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True Emotions Revealed

Crisis factor behind the negative communication
of Finns on Facebook

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Abstract

There has been a shift for people to prefer communicating online rather than face-to-face during the past few years, as technology-mediated communication is becoming easier each day. Most of this type of communication takes place in social media, on sites like Facebook, which were designed for easier networking, but this shift has not come about alone.

Negative communication can be found all over social media and the topic alone has gathered much interest in Finland. This research spans over analysing patterns of the technology-mediated communication within Finland to explain this phenomenon, and study how poorly managed personal crisis communication is connected in this situation. Drawing upon previous studies this research was done from a new angle, where the focus is on individuals instead of organisations. Personal crisis communication is included from a new perspective of it being part of the reason for negative individual communication on Facebook.

This research was conducted using a survey, as a main method for gathering data, as it offered the possibility of a fast, efficient and low-cost distribution, while insuring that each participant received an identical initial experience. The questions were divided into themes, each presenting an intake on negativity. The comprehensive scope of participants offered a reliable data to be studied, which revealed factual and reputable findings. In addition, the gender differences were seen in parts of the data.

Misunderstood communication, group communication, anonymity in communication, memories of communication, background affecting communication and choice filled communication all had a role in creating negative communication on Facebook. This was confirmed after analysing the data and assessing them against the previously created theoretical framework. Some of these different aspects have previously been involved with the negative communication organisations are involved with, but this study established the relationship of them with individual communication.

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Introduction

Technology-mediated communication (TMC) can be found in many aspects of today's communication, but more so, the communication often takes place in social media via different platforms created for the sharing of information. This change in communication pattern has accumulated interests of different researchers and, numerous studies have been keen to find out how organisations can benefit from this change (Kaplan & Haenlain, 2010). TMC has made it possible for anyone to speak freely with whom ever they wish to connect with and when looking at a specific nation, like the Finns, this has been a major change; from not showing any emotions while communicating, to being able to express feelings when ever so felt (Jalonen, 2014).

However, communication taking place in social media platforms like on Facebook can often be of negative sort. This has been largely studied from the organisational point of view while leaving the individual side in the shade. The research has reached all the way to what makes one respond with negativity but overlooked the first point of contact which is: what makes one to post a negative comment meant for a specific receiver or for a wide audience. This paper studies this topic with the focus on the individuals, combining its negativity with crisis communication. It includes how the communication of individual users should be paid attention to, instead of an immediate response, and how the online environment as a communication platform is seen by the users. In addition, the scope of this paper is how the user's emotions could be used as an advantage for effective communication when used in a more focused manner. How the technological platforms could be reformed to enable smoother communication flow is not what this research focuses on, but can be considered a factor which might help to fight negativity in this field.

Background

When we change the way we communicate we change the society.
(Shirky, 2008, p. 17)

Internet has given communication a platform to spread its wings and fly, something that Saarikoski (2015) sees as the moment in time when 'the dams of communication were opened' creating a dramatic change in the way we communicate. The more technology influences our lives, the more we can see changes in communication with new communication styles appearing all around us (Booth in Keller, 2013). The way a certain online platform works may have very little influence in how the communication takes place, but the importance might lie in the way individuals' attitudes understand the change. This comes clearer, when looking at negative communication, a change that has become part

of the everyday life starting in the form of product complains aimed directly at the organisation (Thøgersen, Juhl & Poulsen, 2003).

However, the tools and strategies for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to as consumer-generated media. (Mangold & Faulds, 2009, p. 357)

This 'brand bashing', born together with social media, caused some organisations to question how to approach social media due to various negative comments, a trend which exploded in online communication (Herring, 2010). This topic has gathered researchers' interest and many of the articles are written from an organisational focus in mind; to see how it affects the operations of organisations and how the current communicational trends can be used as a tool for organisations.

Communication in social media is increasing and already an individual citizen can see how fierce it can get', (Reinboth, 2016, p. A 6).

The trend of negativity in communication is more and more felt by individual users and lately the interest has also risen to find out what causes certain communicational behaviour of an individual. In Finland Tekes, the Finnish Funding Agency for Innovation, has been interested to find out more about negativity in online communication and funded the 'Business Value from Negative Emotions (NEMO) research project's subproject "Wake Up and Smell the Coffee!"' (Jalonen, 2014, p. 160). Furthermore, NEMO won the 2015 Helsinki Challenge and proved the interest that the Finns have to find out how to create a negative-free online interaction platform (Niemi, 2015).

The contrast of the new way in online communication, compared to the traditional way of communication, by Finns is found, as according to Kaunisto (2012) silence and centricity are major themes in communication in Finland. In addition, Kaunisto (2012) states the minimum inclusion of non-verbal communication of Finns creates its mark. The importance of understanding the emotions affecting communication and motivations behind the sent message of an individual in an online setting and finding out why the first contact of communication turns out to be negative, is clearly seen as an important factor in the field of communication in Finland.

Negative communication of individuals on Facebook has already caused laws to adapt to this change and a person using harsh and negative language towards another person is more often brought before the police force. As Vasantola (2016, p. A7) explains: 'Facebook status update can bring its poster a defamation charge'. In Finland, where the culture breeds individualists who hide their emotions from others, negativity has joined

forces with a person being able to show emotions online without having to face the other party in reality.

Finns are not very quick to strike up conversations with strangers. For this reason, Finns may initially appear quiet and cold... It is uncommon in Finland to show your emotions in public. It is considered rude to raise your voice when speaking, especially in a public place. (City of Helsinki, 2014)

However, Finns use social media primarily to express themselves (Lietsala & Sirkkala, 2008, Matikainen, 2009) and what we see are all these negative emotions being openly thrown around in social media by Finns, mainly on Facebook, it being the most used social media platform in Finland (Mättö, 2015). What makes an emotion guarded nation to open up about their negative feelings online?

Crisis communication is often linked to major, negative changes in life, but as Palosaari (2008, p. 32) explains, 'how one experiences a crisis varies from one to another', showcasing that there are no limits to what counts as a crisis for one. Moreover, the combination of crisis communication and communication in social media is becoming more important for general crisis communication management due to the extent people communicate online. (Austin, Liu & Lin, 2012).

We often talk about 'having a bad day', which was born out of our negative encounters, and for one, this crisis point can be a broken fingernail whereas another person's day is only negatively influenced by a dramatic loss of a friend. Regardless of the crisis situation, each crisis shares a common factor: we want to be paid attention by another human being (Vecchi, 2009). Therefore, a crisis influences our communication but to what extent does it play a role behind negative online communication on Facebook?

Research Problem and the Investigative Questions

This study will investigate why the Finns often communicate negatively on Facebook and what effects it may have on them or others. The base of this study is to find out if crisis communication plays a role in TMC and if so, how it might change the meaning of a sent message.

The research problem is to determine why Finn's online communication on Facebook is often negative. For this research to be factual and meaningful, this research problem needs to be studied from different prospects which have been divided into two investigative questions (IQ's), as follows:

- What causes negative individual communication in social media?

- Does negative communication in social media have an impact on individual?

With these IQ's, the aim is to find more in depth detail of the overall research problem. In addition, these two IQ's create the guideline for the survey questions.

Demarcation of Research

For this research to be the most effective it can be, within the frame of being a master thesis, some limitations needed to be set. Firstly, only people speaking Finnish are included into the research. These people might live outside of Finland, but being Finnish-speakers includes them into the scope of knowing and being part of the Finnish culture. These respondents must however count Finnish as one of their mother tongues. Contradictory, people living in Finland, without speaking Finnish, are not included in this research, as their communicative language differs and they lack the strong language related connection to the culture of Finland.

Furthermore, social media as an overall platform is large with each of its smaller units, like Facebook, working differently from the others. Due to this factor, and to make this research more efficient, only Facebook is included and the communication is looked from this set point of view.

Theory

People communicate to satisfy needs. (Vecchi, 2009, p.32)

Technology-Mediated Communication

'There has been a shift in the way we communicate; rather than face-to-face interaction, we're tending to prefer mediated communication', (Booth in Keller, 2013, p. 10). TMC is the communication of today which has certainly has changed the path of communication and creating a new reality around it. The process of Facebook is not a factor considered to affect communication in a drastic way with this research, but the changes it brings to communication might take time to be properly understood by individuals and their attitudes are in the middle of the new way of communication.

Central to understanding communication is recognizing it as a highly dynamic process. This means that it constantly changes, evolves, and moves ever onward... all communication occurs in particular situations, or systems, that influence what and how we communicate and especially what meanings we attach to messages. (Wood, 1999, p.32)

As communication evolves, the importance of the sent messages increases. How one communicates online versus in real life can differ, but also share many similarities which might often be overlooked. According to Hancock (2012), what is said by one in social media shows their true feelings and shares their true emotions in more quantities than in spoken conversation. If the message sent out is of negative type, it should be paid proper attention for its meaning to be fully understood in the new environment of communication. Hancock (2012) argues that it is easier to be more honest through TMC than in person due to the information being easy to search later on and staying forever alive online. This is contradictory to Wikström's (2016) findings, as he claims that TMC gives us an opportunity to lie and hide our true emotions and meanings from our communication, something which he believes one is unable to do in real life.

This linguistic usage attests to the fact that users experience CMC [Computer-mediated communication] in fundamentally similar ways to spoken conversation, despite CMC being produced and received by written means'. (Herring, 2010, p. 1).

In addition, Andersen & Guerrero (1998) argue that true feelings in face-to-face communication can be masked and altered to the length one wishes, but they declare that the skills in question will develop over time which contradicts Wikström's statement. Therefore, it is

of importance to find out if being honest or wanting to hide the real emotions causes the first contact of negativity in online communication and to find out how strong the link is to a day filled with crises.

Social Media and Facebook

'Social media's effect on our ability to interact and communicate is visible throughout all areas of society', (Booth in Keller, 2013, p. 10). Social media has changed our thinking from only being able to communicate with a circle we are familiar with to having a conversation with anyone regardless of who we are. When we communicate through social media, we tend to trust the people on the other end of the communication, so our messages tend to be more open', (Booth in Keller, 2013, p. 10). When we trust with whom we are talking with, the emotions that paint our messages and the negativity of them, might reflect the negative situation in which we are currently in, a personal crisis.

'Social media encourages contributions and reactions from anyone who is interested', (Maggiani, 2014, p. 1). The trust in social media can be linked to the communal aspect of the platform itself. In social media such as Facebook, everyone is equal and others' opinions are valued. In social media groups, one is never alone as some will always agree with you, but the key element of a member is to be heard and understood (Jenkins, 2010).

The fundamental characteristic of social media is the creation of community: a fellowship and relationship with others who share common attitudes, interests, and goals (such as friendship, professionalism, politics, and photography). Communities form quickly and communicate effectively. Communities build goodwill from members to the hosting organization and among members. While these communities are only virtual, with members seldom meeting each other in person, they are no less robust than the physical communities in which we live, and in many ways more robust from the simple fact that barriers are removed. (Maggiani, 2014, p. 1)

Social sharing is part of social media's communal approach, which 'states that people want to communicate their emotions openly with others as a way to arouse empathy, to get help and support, to get social attention, or to strengthen social ties', (Verhagen, Nauta & Feldberg, 2014, p. 1434). Verhagen, Nauta & Feldberg (2014) have studied social sharing connected to organisations, and found out that emotional release can be considered to be the main factor of negative feedback in organisational environment. As Rimé et al. (1991) mentioned that on some level, most emotional experiences need to be shared and discussed. If one is faced with any sort of crisis they would seek to communicate about it, but the form in today's online communication can be hard to find out, opening a door for negativity. Moreover, the emotion filled message requires attention and time to be understood which

in an environment where empathy is not a given might turn into a state of hostile situation; both parties fighting over misunderstood emotions.

Emotions in Communication

Emotions of one and emotions in a community; emotions guide our communication and in social media, we might often feel that belonging is joined with an obligation of sharing emotions. This can create a situation where the meaning of a sent message might be lost in translation. 'Strong emotions may cloud considerations about the possible outcomes of the behaviour or about the appropriateness of a particular cause of action', (Stephens & Gwinner, 1998, in Thoersen, 2003, p.4).

When talking about emotions, one needs to include empathy into the framework and essentially when the framework consists of online communication. Being unable to read emotions influences the communication, and can make it more negative due to one not having to worry about others feelings or emotions (Goleman, 1995). It is clear that emotions cannot travel as well online as in reality (Saarikivi, 2016), which shows how much more one needs to pay attention to the message itself. The message can be the result of a crisis situation or it can be affected by the situation, depending whether talking about the receiver's negative feedback or sender's original message. Messages are hardly meant as an individual act of communication.

