

Reducing Negative Emotional Information Sharing on Microblog: Form Self-image Arousal Level Perspective

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Abstract: Microblog has become an important carrier of information sharing as well as generating more negative messages. How to reduce the sharing of negative emotional information has become the focus of attention. Based on the theory of impression management, this paper constructs a theoretical model of user information sharing willingness based on microblog platform from the perspective of self-image arousal, and empirically analyzes 270 valid sample data obtained from online questionnaire. The results show that the emotional sentiment of information has a significant impact on users' sharing willingness, and the willingness to share positive emotions is higher than that of negative emotional information. Moreover, the user's self-image arousal level has a regulatory effect on these effects. Compared with the low self-image, the person who has high self- image will promote positive emotional information sharing, inhibit those negative emotional information sharing. The results provide an important reference for purifying microblog marketing in cyberspace.

Keywords: Emotional information; Impression management; Self-image arousal level; Information sharing; Microblog.

1. INTRODUCTION

With the popularity of the mobile Internet and the rise of social networks, the social platform represented by Microblog has become an important channel for users to obtain, share and disseminate information. As of September 2017, China's Microblog monthly active population has reached 376 million, an increase of 27% over the same period last year. The information on the Microblog platform has the characteristics of large total volume and fast dissemination, and at the same time, due to the low threshold of microblog information sharing, Facilitating the spread of negative information, leading to negative information such as vulgar violence, false junk and vulgar pornography, flooding the normal social environment and affecting public perception. Take the microblogging topic of "China-Korea Football War" as an example, similar to the proliferation of negative emotions such as "Korean * quality, * out of China", and cyber violence. Under the background of strengthening cyberspace governance, we are committed to suppressing the sharing and dissemination of microblogging negative emotion

information, which can effectively promote the healthy and orderly development of Microblog industry and create a green and fresh mobile Internet ecological environment for users.

The academic literature on information sharing mostly cuts in from the perspective of user personality characteristics and information content characteristics, and studies user self-esteem, altruism and the importance of information[1], interesting[2], emotional[3,4] and other direct effects on the willingness to share information. The academic literature on information sharing mostly cuts in from the perspective of user personality characteristics and information content characteristics, and studies the direct effects of user self-esteem, altruism and information importance, interest, and emotion on information sharing willingness. In the study of the willingness to share information emotions, scholars mostly compare emotional information and emotional neutral information to confirm that emotional information is more easily shared and disseminated [4]. But whether there is a difference in the willingness to share with positive emotional information and negative emotional information, which is easier to share but less attention. In addition, in the study of social citizenship behavior, consumer perception status change and goal pursuit[5,6], the self-image wake-up level in user personality characteristics is studied as an antecedent variable, which is not yet in the field of information sharing is introduced for analysis.

Based on the above cognition, this paper attempts to explore the influence of information sentiment difference (positive emotion information vs. negative emotion information) on user information sharing willingness by using the information published or forwarded by users in the microblog topic (non-event itself). The self-image arousal level (high self-improvement vs. low self-improvement) in the user characteristics plays a regulatory role in the above effects.

2. RESEARCH STATUS AND THEORETICAL BASIS

2.1 Information sharing

Information Sharing has become the main activity of social media such as Microblog and We Chat, and academic circles are paying more and more attention to information sharing. Combined with the scholar's definition of information sharing willingness, we defined it as the possibility of users being willing to post or forward information under the topic of Microblog events. Through the combing of the existing literature, the current scholars' research on the willingness to share information mainly focuses on four theories, four user characteristics, and three information content characteristics. In theory, Lu uses social capital theory to explain the impact of social capital such as user community commitment on user information sharing willingness [7]; Cao explains the impact of results expectation on users' willingness to share information from the perspective of social cognitive theory[8]; Yap use social exchange theory to clarify why altruism will affect the willingness to share information[9]; Chen IY uses rational behavior theory to explain the reasons why social relations affect the willingness to share information[10]. In terms of user characteristics, the user's self-efficacy will promote information sharing among social media members; the user's willingness to maintain personal image will drive users to participate in social media information sharing; different demand

motives also affect user sharing behavior. The important reason; the stronger the user's self-improvement motivation, the more inclined to forward microblog information [11, 12]. In terms of information content, whether the information is interesting, whether the content of the information is important, etc. will affect the willingness of users to share information; and, relative to text information, picture information is more easily shared by users; More attention from users, users' willingness to spread is more intense[1, 2, 4, 13]. In the existing scholars' research on the information sharing sentiment affecting information sharing willingness, what is emotional information, why the emotionally rich information is more easily shared by users and is thought-provoking.

