The Dynamics of Netizens' Information-Sharing In Social Media:
Why Do We Share Information In Social Media?

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Abstract: **The Introductory part of the paper will explain the process of generating the Abadiano's Netizens Information Sharing Theory. The next part of this paper aims to validate the problem why we share information content in Social Media. It also will give us a glimpse of the pyschology of Information Sharing and how the netizens shared content in Social Media sites like YouTube. The researcher analyzed the validity of the netizens' prevalent emotions in commenting about the inspirational video that is worth sharing. This study used the Data Mining method found in the social media YouTube video of the inspirational viral post of Nick Vujicic – "The man with no arms and limbs". Descriptive statistics were utilized using the frequency analysis of the viral posts in a certain period of time to check the frequency of the positive and negative emotional comments of the netizens. The graph results and findings of the inspirational video of Nick Vujicic states that from the year 2011 wherein the video views count rose up because of the content of the video which is very inspirational and worth sharing. It can now be concluded that if the videos or posts are significant and motivating it is shared among families and friends.**

Keywords: **Information sharing, social media, netizens, pyschology of information sharing, Theory Generation, Abadiano's Netizens Information Sharing Theory.**

CHAPTER- 1

INTRODUCTION

Rationale

In the 21st century, with globalization and the advancement of information and communication technology, the majority of students and professionals are more than ever hooked to the Internet and its social networking sites such as Facebook, Twitter and Youtube. In fact, on-line's Social Media has pulled ahead of email as the most popular online activity (Neilsen, 2011).

Social network sites refer to websites aimed at building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. They have become greatly popular among teenagers and young adults and serve as avenues to meet people and begin to explore something more than 'chatting' online. On these sites, the young people, after registering, begin by describing their likes and dislikes in movies, television programs, books, and music. They post status updates, and photos and upload music files. They give general information about themselves like age, sex and city of residence. In general, the development of mobile computing tools that allow users to communicate with their online networks at all times, merging their physical and online presences, accelerated the pace of this 'new' social interaction (Barnett, 2011).

Started by SixDegrees.com, the first recognizable social network site was launched in 1997. It allowed users to create profiles, list their friends and surf the Friends lists. Profiles existed on most major dating sites and many community sites. American-OnLine Instant Messenger (AIM) and ICQ (an easy-to-use online instant messaging program developed by Mirabilis LTD. pronounced as separate letters, so that it sounds like "I-Seek-You) buddy lists supported lists of Friends, although those Friends were not visible to others. Classmates.com allowed people to affiliate with their high school or college and surf the network for others who were also affiliated, but users could not create profiles or list Friends until years later. Six Degrees, the first to combine the said features was followed by Live Journal, Asian Avenue in 1999, by Friendster in 2002, MySpace in 2003 and by Facebook in 2005 by Mark Zuckerberg, now acclaimed as the youngest billionaire in the world (Affeld, 2013 at http://voices.yahoo.com). All these created a revolution in the world of communications and inter-connectivity.

To date, there are hundreds of Social Networking Sites (SNS) in the Internet where people meet 'virtually' in cyberspace to chat, socialize, debate, and network. Facebook, Twitter, Wikis, Tumblr, Youtube and Myspace are some examples of SNS (Boyd and Ellison, 2007). Regardless of the language, culture, or the nation where the Social Networking Site originates, all of them share the same features of helping people connect with others who have similar interests.

A variety of empirical researches about on-line social network had been conducted on the area of information-seeking behavior. These empirical studies merely dwelt on static profiling of the users and seemed to focus only on personal gratification and self absorption. Little is known about the dynamics of information sharing of netizens, what types of social media are shared and their impact on people's lives. With the world becoming a 'global village', much good and synergy can be done through social media to awaken interest to help out others to grow in solidarity especially in times of natural calamities and crises or involvement in cultural development, and altruistic pursuits.

The researcher, a computer engineer and professor of basic computer, IT and research courses at the University of Cebu-Maritime Education and Training Center in Cebu City, Philippines, was personally amazed at experiencing the surreal moments when on February 14, 2013, one of the video footages of his class composed of Nigerian students taken while they were singing "Pusong Bato" (Heart of Stone) had been uploaded , shared and had gone viral in social networking sites such as Twitter, Facebook and Youtube with shared multiple views of 50,000 to 100,000 shares in multiple pages across the globe with overwhelming positive comments. Furthermore, the event was covered by major networks in the Philippines such as ABS-CBN, GMA7 and TV5 and all major newspapers, blog sites in the country and around the globe last February 20, 2013. He was so surprised by its impact and following, considering that it is still viral up to the present time.

This motivated the researcher to address this gap in knowledge and thereby contribute to expanding the knowledge base on the dynamics of Netizens' Information-Sharing in social media. Knowledge along this field is crucial for planning projects and programs related to building good will, social awareness, peace, and solidarity with the rest of the global community to build a better world.

Literature Review

Literature revealed that on-line Information-sharing behavior is shaped by individuals, social media, and intrinsic and extrinsic factors. Researchers including Kuhlthau(1993), identified the diversity of feelings, thoughts, actions, strategies, and moods for each stage in the information search process which was divided into seven stages, namely: task initiation, topic collection, prefocus exploration, focus formulation, information collection, search closure and starting writing. Kuhlthau(1993) proposed the "uncertainty priniciple" in information behavior, i.e., "uncertainty due to a lack of understanding, a gap in meaning, a limited construct which initiates the process of information seeking." The principle further asserts that the uncertainty is a cognitive state which causes anxiety and stress and that can be expected in the early stages of the information search process. Therefore, Kuhlthau's model and uncertainty principle highlighted the importance of viewing human information behavior as a process, and understanding that cognitive and affective components influence human information behavior.

Wilson (1996) proposed an inter-disciplinary, general model of human information behavior. In particular, Wilson drew on research in health information, advertising, economics, communication and organizational behavior. His model included the following elements: character, or context, of an information need; activating mechanism, including stress/coping theory, that links needs and action; intervening variables (or barriers to seeking information), including

psychological, demographic, role-related or interpersonal, environmental, and source characteristics; activating mechanism (or the decision to engage in information seeking behavior), including the risk/reward theory and social learning theory. He proposed that these elements combine in a linear sequence to yield information seeking behavior, including passive attention, passive search, active search and ongoing search behavior. From his work, one can see the importance of drawing on research outside one's professional field, for it adds richness and details to one's mental models.

Belkin's (1993) study focused on information seeking behavior in the context of information retrieval (IR) systems. While not proposing a general information seeking model per se, his work informed general models. In particular, he proposed a set of information seeking strategies that incorporated the goal of the interaction (learn/select), method of interaction (scan/search), mode of retrieval (recognize/specify), and type of resource (information/meta-information). He further suggested that users should share control and responsibilities with systems, and that during the IR process, users interact with texts (including humans who provide information.) Thus, Belkin contributed to information seeking behavior models by suggesting behaviors and aspects of processes that occur when individuals search for information in IR systems.

Ingwersen (1996) also focused on information retrieval aspects of human information behavior. Stressing the cognitive perspective, he proposed a poly-representation approach. That is, the individual user's cognitive space, including work task or interest, current cognitive state, problem or goal, uncertainty, information need and information behavior, and the social or organizational environment, including domains, strategies or goals, and tasks and preferences, should be represented in IR systems. This approach highlighted the importance of cognitive and situational components in human information behavior.

These aforementioned studies suggested the importance of investigating human information behavior as a process, taking into account the cognitive, affective and contextual factors, and using research from multiple disciplines to increase our understanding.

Furthermore, Chatman (2001) focused on how the everyday reality of people sharing a similar cultural space is characterized by common or routine events. The theory attempted to generalize from observations of individuals or groups of individuals (researchers, students, scholars, library users, professionals). These attempts have resulted in models of the information seeking process that are context-independent.

A variety of empirical researches about on-line social network had been conducted on the area of information seeking behavior. The study of Wilson, Berkin and Kellins (Benevenuto, 2009) on Characterizing User Behavior in Online Social Networks revealed that the interactions of social media are based on detailed click of stream data among four social networks like Orkut, MySpace Hi5 and LinkedIn. The method used in data collection was basically data mining. The researchers gave some insights into how users interacted with friends in Social Network. The study demonstrated the power of using click stream data in identifying patterns in social network workloads and social interactions.

Another study on evaluation of the identity-sharing behavior in social network communities by Stutzman (2005), used comparative analysis in evaluating identity-sharing behavior in social network communities. The pilot study was guided by a number of goals, among which was a viability test for conducting research in Social Networking Communities. The results revealed a quantitative synthesis of identity information disclosure in social network communities. In conclusion, undergraduates use Social Networking Communities more often than graduate students and professionals. Additionally, the percentage of undergraduates utilizing particularly the Facebook was significantly higher than the other social networking sites.,

Another study by Virkus (2010), explored information behavior in social networks. Through there is a tendency to view social networks as a technology used only for entertainment purposes, Virkus(2010)found out that they are also used for serious purposes in business and education. Furthermore, the methods used in this study dwelt of the netizens' perceptions on their social applications. In conclusion, this study provided insights on the users' information behavior and information systems. It contributed to a better understanding of the users' behavior and was relevant especially in building information systems from the point of view of users' needs and behaviors, that is, by taking a bottom-up approach.