Saarikivi (2016) believes that negativity spreads online due to the lack of empathy, part of which is connected with the missing emotions, and it is clear that different parties are concerned about the lack of emotions and empathy in online communication. Even the Finnish State Department created its very own emoji's for an easier communication online about those truly Finnish experiences (Pölkki, 2015). The same can be said about Facebook, which launched new emotion buttons to be used instead of the original "like" click, 'essentially fulfilling the function of nonverbal cues in spoken communication,' (Stinson, 2016). But what causes the original post being coloured with negativity, when it might not even be sent to a specific receiver but to whomever happens to come across it?



Figure 1 The Finnish emoji's: Sauna, Nokia, Heavy metal. http://yle.fi/ylex/uutiset/suomi-emojit_kivoja_mutta_hankalia_ulkoministerio_myontaa_parannettavaa_on/3-8888700

Negative Online Communication

Negativity in online communication can be seen as verbal abuse, embarrassing or belittling another, fault finding, attacking a random user and/ or sharing negativity filled posts of everything that has gone badly (Brott, 2007). Negativity can therefore be linked into our emotions, which often guide our communication (Saarikivi, 2016). These have lured the interest of researches to find out how this style of communication can be handled by organisations.

The community aspect of social media combined with emotions was firstly researched from organisational perspective; how and why consumers share their feelings of a product or service. Consumers faced with negative consumption experiences elicits emotions of anger and disappointment towards the service provider (Zeelenberg & Pieters, 2004). A personal crisis, negative experience, elicits emotions of disappointment towards the cause, and as Hanock (2012) states, true feelings are easier to show online creating a perfect platform for negative online communication. This negative communication of received products and services spread fast among communities. 'Community usefulness equals consumer's desire to help other community members by disclosing his/her own experiences', (Verhagen, Nauta & Feldberg, 2014, p. 1435).

However, the negativity has spread from communication with organisations to one-to-one communication, making it part of most lives. Verhagen, Nauta & Feldberg (2014) found that negative word-of-mouth (WOM) is what makes an individual more likely to communicate negatively as they have experienced negative emotions of anger and sadness as an outcome with a product or service. When an individual experiences these emotions in private life, whether over spilled cup of coffee or losing their dear pet, the communication online is still born out of the same emotions, even when the situation is not caused by a company. Crisis situation in real life can then be seen equal to cause a burst of negativity in social media communication.

Moreover, negative online word-of-mouth (negative O-WOM) includes the findings of an individual to be more honest with their shared communication online because it can be done anonymously (Verhagen, Nauta & Feldberg, 2014). This suggests that if an individual needs to attach his message to himself as a specific person, the outcome would differ. WOM also brings up that the internet has given a perfect environment for negative behaviour as the individuals do not have to face any social consequences (Verhagen, Nauta & Feldberg, 2014). When we are talking about the negative communication taking place on Facebook, we need to consider that the role of anonymity may have shifted due to one having to create a profile in order to be able to communicate on Facebook. It would sound somewhat far fetched if all negativity were to come from fake profiles and trolls. The past

importance of being able to communicate anonymously might therefore have shifted towards an individuals being more concerned about being heard and able to share their true feelings.

In addition, according to Watson & Clark (1984), we all have a personality trait called negative affectivity that influences how we see the world when we have had a negative encounter. 'Negative affectivity is a personality trait, which makes some people "particularly sensitive to the minor failures, frustrations, and irritations of daily life"', (Watson & Clark, 1984, p. 465). People with a stronger negative affectivity are then more affected with minor crisis situations, and when including the emotions which Verhagen, Nauta & Felberg (2014) see as major causes on negative communication, the everyday crises are highly likely to play a big part in negative communication on Facebook.

Personal Crisis Communication

A crisis, 'an emotionally significant event or radical change of status in a person's life', (Merriam-Webster), has been studied ever since the 19th century, when Charcot and Pierre Janet researched the effects of trauma on an individual (Palosaari, 2008). The term 'crisis' differs depending on the research, but is often divided into three (3) types: developmental crises, life crises, and sudden crises (Palosaari, 2008). All of these crisis types share the factor of one's life being altered to some extent and this alteration complicating the everyday routine. Though the type of a crisis can differ, each has a common theme, as Vecchi (2009, p. 34) argues: 'People in crisis have a universal need to be heard and understood'.

'How one experiences a crisis varies from one to another', (Palosaari, 2008, p. 32). One might get a burst of negativity from the smallest of negativity related situations making that a crisis point for them. 'Having a bad day' is how we can categorise 'everyday' crisis situations. In social media, where we saw how important belonging to a community is, sharing this unpleasant event is mainly done in a written form, a post, but is it aimed for a counter argument or an understanding ear? Vecchi (2009) explains that we communicate in crisis situations to be heard, but that does not mean the message sent out clearly states the fact. When we include word-of-mouth (Verhagen, Nauta & Feldberg, 2014) into the framework, the outcome of one creating a negative post, and posting it on Facebook, is strongly linked to a negative experience in the background. Furthermore, when the focus is on Finns who do not share their feelings in real life (Background, p.3), a burst of negativity can easily force them to explode in Facebook, without doing so to be mean but to be noticed.

Sudden crisis' can touch anyone... when human is in trouble the most important life forces are present. They present themselves e.g. in the form of defence. They can also cause multiple misunderstandings. (Palosaari, 2008, p. 38-39)

Behavioral Influence Stairway Model (BISM) is used with crisis communication in the field of psychology, by Vecchi (2009), to help better understand how the communication should work for it to lead to a better future after a crisis. In communication, the basic communication model by Shannon & Weaver (1949) is often thought as the original communication model showcasing how a message is being transmitted from one to another. Using both models in parallel, we can see an overlapping area which might also play a role of altering the level of negativity in online communication (Figure 2.). Whereas Shannon & Weaver (1949) use an encoder and a decoder in their original model, in this joined model both have been replaced with the online environment where the communication is taking place.

According to BISM (Vecchi, 2009) the most important step is to create active listening for a relationship to develop. The other party needs to stop and try to fully realise what the message is all about instead of only focusing what is right in front of them. This step in the online environment could be called 'paying attention'. The NEMO group (Jalonen, 2015) see the absence of empathy playing the biggest role in negativity being part of online communication, BISM on the other hand states that it all starts with the absence of active participation (paying attention), which can be seen as the proper focus on the message at hand. Empathy is the second stage of BISM which can never be reached until first developing an active relationship as the base line (Vecchi, 2009). Focusing on this, we can identify that the only way to reach the goal of deriving from negative communication is to pay proper attention to the sent message.

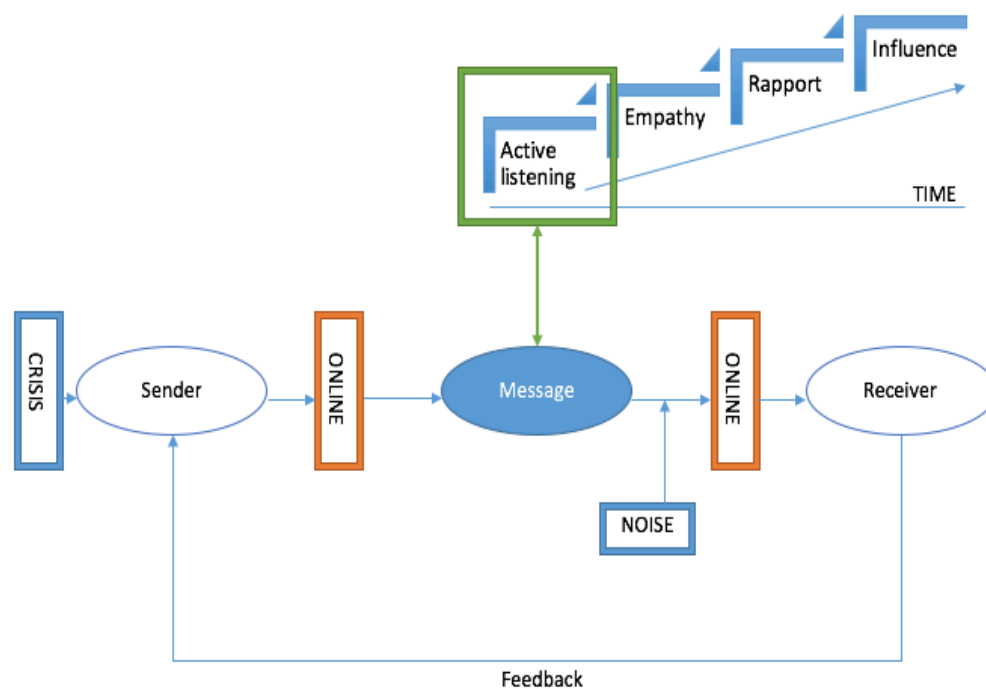


Figure 2. BISM parallel to an altered Communication Model by Shannon and Weaver, situated in the online environment where crisis can possibly play a role.

Shannon and Weaver (1949) have argued that the more we can reduce uncertainty from the surroundings, the better the received message equals to the sent message; more of the sent details stay in tact. Considering the BISM model, the correlation between lower level of uncertainty and higher level of active listening becomes more noticeable. If the level of negativity arises when the level of empathy decreases (Jalonen, 2015), the importance is to maintain empathy in the communication and in crisis situations, to receive this activity needs to be established for a more positive outcome.

Decision Making to Participate in Online Communication

Decision making has been researched in the online environment, but the focus has been mainly on online purchases of an individual. What makes an individual to make a choice to be negative in their online communication? To post something on Facebook is the choice of an individual and therefore part of decision making process. The rational choice theory states that individuals aim consistently to make choices which take them towards the best possible outcome of that situation for them (Schacter et. all., 2011). Same Green & Shapiro (1997) see as a factor, which most rationalist theorist agree upon.

However, in reality, those judgements might be clouded with feelings and the decision to post something on Facebook can very well be a choice that leads to negativity instead of a well-planned outcome. It still being a rational choice, but only of one in an online environment. Blume & Easley (2007, p. 6) see individuals using 'language of beliefs and desires' for decoding and understanding the behaviour of others, which might be the case in a face-to-face situation. However, when an individual makes a decision to post on Facebook in a crisis situation, they might focus less on the behavior of others as it cannot be simultaneously observed and more on expressing their emotions as those feelings are what that individual is feeling in that moment.

Ferejohn (1991, p. 282, in Green & Shapiro, 1994, p. 17) sees rational choice as individuals 'efficiently employing the means available to pursue their ends'. Whether those ends are fully understood by the individual might be the key, as expressing their emotions in a negative post on Facebook might be the only mean available for them to solve a crisis situation at a given time. Along these lines, Elster (1986b, in Green & Shapiro, 1994, p. 20) argues that a choice made by an individual can be explained by a variety of explanations, where the individuals' reasons do not have to be the cause of action, but where emotions, on which reasons are based, play the role of the made decision.

Therefore, the choices of an individual can be of many kind and in an online environment whereas a crisis in the form of a bad day is affecting the situation, the actions are more of emotional or effectual. These actions are nonetheless still a rationally motivated choice made by those individuals (Browning, Halcli & Webster, 2000).

Method

The feelings, the emotions and the styles of communication are the heart of this research, thus the reasoning for behaviour is found as the grounding of it all. This research started from theories and grew towards empirics, while forming expectations from an already existing data, gathering new empirical data for the creation of analysis, to see if the previous hypotheses were valid.

Literature Research

In creation of the literature base for the overall thesis, data was being collected from few different sources. The search engine of the Chalmers University Library was used to find relevant books and articles which was combined with Google Scholar to verify a valid scope of relevant information. In addition, the library system of Finland was incorporated into the data collection which gave an opportunity for a usage of each stored piece of information in the Finnish libraries as part of the research, including data in various languages.

Searching the relevant data certain set of words were being used and these included: negative communication, crisis communication, social media communication, emotions, the Finns, social sharing, decision making and online communication. The search took place in both English and Finnish and involved a few articles in German.

Survey as Method

The survey was chosen as the method for data collection based on its benefits compared to other forms in research methods in this framework. In general, surveys are mainly used in research to gather opinions and feelings (Shaughnessy, Zechmeister & Jeanne, 2011), which was the aim of this research. As surveys can showcase the attitudes of individuals, (Shaughnessy, Zechmeister & Jeanne, 2011), and are an effective way to reach individuals from around the world, or in this case around the country, the benefits overwhelmingly outweighed any possible negatives.

