Let's Get United and #ClearTheShelters: The Factors Contributing to Users' Network Centrality in Online Social Networks

Ezgi Akar
Information Systems

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This study explores the factors contributing to online users' network centrality in a network on Twitter in the context of a social movement about the "clear the shelters" campaign across the United States. First, we extracted users' various features and network centralities (betweenness, closeness, eigenvector, in-degree, and out-degree) from a Twitter network of 13,270 users and 24,354 relationships. Then, we developed a research model and tested the impact of various user-related features on users' network centralities.