2.2 Emotional information

Emotions are composed of emotional valence and emotional arousal. Emotional valence includes positive and negative emotions, which are reflected in the types of perceived emotions. Positive emotions refer to feelings of temporary pleasure, joy, love and pride. They are a sense of happiness in subjective experience, which will reduce the passiveness of users and encourage users to carry out certain activities more actively; negative emotions are temporary disgust, sadness, A melancholy and anxious emotion, such as fear and remorse, is a kind of unpleasant feeling of subjective experience, which reduces the initiative and enthusiasm of the user in an activity. Some scholars divide information into emotional information and neutral emotion information according to whether it is rich in emotions[4]; some scholars further divide the rich emotional information into positive emotional information and negative emotional information[14]. Combined with existing research, this paper believes that emotional information is the emotional information of text, pictures, videos and other information that can be perceived by users, including positive emotional information and negative emotional information.

2.3 Self-image wake-up level

The self-image awakening level refers to the individual's willingness to maintain and enhance self-image, which is summarized as three dimensions of self-esteem, self-confidence and self-efficacy, defined as a comprehensive personality trait [5], widely used in psychology and marketing study. Sun believes that self-improvement in user characteristics can reflect the user's self-image awakening level [5]. Based on this, according to the difference of users' self-willingness, this paper divides the level of self-image awakening into high self-improvement and low self-improvement. The role of information sharing. Impression management theory shows that individuals are proactive in demonstrating their intimate interaction with society and meeting the need to improve self-esteem and build a positive self-concept [15]. The theory of self-improvement also points out that when users achieve their specific needs through better perception and evaluation of themselves, they will promote the user's more positive development, enhance self-concept, gain self-esteem, and maintain a positive self-image. Therefore, those who have a high level of self-image awakening will strive to maintain and enhance self-esteem in the process of comparison with others, gain affirmation, generate more sense of ability and effectiveness, pursue positive self-motivation, avoid

negative evaluation and seek positive recognition [16, 17]. At the same time, studies have confirmed that merchants are more likely to succeed in recommending products by actively displaying their self-images, and self-improvement motivation has a significant positive effect on information sharing [3, 12].

By summarizing the existing literature, most scholars pay more attention to the difference between the information-rich and emotional-free information in the willingness to share information, less emphasis on the influence of different emotional information on the willingness to share information, and the willingness to share different emotional information. The boundary analysis is not deep enough. Therefore, this paper introduces the level of self-image awakening as a variable to explore its role in regulating the willingness to share different emotional information.

3. MODEL CONSTRUCTION AND HYPOTHESIS PROPOSED

The purpose of this paper is to explore the influence of Microblog information sentiment on the willingness of users to share information, and the role of self-image wake-up level in this influence. The research model is shown in Figure 1:

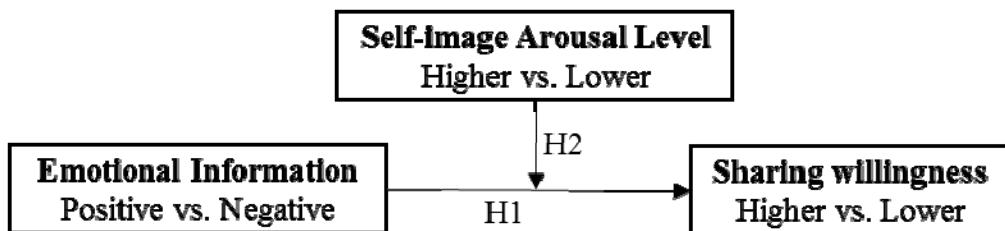


Fig 1. Research Model Framework

3.1 Information sentiment affects information sharing willingness

By sharing emotionally rich content expression experiences, reducing loss of rank, and enhancing social connections [18], the emotional vocabulary in the information clearly displays and conveys the emotions of the information sharers, making the emotional information more attractive in the process of communication., get priority processing [14], more easily noticed by the recipient of the information. Emotional expressions make it easier for the recipient to perceive what the sharer wants to deliver [19], and the sharer gets more feedback [20]. Usually, users are more willing to make people feel positive and happy, rather than being negative and sad [3]. By sharing positive emotional information, you can express emotions, transmit knowledge, and establish a positive image, so as to carry out more positive self-impression management; on the contrary, when users share negative emotional information, they will let the recipient of the information perceive the sharer and give a negative impression [5]. At this time, the user is negative about self-impression management. Using the impression management theory to explain information sharing, it is found that positive emotion information brings joy and positive energy to the reader, so that the information receiver perceives the positive of the information communicator, and the user's self-impression management needs will make it more willing to share positive. Emotional

information, not willing to share negative emotional information. Based on this, the following assumptions are made:

H1: Information sentiment affects information sharing willingness, and users are more willing to share positive emotional information than negative emotional information.

3.2 The role of self-image wake-up level

Users share more positive emotional information based on their "impression management" needs to maintain and establish their positive image [15]. The level of self-image awakening is a measure of the willingness of individuals to maintain and enhance their self-image [5]. According to the difference in willingness intensity, this paper divides the level of self-image awakening into high self-improvement and low self-improvement. Does the difference in the level of self-image awakening have an impact on the willingness to share information? Current research shows that users with high levels of self-image awakening will perform their citizenship behaviors in order to perform better impression management, while those with lower levels of self-image awakening pay more attention to fulfilling citizenship behaviors and establish mutual feedback mechanism [5]; Users with high levels of awakening pay more attention to sharing information to establish a positive image and strengthen positive self. However, those with low level of self-image awakening often only value the altruism of information sharing and maintain a harmonious friendship relationship[. In short, the impression management theory can better explain the relationship between self-image awakening motivation and information sharing. The high self-image arousal level has higher demand for self-impression management [5], and is more willing to share positive emotional information to maintain and enhance positive impressions; the low self-image awakening level has a relatively low demand for self-impression management. When sharing information, there is less attention to information emotions. For users with higher self-image awakening levels, the willingness to share positive emotional information is relatively low. Based on this, the following assumptions are made:

H2: Self-image awakening level regulates the influence of information emotion on information sharing willingness, high self-improvement promotes positive emotional information sharing, and suppresses negative emotional information sharing.

4. DATA ACQUISITION AND METHOD DESIGN

4.1 Select different emotional microblog information

This article takes Microblog information as the research object, selects four event topics that trigger hot discussion from Microblog, and finally selects the "China-Korea football war" event as the topic of post-experiment. Through 30 graduate students, the emotionally scored 28 pieces of information after initial screening, and finally retained 5 positive emotional information and 5 negative emotional information.

4.2 Information emotion and sharing willingness

A total of 427 students from juniors and seniors were invited to participate in the experiment. This experiment used a mixed test of 2 (self-image wake-up level: high self-improvement vs.

low self-improvement)*2 (information sentiment: positive emotion vs. negative emotion). First, the participants completed the self-improvement scale [10] based on the existing maturity scale and differentiated them into high self-improvement group and low self-improvement group according to the corresponding scores. Then, the participants completed the basic information and grouped them according to the ending number of the student number, and filled in the A group positive emotional information sharing willingness questionnaire and the B group negative emotional information sharing willingness questionnaire. Before the questionnaire is filled out, inform the participants of the questionnaire to fill in the precautions. After that, in the simulated browsing microblogging situation, the five positive emotions and five negatives under the topic of “China-Korea Football War” will be pushed to the A and B groups respectively. Emotional information. Next, let the participants carefully read each information presented and rate their willingness to share (1 = very unwilling; 7 = very willing), and finally, let the participants score the perceived emotions in each message. (1 = very negative; 7= very positive).

5. DATA ANALYSIS AND RESULTS DISCUSSION

5.1 Data organization

In this study, students in the second, third and fourth year of a university in Southwest China were selected as subjects. Questionnaires were generated through the questionnaire platform and questionnaires were distributed in the classroom. The questionnaire was completed for three weeks and a total of 427 questionnaires were collected. According to the seriousness of the participants in the experiment, the length of the filling, and the answer to the reverse questions in the questionnaire, the validity of each questionnaire was comprehensively evaluated. 157 questionnaires were deleted and 270 (41.1% male) questionnaire data were deleted for further analysis.