In addition, undertaking this thesis quantitative and qualitative data were combined though often they are separated due to the former dealing with numbers and the latter with words (Bryman, 2012). A survey allowed the extraction of both giving a more comprehensive view of the overall situation.

Another advantage of using surveys is the greater reliability of results when there is no interviewer affecting the results in any way (Bryman, 2012; Shaughnessy, Zechmeister & Jeanne, 2011). When the instructions are clearly expressed in a written form and when the

interviewer in unable to create any distractions in the testing environment the situation is as similar as it can be for every participant. This leaves no room for any of the questions being asked in different matter in any case, as each participant answered the same survey; same order of questions, same set of questions. More over, the participants were not stressed about participating at a given moment, but they had a period of a week to participate, leaving them to be more relaxed while answering the survey. This could be a reason why participants are found to be more honest in their answers with questionnaires rather than being interviewed (Bryman, 2012).

The Procedure

As web based surveys are low cost and efficient to administrate (Bryman, 2012), the option of using Google Forms worked well together with this research. Though questionnaires are being used in many situations, their results are meaningless without the questionnaire itself being properly written (Shaughnessy, Zechmeister & Jeanne, 2011). Therefore, the questions themselves were tested by three (3) native Finns. The Finns were chosen as the questionnaire itself was presented in Finnish to the participants. Hence the wording in Finnish was paid attention, as the questions seen in this thesis are translations of the original questions, but the original survey can be found from the attachments (Attachment 1).

Moreover, when creating the survey with Google Forms, the outlook of the survey was kept close attention. The background is purposely blue due to many researches showing that blue generally creates a soothing environment around it which calms our nerves and simulates clearer thought patterns (Colour Affects, 2008).

The survey was opened for public on the 18th of March, 2016. The link was shared around Facebook, but mainly in few Facebook groups with an amount of members ranging from 4,090 to 18,810. The survey received a lot of interest and it was closed on the 27th of March, 2016, after yielding 496 answers. Many participants left comments under the shared posts on Facebook (Appendix 1) and even though they did so using their personal Facebook profile, their profiles were not linked to any answers, keeping the whole process anonymous. The following are the translation of those comments:

What a positive questionnaire to be about negativity 😊 (Participant, woman, 18th March)

I have to give some praise to the way you took into consideration all the sexual minorities! Hardly ever are there other options than male/female, so great you considered of all the gender identities! (Participant, woman, 21st March, 2016)

You are writing your thesis of such an important and current topic 😊 (Participant, woman, 18th March, 2016)

I participated and you made me think about this topic. Thank you for that! (Participant, woman, 18th March, 2016)

What a nice, thought-provoking questionnaire. (Participant, woman, 18th March, 2016)

The Questions

It is said that for 'self-administered' surveys the importance is at the beginning, and that is the part that should catch the participants' attention leaving all the demographic questions at the very end (Shaughnessy, Zechmeister & Jeanne, 2011). Due to there being only four (4) demographic questions they were placed at the beginning and also because the fourth question determined whether the participant could follow on with the rest of the survey. This question at hand asked which social media platforms the participant is using, and had they not picked Facebook as one, their answers would not have had any importance on this particular research.

The formulation of questions is always in an important role with surveys, and wording has to be well thought through, as each individual is different and can relate a different meaning to the question depending on the word choice (Shaughnessy, Zechmeister & Jeanne, 2011). For this reason, the questionnaire was given to three (3) native Finns in order to see if the questions portrayed any mixed messages. The questions asked of one factor in each question and they were simply formatted to ensure good understanding. In addition, the wording of questions included words used in everyday conversation. In Finnish one word can be written in many forms depending on the area where it is being used, hence standard language, read speech, created the environment for the survey's wording (Institute for the Language of Finland). In more detail, this was done to create a feeling of normality around the survey and to create an illusion of participants having a chat with their friends, rather than answering a highly academic study, filled with academic words. The common everyday words used included:

- 'Somekanava': the most commonly used version of 'Sosiaalisen Median Kanava' (Social Media Channels)
- 'Oletko': are you, without the word for 'you', but combined together with 'are' to make sure of who the word refers to. Very common in spoken and written Finnish, part of general grammar. Same situation with 'Muistatko' (Do You Remember) and 'Kuulutko' (Do You Belong In/ Are You Part Of).

- Different versions of ‘negativity’ to make the survey feel more alive: ‘Negatiivisesti’, ‘Kielteisesti’, ‘Negatiivissävytteisesti’ & ‘Vihaisesti’, all of which hold the same meaning in this context, but each colors the word bit differently making some feel “more at home” with certain questions.
- ‘Normielämä’ (normal everyday life): a common version used in Finnish derived from ‘Normaali elämä’.

Questions used in surveys were of two type; free response (open ended) questions and closed questions (Shaughnessy, Zechmeister & Jeanne, 2011). Both types were used in the questionnaire, as each have different abilities to gather information. Closed questions were multiple choice, mainly created using Likert scale. The exceptions were the demographic questions at the beginning, which were simple multiple choice questions. The benefit with closed questions is that they can be scored easily, and be compared effectively, but they diminish spontaneity of the participant (Bryman, 2012). Free response questions offer more flexibility in response (Shaughnessy, Zechmeister & Jeanne, 2011), although being harder to code into a meaningful form. As Shaughnessy, Zechmeister & Jeanne (2011) point out when one is measuring one construct using multiple questions, the wording should be opposite to evade bias response. Therefore, questions 30 and 31 were written in this exact way, where question 30 asked about the easiness of social media and question 31 about the difficulty of real life.

The questions were divided into five (5) themes, each presented on its own page. This division was made to give the survey a smoother flow, when a participant was not faced with one long page, but six short ones. It also gave the participant a chance to fully engage with the theme, when all the questions on that page were related.

The five themes of the questions were:

- Demographics
- The usage of Facebook
- Facebook status updates
- Negative communication
- Emotions in social media

On average each theme included 6.8 questions, but the variation range was from 4 to 11 questions per page.

Finding the Relevant Data

Based on the two sets of questions, free response and closed questions, two methods were used to access the relevant data. With closed questions the Google Forms automatically

created a set of charts. In addition, as some questions were looked in more detail, gender based, these same charts were re-created based on those answers.

Free response questions were firstly gone through individually. They were separated into categories found within the answers. The biggest or most contrasting categories were then labeled as the themes found within the data. These themes were then calculated in order for chart creation to be possible. Furthermore, relevant quotes were taken out of the answers to support the findings and to give the findings more depth, to avoid all data being numerical.

Rejected Replies

Not all the received replies were accepted into the results of this research. Hence few mechanisms were set in the survey to prevent replies as such even entering the final data. The first blockage came after the first page of the survey. As mentioned previously, this research is only focused on the users of Facebook. The last questions on the first page asked which social media platforms the participant is using. If the participant did not choose Facebook as an option, the survey led the participant straight to the final thank you page, after they clicked 'next page'.

As this study is researching negative communication and the possible crisis related reasoning for it, a participant without ever being in contact with negativity was not beneficial for the data as such. The questions on the fifth page were in relation with negativity. If a person answered that they have never experienced negativity on Facebook, the first question on the fifth page, the survey led them then to the submit page of the survey. This could have been asked earlier in the survey, but this order opened an interesting door into what type of participants have never been in contact with negativity. That data had potential to be beneficial for this research, hence allowing all the participants using Facebook to continue on the 5th page.

Furthermore, replies where the participants did not identify themselves as Finns, were rejected. This was total of 0.2% of the replies.

Participants

The survey yielded 496 responses. Majority of the participants were female, 87.9%, as can be seen from Figure 3. Males were represented with 10.1%, trans-intergender-queers with 0,8% and others with 1.2%.

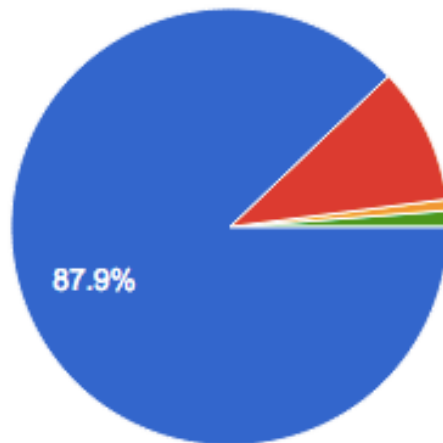


Figure 3. The gender of participants.

Out of all the participants 98,4% were of Finnish nationality. 1% included the Finnish/Swedish people living in Finland and 0.2% of the participants did not enclose their nationality, leaving these answers out of the final data (Figure. 4)

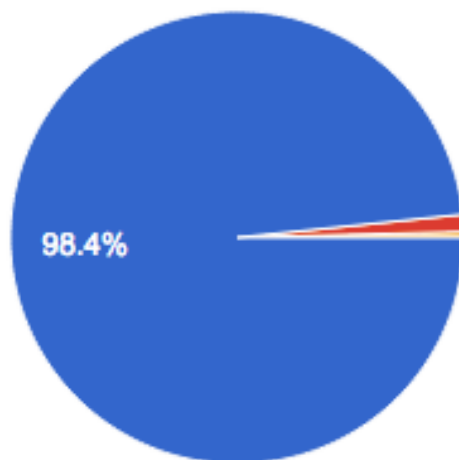


Figure 4. The nationality of participants.

Age division, Figure. 5, of the participants was divided among the overall scale with a fine majority being 26-35 years old, and the minority of participants being 13-17 years old (1%) and 66+ years old (1,6%).

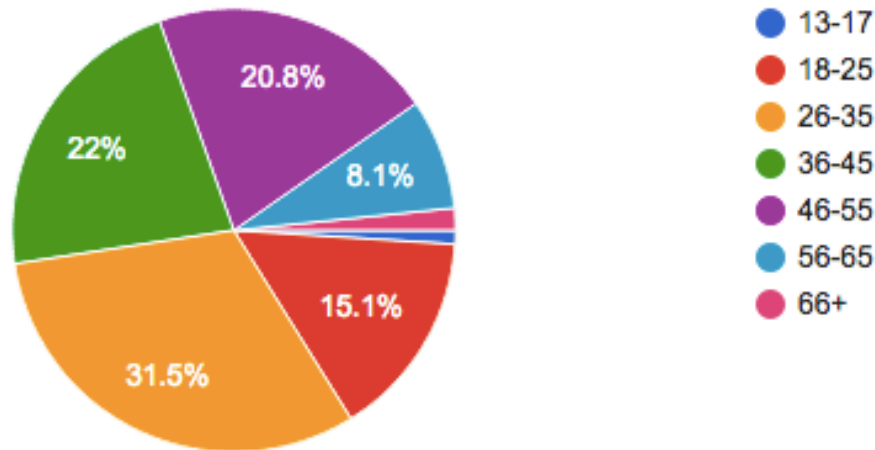


Figure 5. The age division of participants (in years).

The highest degree received by the participants varied to some degree. 36,9% had received an upper secondary education, 25,4% Bachelor's degree, 14,7% Master's degree, 6,9% basic education, 11% other and 0,8% doctorate.

Ethical Aspects

Certain factors are to be taken into consideration when reading this report. These may have an impact on the validity and reliability of the research, which is why they are mentioned below.

Credibility

First, it should be mentioned that even though the author has intended to maintain an objective perspective throughout the research project, some presumptions might have existed before the survey was conducted. It is therefore possible that certain biases may have influenced the creation of data collection. However, without expectation of any kind, regarding the results, the research would probably be irrelevant; this research is to be established to measure the previously mentioned hypotheses. Keeping also in mind that one of the main purposes of this research is to find out common reasons for negativity of the communication of Finns in Facebook, some generalization is unavoidable.

Second, the research is done by one author, which have to be included in the ethical issues as the view point can differ had more people or a person from another culture done the same research. The research problem and the research background have been explained clearly and simply. The author has chosen relevant theories with the intent to highlight the viewpoint of poor communication management and the factors leading to it in particular.

Despite the singular authors' limited view point, the research should offer valuable insights about personal negative communication as well as reasons for its easy access into Facebook.