The study of Information Seeking Behavior by Ilyana, Yusof (2009) is a qualitative research. In-depth interviews were conducted to gather data on the Matriculation College students because the interview is one of the most useful tools in qualitative research. In this study, interviews were conducted about the understanding of the information seeking behavior

in SNS of Matriculation College students. However, in this research, the focus was on matriculation students who joined SNSs. The SNS is not only for meeting and communicating with other people but is also used as a platform to get information about anything. The objective of Yusof's (2009) study was to explore the motivation and reasons for joining SNS, how or the process of Matriculation College students in joining SNS, and to understand what type of information the Matriculation College students specially seek.

The researcher was motivated to develop a theory that explains the dynamics of netizens' information sharing in social media. The investigator utilized the inductive approach based on empirical data in the field.

Statement of Objectives

The aim of this study was to generate a theory on netizens' information sharing in social media which can shed light on: (1) how the viewers feel and behave while watching the viral videos; (2)Identifying the intrinsic and extrinsic motivations that led them to share; (3) what reasons which makes these videos/posts viral; and (4) how the dynamics of information sharing of netizens in the social media can best be described?

Research Design: Grounded Theory

The Grounded theory using the Glasserian approach (1978), a qualitative research method, was utilized to investigate the phenomenon of interest in this preliminary study to generate the theory on the dynamics of netizens' information sharing in social media.
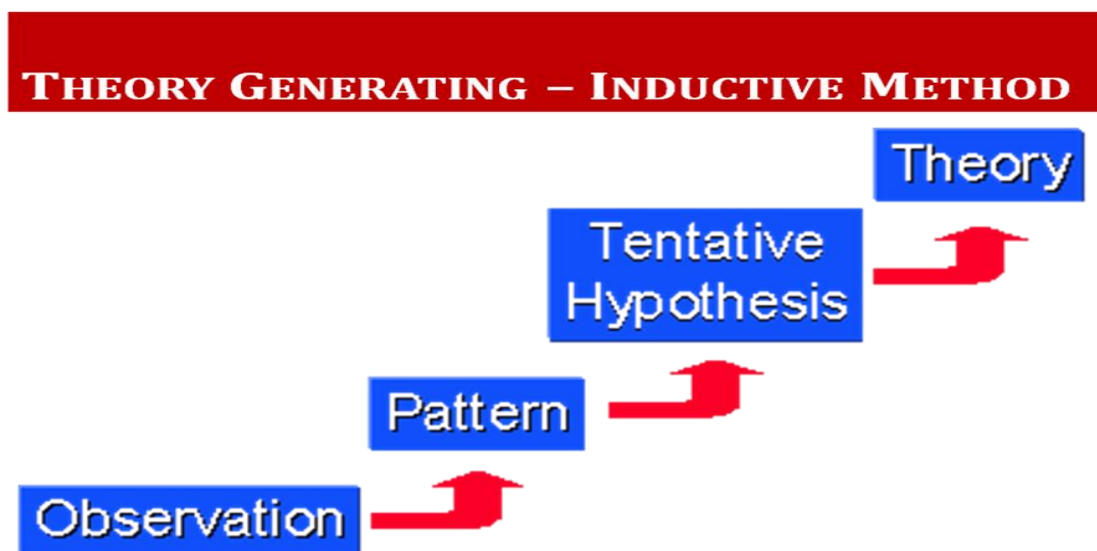

Figure 1: RESEARCH PROCESS FOR THE THEORY GENERATION

Inductive reasoning works the other way, moving from specific observations to broader generalizations and theories. Informally, We sometimes call this a "bottom up" approach in inductive reasoning. We begin with specific observations and measures, begin to detect patterns and regularities, formulate some tentative hypotheses that we can explore, and finally end up developing some general conclusions or theories.

Research Environment

The study was conducted in the maritime campus of the University of Cebu which is located at Alumnos, Mambaling, Cebu City.

University of Cebu, is a premier educational institution in the Visayas region. The university was founded in 1964 by Atty. Augusto W. Go as an institution of higher learning committed to authentic education.

UC currently has four campuses, specifically (1) the Main Campus, which is located along Sanciangko St.; (2) the Banilad Campus, located along Gov. Cuenco Ave., in Banilad; (3) the UC-LM Campus, which is the campus for students in the

Lapu-Lapu and Mandaue area; and (4) the UC Maritime Educational Training Center (METC), which is situated along Alumnos St., in Mambaling and the South Road Properties.

The study specifically focused in the College of Marine Transportation and Marine Engineering were online usage is frequent among seafarers of deck and engine.

Research Participants/Informants

The researcher used purposive sampling. The researcher, a professor of the University of Cebu, tapped seventeen (17) undergraduate and post-graduate students of the University of Cebu – Maritime Education and Training Center, SY 2013-2014. The selection criteria were as follows: a.) He should be proficient in the use of the on-line social media; b.) with multiple Social Media Accounts; c.)hooked on mobile computing; and d.) is a regular online user.

Research Sampling

Seventeen (17) participants were interviewed among undergraduate and post- graduate college/university students reaching the point of saturation.. To supplement the study, the researcher studied the virtual sampling in the Internet via SKYPE and more than 5000++ Youtube, Twitter, Instagram, Google+ and Facebook commentaries, chatting and group discussions to capture the dynamics of sharing of information among netizens and how individual motivations and social capital influenced knowledge contribution in sharing.

Research Instrument

The research utilized a semi-structured interview schedule consisting of two parts – Part A, demographic information and Part B,semi-structured questions.

The interview guide was constructed in two versions: English and Cebuano version as deemed appropriate. Content validity of the constructed interview questions was assessed by the experts, adviser, subject expert and the research expert. The applicability of of intervie schedule was tested through pilot study with ten participants.

Data Gathering

Data Collection: The researcher conducted a semi-structured interview with the seventeen (17) maritime working professionals and some undergraduate students of University of Cebu – Maritime Education and Training Center. Some participants were contacted through snowball sampling or by word of mouth. All the participants were briefed about the study and written informed consents were solicited for their participation and the use of audio/video recorders to record the interview more accurately. Based on their answers and feedback, the researcher revised, fine tuned his guide questions, etc.

Coding and Categorizing Data: In this stage, the researcher listened to all the transcribed interview data in the audiotapes several times before the transcription to be more immersed and be able to capture the meanings the participants wanted to convey." This stage was done immediately after the initial interview with the participants was from line-by-line readings. Maximum codes were constructed about concepts related to dynamics of information-sharing, where some concepts were similar to others while others were not. Themes were formulated through the progress of line-by-line codings and integration of sub-categories through constant comparison, modification and analysis of concepts.

Theoretical Sampling, Constant Comparison. In this stage, the interview was guided based on developed concepts and sub-categories from the findings of preliminary gathered data of dynamics of information sharing behaviors of netizens. Participant sampling was directed by emerging constructs and categories. Throughout the data gathering and analysis period, emerging categories or themes were constantly compared with each other, similar concepts were integrated and contrasting categories were further explored to identify the solid concepts related to the study topic.

Constant comparative analysis was the primary strategy in the integrated coding and analyzing stages of grounded theory (Duchscher and Morgan, 2004). The goal was to clarify concepts and test hypotheses derived from the data while producing precise descriptions (Jeon, 2004). The making of constant comparisons during data analysis and collection, and theoretical sampling occurred simultaneously in order to ensure that the researcher could actually construct a theory that was grounded in the data (Jeon, 2004).

Memo Writing: The researcher started also to write his memo, reflections, analysis of the initial interview and continued until the theory generation period. He jotted down his analysis on relationship, variation, links between basic concepts, codes and categories, as well as observations, the investigator's own logic, critical analysis and reflection on categories, the process of integrating the concepts, emerging theoretical categories and core category in the memo. Memo writing is important in grounded theory where the investigator expressed his observations, remarks, reflections, his own ideas, rationale, evaluation and reflections on the phenomena during the study period. If the investigator missed this step and jumped to theoretical writing, then it was missed out and some doubts/questions on the validity would naturally surface.

In the present study, the investigator used memos as reference to the concepts that emerged from coding and constant comparative analysis of data, selection of number of participants for theoretical sample, development of a focused interview questionnaire for the theoretical sampling, matching of sub-categories and contrast categories to develop theoretical categories and core category, and validate these categories of the study phenomena. Glaser (1978) also suggested that the writing of theoretical memos, which are written reflections of thinking, is the core stage in the process of generating theory, and that if the analyst skips this stage by going directly from coding to sorting or to writing, then he is not doing grounded theory.

