### POSITIVE / NEGATIVE CONTEXTUAL CONSTRAINTS ASSOCIATED WITH THE USE OF AN INTERFACE

#### 1. Familiarity with the interface
**Effort or lack of effort from using the links, frames, etc.**

Techno-competence was a feeling based on such basic emotions and experiences as determination, vigilance, pride, excellence, and efficacy. Together, all these emotions express a mental state that people have when they can use technology to reach what they need to reach. Overall, the valence of such a mental state is positive, because all the involved feelings are positive (Saariluoma & Jokinen 2014).

The user’s familiarity with the interface, even if it is not user-friendly, and also the user’s intuitive ability to interact with the interface also affect the balance of cognitive effects and mental effort involved in processing information from this interface, generating multiple outcomes of (in)efficient interpretations. And frequency of use is a parallel variable affecting relevance (Yus 2011).

#### 2. Expertise in using web-mediated discourses
**Mastery of oralisation, combinations of text and image, editing and upgrading sites, etc.**

E.g. tagging (Barton 2015).

#### 3. Web page usability
**Good arrangement of text and image, good structure of links, leads to being able to access content without unnecessary effort.**

The user experience of poor usability activates negative emotional contents of different types, whereas good usability generates positive feelings. (...) poor usability has essential emotional costs, and this explains why people are often poorly motivated in using technologies with poor usability or that are difficult to learn (Saariluoma & Jokinen 2014).

Nowadays web pages include text, pictures, flash animations, graphics and videos, among other elements. The combination of these elements has an impact on the user’s satisfaction (and the user’s desire to return to the page in the future), and also on the eventual relevance (Yus 2011).

If customers find a site or interface difficult to use, there is a good chance that they will not persist in using it. Examples of difficulties include complicated and lengthy forms, disoriented navigation systems, and technical error messages (Yus 2014).

#### 4. Reasons for surfing the Net
**Work, leisure, looking for a specific item of information or using the web to kill time...**

#### 5. Presence/absence of effort-increasing elements on the page or in qualities of the interface
**Pop-up advertisements, problems with bandwidth, etc.**

Multiple conversation threads can and do occur. It is not uncommon for chatters to find themselves engaged in four or five conversations simultaneously. This can lead to confusion and misunderstandings. To circumvent such miscommunication, chatters tend to use the practice of naming (addressivity) the intended target in the post; this is quite unlike spoken conversation where a variety of linguistic and paralinguistic clues identify the target of a proposition without the need for employing addressivity (Freiermuth 2015).

### POSITIVE / NEGATIVE NON-INTENDED NON-PROPOSITIONAL EFFECTS ASSOCIATED WITH THE USE OF AN INTERFACE

#### 1. Degree of mutual knowledge existing between interlocutors
**Enhancement of shared information entails increased solidarity and feelings of connectedness prior to communication.**

### POSITIVE / NEGATIVE CONTEXTUAL CONSTRAINTS ASSOCIATED WITH THE INTERACTION WITH OTHER USERS

#### 2. Known addressee vs. anonymous addressee; casual conversation vs. topic-focused conversations

Different types of discourse and communicative strategies depending on type of interaction and interlocutor.

#### 3. Familiarity with topics, jargons, expected background knowledge

Assumed background knowledge of topics, jargons, etc. works as barrier of in-group discursive specificity.

#### 4. Reason for act of communication

Causal chat, formal piece of communication, getting information on a topic, etc. entail different expectations of cognitive effects and effort.

#### 5. Personal traits, personality and sociality

One’s personal and social qualities influence eventual quantity and quality of use of Internet-enabled interactions.
Effects of location-based apps on impression management, enhancement of collectivity, etc. (Beldad & Kusumadewi 2015).

Apps which offer an immediate impact on the current physical activity of the user provide an extra layer of cognitive reward in the way the app manages to aid the specific user in the specific physical activity that he/she is engaged in. These apps also make the user feel individualized in the way the information is offered. They achieve this effect via GPS and augmented reality technology to spread an additional layer of information over the physical scenario around the user at a specific touristic location. Through such personalized layer and synchronous flow of information, the user will regard the app as more useful (Yus 2014).

