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**SEMANTICS OF POLYMODALITY IN THE SOCIAL NETWORK
FACEBOOK**

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INTRODUCTION

Nowadays millions of people use different social networks, which allow watching photos, videos or films, to listen to music and keep friendly relationships with classmates and acquaintances. Social media originated as a way of communicating with friends and family, but was subsequently adopted by enterprises that wanted to take advantage of the preferred new communication methodology to reach picky customers. The tool of social networks is that they can attach data and share it with anyone on Earth or with many of us at the same time. In our review of the impact of profile information, we concluded that access to private identity information supports the formation of relationships. Confirmation of this in evidence of the use of SNS from a geographical point of view indicates that the profile information helps people interact in “people understanding,” a method of understanding “who someone is and how to work and why this user should contact someone ”. The identification information in the profile helps people find the basis and, therefore, facilitates the processes of communication and coordination. A previous thought about SNS suggests that Facebook profile information can help users notice mutual understanding.

The novelty of the research is represented the relationship between words and the repositories of knowledge in the social networks. **The aim** of the research is to investigate the language in the social networks. **The object** of the investigation is researching and learning of polymodality and **the subject** is the social network. **The theoretical value** consists in the contribution to the development of the notion ‘polymodality’ in the SNS; implementation of different means of expressing modality in the Facebook. **The practical value** is using and training of disciplines such as Theoretical Grammar, Linguistic Stylistics and so on.

The paper consists of the introduction, three chapters and appendix. It contains 64 pages and 7 pages of references. Chapter One focuses on defining the social network sites as a type of communication. Chapter Two examined the degree to which visual content is used by communities, and also examines the impact of visual content on audience engagement. Chapter Three reveals coherence of linguistic means of modality in Facebook and semantic values.

CHAPTER I. THE SOCIAL NETWORK SITES AS COMMUNICATION

1.1. Defining the social network sites as a type of communication

During the past decade of on-line social network sites usage has full-grown dramatically, currently rivaling search engines because the most visited websites. With the increase of such mega - sites as Facebook, that by itself currently boasts over four hundred million active users round the world, on-line social network use has become a fixture within the lives of an outsized proportion of the world's one. Growing proof from analyses of on-line social network website use suggests that these sites became vital tools for managing relationships with an outsized and infrequently heterogeneous network of individuals who give social support and function conduits for helpful data and different resources. Such SNS edges area unit derived from social relationships and broadly speaking conceptualized as social capital outcomes of SNS use. On the far side distinguishing edges, new analysis explores the factors that cause improved outcomes for SNS users. Given the pervasive use of social network sites (SNS), there is a requirement for a careful assessment of the ways that within which users incorporate these tools into their daily lives and acquire edges from use. The purpose of this study is to consider the broad topics from this part of the work and to consider the main mechanisms created in this area of social communication created by the community.

Research on the use of social networking sites in recent years has become widespread, and this is not shocking, given their rapid adoption by users around the world. An earlier analysis of SNS analysis revealed four broad areas of work:

- An analysis of the effectiveness of impression and relationship management here refers to how users create online identifiers, but users

manipulate SNS profiles and how aspects of profiles and friends' photos influence the formation of relationships and the impressions of other SNS users.

- Analysis of networks and network structure during this appearance of space in the network structure with an understanding of the network structure and visualizations created by providing connection information in SNS.

- Connection of online and offline networks. This work mainly explores the nature of connections in SNS, with several studies claiming that sites such as Facebook do not support or expand on existing offline connections.

- Confidentiality. Researchers in this area have focused on how SNS users disclose personal information by exposing themselves to issues such as fraud. In further work, an attempt is made to find out why users want to disclose such information on SNS sites if they may otherwise receive protection of their privacy in other places on the network.

In recent years, SNS have become part of people's daily lives and the main channel of communication and social interaction in the lives of many people. According to the model used earlier, a serious motivator for using SNS is that it should belong, i.e., be the main incentive for establishing and maintaining relationships. This need is often met by two kinds of affiliation behaviors: information retrieval (using SNS to learn about others) and communication (using SNS to talk to others).

Despite several studies using SNS, research on the combination of personality and affective factors that influence accurate Internet behavior remains at an early stage. The purpose of this phase was to expand past research by simultaneously exploring the most significant predictors of SNS use, that is, gender, personality traits, and emotions. In addition, the influence of such predictors was investigated in relation to each of the two types of

affiliation-related behaviors that theorized earlier, that is: information retrieval (viewing other people's profiles) and communication (active posting of messages).

Gender is taken into account by a key variable in understanding the use of SNS. According to studies, men primarily view SNS as a practical communication medium, but not a relevant platform for self-image, while women seem to be driven by a more hedonistic motive for self-presentation, which makes them worry more about how they are perceived by others. Recent studies have also shown that women use profile images to manage experiences more often than men, in line with stereotypical expectations regarding gender roles. When self-disclosure is taken into account, not all studies have obtained similar results. Although adolescent studies have shown that women tend to reveal more information on the Internet than men do, several recent studies have concluded that it's easier for men to reveal their personal address and mobile phone number, save less personal data compared to women and disclose more personal information.

Overall, evidence of SNS motivation has shown that women are more curious about using SNS to take care of existing social relationships, look for information about others, pass the time and have fun. On the contrary, men usually use SNS to refine their opinions, develop new relationships and experiment with the content that they post on their profile. Thus, thanks to SNS, men and women satisfy different needs. However, to our knowledge, none of the previous studies examined gender differences in relation to specific behavior related to belonging, to information search and communication.

1.2. Types of online communicative behavior

Most research on the psychological correlates of using SNS and attitudes has focused on personality traits that individuals vary in terms of extroversion, neuroticism, openness to experience, pleasantness, and integrity. Extraversion includes sociability, energy and talkativeness. Neuroticism is characterized by emotional instability and anxiety. Openness is reflected in creativity and preference for novelty. Pleasure consists of warmth and cooperation. Good faith involves discipline and orderliness.

Previous SNS research has found that three of these traits are key to social media use: extraversion, openness, and neuroticism. People who are extroverted may be more frequent users of social networks, have more friends on the Internet, and prefer SNS features that allow them to make active social contributions, such as posting and status updates. Similarly, people with a high level of openness to experience tend to turn to SNS and demonstrate a wider use of social networks, especially for searching and disseminating information. Even older people using SNS show similar patterns because people with high levels of openness and extraversion have more friends, status updates, and group memberships. Neuroticism is also positively associated with the frequency of use of SNS. It is suggested that neurotic people can use SNS to appear in society and, therefore, enlist the support that they are missing from their daily lives. Based on a study on Facebook that showed people with a tendency to neuroticism use such a network for social purposes. They are also more often than others involved in revealing emotions (for example, in expressing their personal problems). More recent studies have shown that people with higher rates of neuroticism use more often than other SNS, also in order to escape from their everyday reality. On the other hand, greater emotional stability, respectively, is associated with social unity, that is, with feelings of belonging that arise as a result of interpersonal relationships in social networks.

Emotional competence resulting from notification and expression of influence on a sense of self-awareness, situational data, and a sense of regulation is vital for positive social behavior. The idea of emotional intelligence provides a unified framework for testing the role of emotional skills in social functioning. He has four clear central abilities: perception, use, understanding and control of emotions. The perception of emotions includes the flexibility to define emotions in oneself et al. Operational emotions relate to the ability to demand the benefits of feelings that help in solving certain psychological functions, such as eliminating deficiencies, a higher cognitive process, and social communication. Understanding emotions means the ability to analyze emotions and the style that they mix, develop and express in a square measure. Emotion management includes the ability to reduce, enhance, or alter the associated emotional response in oneself and others.

Scientists claim that emotional intelligence can influence smartphone behavior and network usage. Turning to a specific analysis of SNS, research focused on the content of emotions expressed on social networks and yielded conflicting results. Some authors have shown that autonomous feelings models use a square measure in the same way as online models. According to their analysis, useful squares of authenticity measurements were often shown on SNS, and square measurements were much more likely to be reinforced at SNS context intervals than negative. Systematically, in an extremely extensive study on Facebook, participants revealed a significantly higher propensity for accurate positive rather than negative emotions and revealed many positive emotions on Facebook than in their offline interactions.

On the contrary, in their analysis people often use expressions related to anger and alternative negative emotions. It is incontrovertible that constant updates on Facebook can reveal the symptoms of serious depressive episodes, while scientists have shown that people with high anxiety attachment often used Facebook, and used it quite often. Consistent with this idea, there is

growing interest in using social networks as a public health tool to understand that depression and social media posts supported alternative illnesses.

Although these studies emphasize the need to explore no matter how people manage their emotions and categorize them, to our data, however, no analysis has ever thought about the relationship between emotional intelligence and the use of social networks. In particular, the lack of data appears to be a gift regarding the role of emotional skills in relation to people's behavior on social networks.

According to the Pew Research Center, social network users are generally younger. Nearly 90 percent of people aged 18 to 29 used at least one form of social networking. In most Western countries, the use of mobile Internet has reached more than 50%. In the Netherlands, 70% of the population and more than 90% of teenagers have a smartphone. While the need for research on Internet addiction and smartphone addiction is recognized, most studies focus on describing behavior and consequences. We will focus on the type of use of the smartphone or the pleasures that can play a role in the usual behavior of the smartphone.

Habits are formed as a result of repeated actions in certain circumstances. In cognitive research, habits are defined as “automatic behavior triggered by situational signals such as places, people, and previous actions.” Habits are behavioral actions without self-learning or conscious thinking and can have both positive and negative consequences. Habits allow you to perform multitask tasks and perform complex tasks, as well as provide control over behavior in new situations. In addition, habits have a positive social feature, because habits characterize a person and predict his actions. On the other hand, inappropriate habits can cause unintentional behavior, triggered by internal or external signals that interfere with other actions, for example, when people experience excessive promptings, such as unintentionally checking the smartphone. This can interfere with everyday

life if it is not limited by rules or social norms. Smartphones can develop new habits related to the use of the Internet, for example, automatic actions in which the smartphone is unlocked to check the start screen for notifications. Such automatic actions can be triggered by external (ringtone) and internal signals (emotional state, urge). When previous actions have led to the desired results, these actions may be repeated. The frequency of these actions and the significance of the reward determine the strength of the habit. Strong habits are repeated more often and are easier to provoke than habits that are less automatic. Habitual use of the smartphone has a positive effect on the addictive behavior of the smartphone.