Theoretical Sensitivity: It was assumed in this preliminary theory generation process that the study of the phenomenon was presented by empirical evidence through interview and observations directly from study participants. Data were analyzed, coded, categorized into emerging themes, using field notes, and memoing of netizens' information sharing behavior in social media throughout the data collection process and through the review of related literature.

According to Glaser (1992), theoretical sensitivity refers to the researcher's knowledge, understanding, and skill, which foster his or her generation of categories and properties and increase his or her ability to relate them into hypotheses, and to further integrate the hypotheses, according to emergent theoretical codes. Glaser believed that theoretical sensitivity is attained through immersion in the data, line by line, comparison by comparison, memo by memo, and code by code (Walker & Myrick, 2006).

Ethical Considerations: The researcher gathered the informed participants and assured the consenting participants of strict confidentiality, following the ethical principles during the study period to formulate a preliminary theory on the dynamics of netizens' information sharing behavior in social media. The researcher likewise asked for their consent to audiotape the interview session.

Rigors of the Study: In the present study, the investigator utilized the Lomborg and Kirkevold (2003) criteria to maintain the rigors of the study which comprised the concepts of fit, work, relevance and modifiability.

The Investigator selected the study participants who met the inclusion criteria and who were to participate to share their on-line sharing experiences.

Data Analysis – Thematic Approach

Thematic analysis is a method for identifying, analysing, and reporting patterns (themes) within data. It minimally organises and describes your data set in (rich) detail. However, it also often goes further than this, and interprets various aspects of the research topic (Boyatzis, 1998). The *range* of different possible thematic analyses will further be highlighted in relation to a number of decisions regarding it as a method (see below).

Thematic analysis is widely used, but there is no clear agreement about what thematic analysis is and how you go about doing it (Attride-Stirling, 2001; Boyatzis, 1998; Tuckett, 2005, for other examples). It can be seen as a very poorly 'branded' method, in that it does not appear to exist as a 'named' analysis in the same way that other methods do (e.g., narrative analysis, grounded theory). In this sense, it is often not explicitly claimed as the method of analysis, when, in actuality, we argue that a lot of analysis is essentially thematic - but is either claimed as something else (such as discourse analysis, or even content analysis (e.g., Meehan, Vermeer, & Windsor, 2000)) or not identified as any particular method at all – for example, data were "subjected to qualitative analysis for commonly recurring themes" (Braun & Wilkinson, 2003: 30). If we do not know how people went about analysing their data, or what assumptions informed their analysis, it is difficult to evaluate their research, and to compare and/or synthesise it with other studies on that topic, and it can impede other researchers' carrying out related projects in the future (Attride-Stirling, 2001). For these reasons alone, clarity around process and practice of method is vital. We hope that this paper will lead to more clarity with regard to thematic analysis.

CHAPTER 2

THEORY GENERATION PROCESS

Grounded Theory research method operates almost in a reverse fashion from traditional social science research. Rather than beginning with a hypothesis, the first step is data collection, through a variety of methods. From the data collected, the key points are marked with a series of codes, which are extracted from the text. The codes are grouped into similar concepts in order to make them more workable. From these concepts, categories or themes are formed, which are the basis for the creation of a theory (Allan, 2003)

Results and Discussion of Preliminary Study for Theory Development

The results of preliminary study for theory development were presented as follows: demographic profile of participants, findings of the Dynamics of Netizens' Information-Sharing in Social Media and Participants Process' in Information Sharing presented in Theoretical Themes or Categories.

Demographic information: As shown in Table 1, the total study participants consisted of seventeen graduate cadets, undergraduate cadets and working professionals. There are seven females and ten males. Fifteen are Filipino citizens while two are Nigerian foreigners. The participants' ages ranged from 16 to 32. Nine are college graduates while eight are still in college. Thirteen are Roman Catholics and four are Non-Catholics. All of them have a computer at home and have Internet access. All of the participants are known sharers in social media.

Demographic Information

Table 1:   Demographic Information of Preliminary Study Participants

Participant	age	Sex	Civil Status	Education	Occupation	Religion	Nationality
1	21	M	Single	College Graduate	Businessmen	Christian	Filipino
2	28	M	Single	College Graduate	Marine Teacher	Roman Catholic	Filipino
3	22	M	Single	College Graduate	Lab Supervisor	Roman Catholic	Filipino
4	26	F	Single	College Students	Maritime Students	Roman Catholic	Filipino
5	20	M	Single	College Graduate	Businessmen	Roman Catholic	Filipino
6	19	F	Single	College Students	Maritime Students	Roman Catholic	Filipino
7	29	M	Married	College Graduate	Teacher	Roman Catholic	Filipino
8	20	F	Single	College Graduate	Maritime Students	Roman Catholic	Filipino
9	28	M	Single	College Graduate	Businessman	Atheist	Filipino
10	32	F	Married	College Graduate	Store Owner	Roman Catholic	Filipino
11	20	M	Single	College Students	Maritime Students	Roman Catholic	Filipino
12	24	F	Single	College Students	Nigerian Students	Roman Catholic	Nigerian
13	28	M	Single	College Students	Nigerian Students	Protestant	Nigerian
14	26	M	Married	College Graduate	Seafarer	Seventh Day Adventist	Filipino
15	18	F	Single	College Students	Maritime Students	Roman Catholic	Filipino
16	16	M	Single	College Students	Maritime Students	Roman Catholic	Filipino
17	20	F	Single	College Students	Maritime Students	Roman Catholic	Filipino

Watching Viral Videos – Feelings, Views and Reactions

The participants expressed their feelings, views, aspirations and reactions with regard to sharing information on the internet. Varied answers surfaced after a one-on-one interview was done.

The following comments were used in formulating and categorizing codes of the study.

Participant 1

"Viral Videos like Gangnam Style of PSY became viral because ang Hollywood and Pop-Culture around the world promote it so much. Besides for being so hype the video is so up-beat where-in makasabay ra ang mga tawo sa sayaw ug sa steppings. Mao na siya"

Participant 2

I wil just feel normally lang.som times ako pud I share sa ako friends.. naa pud time nga permi mo mapaminaw…ako lang pud I share share share…Malingaw ko pero if permi ko ka kita sa video ma annoy ko. Behavior is to share.

"Kadtong nahitabo sa mga Gen-San Brothers nga, Zandee(the Random Girl) Charice Pempengco nga gi-feature sa Ellen Degeneres ug Oprah Shows sa other countries mao tuy nakapahugyaw pag-ayo samot sa ilang viral videos nga nisamot ka popular ug nikatag hinuon sa tibuok Pilipinas ug kalibutan..mao to siya nga rason"

Participant 3

"Murag ma offend kasabot mangud ko sir nga uban nga kanta sir nga naay meaning nga di maayo ..felt naay kaguol ug sad, sa mga inspirational viral videos bugnaw siya sa akoang paminaw sir… kung pwede pagani ipatangtang tong bati nga music video nga naay lain meaning nga satanic. Kadtong mga Inspirational videos nindot to e-share.

"Kaning mga videoha like Lady-Gaga, ug ang bag-o nga si Miley Cyrus nga ma feature na gani sa lain-lain nasud, mao nani sinugdanan mosamot mahimong popular ilang video sa Popular Culture ug gitawag natu nga PopCulture across continents regardless of color, race and gender."

Participant 4

"Sometimes it depends, kanang mga happy videos, happy pud ko..ganahan ko mo share, kanang mga bati, maguol pud ko"

"Ganahan ko halimbawa nindot nga mga quotes, once maka share ko malipay rapudko ko nga maka-enlighten sa uban, kay maka share ko..kanang mga bati nga makuan sa akong wall ako pud i-delete."

"Kuan mangud siya sir, the more unique ug unusual ang makit-an sa mga netizens sama sa mga Foreigner nga Nigerian nga mokanta sa pinulongan nga Filipino the more nga magkainteres mo share ang mga netizens. "

Participant 5

"While watching viral videos, ang ma feel nako kay malingaw, sometimes specially if ang viral nga video interesting and informative, ma inspire ko ug maka-inspire siya, malingaw ug maka feel ko ug contentment kanang interesting ug informative nga video"

Behavior: " Naa gyud na siyay kanang Maka share specially kung interesting ug lingaw while watching ana murag specially anang nindot siya nga video murag specially pang masa, maka feel kog confidence sa akong kaugalingon and towards other people while watching that kind of video."

