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# Social Media: User Profile Analysis

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## **Social Media: User Profile Analysis**

**Abstract:** There are many factors that affect the behavior of individual, group, and organizational decisions. In recent years, social media has affected this behavior. But how do social media affect user behavior? The answer to this question will be to be answered by analyzing the user's profile of social networks, i.e. the behavior of users in this type of applications when making decisions. To study the user's profile, an experiment will be carried out where, as indicated above, will be studied the type of decisions that users make when using social networks.

**Keywords:** Decision making, behavior, social networks, experimental economy and user.

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# **1. Introduction**

In today's landscape, social media is essential and used daily by millions of people, where they interact with each other through uploading content, exchanging messages or reacting to the content that has been uploaded. Many websites, such as Facebook or Instagram, have millions of users and each uses them for a purpose, such as to get a greater circle of friendship, entertainment or it could be the case that they are used to advertise as a business.

But not all users have the reason to have the same purpose, they do not have to have the same tastes and not everyone behaves the same way on social networks and this is what is intended to be found out in this analysis.

Social networks are linked to psychology, because the more I like, the more friendships you get, the more feedback you get for the contribution, the more self-esteem you will get. All of these above guidelines currently measure a person's ego and how well they can feel about themselves.

It is also worth noting that people spend a lot of time on such networks, simply to achieve the purpose or purposes, which we have mentioned above, in order to increase ego or self-esteem. The maximum dedication to this type of networks is essential to achieve what is proposed.

Trust is also a factor that affects how a person can behave within this scenario such as social media. The more trust there is among the people who interact, the greater rights or privileges granted to you, such as browsing our profile to view our content.

The objective of this work, which it aims to do, is to analyze the profile of social media users. A detailed study will be carried out, through the use of the knowledge of the experimental economy, where users will carry out 3 experimental treatments, where they will provide us with the necessary data to carry out this analysis in each of them and thus be able to make the appropriate conclusions.

## **1.1. Motivation**

In light of recent developments about the impact of social networks on the day-to-day, it is intended to find out what users' profiles are and what their daily use is to understand their behavior. In particular, you want to see how the user acts in this type of application and what is their decision making in this very complex world. The research that is carried out contributes to the existing literature in this field the study of the user's profile, in order to know how users behave on social networks.

## **1.2. Literature review**

Social networks are the subject of many studies carried out, so in the following section, different studies carried out by several authors are shown, where they will provide the necessary information to carry out this study.

Friendship is a fundamental piece on social media, and therefore Thelwall (2008), performs a comprehensive analysis of friendship, in particular studies the size of the friendship circle, age and gender of Myspace users. The scope of the work performed is a sample of approximately 20,000 users, in which it extracts personal information about each user. The results obtained from this study is that users who are teenagers, have a higher number of friends than average and are more likely to get a greater number of friendships.

According to the results obtained a conclusion can be drawn about the average Myspace user and is that they are apparently women of 21 years, single, with a public profile, interested in online friendship and in logging in weekly to interact with a mixed list of "friends", mainly women, who are predominantly known. There was some evidence of three different friendship dynamics, oriented to close friends, acquaintances or strangers. Perhaps, unsurprisingly, women and younger members had more friends than others, and women were more likely to maintain private profiles.

The work done by J. Power and Phillips-Wren (2011), conducts a study on the impact of social networks and web pages 2.0 on decision-making, show us how social networks affect us and how they can affect us in decision-making whether at the individual, group or organizational level.

The findings obtained by this study are that the impact of social media on personal and managerial decision-making depends on which specific social media application is used. It seems possible to determine whether a specific application is a useful decision support tool or whether it harms decision-making by applying traditional decision-making metrics such as decision satisfaction, time spent making a decision, the number of alternatives evaluated, and the quality of the decision.

The content that is uploaded to the networks, for example, the images, provide a lot of information about the personality of each of the users and therefore Liu, Preotiuc-Pietro, Samani, Moghaddam and Ungar (2016), offer a study on the images that users post on social networks to find out what type of personality each individual has. In particular, they study the profile images of more than 66,000 Twitter users whose personality is estimated through the tweets they post. The results shown are that there are significant differences between the image being chosen and those that can be used to analyze the user's personality accurately. The example that the authors tell us to indicate the result, carried out in their study, is that pleasant and conscientious users show more positive emotions in their profile photos.

Social networks are widely used by young people and therefore Colás, González and Pablos (2013), conduct a study on the use of Andalusian young people. The objective of the work is to know the preference in the uses of social networks, the time they spend in their use and the reasons that drive them to use them. In addition, it studies whether there are differences in time spent, such as in the motivations of use, depending on the gender. The application for further study is the use of questionnaire for data collection. The sample is 1,487 teenagers from Andalusia. The results show that young people routinely use social media and whose motivation for use is psychological and social. The study does not find significant differences between gender and network use, but the reasons why they use them. The reason for use by boys is of an emotional type, while in girls the motivation of relational character predominates.

Trust is used by many experimentalists to perform the appropriate analyses. For this reason, this article made by Luna and Velasco (2005) proposes an operational definition of interpersonal trust, with three types of trust: strategic, normative and prestige-based.

They show a statistical representation, where the data that have been obtained allow some hypotheses to be raised and a set of proposals on the measurement and evaluation of trust.



Social networks have become the reference in Web 2.0, so Vivar (2009), shows us an analysis about this topic and what it intends to respond to is how are the new ways of communicating through networks and that business underlies them, which profiles are needed in this new scenario such as social networks and whether the media should adapt to this new way of communicating. The conclusions about this study, is that, social media generates a lot of influence in today's world, as an example exposes the U.S. election. It is also noted that social media is dangerous, especially for younger people, as they are prone to falling into pedophilia or pornography networks. The profile that is needed in these types of networks to succeed are people who know how to reach the masses, exert influence and obtain the knowledge and skills to make it possible. Finally, it is stated that the media has a pending subject with respect to social networks since to survive they must adapt.

Social media has now become a leisure activity whose popularity has been ascending over the past decade. Although the use of social networks in most cases is not problematic, there is a small part of users that does seem to give excessive and compulsive use to social networks. The main objective of the study by Andreassen, Pallesen and Griffiths (2017) was to examine the association between the addictive use of social media, narcissism and self-esteem. They collect a sample of 23,532 Norwegians; whose average is 35.8 years and the range of the study was between 16 and 88 years. Participants had to conduct a web-based survey that includes the Bergen Social Media Addiction Scale (BSMAS), the Narcissistic Personality Inventory-16 and Rosenberg's Self-Esteem Scale.

The results showed that young women, students, who were not in a relationship, whose education, income and self-esteem were lower, and possessed narcissism, scored high in BSMAS. The findings supported the effect of addictive use of social media and is that it reflects the need to feed the ego, that is, narcissistic personality traits and an attempt to prevent negative self-assessment.

The results also show consistent predictions about demographics and associations taken on central theories of addiction, indicating that women may develop a more addictive use of activities than compared to men's use.

Currently the technology shows that it is one of the best advances for science, being a tool that can generate new knowledge. But also their misuse can generate different problems in both psychological and social health, many of them are adolescents.

For this reason, López y Téllez (2018), they carry out the following research, where teenagers of the Tulcán Educational Unit are the object of this study, with the aim of identifying addiction to social networks and technology and the psychological alterations that are generated. A descriptive, quantitative and field analysis was carried out using the survey and the use of a test as a research resource.

The results obtained in this research there was evidence about the harmful effects about social networks, in which 35% are afraid to be without being with the phone moderately, 37% of the time spent is about 3 to 5 hours a day on social networks, 55% tend to get in a bad mood because they are not connected and not being able to exchange information with their friends virtually , 59% say their sleep hours are affected by the consequences of social media addiction, 78% prefer virtual life than the real world. By way of conclusion, it is that excessive use of social media, can cause a strong addiction as could be the case of a substance. These contribute to the use of them being misrepresented, mainly by adolescents. The strong addictive capacity of the internet is mainly increased by its wide availability, low cost and easy handling.

Social networks are considered as a tool for integration between people of different ages. However, these social networks are difficult for older adults to manage either because of physical or cognitive problems. This group of people so that they are not isolated from the world today, that is, that they do not lose touch and can keep it with other people, such as family or friends, have had to adapt despite, as mentioned above, their difficulty of use.

It is therefore important to know what the influence of these technologies is to the elderly, what improvements or characteristics must be taken into account for effective use and the consequences of it. This article formulated by Cedillo, Borja and Lazo (2017), present an application that will allow to measure the use of the most used social networks, as a first approximation to determine the psychological effect of the elderly, what their needs are and the consequences of their use.

With the idea of improving to adopt by the elderly people to these online networks, the study presents a tool that allows to measure the use of some of the social networks to obtain the necessary information that allows them to analyze the behavior of the user.

