Title	SNS
Author(s)	,
Citation	
Issue Date	2012-03
Type	Thesis or Dissertation
Text version	author
URL	http://hdl.handle.net/10119/10471
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Description	Supervisor: , ,

Effects of Viewing SNS on Evaluation of Other Person's Characteristics using Egogram Approrch

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March 2012

Japanese SNS users have been increasing, who use Social Networking Service (SNS) as a method of communications. 8%-12% of Japanese are active users who use these SNS such as Twitter, Facebook or mixi at least 1 time in a month. These SNS seem to have become more general methods to communicate with others. The purpose of this paper is to prevail Ego-state changing effect due to viewing of some SNS including Twitter, Facebook, mixi by other persons' assessments.

In Transactional Analysis (TA) theory, patterns of communications can be categorized. All people have their Ego-States that include patterns of thinking, feeling and acting. If the Ego-State of the man who would like to be communicated is known by others, others can communicate with the man more fluently.

In this paper, SNS is regarded that affects Ego-State assessed by others and affects fluent communication. So, SNS's effects to other people's assessments of Ego -State are researched in this paper. For achieving this purpose, Tokyo University Egogram Ⅱ(TEGⅡ) is used to prevail the target person's Ego-State assessed by others.

In this paper, three SRQs and MRQ are set up for achieving the research objective. SRQ 1 is How can Ego-State be assessed by others? SRQ 2 is How does Viewing SNS help others understand the target person's Ego-State? SRQ 3 is How does Viewing SNS change others' understanding the target person's Ego-State? MRQ is What effects does Viewing SNS make others understand the target person's Ego-State?

For the purpose of answering these research questions, examinees are categorized to 2 types (posters and viewers), and 5 types of data are collected through experiments and three SNS that includes Twitter, Facebook, mixi are used to research. The first type data is SNS data that is posted on these SNS by poster. The second type data is poster's Ego-State data assessed by poster. The third type data is viewer's assessing poster's Ego-State data as first assess. The forth type data is some of viewer's assessing poster's Ego-State data after viewing the first type data as second assess. The fifth type data is the other viewer's assessing poster's Ego-State data without viewing the first type data as second assess. SRQ1 is answered to compare the third type data with the fifth type data. SRQ2 is answered to compare the forth type data with the fifth type data. SRQ3 is answered to compare the third type data with the fifth type data. Finally, MRQ is answered after answering SRQ1, SRQ2 and SRQ3.

As a result of these comparisons, this paper prevails 3 new findings as answers to SRQs.
SRQ1:Other person's assessing Ego-State can be used to assess other person's Ego-State.
SRQ2:Viewing SNS helps understand other's Ego-State well, and 3 SNS have different effect to help understand other's Ego-State.
SRQ3:Viewing SNS effects to change others understanding Ego-State, and 3 SNS have different effects to change understanding other's Ego-State.
Based on above answers for SRQs, MRQ can be answered as follows;
MRQ: Viewing 3 SNS gives effects to make others understand Ego-State, and 3 SNS have different effects to make others understand the target person's Ego-State.