"Para nako specially kanang mga unusual videos of a Russian Girl singing a Filipino Song also entices Filipino men to view the music videos, so much more Koreans singing Ang Bayan Kung Pilipinas which ignite uniqueness that led to more sharing of the music videos. "

Participant 6

"Maka inspired ta..nga naay possibility ang impossible, although negative siya huna-hunaon naa pa gyud diay possibility ana nga instances, my feeling I am glad. " "Depende…dili ko mohilak… sometime i-share nako akong ang videos"

"Uniqueness of videos are also factors that led to the viral of the videos or post, for instance sir , kadtong mga talented kaayo mo inspirational talk nga si Nick Vujick nga usa ka special person nga Man without Arms and yet naka-inspire a lot of people nga able pa kaayo sa kalibutan."

Participant 7

Feeling: "It depends upon the viral videos, it feels good kung maka-inspire siya, ug kataw-anan siya makatawa pud ka.. it depends while watching viral videos…ang mood mangud sa tawo naga depende sa mood sa videos…murag equally proportions ra siya nga ug happy ang video happy pud ka, kung sad..sad pud ka "

Behavior: "I don't usually share videos, kang picture posts ra sometimes"

"Even Entertainment news the likes of Kris Aquino, Claudine-Raymart Break-up Lawsuit, Baretto Sister Rift when magnified by Print Media, MEME's Picture post will be viral in social Media, for instance one post that Claudine injecting some illegal drugs become popular when it was in a news in TV, Radio and Print. "

Participant 8

Feeling: "It depends siguro sir, for example sa inspirational videos, feel nako nakakat-on ko, murag ma touched ko, feeling ma encourage, inspired and uplift "

Behavior: "My behavior ganahan ko mo share kay nakat-on ko ani… basin pud ang uban makakat-on sab"

"Kadtong pagboto sa issue sa pork barrel nga nagsugod ra intawn sa instagram nga nagpost ug luxury picture ang daughter ni Janet Napoles nga Jeane, mao tuy sugod sa pag revolt, bash, investigate sa mga radio and tv personalities and specially sa print media the likes of Philippine Daily Inquirer investigations and eventually protest about PORK BARREL misused, that led Historical MILLION MARCH PROTEST sa Luneta Park "

Participant 9

""Even non-sense post like animal cruelty video crashing and all sorts of sex video scandals will become viral because of the magnification of mainstream media such at television, radio and prints. The more people curious about the news the more it will become viral."

 Participant 10

"The happening crisis in Zamboanga City that creates a devastating war zones and cause the whole city to shut down for couple of weeks and many civilians were victims and fatalities of that war creates a national and even international fuzz about our country, luoy pud ang mga innocents ato sir woi"

Participant 11

"Corruptions, Malversations of Funds of PDAF / DAP ignite netizens to repost MEMEs or Pictures of Politicians with edited PORKY FACE and all forms of MEME's and videos that they will bash and re-share so that the government will be alarmed about the peoples anger about certain issues to be resolved in PORK BARREL SCAM. "

Participant 12

"It become viral, specially Pusong Bato, because everybody like it and everybody watching it and it is unique and it is nice"

"It is helpful for me in updating things happening here in the Philippines and there in Nigeria".

Participant 13

"Well it depends of the content of the videos, some are entertaining, some are funny, some are informative, some are provocative. If it is entertaining I am amused and then I am gonna watch it over and over again and download so that I have my own copy, when it is funny, I am also amused, for scandals, it makes me think and reacts either positively or negatively "

Behavior: "If it is something worth sharing I can share it to the social media or show it to my friends"

"So much so with other countries in middle east where protest is uprising about their harsh government policies and political problems. Egypt, Syria, Lebanon set a new revolution to use the social media to share it to the world to be aware of the cruelty and inhumane of their kings or president of the middle eastern countries. "

Participant 14

"It depends, inspirational videos like Nick Vujicik, I felt happy, and also almost cried and touched despite sa iyang kakulangan he can still do what a normal person can do "

Behavior: I tend to appreciate, mo share ko and mohatag ug comments if the video is good ba siya ug dili maayo nga video.

"Viral- something unique and different siya sa other videos, because other videos is pakuha ra attention or papansin lang"

"Dako pud siya ug impact, ang learning pud kay social networking man gud siya, all their opinions, bisan wa kay labot maapil pud, dako kaayo nga tabang ang social media in terms of calamaties, earthquakes and typhoons for updates".

Participant 15

"Kanang popular man ang video with touching stories and you can learn something, It became viral pud ug naay uniqueness like Nigerian nga makakanta ug pusong bato"

"Makatabang ko sa ubang tawo through sharing, lessons in life".

Participant 16

"Naa silay X-Factor makakuha sa Attention sa mga tawo, malingaw ang mga tawo, ma-entertain, ug ang purpose sa video makatawa, they serve sa purpose pud, ug maka touch ma touch pud sila"

"Maka adapt ka sa new generation, maka-adapt ka sa nahitabo today, recent calamaties like camalities of earthquakes and updates of casualities sa Yolanda Typhoon".

Participant 17

"Depende ug unsa, kadtong Love Story nga posts, kadtong girl kay gi pasagdan ra iya boyfriend until such time nibiya nalang ang iya boyfriend "

"The way mo share sila. For example naay mahitabo, like these time, I express ilang posts sa linog, expressive na ang mga tawo, through facebook, twitter ug instagram"

Categorizing, Coding and Themes

Using the Husserlian Method of Data Analysis and Collaizzis' Thematic Process, the researcher anchored the steps, and just like Collaizzis who asserted that all research occurred through dialogue and that asking the right questions was tantamount to eliciting an accurate description of the experience from study participants (Collaizzi, 1978). On the other hand, Husserl's focus was on meanings and identifying the essence or central theme of an experience as a way of furthering knowledge.

A descriptive analysis of transcripts revealed that eight (8) major themes characterized the participants' responses to viral videos or posts. The twelve major themes were labeled using direct quotations from the participants; this was done to express the original idea conveyed by the participants.

Themes, however, are not to be interpreted as independent from each other but as complementary aspects of a unified pattern. The eight (8) themes as deduced from the transcripts of the participants are:

Theme 1: Feelings

Theme 2: Significance of the Information

Theme 3: Motivational Information

Theme 4: National Interest

Theme 5: Global Exposure

Theme 6: Uniqueness (Multi-platform)

Theme 7: Therapeutic Value

Theme 8: Learning in Information

Theme 1: Feelings

All participants shared their feelings, moods and emotions when they saw viral videos on the social media platform. With enthusiasm, they described their feelings in different forms and with different insights but united to these themes, saying that it depends on the video they have seen online. Most of the participants described their feelings in the following terms:

"Well, it depends on the content of the videos, some are entertaining, funny or informative, while others are provocative. If it is entertaining, I am amused and then I will watch it over and over again and download it so that I have my own copy. When it is funny, I am also amused; but with scandals, they make me think and react either positively or negatively" (P13)

"It depends upon the viral videos, it feels good kung maka-inspire siya, ug kataw-anan siya makatawa pud ka.. it depends while watching viral videos…ang mood mangud sa tawo naga depende sa mood sa videos…murag equally proportions ra siya nga ug happy ang video happy pud ka, kung sad..sad pud ka " (P7)

"For me while watching viral videos I feel differently in different situations, if it is jolly, of course I am happy, when it is informative like the typhoon, I feel sad." (P1)

"If inspirational, comedy and scandal, ug inspirational siya ma-touched ko, sa comedy malingaw ko" (P17)

"Sometimes it depends, kanang mga happy videos, happy pud ko..ganahan ko mo share, kanang mga bati, maguol pud ko " (P4)

"While watching viral videos, ang ma feel nako kay malingaw, sometimes specially if ang viral nga video interesting and informative, ma inspire ko ug maka-inspire siya, malingaw ug maka feel ko ug contentment kanang interesting ug informative nga video" (P5)

"It depends siguro sir, for example sa inspirational videos, feel nako nakakat-on ko, murag ma touched ko, feeling ma encourage, inspired and uplift " (P8)

"Depende, Kung Bad I feel irritated, kung Good Videos and inspiring videos, I feel touched and inspired, for funny videos, I feel happy" (P10)

Theme 2: Significance of the Information

Some participants felt inspired by watching inspirational videos, others are so happy that they can enlighten others by sharing the inspirational videos to their friends, some of whose responses can be found below.

