



New Digital Habits: Digital Migration In Consuming Social Media Platforms Cross

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Abstract

New digital habits explore user behaviour which cross social media platforms to new patterns of communication, information, and media technologies. The Computer Mediated Communication as a theoretical study has changed in the way people communicate with one another, and it can influence communication patterns and social networks (e.g., Fulk & Collins-Jarvis, 2001). Researcher highlight in studying social interactions online, where some social media platforms have potential for content posted to spread virally over social networks. The term is an analogy to the concept of viral infections, which can spread rapidly from user to user. In a social media context, consumption contents that are "viral" (or which "go viral") are those with a greater probability that users will reshare content posted (by another user) to their social network, leading to further sharing. In some cases, posts containing popular content or fast-breaking news have been rapidly shared and reshared by a huge number of users. Many social media sites provide a specific functionality to help users reshare contents, such as Twitter's retweet button, Facebook's share option, Instagram repost. Research findings, users migrate which cross social media platforms for consumption to spread moment or information.

Keywords: Media Social ; Habits Digital ; Migration; Computer Mediated Communication; Viral Content

Introduction

Social media has risen to immense popularity over the past decade, not only in terms of number of users around the world, but also in terms of number of platforms users can choose from. The sheer variety of social media platforms available leaves users spoiled with choices, with many being active on multiple platforms. (Edson C Tandoc, et al. Published: 29 October 2018). A study by the Pew Research Centre (Greenwood, Perrin, & Duggan, 2016) found that about 56% of adult social media users in the United States used more than one of these platforms: Twitter, Instagram, Pinterest, LinkedIn, and Facebook.

The researcher analyzed the same phenomenon on three platforms: Twitter, Instagram and Facebook for users. Reading and posting from social networks has become a staple part of daily activities

for many. Research by "We Are Social", on average Indonesians spend three hours 23 minutes a day accessing social media. From the report entitled "Essential Insights Into the Internet, Social Media, Mobile, and E-Commerce Use Around The World" published on January 30, 2018, of Indonesia's total population of 265.4 million, 130 million active social media users with penetration 49 percent.

Even with so many social network activity and the wide variety of networks, the published literature reports little about their usage. We know precious little about what users actually do on social media platforms cross, aside from our own individual use. Even less is known about how individuals interact multiple social media platforms cross. Many functionalities across networks are similar. The same question from research OSN (Bang Hui Lim, et al. National University, Singapore). So why do users find themselves using platform more than one? Are what users do on one platforms the same as their habit on another? Does participation in one platforms impact their activity on another?

These questions are important, but yet remain unaddressed by existing literature. With many of today's users being engaged on platforms cross, do studies limited to individual social network platforms provide a good picture of user habit in general? And why are users doing new habit digital migration platforms cross?

Literature Review

Computer mediated communication according to A.F Wood and M.J Smith are all forms of communication between individuals, individuals with groups that interact with each other through computers on an internet network. CMC learns how human habit is formed or changed through the exchange of information using media computers (in this case social media). Computer mediated communication emphasizes its main focus on three things, communication, mediated, and computer. The basic assumption of computer mediated communication is the process of human communication mediated by computer technology connected to the internet with the aim of social interaction (Thurlow et al., 2004). In other words, this computer mediated communication theory leads to social effects, new digital habits of social media consumption.

Methodology

This research uses a qualitative research approach as not much information currently exists that explains the process of social media migration among young professionals (Strauss and Corbin 1998). A grounded theory approach was used, which is a "systemic, qualitative procedure that researchers use to generate a general explanation of a process action, or interaction among people" (Creswell 2005, p. 52). In a grounded theory study the steps are to identify the central phenomenon, the causal conditions, the intervening conditions, and the strategies and consequences (Strauss and Corbin 1998). The final sample consisted of a total of 11 participants, including five men and six women, who considered themselves to be heavy users of social media.

Result and Findings

The researchers analysis found that users did treat social media platforms as "communicative opportunities integrated environments and exploit differences in the media" (Madianou, 2014, p. 667).

Most of them routinely migrate between cross platforms, recognizing different overlaps and abilities. users recognize the gaps of each of these platforms. Even though users have overlapping functions such as allowing users to connect with friends, many users are clear about what each platform is for sharing information from various virall content.

New Habit Migration of Platforms Cross

Migration can be described as the movement of users away from one location and towards another, either due to necessity, or attraction to the new environment. In the context of social media, we define two kinds of migration, site migration and attention migration. (Shamanth Kumar, et al. [Understanding User Migration Patterns in Social Media](#), Conference Paper, January 2011).

New media platforms compete for the time and attention of users to stay on the platform. As a result, this platform also competes to improve the update feature. However, the new social media platform also provides users with more choices, making it possible to make choices about using social media. Thus, media research has focused on how users migrate between platforms to platforms, or researchers define “platforms cross”.

Researcher analyze to understand how users engage in “media social platforms cross” which refers to how users switch attention between media (Brasel & Gips, 2011, p. 311). Other case, researcher analyse simultaneous media social consumption, that refers to users consumption to more than one media social content at a single point in time.

