

WHAT IS “SNS” NETWORK MEMBER’S ACTIVITY AND BEHAVIOR?

Takatsugu Aoki
Waseda University
Japan

Introduction

- ◆ This research consists of two parts.
- ◆ First part is the structural analysis of SNS network compared with real community.
- ◆ In second part, how will a property of a virtual network based on real relations of SNS affect for "activity of relation to information" "activity of reliability" and "purchasing behavior"? We carried out quantitative investigation for an actual mixi members —even though mixi has members of the biggest scale in Japan’s SNS — after having shown a hypothesis and we processed the data we acquired and statistically analyzed to see correlation of a variable of “a characteristic to be based on real relations” "A characteristic to be based on virtual relations" and "an activity variable in a hypothesis"
- ◆ Both of part1 and part2 are based on “mixi”, which is the representative and the biggest SNS network in Japan. (Over 10,000,000 members at May .20.2007)
- ◆ This presentation basically consists of the part 1.

Objectives (Only as for this presentation)


- ◆ Comparing and considering about a characteristic of mixi, while paying its attention to a difference with the real community and the conventional net community.

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What is “SNS” network ?

- ◆ It is a community site in the internet to be called Social Networking Services.
- ◆ In U.S.A. (where SNS was born), there are service brands such as Friendster and Orcut, MySpace.com and so on.
- ◆ In Japan, **mixi** and GREE are known as famous brands.

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- ◆ Will not Social Networking Services “SNS” be different in a certain kind of network characteristic compared with the internet community, and the real community as a conventional real social relations?

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What is the definition of net community?

"A place on the network where people interested in a certain value gather"

NEGORO • EBINE (2000)

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What is the definition of SNS?

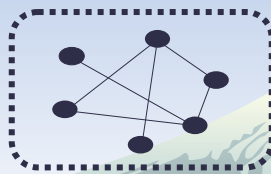
"A space on the network where people interested in a certain person gather"
"A space on the network where people interested in a certain value gather"

"A space on the network where people interested in a certain theme gather"

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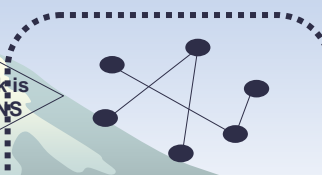
SNS reflects the real world, and expands the network

The Real World



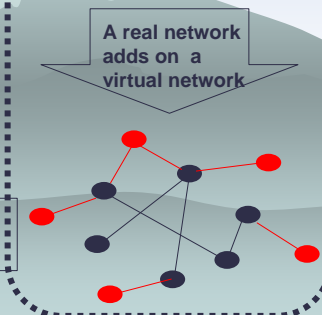
A real network is reflected in SNS

SNS (mixi etc.)



A real network adds on a virtual network

A virtual network is partly reflected into a real network.
And expands the network !