"If it is information/informative after watching the video I will share it, that is my behavior after showing it". (P1)

"My Behavior is to share."(P2)

"Kadtong mga Inspirational videos nindot to e-share" (P3)

"I like quotes, once I share anything interesting, I am happy that I can enlighten others but if it is a bad post I will delete it." (P4)

"I will share any post if it is interesting and entertaining once I watch it; especially if it has a mass appeal. It gives confidence to me which I share with other people." (P5)

"My behavior ganahan ko mo share kay nakat-on ko ani… basin pud ang uban makakat-on sab" (P8)

"Depende sir, ug maayo i-share ako i-share, ug naay video scandal dili nako i-share. (P11)

"If it is something worth sharing I can share it to the social media or show it to my friends" (P13)

According to the participants sharing in the Social Media in their lives creates a great impact and gives value specially in updating online events and checking on their family and friends as mentioned below:

"Personally, nakatabang siya for updates of current events online". (P11)

"Maka adapt ka sa new generation, maka-adapt ka sa nahitabo today, recent calamaties like camalities of earthquakes and updates of casualities sa Yolanda Typhoon". (P16)

"In my life, personally..the impact for that is positive impact to my side because on my experience it is one of our marketing strategy were we can post our own business related matter, and discuss it while the other person involve is out of the country or out of the city. And to other persons it is also a good impact and good way of communication." (P1)

Theme 3: Motivational Information

Most of the participants felt motivated personally and influenced too by their siblings, family and friends to share online. Intrinsically and extrinsically they are motivated to share videos worth sharing so that others too may be motivated, inspired and encouraged:

First, it is what I want and second I have my own reason…reason like I am interested …I am connected with…like in our organization if you have an information that is related to me..for example like in that campus and I am from that campus so I am interested.   So external factors like some friends motivates me to share viral videos. (P1)

"First and foremost, if the video is informative and then we can get lesson or any information ako gyud na i-share kay I want them to know also know about the video or post " "Usahay…ra…sometimes gikan sa close friends maka motivate nako to share. (P5)

"Ni-share ko sa inspirational videos, para other people ma inspired pud sila nga naa diay ingun ana " Kinda mo share pud tungod kay ni share akong mga friends"(P6)

"Self- like for encouragement." "I get motivated from my friends and families are source of motivation to share." (P8)

 "Mo share ko personally para mabuhat pud sa akong giinan nako siya like unsa klase nga video ug maka share pud ko sa uban."Usa pud na nga rasons ang family and friends that motivates me to share" (P9)

"I want everybody to watch and I believe they like it like Pusong Bato, like my Nigerian Friends in Nigeria really like it like. Yeah, like Gwiyomi, Pusong Bato motivates me to share, my friends and family also motivates me to share too. (P12)

 "Spreading of the goodnews nga naa sa tawo nga incomplete specially those inspirational video " "Actually sir, sa among church sa Seventh Day Adventist na-share na nako sa akoa netbook ug nashare na nako sa akong family and friends" (P14)

"Kanang popular man ang video with touching stories and you can learn something; it became viral pud ug naay uniqueness like Nigerian nga makakanta ug pusong bato" (P15)

To impart to people "Extrinsic:"Nakatabang pud ang mga friends" (p17)

Theme 4: National Interest

Some insights given by the participants showed that if the video that will be used for National Issues and Concerns will become more viral, such events like the war in Zamboanga City, Protest in Egypt, Syria and Lebanon and even the Pork Barrel Scam (PDAF) were mentioned below:

"The happening crisis in Zamboanga City that creates a devastating war zones and cause the whole city to shut down for couple of weeks and many civilians were victims and fatalities of that war creates a national and even international fuzz about our country, luoy pud ang mga innocents ato sir woi " (P10)

"So much so with other countries in middle east where protest is uprising about their harsh government policies and political problems. Egypt, Syria, Lebanon set a new revolution to use the social media to share it to the world to be aware of the cruelty and inhumane of their kings or president of the middle eastern countries."

Non-viral: What makes them not viral is their content, maybe the content is not interesting. (P13)

"Corruptions, Malversations of Funds of PDAF / DAP (Pork Barrel Issue) ignite netizens to repost MEMEs or Pictures of Politicians with edited PORKY FACE and all forms of MEME's and videos that they will bash and re-share so that the government will be alarmed about the peoples anger about certain issues to be resolved in PORK BARREL SCAM. " (p11)

Theme 5: Global Exposure

International Recognition from other countries would give rise to the virality of the unique videos as mentioned below by the participants. One example is that of Psy of Gangnam Style which was very popular online worldwide.

"Kadtong nahitabo sa mga Gen-San Brothers nga, Zandee (the Random Girl) Charice Pempengco nga gi-feature sa Ellen Degeneres ug Oprah Shows sa other countries mao tuy nakapahugyaw pag-ayo samot sa ilang viral videos nga nisamot ka popular ug nikatag hinuon sa tibuok pilipinas ug kalibutan..mao to siya nga rason" (P2)

"Viral Videos like Gangnam Style of PSY became viral because ang Hollywood and Pop Culture around the world promote it so much beside for being so hype the video is so upbeat where-in makasabay ra ang mga tawo sa sayaw ug sa steppings.mao na siya" (P1)

"Kaning mga videoha like Lady-Gaga, ug ang bag-o nga si Miley Cyrus nga ma feature na gani sa lain-lain nasud, mao nani sinugdanan mosamot mahimong popular ilang video sa Popular Culture ug gitawag natu nga PopCulture across continents regardlessof color, race and gender." (P3)

Theme 6: Uniqueness

Some participants responded that unique videos/posts in social media which have an X-Factor and Wow Effect would surely become a viral hit especially when it can catch the netizens' attention. The more unique and unusual, the more it will become more viral as mentioned below:

"Naa silay X-Factor makakuha sa Attention sa mga tawo, malingaw ang mga tawo, ma-entertain, ug ang purpose sa video makatawa, they serve sa purpose pud, ug maka touch ma touch pud sila" (P15)

"Uniqueness of videos are also factors that led to the viral of the videos or post, for instance sir , kadtong mga talented kaayo mo inspirational talk nga si Nick Vujicic nga usa ka special person nga Man without Arms and yet naka-inspire a lot of people nga able pa kaayo sa kalibutan." (P6)

"Kuan manggud siya sir, the more unique ug unusual ang makit-an sa mga netizens sama sa mga Foreigner nga Nigerian nga mokanta sa pinulongan nga Filipino the more nga magkainteres mo share ang mga netizens. " (P4)

"Para nako specially kanang mga unusual videos of a Russian Girl singing a Filipino Song also entices Filipino men to view the music videos, so much more Koreans singing Ang Bayan Kung Pilipinas which ignite uniqueness that led to more sharing of the music videos. " (P5)

Some participants mentioned below that if mainstream media will magnify certain issues with regard to the viral post or video, then it will become more viral as suggested by them below:

"Kadtong pagboto sa issue sa pork barrel nga nagsugod ra intawn sa instagram nga nagpost ug luxury picture ang daughter ni Janet Napoles nga Jeane, mao tuy sugod sa pag revolt, bash, investigate sa mga radio and tv personalities and specially sa print media the likes of Philippine Daily Inquirer investigations and eventually protest about PORK BARREL misused, that led Historical MILLION MARCH PROTEST sa Luneta Park " (P8)

"Even Entertainment news the likes of Kris Aquino, Claudine-Raymart Break-up Lawsuit, Baretto Sister Rift when magnified by Print Media, MEME's Picture post will be viral in social Media, for instance one post that Claudine injecting some illegal drugs become popular when it was in a news in TV, Radio and Print. " (P7)

Participants mentioned below that today's information sharing mostly is multi-shared, in different multi-platforms and interconnected. Basically they just pos. Naturally whatever they wanted to post on the wall and shared a remarkable video online.

Multi-sharing:

Information Sharing is like a way of sharing information from one person to another.. that is the easiest… Information Sharing is now dynamics because of that easiest manner of showing or sharing a particular information to other groups or other persons.(P1)

Depende ra pud na nga tawo sir. Kung sa akoa lang personal lang siya ug makakita ko nga naanay mga likes and shares so motan aw pud ko kung malingaw ko ako pud I shares ug likes. So magdepende ra pud na kung wala pud mo likes ug shares so wala pud manan-aw. Daghan mo likes kay basin ma feel pud nila ang excitement ug naa pud uban mo dislike kay kontra-gusto ra kayo. (P2)

 "Tungod sa ilaha gud image sir… ibutang ta ang mga teenager mosunod pud sa ila image sa kay cool kuno..mosabay sa uso..di sila maghunahuna unsay outcome." (P3)

"Kadaghanan sir, kay what's in your mind, ipang- status, like sa amoang last departmental…daghan nga mga changes sa amo schedules like changes sa among schedules, ipost nalang sa among presidents then ipang tags post in pages and groups, like usually and recently just like Ms. Candice Gotianuy, University of Cebu Chancellor use Twitter and Facebook for messages and announcements. (P8)

Multi-platform and interconnected:

"Daghan naman siyag way ron sir, like mo share ka sa facebook, sa youtube, instagram, twitter, mao dali ra siya mokatap...mo viral dayon siya " (P4)

"The most common nga ilang gamiton kay through Facebook, other is Youtube unya nalupigan ang youtube sa facebook, ako kay facebook ug youtube ang gigamit" (P5)