In terms of the use of social media on this cross platform researchers refer to the term "social media migration" or the process by which users move from one platform to another, but actively still switching content consumption. In the context of computer mediated communications, social media migration is observed in how conversations for interactions are more varied and for more complicated conversations.

Analyze on platform has also been extended to the use of social media to understand platforms cross "why migration occurs from one social medium to another and what motivates users to continue using an existing tool" (Quan-Haase & Young, 2010, p. 353) In research Quan-Haase and Young (2010, p. 359) found that users turned into deeper exchanges with affection "while they turned to Facebook for an" exchange of short messages via a public wall", and researchers added two other platforms from Twitter and Instagram social media, where Twitter users feel critical when sharing content through threads on the Twitter menu or even retweet, and Instagram users feel more existent when posting selfies, videos, plus features that are biased to always to share "what's happening today". And all consumption from the three social media platforms cross each other to share viral content, and researchers observe it to be a new digital habit.

In this research, propose the term *platforms cross* to describe how users consumption media social platforms by routinely *migration* from one to another, maintaining users presence various platforms cross, without abandoning older platforms. Researcher use the term “*migration*” instead of “switching” to avoid confusion, considering that switching has also been used in the context of media switching to refer to abandoning a medium in favor of a new one (Gershon, 2010). Building on previous research, this analysis extends our understanding of how users consumption a media environment characterized by multiple options: in contrast with earlier research that predicted displacement of old media, subsequent research have demonstrated that the use of one platform does not mean the abandonment of another and that different platforms can complement one another (Newell, 2007). For example, Pilotta and Schultz (2005, p. 25) argued that “media experience needs to be studied, created, and planned as an integration of

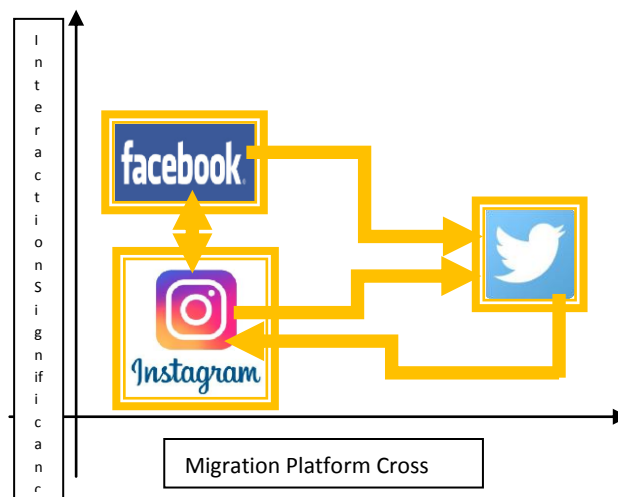
simultaneous streams that do not compete for attention but media experiences are synergized by attention.”

Migration Model Platforms Cross

Structure, content and user habit are three major aspects that can be said to characterize research on social media platforms cross. There are relatively few research on cross sharing. Many social media platforms provide a cross-site linking functionality, linking many accounts on platforms cross so that information can be (automatically) shared between users.

This is often a mandatory step for users to perform cross-sharing. Most relevant to cross-sharing analyze correspondence and discrepancy in user platforms cross activities in Twitter, Instagram, Facebook. Their key findings are that 1) users often generate content on Instagram and Facebook cross share content, and then share them to Twitter, and that 2) users exhibit more focused interests on Facebook, Instagram and Twitter.

In contrast, research is based on three social media platforms that span a more diverse set of media, and correlates these with analyses from other perspectives (e.g., content consumption). Researcher can describe in this model:






Model 1.1 Platform Cross Consumption Social

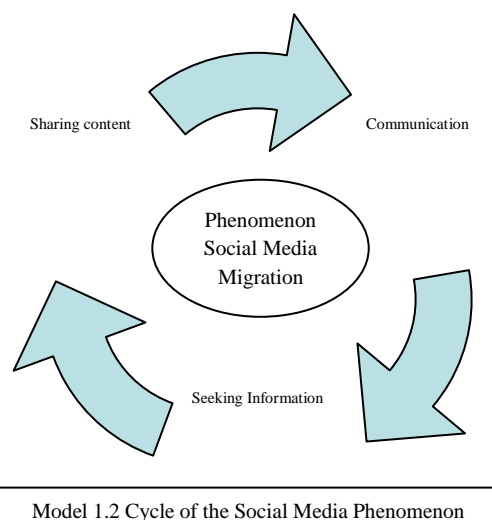
Social Media Consumptions

Based on average site traffic per month, Facebook is the most visited social media with more than 1 billion million visitors per month. The average Facebook visitor spends 12 minutes 27 seconds accessing the social media. While monthly Instagram active users in Indonesia reached 53 million (kompas.com, Thursday 1 March 2018).