Testing the relationship between smartphone usage types and dependent behavior requires classifying usage types. They proposed a double classification based on the satisfaction of processes and content. Process-related pleasures are acquired during the consumption or intended use of multimedia and are most interesting in relation to the addictive behavior of a smartphone. Pleasant experiences act as rewards and increase the chances of developing habitual or addictive behavior. In addition to process-related uses, previous studies have shown that social use affects addiction to the Internet. People who are heavily dependent on the Internet for interaction, act impulsively, avoid emotions and are not able to plan or distribute time correctly. We came to the conclusion that smartphone addicts spend most of their time on a smartphone for social purposes. Explains with the operand that actions are supported by rewards and punishments. Using a smartphone for a pleasant chat or chat is helpful. As a result, we are more likely to repeat these actions as an escape from real life. We assume that the use of smartphones to create time in social networks has a positive effect on addiction to the frequent use of smartphones.

In the current study, we look at three features that have been shown to affect online behavior: emotional intelligence, social stress, and self-

regulation. *Emotional intelligence* is especially popular with regard to the physical and mental state. It includes the ability to control and distinguish between own and other people's emotions, and then use this information to control your thoughts and actions. Poor emotional regulation in adolescents is associated with problematic behavior. In general, people with lower levels of emotional intelligence exhibit less physical and mental well-being and have a higher risk of developing Internet addiction. This also applies to social media addiction.

The second personal trait we focus on is *social stress*. In general, stress is a nonspecific reaction of an organism to a requirement for adaptation to it, regardless of whether it causes pleasure or pain. SNS are designed for round-the-clock support and support their owners in different ways. As a result, many people are strongly attached to their pages on social networks and increasingly expect others to be available at any time. This can cause stress or anxiety when the device is not in close proximity: no one can contact friends or be up to date with the latest events. As SNS has become so visible in everyday life, it becomes an important impression management tool. For example, being unable to contact you can cause stress symptoms, as being inaccessible can lead to a bad experience when someone expects you to communicate instantly.

The behavior of most people is regulated by thoughtfulness: people motivate and control their behavior to achieve the desired results, also called *self-regulation*. Violation of self-regulation is controlled by emotions, automatic behavior and is controlled by impulses. This can reduce a person's self-esteem, self-esteem and can lead to stress. To change these negative effects, you can use the media to run away, feel better, or gain a sense of belonging. Self-regulation has been shown to play a critical role in disorders such as Internet addiction. Violation of self-regulation can begin with the conscious use of SNS to relieve negative feelings. This allows you to create

habits when the actions taken do not lead to the desired results and the behavior is not adapted. Then the behavior can be addictive, as it is no longer consciously observed.

The concept of anonymity on the network is based on the assumption that on the Internet, identification tools are limited to network and system identifiers, which may not be directly related to the user's identity. Personal qualities as a form of identity have recently been investigated. Many of the relationships between the Internet and human personality traits have been studied based on the correlation and regression of media usage specific to individual media platforms, such as social networking sites. These studies examined the relationship between people and the Internet based on interests and inclinations. However, the paradigm of a platform-independent digital fingerprint remains to be explored. This paradigm sees the Internet as an extension of people's everyday communication that can demonstrate a digital behavioral signature. Thus, in this study, using client-server interaction as the main unit of online communication, we investigated the probability of differences in personality traits of a digital character. The five-factor model of the tool for measuring personal qualities and server-side network traffic data collected over 8 months from 43 respondents were analyzed using controlled machine learning methods. The results showed a high probability that a sign of personal integrity exists in online communication. This observation is a new platform for researching personality on the Internet.

Identity is an important factor that is conceptualized in the identification of a subject area, including physiological biometrics, social identity, technical identity, and behavioral biometrics. Personality traits are the most common behavioral biometrics adopted for the process of identifying Internet users. Personality traits are variables that coordinate a person's actions and experience through a dynamic psychological organization, and they represent the main discriminant for determining

patterns of behavior on the Internet. Trait theory is characterized by two main principles: quantitative assessment and cross-situational consistency. Personality traits measured using the five-factor model (FFM) or the “big five” models satisfactorily comply with these principles. In addition, it was noted that they adequately capture human interaction on the Internet.

Issues related to the frequency of use of online media, the demographic composition of online users, the relationship between individual differences and the use of online media and the motives for interactive interaction, and the likely relationship between Internet users and their likely preferences were examined. These studies evaluated the impact of various personality traits on the use of the Internet, on the assumption that the Internet cannot replace the communication and entertainment of people. While this assumption is true in a broader sense, one of the key components of understanding the interaction between the Internet and people, as well as patterns of behavior on the Internet among people with a similar personality, remains largely ignored. It has been argued that the Internet is directly or indirectly linked to individual personality traits and is largely controlled by the individual and is a moderating platform for expressing anonymous identity, as well as a significant predictor of the use of cyberspace. However, the question of the existence of personality signatures on the Internet remains unanswered.

It was investigated the likelihood that the identity of users of social networks can be derived based on the average and model calls. Similarly, the likelihood that the demographic attributes of online users can be determined has been investigated. It has been suggested that studies targeting social networking sites such as Facebook, Twitter, and LinkedIn are targeted at exploring online personality representations. Verifying that a personal signature exists on the Internet includes observing the dichotomization of personality factors to determine distinctive characteristics among various

people in a continuum of attributes. This study attempts to answer the basic question: “Can a person’s personal qualities be derived from his / her network traffic?” This question is consistent with the logic that repeating daily patterns of human behavior are the subject of an inherent personality trait that regulates synergies between online and offline behavior. However, to provide a reliable answer to this question, a network data source independent of the platform or application is required.

The use of personality traits in research, which consists of openness to new experience, good faith, extraversion, pleasantness, and neuroticism, allows you to use a common vocabulary and metrics to study and understand personality dynamics. The study showed that people reveal their personality traits in online communication through self-description and online statistical updates on social networking sites, with which you can imagine a comprehensive measure of the relationship between a person and SNS. The study showed that the personal qualities of users can be estimated (on social networks) with an accuracy of $\pm 11\%$ for each factor based on the standard error of the observed online statistics. This implies that the prediction of personality traits can be achieved within 1/10 of its actual value. There is a similar behavior on blogs. The study examined the relationship between blogging and openness to new experiences, as well as neuroticism. Similarly, research has shown that temporal variability in delay and response by e-mail can be adopted to deduce the personality trait of the person involved.

Online research indicates that personality traits are an online biometric modality for understanding and identifying Internet users. This paradigm is widely used for understanding individuals and online social networks. Social media in this context refers to online platforms where the individual consumption of digital media is aimed at interacting and / or expanding social influence through online media, despite the intention. Studies of the relationship between a person’s personality and media consumption

examined correlation and regression, as shown in Table 1. It was stated that the synthesis of an individual psychological structure represents the ability to detect the use of the Internet. This statement was further confirmed in the work of another sociologist, where it is argued that the use of the Internet depends on the personal qualities of a person. The study showed that the influence of personality traits can be observed during the browsing period on the Internet and the trends in the use of the Internet. The length of the Internet browsing period reflects a person's choices, preferences and reflexes in cyberspace, which is largely controlled by his/her unique and stable psychological characteristics. Thus, the duration of the viewing may reflect a tendency to be lonely, as individuals with a high degree of neuroticism and introverts tend to spend more time on the Internet to compensate for the possible lack of physical interaction, and at the same time, it projects the interest of the "real self". The tendency to use the Internet is defined in the context of the theory of "the rich are getting richer" and the theory of "the poor are getting rich". For example, it was noted that people with a high level on the extroversion scale tend to use social networks to expand their friends' boundaries and influence, while people with high levels on the neurotic scale tend to use anonymous online media for personal expression. It has also been suggested that the Internet can be described as a complex platform, which is a diverse paradoxical vocabulary. The study, however, emphasized that Internet use alone does not explain the reasons for the similarities or divergences of individual use. As shown in Table 1, there seems to be a general consensus on the positive relationship between neuroticism and the use of the Internet, in particular on the anonymous channel.

Conversely, it seems that conflicting statements have been made about the relationship between personal factors and the use of Internet services. For example, in a study that was based on a self-reporting measurement tool, it was noted that good faith is not a predictor of social networks. However, in a

study published later, it was noted that good faith is a predictor of social networks on the Internet. It is important to note that the latter used an individual profile as a measurement tool, while the former used a self-reporting device. Intuitively, the degree of observed correlation depends on the reliability of the measuring device. The features observed in the measuring instrument form the basis for an effective statement based on the spatio-temporal properties of the data. Table 2 provides a brief overview of the attributes considered in studies in the literature on personality and on the Internet. However, the features covered in these studies were platform or application dependent. Observation justifies the importance of the reliability of a data-oriented measurement tool. Studying online patterns requires spatio-temporal characteristics that are platform or application independent. Studies of user identification on the Internet include platform-independent features that include, but are not limited to, web browsing characteristics, web query characteristics, web session characteristics, and characteristics of web genres.

The integration of these applications and platform-independent functions provides a reliable mechanism for studying individual behavior on the Internet. This study observed the likelihood of digital personality traits based on platform-independent features. Thus, it differs from existing studies as follows.

- The functions under consideration are based solely on human actions and are platform independent. The semantic structures in the observed traits are adapted to classify patterns.
- The signature of character traits is considered based on the classification of the dichotomy of attributes, in contrast to the correlation and regression of the average score of the attributes. In this context, dichotomy is defined as the categorization of a continuous variable.
- The measure of experimental repeatability and validation is based on a standard measurement perspective in addition to the general method of

dichotomizing features. This differs from the n-sigma thumb rule and the equal thirds method, or dichotomy. The intuition behind the general dichotomy is based on the limitation inherent in a data-oriented dichotomy. A data-oriented dichotomy provides different boundaries for each data set.