"Facebook, mao rana kasugaran akong gamiton, dili kay ko magamitan ug twitter, youtube hinuon..they are interconnected " (P6)

"Sa facebook kanang i-click lang ang video the i-share…am aware different social media but I am more on facebook " (P7)

"When I share, I started in newsfeed on facebook, then I look up into the pages, I've tried twitter, and specially instagram. All in one social media connections" (P9)

"Daghan, makatabang siya dali ra ta makakuha ug informations, mas dali siya kay daghan ug sources through facebook, and I am aware different social media such as twitter and youtube etc. " (P10)

"Through Facebook and sometimes other form of social media such as youtube and twitter" (P11)

"Facebook, Youtube, Twitter and Instragram is interconnected to share viral videos and posts" (P12)

"For most situations, like earthquakes, typhoons, the netizens pass information like typhoons where it is headed, as for miley cyrus, it is also disgustful" (P13)

"I-share nako sa tanang friends,blogsite i-share nako sa facebook,multi-sharing pud sometimes sa youtube and different blogsite then in share sa facebook ug

 i-share sa friend" (P14)

 "Sharing via status, videos. They usually use facebook, I am aware of twitter, instagram, googleplus and youtube" (P15)

"Facebook I usually used, Posting sa wall, I am aware of instagram, twitter, youtube too. " (P16)

"The way mo share sila.. for example naay mahitabo, like these time, I express ilang posts sa linog, expressive na ang mga tawo, through facebook, twitter ug instagram " (P17)

Theme 7: Therapeutic Value

Some participants say that sharing in Social Media is one way of relieving stresses in life as mentioned below:

"In general, its for me personally, specially the entertaining ones acts as a stress reliever, you can see the funny side of human actions, it usually draws attentions of interesting things, exceptional deeds, exceptional actions, acts of kindness, acts of love, sometimes humanity is restored and encouraging that there is something good in each and everyone of us ".(P13)

Theme 8: Learning in Information Sharing

Updating themselves on whats going on in other countries would be of great help, specially for those who are relocated all around the world due to studies, work and vacations.

"It is helpful for me in updating things happening here in the Philippines and there in Nigeria". (P12)

"Impact sa ako life makatabang gyud siya sa atong kinabuhi kay maka update man ta sa mga panghitabo". (P10)

"Daghan kaayo, like weather information sa typhoon, posts that can help us update". (P9)

"Sa social media kadtong mga information dali ra nato mahibaw-an, unknowingly makit-an nimu sa newsfeed, you can get information sa facebook nowadays". (P8)

Some participants said that Social Media will also beneficial to them by making them learn something from the post of other peers in the network.

"Nakatabang gyud siya kay first for communication then naa pud kay malearn pud something good" (P2)

"Ang impact ani, maka-learn sab ka ug daghan ka makat-unan". (P6)

"Daghan siya ug na help, kay ma update ka sa tanan nga mga uso, current issues, current happenings, not only in the philippines but the entire world". (P7)

"Dako pud siya ug impact, ang learning pud kay social networking man gud siya, all their opinions, bisan wa kay labot maapil pud, dako kaayo nga tabang ang social media in terms of calamaties, earthquakes and typhoons for updates".(P14)

"Ang impact sa akong life when we talked about inspiration videos, it change me into a mature enough specially if it is informative". (P5)

"Basta nindot ang gi-share nga viral..nindot pud siya, but ug bati pud siya maka-degrade pud". (P4)

"Para nako sir…in between good and bad ra gyud siya sir.. naa siyay good advantages ug disadvantages ". (P3)

"Dako ang iyang natabang, bisan naay tawo hilig ug facebook or social network. ma spread pud siya through mouth, importante lang tinuod ang gipost so that it cannot cause panic". (P17)

"Makatabang ko sa ubang tawo through sharing, lessons in life". (P15)

Hypotheses Derived from the Results:

 Sub-categories and the theoretical category of information sharing behavior were considered. Going into narrative interview analysis, the researcher was able to generate the following hypotheses to explore the ideas as explanations about the dynamics of information sharing among netizens in social media. In grounded theory, hypothesis generation was always derived from the empirical data. The main method of forming a hypothesis in this study involved interviews with the purposive participants. This means forming questions appropriate to the study. In each hypothesis generation, the investigator asked one central interview question and a few guided questions which are described below.

Generation of hypothesis 1: The study participants were asked to share their experiences about how they correlate, how they feel and behave; they tried to determine the intrinsic and extrinsic factors before they shared the viral videos or posts.

There were extracted from the following three themes:

Theme 1: Feelings

"Well it depends of the content of the videos, some are entertaining, funny or informative, while others are provocative. If it is entertaining, I am amused and then I will watch it over and over again and download so that I have my own copy. When it is funny, I am also amused but for scandals, it makes me think and react either positively or negatively" (P13)

Theme 2: Significance of the Information

"I will share any post if it is interesting and entertaining once I watch it; especially if it has a mass appeal. It gives confidence to me which I share with other people." (P5)

Theme 3: Motivational Information

First, it is what I want and second I have my own reason…reason like I am interested …I am connected with…like in our organization if you have an information that is related to me..for example like in that campus and I am from that campus so I am interested. So external factors like some friends motivates me to share viral videos. (P1)

Hypothesis 1: If the Video or posts are significant and delighted the netizens, then they will be shared among family and friends**.**

Proposition 1: The content of a video or posts which delighted the netizens and are perceived by them as worthwhile sharing will be shared among family and friends.

Generation of hypothesis 2: Theoretical categories of Social Media Posts used in national concerns and are recognized internationally uch as those which emerged from the interviews- the Zamboanga City crisis, Corruption like the Pork Barrel Scam, Visayas Earthquake, Luzon's Typhoon, Super Typhoon Yolandabecome viral. Interview findings were diverse. Most participants were very much shares of a viral video if it is recognized by other countries such as PSY Gangnam Style, Charice Pempengco, Gensan Brothers who sang Dance with my Father which was featured in Ellen Degeneres' Show.

Theme 4: National Issues

"The crisis in Zamboanga City creates devastating war zones and causes the whole city to shut down for a couple of weeks and many civilians became victims and fatalities of that war. This creates a national and even international buzz about our country, (*luoy pud ang mga innocents ato sir woi I really pity the innocents sir)*" (P10)

"So much so with other countries in middle east where protest is uprising about their harsh government policies and political problems. Egypt, Syria, Lebanon set a new revolution to use the social media to share it to the world to be aware of the cruelty and inhumane kings or president of the middle eastern countries. "

Non-viral: What makes them not viral is their lack of content, or maybe the content is not interesting. (P13)

" Kadtong nahitabo sa mga Gen-San Brothers nga , Zandee(the Random Girl) Charice Pempengco nga gi-feature sa Ellen Degeneres ug Oprah Shows sa other countries mao tuy nakapahugyaw pag-ayo samot sa ilang viral videos nga nisamot ka popular ug nikatag hinuon sa tibuok pilipinas ug kalibutan..mao to siya nga rason" (P2)

Hypothesis 2: Posts and videos of national interest and are recognized in many countries become viral in social media.

Proposition 2: Posts and videos loaded with national concerns and are recognized in many countries become viral in social media.

Generation of Hypothesis 3: Theoretical categories of unusual and unique video/picture posts and the magnification of Mainstream Media of the viral video.

Theme 6: Uniqueness

"Naa silay X-Factor makakuha sa Attention sa mga tawo, malingaw ang mga tawo, ma-entertain, ug ang purpose sa video makatawa, they serve sa purpose pud, ug maka touch ma touch pud sila" (P15)

[If they have an X-Factor they can catch an attention to the audience, then people will enjoy, entertain, then the purpose is to make people laugh, they serve the purpose, and specially the post count touch their feelings]

Based on the findings from the interviews, participants stated that the more unusual and unique the video is, the more it will become popular and viral. For instance, if a foreigner who sings/speaks well a certain language like Filipino, then Filipino netizens will really like to share it with their friends. The same thing happens to Koreans who sing a Filipino song, eventually their video becomes a hit in Youtube and Facebook.

