Types of Users and their Activities in Social Media and their Possibilities to Engage in Activities

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Abstract

The aim of social media is to improve communication between people, as well as between companies and potential customers. The extent to which certain activities will be shown by social networks depends on factors related to their behavior, as well as preferences in terms of the way in which they are shown. The author decided to examine to what extent a group of young adults using social media channels would be willing to share their knowledge - information and skills. In order to be able to make the above assessment, the author has previously analyzed the divisions of social media user types adopted in literature and online publications on the basis of the research conducted by the author. The author in the article discusses what type of users we are dealing with nowadays in social media, and then to what extent their various activities can be used in the process of acquiring, sharing knowledge, engaging them in research and project processes, etc. In order to assess to what extent social media would allow the indicated actions, the author conducted quantitative research among young adults on a sample of 362 users. The research aimed to assess the possibility of engaging this population through social media. According to numerous reports indicated in the publication, the selected respondents are the most numerous users of social media and are therefore the most appropriate reference group for the analysed topic. The research included: 1) analysis of the level of users' activity, 2) determination of the types of users in terms of behaviour and 3) analysis of the activities they perform in various social media channels. As the research has shown, the type of user and the level of his/her involvement affects the possibilities of this involvement in various activities carried out through various social media channels. The conducted and presented research results constitute a contribution to the concept developed by the authors on the basis of the conducted research project.

Keywords: social media, communication channel, customer, knowledge acquisition, typology of social media users.

JEL classification: M31, O32.

1. Literature review

As rightly underlined by LaRose and Eastin „Segmentation is a traditional marketing tool which allows marketers to divide the market into heterogeneous groups". In the literature on the subject one can meet different typologies of social media users by adopting different criteria.

The division of users from the point of view of the generation they represent is most frequently described. Robbins, Judge, 2011, Fenney, 2012; Aniszewska, 2015, adopted in this respect the division of the generation into five groups: These include: builders (born 1925-1945), baby boomers (born 1946-1964), generation X, i.e. the years 1965-1980 (in Poland the years 1961-1985 are indicated), generation Y (Millennials, Internet Generation) - the years 1986-1994/1995; 1999 - no clearly defined date closing the generation, generation Z (also called generation C - born after 1995).

The conducted research referred to the generation of young adults representing the Y and Z generations, who treat social media as a space where they can share opinions, comment, evaluate, create new goods and services, manifest their attitude and obtain the information they need. (Peszko, 2016)

Consumers are segmented on the basis of attitudes toward social network marketing. Within this division, it is assumed Passive, Talkers, Hesitant, Active, and Averse (Campbell,

Ferraro, Sands, 2014). The adopted division focuses on this how consumers engage with social media by employing three segmentation bases: brand engagement, purchase intention, and WOM.

The conducted research was not directly related to the purchasing process, therefore the author did not refer to it directly during the analysis of the conducted research. However, this division is an interesting approach from the point of view of observation of users' activity in the decision-making process.

Research conducted in 2015 by Shao, Ross, Grace has tended to focus on consumers' relationship with the brand using social media. „This research developing a motivation-based typology of Facebook users, and demonstrates how consumers from these segments can exhibit significant divergent behavioural and demographic characteristics". Motivation it is argued to be an influential determinant of virtual community membership (Ross et al., 2009).

Autors extract the five segments of consumers were identified with distinctions based on the level of brand engagement, word-of-mouth referral behaviour and purchase intention following their exposure to social network marketing. The authors distinguished within this division: Socializing (This community members seek emotional support (Hiltz and Wellman, 1997), a sense of belonging (McMillan and Chavis, 1986) and friendship (Parks and Floyd, 1996)., Entertainment (thise group are looking a experiential, hedonic and entertainment value of the internet), Self-status seeking (they use social media to increase feelings of self-importance or peer admiration), Information seeking - Consumers increasingly use social media when searching for information (Shao, Ross, Grace, 2015).

A separate segment related to the acquisition of information is related to a particularly important aspect of the author's analysis. It shows the potential of social media channels in this area, but also in terms of the possibility of acquiring knowledge from users, both passively, but also actively, through direct contact with them. Therefore, one of the author's assumptions was to take a broader look at this group.