Table 1.1 Consumption of social media reason

Social Media	Reason Using	Logo of Social Media
Instagram	Instagram provides editing photos of snapshots (captions, filters, unique effects, and funny stickers), instastories, short videos, boomerang, superzoom, rewind, handsfree and slow motion, latest news, gossip information links from accounts, memes, video tutorials, and karaoke clip that allows digital users to enjoy the facilities provided by Instagram for a long time.	
Facebook	Facebook serves as a media to identify yourself through the status of the sentence status and background status on the newsfeed.	
Twitter	Twitter is a social networking and microblogging service, enabling registered users to read and post short messages, so-called tweets. Twitter messages are limited to 280 characters and users are also able to upload photos or short videos. Tweets are posted to a publicly available profile or can be sent as direct messages to other users. Twitter is one of the most popular social networks worldwide. Part of the appeal is the ability of users to follow any other user with a public profile, enabling users to interact with celebrities who regularly post on the social media site. Twitter can be sources for trending topic.	

Instagram is mainly for photos, even if Facebook and Twitter both allow sharing of photographs. Facebook is for joining or organizing groups to “say Hello”. Therefore, while these social media platforms share overlapping functions, many users associate them with particular affordances. However, it is because of these variations in affordances among platforms that users treat platforms cross as parts of a holistic social media environment, where that gratification opportunities are always present, rather than restricting to just one platform.



Above of section shows the phenomenon of social media migration as a new digital habit, which users like to consume media for communication, seeking information and sharing contents in the context of platforms cross.

Communication

In the process of social media migration. In the context of analyse communication in the consumption of social platforms crossing occurs because of the availability of chat features on each platform. Facebook with message features, Instagram and Twitter with direct message features. This is a platform supporting feature in interacting, thus giving rise to digital new habits users of social media are given the convenience to interact with other users through a platform cross.

Social media platform, on the other hand, became more conversational so it became easier to maintain platforms cross conversations at the same time by using tools like chat, replay, comment or by just writing on someone's wall, tweet, feeds and then expecting or seeing a comment on the same posting by other users.

Related with CMC can be defined as "a process of human communication via computers, involving people, situated in particular contexts, engaging in processes to shape media for a variety of purposes" (December, 1997 in Thurlow et al., 2004, p. 15). Thurlow et al. (2004) point out that communication always is mediated, that is, that we need a medium of some kind to transmit the communication. Examples here can range from nonverbal acts to spoken language, and pen and paper to ICT, such as laptops or smartphones.

The survey of the Indonesian Internet Network Operator Association (APJII) in collaboration with Indonesian Technologists stated that 89.4% of the people used the internet to access chat or chat applications. Communicate with each other in chat messages provided by each platform, and even communicate with the same user but different platforms. In addition, 87% of users use the internet to access social media such as Facebook, Twitter and Instagram.

Information-Seeking

Analyzes features provided by platforms such as retweeting on Twitter, repost on Instagram, and Facebook on share options make it easier for users to share information, and in this case also relates to users of platform crossing.

Related CMC focuses on the computer as a medium, and in particular the "computing technology which more explicitly facilitates human communication" (Thurlow et al., 2004, p.20). The concept of 'computer-mediated' can be further narrowed down to meaning mediated by the Internet or the Web. Hence, CMC focuses on social interaction and interpersonal communication that are mediated by computers that facilitate human communication through the Internet and the Web.

The following information is accessed through the media Survey of the Indonesian Internet Network Organizing Association (APJII) in collaboration with Indonesian technopreneur in the field of education, 55.3% of internet access is to search for articles, 41.6% seek information about religion and 36.9% about political. Related links related to the concept of platform cross in consumption of information seeking platforms cross, as follows:

Suka Artikel Ini? Bagikan: [Facebook](#) [Google+](#) [Twitter](#) [Instagram](#)

Related Articles :

Picture 1.3 Related Platforms

Content Sharing and Creation

This analyze process Creates creative content to please segmented users. Facebook, Twitter, Instagram will bring up this phenomenon. Upload multiple selfies, videos, user status according to the content sharing provided. Also allows users to use features on various platforms with the same model.

The type of channel used enables different modes of communication, e.g. e-mail and websites are mainly text-based whereas videoconferencing enables audio-visual and perhaps also text- and graphics-based communication. Moreover, the channel affects if the interaction is synchronous or asynchronous. CMC can be public or private, that is, interpersonal, enacted in a small group or as mass communication, and the communication may be moderated or not. The context is also affected by social aspects such as the characteristics and the number of participants, e.g. if the communication is one-to-one, one-to-many or many-to-many.

Conclusion

In this study, research show that migration contents sharing on social media platform is feasible, patterns can be identified in migration. To research migration patterns, research define three types of migration and analyze the migration of user attention between 3 popular social media sites. Using a variety of social media sites, present some interesting migration patterns which could facilitate further research on solutions to prevent or encourage such migration. For example, social news sites, such e.g designing features to recapture user attention before the exodus begins and learning to avoid similar pitfalls when launching new social media sites.

The finally of discovering digital habits in multiple platform social media. how users participate and interact among 3 popular platform social media cross.. In our multi-network analysis of single platform, initially showed how the majority of users portray differently a platforms cross suggesting differences in use. In platforms cross sharing analyses, mapped how users post from one source platform to a sink platform. By plotting the source, sink directionality of platforms cross sharing, and labeled the media-centric platforms of Facebook, Instagram and Twititer to be sources, and the lowest common denominator Twitter platforms to be the common sink.

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