2. (Dis)satisfaction from being (un)able to use the interface appropriately and obtain/produce the expected information

on many occasions, the success of the information contained on a website (or provided by a mobile phone app) is not only related to the objective interest of the information regarding the user’s need for knowledge, but also to its capacity to generate positive contextual effects beyond the objective relevance of that information. The capacity of the interface to engage and turn users into faithful devotees who systematically resort to this interface against competing interfaces can be explained by how intensely the specific interface manages to generate these non-propositional positive effects that are relevant beyond the actual content (Yus 2014).

users become more creative and thoughtful until a certain tipping point of interface complexity is reached. At that point, creativity and thinking suffer, leading to significantly less disclosure (Spiekermann & Korunovska 2014).

3. Individuation / personalization vs. social connectedness

Users expect information in a highly personalized way, adapted to personal profiles and preferences.

E.g. personalised travel plans generated by travel apps.

user involvement in the news content depends on the social affordances of the site, particularly those that allow for audience customization and those that drive network feedback (Oeldorf-Hirsch & Sundar 2015).

4. Effects of dealing with information processed: information overload, multi-tasking, etc.

As digital technologies are undergoing a paradigmatic shift from user-centered to techno-centered, its effects are also changing. Individuals not only tend to look for information that reinforces their previous beliefs, but digital applications are increasingly suggesting contents and actions based on previous behavior and usage profiles. This results in the redundancy of both contents and social networks, i.e. ‘infosaturation’ (Dias 2014).

Social media usage levels continue to climb generating copious amounts of content. As more people crowd social media (e.g. Facebook), and create content, some research points to the existence of a concept called social media fatigue. Social media fatigue is defined as a user’s tendency to back away from social media participation when s/he becomes overwhelmed with information (Bright et al. 2015).

POSITIVE / NEGATIVE NON-INTENDED NON-PROPOSITIONAL EFFECTS ASSOCIATED WITH THE INTERACTION WITH OTHER USERS

1. Feeling of connectedness

Social awareness, feeling of being part of the interactions and friendships. To be noticed by others on the Net.

35% of our respondents said they like to use Skype to hangout with someone (...) a significant portion of Skype users are engaging in this form of interaction. Over half of our survey respondents said that they felt closer to someone after Skyping with them. (...) it can be a powerful tool for allowing people to share lives in the mundane everyday along with the more exciting eventful moments (Katz & Crocker 2015).

fear of ostracism and need to belong were positively related to perceived obligations to answer and expectations toward chat partners [on Facebook] (Mai et al. 2015).

Analyses of participants’ usage behavior and their experiences revealed that the more time users spent interacting with other users (e.g., commenting on updates), the closer they felt to other people. In turn, users also reacted more emotional emotionally to friends’ updates after Facebook use; this effect may be explained by the perception of social closeness (Neubaum & Krämer 2015).

The practice of retweeting enables users to signal listenership, provide feedback, and spread the tweet to a new audience of potential recipients (Sundar et al. 2015).

positive and entertaining self-disclosures increase the feeling of connection, especially when reading friends’ updates (Utz 2015).

Since, ‘tagging’ is a very common strategy in which profiles link together, it could be that the profile owners use the tag feature to create and maintain bridging and bonding with friends in SNSs and demonstrate their relationships with other people within and outside of their networks (Effekhar et al. 2014).

actively engaging with one’s Facebook network—both through responses to Friends’ requests and posting content directly on a Friend’s wall—is positively linked to higher levels of bridging social capital. (...) engaging in specific practices related to Facebook use have the potential to shift perceptions regarding digital actions (and their consequences), engage users with a more general (not just Facebook-specific) context (Ellison et al. 2014).

The use of social networking sites, such as Facebook, provides ample opportunities for the pursuit of interpersonal connection but may also bring to mind one’s social isolation. Two studies revealed that receiving few responses from one’s Facebook friends threatens the needs for belonging, self-esteem, control, and meaningful existence. These effects were observable over and above the impact of general social connection to others (i.e., total number of Facebook friends) and tone of responses (Greitemeyer et al. 2014).