CONCLUSION TO CHAPTER ONE

Taken together, the present findings reveal that the two specific online behaviours, i.e., information-seeking and communication, are related to different variables. Extraversion plays a key role, positively relating to both behaviours for women and to information-seeking for men, whereas openness to experiences is positively linked to viewing others' profiles. However, the most relevant variables appear to be self-perceived emotional competences. Specifically, self-reported ability in managing emotions is negatively connected to both behaviours, self-reported ability in using emotions is positively related to communication, and self-reported ability in understanding emotions negatively relate to information-seeking.

In terms of practical implications, these results may be useful in developing educational and preventive programs to foster a reflexive attitude on the link between emotions and SNS use. For instance, media literacy programs should not only take into account how emotional intelligence can influence online behaviour but also how promote such intelligence. Indeed, the present findings suggest that it is necessary to broaden the conception of social media literacy as improvement of technical and cognitive skills (Hancock, Keast, & Ellis, 2017), including also emotion-regulation competences.

CHAPTER II. PERSONAL IDENTITY AND MODALITY IN SNS

Based on the data above, we assumed that the male gender will be positively associated with active publication, and the female gender will be positively associated with viewing other people's profiles. As for personal qualities, extroversion, openness to experience and neuroticism, which will be positively associated with both active placement and viewing of other people's profiles. Finally, since most of the literature on emotions seems to suggest a connection between using SNS and a lack of emotional ability, we suggested that emotional intelligence would be negatively associated with both actively posting and viewing other people's profiles.

Among personal qualities, extroversion and neuroticism are perhaps the most studied in the literature. Sociologists suggest that our personality is the source of our emotions, knowledge and behavior. Social communication is one of the most common reasons for using the Internet. In their studies, they seek to understand how certain personality traits influence the activities that people prefer to use when using the Internet. Because interactions on the Internet create more freedom than in ordinary interactions, extraversion and neuroticism are the two most important personality traits in the context of activity preferences.

Neuroticism includes such signs as shyness, guilt, tension and moodiness. A neurotic is an agitated person, overly emotional. In their study, some suggested that if neuroticism involves using the Internet as a social substitute, this may be because people with a high level of this dimension can better express their "true self" on the Internet rather than in face-to-face interactions. We investigated how the personal characteristics of the user affect the value and importance of social interaction on the Internet compared to "real life", face to face, and found that neurotic people determine their

location” The real self is on the Internet, while neurotic people find their "real self" through traditional social interaction.

Probably the most widely accepted concept in the entire psychology of personality is probably extroversion. Extroversion includes such attributes as the pleasure of communicating with people, talkativeness, self-confidence and the ability to take risks. Persons with a low level of extraversion are considered as usually closed, retiring, calm and deliberate. Depending on the personality theory, it is suggested that an extrovert is a friendly person who is looking for a company, wants excitement, takes risks and acts impulsively, while an introvert is a quiet, reflective person who prefers his or her own company. Extroverts are described as social, active and talkative, and, in general, are more strongly interested in interacting with other people than introverts. The results show that extroverts reported higher levels of use of social networking sites and addiction. On the other hand, another study showed that introverts, like neurotics, discover their "real self" on the Internet, while extroverts determine their “real self” through traditional social interaction.

Based on the functional approach, they hypothesized that preferences in SNS are influenced by extraversion and neuroticism, especially in situations that correspond to the motivational consequences of these traits. They found that extroverts and participants with a low level of neuroticism prefer mass media with a high level of saturation (personal communication compared to e-mail) than introverts and people with a high level of neuroticism. Similar results were obtained from a study conducted in the early 21st century. In terms of needs, extroverts enjoy a higher level of stimulation and prefer means of communication that provide direct and immediate contact with others. In addition, this effect was mediated by higher beliefs in self-efficacy related to social skills as a more motivated manifestation of extraversion related to behavior. Due to a higher interest in

social contacts and a more successful interaction with others, extroverts should have developed more social skills than introverts. The effect of extraversion is especially noticeable for SNS, which correspond to the interest of users in direct contacts with others, while the effect of neuroticism is especially noticeable for SNS, which correspond to the needs of users in control and self-defense.

Self-assessment is conceptualized as referring to a general positive or negative assessment of oneself. Healthy self-esteem or “positive self-esteem” means a sense of competence and a feeling of love or “approval”. It is the differences between oneself and the ideal that determine self-esteem. Our self-esteem is a general idea of ourselves. This includes our looks, abilities, temperament, attitudes and beliefs.

Internet researchers have raised the question of whether the use of technology is related to aspects of self-esteem and self-awareness. Several studies have attempted to determine the impact of Internet use on self-esteem by studying the impact of Internet use on the psychological health of users. While some have concluded that using the Internet is positively correlated with depression, loneliness, and stress, other results show that using the Internet can have a beneficial effect on users. For example, the results of one survey confirm that the Internet significantly reduces loneliness and depression, while perceived social support and self-esteem have increased significantly. Over the past few years, researchers have become increasingly interested in the Internet addiction potential. More recently, we examined the relationship between Internet addiction and self-esteem. They found that people with high rates of Internet addiction have low self-esteem and are more socially limited.

On the other hand, in literature related to the Internet, self-esteem is a personality trait that is often checked for its possible impact on the use of the Internet. Regarding the differences in the behavior of people with low and

high self-esteem, some researchers showed differences in user behavior on the Internet. The results generally suggest that self-esteem is an important personality trait that significantly determines the choice of media. In one of these studies, he demonstrated that media preferences depend on participants' self-esteem. Low self-esteem (LSE) participants showed a greater preference for email communication than face-to-face communication in various hypothetical scenarios. This model has been reversed for participants with high self-esteem (HSE). HSE participants preferred more personal communication. People with HSE tend to adopt an interpersonal self-improvement strategy, while people with LSE tend to adopt a self-defense strategy. Using technology for mediation in interpersonal interaction can give LSE people the opportunity to protect themselves and prefer email communication as a visually anonymous communication that gives the user significant control over the self-presentation, pace and content of the interaction.

Hierarchical regression analysis was then used to test the influence of gender, personality traits and emotional competence on the search for information (viewing the profiles of others) and communication (active posting of messages). As defined, the frequency of viewing other people's profiles was not related to gender. The personality trait hypotheses received partial support, since extroverted and open-minded people were more likely to control other people's profiles, while neuroticism did not play a significant role. Finally, measurements of emotional intelligence had a significant impact, as people with a low level of perception, control and understanding of emotions more often looked at other people's profiles.

Men reported publication more often than women. Among personality traits, extraversion was positively associated with this behavior, while other traits did not play a significant role. Regarding emotional intelligence, there was a positive connection between the ability to use emotions and the

frequency of sending messages, as well as a negative connection between the ability to control emotions and such a frequency.

Since gender plays an important role in active publication, we conducted a separate regression analysis for men and women. For both genders, the frequency of messages was positively related to the use of emotions and negatively related to managing emotions. However, extraversion had a significant positive effect only on the female sample.

Social media literature has largely analyzed how people use SNS to meet their needs. In theory, it is assumed that people use SNS to meet basic needs in the formation and maintenance of social relations. This need is met through two specific patterns of behavior: information retrieval and communication. The present study was aimed at studying the role of gender, personal qualities, and emotional competence in each of these affiliation behaviors.

According to our forecast, men use SNS to publish more often than women. These data appear to be consistent with published data showing that men view SNS primarily as a pragmatic communication medium. The same result may also indicate the presence of gender stereotypes, as a set of beliefs regarding attributes that should distinguish between women and men. According to the most suitable approaches to the conceptualization of gender stereotypes, men should demonstrate characteristics that are primarily characterized as agitating, assertive and active, while women should be sociable, kind and passive. Thus, social norms do not seem to be completely reinvented on the Internet; rather, autonomous gender stereotypes and roles determine the expectations of appropriate behavior on the Internet. However, contrary to our hypothesis, the frequency of viewing other people's profiles does not seem to be gender related. This may be due to the nature of online communication and how gender roles appear on the network. Indeed, although women are described in the literature as more relationship-oriented

and more interested in maintaining social ties, relationships in SNS have different characteristics than offline. According to a number of other hypotheses and studies in this direction, online communication can reduce people's social desirability, even with regard to gender orientation, since the online environment seems to create an interpersonal social situation in which people are less concerned about how others see them and how much they correspond to the ideas of others. For this reason, the authors suggest caution when assuming a constructive equivalence of online and offline ratings. Another issue that should be taken into account is that SNS performs the functions of both maintaining existing social ties and the formation of new ties, and this aspect was not controlled in the current study. Theoretically, there may be a difference between viewing someone else's profile to find information about close friends or superficially known people.

As for the role of personal qualities, as expected, extroversion is positively associated with both information retrieval and communication. Extroverted rather than introverted people tend to use social networks more often and value active social contributions such as publications and status updates. However, when placement findings were considered separately for men and women, extraversion played a significant role only among women. This may be consistent with the above conceptualization of gender stereotypes that describe women as more passive than men. In this case, extraversion, apparently, acts as a buffer against gender stereotypes, forcing women to be more active and assertive.

The hypothesis about the relationship of emotions and emotional intelligence was supported only partially, because instead there was an openness to experience, associated only with viewing other people's profiles. The presence of these relationships may be due to the curiosity of other people with high openness. Surprisingly, neuroticism did not play a significant role in the use of SNS, unlike hypothesis 5 and previous literature

suggesting that neurotic people use SNS to seek attention and support that they miss from their daily lives. However, our findings are consistent with previous findings that found that neuroticism was not associated with the use of SNS. As they suggest, this may be a consequence of the characteristics of the sample: in their study, as in ours, the sample consisted of individuals who were especially weak in neuroticism.

Regarding emotional intelligence, as expected, the connection between managing emotions and Internet behavior was negative. According to studies of emotions and social networks, we can assume that people who are less able to control their emotional response are those who are more likely to turn their attention to a virtual environment, such as SNS, to distract themselves and unload and let off steam. Accordingly, people who score less for perception and understanding of emotions are more likely to participate in viewing other people's profiles. In other words, increased attention to others is essentially associated with meager self-esteem of the ability to identify and analyze emotions in oneself. Another potential interpretation may be based on the effect of SNS on the regulation of emotions. Indeed, recent literature on emotional competence has suggested a negative relationship between emotion control skills and the use of digital media, as the Internet can act as a dysfunctional regulator of emotional distress. Instead, the use of emotions seems to be positively associated with communication, since people who are able to take advantage of their feelings are more likely to participate in active publications, probably because this competency is associated with self-confidence in interpersonal communication.