5.2 Control inspection

In order to verify whether the information emotional manipulation is successful, during the questionnaire filling process, the participants finally scored the perceived information emotions. According to the average score of the same information-aware sentiment, all the subjects clustered 10 pieces of information and found that the 10 pieces of information were well clustered into two categories (cluster center: 3.02, 5.95), clustering results and pre-test experiments. Among the 30 graduate students, the perception of information emotions was consistent, and information emotion manipulation was successful.

5.3 Reliability and validity test

The level of self-image awakening in the questionnaire is borrowed from the existing mature scale item [5] and modified for the experimental situation. The reliability and validity of the 270 questionnaires were tested. Based on the standardized α coefficient of 0.732, the KMO statistic ($KMO=0.885$) and the sphericity test were passed, and a common factor was interpreted to explain the total variance of 67.195%, reliability and Validity tests were passed. This questionnaire is applicable to the experimental situation.

5.4 Hypothesis testing

In this experiment, K-means clustering method and multi-factor analysis of variance were used to analyze the data. Using the revised self-improvement scale, the self-imagination wake-up level of the subjects was measured, and the scores of each participant were clustered, 152 people were highly self-improved, and 118 people were low self-improvement.

Multi-factor analysis of variance was used to analyze the willingness of different self-image awakening participants to share different emotional information. The results show that the Levine test results of the variance of variance of sharing intentions are significant ($Sig. = 0.001 < 0.005$). The “information sentiment” has a significant influence on the “information sharing willingness” of users ($F(1,1) = 845.810, p = 0.000 < 0.05$) and H1 is supported. The “self-image arousal level” does not directly affect “information sharing willingness” ($F(1,1) = 0.155, p = 0.694 > 0.05$), but “information sentiment* self-image awakening level” has a significant impact on “information sharing willingness” ($F(1,1) = 8.145, p = 0.005 < 0.05$). Based on the above analysis, it is found that the level of self-image awakening can regulate the process of information emotion affecting information sharing behavior. Compared with low self-image, high self-improvement promotes positive emotional information sharing and suppresses negative emotional information sharing ($M_{h-p} = 6.34, M_{l-p} = 5.85, M_{h-o} = 2.07, M_{l-o} = 2.23$), H2 is supported.

5.5 Research conclusions

This study divides Microblog information into positive emotion information and negative emotion information, and obtains data through online questionnaires to test the influence of different information emotions on information sharing willingness and the adjustment effect of self-image awakening level. The conclusions of the study are as follows: (1) Information sentiment affects the willingness to share information, and the user's willingness to share positive emotional information is higher than that of negative emotional information. Hypothesis 1 is supported; (2) Self-image awakening level adjusts information emotion to information sharing. The influence of will, while the high level of self-image awakening promotes positive emotional information sharing, inhibits negative emotional information sharing, and hypothesis 2 is supported.

The need for users to maintain and enhance their self-images has led to more self-impression management, sharing more positive emotional information. Berger's research shows that most people are willing to make people feel happy [3]. Sharing positive emotional information makes it easier for recipients to perceive the positive and positive energy of the sharer and enhance the good impression of the sharer in the hearts of others; sharing negative emotional information will pass negative emotions to more people and bring Social negative energy allows the recipient of information to perceive the negative lowness of the sharer, leaving a bad impression, which is not conducive to the sharing of impression management. And users with a high level of self-image awakening, their demand for establishing and maintaining their positive image is stronger, and more impression management will be carried out[5], resulting in more positive emotional information sharing and less sharing of negative emotional

information. Users with low level of self-image awakening only pay attention to the altruistic role of sharing information in the process of sharing information, pay less attention to self-impression management, and the willingness to share positive emotional information is not as strong as that of users with high level of self-image awakening. Therefore, the possibility of sharing negative emotional information is greater than that of users with a higher level of self-image awakening.

6. FUTURE PROSPECTS

There are also some limitations in this paper, which need to be further studied and improved. First of all, the research object of this paper is only college students, their age, occupation, education level and other relative stability, whether these factors have an impact on the research results, pending further sub-study research. Secondly, a small number of questionnaires in this experiment showed that the willingness to share negative emotions was higher. It was learned through telephone interviews that the topic of the event itself provoked the anger of the participants, causing them to resonate with some negative emotional information (with anger) and then share these negative emotional sentiments are very strong. The literature found that the degree of emotional awakening will affect the willingness to share information, so the emotional awakening dimension in information emotion will become the focus of follow-up research.

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