Another division that can be found in literature points to the growing importance of social media by consumers as an integral part of everyday life (Faull, 2013) In the published research conducted by the Dram service, 12 different types of personalities appearing in social media were presented. The division was prepared in cooperation with Dr. David Giles, an expert in the field of social media user behaviour. Their short description is presented below (FAULL, 2013):

- **The Ultras,** who are fanatically obsessed with Facebook or Twitter. They have smartphone apps and check their feeds dozens of times a day. The survey revealed 14 per cent of Facebook users spend at least two hours a day on the network – rising to one in five (21 per cent) of 18 to 24-year-olds.

- **The Deniers,** meanwhile, claim social media doesn't control their lives, but the reality is very different. In the survey, 20 per cent of Facebook users said they would feel "anxious" or "isolated" if they had to deactivate their accounts, compared to 17 per cent of Twitter users.

- **The Dippers** access their pages infrequently, often going days – or even weeks – without tweeting or posting an update with 30 per cent of Facebook and Twitter users saying they access the sites for less than 30 minutes a day"

- **„The Virgins** are new people who sign up to social networks and may struggle initially to get to grips with the workings of Facebook and Twitter,

- **The Lurkers** "hide in the shadows of cyberspace," and rarely participate in social media conversations

- **„The Peacock** will compete with friends for followers or fans, or how many 'likes' or re-tweets can get. Important for them is to have more 'followers' on their feed than their friends.

- **„The Ranters** are highly opinionated online, This users said the networks allow them

to be more opinionated than they are in reality.

- **„The Ghosts** create usernames to stay anonymous or have noticeably sparse profiles and timelines. 'Security' is cited as a reason for not using their real names
- **The Changelings** adopt different personalities entirely online, confident in the knowledge that no-one knows their real identity. Around five per cent of Facebook and Twitter users say hiding their identities in social media allows them more freedom to express their opinions.
- **„The Quizzers** like to ask questions in order to start conversations and avoid the risk of being left out.
- **„The Informers** like to be the first to spot something interesting and share it.
- **„The Approval-seekers** worry about how many likes/comments/re-tweets they get, constantly checking their feeds and timelines, because they link endorsement to popularity.

The presented division is focused on the activity shown while using social media. The author in her research also decided to look at this aspect to determine to what extent it can translate into the willingness of individual types of users to engage in the processes of knowledge sharing. As A. Szwajlik pointed out: "testing the solution with the participation of users increases the market potential of the new product".

During the analysis described in the literature and in the network of personality types, the author also met with two divisions of social media users determining their behavior and indicating their specific characteristics. One of the divisions also included a clue how to reach the described groups. These divisions are shown in Table 1 and Table 2.

Table 1 Divisions social media users by S. Ayres

1. The Social Athlete
Their particular advantage is diligence, well-developed ability to concentrate and organize. They are focused around a set goal. It is important for them to live a safe and peaceful life. The profile is characterized by completeness, a picture representing a professional, belonging to numerous groups on different platforms. Active in daily tweeting and posting.
2. The Social Luddite
Type of user loyal to his/her peers and values. Quiet, without complicated desires. Not interested in the latest technologies. Reluctant to participate in the world of social media, quite often he/she does not have own profile.
3. The Social Nurturer
Quite often he/she puts the needs of others above his/her own. Has a high sense of responsibility and duty, open to others, cordial, liked. The do their work conscientiously, but they need positive reinforcements to feel good. They value traditional qualities. On the profile they often appear in the company of their attractive friends or animals. He/she likes to publish positive emoticons or content containing motivational statements.
4. The Social Lazies
He/she usually has many profiles, as well as likes to run different groups and online communities. Despite this, he/she is quite calm, quiet and reflective with an idealistic soul. Often a talented writer, seeing many different possibilities. He/she can adapt himself/herself until his/her value system is compromised. They like to help others. Although they often get involved in various social fields, their enthusiasm is decreasing every day and after 2 weeks it ceases to exist.
5. The Social Geek
They like to act, they are called natural leaders, long-distance thinkers determined to achieve their goals. Very active, efficient, valuing knowledge and competence in others. Original, independent, as well as analytical. His/her profile likes photoshop, therefore his/her status often depicts a star warrior character, or a person with an attractive appearance or a managerial position.
6. The Social Doer
Focused on immediate results, he/she does not like waiting and long explanations. He/she often does not pay attention to rules and regulations if they interfere with his/her performance. He or she has a lot of skills. He/she takes risks because he/she likes adrenaline and fast lifestyle. He/she lives here and now. They are

