

Social Networks



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Context

Social Networks have, in recent years, become synonymous with social media and where communities with like-minded interests come to share and exchange. That said, with COVID-19 there has been a realignment with the support of local communities

who with shared values provide informal and reciprocal support. Such bottom-up approaches could have perhaps been more directly engaged during the pandemic [1], but they remain a critical element of societal support especially with heightened inequalities and aging societies.

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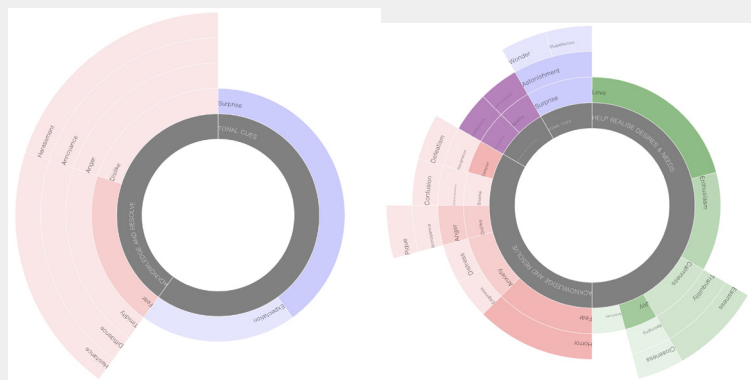


Figure 1: Emotional response of Social Networks in (a) UK and (b) Japan

Title	Content Power	Title	Content Power
Social Networks Social Network Research on Negative Ties ...	48.0	「ROMEO - ゲイソーシャルネットワーク」をApp Storeで	31.5
Social Networks Capturing Context: Integrating Spatial ...	32.0	日常・MY日記帳アプリ - Google Play のアプリ	31.5
Tango-Live Stream & Video Chat on the App Store	24.0	新たなSNS「GETTR」が登場、トランプ氏の元広報担当が統括 ...	30.0
Social Networks Recent ethical challenges in social ...	22.0	「DRV Link」をApp Storeで	27.0
Marked social networks: A new model of social networks ...	22.0	ネット上にいるのは「リアルな虚偽の人格」：研究結果 WIRED.jp	22.0
Social Networking Reaches Nearly One in Four Around the ...	21.0	「TradingView - FX、株価チャート・ビットコイン」をApp Storeで	21.0
Social networks and type 2 diabetes: a narrative review	21.0	ソーシャル・ネットワーキング サービス[ixim(裏ミク)]	21.0
Social Networks Vol 70, In progress (July 2022 ...	18.0	全米で話題沸騰のFacebook映画「ソーシャル・ネットワーク ...	20.0
Social Networks, Community Integration and Recovery for ...	18.0	2009年のソーシャルメディアに訪れる10の変化 - CNET Japan	19.5
Social Network - an overview ScienceDirect Topics	16.0	グーグルCEO、ソーシャルネットワーク「Orkut」を利用した検索を ...	18.0

Figure 1: Powerful pieces of content driving Social Networks in (a) UK and (b) Japan.

The social network narrative in the UK is timeless, with an affect orientation that is active and negative representing disgust, and as indicated such narratives tend to be polarizing, and their destructive nature needs to be addressed explicitly, if they are to be leveraged effectively to maximise their longer-term impact. In contrast the narrative projects a sense of delight by being active and positive, while also being timeless. There is recognition that not all information is valid and that while there are clear benefits in being better connected, fueling community, broader controls need to be considered with clear ethical considerations coming more to the fore. Wider access to new information sources does not necessarily provide more control or indeed a sense of being better informed (Figure 1 & 2).

In Japan there is a sharp dichotomy in terms of the nature of topics that drive engagement, some of which are relatively dated. There is strong positive association between gaining a world view and chat. In contrast, companies and word have a

negative association since connectivity can create additional, and unwanted, pressure.

Implications

Social Networks are a widely used term in both the UK and Japan, but in both countries the content is different and diverse, with plenty of open opportunities for improved engagement. Connectivity is part of modern living, but it does not necessarily empower people with a greater sense of control, since expectations of improved responsiveness does create, for some, new lifestyle pressures. At present there is a sense of separation between digital and analogue social networks, in part a reflection of the need to dramatically change during the pandemic and new expectations.

References

1. Gilmore B, Ndejjo R, Tchetchia A, de Clare V, Mago E, et al. (2020) Community engagement for COVID-19 prevention and control: a rapid evidence synthesis *BMJ Global Health* 5(10): e003188.