## **2. Experimental treatments**

In this section, a presentation will be made first of the methodology to be used in this study. Next, we will show the experimental design that will be carried out, in which first, a few brief questions will be made to know, first hand, the characteristics of the participants of the experiment. The design of each of the experimental sessions will then be presented, a total of three, in which a series of situations are raised through the Google forms program where participants will respond according to the instructions indicated above. Finally, each session will be analyzed individually, as each of them poses different instructions and situations.

### **2.1. Methodology and experimental design**

The methodology that has been used to carry out the following study for data collection, and with it the subsequent analysis thereof, is the methodology used in experimental economics together with that taught in game theory and econometrics.

To conduct the study, a number of features are collected, through the use of the Google Forms program, to obtain information from about 65 individuals using social media. To do this, a questionnaire will be carried out to obtain the necessary information to obtain the main purpose of this experiment:

- Age
- Sex
- User objective (friendship, business...)
- Public or private profile
- Number of friendships
- Hours spent on social media
- If you regularly comment on posts
- How many likes I get per post

Then the same 65 participants will perform an experiment consisting of 3 treatments. Individuals who participate, both in the experiment and in the above form, are between the ages of 13 and 58. Individuals will be given a series of instructions before starting, in which they will be asked to explain the instructions to be carried out in each treatment to be performed. All this through the Google Forms platform.

Before starting the experiment, you will be shown what the main rules are and how to develop the game in which it will try not to influence the decisions that right after individuals would have to make.

First, as indicated above, a first form has been made to obtain an overview of the participants and, consequently, to obtain a graphical representation of each of the characteristics obtained.

Second, the experiment has been carried out, through Google Forms, in 3 treatments of which each of them will consist of the following:

The **first treatment of the experiment**, involved 65 individuals with an age range between 13 and 58 years. The participants explain the operation and guidelines of how we will work in this session, in which, they will always have to make the decision on the situation they face, in this case six situations. As noted, players will always decide as Player 2, as they will have the ability to make the decision, at their discretion, on the situations that arise and according to the indications of which they will proceed to explain below.

These indications are to "like" or "Ignore", to make such an indication, first, they should read the instructions shown at the beginning of each session and the situation that has been raised to it at that time.

The situations that have been raised and whose representation for this first session are as follows:

**Situation 1:** A follower you have little relationship with uploads a photo to social media. In this situation which options you would mark:

- a) I like it
- b) Ignore

**Situation 2:** A famous follower uploads a photo to social media. In this situation which options you would mark:

- a) I like it
- b) Ignore

**Situation 3:** A family member uploads a photo that is not your liking to social media. In this situation which options you would mark:

- a) I like it
- b) Ignore

**Situation 4:** Your best friend uploads a photo with a person you don't have a very good relationship with social media. In this situation which options you would mark:

- a) I like it
- b) Ignore

**Situation 5:** The person you like uploads a photo despite not having much relationship. In this situation which options you would mark:

- a) I like it
- b) Ignore

**Situation 6:** A classmate or workmate uploads a photo to social media. In this situation which options you would mark:

- a) I like it
- b) Ignore

The **second treatment of the experiment**, involves 65 individuals with an age range between 13 and 58 years. The participants are explained how it works and the guidelines of how we will work in this session, in which, they will always have to make the decision on the situation they face, in this case there are six situations. As noted, players will always decide as Player 2, as they will have the ability to make the decision, at their discretion, on the situations that arise and according to the indications of which they will proceed to explain below.

These indications are to give "Accept" or "Reject", in order to make such an indication, first, they should read the instructions shown at the beginning of each session and the situation that has been raised to it at that time.

The situations that have been raised and whose representation for this first session are as follows:

**Situation 1:** The person you don't have a very good relationship with, but goes with your group of friends, sends you a friend request. In this situation which option you would check:

- a) Accept
- b) Reject

**Situation 2:** The person you just met just sent you a friend request. In this situation which option you would check:

- a) Accept
- b) Reject

**Situation 3:** The person you liked sends you a friend request, but you are currently with a partner. In this situation which option you would check:

- a) Accept
- b) Reject

**Situation 4:** A celebrity sends you a request, but it's not to your liking. In this situation which option you would check:

- a) Accept
- b) Reject

**Situation 5:** A friend you're in a good relationship with sends you a friend request even though you've known each other for a long time. In this situation which option you would check:

- a) Accept
- b) Reject

**Situation 6:** A classmate or co-worker sends you a friend request. In this situation which option you would check:

- a) Accept
- b) Reject

**The third and final treatment of the experiment**, involves 65 individuals with an age range between 13 and 58 years. The participants are explained how it works and the guidelines of how we will work in this session, in which, they will always have to make the decision on the situation they face, in this case there are six situations. As noted, players will always decide as Player 2, as they will have the ability to make the decision, at their discretion, on the situations that arise and according to the indications of which they will proceed to explain below.

These indications are to give "Comment" or "Ignore", to make such an indication, first, they should read the instructions shown at the beginning of each session and the situation that has been raised to it at that time.

The situations that have been raised and whose representation for this first session are as follows:

**Situation 1:** A celebrity makes a draw of a product that we like a lot, but to participate you need to mention in turn the person with which we do not have a very good relationship. In this situation which option you would check:

a) Comment

b) Ignore

**Situation 2:** The person we like uploads a photo. In this situation which option you would check:

a) Comment

b) Ignore

**Situation 3:** The class or work person uploads a video. In this situation which option you would check:

a) Comment

b) Ignore

**Situation 4:** A family member you don't have much relationship with uploads a video where you appear. In this situation which option you would check:

a) Comment

b) Ignore

**Situation 5:** A follower you've met hasn't for a long time uploads a funny video. In this situation which option you would check:

a) Comment

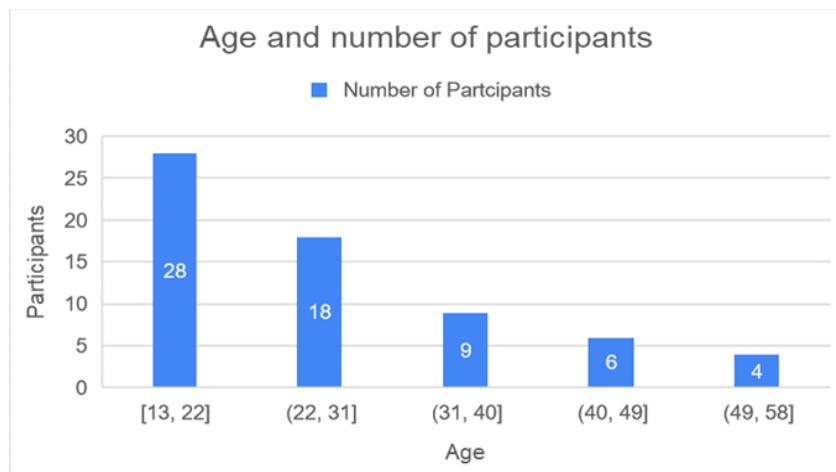
b) Ignore

**Situation 6:** Your ex-partner uploads a photo. In this situation which option you would check:

- a) Comment
- b) Ignore

Below are the graphs obtained in the first questionnaire about obtaining the characteristics of the 65 participants. Each of the graphics has a brief explanation of what has been obtained in the answers, in general, in each question.

**Graphic 1. Age and number of participants**

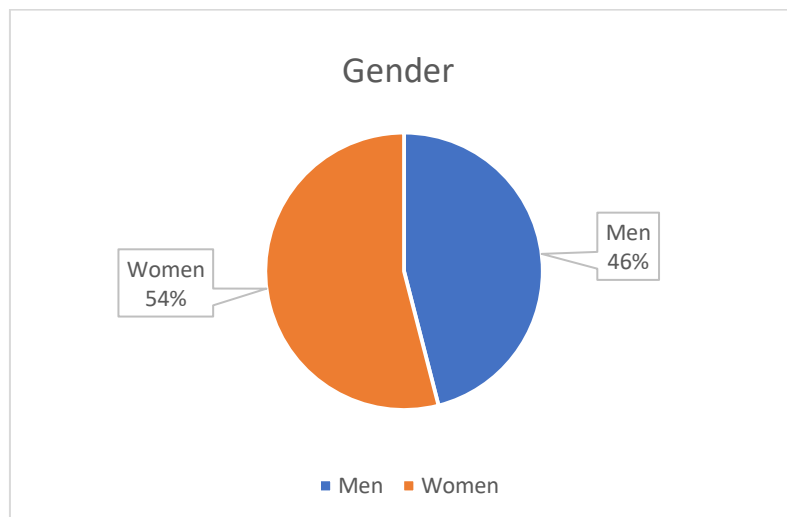


The graph shows the total number of participants that can be found in the experiment, specifically 65 participants, of which the maximum age is 58 years and the minimum is 13. There are a wide variety of ages, which can be found on social media, but in this case, the predominant age in social media are young people between the ages of 13 and 22, followed by people aged between 22 and 31 years, so until they reach the maximum age 58 years.