Validity and Reliability

These concepts look at this thesis to make sure the results are as they should be. They ask if the research can be repeatable and if the measured data really measured what it was suppose to measure (Bryman, 2012). Reliability is not only focused on to what extent the data can be replicated, but also to how well the method behind it can be understood, as without a specific explanation the study is impossible to be replicated (Bryman, 2012). Hence detailed explanation of each topic is attempted to be included. As this research included many free response questions, qualitative data, it is impossible to get the exact same data when replicating this study. However, the data sample was large and included participants from a large scale of age range ensuring that the data presented offers reliable results of an average answer. In addition, the data was presented in honest and the most up worthy manner.

Validity measures to what extent the research data is in connection to the original research problem and if it measured what was planned (Bryman, 2012). Before opening the survey for public, it was tested by the first supervisor of this thesis and two Finns. The supervisor focused more on the content of the questionnaire, while the Finns paid attention to the language used in the survey. Each tester participated in the survey, and these pilot answers were then studied to see if alterations needed to be applied, depending on how well they measured what was planned to be measured. This process was done to ensure the most valid results the research can offer.

Results

In this section the overview of the results is presented regarding the questions from which relevant data was derived for this research. The results are looked mainly from the overall perspective, but with some data the angle of male participants is brought into the picture. The overall results show mainly the answers of female participants, as the 10% of male participants did not majorly change the female data of 90%. However, the female participants did affect the data of the male participants (based on quantity), and therefore the male data was separated in few occasions for more detailed study.

The Usage of Facebook

95,8% of all the participants use Facebook on a daily basis, and 3,6% use Facebook weekly, which leaves 0,6% of the participants to use Facebook in more random occasions (from 2-3 times a month to once a month). The option of 'few times a year' did not receive any answers. 87% of the male participants use Facebook daily.

When asked if the participants considered him or herself to be an active user of Facebook 91,5% picked the option of three or higher (active). The amount of friends the participants had varied throughout the scale (Figure 6), option 101-200 receiving the most answers with 27,6%, but all the other options were in the range of 17,3% - 6,9%.

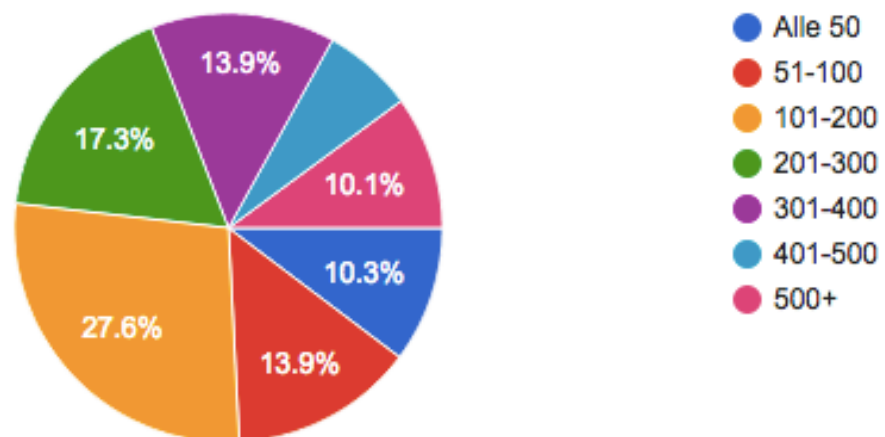


Figure 6. How many friends do you have on Facebook?

Out of all the participants 99,6% belonged into groups and 81,9% consider themselves to be active group members. 30,4% were admins of Facebook groups and out of them roughly half (47,5%) were admins of one group and 48,1% of 2-5 groups.

Facebook Status Updates

Almost 60% of the participants **post only on their own wall**, compared to 17,3% who only post in groups. 4,8% don't post anything at all. 45% of the men post on their own wall, and 32% only in groups. In both sections the rest saw no difference in the amount they post on their wall/ in groups.

Three themes were clearly stated in the free-response question which asked all the participants about their **reasons for communicating on Facebook** and these were:

- To share own life experiences 42%
- To stay in touch 33%
- To share information of important issues 21%

96% of the participants who communicate about their own life experiences mentioned that all of the posts and comments are of positive sort, with some mentioning this being due to creating a false image of own life. In addition, many participants communicate on Facebook to make new connections and some simply for fun. Some participants had no idea why they use Facebook in the first place (4%).

Negative Emotions

2,6% of the participants had never **faced negativity on Facebook**, while 31% had faced negativity daily (Figure 7). 45% of the men had faced negativity daily. 8% of all participants were rarely in contact with negativity, while 33% had experienced negativity on a weekly base. 26% had sometimes seen negativity in Facebook communication, but could not clarify it into more detail. Participants who had never experienced negativity online were +46 years old.

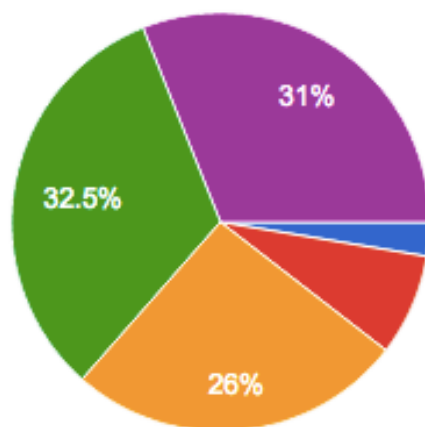


Figure 7. Have you ever experienced negativity on Facebook?

Moreover, **the experienced negativity took place in different situations**, which was asked about in separate free-response question (Figure 8.). 55% said that the negativity took place in groups, while the other main themes received 5-15% of the answers, and these themes included:

- 3rd party posts
- posts by friends
- comments received on own posts and misinterpreted communication
- own communication

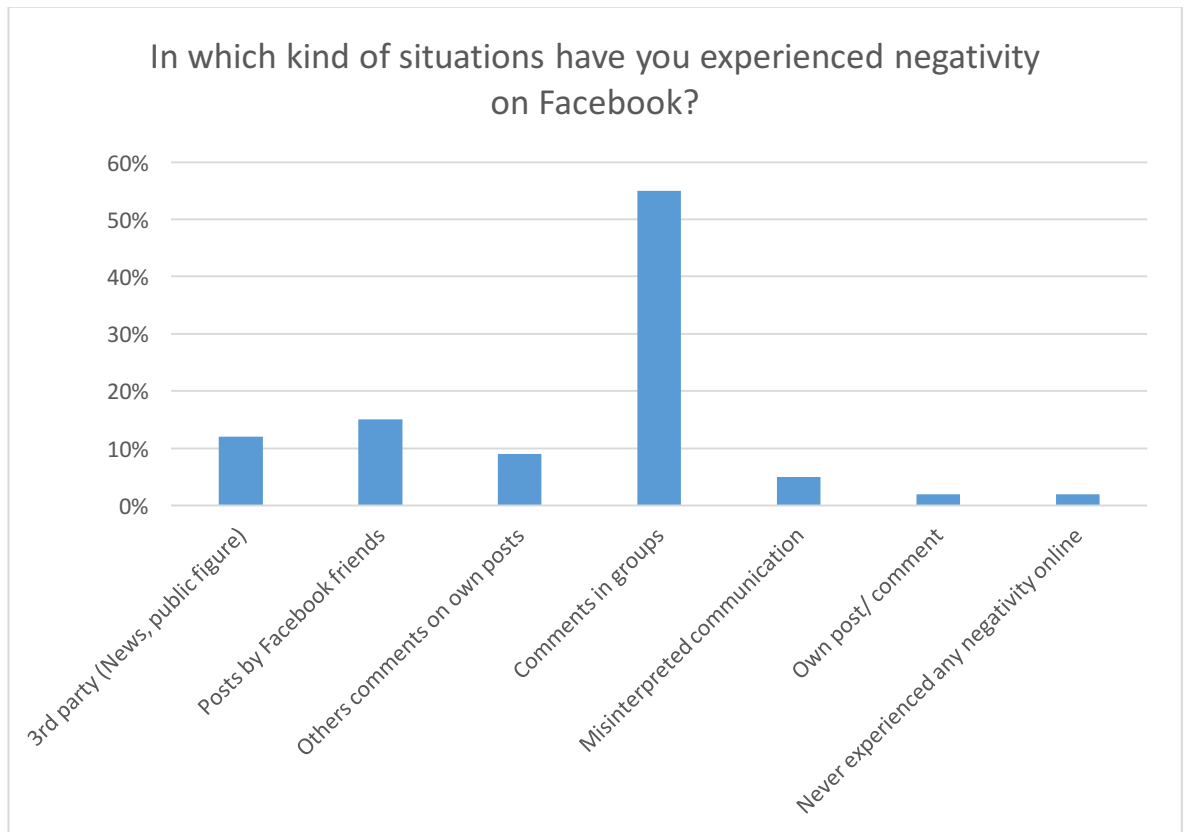


Figure 8. In which kind of situations have you experienced negativity on Facebook?

When asked **if the participants own posts had ever been negative** of any sort (Figure. 9), 51% of the all participants and 40% of men answered 'hardly ever'. 22% of all participants and 33,3% of men picked the answer option of 3 or above (sometimes → very often). It can be seen that when contrasting the overall answers (female oriented) with male results the difference can be seen in both ends of the spectrum. Male data shows more connection to negativity, than the overall, female oriented, data.

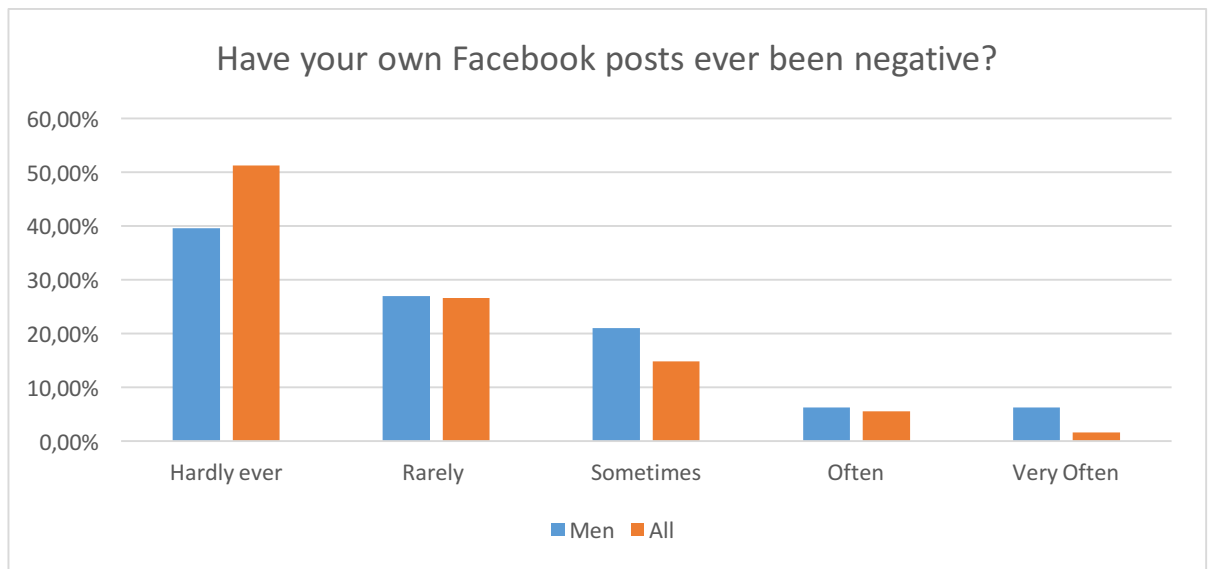


Figure 9. Have your own Facebook posts ever been negative?

