

Social Control Model in Social Networking Site Communities

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Abstract -The presence of social networking sites (SJS) has given rise to a new phenomenon in the use of information technology in a social context. The human culture that exists in the real world has now extended to SJS, not only the positive but also the negative, including pornography and racism. This paper proposes a conceptual model of social control so that forms of negative and deviant culture can be reduced in the SJS community. The model proposes that social control can be carried out at two layers, namely the social interaction layer and the SJS technology layer. There are three factors—moral trust, attachment, and commitment and engagement—at the social interaction layer that, when strengthened, can reduce deviance. At the technology layer, there are two components—persuasive technology and coercive technology—that SJS can leverage to reduce bias.

Keywords: *social control model, deviation, the social networking site*

Introduction

Just as information and communication technology products—such as cell phones and the internet—have changed people's lifestyles, SJS has too. SJS has provided a new phenomenon in the use of information technology in a social context. This statement is in line with the view of informatics social science, which states that new social phenomena emerge when people use technology [8]. Social interactions that occur in the real world have expanded to take place in cyberspace. Human culture as it exists in the real world has now arrived in the virtual world. Not only positive culture is present, but also negative culture, including deviant subcultures such as pornography and racism. On the other hand, according to the principles of social informatics, users are social actors, which means that users' experiences with information technology are also limited by the values and norms that govern how they behave and interact with other users [14]. Other forms of pornographic perversion and racism can be considered disturbing, inappropriate, and even criminal to the SJS community. Therefore, social control is needed to direct users to behave by SJS values and norms.

This paper proposes a conceptual model of social control for the SJS community so that forms of deviant culture can be reduced. The model proposes that social control can be carried out at two layers, namely the social interaction layer and the SJS technology layer. There are three factors—moral trust, attachment, and commitment and engagement—in the social interaction layer that, when strengthened, can reduce deviance. At the technology layer, there are two components—persuasive technology and coercive technology—that SJS can leverage to reduce bias.

This paper begins with an introduction that contains the background and purpose of writing as well as a brief explanation of the systematics of writing. Furthermore, to provide a basic understanding and theoretical basis for modeling, related research will be briefly described in Section 2. In Section 3, a

conceptual model of social control in SJS communities is presented and explained. Section 4 contains recommendations for stakeholders, strategy formulation, and design implications for realizing social control in SJS. In the last section, Section 5, this paper closes with conclusions and some work that still needs to be done.

Related Studies

SJS, or social networking sites, are defined as sites that provide web-based services that allow users to (1) build a public or semi-public profile within a restricted system; (2) build a list of friends (other users) through which users can share relationships; and (3) view and modify the list of their relationships in the system. defines SJS as a site that provides services for users to create profiles or personal pages and build online social networks. The profile page contains personal information (name, gender, religion, hobbies, etc.). SJS also provides page modification, photo, video, and music-sharing services. Users can build social networks that can be displayed in the form of a friend list. Friends here can mean their friends or acquaintances in the real world, people they only know online, or even those they don't know.

at all. Through his exploration of SJS issues, [13] suggested that SJS as a technology product has been able to change the behavior, values, and culture of its users. Some of these changes, namely users who keep their privacy open to the public even though they are aware that their identity will be known by others [1], [16], blurred friendship values [2]. [6] Women's gossip culture has moved from private rooms to SJS [9] prolonged use of SJS, excessive use of profiles for self-promotion, and abuse for deviant acts such as fraud and identity theft [12]. The deviant culture that used to only exist in the real world has now taken advantage of SJS. The two news headlines on the national news site, "Virtual Sex Peddlers Flood Second Life"¹ and "Racism is Spreading on Facebook"² indicate that deviation has also been present in SJS. About deviation, two questions were then asked: Why do SJS users deviate from SJS norms and rules? What factors influence their decisions so that they do not deviate? Both questions have been answered by the Social Control Theory (although at the time this theory was popular the internet was not yet born and social interaction networks existed at that time). Social Control Theory does not ask why people deviate, but rather why they obey or do not deviate. Two main views make a person not deviate: first, because of strong social ties (Hirschi, 1969) in [17], and second, because of self-control (Hirschi and Gottfredson, 1990) in [17]. Sociality results from social bonds resulting from the strength of a person's bond with social entities, such as family, work, school, the community, and society [15]. This social control has four factors, namely attachment, commitment, involvement, and moral trust (Hirschi, 1969) [15]. The more people are attached to society and the more socially invested they are, the less likely they are to deviate. When the bond is weak, they tend to deviate. From this theory a hypothesis can be proposed; can by strengthening the social ties of members of the SJS community, the level of deviation in SJS is reduced?