As you can see there is a trend that is clearly descending, because the older you are, the more likely a person is not to use social media. It can therefore be concluded that, most of the users we find and who use such means most to communicate or for any other purpose are young people, aged between 13 and 31 years.

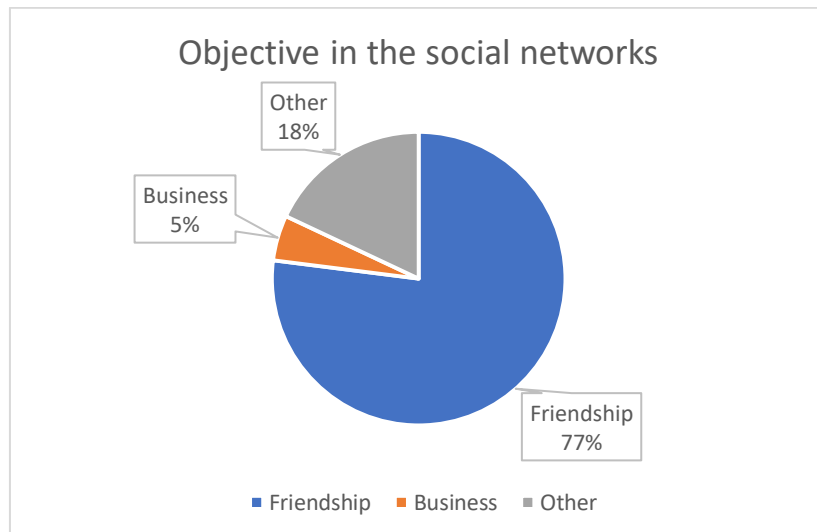


**Graphic 1.1. Gender of participants**



The graph below shows the gender of the 65 participants in the experiment, where 46% are men and 54% are women. This figure can give evidence about the use of social networks, since there is a slight difference on the part of users in terms of gender, we are more likely to find ourselves a user of the female gender than of the male gender. Therefore, women would use social media a little more than men.

**Graphic 1.2. Objective of users on social networks**

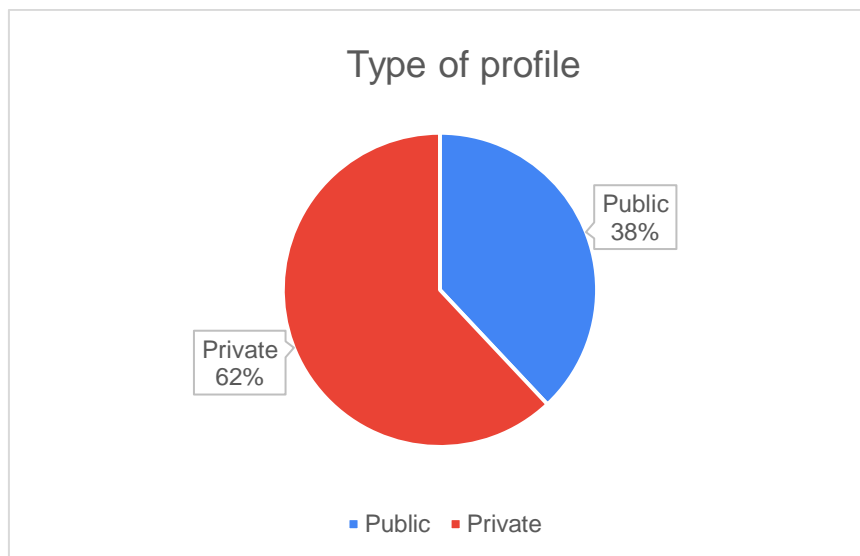


The Graph tells us the main objective of users on the networks, that as you can see most profile is created on social networks in order to establish a friendship relationship. The second case, you will find the training, here users use them to view the content of their followers, whether photos, videos or any other post or information that this type of purpose that is entertainment.

Finally, you will find the businesses, in this case the users use them for the purpose of being able to advertise and gain fame with their followers.

This type of purpose are widely used by people who have a business or are simply people who are in themselves a brand and tend to advertise, this is the case of people called "influencers". The reason why they use this type of scenario is to save on costs regarding what it means to advertise in other types of media, like, it is used because the chances of reaching people as a brand are very high, because as we will see later, people use this type of networks on a daily basis.

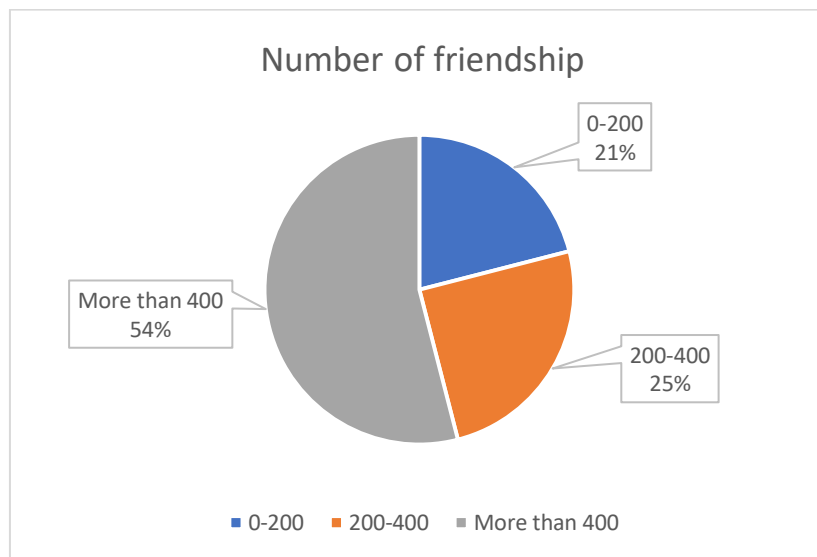
**Graphic 1.3. Type of user profile**



The following graphic tells us about the type of profile that can be found in such networks, such as private or public profiles. For the most part, users use a private profile, 62%, the reason why this type of user opts for this type of profile is to keep their content private, without users who do not know, do not have the privilege or right to see the content they upload to the networks.

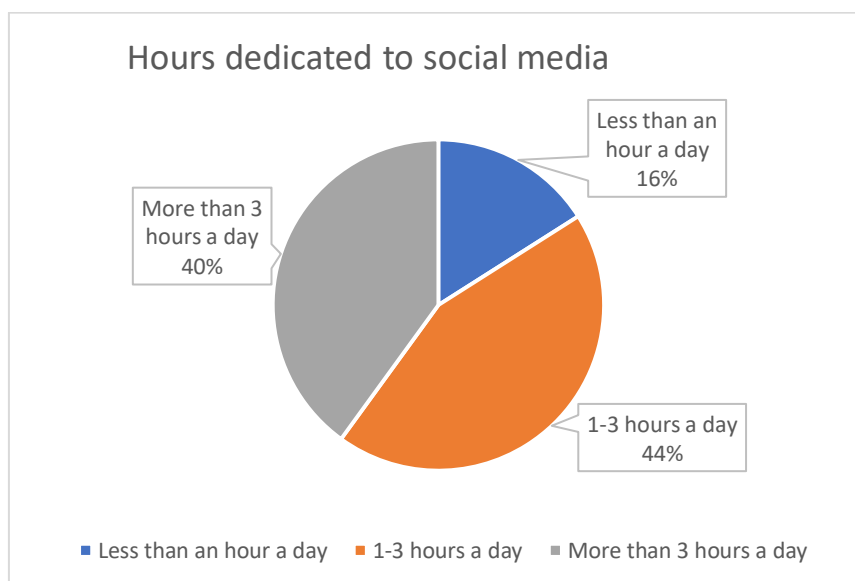
On the other hand, there are people who use the public profile, this type of profile is less used, but as you can see, but there are people who use them, specifically 38%. Such users, unlike those of private profiles, do provide the privilege to anyone, whether of their circle of trust or not, so that they can view all the content without any restrictions. These types of profiles are mostly users who are companies or are people in order to try to advertise and thus be able to interact with the other users that we can find in this type of social networks.