In addition, to better understand negativity, it was asked **why one's own posts were negative**. As this was a free-response question, themes within the answers were discovered, and the main themes with male participants were: annoying background situation/ bad day with 30% and written messages misunderstood (sarcasm) with 10%. The themes among all the participants were the following:

- 59% - Annoying background situation (bad day)
 - Problems with insurances
 - Health issues
 - Been let down by others
 - Spilled coffee in the morning
 - Bad day at work
 - Lost pet
 - Car crash
 - Divorce
 - Death of a pet
- 28% - Governmental/society issues & mainstream media
- 4% - Received negativity on Facebook
- 9% - Misunderstood communication (sarcasm)

If I post a negative post it is due largely of me having a bad day or being disappointed. (Woman, 26-35 years old)

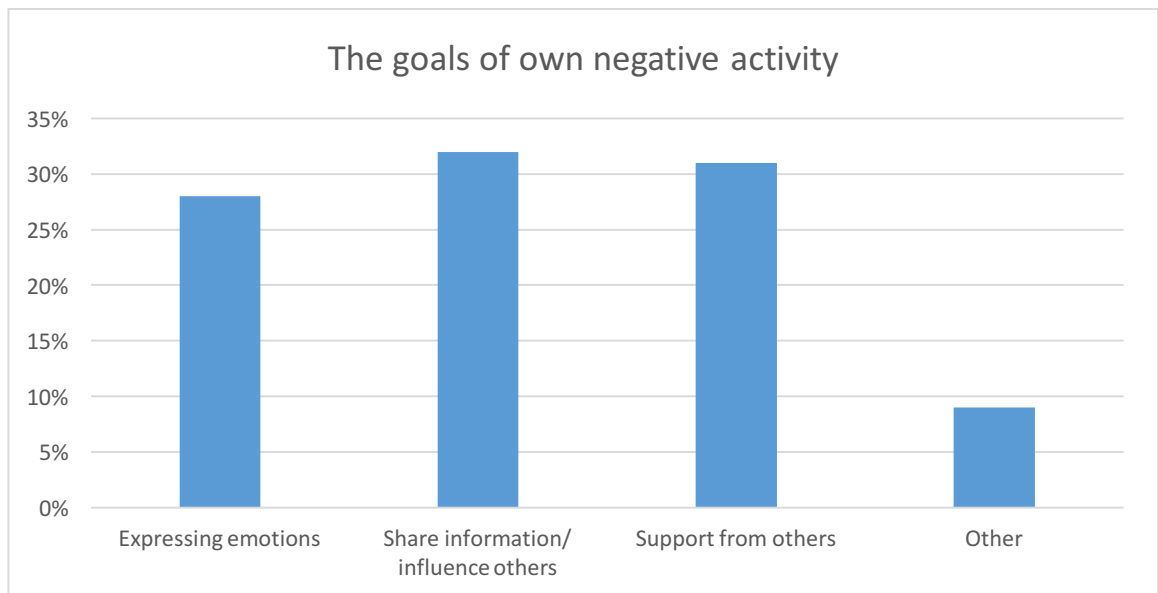


Figure 10. The goals of negative activity- themes

In addition, the survey tried to understand what was **the main goal for negative activity on Facebook**. The question was aimed to go behind the activity and try to find out reasoning for it. With males 27% said that they were hoping that the post would lead to a conversation and 20% hoped to be understood and noticed. The response of all the participants is presented in Figure 10.

Emotions in Social Media

56% of the participants said that received **negativity leads to more negativity afterwards**. 10% of the participants, who felt received negativity to have a short term effect (Figure 11), brought up that received negativity has lead to a conversation with family, friends or co-workers. In most cases the negativity was received from group conversations, 79%, which seems to lead the person leaving the group in question.

Even when a person has gotten upset after being faced with negative communication on Facebook, it has opened their eyes to how other people see things and therefore broaden their minds. The answers revealed that they have often tried to understand what they did wrong in their communication to be the target of negativity. The received negativity was almost seen in positive light or at least the participants tried to turn it into something positive. In addition, 31% of the participants mentioned that they found the other person being highly unintellectual.

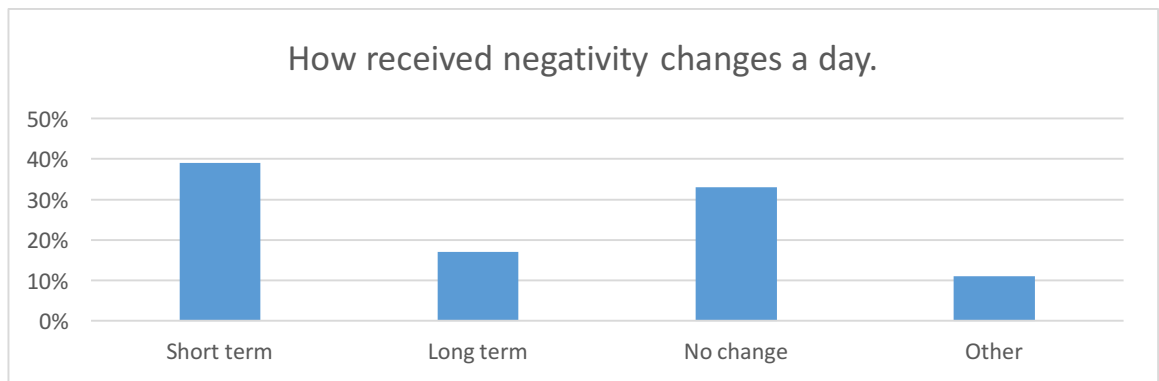


Figure 11. The ways received negative communication on Facebook alters one's day.

Anonymity was mentioned by 4% when trying to understand **whether Facebook makes sharing of emotions easier**, which did not reveal any preference for Facebook making it harder nor easier.

Majority of participants, 67%, brought up that **having a bad day does influence the way they communicate on Facebook** (Figure 12). This is 50% more than participants who said it has no effect (29%).

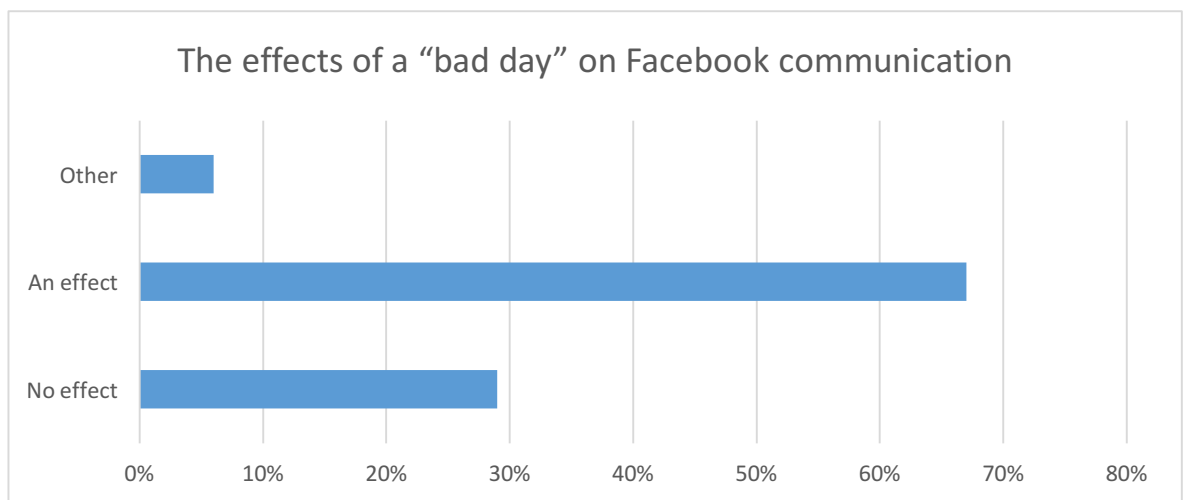


Figure 12. How a crisis situation (bad day) changes the communication on Facebook.

34% **make a decision** not to communicate on Facebook when feeling blue, while 24% became less active, and 4% became more active. 22% of the participants made their communication all about emotional release which included histrionic behaviour. 10% put more thought into what they were about to share on Facebook and 6% used emoji's and memes differently than in a stress free situation. Memes were clearly stating what they were feeling, while emoji's showed some of their emotions, like sadness. 4% mentioned that they included more sarcasm into their communication in this situation.

Analysis

The Power of Group Communication

Communication on Facebook was clearly divided into two paths depending where it is taking place; on own wall or in groups. One of the most remarkable findings was to see that the communication in groups is mainly negative and far more negative than in personal pages aimed for friends. The participants did not find, in general, communication taking place on their wall negative of any sort. But, when the posts were from a group showing up on one's own wall, negativity was always included.

Especially in bigger groups communication is attacking and negative "I will put you down" sort. Even when people are using their own names when posting comments, the threshold to do so is easier to cross than in face-to-face communication, when you don't have to answer physically of how you are acting in a situation. One can't see other's reaction, nor think of each situation personal. I believe that this "justifies" bad behaviour in social media. Face-to-face [situations] one is afraid of the other's reaction. (Woman 26-35 years old)

Anonymity played a role in negative communication, but when it has been connected more in the past with not knowing anything about the person behind the communication, it now seems to be more linked with the individual being solely able to avoid social consequences. Putting your name and face into the communication seemed to be a norm, not something that has to be hidden away on Facebook communication. One is thought free from facing the other person's reaction and, when the likelihood is that you are surrounded by others who share your opinion, the threshold of communicating negatively is easier to cross. The group environment seems to work as a safety net for an individual when creating a negative communication around any topic.

Social media, especially ones where you can present yourself anonymously, creates a channel where you can express those feelings that is not ok to say out loud. Even Facebook, where you communicate with your own face, is most likely a much easier channel as you don't have to face an opponents' reaction right there and then giving you a chance to think of your counter-arguments rather than answer immediately. In addition, the feeling that others share your opinion brings more courage in social media. In a real life situation, you may never be certain if you have other people around you in your same situation that share your opinion but in Facebook, you can be pretty sure if the people in the groups think as you do, and then you know you are not alone. (Woman, 18-25 years old)

The power is no longer with being anonymous, but with collective communication. In groups, the ideas of one are often supported by other members in the group and soon a similar situation to bullying in real life is born. This was a theme that emerged with most of the free response questions regardless of the actual question as negativity on Facebook communication was linked to group communication.

Communicating in groups always leads to a “wrong” path, when one gets stuck in a specific word or the way something was presented and others join their forces behind that person and then there are people forth and against, forgetting the actual matter. (Woman, 36-45 years old)

Even in situations where the original post, in groups, is negative due to one assisting a group of people (e.g. immigrants), receives communication of not only being highly negative but also very threatening. When replies as such receive power from other group members, the reason for why the original post was of negative sort is easy to overlook. The chance to react is used for its simple existence, even when the person being negative knows that his background situation (bad day) is making him to act in a more negative way compared to the norm of that person.

“I should come and rape your daughter, so you would learn to shut up and stop standing behind rapists”. (A comment received by a woman 46-55 years old)

No mercy or worth is given to another [on Facebook]. Like one would throw up everything that is making them feel bad and anyone is an enemy or at least a proper target for negativity. (Woman, 46-55 years old)

Men seem to be more negative in their own communication on Facebook, as 33 % of men, compared to 23 % of women, said to often communicate negatively on Facebook. In addition, 32 % of men communicate only in groups, where as the general rate between all participants was at 17 %. This could have a relation to groups often including negative communication, but as this relation was not asked about in more detail, that factor has to be decided with another study on a later data.

Long Lasting Memories

When we are faced with negativity in our online communication, the memories can be long lasting whether it started with us or if we were the ones who continued it. All together, almost 60% of the participants said that negative encounters on Facebook have an affect, compared to 33% who did not see it changing anything in their life. The effects were clearly divided into long and short lasting, with roughly half being long lasting.

A word, a sentence, these letters in our screen can create a memory lasting over a year causing the negativity to stay with us and, in worst case scenarios, continue to influence our communication negatively.

Mockery, received to a very last appeal for help, makes me lose trust in that person, and I start to think that everyone else think like that person. After the worst cases I have changed my privacy settings remarkable tighter, removed some of my previous posts, and tried even harder to hide all my negative emotions from anyone in any case, even in real life. (Woman, 36-45 years old)

Our memories of this negative communication can change our daily routines or make them differ from what we used to know. Noticeable was that most of the participants at the beginning of the survey blamed negativity to be something that starts with another individual rather than themselves. However, when getting deeper into the questionnaire, the answers showed more and more of the participants admitting that they are often the source of negativity in their communication.

I find [negative communication] oppressive and it makes starting a work day sometimes impossible. (Woman, 46-55 years old)

Surprising to a certain extent is that while some get more and more depressed when facing negative communication on Facebook and close themselves off from others, some see it as a possibility to learn something new and become a better person. This only occurred in situations when the participants had faced negative replies to their posts, even if their own posts were not negative. It is remarkable that some are able to turn negativity into positivity developing themselves further because of it. Although this was a fine detail in the results, it was a result that presented itself across the collected data.

I have gotten a better understanding about that topic and have learned about new themes, that I have never been interested about. (Woman, 36-45 years old)

A third “style” was also discovered in the form of sarcasm which was used to hide the hurt feelings felt during these situations. It was not only stated that the participants use sarcasm to disguise some of their feelings, but sarcasm was related to misunderstood messages. This result can be expected in this studied culture where people do not use small talk, and often talk only about the most important topics where the conversation is short and down to the point. Furthermore, hiding those negative feelings completely was a common trend in the results. Some felt that certain topics needed to be talked about but chose to stay silent out of fear that by doing so, they would face negative backlash.