As far as we know, this is a fresh study that simultaneously examines gender, personality traits and emotional competence in using SNS, and this may explain a partial discrepancy with previous literature. For example, the lack of a significant relationship between openness to experience and publication is not surprising, since this trait refers to a preference for novelty

rather than talkativeness. However, additional studies are needed to confirm and strengthen these results. A recent study suggested exploring the combined/interactive effect of personality traits in predicting SNS use, as the level of one trait can enhance or weaken the relationship between the other trait and the criterion variables.

Developing richer measures for using social networks is also a necessary way for future research. Indeed, one important limitation is that we measured the use of SNS with questions covering a wide range of behaviors in SNS. Moreover, our study was based on self-assessment of participants' behavior. More accurate and objective estimates can be obtained, for example, by encoding the actual publication of participants and recording the number of comments received on each topic. Similarly, emotional competence was assessed through participants' self-perceptions. Future studies should also consider other measuring instruments, for example, based on characteristics.

Another limitation relates to the consideration of only one specific cultural context. Given the high prevalence of research in the United States, this study is expanding the population considered so far. However, even in this case, the context was an individualistic western country, and the literature claims that people from individualistic cultures use SNS in a completely different way compared to users from collectivist cultures. Further research is needed to compare different cultural contexts.

Since our results have shown that gender affects SNS use, and predictors of such use may vary by gender, future studies should take into account the role of other individual variables by gender. Indeed, predictors that influence online behavior can play a different role in men and women. For this purpose, specific assessments and analyzes, such as moderation analysis, should be considered.

Finally, since this was one of the first attempts to investigate the predictors of the behavior described above, the corresponding variables were omitted, such as social exhibitionism, narcissism, shyness and loneliness. All of these characteristics are largely related to social interactions on the Internet and may be included in future research.

Taken together, the present findings reveal that the two specific online behaviours, i.e., information-seeking and communication, are related to different variables. Extraversion plays a key role, positively relating to both behaviours for women and to information-seeking for men, whereas openness to experiences is positively linked to viewing others' profiles. However, the most relevant variables appear to be self-perceived emotional competences. Specifically, self-reported ability in managing emotions is negatively connected to both behaviours, self-reported ability in using emotions is positively related to communication, and self-reported ability in understanding emotions negatively relate to information-seeking.

In terms of practical implications, these results may be useful in developing educational and preventive programs to foster a reflexive attitude on the link between emotions and SNS use. For instance, media literacy programs should not only take into account how emotional intelligence can influence online behaviour but also how promote such intelligence. Indeed, the present findings suggest that it is necessary to broaden the conception of social media literacy as improvement of technical and cognitive skills (Hancock, Keast, & Ellis, 2017).

2.1 Polymodality in the social network Facebook

Over the past twenty years, the Internet has changed human life in several aspects, various Internet tools (e-mail, forums, blogs) have allowed to create new forms of social interaction and communication between people.

For Facebook in 2010, the fastest growing user group was over 34. There are conflicting opinions about the positivity of social networks. Some emphasize the new opportunities that they offer, others consider them simply another aspect of the so-called liquid modernity.

The creators of social networking sites define them as social utilities that help people communicate with their friends and acquaintances. According to Wilson and colleagues (2012), 19% of studies on Facebook studied the motivation for its use. The main identified motives are the desire to keep in touch with friends and meet new people. The first is justified by the opportunity that the environment offers to manage autonomous social networks, and social pressure to use the environment, because many other people do it. The second may be due to the need to minimize loneliness. Among sociologists, there are two different positions regarding the influence of social networking sites on social interactions. One position is that virtual relationships are a surrogate for face-to-face interaction, and they degrade the quality of relationships. Weak indirect connections replace strong direct connections. Another view is that social networks can be a useful tool to support and expand direct social networks. Some authors have even confirmed that Facebook can be a source of social capital. The expansion of the social network should reduce the feeling of loneliness, but studies have shown that the relationship between the use of Facebook and loneliness is not straightforward and depends on the specific activity in which users participate on the social network site. People with different feelings of loneliness seem to use Facebook differently, to one degree or another.

Keeping in touch with friends and minimizing loneliness and negative mood are the main reasons for using FB. Therefore, we expect that actual social relations and the level of human well-being affect the use of FB. We want to investigate the influence of these variables by adding a third type of predictor, the relation to FB, which the proposed media selection theories

may also be relevant. Moreover, we want to distinguish between different uses of the medium.

We saw that there is no clear connection between the use of FB, a real social network and well-being. Some authors suggest that social networking sites may be associated with a good quality of life, helping to manage social relationships and increase social capital, but the literature does not match. On this basis, we can confirm that it is impossible to try to express a general positive or negative judgment about the use of FB. Social networks are technological artifacts used by millions of users in different ways; it is impossible to achieve unambiguous results, given the use of FB in general. We think it would be better to distinguish between different uses. Currently, FB is a widespread social phenomenon, so it is not interesting to investigate whether people use it, but what they do with it. Different uses can be influenced by different people's expectations about the environment, which cannot be imagined as a simple positive or negative attitude. He specifically studied the attitude to online communication, but used a different number of approaches in different studies. Other scientists have used different measures. Finally, FB is widespread throughout the world, and social science research has been conducted in several different countries. Although FB is a global phenomenon, we cannot assume that different cultures imply the same use of the same medium, so studies in different countries need to be repeated.

On this basis, this study aims to study the effect of various predictors on the use of FB, distinguishing between various possible ways to use FB. The analysis was carried out in two stages. The first is research, defining the main ways to use the environment and the basic settings for it. The second is testing the influence of various predictors on the modalities of using FB: real social relations, indicators of well-being and attitude to the environment. We expected that:

1. Actual social relationships affect the use of FB in two ways; a large number of friends and acquaintances increase the use of a social network for management, while bad relationships increase use for meeting new people.

2. High rates of well-being (self-esteem and satisfaction with life) increase the use of FB for relationship management and social care, while low rates increase the compensatory use of FB as a way to compensate for the lack of self-esteem and expand social networks. We chose satisfaction with life, because it is usually used as a general indicator of well-being and self-esteem, since previous ambiguous results require clarification.

3. Different expectations lead to different patterns of use; attitudes toward FB affect modalities of use in different ways.

2.2 Visual means of SNS behavior

People all over the world communicate every day, both through verbal and visual communication, but in the end, people are not inclined to determine whether their communication was verbal or visual. People take visual communication for granted because it often happens unconsciously. Because of the visual elements of social networks, it is necessary to study visual communications in more detail in order to understand how images work and how they affect the viewer. In this chapter, visual communication will be approached by discussing the interpretation of images and the composition of the image in order to gain an understanding of the structures that make up the image. To clarify these somewhat complex constructions related to composition and interpretation of images, a simple model is presented in the figure 1:

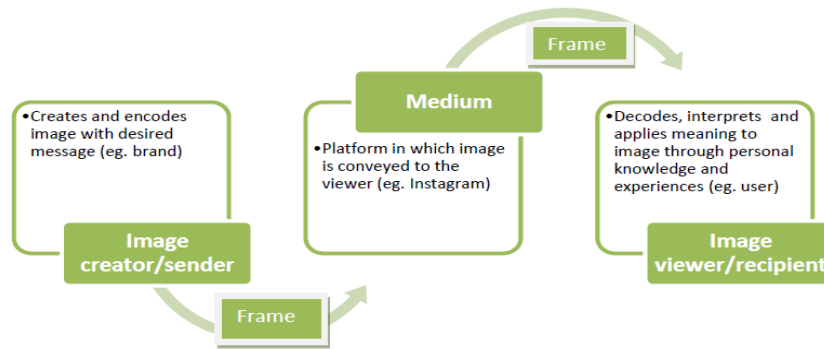


Figure 1: Composition and Interpretation of Images in Social Media

Visual communication is one of the most important means of communication that people use to communicate and exchange information. For many people, visual communication is a universal language that is easily understood by all nations. In addition, visual communication explores the way visuals are perceived to convey information, ideas, and messages, and well-designed visual effects are important to provide detailed information that is not easy to apply to texts.

The power of visual communication is undeniable; it is everywhere; online and offline, but with the penetration of social networks into our lives, visual communication has become more important than before, due to the popularity of social networks and the huge daily contact with these platforms. With the advent of social networks, visual communication has become an essential part of our daily lives. Social networks helped change communication from a one-way process to an interactive one, while the recipient is no longer passive, but plays an important role in communicative action.

Social networking platforms are multimodal; they include several activities, such as pictures, videos, hashtags, emoticons, as well as plain written text. This leads to the fact that social media is considered an important means of communication both verbally and in visual form, since it has successfully changed previous common beliefs, which indicates that

visual communication is an additional way of the entire communication process that complements the text.

With the proliferation of technological innovations in digital photography and online publishing, the growth of aesthetic requirements has triggered an unprecedented movement in the field of visual communication using various media over the past two decades. In the current age of social networks, visual communication is considered a key component in commercial and public communication. Social networks, with their interactive features, have attracted millions of people to join social networking sites to chat with others. Social media users rely heavily on visual content for communication. This can be done by telling stories, entertaining your friends or sharing your emotions with others. Visual communication can be considered as one of the main tools used to increase the involvement of social networks, readership, and even sales. Phrases like visual content are the main ones, or the visual network are powerful keywords in professional blogs, articles, and documents that promote visual content as a necessity, not an option. The well-known claim that a picture is worth a thousand words remains true when messages sent through visual communication on social networks are overwhelmingly evaluated. But seriously, visuals really carry a lot of power, especially for brands on social networks, as the elements of visuals allow marketers to create deeper connections with customers. Since more information is available on social networks, users prefer to skip a lot of content until they find it more attractive and make sure of its usefulness. High image quality provides visibility in SNS, as it attracts attention and quickly conveys the idea.