**Graphic 1.4. Number of friendships**



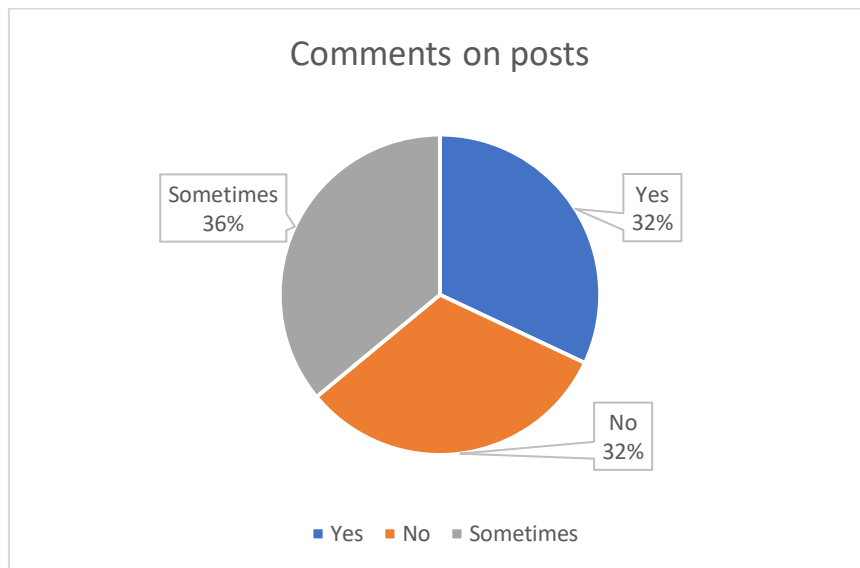
The graph below shows the number of friends of the participants. The quantities proposed are between 0 and 200, 200 and 400, and more than 400. The way friendships work in social media as you can see they tend to accept anyone, whether they are known or not, because here in this scenario it is about making as many friends as possible, it is a game in which it is about making as many friends as possible. This is what the graph reflects, 54% have more than 400 friendships, followed by numbers between 0 and 400, 46% of the total. That's why we tend to try to expand that popularity by getting more friendships.

**Graphic 1.5. Hours dedicated to social media.**



The graph represents the number of hours spent on social media. The hours that users use networks have a lot of influence on how that user works in this world, such as social networks. The vast majority spend enough time on him, because, they need to get as much profit as possible, and, to get it, they have to be constantly connected uploading content to gain followers, that is, advertising. As far as you can see, users in general are quite likely to use, in a large number of hours, social networks, specifically 84% of the total, uses them between a minimum of one hour and more than 3 hours. All other users, utilization is minimal, 13%, they use them less than an hour.

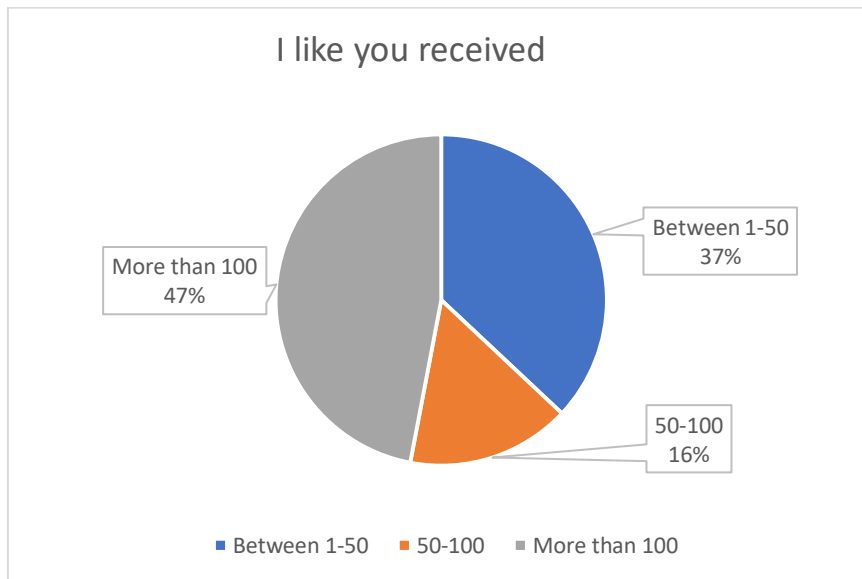
**Graphic 1.6. Comments on posts.**



This graph reflects how often network users comment on other users' posts. In this situation the opposite of what happens in the case of friendships, here users do not comment any content of any person, now they only make a comment to the publication of the person with the trust, otherwise the same thing does not happen. Comments as seen in the vast majority do not comment or do so very occasionally, i.e. a total of 68% of users, the rest will comment on the posts, 32%, regardless of whether it is known or not.

Therefore, here what is reflected in the graph, a certain hint of how users could act in the face of situations, which are raised later. What can be found in the analysis of the experiment is a tendency to behave in terms of comments, in particular, not commenting.

**Graphic 1.7. I like you received.**

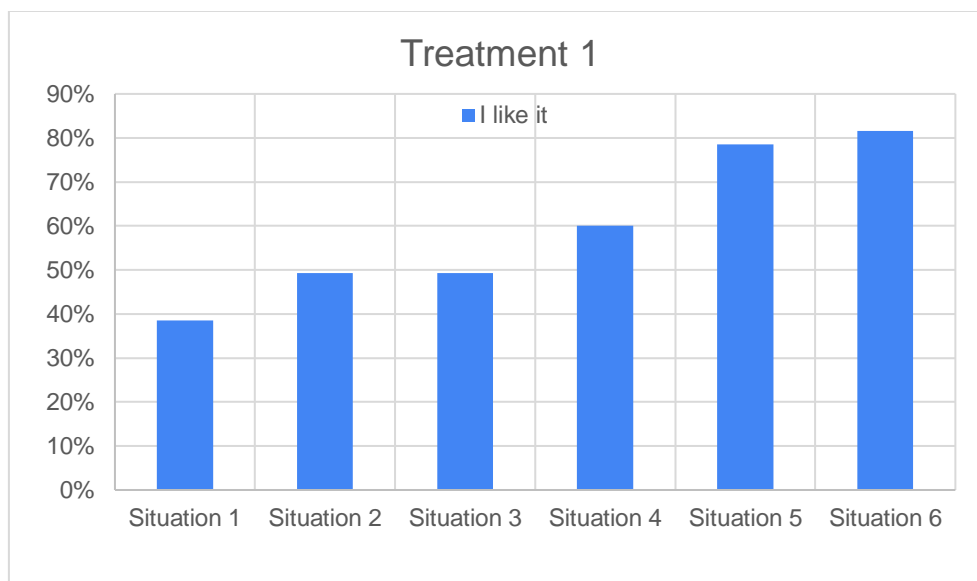


The graph illustrates the likes users receive. Likes is a completely different situation than the one raised above. Here the user is more likely to receive more likes than not to receive them. These likes, which are obtained in networks, are rewards that currently users give a lot of importance to it, so when you have analyzed the hours dedicated to networks, users tend to dedicate many hours for this, to get the greatest possible likes and get as many friendships as possible. It is what is observed in the graphic, the user has at least one like per post and at most more than 400 likes, and for the most part it is that you get more than 400 likes, followed by likes between 1 and 50.

## **2.2. Analysis of the results**

The results obtained in each treatment are the ones that will be explained in more detail below in 3 graphs, where each of the treatments will be represented, showing the most influential decision and the one that is intended to study, all of them taken by the 65 participants, who are the same participants in each treatment.

- **First treatment: Like or ignore content**



**Graphic 2. Evolution of the "Like" decision**

The Graph of the treatment 1 shows the decisions, "Like" and "ignore", carried out by the participants throughout the experimental session made. In the first situation raised, the person with which they interact is a known person, in this case people tend not to perform the action of liking the publication. In situation 2, it is still known, but it already conveys more confidence, as it is a celebrity, here is a certain equality when it comes to liking or ignoring the publication. In situation 3, the participants follow the same trend as situation 2, but in this case, the person who has to like it or not, is a person of trust as a family member. In the following situations there is a tendency towards liking, that not to give, because in the situations that have been raised, the people with which you interact report greater confidence, such as your best friend, the person you like or a classmate or work.

As a summary, the trend in this first session is positive in terms of likes, where in the first sessions it was below the ignore action, but as a person has been added or introduced that brought them greater confidence and more proximity, the curve was above the action ignore.

Next, an econometric analysis of each of the situations will be performed, where you will see, which aspects can influence the decisions of this first treatment. As a dependent variable, the decision likes will be used, and, as independent variables, one of the two genders, woman in this case, the type of profile, number of friendships, hours dedicated to social networks, how many I like receive by publication and age will be used.

### Situation 1

Model 1: MCO, using observations 1-65

Dependent variable: llikeit1

	Coefficient	standard dev.	t statistics	p- value	
const	0.961072	0.426304	2.254	0.0280	**
Women	-0.148814	0.117996	-1.261	0.2123	
Profile type	-0.0582323	0.118444	-0.4916	0.6248	
The number of friendships	-0.193310	0.0824188	-2.345	0.0224	**
The hours you spend on social media	-0.0102491	0.0837335	-0.1224	0.9030	
The likes that you receive in the networks	0.198366	0.0922407	2.151	0.0357	**
Age	-0.0124450	0.00637466	-1.952	0.0557	*

**Table 1:** Econometric model of the decision I like in situation 1

We note that in this situation gender does not influence the model, that is, neither men nor women, influence the likes, but you can see that the more women face this situation, the less I like you can get in this case.