Often when reading very idiotic opinions, even from someone else's post update, I come annoyed and sometimes even desperate. In most cases the affect is that I try my best not to post anything political to protect myself from being in the eye of all the hate. On the other hand, I feel sad, as like this I can not be part of a change, which needs brave advocates. (Woman, 18-25 years old)

Misunderstood Messages

Many participants brought up the fact that their written messages were misunderstood by others in groups. Most, 60%, said the reason being that there are different ways of understanding written words. Fewer participants felt that it is due to others wanting to understand the message in another way than what was intended. Often, the failure to understand the message in the same way as intended was caused by the usage of capital letters but in a few cases, "wanting to misunderstand" the post on purpose was felt to be the main cause of negativity. In other words, when the issue is related to different opinions, some fake that they misunderstood the message as if to get a permission for negative communication.

Misunderstanding a Facebook post was also linked to individuals not spending enough time to understand the point of the original post. Many brought up that their first reaction was negative or they they received a negative reply, but after taking the time to talk about it, they had realized they had misunderstood the post or that their post was been misunderstood. In few cases, the original post was a cry for help but expressed in a negative way to hide the feelings felt inside.

I would have needed help, but I didn't know how to ask for it. (Woman, 26-35 years old)

In addition, another role was played by the participants who knew that negative posts often hold a larger topic within them, but had no idea how to act in relation to them. The contrast can be pretty rough when one is comfortable enough to use Facebook for communication about emotional topics, but others don't feel that it is appropriate to help people in a Facebook setting.

Some friends mainly complain or collect pity about issues, which I admit are very sad. Relating to these is hard, because comforting them in these situations feels trivial. (Woman, 26-35 years old)

On the other hand, some have tried to help others the way they felt one should on Facebook, but as it had lead to a fight, they felt that it is better to stay out of the entire situation.

It might, however, be that they did never try to understand what was causing the negativity, but tried to offer ways to fix the solution, which of course can be interpreted as being judged by the original poster.

I have one simply negative friend and nothing is ever fine with him. Everything is fucked up and nothing can be solved. And if someone shares ideas of what he should try, the hint is taken as fucking with him. (Woman, 35-45 years old)

“Attention whore”, term which can be understood in many way, was in a minor role in the data, but in a larger role than other minor findings. Some seem to put all negative posts they read on Facebook in a box labelled as “attention whore”. They don’t even try to understand why the posts were negative in the first place, as they feel they were written for the sole reason of getting attention.

Some people just complain in the status updates. “Attention whores”! (Man, 26-35 years old)

Interestingly, some saw the connection with positive posts and “attention whores”, which is completely the opposite view on the previous and both were mentioned approximately as often. In other words, this has created an environment where it does not matter if one’s post is negative or positive as the end result can be the same in both cases. It seems that getting attention is held in a fairly important framework where second place is not good enough and envy is what drives the process forward.

Like if someone has done a good deed and gets a lot of attention in social media, there is always someone who gets offended and marks the posts as being aimed to get attention like "I see an attention whore!" So one should not tell about positive things, at least if they were the ones behind the positive action. (Woman, 26-35 years old)

Bad Days in Charge

Different crisis situations were asked about in the form of “bad days”, as these crises vary to a large extent and can be anything from a broken fingernail to death in the family. This term was intentionally used to cover all the possible types of crisis situations to ensure that what one considers to be a crisis moment is not left out of the scope due to the term being able to be understood in multiple ways depending of the individual.

Most of the 29% of the individuals who did not feel that bad days are affecting their communication mentioned that they are in general inactive Facebook users who mainly pay attention to what others are posting and sharing. These individuals made it clear that their

personal life has absolutely nothing to do with communicating in Facebook, they use Facebook for other purposes than sharing and keeping in contact. They had always kept their true life and social media life separate.

I can't say that depending on how my day played out, what I ate or if I went to the gym much affects other's worlds :D I try to keep my personal life and feelings outside the scope of social media 😊 (Man, 36-45 years old)

Furthermore, the individuals who thought that crisis situations changed their communication pattern felt that it either made them become less active by deliberately abstaining from communicating in social media, or they chose to use Facebook as a platform on which to release all their negative emotions.

It affects and that is why I don't post anything on Facebook when I am having a bad day. On the other hand, I have noticed that people don't comment/follow if you don't share your negative encounters. These encounters fascinate people. (Woman, 36-40 years old)

It does sometimes have an affect. I then use exclamation marks, capital letters, hyphens. Sometimes I swear. It makes me more active as want to see the comments. (Woman, 46-55 years old)

In nearly all cases, there was an intention behind every negative post. None of the participants claimed to post anything negative "just for fun" and in some cases, it was the case for why they communicate on Facebook in general. Moreover, a reason was found behind every written letter, and while some only wanted to let their emotions out, over 30% of the participants were hoping to be understood and aimed their negativity to get noticed as they had planned this to lead towards a caring conversation.

All my posts are honest, so if I am having a bad day, my communication follows it: What a #@shit day. It does not make me more active, but making your friends to activate in a caring way is lovely. (Woman, 56-65 years old)

The Chosen Communication

It was clear that no one posts anything on Facebook before having a reason for it and interestingly, not posting anything is also a well thought decision. One might think that an individual to be less active is nothing important, but when the participants were having a bad day, they stated to deliberately stop their online communication.

These days I am very careful about what I post and how I do so, due to everything that has happened in Finland during the past few months, so that there would not be any misunderstandings. (Woman, 36-45 years old)

I have reduced my communication on Facebook. Mainly because I am afraid of negativity. (Woman, 26-35 years old)

I am not an active user and I always think very carefully what I post and why. I try my best to prevent any misunderstandings. (Woman, 26-35 years old)

This self-made decision to stop updating or posting anything in a personal crisis situation was explained by avoiding shame at a future date. These participants said that they wanted to make sure that they would not need to worry about others seeing them at a later point. Technology was seen to have opened the door to anyone be connected with everyone, and especially the male participants felt that negativity was a daily battle. It seemed that some of the possible posts that are left unwritten would show true feelings as the participants often mentioned that emotional release posts (and why they are left to be posted) were deleted afterwards to avoid possible repentance. This could be linked to the Finnish culture where emotions are often hidden and only the utmost important topics are talked about in real life.

I deleted my status update soon after. Posts year or older can come back later on and are embarrassing. Not nice. (Woman, 36-45 years old)

About the personal (the toughest) things I can't even fight with others: mockery and understatements hurt so deeply that I normally delete my negativity shaded updates and I start to relate to those people with some concern. (Woman, 36-45 years old)

Deleting friends from Facebook, after receiving a negative comment from them, seemed to be another popular decision of the participants. Will we end a relationship in real life after such event, or would we try to solve the situation, and see what happened and why? 95% of the participants who had received negative comments from their Facebook friends deleted them from their friend list which leaves very little chance for 'talking things through'.

A negative post of a bitter person on my wall – I deleted [the person] from my friends straight away. (Woman, 36-45 years old)

It seems we are too fast at judging and making decisions. By deleting a friend from our social network whom responded negatively, we get to skip the part where we try to understand the other person's point of view. Understanding another's point of view or commu-

nication is something which we might spend more time investigating when the communication is expressed in person rather than online as we are able to experience all the unspoken clues that can be seen and felt.

A half-familiar person commented on my posts in a sarcastic, arrogant and dismissive way (I never understood the person's motives), so I deleted the person from my friends. (Woman, 36-45 years old)

It was clear that the expectations of the participants differed by a large amount, and where some saw negative communication to be almost an obligation, others viewed it more along the lines of normal online behavior. Nevertheless, objectivity to view written messages as spoken communication, and try to understand the hidden parts of it, were often forgotten. Feelings can be easily hurt over seemingly minor details and individuals forget to consider how they were to act if the same situation were to happen outside the online world.

Discussion

Technological Communication

Technology has created a new path for communication (Saarikoski, 2015), which was also apparent in this research, as over half of the participants had experienced negativity only in Facebook groups - the new path. This showcases a new trend in online communication. When Shrinky (2008) talked about how our changes in communication affect the world we live in, he stated the reality of today: the results evidently agreed with how communal communication online is the path for communication as we know it. Maggiani (2014) explained how social media has created a platform where contributions and reactions are being applauded from anyone who shares any interest towards the topic, and group communication on Facebook is evidently in the center of this environment. It was seen as the main connection to negative communication. In groups one is not alone, but they can be sure that some members will stand strong together with their opinions, and same as in real life: quantity often creates the feeling of power. Lets not forget that bullying is often a situation where one is against many, and this same setting can be found behind negative group communication.

However, contradicting to Hancock's argument (2012), the results did not show that individuals feel being honest online is any easier than in face-to-face situation. Moreover, the results showed that the individuals do not always share their most honest thoughts and feelings online, which depended on the very same factors as Hancock (2012) linked to honesty being easy online; ability for the information to be searched later on and the information being forever alive online. Furthermore, the results did not support Wikström's (2016) ideology, of technology mediated communication giving as an opportunity to lie. In particular, the results only showed that one third of the individuals make the decision to remove themselves from online communication altogether in regards to negativity, but no trace was found to support anyone being more or less honest in an online environment.

Emotional release was found to be the third most common reason for individual's negative online communication, playing a similar part as when organisation's receive negative feedback from their customers (Verhagen, Nauta & Feldberg, 2014). Furthermore, social sharing showed to include getting help and support in a bigger role, leaving the arousing of empathy and stronger social ties in the background (Verhagen, Nauta & Feldberg, 2014). However, receiving social attention was included in the results, as it was one of the main themes for why an individual posts a negative post or comment. It was found to be of importance for the participants to share their feelings, even if it was not always properly explained, as Rimé et. al. (1991) discussed, showcasing the effects a crisis situation includes. However, emotions and feelings were also discarded to some extent, as participants made

clear that not each wanted to share and discuss their most emotional experiences online, presenting the difference online communication can have on reality (Rimé et. al., 1991).

Negative Connection

Undeniably, negativity is in our online communication and one third of us have to be in contact with negativity on a daily basis. Even though negativity reaches towards us all, it seems to have a stronger linkage with men who, according to this study, are also more negative with their own posts and communication in Facebook. Verhagen, Nauta and Feldberg (2014) researched negative word-of-mouth, and this study supports that some individuals are more likely to communicate negatively after experiencing a negative encounter. This similarity therefore travels from organisational environment into individual online communication. While others said that they would never be negative online, others made it clear that their real life is the same as their life online, with no difference in communication.

I don't share or communicate, unless I have something positive to say.
(Woman, 36-45 years old)

I post and communicate truthfully regardless of what I am feeling. (Woman,
36-45 years old)

However, Verhagen, Nauta and Feldberg (2014) connected honesty with anonymity when discussing online communication. The findings of this study were the opposite; anonymity did not have the same part as such in Facebook communication, where people use personal profiles for communication, as regardless their communication was honest. On the other hand, anonymity was largely connected with absence of social consequences, as Verhagen, Nauta and Feldberg (2014) found it to be. The lack of social consequences was apparent throughout the data, and many saw anonymity of such to be the sole reason for negative online communication.

Anonymity makes sharing of emotions easier in [Facebook], because there is no eye contact or real presence. (Woman, 46-55 years old)

It is much easier to share emotions on Facebook, because you can be partially anonymous behind a screen, even when your name and picture is seen by everyone. (Woman, 26-35 years old)

I would say that it is easier to share emotions on Facebook, because of partially anonymity. You can say things without a fear of your body language revealing anything more, and in contrast, body language does not make the communication smoother and clearer. (Woman, 18-25 years old)

In addition, the easiness to see and feel everything negatively emerged from the data, which supports Watson and Clark's (1984) negative affectivity personal trait. 3% had never even thought of Facebook as a platform for negative communication, as it had never been part of their communication. Others felt that their entire life was filled with negativity supporting that some people are more sensitive to minor failures and irritations of a daily life.

Broken Connection

Crisis, in the form of a bad day, was found to play a role in online negativity, alongside and together with misunderstood messages. The bad day of an individual often resulted in a negative Facebook post or comment, which, in this hectic environment of ours, was misunderstood by the receiver to be a negative reach towards that individual. Nevertheless, the bad day behind had complicated the individual's 'everyday routine' (Palosaari, 2008). The effects were either short-term or long-term, which over half of the participants felt, leaving third of the participants untouched by negativity. What we can see here is that in most cases negativity left a mark of sort on an individual's life, changing the general pattern of their days.