friendly towards people, flexible and loyal to his/her peers. Profile photos often show drunken escapades or extreme sports.
7. The Social Lurker
Traditional, hardworking and loyal as a leader. Organized and capable of implementing numerous activities, yet not geared towards greater involvement and active participation in social media. So called good citizen, who values peaceful life and safety. His/her activity is expressed in reading posts, the profile does not always contain all the data, usually those that are the necessary minimum. A default profile photo or a lack of it.
8. The Social Inspirer
He/she has a wide range of interests and is excited about new ideas, but they don't like to focus on details. He/she does what he/she is interested in and is in line with his/her value system. Still open and flexible, characterized by great creativity and idealistic approach. You can often see that their wallpapers are the best personalized, especially on Twitter.
9. The Social Ranter
Person-oriented, sensitive and therefore popular and liked. He/she conducts numerous group discussions, tries to see the point of view of others, because he/she does not like impersonal analysis. Careful, focused on what others feel and think. He/she willingly shares his/her ideas with others. He/she has profiles on various social accounts, where he/she has discussions with numerous representatives focused on environmental interests.
10. The Social Visionary
He/she likes to think about different problems, even on his/her own. He/she learns quickly, is creative and resourceful. He/she is very excited about new ideas and projects, which translates into stimulating work in the company. He/she happens to ignore the routine activities of life. Honest and assertive.

Source: www.postplanner.com/10-social-media-personality-types/;

Table 2 Divisions social media users by M. Dodaro

1. The Listener
An active user of social media, however, does not like to be controlled and observed. Although they will like the post, this does not mean that they will mark it so that others will know about it. In addition, he/she does not comment too often, and posting on his/her panel is uncommon to them. Only friends or family can reach them.
2. The Activist
He/she is aware of the power and reach of social media through which they try to make their voice heard, to make the power change something. To reach them, it is worth getting involved in what he/she cares about by, for example, sharing what he/she cares about.
3. The Spammer
This is a person who claims that his or her posts count as "high quality content," and sending weekly promotional messages directly to his or her friends' inbox is cool after all, it's friends on Facebook. The best way to get there is to delete him/her as a friend. Then you'll get a message from them.
4. The Passionist
The kind of social media users who devote their time to discovering and sharing their passion with others on the Internet. To reach them it is worth to observe what he/she is interested in and in this way show that there is something that connects us with them. It is worth sharing with them ideas for conversations, which cannot be directly related to our brand, but allow to share them with similar recipients.
5. The Social Butterfly
It's a social media user who likes to be in the spotlight and never stops showing how small the world is by marking himself in the pictures. If you want to know how popular he/she is, just check out social channels. To reach them, you must be sociable and include them also in this group.
6. The Troll
These are people who are not worth being friends, and if they already appear there, it is a good idea to use the block button. They feed on open hate speech, no matter what the topic is.
7. The Influencer
The most influential social media users who produce high quality content and share their knowledge with the social community. They are usually passionate about the topics they write about and also like to educate others. They live the content they publish every day and care about its quality. In order to reach them, it is necessary to involve them and their content in their message.
8. The Early Adopter

It is a group of users who are the first to go to places that will be trendy soon. They are pioneers among their friends. In order to engage them you have to stand out, overtake others in order to interest them. They are a difficult group to satisfy, because it is hard to surprise them with what is new and unique.
9. The Black Booker
This user is focused on building relationships. He/she treats social media as the best way to communicate with others. They always have contact with the person they are looking for. In order to reach them, it is necessary to provide them with the possibility of contact with others and ensure that they will have a chance to establish new relationships.
10. The Family Person
For this type of user, social media is to ensure that they keep in touch with family members wherever they are. This is the greatest added value for them. The best way to involve this type of Internet user is a competition which will focus on the possibility of getting closer to the family, while remaining focused on a message important for the brand.

Source: www.topdogsocialmedia.com/10-types-of-social-media-users/, 08.07.2019r.

The presented divisions are an interesting point of view of the authors. The proposed methods of contact with a given group are helpful and in the process of acquiring knowledge they are particularly important.