The trivial nature of the posts makes conversations accessible while fulfilling a socially meaningful experience for users, and often in real time. This type of almost constant communication between users has never been available to relationships another way, and if anything intensifies the requirement for relationship building—we are now in each other’s spaces all the time (Hopkins 2015).

Facebookers draw on “expressive resources associated with affective discourse” to mark their contributions as worth telling. These resources are explicit appraisals (i.e. the stance taking of a Facebooker through the expression of affect, justifications, and appreciation), and more implicit stance taking, expressed in “nonverbal displays of affective style” (e.g., emotions, kisses or laughter) (Locher 2014).

An analysis of 339 adult participants revealed a positive relationship between supportive interaction and positive affect after the interaction. A path model revealed positive associations among the number of SNS friends, supportive interactions, affect, perceived social support, sense of community, and life satisfaction (Cho et al. 2014).

The amount of information provided in a profile has been positively correlated to the number connections that an individual has, suggesting that the establishment of common ground and signals are important elements to achieve trust and legitimacy within communities of users (Quinn & Papacharissi 2014).

while relational closeness is positively correlated with engagement in relationship strategies, specific types of Friend dyads are more likely to use these strategies and, consequently, benefit from their engagement. Specifically, those who rely on Facebook as their primary communication channel and those who live farther away both engage in these strategies to a greater extent and view Facebook as having a greater impact on their relational closeness and stability than those who communicate through other channels, and those who live close to each other (Vitak 2014).
### 2. User’s identity shaping

User’s shaping of his/her identity as a result of successful interactions and social group or network management.

Information generated by others and posted to a profile, such as comments and photos posted by friends, are deemed influential and reliable bases for impression formation as are an individual’s visible connections (…) Distinctive aspects of reciprocal connection are an implicit verification of identity; they create a mechanism to establish trust and cooperation (Quinn & Papacharissi 2014; see also Bartsch & Subrahmanyan 2015).

- Effects of status seeking by SNS users:
  - Individuals may for Facebook to be recognized and have reputation among their peers by sharing posts, photos, or news. Therefore, their ultimate goal is to enhance their own self-esteem by portraying their lives. Similar to status seeking, entertainment motivates individuals to continue to use Facebook for fun purposes. Thus, it may be interpreted that users are interested in having a pleasurable time while using Facebook (Basak & Calisir 2015).
  - The community of practice framework seems especially important for understanding self-praise. Many self-praising strategies are rooted in indirection and can be recognised as self-elevation solely by the members of in-group. (…) Additionally, invoking these attributes serves to establish solidarity by inclusivity and may offset the face-threatening effects of self-praise in interaction (Dayter 2014).

The option of not using real names online allows people to control what they reveal about themselves and who they reveal it to, opening up possibilities for identity exploration, exhibitionism, and connections with people who share different interests without being limited by the social factors that routinely shape everyday life (van der Nagel & Frith 2015).

Participants said they feel it’s easier to express certain things about themselves online (…). This self-disclosure typically occurs when close friends are communicating through private online channels (…) These youth appear to feel less inhibited online because they don’t have to contend with the discomfort of confronting their friends in person (Davis 2014).

Text-based communication was more important for self-esteem than face-to-face or phone communication, (…) the psychological benefits of text-based communication stems from enhanced self-disclosure (Gonzales 2014).

- Users frequently use the environment to communicate routine as well as intimate information to peers. The number of intimate disclosures observed (…) indicates that Facebook is used as a forum for disclosure intimate information to peers.

- The number of intimate disclosures users frequently use the environment to communicate routine as well as face-to-face or phone communication, (…) the psychological benefits of text-based communication stems from enhanced self-disclosure (Gonzales 2014).

- Individuality is both fostered and dependent on the network since we most likely would be ignored without network visibility with references to other users. Hence, it seems that negotiating individuality through connectivity and network visibility are important rationales behind contemporary practices of online social networking. Being part of social networks and putting one’s network connections on display become vital aspects of self-presentation, personality, and identity negotiation (Svensson 2014).