Visual communication can be used to disseminate information and ideas using symbols, images, signs, graphic images, films, typography, etc. Visual content can be divided into three main types:

1. Illustrations - a composition of static images, which includes drawings, photographs and the latest memes introduced. This type of visual content typically contains a line of text to summarize visual elements. Illustrations are usually short and very easy to understand.

2. Comics are collections of images and text structured in the correct order with a clear storyline. This type of visual content includes infographics (a graphic representation of a lot of information) and visual stories. This type of visual is a good storyteller and is easy to remember.

3. Video is a collection of moving images in the form of clips or short films with an understandable plot and a short message. Videos are a very powerful means of communicating with human emotions.

However, in various studies, only two components of images and video of visual content, such as photographs, graphics, images or videos, were widely considered.

The growing popularity of social networking sites (SNS) such as Facebook, Twitter, Google+, YouTube, etc., encourages corporations to create their presence on social networks and constantly strive to attract potential customers so that they can maintain friendly relations with customers. To this end, corporations create their own pages on various platforms of social networks, on which you can post information related to brands to communicate with potential customers. This allows followers to express their opinions in the form of likes, comments and sharing. In SNS, the exchange of visual content related to brands is becoming an integral part of social media activities, and this dramatic shift in interest in visual content may have changed people's perceptions between themselves and the world around them. Visual content communication is a powerful way to increase brand presence on SNS because it is more powerful than text messaging. Visual elements provide a vivid and concrete presentation of information and are more accessible to the human memory, which makes processing and

recall faster and easier. This can be beneficial for brands in the form of building deeper ties, increasing the credibility of marketing efforts and developing communication.

Visual content can be divided into three forms, namely: informative, entertaining, and paid content, which has been found to be an important driving force for online interaction in terms of likes, comments, and publications. The study revealed that these three factors of visual content are important factors in social media participation and online brand-related activities in the form of consumption, input, and creation. Various researchers focus on finding information, entertainment, incentives, including social interactions as the main motivators for using SNS and active participation in brand-related activities. Thus, this study can be considered as one of the first attempts to analyze the impact of visual content on consumer involvement in online activities related to the brand in the form of consumption, contribution and creation.

Several literature studies theoretically consider the concept of involving social network participants as an important practice in building communities and building relationships between people and the community, especially in social media environments. Empirical research shows that the behavioral aspects of the interaction construct, such as the actions of individuals associated with an interest group, lead to the establishment of trusting relationships.

Research in the field of visual communication has already been carried out in various disciplines, such as communication, psychology, art and science, etc., due to their wide applicability in various fields [52]. Since visual communication conveys information and ideas using symbols and images, it can affect viewers either emotionally (emotionally), or cognitively (logically), or both reactions simultaneously. According to all the information processed in the human brain, comes from visual communication. In addition,

they tried to explain the visual processing system and the consequences of how the visual system functions. When information is transmitted through images through a specific medium, the viewer's brain processes the images and then interprets and understands through personal filters, which consist of personal experience, cultural and social backgrounds, as well as relationships. Previous studies have shown that visual advertising with a lot of information and without any cognitive load is more convincing than verbal advertising, because it instantly conveys a lot of information. However, the combination of visual and verbal communication seems to get the best reviews from viewers. In addition to this, the effect of visual communication is essentially related to people's personal inclinations, which also affects the behavior, attitude and feedback of users. Therefore, the study of visual communication is important in the field of social networks, especially in the analysis of visual content, which causes reactions among viewers.

Visual content has always been associated with user engagement and this has even accelerated with the spread of technological innovation on social networks. Visual content is used as one of the best strategies to stimulate online interaction. Effective engagement can be achieved by creating compelling content. Since tremendous information is available in SNS, viewers need a lot of time to view everything and they prefer messages with visual content to save time. Sites such as Facebook or microblogging sites such as Twitter have changed the way people share information on the Internet by providing shorter pieces of content. Due to this new trend, the number of blogs among teens from the United States has declined sharply from 2006 to 2010. Since visual effects are most used and shared with others, this has led to the growth of various SNS such as Facebook, YouTube, Instagram, Pinterest, Snapchat, Tumblr, etc. Engaging consumers in visual content can increase awareness and lead to engagement and fostering communication in various communities.

Finding information on social networking sites is a key concept among peers when they receive or perceive information as something useful and enjoyable. Previous research has shown that a pleasure-oriented information system creates social effects and motivates community participation and support in SNS. Research also claims that when using visual content, it quickly and easily conveys more information to readers than plain text. A number of media, such as videos, slide shows, graphs, charts, and infographics, can be used to compress information for users of social networks, as they are more attractive, receptive and user-friendly, and usually receive more clicks, tweets and retweets. Consequently, a visual publication containing information related to a specific community also serves as a key motivating factor for creating interaction and engaging consumers in community-related activities (e.g., commenting and sharing) in SNS. Further studies show that since users receive useful information, they tend to be positive about informative advertising on SNS [25]. Thus, the information in the content motivates the participation of consumers in SNS.

Important motivational factors for user participation in SNS depend on the interest of consumers in receiving entertainment content. It is noted that the hobby factor is a new characteristic of the literature on the involvement of different communities in social networks. Other studies have also considered entertaining value to measure user engagement with visual posts such as images and videos on SNS pages, as this includes a high level of enjoyment and excitement when viewing or viewing information. This high level of pleasure and excitement additionally affects users' intentions to return to social networks, and also affects the desire to spread a positive reaction. They also found entertaining value or content as the main motivating factor for online interaction, which was used in the form of consumption, contribution and creation. The visual content-oriented characteristics of the advertising message, which is entertaining, were defined as the determining influence on

the attitude of users to the post on the pages of community fans. Thus, entertainment in the content motivates online consumer participation in SNS.

Remuneration is what motivates a person to perform an action. The provision of a reward encourages users of social networks to participate and interact in activities related to profiles, such as likes, commenting and sharing information about this profile in SNS. People who are influenced by rewards tend to join forums, online communities, and pages of famous personalities in various SNSs and comment on blogs, photos, videos, etc. Many studies indicate that most posts uploaded to the pages in SNS, are made up of visual elements such as images and videos. Content based on profitable characteristics also affects the attitude of users to the post. Explain various types of incentives that help in involvement and participation. A few examples of different incentives are monetary incentives, incentives for specific software through participation in open source software development, incentives related to work, and so on. Based on the above conclusions, in the context of a visual publication containing information related to an incentive, it can attract the attention of users compared to those that do not. Moreover, visual content, determined by valuable characteristics, also affects the attitude of consumers to the post. Thus, visual effects with paid content motivate users to participate in SNS on the Internet.

Commitment is a state or quality of devotion in which two parties want to strengthen relationships. There are two types of liabilities, namely an affective liability and a settlement obligation. Affective commitment refers to the psychological attachment a user has for a community that is based on feelings of identification, loyalty, and belonging. On the other hand, a settlement obligation refers to the desire to continue the relationship due to the expected termination or switching costs associated with leaving. Later, the settlement obligation is replaced by the obligation to continue, referring to the obligation to continue a certain line of action. They indicated a

commitment to the community as a result of user interaction in the context of social networks. Interactive functions of social networks allow the consumer to be emotionally and psychologically attached and give preference, which leads to commitment, which subsequently strengthens the relationship between different users in the social network.

In business communication, attention has also increased to the use of visual messages, while visual messages are processed much faster than those presented in plain text. Creating visually appealing content (still images and videos) can be inspiring and beneficial for consumers, especially in that the visual content provides consumers with the right product information and improves social activity. Many scientists have come to the conclusion that visual effects are more effective than text to attract attention and retain viewers. In addition, visual content is more memorable than text content because it conveys a language that is faster and easier to interpret. This is probably what caused social media platforms to visually communicate in their core systems.

Visual communication is widely used in advertising because it can influence the behavior of consumers, as well as change their shopping habits. It includes the development of communication strategies that are best targeted at a particular market. In social networks, advertising helps companies to promote their products and services in various visual forms, targeting the audience depending on their application and use of social networks.

Speaking of visual communication, it is difficult to exclude the use of text. Typography (typography) gives a visual form (with meanings) to the written language. Thus, typography is an extremely complex set of characters, so using a combination of images and text is a powerful way to communicate. In addition, moving visual elements are important elements of visual communication. On social networks, video can be as effective as a still

image, and sometimes more. On the one hand, since the use of video on the Internet has increased dramatically, and it has become quick and easy to share content through social media channels, visual communication has become an important way to interact with consumers. On the other hand, live videos on social networking platforms have become a new type of hedonic social networks in which users can watch and create video in real time, enhancing communication through synchronous communication.

Since the visual language is intended to communicate with the audience, visual designers (Senders) make every effort to present attractive, stimulating and attractive content for different audiences (Receivers). Therefore, for visual communication to be effective and motivating, visual designers must be equipped with the necessary knowledge and take responsibility for providing effective attractive visual effects.

In visual communication, visual framing is the process of selecting some aspects of perceived reality, highlighting them over others with the help of visual communication and giving them significance, significance and memorization so that certain attributes, interpretations or evaluations of the problem or the described object are advertised visually. In practice, visual functions function as shaping devices, which makes visible ideas easier to perceive, understand and remember than other ideas.

When the image is created, the creator tries to fill the image with ideas, creativity and a message that, we hope, will be perceived by the viewer as the creator intended. The composition of the image itself is crucial; Besides material selection, colors and layout play a large role in the effect of communication. Framing is often discussed in visual communication and relates to how the image is framed, for example, what the photographer chooses to include in the photo or which images are selected for the article.

Selected framing helps control how the viewer interprets and understands the image, including certain aspects and excluding others.

However, the interpretation of the image is additionally formed by the existing framework of understanding and knowledge within the viewer, which adds another layer to the framing effect. Emphasizes the importance of social and cultural frameworks that are assimilated and assimilated throughout our lives and which create the framework from which and within which we see images.

Since the eye can only look one at a time, it also focuses on one main area at a time, and the background becomes less important. Motivation directs the look and determines what it will focus on, the choice of which can have roots in cultural education, interests or new concepts. In images, when the composition of the image is clean and without interference, the eye concentrates on the main object of the image, and not on a few things, and the viewer is better aware of what he sees and why.