It also doesn't influence the type of profile each user has, but the variable indicates that if you have a public profile, I like them will decrease. The hours you spend on social media, in this case, what happens is that, in the greater number of hours dedicated, there is a decrease in likes. In this situation, however, it is significant age, this variable tells us that, the older you have, the more likely you are to make the decision to ignore.

The likes that you receive in the networks, in general, do influence when it comes to liking in this situation, so, if you receive many likes from followers, you will increase the likes. The number of friendships also influences when making this decision, in which it indicates that a greater number of friends get a user on the networks, you will get fewer likes.

## Situation 2

Model 2: MCO, using observations 1-65					
Dependent variable: llikeit2					
	Coefficient	standard dev.	t statistics	p- value	
const	1.00575	0.394097	2.552	0.0134	**
Women	0.267424	0.109081	2.452	0.0173	**
Profile type	0.244680	0.109496	2.235	0.0293	**
The number of friendships	-0.224589	0.0761922	-2.948	0.0046	***
The hours you spend on social media	0.00258747	0.0774076	0.03343	0.9734	
The likes that you receive in the networks	0.0446547	0.0852721	0.5237	0.6025	
Age	-0.0220513	0.00589307	-3.742	0.0004	***

**Table 2:** Econometric model of the decision I like in situation 2

In the second situation it does influence the gender in the model, that is, there are significant differences in making the decision to like in this situation. Women are more likely to like me more in this situation than men, mainly because, an increase in women facing this situation, more likes will be able to get the person in question.

Regarding the type of profile, in this case, it does influence when I like, because if the profile in question is public, it is more likely that a greater number of likes will be achieved than if you had it private. Another of the variables that remain significant is the age, at which the older you have, and you are more likely not to make the decision to like the person in question.

The likes that you receive in the networks, in general, do not influence when it comes to liking in this situation, but the increase in the number of likes that you receive from users, more likes can be given. The number of friendships also influences when making this decision, mainly because more friendships, you are more likely not to like in posts.



### Situation 3

Model 3: MCO, using observations 1-65  
Dependent variable: llikeit3

	Coefficient	standard dev.	t statistics	p- value	
const	0.887098	0.494723	1.793	0.0782	*
Women	-0.0935776	0.136933	-0.6834	0.4971	
Profile type	0.0683512	0.137454	0.4973	0.6209	
The number of friendships	0.0918021	0.0956466	0.9598	0.3411	
The hours you spend on social media	-0.136779	0.0971722	-1.408	0.1646	
The likes that you receive in the networks	-0.0122040	0.107045	-0.1140	0.9096	
Age	-0.0105573	0.00739776	-1.427	0.1589	

**Table 3:** Econometric model of the decision I like in situation 3

In this third situation, none of the variables influence this model. Gender does not influence this decision-making, in this case, but women are more likely to ignore that publication than men. The profile type is another of the variables that do not affect the decision making of likes, but depending on what type of profile is used you will be able to get a greater number of likes.

The number of friendships and likes that users receive, in this case, also do not influence the likes, although, in the case of the number of friendships, it positively affects to like, because the more friendships, the more I like you there will be in the environment raised.

In contrast, the number of likes negatively affects, because the more I like you will be able to receive. Even age is another variable that wouldn't be taken into account when liking, but it's still young people who tend to like me the most. The hours dedicated to networks do not influence the decision, but, the more hours spent, the fewer likes can be obtained.

#### **Situation 4**

Model 4: MCO, using observations 1-65  
Dependent variable: llikeit4

	Coefficient	standard dev.	t statistics	p- value	
const	1.65093	0.471386	3.502	0.0009	***
Women	-0.145413	0.130474	-1.114	0.2697	
Profile type	-0.115915	0.130970	-0.8851	0.3798	
The number of friendships	-0.00692510	0.0911347	-0.07599	0.9397	
The hours you spend on social media	-0.166613	0.0925884	-1.799	0.0771	*
The likes that you receive in the networks	0.0134607	0.101995	0.1320	0.8955	
Age	-0.0158688	0.00704879	-2.251	0.0282	**

**Table 4:** Econometric model of the decision I like in situation 4

In situation 5, gender does not influence the model, that is, neither men nor women, influence the likes, but, the more women who face this situation, the more I like you can be obtained in this case. The profile type is significant in the model and indicates that, an increase in the public profile, you get a greater number of likes. The hours spent on social networks, in this case, do not influence decision-making, and, it shows is that, in the greater number of hours spent, there is an increase in the number of likes.

On the other hand, in this situation, age is not significant, this variable tells us that, the older you have, it is more likely that in this situation, the likes received decrease. The likes that you receive in the networks, in general, do not influence when it comes to liking in this situation, so if you receive many likes from followers, it is likely, that I like more times. The number of friendships also does not influence when making this decision, this indicates that the more friends a user gets on the networks, you will get a greater number of likes.

## Situation 5

Model 5: MCO, using observations 1-65  
Dependent variable: llikeit5

	Coefficient	standard dev.	t statistics	p- value	
const	0.474006	0.383569	1.236	0.2215	
Women	0.0383525	0.106167	0.3612	0.7192	
Profile type	0.186086	0.106571	1.746	0.0861	*
The number of friendships	0.0764726	0.0741567	1.031	0.3067	
The hours you spend on social media	0.0196230	0.0753396	0.2605	0.7954	
The likes that you receive in the networks	0.0480141	0.0829940	0.5785	0.5651	
Age	-0.00899995	0.00573563	-1.569	0.1221	

**Table 5:** Econometric model of the decision I like in situation 5

In situation 5, gender does not influence the model, that is, neither men nor women, influence the likes, but, the more women who face this situation, the more I like you can be obtained in this case. The profile type is significant in the model and indicates that, an increase in the public profile, you get a greater number of likes. The hours spent on social networks, in this case, do not influence decision-making, and, it shows is that, in the greater number of hours spent, there is an increase in the number of likes.

On the other hand, in this situation, age is not significant, this variable tells us that, the older you have, it is more likely that in this situation, the likes received decrease. The likes that you receive in the networks, in general, do not influence when it comes to liking in this situation, so if you receive many likes from followers, it is likely, that I like more times. The number of friendships also does not influence when making this decision, this indicates that the more friends a user gets on the networks, you will get a greater number of likes.

## Situation 6

Model 6: MCO, using observations 1-65  
Dependent variable: llikeit6

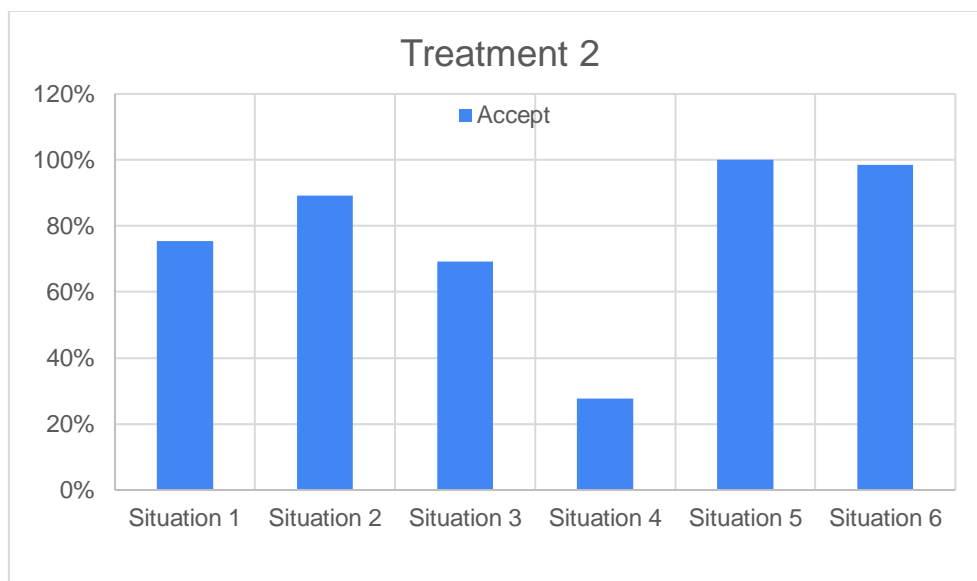
	Coefficient	standard dev.	t statistics	p- value	
const	1.36426	0.349014	3.909	0.0002	***
Women	-0.0886559	0.0966027	-0.9177	0.3626	
Profile type	-0.212536	0.0969698	-2.192	0.0324	**
The number of friendships	-0.00387445	0.0674760	-0.05742	0.9544	
The hours you spend on social media	0.0807421	0.0685523	1.178	0.2437	
The likes that you receive in the networks	0.00157874	0.0755172	0.02091	0.9834	
Age	-0.0135778	0.00521891	-2.602	0.0118	**

**Table 6:** Econometric model of the decision I like in situation 6

In this sixth and final situation, gender does not influence the model, that is, neither men, nor women, influence the likes, but you can see that, the more women face this situation, the less I like you can get in this case. In the case of the profile type, it does influence the decision, because, an increase in the public profile, you get a greater number of likes. The hours you spend on social media, in this case, are not significant, and what happens is that, in the greater number of hours spent, there is an increase in likes. On the other hand, in this situation, age is significant, and this variable tells us that, the older you have, you are more likely in this situation to decrease the like numbers.