### 3. Feeling of community or group membership

The management of social identity usually involves feelings of group or community membership, or being acknowledged by others as part of the network of friends or relatives. Social capital.

Thoughts of losing SNS intensified distress caused by social exclusion, suggesting that the loss of SNS appears to signify the loss of a potential source of social reconnection. Moreover, the magnifying effect of SNS’ unavailability on the distress associated with social exclusion was more prominent for heavy users. This research provides the first demonstration that SNS (or the loss thereof) can neutralize (augment) perceived distress related to social exclusion (Chiou et al. 2015).

- The frequency with which one posts requests is a significant predictor of social capital, but [there’s] importance of factors such as the extent to which individuals try to respond to others’ posts and the extent to which they value giving, as well as a target’s fear of receiving an unwanted association with another Facebook user (Litt et al. 2014).

- Analyzes conducted (…) suggest that trust, an element of the relational cluster, holds the strongest correlation with the sharing and pooling of resources by users over Facebook. Experiential value is found to be most significant, indicating that the interactions between users on Facebook occur mostly to fulfill a psychological need, such as sharing the useful information and receiving enthusiastic replies or praise (Lee et al. 2014).

- The information users share about one another can have significant impacts on impression formation, and at times this other-generated content may be face threatening, or challenging to one’s desired self-presentation. (…) Results suggest that many face threats result from other Facebook users neglecting or misunderstanding a target’s audience and/or self-presentation (Zappavigna 2011) coined the term “ambient affiliation” to describe how microbloggers engage with other virtually co-present members of an ad hoc community of interest that bonds around evolving topics of interest (Herring & Androustopoulos 2015).

- The human desire for affiliation: we exist within communities of other voices with which we wish to connect. The stances we adopt and observations and evaluations we share all exist relative to the meaning-making of the other members of our social network and to all other potential networks of meaning. In other words, we perform our online identities in order to connect with others. (Zappavigna 2012: 38, in Locher 2014).

- Surprisingly, perceived privacy risk does not have any significant impact on self-disclosure. The results suggest that users focus on the benefits as well as social influence when they decide to reveal personal information in social networking sites, but pay less attention to the potential privacy risks (Cheung et al. 2015).

- Virtual community members develop psychological ownership of their community and discuss the consequences of such ownership. (…) we develop a research model that explains three routes of psychological ownership: autonomy, membership duration, and self-discrepancy. We also determine three consequences of psychological ownership: satisfaction, self-concept, and knowledge contribution, (…) maintaining autonomy and creating a better self in the anonymous environment of a virtual community assists in developing psychological ownership of a virtual community. (…) psychological ownership increases satisfaction, self-esteem, and contribution quality (Lee & Suh 2015).

### 4. From community to user

Community’s comments and acknowledgment of the user’s presence by the group.

Participants also acknowledge that displaying their self-portraits make their
We found that internal motivation, gain of prestige, quality and quantity of content and procedural fairness are the strongest motivational factors supporting participation, whereas time and strength requirements for contribution and fear of personal feedback are the strongest factors hindering contribution (Matschke et al. 2014).

Self-writing can be employed as a way for people to understand and work on themselves and their relations to others. It is one particular activity through which individuals make meaning of their existence in the world and navigate its complexities. Self-writers do not simply present or perform a self that already exists within them. They form relations to self and others by exposing themselves to others and obtaining their feedback (Sauter 2014).

While social networking sites offer diverse features, people are drawn to them primarily for a social function and sharing of activities with a growing number of “friends.” Social networking sites respond to youth’s need to belong (Seo et al. 2014).


6. Overall psychological (dis)satisfaction

Positive or negative feelings and emotions arising from Internet interactions.

SNSs provide people with ample opportunities to compare themselves to others, which has the potential to contribute to depression. For instance, if a person sees that many of her/his friends are getting jobs and s/he is unemployed and having a difficult time getting a job, then s/he might feel inadequate in that domain by comparing oneself to others, perceiving oneself as inferior (referred to as negative social comparison) can maintain and exacerbate negative self appraisals, and lead to increases in negative affect (Feinstein et al. 2015).