Moreover, in these situations where a bad day affected the individual's communication (67% of all participants) 31% were only looking for support through Facebook communication. This supports Vecchi's (2009) general finding that people in a crisis situation share the need to be understood and heard both in everyday life and in online communication.

In addition, misunderstood messages were the case across the board with both the overall participants, and a more detailed unit of male participants, included this with 10% of all cases. Vecchi (2009) stated how crucial active listening is for any relationship to develop, and the importance can also be seen with this research, when 10% of the participants mentioned the reason for online negativity to be misunderstood messages. Also, some of the negative posts written by 60% of the participants who felt that their bad days affected their messages, were constructed to hide the reality under the post. We can see here the high importance attached to the meanings of messages (Wood, 1999), as they tend to change when the technology changes the patterns of communication. This creates an environment where the message is easy to be misunderstood without proper attention.

The slightly altered model of communication (Shannon & Weaver, 1949) and BISM (Vecchi, 2009) joined together were introduced earlier in the theory section. The combined model showcased the way how active listening should be included in online communication, and what its function is in an online environment. The wording might be more proper if, instead

of 'active listening', it was labelled to be 'paying attention'. Based on the results, the message itself mostly does require more attention than it often receives. In order to be more precise, Figure 13 has altered the route of feedback (2), compared to the previously seen picture of these combined models in the theory section. Here the importance of active listening/ paying attention is highlighted by regrouping feedback to include the same attention as the original message requires.

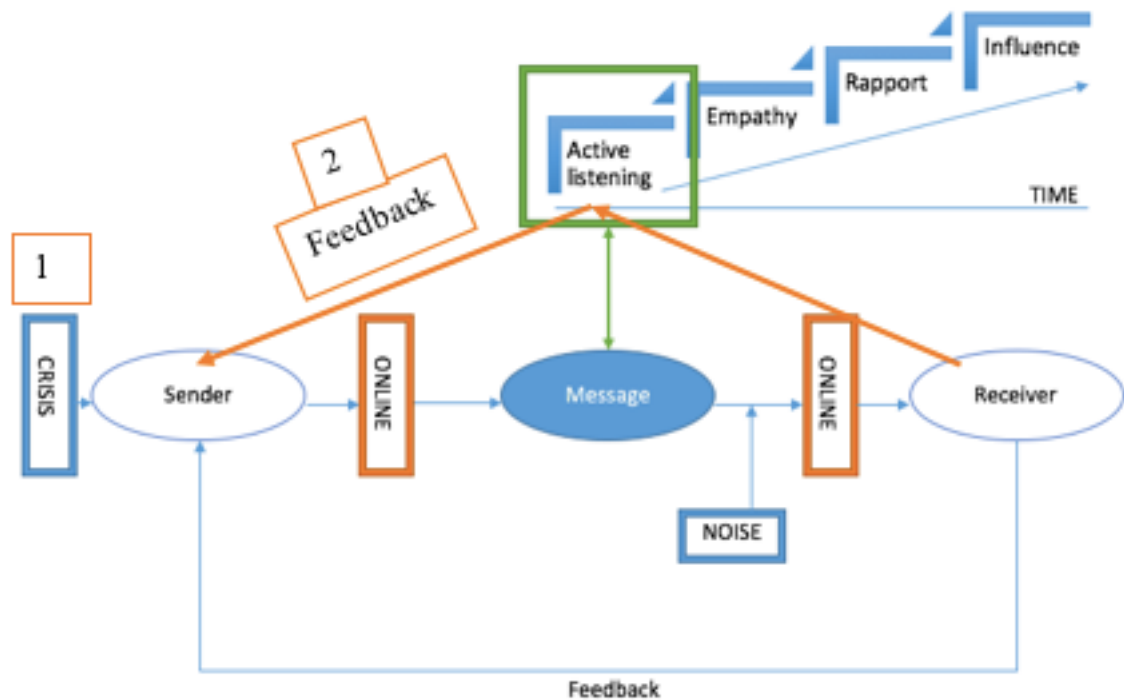


Figure 13. How feedback would look like in a perfect setting to limit the existence of negativity in online communication.

Crisis situation (1) behind the sender, was thought to be one of the reasons for negative posts by the participants. This was found to be true making it an important factor to be considered with general negative online communication. The background situation of individuals was clearly meaningful for their communication and, in more detail, their bad days included topics such as problems with insurances, health issues, spilled coffee in the morning, bad day at work and death of a pet. As can be seen, the variation of the term "bad day" was large, but this was expected, as individuals differ from each other, and therefore the term was not made any more specific.

BISM showcases that once the message receives proper attention, the real message can be understood. This is seen as the first stepping stone of building better relationships (Vecchi, 2009). The communication online can not include empathy (the main factor found to cause

negativity in online communication when missing by Saarikivi, 2016) nor reach the possibility of influence without understanding the first touch of contact, highlighting how crucial it is to try to understand written posts on Facebook.

Decided Communication

Decision making was originally thought to play a minor role, if any, in the results, but it emerged from the data in every turn and related itself to each aspect of this research. Each post online is based on a decision of the individual, and in most cases the results aligned with Schacter et. al (2011) findings on the individuals always aiming to get to a best outcome for them with their choices. Every participant had a goal behind their negative online activity (Figure 14), which they had combined with negative Facebook posts. However, to the participants, it was the best way to reach their goals, which to them were the best possible outcomes of the given situation.

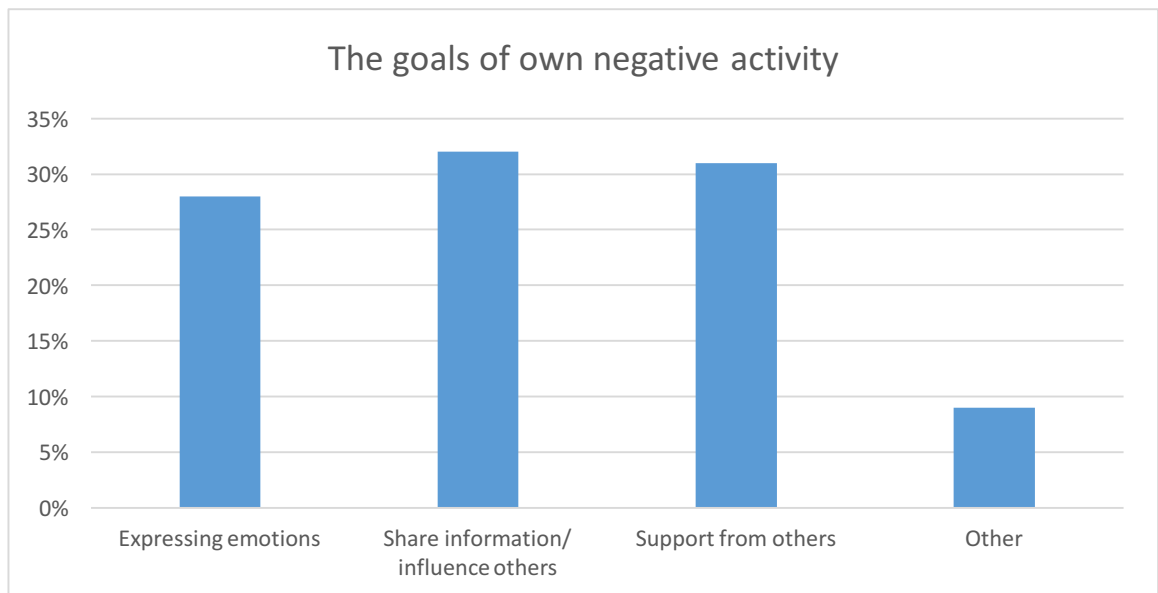


Figure 14. The different goals of the participants.

It was clear that the participants did not focus on how the other party would act, but more on they themselves should act in the situation they are in. Therefore, the individuals used more the language of “beliefs and desires” (Blume & Easley, 2007) to decode their own actions than the actions of others. Surprisingly, the individuals planned to a high extent their own actions, depending on what the aim for the action was, and thought of each outcome being highly self-observed. This did not mean that they detached themselves from negativity, but that they were more concerned with how they should present themselves than how others might react to their communication.

Furthermore, the actions and decisions of the studied individuals were more in line with Ferejohn's (1991, in Green & Shapiro, 1994) ideology, as the participants did very efficiently use the means they had in order to get to their goals. Of course the mean was often to be negative, which some might see as part of poor judgment. The other side can see that the inability of expressing oneself in the most efficient matter can cause the individual to present communication, where the original communication is hidden (sometimes unintentionally) behind a cloud of negativity, showcasing another way to communicate.

Perhaps the clearest of all decisions was that when feeling negative emotions, one third of all participants made the decision not to communicate at all on Facebook. These individuals decided not to share their stories, or communicate in any way to make sure that they did not say something they would later on regret. This could relate itself to the participants being concerned about the future actions of others, and using their beliefs as a guide to guide their communication (Blume & Easley, 2007). But is this the way to achieve the best outcome? If individuals aim to get the best outcome in all cases (Schacter et. all, 2011), then in this case, that might be more along the lines of expressing those hurtful emotions to get past the hurdle rather than hiding them, in order to avoid future negativity.

In addition, this type of decision making feels to be easier online than in real life where reactions cannot be hidden all together and where the feedback loop is immediate. The aim of not posting was not to embarrass oneself, but rather to shy away from communication, an aim which can only be reached with a solid decision to stop communication on a period of time.

Conclusion

What Causes Negative Individual Communication in Social Media?

After researching the phenomena of Finn's using mainly negativity to communicate on Facebook, few causing factors were identified. Of course this reasoning differs from one individual to another, as everyone has their unique expectations of communication. However, as the diversity of the participation group was high, themes emerged from the data displaying a good sample of facts covering this issue. Negativity breeds negativity, and if one is faced with negativity the likelihood to respond in similar fashion is greater than with a positive encounter.

A bad day was the cause for the majority, as having felt negative emotions, caused the participants to react in a similar way online. This crisis situation was the backbone of this research as it was originally thought to play a role in negative communication. This research found that hypothesis to be true. Crisis situations often came through in the individual's online communication, as it would in face-to-face communication, highlighting the importance of each written message. More so, this showed how one should pay attention to online communication, instead of replying just to reply.

As the result of the previously mentioned negativity, many messages were misunderstood. In the cases where the individuals were asking for help, they were faced with more negativity leaving them lost in the world of one's and zero's. Some used sarcasm to hide their crisis situation, which was often understood as a negative attack towards a topic leading to more negative communication. Sarcasm is a hard topic even in spoken Finnish (Nevalainen, 2014), let alone in written Finnish, where body language is an unknown attribute, and this can lead to negativity in online communication among Finns.

Moreover, society played a reasonable role in the results by dividing individual's opinions and causing negativity together with shared material. What is meant by this is that individuals share newspaper articles with their personal opinions attached to them. The opinions can be either negative or positive, both cases often leading to received negativity by another party. The negative starter opinion was found to be an objection to the rulings of the government or the judgements of society. This was also the case with many public pages of governmental branches and mainstream media where news was shared and comments were open for public. In the environment where anyone can share their own opinion and attack the ones disagreeing with them without being judged by people standing right there, the old saying how an 'opportunity makes the thief' proves its point.

Does Negative Communication in Social Media Have an Impact on Individual?

Before the obtained results, one of the hypotheses behind this research was about to what extent negative communication can impact an individual. It was thought to have an impact and this was found to be true in most cases. The effects varied but were, in most cases, either short or long-term; shortest lasting for some hours and longest for years. It is clear that negative encounters online do transfer themselves into emotional feelings in real life. These affects can be as present as they were when first encountered many months after they initially took place making them not only having an impact, but some extreme cases having a major impact.

Regarding received negativity, some individuals saw it as being a rather funny aspect because to them, it's nothing real or important. These participants do not consider written Facebook messages to be truly real, which opens a new door for negativity, and where the lack of social sharing (mentioned in the Theory section and Discussion) becomes a major reason for negativity in Facebook communication. Since these individuals do not consider it to be real, they are not affected by the negative communication and it is therefore easy for them to act in the same way. Moreover, some individuals are more affected by the smallest doses of negativity, negative affectivity (Watson & Clark, 1984), and with them the negative communication can stay for years altering their future life moments.