The analysis of other authors' concepts allowed the author of the article to distinguish important aspects of the research, which, as shown by the divisions, are particularly important and determine the types of personalities of users of social media. This is key in the process of assessing to what extent the existing community groups would be open to the process of sharing information.

Own research on the analyzed topic, related to the above considerations is presented in the further part of the article.

2. Research methodology

The studies and analyses were carried out in May-August 2018. The study group included young adults - according to the Erikson's segmentation division of human developmental stages (Erikson, 2004), which classifies young adults as persons aged 18-35 years. The respondents were two groups aged 18-24 and 25-29. This group of users is referred to as the dominant population in social media, which is confirmed by numerous research results.

The research problem was contained in three questions, i.e:

- what is the level of activity of network communities,

- what types of users can be found in different social media,

- to what extent can the activities performed by network communities in social media channels be used to engage them in numerous activities such as acquiring knowledge, sharing it, engaging in research, project processes, etc.

The formulated problems allowed the author to assess the possibility of engaging this population by means of social media in various cognitive processes. The main hypothesis of the study was adopted as: The level of involvement and type of user influences the possibilities of their involvement in various activities carried out through social media channels.

The sample was calculated from the general population representing inhabitants of the whole Poland who use social media. According to the report "Digital in 2019 Global Overview, We Are Social, Hootsuite, 2019" in Poland we have 18 million active social media users, which corresponds to 47% of the population. Within the entire population, 11% of women and 11% of men are aged 18-24 and 15% of women and 14% of men are aged 25-34 (Detailed report at: https://datareportal.com/reports/digital-2019-poland).

As a research tool, the questionnaire of the survey was adopted as the PAPI survey method. The survey was based on semi-open and closed questions, with the use of simple and complex, nominal, ordinal and interval scales.

The questionnaire was a multi-thematic quantitative research during which information on various topics was collected and analysed by individual researchers constituting one research team. The minimum sample size was determined at the level of 384 respondents, which corresponds to 5% statistical error at 95% confidence level. During the analysis of the results, part of the questionnaires, in the examined part was rejected due to methodological errors of selection or lack of response. As a result, 362 questionnaires were used for the final analysis. The analysis of the results was carried out with the use of IBM SPSS software.

3. Results and finally

In order to assess the level of activity of social media users, the respondents were asked how often they use particular social media.

Overall, 22.4% of respondents use the social media repeatedly during the day. The results within each channel are presented in Figure 1.

As the survey results showed, Facebook is a channel used by users many times a day (85.5% of respondents) along with related Messenger (81.3% of respondents). The next most popular and most frequently used are Youtube (57.2% use multiple times a day and 20.1% at least once a day) and Instagram (44.3% many times and 8.5% once a day). Among the group of young adults with the lowest frequency of use was the nk.pl channel, but also business portals such as Golden Line or Linkedin.
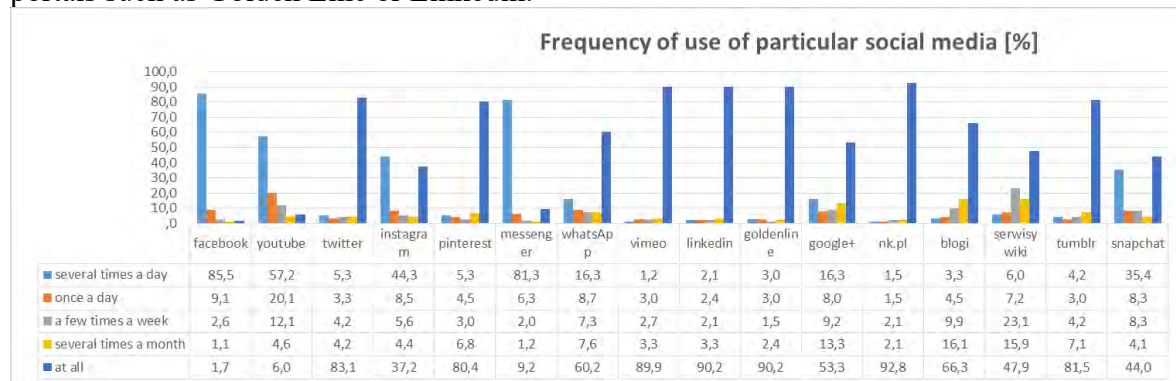