Results demonstrate that although Facebook users often experience negative emotions, they feel pressured to access the site frequently due to the fear of missing out and to keep up with friends and family’s demands. Some participants reported privacy violations due to Facebook’s visibility, connectivity, and persistence. These features also afforded constant social comparison to other network members, which triggered jealousy, anxiety, and other negative emotions (Fox et al. 2015).

Based on a multi-method approach, the results showed that positive emotions are more prevalent than negative emotions while browsing Facebook. Moreover, tie strength is positively associated with the feeling of happiness and benign envy, whereas malicious envy is independent of tie strength after reading a (positive) post on Facebook (Lin & Utz 2015).

Emotions are contextual factors that affect information sharing by setting the tone of online discussion. The emphasis on positive or negative emotions is dependent on the nature of the topic at hand. In addition, the intent of the communication affects the ways in which emotions are incorporated into provision of information to others (Savolainen 2015).

Engaging with friends through tagging activity and third-party application use is associated with higher levels of personal Facebook usage and a stronger emotional attachment to Facebook (Wisniewski et al. 2015).

Matching social network users to specific types of online social network Qzone, such as socializing, information-seeking, and entertainment are found to have a significantly positive influence on their positive mood (Apaolaza et al. 2014).

The more that users did not share important news on Facebook for self-protection and friend unresponsiveness reasons, the greater their stress. The self-protection reason was also negatively related to quality of life. Inconsistent findings can likely be partially explained by the nature of the information that is shared (Bevan et al. 2014).

When positive expressions were reduced, people produced fewer positive posts and more negative posts; when negative expressions were reduced, the opposite pattern occurred. (...) results indicate that emotions expressed by others on Facebook influence our own emotions (Kramer et al. 2014).

Appraisal factors (pleasure, awareness, connectedness, and system quality) were strong determinants of emotional reaction (user satisfaction and sense of belonging). User satisfaction and sense of belonging together positively influenced continuance intention (Lin et al. 2014a).

5. From user to community

Feelings arising from one’s presence felt and acknowledged by the other users (e.g. user-generated content for the community). Joy of sharing information with other users.

Instead of inferring certain type of information and deriving conclusions about other people from the information they exude, the users on the Net intentionally inform their followers about these activities. This uploading creates a kind of “proximity in the virtual” or at least an awareness of its existence. Today, the Net makes it possible to form strong and weak ties that hybridize or intersect with those that the person manages in offline scenarios (Yus 2014).

Those who are actively contributing through leaving comments (...) do so by submitting voices and opinions, seeking recognition, challenging institutional authority and expressing emotion. The analysis suggests many within the audience (...) are actively forming a virtual community, fueling their emotional intensity through the submission of comments and the dynamic played out through established relationships within that community (Barnes 2015).

knowledge contribution can directly affect social identity; at the same time, social interaction tie and membership esteem play significant mediating roles in the relevance between knowledge contribution and social identity (Guo & Xu 2015).

Content contribution is more often driven by extrinsically oriented motivations, including reciprocity and the need for self-development, while community participation is more often driven by intrinsically oriented motivations, including altruism and a sense of belonging to the community (Xu & Li 2015).

Sharing is conceptualized here not as something accomplished by a ‘sender’ but as an interactive accomplishment that involves both the sharer and responding members from their audience, whose feedback encourages and at times shapes future sharing activities. (...) By making particular representations of themselves available to their networked audience and by selecting particular modes and media for their entextualization, participants construct the shared moment as part of their self- and group-identity by referencing their college students who use Facebook for social motives (e.g., sending messages, tagging photos, and updating status) may be willing to provide more personal information, even “highly sensitive” information (Chang & Heo 2014).

The top influential factors affecting the knowledge-sharing intentions of posters are intrinsic motivational factors (i.e., enjoyment in helping others and knowledge self-efficacy). (...) Intra-community factors, such as perceived moderator’s enthusiasm, offline activities, and enjoyability, also affect the knowledge-sharing intentions of posters (Lai & Chen 2014).

Facebook users with denser networks disclosed more positive and negative emotions, and the relation between network density and emotional disclosure was mediated by a stronger need for impression management (Lin et al. 2014b).