

MASTER'S THESIS

The cross-cultural study of users' behavior in social network sites

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The Cross-Cultural Study of Users' Behavior in Social Network Sites

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for the degree of**

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Principal Supervisor: Dr. CHEN Li

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Abstract

Visiting social network sites has become part of our daily activities, and they have significant effects on our life, ranging from political issue to human interaction and more. To this end, researchers from a variety of fields are attracted to investigate different aspects of social network sites, in the hope of lifting the mist to understand the not-so-cleared nature of them. This thesis, particularly, is focusing on studying the influence of cultural factor on users' behaviors in using the social network sites. Though this area is always overlooked or not be emphasized, this is what we believe to be influential and shaping the way people interact with these kinds of media. Therefore, we conduct a large scale survey and experiment to investigate the phenomenon. Both explicit and implicit methods are used to achieve the study. We look into annotation or tagging patterns of users from different countries, as well as behaviors of using the social network sites. Align with our speculation, the analysis suggests the cultural dimension is a significant factor to determine the aforementioned aspects.

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