"Kadtong pagboto sa issue sa pork barrel nga nagsugod ra intawn sa instagram nga nagpost ug luxury picture ang daughter ni Janet Napoles nga Jeane, mao tuy sugod sa pag revolt, bash, investigate sa mga radio and tv personalities and specially sa print media the likes of Philippine Daily Inquirer investigations and eventually protest about PORK BARREL misused, that led Historical MILLION MARCH PROTEST sa Luneta Park ″

(The issue about pork barrel which was started on instagram about the luxury picture of the daughter of Janet Napoles named Jeane Napole. That was the start of revolt, bash, investigation on radios and tv and print media. Then eventually print media Philippine Daily Inquirer investigations and eventually protest about PORK BARREL misuse, that led the historical MILLION MARCH PROTEST of Luneta Park (P8)

"Even Entertainment news the likes of Kris Aquino, Claudine-Raymart Break-up Lawsuit, Baretto Sisters Rift when magnified by Print Media, MEME's Picture post will be viral in social Media, for instance one post of Claudine injecting some illegal drugs become popular when it was in a news in TV, Radio and Print. " (P7)

Based on the findings from the interviews, participants basically cited,with the aid of mainstream media such as television, radio and print, to magnify the the virality of certain video/picture/status posts. For instance, the Pork Barrel Scam, the Video Crashing Videos, Megan Young's Philippines First Miss World, Korina Sanches got flak with netizens because of the remarks she gave to Copper Anderson of CNN, etc., when all of these were posted in Social Media and eventually the Mainstream Media like TV, Radio and Print Media put it in their respective sections. Eventually netizens reacted based on what they have seen in the news.

Formulation of hypothesis based on narrative findings of the study participants was: The magnification of Social Media Post will be more maximized with the aid of mainstream media.

Hypothesis 3: Unusual or unique videos become viral.

Proposition 3:

The more unusual or unique the video or post and the more it is magnified by the mainstream media, then the more it will become a viral share in social media.

Generation of hypothesis 4: Theoretical Theme 2 which is significant Information combined it with theme 6, the uniqueness of Viral Post with the help of multi-Platform, multisharing and interconnectedness generated the hypothesis 4.

Information Sharing is like a way of sharing information from one person to another. That is the easiest… Information Sharing is now very dynamic because of its very easy manner of showing or sharing a particular information to other groups or other persons.(P1)

"In general, its For me personally, specially the entertaining ones act as a stress reliever. You can see the funny side of human actions. It usually draws attention to interesting things, exceptional deeds, exceptional actions, acts of kindness, acts of love. Sometimes, humanity is restored and its so encouraging to realize that there is something good in each and everyone of us". (P13)

Hypothesis 4: The dynamics of multi sharing/multi-platform and interconnectedness create a greater impact.

Proposition 4:

The dynamics of multi sharing /multi-platform can create a great impact on netizens' lives.

Generated Grounded Theory :

The Dynamics of Netizens' Information Sharing is captured by the following features:

Sharing is speedily done when the content of the video or post is inspiring, unique, uplifting, funny and a stress reliever *(Theme 1,7)*; It is when an Intrinsically motivated person is convinced that it's worthwhile to impart knowledge and inspiration to others *(Theme 2,3)*;

The main reasons why these videos become viral: a)If they deal with national and international interests; *(Theme 4)* b) Acknowledged as significant in other countries; *(Theme 5) c)* If it is interesting, exceptional, Have x-factors;or when they are also publicized onin TV, Print, Radio or Mainstream Media. *(Theme 6)*

The dynamics of sharing is best describe as through Multi-sharing *(*and Multi-platform and Interconnectedness. *(Theme 6)*

 Its impact of information sharing includes: It gives updates of what's going on their country and the rest of the world; *(Theme 5)* ; It is also a Stress Reliever; *(Theme 7)* One feel deeper solidarity with the problem of the people and other parts of the world (ex. Calamities); *(Theme 2)* and one gets to learn from others *(Theme 8)*;

The theory generated can be summarized as follows:

 "Information Sharing is maximized when the content is significant and the netizens are motivated in the context of multi-social media sites and platforms."

Information Sharing is maximized if the content of the social media is deemed significant, if it is unique, interesting, inspirational, funny and with national and international importance. For instance, from other countries would give rise to the virality of the unique videos as mentioned below by the participants. One example is that of Psy of Gangnam Style which was very popular online world wide.

Inspirational videos also become a viral hit because netizens were inspired upon watching or browsing inspirational video posts or picture post. They are very much motivated internally to share and later on upon exchange of commentaries they are more able to share extrinsically among family and friends.

Information Technology transformed citizens to netizens in cyberworld. World Wide Web breaks walls of geography. In an instant, we can share all media posts in different parts of the globe with just one click of a mouse or a tap of our tablet and mobile gadgets. Once posted in Facebook , it can be dynamically shared across different social media applications such as Twitter, Youtube, Tumblr, Pinterest, Instagram, Googleplus and different newsfeeds locally and globally.

With the advancement of technology wherein netizens not only used the traditional platform of computing, the broadcast of their posts will be shared not only in the desktop personal computer it can be relayed through mobile computing such as android phones, tablets, I pads and internet television format. On the other hand, in terms of Multi-sharing it can be shared across different social media sites.

Hypotheses for validation:

The main purpose of the study is to explore the dynamics of netizens' information sharing in social media below are the hypotheses that need to be validated in the next chapters of the study:

1.   Videos or posts which are significant and motivating are shared among families and friends**.**

2.   Posts and videos of national interest and are recognized in many countries become viral in social media.

3.   Unusual or unique videos become viral.

4.   If dynamics of multi sharing/multi-platform and interconnectedness create a greater impact.

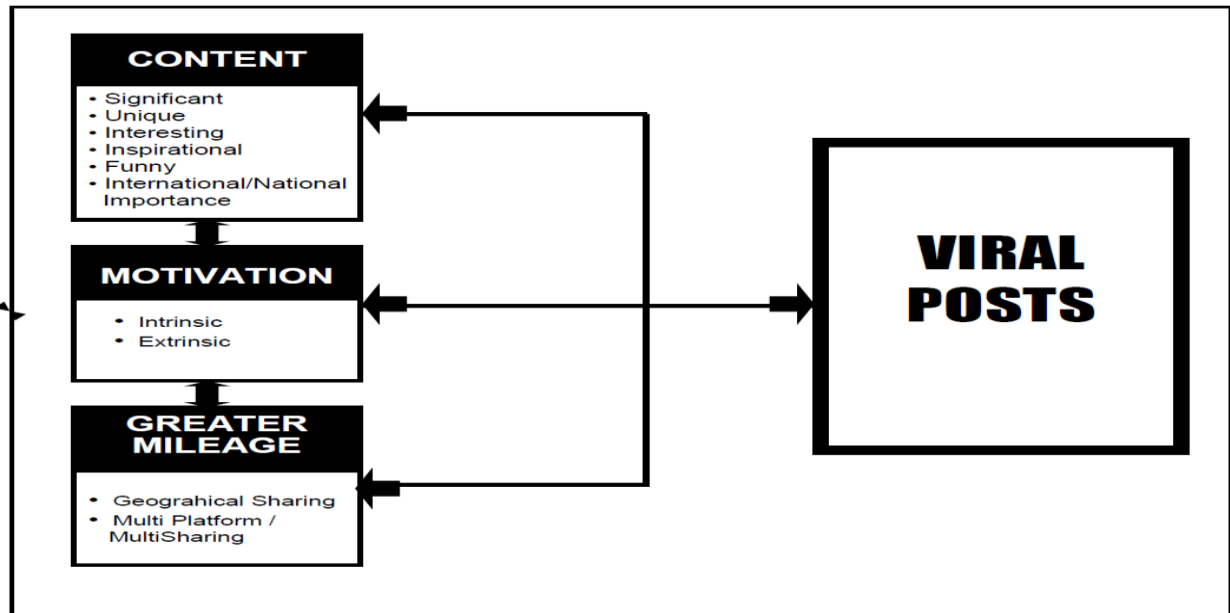## ABADIANO'S NETIZENS INFORMATION SHARING THEORY

Figure 1: Conceptual Model of Abadiano's Information Sharing Theory

"Information Sharing is maximized when the content is significant and the netizens are motivated in the context of multi-social media sites and platforms."

Figure 1 above depicts the dynamism of the content of the videos or posts, the intrinsic and extrinsic Motivation and Greater Mileage in terms of geographical sharing whether it is in multiplatform and multisharing leads to the virality of certain videos or posts.

CHAPTER- 3

THEORY VALIDATION

Introduction

Social Media sites such as Facebook, Youtube, Instragram, Twitter and Goggle+ are popular platforms for self-expression and social connections. (Boyd, 2011). Netizens can easily share their feelings and ideas with their colleagues, friends, families and acquaintances.

Even before the discovery of information technology, humans already practiced information sharing through a primitive way of speaking by word of mouth, relaying through messages by the use of smoke, doves and birds to deliver messages and signals as medieval means of communication.

The innate part of us that compels us to share can be brought back to Maslow's hierarchy of needs. If our most basic needs are satisfied then we will start to satisfy the higher levels within the hierarchy, and it is no surprise that our motivation to share information to others comes from the top 2 tiers of Maslow's pyramid of needs (Maslow, 1970).

This draws people's intrinsic and extrinsic motivation that led them to share information with another person. In social psychology, it is symbolic interactionist theory (Mead, 1934; Blummer, 1969; Morrione, 1975; Stryker,1980,1987). The basic premise of symbolic interactionism is that human nature and social order are products of communication among people. For instance, people will automatically share information whether it is good news or bad news without even confirming it, like the case of the false news of tsunami scare and earthquake.