In contrast, some individuals are more affected by the smallest doses of negativity, negative affectivity (Watson & Clark, 1984), and with them the negative communication can stay for years altering some of their life moments. These individuals often felt sadness and their feelings were hurt, but some were also embarrassed that negative communication situation was born (even in situations when it was not because of them). The linkage of an individual starting to hide their emotions from people in reality, mentioned previously in Analysis (Long Lasting Memories), is most likely because of this embarrassment felt online. An impact that can be a major change for some individuals.

Future Research

This research has offered practical contributions towards communication as a field of study, with all the findings related to the reasoning of negative communication. Furthermore, theoretical contributions were highlighted to show that hardly any theory touches this topic, as the focus has so far been on the relationship between organisations and individuals' vs. individual-individual relationship.

The most likely scenario is that if nothing is done to prevent that from happening, negative communication will spread in online communication. This field of study will truly rely on

more research, which can make the situation clearer for anyone participating. The focus of future research should be shifted from organisational view towards individuals view while trying to understand the different causes of negative communication that are so common for individuals; technology should be included in the studies. Technological achievements were left out of this study, but as it is a field strongly linked to negative online communication, it will need to be studied from the same individual point as this study. It is important to understand and develop technology to be an aid rather than a burden. Information technology can offer an interesting solution in diminishing negativity from online communication, but not delete the problem all together. To diminish negativity, the reasons causing this behaviour in online environment need to be understood and studied. Only when the behaviour is understood can it be changed.

In conclusion, as the world keeps on turning, nothing is ever fully completed. Therefore, this research, though highly informative on its own, will benefit from future research. Added research will open new doors to discover in even more detail why negativity can be found from online communication and aid in creating a better online environment where more positive aspects can be paid better attention. As this study was framed with Finnish participants, it is crucial to study negative online communication of other cultures to establish a set of common reasoning. Though this is the end of this master thesis, the research regarding negativity in social media communication should not be finished.

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Appendix

Appendix 1. Screen shots of survey feedback in Facebook groups



The image shows five screenshots of Facebook posts from a group, each representing a user's response to a survey. Each post includes a profile picture, the user's name (redacted), the text of their response, and interaction metrics (likes, replies, and timestamp).

Post 1: A user with a profile picture of a woman in a bikini comments: "Minäkin vastasin, olipa positiivinen kysely ollakseen negatiivisuudesta 😊 Ja tsemppiä, täällä yks kohtalotoveri. Itse teen kans dippaa ja mulla on meneillään kysely pk-seudun kerrostaloasukkaille, ni tiian kuin ihanaa se on kun tulee vastauksia 😊". Interaction: 2 likes, 18 March at 17:02.

Post 2: A user with a profile picture of a woman comments: "Pakko kehua tuota tapaa, miten oot ottanu sukupuolivähemmistöki huomioon sukupuolta kysyttäessä! Harvoin tuntuu näkyvän muita ku mies/nainen-dikotomiaa, ihan mahtavaa siis että oot ottanu myös muut sukupuoli-identiteetit huomioon! 😊". Interaction: 2 likes, 21 March at 09:51.

Post 3: A user with a profile picture of a woman comments: "Vastattu 😊 Teetpä lopputyötäsi todella ajankohtaisesta ja tärkeästä aiheesta 😊". Interaction: 1 like, 18 March at 19:18.

Post 4: A user with a profile picture of a woman comments: "Vastasin ja sait minut miettimään. Kiitos siitä! Onnea lopputyön tekoon. 😊". Interaction: 18 March at 16:30.

Post 5: A user with a profile picture of a woman comments: "Vastasin, olipa ajatuksia herättävää 😊 mielenkiintoinen aihe". Interaction: 1 like, 18 March at 20:39.

Appendix 2. The survey

Negatiivinen viestintä Facebookissa

Miksi me postailimme negatiivissavytteisiä viestejä Facebookissa? Miksi kirjoitetut asiat saavat meidät hyökkäämään kirjoittajaa vastaan? Mikä johtaa siihen, että kommunikoimme eri tavalla netissä kuin oikeassa elämässä kasvotusten? Vai eroavatko nämä kaksi sittenkään toisistaan? Tämän kyselyn tarkoituksena on selvittää juuri näitä asioita ja siihen tarvitaan sinun apuasi. Kysely on osa viestinnän maisteritutkintoani, jota teen Göteborgin Yliopistolle. Tämän kyselyn tulosten avulla pyrin selvittämään, miten tätä vihamielisyyttä ja negatiivisyyttä voisi saada vähennettyä viestinnässä, joka käydään Facebookissa.

Kyselyn vastaamiseen menee 5-15 minuuttia, sillä tämä riippuu täysin siitä, miten syvällisesti haluat vastauksiasi pohtia. Tietenkin mitä tarkempia vastauksesi ovat, sitä paremmin tuloksia voidaan hyödyntää. Tämä ei tarkoita, että vastausten pitää olla pitkiä, vaan ennemminkin tarkkoja, mutta tämä taas on kiinni jokaisesta omasta esimerkistäsi, jotka voivat erota suuresti toisistaan, ja siksi tämäkin riippuu sinusta. Jokainen vastaus on tärkeä! Ja siksi kiitän sinua jo nyt, sillä ilman panostasi en saisi tätä projektia koskaan valmiiksi.

Kyselyssä käytetään 'päivitys'-sanaa, millä ensisijaisesti ajetaan takaa sinun omaa päivitystäsi, mutta joka voi jossain tilanteissa sisällyttää myös kommentoinnin.

Kaikki vastauksen ovat anonyymejä, eikä niitä käsitellä yksilötasolla.

Paina lopussa nappia "SUBMIT" (= jätä palaute).
NEXT = Seuraava.

Nauttikaa ja KIITOS,
Laura

NEXT

16% complete

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Negatiivinen viestintä Facebookissa

* Required

Perustiedot

Sukupuoli? *

- Nainen
- Mies
- TIQ
- Muu?

Kansalaisuutesi? *

- Suomalainen
- Suomenruotsalainen
- Muu

Ikäsi? *

- 13-17
- 18-25

- 26-35
- 36-45
- 46-55
- 56-65
- 66+

Asuinpaikkasi? *

Choose ▼

Korkein koulutustasosi? *

- Ala-aste
- Yläaste
- Ylioppolastutkinto
- Toisen asteen ammatillinen tutkinto
- Alempi korkeakoulututkinto
- Ylempi korkeakoulututkinto
- Lisensiaatti
- Muu

Mitä näistä sosiaalisen median kanavista käytät? *

Facebook

Instagram

Twitter


Snapchat

Whatsapp

Pinterest

BACK

NEXT

 33% complete

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Negatiivinen viestintä Facebookissa

* Required

Facebookin käyttösi

Kuinka usein käytät Facebookia? *

- Päivittäin
- Viikottain
- 2-3 kertaa kuussa
- Kuukausittain
- Muutaman kerran vuodessa

Pidätkö itseäsi Facebookin aktiivisena käyttäjänä? *

	1	2	3	4	5	
Erittäin passiivisena	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin aktiivisena

Kuinka monta kaveria sinulla on Facebookissa?

- Alle 50
- 51-100
- 101-200

- 101-200
- 201-300
- 301-400
- 401-500
- 500+

Kuulutko ryhmiin? *

- Kyllä
- En

Kuinka monessa ryhmässä olet mielestäsi aktiivinen jäsen?

- 1-5
- 6-10
- 10-20
- 20-50
- 51+

Oletko ylläpitäjänä ryhmissä? *

- Kyllä
- En

Kuinka monessa?

- 1
- 2-5
- 6-10
- 11-20
- 21+

BACK

NEXT

 50% complete

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Negatiivinen viestintä Facebookissa

* Required

Facebook -päivitykset

Päivitätkö tietoa useammin seinällesi vai ryhmiin? *

- Omalle seinälleni
- Ryhmiin
- Kumpaankin suunnilleen saman verran
- En päivitä missään mitään

Miksi päivität tilaasi/ jaat Facebookissa? *

Your answer

Haluatko yleisesti, että päivitykseesi reagoi kaverisi, vai vieraat ihmiset?

	1	2	3	4	5	
Kaverini	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kuka tahansa

Mistä tämä mielestäsi johtuu? Mitä useimmiten koitat päivityksilläsi saavuttaa? *

BACK

NEXT

66% complete

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Negatiivinen viestintä Facebookissa

* Required

Negatiivissävytteinen kommunikointi

Oletko ikinä kohdannut kielteisyyttä (negatiivisyyttä) Facebookissa? *

- En koskaan
- Harvoin
- Joskus
- Viikottain
- Päivittäin

Miten tämä ilmeni ja millaisessa tilanteessa? *

Yksi esimerkkitalanne riittää :)

Your answer

Ovatko omat päivityksesi koskaan sisältäneet negatiivista vivahdetta? *

	1	2	3	4	5	
Harvoin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Usein

Jos ovat, niin muistatko mikä niihin johti?

Olitko surullinen, vihainen, pelkotilassa? Oliko takana huono päivä tai jokin ärsyttävä tilanne?

Your answer

Mitä koitit negatiivissävytteisellä päivitykselläsi tuoda esille?

Miten olisi toivonut, että muut siihen reagoivat?

Your answer

Onko koskaan käynyt niin, että päivityksesi (joko seinälläsi tai ryhmässä) on ymmärretty väärin?

	1	2	3	4	5	
Harvoin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Usein

Jos näin on koskaan käynyt, niin johtiko se argumenttiin?

Miten tilanne selvisi?

Your answer

Oletko koskaan reagoinut kielteisesti toisen päivitykseen? *

Kielteisesti/ vihaisesti/ nörkästyneesti/ negatiivisesti. Joko seinälläsi tai ryhmässä.

	1	2	3	4	5	
Harvoin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Usein

Muistatko miksi niin reagoit?

Tapahtuiko se siinä hetkessä? Oliko taustalla stressiä (jos niin minkälaista)?

Your answer

Oletko koskaan huomannut, että reagointisi oli negatiivissävytteinen, vaikka et sitä niin tarkoittanut? *

	1	2	3	4	5	
Harvoin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Usein

Mistä huomasit tämän?

Koittiko selvittää tilannetta? Selvisikö tilanne? Miten?

Your answer

BACK

NEXT

 83% complete

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Negatiivinen viestintä Facebookissa

* Required

Tunteet sosiaalisessa maailmassa

Onko tunteita helppoa jakaa sosiaalisessa mediassa? *

	1	2	3	4	5	
Todella vaikeaa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Todella helppoa

Onko tunteiden jakaminen vaikeampaa kasvotusten? *

	1	2	3	4	5	
Vaikeampaa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Helpompaa

Tekeekö Facebook tunteiden ilmaisun helpommaksi? *

	1	2	3	4	5	
Tekee vaikeammaksi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Tekee helpommaksi

Mistä luulet että tämä johtuu? *

Miksi Facebookissa on vaikeampaa/ helpompaa ilmaista ajatuksia ja tunteita? Tai miksi se ei eroa yhtään, jos saman tekee kasvojen?

Your answer

Onko sinun päivityksesi ikinä saanut negatiivista palautetta seinälläsi tai ryhmässä? *

1 2 3 4 5

Harvoin Usein

Jos näin on käynyt, niin miten tämä sai sinut tuntemaan?

Olitko surullinen, onnellinen, vihainen, iloinen?

Your answer

Miten Facebookissa saamasi negatiivissävytteinen palaute/kommunikointi on muuttanut päivääsi? *

Onko se muuttanut päivääsi tai elämääsi? Onko se johtanut johonkin tekoon (positiiviseen tai negatiiviseen)?

Your answer

Jos sinulla on ollut menossa "huono päivä", niin onko se vaikuttanut siihen mitä päivität ja miten päivität Facebookissa? *

Onko päivitystesi/jokojesi sävy muuttunut? Käytitkö eri sanoja tai emojia, kenties eri memejä? Tekikö se sinusta enemmän vai vähemmän aktiivisen somessa?

Your answer

Huomaatko minkään vaikuttavan viestintääsi Facebookissa? *

Saako jokin tapahtuma tai tilanne sinut aktiivisemmaksi Facebookissa? Ovatko päivityksesi kovinkin erilaisia riippuen tilanteesta?

Your answer

BACK

SUBMIT

 100%: You made it.

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Negatiivinen viestintä Facebookissa

Sinä teit sen - pelastit minun päiväni! Kiitos vastauksistasi! Sinä veit minun tutkimustyötäni askeleen eteenpäin ja autoit tuloksia olemaan vahvempia. Unohda nyt tämä negatiivisuus ja jatka päivääsi positiivisten ajatusten kera!

Kiitos!

- Laura

[Submit another response](#)