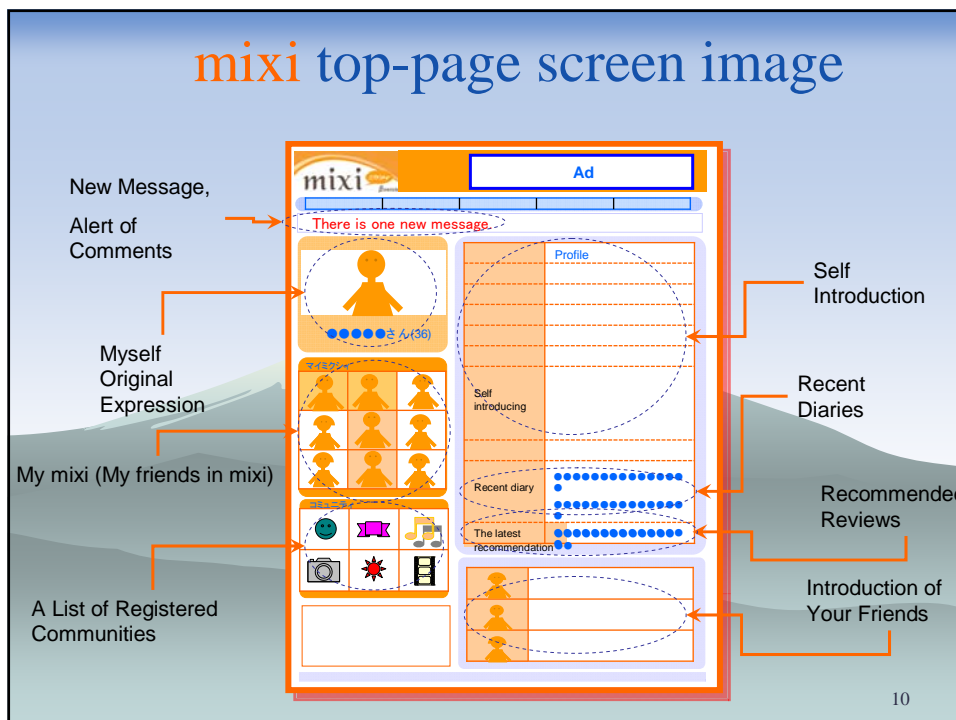


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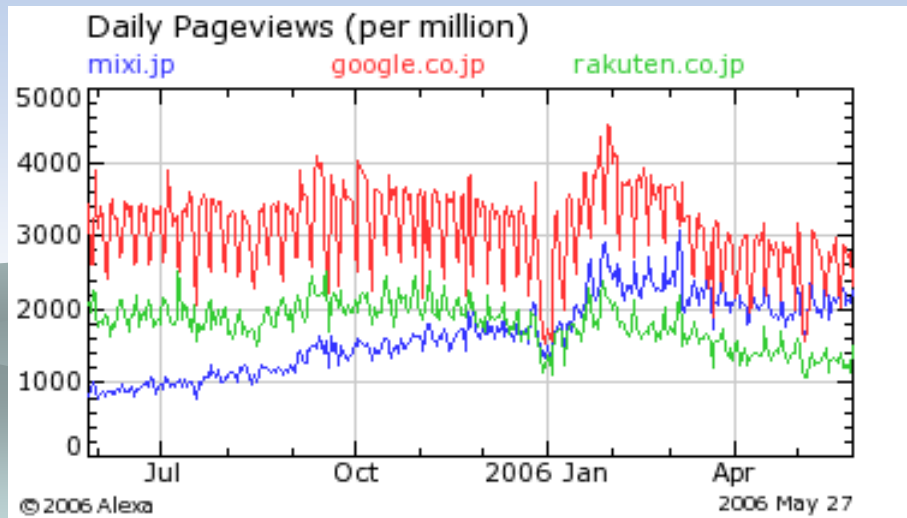
Comparison of American SNS and Japanese SNS

	U.S			JAPAN	
SNS Services Brands	MySpace	Orcut	Friendster	mixi	GREE
Customized function of an original page	◎	○	○	×	×
Invitation system	×	○	×	○	○
Footprints Tracking system	×	×	×	○	○
Diary function	×	○	×	○	○

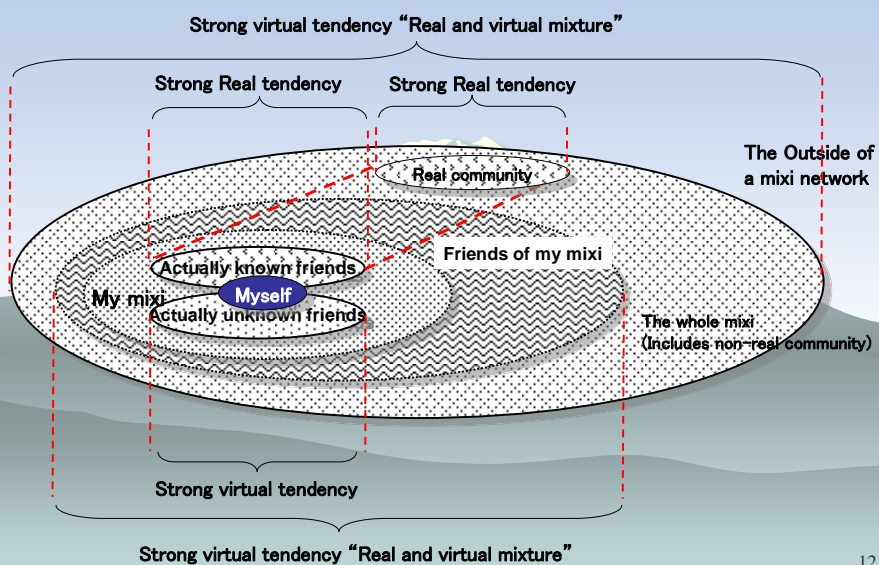
mixi top-page screen image



Comparison of the daily page-views of mixi with Google Japan.