And vice versa, when the image is filled with a seemingly irrelevant object and background “noise”, the eye perceives it as more natural and imitating real life and the environment. Then the viewer can subconsciously interpret them as uncoded and more comparable. The concept of product formation in use situations is applicable here, and the image becomes more relevant. In addition, there is support for combining familiar images with novelty factors in order to increase the ability of the image to concentrate, which has great effects on long-term memory.

Using novelty as a technique for attracting attention does not mean that viewers spend time viewing an image after initial attention. Therefore, for brands that create visual effects for communicating with brands, the composition of the image plays a big role depending on the desired result and user response.

In addition, images are framed by the choice of the platform on which they are selected for display. Each platform has its own advantages and limitations, and the creator must choose an environment that will convey the

intended message as best as possible and in a way that the target audience can understand. The choice of environment should also be carefully considered, since the context in which the image is transmitted also affects its importance to the audience and how it is perceived. For example, an image posted on Instagram and an image printed in a newspaper trigger different responses due to different platforms.

Research has also shown that when viewing news pages, readers notice photographs in order of size, from the largest to the smallest. The larger image size is also due to a more positive consumer attitude to the user and more memories. However, Facebook requires that all photos be cropped to the same size, which means that no image will take precedence over others. Moreover, there is a way to ensure that a particular message will appear first in the user's feed, since Facebook uses programs that customize user content based on the interests of users and trending content within their colleagues, the Edgerank algorithm used by Facebook.

Presenting images in front of text is useful for recognition and recall and allows the image to tell a related story. This point is relevant when studying Instagram, since the image is always displayed before the signature or comments on it. This may mean that the use of visual images with high image quality on Instagram will receive more attention and feedback from users and will be more effective than, for example, on Facebook, where the image is placed.

2.3 Linguistic modality of use of Facebook

In a decade or two, thanks to the rapid growth of the World Wide Web and the Internet, the Internet has become a major source of information collection. Therefore, researchers gradually shifted their focus from analyzing subjectivity to analyzing text and how different people perceive it.

Now, people living throughout the day express their opinions on social networks, which consist of product review sites, social networks, blogs or forums (such as Amazon, Facebook, Twitter, Flickr, LinkedIn, etc.). Information from these sources really helps users make decisions and form their personal opinions.

Communication, mutual orientation and communication between users are central aspects of using social networks. In addition, unlike such media as television or newspapers, but similar to letters and telephones, social networks are direct intermediaries or platforms for this unity because of their interactive potential and invitations of users to active content. Of course, social networks can also be used for professional purposes, such as disseminating news, branding celebrities and so on. However, these uses benefit from the interpersonal nature of communication, which is crucial for social networks.

It is possible to conceptualize social media as communicative genres, based on the interaction between interactive functions configured in the software and clearly social goals that users are guided by in their communicative practice. The intention here is not ontological, that is, to say that social media is a genre.

A genre refers to a community or “family resemblance” between texts both within and between mass media grouped, for example, according to compositional, stylistic or thematic criteria at different levels of similarity. For example, news journalism on various media platforms is recognizable as a genre characterized by actual content, use of sources and compliance with the criteria of news. News journalism is also a subgenre of the wider genre of journalism, along with sports journalism and investigative journalism. The fact that the two texts are related by genre implies that they have a common communicative logic and functionality at some level of analysis.

The genre is located as an abstract intermediary between media and texts, and media and text play a major role in the emergence, creation and development of social media genres. Here, the text in the broad sense is understood as a communicative practice, that is, the actual discursive and written contribution of users in a given social environment.

Since social recognition plays such a vital role, the actual copies of this genre, expressed in texts, are, in a sense, negotiations about membership in the communicative chain of the genre. For a text to be recognized as belonging to a particular genre, it must demonstrate the principles of the genre, such as understanding and knowing how the genre works, and what is considered appropriate and appropriate to the genre. Based on this, the text can contribute to the change and development of the genre. Thus, the development of the genre is always based on generally accepted genre conventions and expectations.

Natural language provides many ways of expressing modal information, that, to a first approximation, about what can or should take place, and not about what actually takes place. In some cases, it is debatable whether the sentence expresses modal information.

The assumption that some sentences express all statements was criticized from different points of view and for good reason. For example, philosophers who think that certain types of normative requirements do not express judgments, as a rule, also think that, for example, they express judgment in their epistemological reading, but not in the corresponding normative readings. What this means and how it is generated, of course, will depend on the specific non-standard semantics in question.

In particular, philosophers express concern about the so-called ‘de re’ modality. Influential criticism in this vein is focused on the “third degree of modal involvement” - “the expression of the need by the proposal operator”. Such modal expressions can be attached “not only to statements, but also to

open sentences, such as ' $x > 5$ ', which are preparatory to the final attachment of quantifiers". He argues that any logic that allows modal operators to combine with open sentences requires "a return to Aristotelian essentialism": any object "must be considered as having some of its features, and others by accident." Since he considers such an obligation impossible, he insists that any convincing concept of necessity makes him the property of proposals. Use arguments to show that there is no other legitimate form of modal information, despite a wide area of natural language in which the "quantification" of the volume of modal operators appears to give distinctive values.

However, each refers to arguments of this kind and hostility to "essentialism," philosophers and linguists are now reluctant to discount obviously useful fragments of the natural language. In particular, the modal language was rehabilitated due to the galvanizing influence and explanatory power of analyzes, among many other works. With a growing understanding of the indispensability and inner interest of a modal language, a search came for compositional semantic theories that could explain (among many others) the very interactions between modal operators and quantifiers that were rejected by some scholars.

Many differences have been made between different kinds of modality. For example, usually distinguish

- deontic opportunity (which is compatible with the requirements of morality)
- logical possibility (which is compatible with the laws of logic)
- the possibility of a bouletic (which is compatible with the desires of a person)
- nomological opportunity (which is compatible with the laws of nature)

- epistemic opportunity (often considered as being compatible with what is known or believed)

and more others. It is important to make distinctions like these, because there are often significant differences between what is compatible with the laws of nature and what is compatible with what is known. Please note that differences in the types of modality referred to in the statement are not always marked by differences in the words used to create modal requirements. For example, “must,” “should,” and “could” have epistemological, deontic, and bouletic uses. As a result, it is often important (and sometimes difficult) to understand what type of modal statement a particular sentence expresses. This does not mean that the differences are always clear: sometimes a given modal expression can be plausibly interpreted as having any of several modal flavors, or as including a “combination” of two or more modalities.

The striking ease with which one modal expression can be targeted at different modalities, it is sometimes believed that one context determines which modality is targeted - that there is, for example, a lexical distinction between epistemic and deontic “must”, but only in some parameters or parameters, provided by context. An analogy may be helpful here. We should not think that “every bottle” is lexically ambiguous just because it can mean every bottle in the house, or every bottle in the refrigerator, or every bottle in the city, or something else. Similarly for modalities: “necessarily” can be aimed at different types of modality, but this is not a sufficient reason to think that “should” has a separate lexical entry for each of these types of modality. Rather, the thought goes - just as quantifiers require contextual additions to fix the scope of quantification, modals require contextual additions to fix a certain kind (or types) of modality. In principle, lexical ambiguities can be accepted instead of adopting this strategy. But this, at least, violates the prohibition not to multiply feelings beyond necessity - what is called

"Occam's modified razor." Moreover, we want to explain the often amazing features that share expressions intended for different types of modality. For example, knowing only that the goal is the same modality, we can say that the proposals contradict each other. What a modality that they both target is inconsequential. Establishing lexical ambiguities for various modal aromas makes it difficult to explain the facts.

A simple and at least initially attractive way to realize the idea that modals require contextual complementation is to use the analogy with the quantifiers mentioned above, considering modals as quantifiers in contextually defined areas of possible worlds. We could say that "can," "could," and other modal possibilities express an existential quantitative definition in the realm of possible worlds, and that "must", "should", and so on, express a universal quantitative definition. As a quantifier, a modal can bind a variable for the world relative to which the expressions in its scope are evaluated. For example, in a deontic reading of "It should be like this," the sentence expresses the assumption that in all worlds compatible with what should be, it is true. The deontic reading of "it can be" suggests that in a world compatible with what should be, it is true.

The linguist, whose semantics for modals is the starting point and guideline for the most formal work on them, wants to adhere to the hypothesis that modals of different flavors have common semantics and that the orientation towards a particular modality depends on the contextual complement. But there is also the idea that modals should simply be considered as quantifiers. The following are the three most influential reasons for abandoning such approaches.

1. Suppose a pair of equal judges issues conflicting decisions. Then the field of worlds in which the jurisprudential model is quantified will be empty, because there are no worlds in which the content of both decisions turns out to be true. This has absurd results: sentences led by modalities of

necessity will be pointlessly true, and sentences led by modalities of possibility will be empty false.

2. In the standard analysis of modal and conditional expressions, problems arise with the processing of sentences such as

“If a murder happens, the jury must convene.”

In such sentences, the modality of necessity encompasses either one subsequent or all conditional. For illustrative purposes, you can accept the conditional analysis of the material as its own foil; the reader is invited to understand how things are with other analyzes of conditional sentences with such sentences.

Suppose the need for modal frames over the next one. Then, if the killing does not happen, the condition will be true. Worse, if the killing does happen, then the condition will be true if the jury must get together on a simplified case. But the law should not make such a requirement; he may simply demand that they gather in the event of a murder.

Suppose the need for modal boundaries in everything conditional. Suppose further that the law requires that no killings be committed and that, in the event of a murder, the jury must collect. Then, “should” is interpreted in a standard way, and as targeting the requirements of the law,

-If a murder happens, then it should be so ____.

will be true for anyone so _____. This is due to the fact that a wide area of “must” makes a conditional investment, which it evaluates, only in worlds in which there is no murder, and material conditions with false past in the world of evaluation are truly simplified.