	facebook	youtube	twitter	instagram	pinterest	messenger	whatsApp	vimeo	linkedin	goldenline	google+	nk.pl	blogi	serwisy wiki	tumblr	snapchat
several times a day	85,5	57,2	5,3	44,3	5,3	81,3	16,3	1,2	2,1	3,0	16,3	1,5	3,3	6,0	4,2	35,4
once a day	9,1	20,1	3,3	8,5	4,5	6,3	8,7	3,0	2,4	3,0	8,0	1,5	4,5	7,2	3,0	8,3
a few times a week	2,6	12,1	4,2	5,6	3,0	2,0	7,3	2,7	2,1	1,5	9,2	2,1	9,9	23,1	4,2	8,3
several times a month	1,1	4,6	4,2	4,4	6,8	1,2	7,6	3,3	3,3	2,4	13,3	2,1	16,1	15,9	7,1	4,1
at all	1,7	6,0	83,1	37,2	80,4	9,2	60,2	89,9	90,2	90,2	53,3	92,8	66,3	47,9	81,5	44,0

Figure 1 Frequency of use of particular social media [%]

Source: own elaboration

Over 90% of respondents do not use this channel at all, which may also indicate insufficient knowledge of the extent to which this channel could be a source of information or contact with organizations.

The results show that the frequency of use of the most popular social media channels such as Facebook, Messenger, YouTube and Instagram is significant. It gives the possibility to use it in contact with users in a variety of activities that allow to obtain and share information and skills. In order to assess the potential for possible ways of obtaining knowledge from users, the respondents were asked "What attitude do they adopt as a social media user" – Table 3.

Table 3 Attitude represented as a social media user

Category of answers	Frequency	Percentage
1) I am active (commenting, sharing, liking, taking part in competitions, etc.)	66	18,2
2) I am active, but I do not post my own materials, only refer to those posted by others.	52	14,4
3) I publish my materials, but I do not comment the materials published by others	28	7,7
4) I am sporadically active - I post something or comment on others	129	35,6
5. First of all, I observe others	62	17,1
6. I take a passive attitude, I focus on searching for information, without engaging in contact with others or observing them	25	6,9
Total	362	100

Source: own elaboration

A significant group of respondents is active, allowing to be contacted by other users or companies and to obtain feedback. The most active is a group of 18.2% - they engage directly - comment, share, like, take part in competitions, etc. The group of 14.4% of respondents is also active, but they prefer to refer to what they see and not to engage through their own publication. The third group, the most numerous, is made up of people who show both of the above mentioned forms of activity, however, they define themselves as sporadically active. The author decided, by asking about the activities performed within the framework of particular social media channels, to determine to what extent the indicated attitudes take on the declared meaning - graph 2, and to present them with declared attitudes- graph 3. As shown by further analyses, a group of sporadically active people, despite their lower intensity, shows a lot of different activities constituting a potential as a segment of social media users. These results will be presented later.

Figure 2 Activities carried out within individual social media channels

Source: own elaboration

The results are highly differentiated between social media channels in terms of the number of respondents being their active users.

The indicated results, however, show some dependencies that are worth noting.

Facebook is used as the main channel to communicate with others. Facebook is also used as a source of information, along with Blogs by people who use them. In their category, they are the main area of activities. Moreover, in the category of Liking i.e. performing specific reactions to the posted content, both Facebook and Instagram, as one of the two main activities, besides observing others, are used. Keeping an eye on others is a dominant activity within Instagram, but also within YouTube, Facebook, Twitter and Linkedin (among those who have these channels). A small number of respondents is active in designing new products/services, but this does not mean that this category has no potential, as 7.2% of respondents declared that they also carry out such activities through Facebook. Similarly, in the case of participation in competitions, 20.6% in the case of Facebook and 7.4% through Instagram or encouraging 15.7% of Facebook and 6.5% of Instagram. The question about the attitude they take is summarized in the following table along with answers concerning the most frequently performed activities in particular social media channels. A list of questions allowed us to observe and determine the real types of users with whom we can meet in social media. Table 4 presents the results of the most popular social media channels such as facebook.

