend of younger demographics being the predominant users of social media platforms. This demographic skew towards younger users is consistent with global trends and highlights the importance of targeting this demographic in social media marketing and engagement strategies.

The frequency of social media use among respondents indicates a high level of engagement, with the overwhelming majority using social media daily. This underscores the pervasive influence of social media in the daily lives of individuals across Asia. The popularity of platforms like Facebook, Instagram, and WhatsApp among users of all age groups further emphasizes the widespread adoption of these platforms for various social and communication purposes.

The correlation between social media platforms and user personalities reveals exciting patterns. Lurkers, who constitute the majority of social media users, prefer platforms that offer a wide range of content and minimal social pressure, such as Facebook and Instagram. These platforms allow Lurkers to observe content without engaging, aligning with their passive consumption behavior.

Approval Seekers, on the other hand, gravitate towards platforms like Facebook and LinkedIn, where they can seek validation and attention through likes, comments, and shares. Peacocks also favor Facebook and Instagram, leveraging these platforms to showcase their lifestyle and achievements to garner admiration from their followers.

Deniers and Ratters, who publicly express strong opinions or grievances, are more inclined towards visual-centric platforms like Instagram, where they can engage in debates, share their viewpoints, and attract like-minded individuals.

Informers, Quizzers, and Ultras exhibit diverse platform preferences based on their specific objectives. Informers focus on sharing informative content on Facebook and TikTok, while Quizzers engage in discussions on Facebook groups. Ultras, who are highly engaged users, are predominantly found on Facebook, leveraging its vast user base for continuous interaction and content consumption.

The correlation between countries of origin and social media personalities further enriches our understanding of cultural nuances and regional trends in social media usage. For instance, countries like China and Cambodia have a significant portion of Approval Seekers, indicating a cultural emphasis on social validation and recognition. In contrast, countries like Japan and Uzbekistan have higher proportions of Deniers, suggesting a tendency to refute or dismiss opposing viewpoints.

Overall, the findings underscore the complex interplay between demographics, personality traits, and platform preferences in shaping social media behavior in Asia. Understanding these dynamics is essential for businesses, marketers, and policymakers to effectively tailor their strategies and initiatives to engage with diverse regional audiences. Moreover, it highlights the need for further research to explore emerging trends and patterns in social media usage as technology and culture evolve.

Implications for Social Media Strategy and Research

These findings have several implications for social media strategy and future research. Marketers and content creators can tailor their strategies based on each market's dominant personality types and platform preferences. For instance, targeting Approval Seekers with interactive and engaging content on Facebook or LinkedIn may yield better results, while Peacocks may respond well to visually appealing content on Instagram.

Additionally, further research could explore the underlying motivations and psychological factors driving social media usage and personality traits among Asian users. Understanding the cultural nuances and societal influences on online behavior can provide deeper insights into user engagement and interaction patterns.

6. Limitations

Despite the valuable insights gained from this study, there are some limitations to consider. The sample may not fully represent the entire population of social media users in Asia, as it was limited to respondents from 16 countries. Moreover, the self-reported nature of the data introduces the possibility of response bias, where participants may not accurately represent their actual behaviors or attitudes.

7. Conclusion

This study comprehensively examines social media personalities in Asia, considering age, gender, country of origin, and frequency of use. The analysis reveals valuable insights into the dynamics of social media engagement, platform preferences, and user behaviors across different demographics in the continent. The demographic distribution of respondents highlights the predominance of younger users, aligning with global trends. This underscores the significance of targeting younger demographics in social media marketing and engagement strategies to reach most users in Asia effectively. The high frequency of social media use among respondents underscores the pervasive influence of social media in the daily lives of individuals across Asia. The popularity of platforms like Facebook, Instagram, and WhatsApp across all age groups emphasizes their importance for various social and communication purposes.

The correlation between social media platforms and user personalities unveils intriguing patterns. Lurkers prefer content-rich platforms like Facebook and Instagram, while Approval Seekers and Peacocks gravitate towards platforms where they can seek validation and showcase their achievements. Deniers and Ratters, expressing strong opinions or grievances publicly, favor visual-centric platforms like Instagram. Informers, Quizzers, and Ultras exhibit diverse platform preferences based on their specific objectives, indicating the need for tailored strategies. Moreover, the correlation between countries of origin and social media personalities enriches our understanding of cultural nuances and regional trends in social media usage. These findings underscore the complex interplay between demographics, personality traits, and platform preferences in shaping social media behavior in Asia.

Marketers and content creators can leverage these insights to tailor their strategies based on dominant personality types

and platform preferences in each market. Understanding cultural nuances and societal influences on online behavior is crucial for effectively engaging with diverse regional audiences. Future research could delve deeper into the underlying motivations and psychological factors driving social media usage and personality traits among Asian users. Exploring emerging trends and evolving patterns in social media usage will be essential as technology and culture evolve.

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