3. Just as there are many determinants with an intermediate quantitative force – quantifiers that in a sense are “between” “all” and “some”, there are many modal expressions “between” “necessarily” and “possible”. Examples are given such as “it is easily possible”, “it is hardly possible”, “it is more desirable”, and so on. Proportional quantitative

determinants of the "majority" type are provably indefinable; "Graduated modals" also defy definition.

The significant differences between epistemic and so-called "root" (non-epistemic) modals make it unclear what exactly they seek to give a "relatively unified" semantics of various modal expressions. At the same time, there are enough similarities between the varieties of modality - the contrasts between "must" and "should", which we examined, are an illustrative example - that it is fruitful to look for interesting phenomena associated with one kind of modality, where we have already found such phenomena with the participation of another. A plausible explanation for these similarities is that at least some of them are related to a common history. But this is consistent with the fact that some ways of expressing modal information have completely different features and that now they require completely different semantics.

The values of modality on Facebook represent, to a large extent, the values that should be included in the typological description of modality, although, as was shown, the two most semantically fundamental types of modality (epistemic and deontic) in one important sense are very different from each other, therefore it is necessary find a rationale for including them in one category. In addition, it is clear that some of the meanings of modality do not at all seem strictly questions of modality; ability and will relate to the characteristics of the subject of the sentence, and not to the speaker, while the future may seem tense. Nevertheless, it can be shown that they have something in common with more strictly "modal" meanings if a third kind of modality ("dynamic") is allowed and if one of the ways of addressing the future to be modal can be considered. For English and even other languages, it is necessary to distinguish between more central modal meanings and those that are more peripheral. Of course, in any language, a grammar system can be described as modal only if it expresses part of the central set of modal

meanings, but one of the most interesting things in the study of modality is that other modal systems often express meanings that are not associated with modality in English, but it can be shown that one way or another is closely related to these more central concepts. But the closeness of these relations, in fact, depends on the degree; as a result, it is far from easy to distinguish the semantic range of a more broadly defined category of modality.

The growth of social networks has provided people with new opportunities for developing stronger relationships between each other. This section examined the degree to which visual content is used by communities, and also examines the impact of visual content on audience engagement. To achieve this, the present work examined the influence of visual content (such as informative content, entertaining content, and stimulating content), identified in the literature as inducers of participation in social networks, in the specific context of Facebook. UGT was adopted as a theoretical basis because this theory explains the various needs (need for information, need for entertainment and need for incentive) of people whom they satisfy or satisfy by using or taking an active part in certain media. This study explores the motive of people who consume the visual content of a particular community on SNS pages by actively participating in it. It turned out that, although all the identified motives have a certain relation to interaction, entertaining content and informative content turned out to be very influential in terms of attracting people to Facebook pages. In addition to this, the result showed that people mostly passively worked with SNS pages, because their consumer actions, such as watching videos related to other people's profiles, viewing images, reading a product review, etc., were observed more with visual content. On the other hand, participation and creation of events related to the brand were less frequently observed, since these two types of activity require active participation. In addition, the newspaper showed that the more people are associated with a particular community, the deeper the relationship with

this brand. Interpersonal interaction with the community creates a sense of belonging and strengthens the relationship between the user and the community. This study examines three aspects (such as trust, satisfaction, and commitment) that measure the level of relationships. From the result, it becomes apparent that the interaction process has a big impact on dimensional trust, followed by satisfaction and commitment, which lead to more trusting relationships.

Genres develop in the transgression of existing genre conventions into specific communicative practice. Genres are abstract categories or ideal types that are expressed in real text, but the text is never a pure example of a genre. Any given blog or online chat, of course, is a bearer of genre traits and, therefore, an expression of the genre, but local communication practices also constitute a unique emerging text with unique characteristics. Different texts in the genre allow interpreting the genre in different ways due to local circumstances, such as the socio-psychological trajectories of individual participants, their experiences and expectations, as well as the relationship between the communicating parties.

Just as it is not easy to accurately determine the semantic range, it is not always clear what exactly should be included in the formal system. Indeed, the doubts and uncertainties of the semantic system, apparently, lead to some lack of a clear definition in the formal system and do not give the researcher clear guidance on where to set the limits. In this way, on the social network Facebook and in English in particular, some meanings of certain texts are “more modal” than others.

CONCLUSION TO CHAPTER TWO

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CHAPTER III. SEMANTICS OF POLYMODALITY IN FACEBOOK

The human brain has a tremendous ability to gain knowledge from experience. For example, the characteristic shapes, colors, textures, movements, sounds, smells, and actions associated with objects in the environment must be learned from experience. Much of this knowledge is represented in the language symbolically and underlies our understanding of the meanings of words. This relationship between words and the repositories of knowledge they denote is collectively known as the "semantics" of language. In this analysis, we use the more accepted term "semantic adaptation" to define cognitive action and access to stored knowledge about the world.

For most languages, the semantic properties of words are easy to distinguish from their structural properties. For example, words can have both oral (phonological) and written (orthographic) forms, but these surface forms are usually associated with word meanings only through arbitrary conventions of a particular vocabulary. Here we make a simple operational distinction between

- 1) surface form analysis processes (phonology, spelling);
- 2) semantic processes that relate to access to knowledge not directly represented in surface form.

Semantic processing is a defining feature of human behavior, central not only to language, but also to our ability to access what we learn when reasoning, planning, and solving problems. Semantic data collection disorders occur in various brain diseases. The neural underpinnings of semantic data collection have been extensively studied through analyzes of repetitive actions and brain damage in these patients. Overall, this evidence points to widespread neural representation, with particular emphasis on the

inferior temporal and posterior inferior parietal regions. Semantic processing has also been reviewed in a large number of functional neuroimaging studies conducted in healthy volunteers using positron emission tomography and functional magnetic resonance imaging.

The semantics of polymodality in Facebook is built on very tightly coupled data, representing hundreds of types of connections and even more additional contexts. Users, their hobbies, geolocations, photos and posts are all points of contact, each with individual information of its own nature. For example, users have information about belonging to a particular gender, places have geolocations, and photos have publication dates. Moreover, these connections are combined with each other in different ways. A user can like a post, go to university, live in a metropolis, keep in touch with another user, check in at a cafe and comment on a photo. The photo, in turn, can be commented on by the user and posted on the site. The abundance of data determines the complex structure of relationships; the system should work in such a way as to accurately understand the embedded meaning of the user.

With such a wide variety of connections and sublinks, building a social network that allows people to perform targeted actions on Facebook has proven to be a daunting task. The possible query options were limited at the beginning of this experiment. A tag-based system will not be the best choice due to the fact that tags, which usually consist of nouns or names, and their meaning can be blurred. For example, "friends from Instagram" can mean "friends of friends from Instagram", "friends who work at Instagram Inc." or "friends who like my Instagram page." Tags are usually good for comparing queries, but not for figuring out relationships and relationships. Tag-based input will fail if the user needs to clearly express intent. There was also the idea of filling out the form regarding the ranking of values. However, due to all the possible choices you can find in Facebook data, this can easily lead to confusion.

3.1 Coherence of linguistic means of modality in Facebook

Everyone agrees that context plays a very important role in communication. Analyzing the fact that the meaning of a statement is defined in context means the manifestation of an obvious and correct decision. On the other hand, finding such a definition is not an easy way out. It is possible that the essence of polymodality is much more complex, that it is a simple difference in contextual understanding. This concept covers a wide variety of semantic phenomena. The widely used concept of contextual meaning is a rather complex concept that includes the experience, knowledge and intuition of the user.

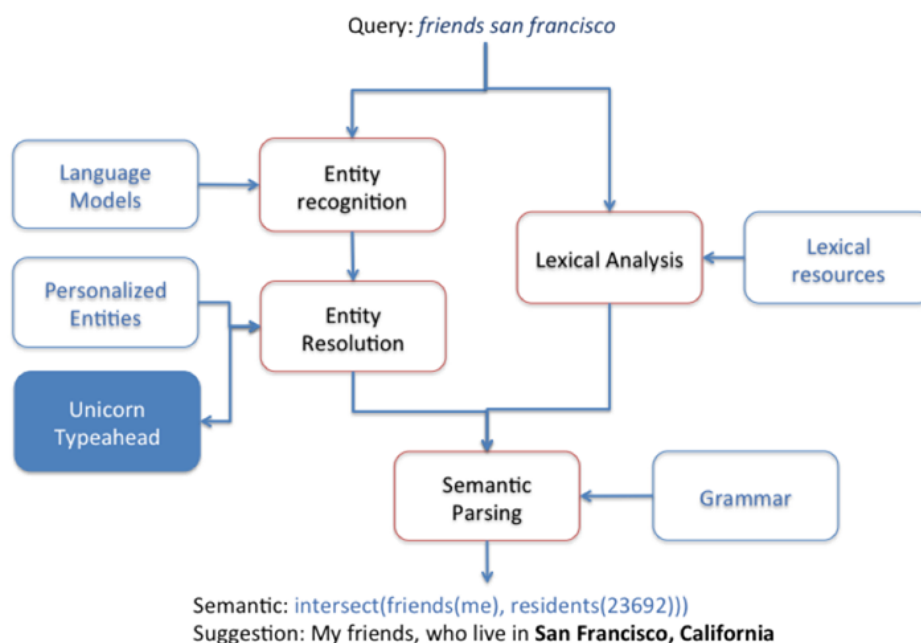
While working on the semantics of polymodality on Facebook, the idea of analyzing posts in natural language emerged, which, in our opinion, is the most natural and effective way of doing things on Facebook. You can find the “channel that people who study psychology like” by describing it verbatim and, for fun, compare the results to “the channel that people who study psychology love”. The entire system is designed to work to attract different interest depending on engagement and other variables such as grammar used by users, and can also recognize traditional tag searches. Sentences with personal interest are always built in fluent language, expressing the exact intent that the recipient handles. This means that you know in advance the meaning of your intent before choosing any offer and looking. The system also offers options for hashtags when entering a title, demonstrating what types of interests it can aggregate.

The components of the semantics architecture of the Facebook language interface are:

1) Recognition and resolution of entities, i.e. the existence of possible entities and their categories in the input request and their permission for records in the database.

2) Lexical analysis, i.e. analysis of morphological, syntactic and semantic information of words / phrases in the input request.

