



Digital Humanities Australasia 2012

THEORISING
ONLINE
COMMUNITIES

Structural linearity and the hierarchy of online discussion participation

Sora Park • University of Canberra • 28 March 2012





아고라 홈

MY 아고라

토론

이야기

즐보드

희망해

청원

네티즌과의 대화

실시간 토론

베스트

이슈

자유토론

정치

경제

부동산

주식펀드

사회

교육

문화·연예

15세이상 관람가

시체가 돌아왔다 에너지 UP ↑ 충.전.영.화! 예매오픈GO



자유 토론방

전체

베스트

최근 24시간 | 03.26(월) | 03.25(일) | 03.24(토) | 03.23(금) | 03.22(목)

최신순 | 추천순 | 토론방별 보기

토론 글쓰기

번호	제목	글쓴이	조회	시간
57302	너희들도 아이들에게 이런 밥 먹이고 싶냐? [16]	근조사회주의	47	17:17
57270	부재자투표 신청하기 참 힘드네요! [25]	다운	1217	16:37
57226	정치권의 반값등록금 공세... 위험해 보이는 이유 네... [55]	마지막출은나와함께	804	15:45
57181	<속보!!!> 비상...재앙이 닥쳐오네요 [34]	파랑새	4123	15:42
57180	문후보님! 본인 눈에 대들보는 안보이던가요...? [24]	밤안개	335	15:21
57154	처음처럼 루머? 진짜 루머일뿐인 가? [50]	redcan	606	14:08
57171	★ 이러다 새누리 150석 간다 [충격분석] [20]	아메리카노	477	13:29
57115	[초경악] 좌파들!!! 문재인씨에 대한 신문기사, 논평... [21]	right	357	13:20
57119	광주에 부는 새누리당 바람..정말 놀랍군요 [96]	change	4514	13:14

Dummobage

다음
지금비

오늘의 아고라

토론

- 이슈 총선
- 광주서 새...
- 부재자투표
- 20~30대여
- 새누리당은
- 나꼼수 봉...
- 기대수...

+ Opportunities for deliberation?



- Online open discussion spaces
 - lively debates vs. one-sided views
 - disparity among the readership and authorship
 - spiral of silence is amplified?
 - Increasing polarization?
- Some spaces are more 'democratic' than others?
 - Structural layout?
 - Type of participants?
 - Type of topic?

+ Online participation

- Different levels of participation each with a specific role within the community – discussion starters, facilitators, answer people, lurkers...
- Information flow and influence within the site - opinion leaders? Relationship between authors, readers and repliers?



+ Scope of research

- Threaded discussions in contrast to blogs & SNS
- Analysis of a major 'portal' site, online discussion forum in South Korea
- Content analysis
 - User typology
 - Content of thread



+ Research questions

- Do certain types of posts and responses result in different levels of discussion?
 - What topics, message content and message type are more likely to receive responses?
 - What are the characteristics of the responses to message postings?
- What is the pattern of interaction among various participants?
 - What is the pattern of interaction among different types of participatory behavior?
 - Does the agreement or difference in opinion among participants affect the responses?

+ Methodology

- Descriptive content analysis of Daum Agora, 22 Sep to 5 Oct 2008
- First dataset
 - Among 38,006 postings, systematic sample of 838
- Second dataset
 - From the first dataset, systematic sample of 580 post-reply pairs
- Variables: topic, message content, message source, response, length, opinion agreement, relevance of replies

+ Sample



	First dataset	Second dataset
Unit of analysis	Message	Message and reply pair
N	838	580
Number of authors	523	83
Number of repliers	-	314
Average number of replies per message	4.23	-

+ Snapshot of thread participation



	N	Min	Max	Mean	Std. Deviation
number of views	838	2	14851	170.46	712.612
number of replies	838	0	167	4.23	14.412
number of repliers	838	0	129	2.68	8.820
author's own replies	838	0	53	.67	3.256
syllables in post*	838	0	16675	653.87	1297.714
syllables in reply**	580	0	355	48.23	59.704
number of posts by author per week	523	1	400	17.4	42.328
number of posts by replier per week	580	0	91	6.92	17.475

+ Regression analysis results

- What type of posts do participants respond to?
 - Authors' engagement in discussion
 - Topics on social issues and everyday personal experiences
 - Length of post, information vs opinion, message source, authors' reputation were not significant factors
- Do certain messages induce more participation?
 - Authors' response → discussion is between author and replier pair rather than among repliers
 - Proper links/credit to source
 - Topics on everyday experience

+ Snapshot of message-reply pairs



	Relevance to message			Agreement	
	Frequency	Percent		Frequency	Percent
irrelevant	184	31.7		-	-
relevant	396	68.3	agree	286	73.5
			oppose	82	21.1
			neither	21	5.4
Total	580	100	Total	389	100

+ Regression analysis results

- Type of messages that induce 'relevant' replies to the original post
 - Authors' engagement in discussion
 - Longer posts
 - Messages with proper credit/link

+ Discussion

- Disparity between authors and repliers
 - Even more so in readers but no way to find out from this sample
- Author's presence or reputation was not a significant factor : people respond to messages and not people
- Discourse is between author and each individual replier and not among the repliers
- Personalised, daily events are of more interest even in political discussion sites



+ Q&A



■ sora.park@canberra.edu.au