Table 4 Listing user type and activities performed on facebook

		Activities performed on facebook													
		I don't use this application	I communicate with others	I read information	I click liking	I posting comments	I share information	I publish materials (photos, films, texts, etc.)	I encourage to action	I take part in competitions	I take part in designing new products, services and company/brand names	I advise	I educate others	I look for information	I observe others
	I am active	**42,1%**	18,3%	18,0%	19,6%	24,5%	28%	25%	27%	28%	**42%**	**33%**	**36%**	18%	17%
	I am active but I do not post	5,3%	15,0%	16,4%	17,9%	18,5%	15%	10%	21%	10%	21%	22%	18%	21%	18%
Listing user type	I post my materials	15,8%	7,0%	6,4%	7,1%	4,9%	7%	10%	12%	10%	8%	7%	7%	4%	5%
	I'm sporadically active	10,5%	**42,5%**	**42,8%**	**41,7%**	**42,9%**	**38%**	**44%**	35%	**45%**	21%	29%	25%	**43%**	**42%**
	I primarily observe	26,3%	17,2%	16,4%	13,8%	9,2%	11%	10%	6%	7%	8%	9%	14%	15%	18%

Source: own elaboration.

As the results showed, those who declare sporadic activity they perform various activities, not only of Facebook, but also of other social media channels.

In the case of channels such as YouTube, Instagram, people who declare occasional activity or activity related to their sharing in social media primarily point to: YouTube - searching for information and then click liking; Instagram - watching others, then click liking and posting comments and publish materials. Similarly, Snapchat, which primarily serves users to observe others and share their materials. Blogs are primarily reading and searching for information, and Twitter focuses on observation. Moreover, as part of correlation analyzes, a strong correlation was observed for such social media channels as: YouTube, Instagram, WhatsApp, Google+ (functioning during the study period), discussion groups / forums, Snapchat and wikis and moderate correlation - as part of other social media channels surveyed

for frequency of use and the attitude that users represent. In the case of correlation of attitudes and activities performed within particular social media channels, the author referred to the three most-used social media channels - Facebook, YouTube and Instagram - the list and conclusions are presented in Table 5.

Table 5 Correlation of attitudes and activities performed within the three most-used social media channels - Facebook, YouTube and Instagram

The occurrence of correlation between attitudes and activities performed within particular social media	Facebook	YouTube	Instagram
Moderate correlation	With the exception of participation activities related to the education of others, which reached (0.309), other categories expressed moderate correlations of these variables.	Moderate correlation between attitudes towards social media and the following variables: - I read the information - I click liking - I posting comment - I make it available - I look for information - - I observe others.	Moderate correlation between attitudes towards social media and the following variables: - I communicate with others - I read the information - I click liking. - I posting comments - I make it available - I post materials - I educate others - I look for information - I observe others.
Lack of correlation	No correlation with the variable: - Attitude towards social media and designing new products, company services and brands Pearson correlation: (0,296)	No correlation in the case of dependencies with the indicated variables: - I communicate with others - I publish materials - I encourage to act - I take part in competitions - I take part in designing new products, services and company/brand names - I advise - I educate others	No correlation in the case of dependencies with the indicated variables: - I encourage to act - I take part in a competition - I take part in designing new products, services and company/brand names - I advise

Source: own elaboration.

4. Conclusion

The analyses carried out allowed for the verification of the main hypothesis and finding answers to the research problems posed. Analyses have shown that users engage in various activities that they can undertake in social media.

Their specific attitude to activity is much higher than they declare, as indicated by their declared activities, along with the higher intensity of social media use during the day. Almost half of those declaring sporadic activity actively participate, supported by their activities, e.g. 45% take part in Facebook contests or 44% post materials on their panels, which is more often indicated than those who define themselves as active users. Moreover, in the case of engaging the studied groups in the processes of sharing and acquiring knowledge, as well as project

processes, there are groups that participated in such activities - 7.2% of indications from among the whole surveyed population, 42% of which are people declaring an active attitude.

The literature on the subject indicates directions within which it is possible to observe different types of users, assigning them to specific cognitive areas. The presented typologies are based on the results of research, which gives grounds for to the possibility of appealing to them.

However, it is also particularly important to select channels for specific activities that users are able to undertake. The results showed which of the channels have greater potential within the framework of individual activities, which is an added value of the analysis.

In conclusion, the type of user and the level of his/her involvement affects the possibilities of this involvement in various activities carried out through various social media channels. That giving rise to further in-depth analysis of the areas and ways in which there would be sufficient involvement of social media users in the group of young adults.

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