The likes that you receive in the networks, in general, do not influence when it comes to liking in this situation, so if you receive many likes from followers, they will increase the number of likes. The number of friendships also does not influence when making this decision and indicates that, the more friends a user gets on the networks, you will get fewer likes.

- **Second treatment: Accepting or rejecting friendship**



**Graphic 3. Evolution of the decision "Accept"**

The graphic of Session 2 illustrates the decisions, "Accept" and "Reject", made by the participants throughout the experimental session. In the first situation raised, the person with which they interact is a known person, in this case people tend to take the action of accepting the friend request. In situation 2, it is still known, but the vast majority continue to accept the request.

In situation 3, it reports a little less confidence and proximity than the previous two situations, the person in question, is one they liked at the time, so there is a certain downward trend, since there are people who would not accept this request. In situation 4, the type of person, in this case, is known and does not bring any trust, in this situation is, a famous person but who is not to the liking of each of the participants, therefore, for the most part, would reject the request for friendship that they receive from this person. In the following two situations, the trend is positive, mainly because in this situation they interact with a person who gives them greater confidence than the previous two situations, since in this case they are a long-ago friend and a classmate or workmate.

As a summary, the trend at this second session in general is positive in terms of accepting friend requests, where in the first sessions it was above the reject action, but as a person has been added or introduced to them, the curve was, despite this above, the action to ignore less in the situation of the famous. But broadly the acceptance rate is very high.

With regard to the econometric analysis, an analysis of each situation of this second treatment will be carried out, where the action of accepting in each situation will be chosen as dependent variable, and, as independent variables, the gender has been chosen, in this case women, the type of profile, age, number of likes, number of friendships and hours dedicated to social networks.

### **Situation 1**

Model 1: MCO, using observations 1-65					
Dependent variable: Accept1					
	Coefficient	standard dev.	t statistics	p- value	
const	1.15961	0.412824	2.809	0.0068	***
Women	-0.220155	0.114265	-1.927	0.0589	*
Profile type	-0.0641011	0.114699	-0.5589	0.5784	
The number of friendships	-0.108290	0.0798128	-1.357	0.1801	
The hours you spend on social media	0.0434417	0.0810859	0.5357	0.5942	
The likes that you receive in the networks	0.0532217	0.0893241	0.5958	0.5536	
Age	-0.00600520	0.00617310	-0.9728	0.3347	

**Table 7:** Econometric model of the decision accept in situation 1

In the first situation it is observed that gender if it influences the model, that is, that there are significant differences in accepting this request for friendship, but in turn, it can be seen that, the more women face this situation, the fewer requests can be accepted. In the case of the profile type, it does not influence the decision, and what it tells us is that, an increase in the public profile, a fewer acceptance is obtained.

The hours spent on social media, in this case, are not significant, and what happens is that, in the greater number of hours spent, there is an increase in the acceptance of applications. In this situation, age is not significant, and this variable tells us that, the older you have, the more likely you are in this situation to decrease the numbers of accepting the application.

The likes you receive on the networks, in general, do not influence when it comes to accepting in this situation, so if you receive many likes from followers, they will increase the number of friendships. The number of friends also does not influence the making of this decision and indicates that the more friends a user gets on the networks, the friend requests they receive will be rejected.

## **Situation 2**

Model 2: MCO, using observations 1-65					
Dependent variable: Accept2					
	Coefficient	standard dev.	t statistics	p- value	
const	1.01124	0.295055	3.427	0.0011	***
Women	-0.128014	0.0816677	-1.567	0.1224	
Profile type	0.00947764	0.0819781	0.1156	0.9084	
The number of friendships	-0.0876603	0.0570441	-1.537	0.1298	
The hours you spend on social media	0.100823	0.0579540	1.740	0.0872	*
The likes that you receive in the networks	-0.0100906	0.0638421	-0.1581	0.8750	
Age	-0.00326821	0.00441206	-0.7407	0.4618	

**Table 8:** Econometric model of the decision accept in situation 2

Secondly, gender does not influence the model, i.e. that both men and women do not influence accepting this request for friendship, but in turn, it can be seen that the more women face this situation, the fewer requests can be accepted. In the case of the profile type, it does not influence the decision, what this variable tells us is that, an increase in the public profile, a greater number of acceptances are obtained.

The hours spent on social media, in this case, are significant, and what happens is that, in the greater number of hours spent, there is an increase in the acceptance of applications. In this situation, the age is not significant either, this variable tells us that, the older you have, you are more likely to decrease the numbers of accepting the application.

The likes you receive on the networks, in general, do not influence when it comes to accepting in this situation, so if you receive many likes from followers, the number of friendships will decrease. The number of friends also does not influence the making of this decision and indicates that the more friends a user gets on the networks, the friend requests they receive will be rejected.

### **Situation 3**

Model 3: MCO, using observations 1-65					
Dependent variable: Accept3					
	Coefficient	standard dev.	t statistics	p- value	
const	1.03282	0.423691	2.438	0.0179	**
Women	-0.295516	0.117273	-2.520	0.0145	**
Profile type	-0.267736	0.117718	-2.274	0.0267	**
The number of friendships	-0.0697173	0.0819138	-0.8511	0.3982	
The hours you spend on social media	0.0694241	0.0832203	0.8342	0.4076	
The likes that you receive in the networks	0.120445	0.0916755	1.314	0.1941	
Age	-0.00137922	0.00633560	-0.2177	0.8284	

**Table 9:** Econometric model of the decision accept in situation 3

In situation 3, gender if it influences the model, that is, there are significant differences in accepting this request for friendship, but in turn, you can see that the more women face this situation, the fewer requests can be accepted. In the case of the profile type, it influences the decision that is made in this situation, what this variable tells us is that, an increase in the public profile, a fewer acceptance is obtained.

The hours spent on social media, in this case, are not significant, and what happens is that, in the greater number of hours spent, there is an increase in the acceptance of applications. In this situation, the age is not significant either, this variable tells us that, the older you have, the more likely you are to accept a smaller number of applications.



The likes you receive on the networks, in general, do not influence when it comes to accepting in this situation, so if you receive many likes from followers, they will increase the number of friendships. The number of friends also does not influence the making of this decision and indicates that, the more friends a user gets on the networks, the friend requests they receive will be rejected.

#### **Situation 4**

Model 4: MCO, using observations 1-65				
Dependent variable: Accept4				
	Coefficient	standard dev.	t statistics	p- value
const	0.147933	0.439693	0.3364	0.7377
Women	-0.219961	0.121702	-1.807	0.0759 *
Profile type	-0.0744185	0.122164	-0.6092	0.5448
The number of friendships	0.0253163	0.0850074	0.2978	0.7669
The hours you spend on social media	-0.00086006	0.0863633	-0.009959	0.9921
The likes that you receive in the networks	0.0735264	0.0951378	0.7728	0.4428
Age	0.00600330	0.00657487	0.9131	0.3650

**Table 10:** Econometric model of the decision accept in situation 4

In situation 4, gender, as you can see, if it influences the model, that is, there are significant differences in accepting this request for friendship, but in turn, you can see that the more women face this situation, the fewer requests can be accepted. In the case of the profile type, it does not influence the decision that is made in this situation, what this variable tells us is that, an increase in the public profile, a fewer acceptance is obtained.

The hours spent on social media, in this case, are not significant, and what happens is that, in the greater number of hours spent, there is a decrease in the acceptance of applications. In this situation, the age is not significant either, this variable tells us that, the older you have, the more likely you are to accept a smaller number of applications in this situation.

The likes you receive on the networks, in general, do not influence when it comes to accepting in this situation, so if you receive many likes from followers, they will increase the number of friendships. The number of friends also does not influence the making of this decision and indicates that the more friends a user gets on the networks, the friend requests they receive will be accepted.

### **Situation 5**

Situation 5 is a particular situation, since, in general, they do not influence any of the variables observed in the decision to accept loneliness. This is mainly because, in this situation it has been raised that they must accept or not accept the request of a good friend, then in the analysis of the treatment, most users, regardless of their sex, age, type of profile, how many friendships they have, how many hours are dedicated to the networks and how many like they receive, will always accept this request raised in this situation. Therefore, it is not appropriate, in this case, to make any kind of model where a perfect correlation is observed.

