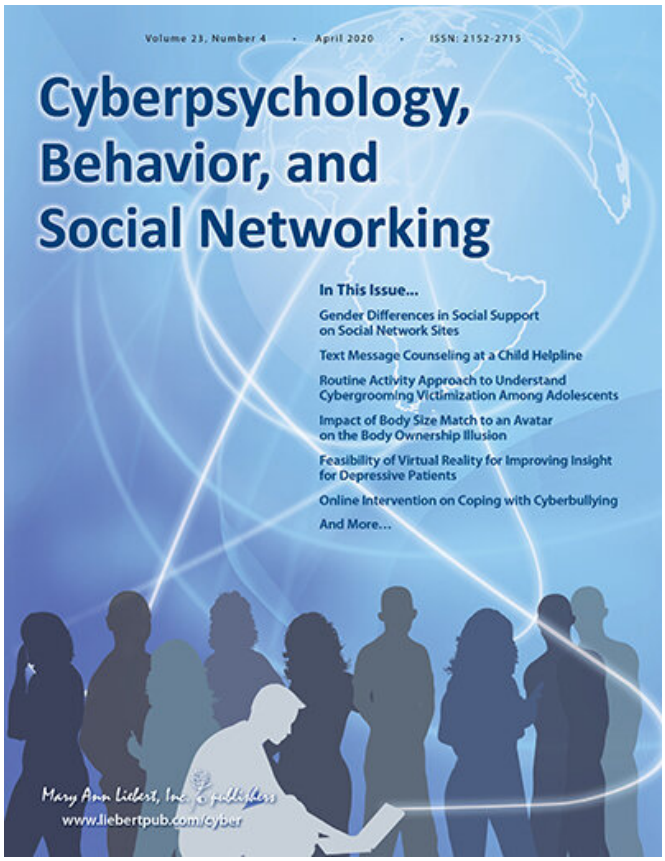
Social grooming factors influencing social media civility on COVID-19

20 April 2020



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A new study analyzing tweets about COVID-19 found that users with larger social networks tend to use fewer uncivil remarks when they have more positive responses from others. The study, which used computer-assisted content analysis, is published in *Cyberpsychology, Behavior, and Social Networking*.

Bumsoo Kim, Ph.D., The Hebrew University of Jerusalem (Israel), is the author of "Effects of Social Grooming on Incivility in COVID-19." Dr. Kim defines social grooming as building strong social ties through informational exchange and emotional support. He concluded that social network size is a negative predictor of incivility. Furthermore, the linguistic choices that a user makes also differs depending on the size of their social network.

"In a time of isolation and collective trauma, social media allows for an immediate sharing of intense emotions. Prosocial behavior and positive affect may help to promote societal resilience," says Editor-in-Chief Brenda K. Wiederhold, Ph.D., MBA, BCB, BCN, Interactive Media Institute, San Diego, California and Virtual Reality Medical Institute, Brussels, Belgium.

More information: Bumsoo Kim, Effects of Social Grooming on Incivility in COVID-19, *Cyberpsychology, Behavior, and Social Networking* (2020). DOI: 10.1089/cyber.2020.0201

Provided by Mary Ann Liebert, Inc

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