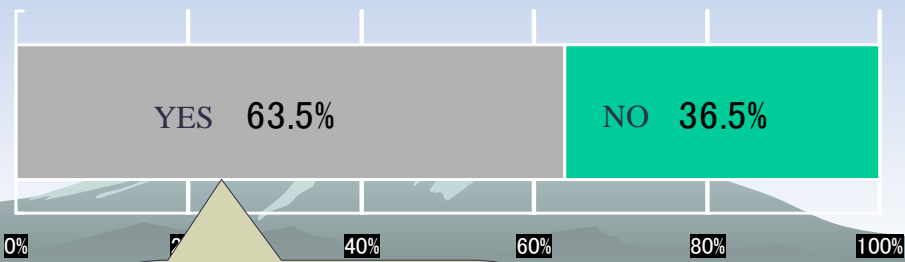


Structure of mixi



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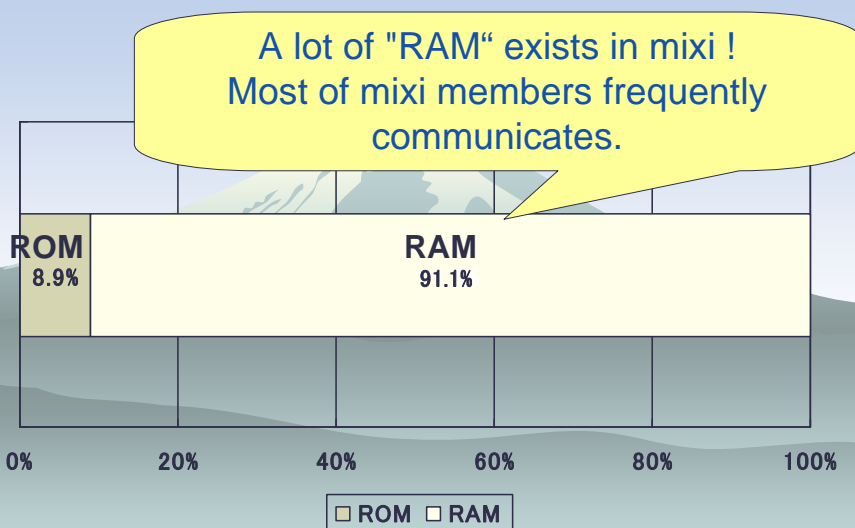
How ratio does interchange with "people without having met"?



Registering about rate of 2/3 "actually unknown people" as "My mixi", and do virtual interchange.

The source: Waseda University IT strategy Institute findings(2005.d&t)

The ratio of "ROM" & "RAM" in mixi



The source: Waseda University IT strategy Institute findings(2005.oct)

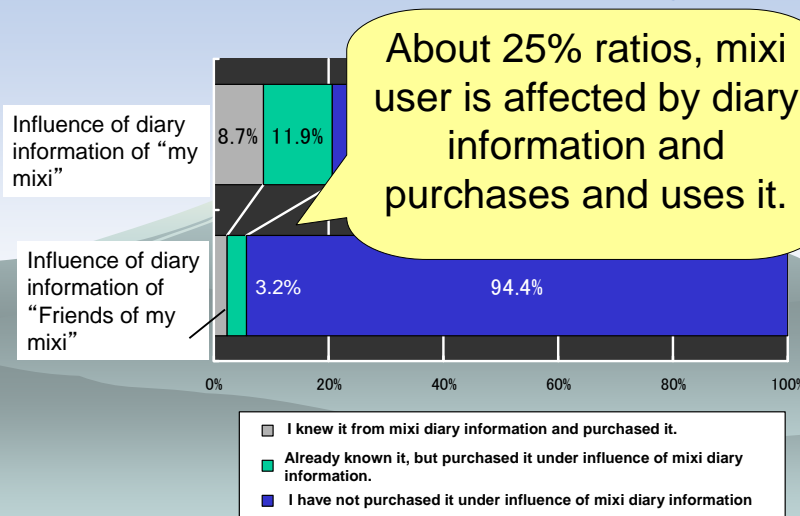
Factor analysis to determine an action of mixi members

Barrier down (blue arrow) Barrier up (orange arrow)

Systems property		Entry barrier		Activity barrier (In mixi)		An effect of "a systematic property"	As a result, the property that is brought
		Open tendency	Closed tendency	Open tendency	Closed tendency		
Recommended rule in mixi	Real name exhibition	↑↓	↑	↓	↑	* Grasp of another person attribute	* The formation of "real oriented" a trust / a relief network * Improvement of reliability of information * Self-propagation of a trust network
	Profile exhibition	↑↓	↑	↓	↑	* Reduction of uncertainty	
Function characteristic	Invitation system	↑↓	↓	↑	↓	* Specification of a suspicious individual	
	Networking self-control	↑↓	↓	↑	↓	* The formation of a closed network which you intended	
	Mutual reference of the visiting track	↑	↓	↑	↑↓	* Monitor of a suspicious individual * Grasp of another person action * A message of silence	
	Mutual reference of the access log	↑	↓	↑	↑↓	* Grasp of another person action	
	Mutual confirmation of a comment note (RSS function)	↓	↑	↓	↑	* Grasp of another person action * A message of silence	

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Influence to mixi member's purchasing behavior (Practical use to the marketing)



The source: Waseda University IT strategy Institute findings(2005.oct)

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Summary of the consideration ①

3 unique characteristics of SNS network

- ◆ SNS basically consists of “strong interest to people” and “relationships of mutual trust”.
- ◆ In SNS, real human relations and virtual human relations coexist.
- ◆ SNS participants voluntarily can make a unique and various connection with other people.

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Summary of the consideration ②

Participants behavior & Practical use to the marketing

- ◆ The activity of the SNS participants is very active.
- ◆ In SNS participants, both of the communication activity and the purchasing behavior are considerably positive compared with the conventional net community.
- ◆ Therefore, as for it, effective practical use to the marketing should be considered.

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Thank you for your kind attention!

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