## Situation 6

Model 6: MCO, using observations 1-65  
Dependent variable: Accept6

	Coefficient	standard dev.	t statistics	p- value	
const	1.09446	0.120359	9.093	<0.0001	***
Women	-0.0268689	0.0333140	-0.8065	0.4232	
Profile type	0.0177756	0.0334406	0.5316	0.5971	
The number of friendships	-0.0386929	0.0232695	-1.663	0.1017	
The hours you spend on social media	-0.00219539	0.0236407	-0.09286	0.9263	
The likes that you receive in the networks	0.0122136	0.0260425	0.4690	0.6408	
Age	-0.00204433	0.00179977	-1.136	0.2607	

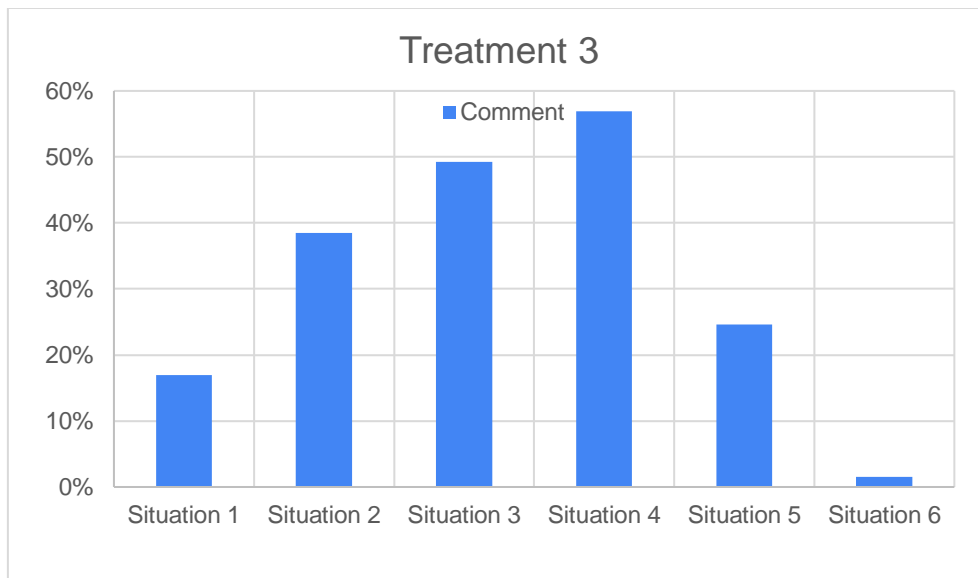
**Table 11:** Econometric model of the decision accept in situation 6

In the latter situation, gender, as you can see, does not influence the model, that is, that both men, and women, do not influence the decision to accept this request for friendship, but in turn, it can be seen that, the more women face this situation, the fewer requests can be accepted. In the case of the profile type, it does not influence the decision that is made in this situation, what this variable tells us is that, an increase in the public profile, a fewer acceptance is obtained.

The hours spent on social media, in this case, are not significant, and what happens is that, in the greater number of hours spent, there is a decrease in the acceptance of applications. In this situation, the age is also not significant, this variable tells us that, the older you have, the more likely you are in this situation, to accept a fewer application.

The likes you receive on the networks, in general, do not influence when it comes to accepting in this situation, so if you receive many likes from followers, they will increase the number of friendships. The number of friends also does not influence the making of this decision and indicates that, the more friends a user gets on the networks, the friend requests they receive will not be accepted.

- **Third treatment: Comment or ignore the content**



**Graphic 4. Evolution of the decision "Comment"**

The graphic of Session 3 reflects the decisions, "Comment" and "Ignore", made by the participants throughout the experimental session. In the first situation raised, the person with which they interact is a known person, in this case people tend to take the action of not commenting on such publication, because the person with which you must participate in the draw of said celebrity, does not report any confidence. In situation 2, it is still known, but the vast majority still do not comment on that post, the person in question is, a person they like. In situation 3, it reports a slight confidence and proximity to the previous two situations, the person in question, is a classmate or workmate, so there is a certain upward trend, since there are people who would comment on the publication.

In situation 4, the type of person with which they interact gives them greater confidence and proximity to the previous two situations, the person in question, is a familiar, but of which there is not a very good relationship, therefore the commenting curve is above that of ignoring, since there are a greater number of people who would comment on the publication.

In the last two situations, the trend is negative, mainly because in this situation they interact with a person who gives them less confidence than the previous two situations, such as a person you have just met and their ex-partner.

As a summary, the trend in this third and final session is generally negative in terms of commenting on followers' posts, where in the first few sessions it was below the ignore action, but their trend was increasing, but as a person has been added or introduced to them, it gave them less confidence and less proximity, the curve is again below the do not comment action. Generally speaking, the rate of non-comment is very high

Finally, a detailed econometric analysis is performed on the situations of this third treatment. The action of commenting on each situation will be chosen as dependent variable, and, as independent variables, the gender has been chosen, in this case women, the type of profile, age, number of likes, number of friendships and hours dedicated to social networks.

### **Situation 1**

Model 1: MCO, using observations 1-65				
Dependent variable: Comment1				
	Coefficient	standard dev.	t statistics	p- value
const	-0.0902248	0.372062	-0.2425	0.8092
Women	-0.0787310	0.102982	-0.7645	0.4477
Profile type	0.0615085	0.103374	0.5950	0.5541
The number of friendships	0.0571912	0.0719321	0.7951	0.4298
The hours you spend on social media	-0.00975392	0.0730794	-0.1335	0.8943
The likes that you receive in the networks	0.0728342	0.0805042	0.9047	0.3694
Age	-0.000298086	0.00556356	-0.05358	0.9575

**Table 12:** Econometric model of the decision comment in situation 1

In the first situation, gender, does not influence the model, that is, that both men, and women, do not influence the decision to accept this request for friendship, but in turn, it can be seen that, the more women face this situation, the fewer comments can be obtained.

In the case of the profile type, it does not influence the decision that is made in this situation, what this variable tells us is that, an increase in the public profile, a greater number of comments are obtained.

The hours spent on social media, in this case, are not significant, and what happens is that, in the greater number of hours spent, there is a decrease in comments on the content that has been uploaded. In this situation, age is not significant, this variable tells us that, the older you have, it is more likely that in this situation, you will not comment.

The likes you receive on the networks, in general, do not influence when commenting in this situation, so if you receive many likes from followers, they will increase the number of comments. The number of friendships also does not influence the making of this decision and indicates that, the more friends a user gets on the networks, the more feedback will be received.

**Situation 2**

Model 2: MCO, using observations 1-65				
Dependent variable: Comment2				
	Coefficient	standard dev.	t statistics	p- value
const	0.123012	0.478907	0.2569	0.7982
Women	0.0262851	0.132555	0.1983	0.8435
Profile type	-0.0725243	0.133059	-0.5451	0.5878
The number of friendships	-0.0138629	0.0925888	-0.1497	0.8815
The hours you spend on social media	0.0129218	0.0940656	0.1374	0.8912
The likes that you receive in the networks	-0.00907817	0.103623	-0.08761	0.9305
Age	0.0128799	0.00716125	1.799	0.0773 *

**Table 13:** Econometric model of the decision comment in situation 2

In situation 2, gender, does not influence the model, that is, that both men, and women, do not influence the decision to accept this request for friendship, but in turn, it can be seen that, the more women face this situation, the more comments can be obtained.

In the case of the profile type, it does not influence the decision that is made in this situation, what this variable tells us is that, an increase in the public profile, a fewer comment is obtained.

The hours spent on social media, in this case, are not significant, and what happens is that, in the greater number of hours spent, there is an increase in comments on the content that has been uploaded. In this situation, the age if it is significant, this variable tells us that, the older you have, it is more likely that in this situation, you will comment.

The likes you receive on the networks, in general, do not influence when commenting in this situation, so if you receive many likes from followers, the number of comments will decrease. The number of friendships also does not influence the making of this decision and indicates that, the more friends a user gets on the networks, the fewer comments will be received.

### **Situation 3**

Model 3: MCO, using observations 1-65				
Dependent variable: Comment3				
	Coefficient	standard dev.	t statistics	p- value
const	1.03548	0.499333	2.074	0.0426 **
Women	0.104645	0.138209	0.7571	0.4520
Profile type	-0.103713	0.138734	-0.7476	0.4577
The number of friendships	-0.0161444	0.0965377	-0.1672	0.8678
The hours you spend on social media	-0.0494053	0.0980776	-0.5037	0.6164
The likes that you receive in the networks	-0.0648880	0.108042	-0.6006	0.5505
Age	-0.00695036	0.00746668	-0.9308	0.3558

**Table 14:** Econometric model of the decision comment in situation 3

In the third situation, gender, does not influence the model, that is, that both men, and women, do not influence the decision to accept this request for friendship, but in turn, it can be seen that, the more women face this situation, the more comments can be obtained.