Social control through self-control states that a person does not deviate because he can restrain himself well (Gottfredson and Hirschi, 1990) [9]. Those who are weak in self-control tend to be short-sighted and cannot stand the temptation of the pleasures of deviating, while those with better self-control are more able to limit themselves [17]. Can SJS users' self-control be strengthened so that they can better control themselves to avoid taboos in SJS?

Neither social ties nor self-control will be able to define whether someone will deviate or not if the values and norms of a community or individual are clear. Values play a central role.

because it directs individuals and communities on how they should behave. Unfortunately, values, especially moral values, are often neglected in application design, including SJS applications. Value-sensitive design (VSD) [7] is an approach to technology design that considers human values comprehensively and principally during the design process. SJS is a technology application that is very closely related to human values because this is where users meet and socialize, bringing their values.

The VSD approach provides insight into the importance of clear values in the design and use of SJS. By clarifying the values of SJS, it is hoped that conflicts of interest and the purpose of using SJS can be reduced. To clarify the values of SJS, socialization, and education are needed so that these values can be internalized by SJS users, both as individuals and as members of the community. Persuasive technology can be considered to be used to internalize SJS values into users.

Persuasive Technology (PT) or Captology, as proposed by Fogg et al. [5], is namely the study, design, or use of technology to change attitudes and behaviors [5]. Persuasive technology is non-coercive or does not use coercion, non-deceit or not deceptive, and planned, meaning it requires effort and planning, not side effects or accidents from using technology. Persuasive communication works by changing people's beliefs and the way they behave through their interactions with/via technology. Persuasive technology has the opportunity to be used in the social control of the SJS community because SJS also involves intensive interaction between users and technology, or interactions between humans and humans through technology. Through interaction, persuasive technology is used to change user attitudes and behaviors so that they are in line with SJS values.

There are times when social control through coercive measures is also needed, especially for immature communities that still need coercion to regulate their members. Support from technology is needed to prevent, monitor, or act on violations that occur in SJS. Marx [11] discusses technology-based social control strategies, of which all six are part of social control engineering—social control that differs from conventional social control such as norm-setting and social integration but uses technology to manipulate behavior, prevent violations, or identify, monitor, understand, and immobilize violators. This idea of Marx inspires the use of coercive technology as a technology component for social control in SJS, as we cannot expect every user is a good user.

Model

This research uses a qualitative research type or a descriptive approach; the source of this research is obtained from the results of scientific works. The descriptive method is a research method that describes and describes all the phenomena that are happening now by using scientific procedures to be able to answer each problem.

Conceptual Model of Social Control in SJS Community

The design of the social control model in the SJS community (Figure 1) is motivated by the many uses of SJS for deviant behavior. The need to reduce deviance arises so that SJS can be a comfortable, safe, and conducive place for its users. This model was created to provide a big picture of social control in SJS. The model is intended for stakeholders involved in SJS social control, especially parties involved in social control in SJS, for example, SJS owners or designers involved in designing SJS who pay attention to social control. This model works at the conceptual level by mapping social control into layers, identifying social control factors that need to be considered, technological approaches that can be used, and how the interactions between these elements can reduce deviations.

This model serves as a tool for users to understand that social control can be achieved by strengthening social control factors at the level of social interaction and also by using technology to support social control in SJS.

The social control model in the SJS community was developed using the social control factors proposed by Hirschi (1969) in [15], namely the moral trust factor, the attachment factor, and the commitment and involvement factor. These factors are then combined with two technology components: coercive technology and also technology. The model is divided into two layers: the social interaction layer and the social networking technology layer; the layer that allows for social interaction provides media for interaction. The elements of the social control model are described in more detail as follows.

Conclusion

This study designed a model of social control in SJS. The model can be used as a reference for the implementation of social control in the SJS community. The social control model consists of two layers, namely the social networking technology layer and the social interaction layer. At the social level, there are three determinants of deviance: moral trust, attachment, and commitment and involvement. In the technology layer, there are two components, namely persuasive technology and coercive technology. The social control model in the SJS community designed in this study still needs to be tested further, for example through simulation or application to real-world conditions. The social control model in the SJS community proposed in this study is not static. The model can be developed further, for example, by adding new layers, social control factors, or components in the technology layer. In the design of the model, aspects of social control such as preventive, repressive, punitive, corrective, compulsive, pervasive, formal, and informal have not been taken into account. Therefore, further research on aspects of social control in the context of SJS and how to integrate these aspects into the model needs to be done.

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