3) Semantic syntactic analysis, that is, the search for the upper "N" interpretations of the incoming request, taking into account the grammar that expresses what this or that part of the text of a social network can potentially mean. (Tab. 4.1)



The structure is dominated by individual context-free meaning for understanding the language, determining which posts can be understood. In other words, the grammar consists of a certain number of rules and exceptions that dictate the distortion of an expression from abstract symbols:

[start] => [users]

[users] => my friend and me

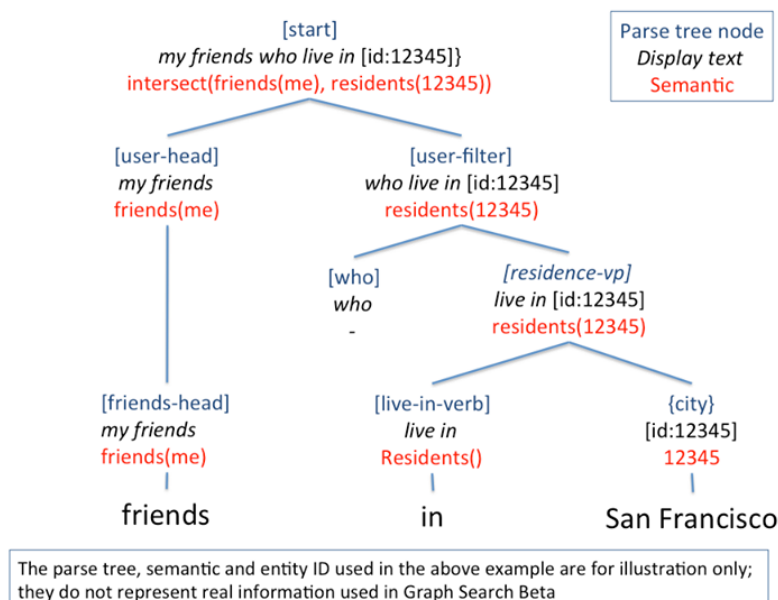
[users] => friends of [users]

[users] => {user}

[start] => [photos]

[photos] => photos of [users]

The [start] symbol is the root of the parse tree. The left side of the rule is a nonterminal symbol that generates the right side, which consists of either nonterminal or terminal symbols. In context, a terminal symbol can be an entity, for example {user}, {city}, {employer}, {group}; it can also be a word/phrase like friends, live, work, members, etc. A parse tree is created by starting at [start] and iteratively expanding production rules until it reaches the ending characters. (Tab 4.1.1)



It is argued that it is important to distinguish between “meaning in context” and “contextual meaning”. The outlined approach, which reserves "pragmatic meaning" for false conditional aspects of contextual meaning, is motivated by different types of meaning in the context in question. He does not underestimate the role of contextual meaning, which includes more than just pragmatic meaning, or the role of inference in understanding statements in general. By recognizing important ideas and the importance of concepts such as saturation and “free pragmatic enrichment”, it is possible to distinguish between the types of meanings that can be shown to play different roles in communication, and thus paves the way for more subtle as well as a

more explicit value model. Within the framework of this work, it is impossible to generalize views on many of the main issues, since this would require deviations that distract from the main argument. Overall, it seems that semantic effects encompassed by core concepts and saturation await deeper exploration beyond philosophy of language in corpus linguistics, dialogue analysis, discourse analysis, and cognitive linguistics to test and enrich various models, expanding the empirical framework on which they are based.

On Facebook, as well as in areas of applications that are widely used by social media, such as online communication, the emphasis is usually on comparing the functions of similar social media platforms, the usefulness and ease of use of applications for publishing and managing social media posts, and of course the development, acquisition and shutdown of social media platforms. With the sheer volume of social media message traffic that is generated, posted, commented on, and passed between platforms, it is no surprise that conventional approaches to studying social media are quantitative and statistical in nature; see, for example, the rise of statistical analytics and social media dashboards.

Each production rule has a semantic function and therefore each parse tree is associated with a semantic tree. The semantic function can take arguments such as the identifier of the object in the rule, if available, and modifiers of the object category, and the semantic functions are combined to form semantic trees. For example, the parse tree that generates "My brother who live in {town}" has a semantic intersection (brother, residents).

Parameterization: The grammar is structured to obtain the relative ranking of the parse trees. Our grammar currently has three broad categories of importance:

- 1) Importance of the rules: This set of costs is preliminary information in the rules themselves. the importance of a rule is determined by both the semantics and the display text associated with the rule.

2) Entity Importance: This is the importance of entity matching in terminal rules, which depends on the results of entity detection as well as entity resolution.

3) Matching Importance: This value category is for matching lexical tokens in terminal rules.

Then we'll take a closer look at how text on the Facebook social network maps to entities and lexical tokens in a terminal rule.

As mentioned earlier, terminal grammar rules are composed of entities as well as words and phrases. To detect entities in a given social network, there is a detector that can identify segments of the query, which can be entities, and classify these segments into categories of entities. For instance,

People who live in San Francisco

The "San Francisco" segment is likely to be in the {city} category.

There are over 20 categories of entities, including {user}, {group}, {application}, {city}, {college}, etc. During entity discovery, multiple query segments, including overlapping ones, are allowed to be detected as potential entities and assign multiple categories of objects to each query segment. This process provides important signals for semantic analysis.

Entity detector is built on n-gram-based language models. Such models contain conditional word probabilities based on the last n-1 words, as well as anti-aliasing parameters, providing a principled way of assessing the probability that a sequence of words is generated by a data source. There are two types of language models on the Facebook social network:

1. A set of entity language models, each represented by n-grams statistics for an entity category. For example, the bigrams san + francisco and new + york have a high probability in the {city} language model, but a low probability in the {user} language model.

2. A grammar language model represented by the n-gram statistics of the Graph Search query language. For example, live + in + {city} is an important trigram in the grammar model of the language.

For query segments that are detected as entities with a high degree of confidence, they are sent for processing to an external analysis system to resolve entities, i.e., to retrieve and rank database records based on the textual form of this entity. The system ranks entities based on cues such as static rank, text proximity, social proximity, and geographic proximity, among many others.

The grammar behind the social networking system was designed to allow users to query any result set. It became apparent that, to be useful, grammar must also allow users to express their intent in different ways. For example, a user can caption their brothers ' posts by typing:

"Posts of my brother"

"Posts with brother"

"Posts of my brother"

"Posts of brother from Instagram";

The user should be able to find people interested in surfing with:

"People who love swimming"

"People who swim"

"Swimmers"

Moreover, we must allow users to issue queries that are not necessarily grammatically correct, such as

"People who work on Instagram"

"Posts with my brother "

The task of the system was to make sure that any reasonable user input produced plausible suggestions. To achieve this goal, a number of linguistic resources were used to conduct a lexical analysis of the input text before comparing it with the terminal grammar rules.

3.2 Semantics of polymodal utterances in Facebook

Modal meanings are commonly interpreted in more than one way. In every case, modal values interpretation is more or less pragmatically related and selected from the scope of acquired values. It means that pragmatic meanings, traditionally related to modals, greatly enriches their semantic range.

Palmer [2,] separates four basic modalities – epistemic, deontic, dynamic and simple root modal meanings. For instance, *MAY* encodes **epistemic** and **deontic possibility**:

You MAY drop out now.

The problem MAY be viewed in a different way.

CAN denotes **possibility** or **neutral ability**, **deontic possibility**, or **command**:

You CAN speak out.

You CAN get it done.

Joe CAN forget about it.

MUST conveys **neutral necessity** as for instance:

You MUST be kidding me.

We MUST set it up right now.

SHOULD means **conditional necessity**, although in the ambiguity approach, this modal verb can acquire ‘highly deontic characteristics’ [Palmer 1990: 82], for instance,

He SHOULD be coming later on today.

Polymodality incorporates the meaning of **force** to mark the external world and metaphorically put it into the human mind. Here, *MAY* and *MUST* denote the **force** facility affecting the way of thinking, for instance:

You MAY buy it now if you want (It is not forbidden);

Tom MUST be back by Wednesday (Our boss said so – authority force);

Grag MAY have done it (There is no reason to doubt). Essentially, polymodality differs substantially from other types lexical polysemy. Its semantics primarily is grounded on all possible sensory modalities associated in a corresponding semantic modality.

CONCLUSION TO CHAPTER THREE

The presented study was motivated by the fact that researchers of semantics of polymodality are currently faced with the problem of developing analytical tools for understanding complex and multimodal communication practices resulting from the ubiquity of social networks. Perhaps semiotics, the study of meaning formation and the theory of signs and symbols, can provide a solution to this problem. Its components enable a better understanding of the complex and multimodal communication practices occurring on and through social media. However, this issue requires more thorough research. Polymodality in the Facebook social network is expressed through the combination of text, audio and video values allowing to fully reveal the context set by the user initially. However, due to the inaccuracies of the grammatical point of view, different geographic and social fragmentation, the essence of the message is most often distorted during final consumption.

Thus, sensory modality, incorporating necessary psychological feedbacks, assists in producing the of the polymodal values, as for instance constructing obvious link, on the one hand, between necessity and obligation in the semantic value of *MUST*; and, on the other hand, between possibility and permission in the semantic value of *MAY*.

CONCLUSIONS

Taken together, the present findings reveal that the two specific online behaviours, i.e., information-seeking and communication, are related to different variables. Extraversion plays a key role, positively relating to both behaviours for women and to information-seeking for men, whereas openness to experiences is positively linked to viewing others' profiles. However, the most relevant variables appear to be self-perceived emotional competences. Specifically, self-reported ability in managing emotions is negatively connected to both behaviours, self-reported ability in using emotions is positively related to communication, and self-reported ability in understanding emotions negatively relate to information-seeking.

In terms of practical implications, these results may be useful in developing educational and preventive programs to foster a reflexive attitude on the link between emotions and SNS use. For instance, media literacy programs should not only take into account how emotional intelligence can influence online behaviour but also how promote such intelligence. Indeed, the present findings suggest that it is necessary to broaden the conception of social media literacy as improvement of technical and cognitive skills (Hancock, Keast, & Ellis, 2017), including also emotion-regulation competences.

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APPENDIX