In the case of the profile type, it does not influence the decision that is made in this situation, what this variable tells us is that, an increase in the public profile, a smaller number of comments are obtained.

The hours spent on social media, in this case, are not significant, and what happens is that, in the greater number of hours spent, there is a decrease in comments on the content that has been uploaded. In this situation, age is not significant, this variable tells us that, the older you have, it is more likely that in this situation, you will not comment.

The likes you receive on the networks, in general, do not influence when commenting in this situation, so if you receive many likes from followers, the number of comments will decrease. The number of friendships also does not influence the making of this decision and indicates that, the more friends a user gets on the networks, the fewer feedback will be received.

**Situation 4**

Model 4: MCO, using observations 1-65					
Dependent variable: Comment4					
	Coefficient	standard dev.	t statistics	p- value	
const	0.985926	0.463787	2.126	0.0378	**
Women	0.295622	0.128371	2.303	0.0249	**
Profile type	0.0900981	0.128858	0.6992	0.4872	
The number of friendships	-0.110912	0.0896657	-1.237	0.2211	
The hours you spend on social media	-0.0233082	0.0910959	-0.2559	0.7990	
The likes that you receive in the networks	-0.0531407	0.100351	-0.5295	0.5984	
Age	-0.0115715	0.00693517	-1.669	0.1006	

**Table 15:** Econometric model of the decision comment in situation 4

In situation 4, gender, as can be seen, influences the model, that is to say, there are significant differences when commenting on this friend request, but at the same time, it can be seen that, the more women face this situation, the more comments can be obtained.



In the case of the type of profile, it does not influence the decision that is taken in this situation, what this variable indicates is that, an increase in the public profile, a greater number of comments are obtained.

The hours spent on social networks, in this case, are not significant, and what happens is that the more hours spent, the fewer comments there are on the content that has been uploaded. In this situation, the age is not significant, this variable indicates that the older you are, the more likely it is that in this situation, you will not comment.

The likes that you receive on the networks, in general, do not influence when commenting on this situation, so if you receive many likes from followers, the number of comments will decrease. The number of friendships does not influence when making this decision either and indicates that the more friends a user makes on the networks, the fewer comments he or she will receive.

**Situation 5**

	Model 5: MCO, using observations 1-65			
	Dependent variable: Comment5			
	Coefficient	standard dev.	t statistics	p- value
const	-0.0481990	0.439346	-0.1097	0.9130
Women	0.0494072	0.121606	0.4063	0.6860
Profile type	9.48297e-05	0.122068	0.0007769	0.9994
The number of friendships	-0.0325289	0.0849403	-0.3830	0.7031
The hours you spend on social media	0.0253081	0.0862952	0.2933	0.7704
The likes that you receive in the networks	0.0601807	0.0950627	0.6331	0.5292
Age	0.00602265	0.00656968	0.9167	0.3631

**Table 16:** Econometric model of the decision comment in situation 5

In the fifth situation, gender, as can be seen, does not influence the model, that is, there are no significant differences when it comes to commenting on this friend request, but at the same time, it can be seen that, the more women face this situation, the more comments can be obtained.

In the case of the type of profile, it does not influence the decision that is taken in this situation, what this variable indicates is that, an increase in the public profile, a greater number of comments are obtained.

The hours dedicated to social networks, in this case, are not significant, and what happens is that, the more hours dedicated, there is an increase in the number of comments on the content that has been uploaded. In this situation, the age is not significant, this variable indicates that the older you are, the more likely it is that you will comment.

The likes that you receive on the networks, in general, do not influence when commenting on this situation, so if you receive many likes from followers, they will increase the number of comments. The number of friendships does not influence either when making this decision and indicates that the more friends a user gets on the networks, the less comments he or she will receive.

### **Situation 6**

Model 5: MCO, using observations 1-65				
Dependent variable: Comment6				
	Coefficient	standard dev.	t statistics	p- value
const	0.0306603	0.121802	0.2517	0.8021
Women	-0.0313745	0.0337134	-0.9306	0.3559
Profile type	0.0282546	0.0338415	0.8349	0.4072
The number of friendships	0.0323663	0.0235485	1.374	0.1746
The hours you spend on social media	-0.0223417	0.0239241	-0.9339	0.3542
The likes that you receive in the networks	-0.00973731	0.0263548	-0.3695	0.7131
Age	-0.00128192	0.00182135	-0.7038	0.4844

**Table 17:** Econometric model of the decision comment in situation 6

In the last situation, gender, as you can see, does not influence the model, that is, there are no significant differences when it comes to commenting on this friend request, but at the same time, you can see that, the more women face this situation, the less comments you can get.

In the case of the type of profile, it does not influence the decision that is taken in this situation, what this variable indicates is that, an increase in the public profile, a greater number of comments are obtained.

The hours spent on social networks, in this case, are not significant, and what happens is that the more hours spent, the fewer comments there are on the content that has been uploaded. In this situation, the age is not significant, this variable indicates that the older you are, the more likely it is that in this situation, you will not comment.

The likes that you receive on the networks, in general, do not influence when commenting on this situation, so if you receive many likes from followers, the number of comments will decrease. The number of friendships does not influence when making this decision either, and indicates that the more friends a user makes on the networks, the more comments he or she will receive.

### **3. Conclusions**

In this last section of the work carried out, some conclusions are drawn regarding the results obtained in the previous section on the experimental design.

Regarding the action of giving I like the first treatment, the gender does not influence, in general, when giving I like the publications made. But women are not very generous when giving I like, since, they are more prone to ignore the content compared to men. The type of profile is different, here it influences in a similar way, that is to say, in half of the cases depending on the type of profile that you can have, either public or private, it can influence in taking the decision of giving I like or not.

In the case of the likes that you receive in the networks, just because you have a public or private profile, it is similar, because users share the likes equally, regardless of the type of profile you have. The hours they spend on social networks do not influence the decision of likes, but the more hours they spend on the networks does not guarantee a greater number of likes.

Age does influence the decision to give likes, although, it can be said that most young people are more likely to give me likes to their followers than people who are older. In the case of the number of likes received, they do not influence the decision making, however, if the number of likes received is very high, the users will be in this case more likely to give likes.

Finally, as far as this first treatment is concerned, the number of friendships does not influence the number of likes in publications, but if you have many friendships in social networks, you will get a lower number of likes. This is mainly due to the fact that a greater dedication is required when viewing the content, and therefore, many times there is a tendency not to give me like that to give it.

In the second treatment the action is to accept, as far as gender is concerned, in half of the cases it has an influence, while in the other half it does not. When it comes to accepting the solicitude of a user, women are not very generous in accepting them, as they are more likely to ignore the request compared to men. The type of profile does not influence the acceptance of a friend request, but in the case of having a public profile, people tend not to accept such a request.

The hours spent on social networks do not influence the decision to accept requests, but the more hours spent on the networks ensure that more friendships are made. Age also does not influence the decision to give accept, but it is observed that most young people are more likely to give me like their followers than people who are older. In the case of the number of likes received, they do not influence the decision making, on the other hand, if the number of likes received is very high, the users will be more likely to accept the requests in this case.

Finally, with regard to this second treatment, the number of friendships does not influence the decision to accept, but if you have many friendships on social networks, fewer friend requests will be accepted.

In the third and last treatment, whose decision is to comment, the gender does not influence, in general, when commenting on the publications made. But now, women are indifferent when it comes to distributing comments, that is to say, half of the women would show generosity in doing so, while there will be other women who will be less likely to comment. The type of profile does not influence when commenting on a publication, but in the case of having a public profile, people tend to comment more than those with a private profile.

The hours spent on social networks do not influence the decision to make a comment, but the more hours spent on the networks, the greater the number of comments is not guaranteed. Age, in this case, does not influence the decision, although, it is observed that most young people are more likely to give comments to their followers than people who are older.

In the case of the number of likes received, they do not influence the decision making, on the other hand, if the number of likes received is very high, the users will be in this case less prone to comment.

Finally, with regard to this third treatment, the number of friendships does not influence when commenting on publications, but if we have many friendships on social networks, we will get fewer comments.

According to the results obtained, a conclusion can be drawn about the average user in social networks, and that is that they are apparently 27-year-old women, with a private profile, whose interest is mainly online friendship and in logging in weekly, whose dedication to the networks is at least 1 hour a day, to interact with a list made up of friends and acquaintances. Therefore, there is some evidence about the interaction between friend requests, likes and comments received by users.

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