Nowadays, individuals can easily share with just a click of their fingertips all their thoughts and feelings with their friends with regard to certain popular videos or posts online. Their commentaries and self disclosure enhance their connections in social media. It has been shown that sharing emotional thoughts and experiences through affective words is common in social media (Naaman, 2011).

According to Mills the feeling of not being able to overcome one's personal trouble such as the one depicted in the life of Nick, gives the individual the impression that his life is a series of traps, feeling that the solutions to his personal problems are beyond them. Human beings are, foremost, social creatures spending lifetimes in association with others. As humans, everyday lives are an interrelated use of social relationships. Sharing it will give a sense of liberation. These widely shared positive emotional responses have functioned as a driving force for viewers to share these gratifying emotions with others. The bond systems of beliefs, attitudes and values are related to the valuation of goods. Pointing to humanistic values derived from enlightenment puts human wants ahead of nature and presumes human activity, especially technology, can solve problems that may arise (Ehrenfeld, 1978).

Underlying the idea of behavior is the connections between the psychological and the social: One's social milieu affects what is happening in his personal or psychological circumstances and in turn will contribute to the changing of his external environment. The framework of sociology arouses the sociological imagination and enables its possessor to understand the bigger historical scenario in terms of its meaning for the inner life and the external manifestations of different individuals. According to Miller, one's involvement in public issues is born out of the realization that man contributes, minutely, to the shaping of this society and to the course of its history.

As the Filipino sociologist Randy David puts it: "The sociological imagination' permits a person to see the commonality between his personal circumstances and those of his fellow human beings and encourages him to search for collective solutions to a shared problem."

In fact, the social sharing of emotion plays a central role in our daily lives. It improved individual dispositions and moods that would strengthen interpersonal bonds (Rime, 2010).

The most trending stuff now in the world wide web are the social media's viral videos and posts. They activate the researchers to investigate the rationale behind such buzz and loads of likes; shares and commentaries may be found for such a viral video or posts. This paper will validate if the videos or posts which are significant and motivating are shared among families and friends.

Hypothesis: Videos or posts which are significant and motivating are shared among families and friends.

Literature Review

One facebook post of my dearest friend and colleague who happen to be a Clinical Psychologist in the Philippines Dr. Anna Kathrina Oaminal-Watin that could sum up all the significance of sharing the content in social media and i may quote with permission:

"Sometimes, FB can make a person sad and envious when you get to see the seemingly joyful, adventurous and prosperous lives of others. Sweet messages/shoutouts for lovers, dining and wining in the hottest new restos, slim and pretty selfies of FB friends, their new gadgets. Then you get to compare yourself with them. Why are my FB friends more prosperous, happier than I am, they seem to have more time for fun and relaxation? These can make a person very sad or stressed. The poem desiderata is very appropriate in these times were we get to see how others are doing in their lives thru FB. "Don't compare yourself with others". Just be grateful with what u have, count your blessings one by one...Then you will realize that you too, have so much blessings in life that you may later decide whether to post it in facebook or not. If you post the good stuff in your life here in FB, it's not bragging, you are just sharing what your thinking and feeling. So don't be sorry. You don't owe anyone an explanation why you are happy. For those who say and ask why people post their good stuff and moments, can you just be happy for them? We get to choose what is more important...to be right or to be kind. Without hesitation, I will choose the latter." (Oaminal-Watin, 2014)

So this would also true according to the study conducted by New York Times, Netizens share information information online for five reasons: (1) To bring valuable and entertaining content to one another. (2) To define themselves to others. (3) To grow and nourish our relationships. (4) For self-fulfilment and (5)To get the word out about causes they care about (Dyson, 2013)

A variety of empirical researches about on-line social network had been conducted in the area of information seeking behavior. The study of Wilson, Berkin and Kellins (Buenevenuto, 2009) is all about Characterizing User Behavior in Online Social Networks wherein it is based only on a detailed click of stream data among four social networks like Orkut, MySpace Hi5 and LinkedIn. The method used in data collection was basically data mining. The researchers gave some insights into how users interact with friends in Social Network; it also demonstrated the power of using click stream data in identifying patterns in social network workloads and social interactions.

Another study on the evaluation of the Identity-Sharing Behavior in Social Network Communities by Stutzman (2005), used comparative analysis in evaluating identity-sharing behavior in social network communities. The pilot study was guided by a number of goals; included among them was a viability test for conducting research in SNC's. The results revealed a quantitative analysis of identity information disclosure in social network communities. In conclusion, undergraduates used Social Networking Communities more commonly than graduate students and professionals; additionally, the percentage of undergraduates utilizing Facebook was significant.

The basic qualitative study of Mastromatteo(2010) explored information behavior in social networks . Through there is a tendency to view social networks as a technology used only for entertainment purposes, Mastromatteo(2010) affirmed that it is also used for serious purposes in business and education. Furthermore the methods use in this study are qualitative and dealt with the user's perceptions of social application. In conclusion, this study provided insights into the users' information behavior. It could contribute to a better understanding of the users and it was relevant when it was necessary to build information systems from the point of view of users needs and behaviors, that is, by taking a bottom-up approach.

The study of Information Seeking Behavior by Ilyana, Yusof (2009) is a qualitative research. In-depth interviews were conducted to gather data on the matriculation students because interview is one of the most useful qualitative techniques. In this study, an interview was conducted and carried out related to understanding the information seeking behavior in SNS of matriculation students. However, in this research the focus was on matriculation students who joined SNSs. The SNS is not only for meeting and communicating with other people but it is also a platform to get information about anything. The objective of this research was to explore their motivation and reasons for joining SNS, the process of matriculation college students in joining SNS, and understanding what type of information the matriculation students specially sought.

These empirical studies merely dwelt on the static profiling of the users and seemed to focus. only on personal gratification and self-absorption. Little is known about the dynamics of the information-sharing behavior of netizens, what types of social media are shared and their impact on people's lives. With the world becoming a 'global village', much good and synergy can be done through social media to awaken interest to help out others grow, in solidarity especially in times of calamities and crises or involvement in cultural development, and to engage in altruistic pursuits.

This motivated the researcher to address this gap and thereby contribute to expanding the knowledge base on the dynamics of social media, that is focused on the movement and succession of on-line information sharing behavior of netizens and its impact on people's lives, Knowledge along this field is crucial for planning projects and programs related to building goodwill, social awareness, peace, and solidarity with the rest of the global community to build a better world.

Methodology

Research Method

This study used the data mining method found in the social media YouTube video of the inspirational viral post of Nick Vujicic – "The man with no arms and limbs". Descriptive statistics were utilized using the frequency analysis of the viral posts in a certain period of time to check for the frequency of the positive and negative emotional comments of the netizens.

Nick Vujicic and His inspirational video

Nick Vujicic is a Serbian Australian Christian evangelist and motivational speaker born with tetra-amelia syndrome, a rare disorder characterized by the absence of all four limbs. As a child, he struggled mentally and emotionally as well as physically, but eventually came to terms with his disability and, at the age of seventeen, started his own non-profit

organization, Life without Limbs. Vujicic presents motivational speeches worldwide on life with a disability, on hope, and on finding meaning in life. He also speaks about his belief that God can use any willing heart to do his work and that God is big enough to overcome any disability. Although he was an otherwise healthy baby, he was born without arms and legs; he had no legs, but two small feet, one of which had two toes. He has two siblings, Michelle and Aaron (Vujicic, 2013)

Vujicic prayed that God would give him arms and legs and he initially told God that, if his prayer remained unanswered, he would stop praising him indefinitely. However, a key turning point in his faith came around when his mother showed him a newspaper article about a man dealing with a severe disability. Vujicic realized he was not unique in his struggles and began to embrace his lack of limbs (Vance, 2009).

Vujicic gradually figured out how to live a full life without limbs, adapting many of the daily skills limbed people accomplish without thinking. He writes with two toes on his left foot and a special grip that slides onto his big toe. He knows how to use a computer and can type up to 43 words per minute using the "heel and toe" method. He has also learned to throw tennis balls, play drum pedals, get a glass of water, comb his hair, brush his teeth, answer the phone and shave, in addition to participating in golf, swimming, soccer, and sky-diving. After this, he realized that his accomplishments could inspire others and he became grateful for his life (Basheda,2006).

In secondary school, Vujicic was elected captain of Runcorn State High School in Queensland and worked with the student council on fundraising events for local charities and disability campaigns. When he was seventeen, he started to give talks at his prayer group and later founded his non-profit organization, Life Without Limbs. (Riley, 2008).

Research Environment

The researcher collected commentaries, statistics, likes and other information in the virtual world, specifically in social media such as Youtube as a means of theory validation.

Results and Discussion

The findings of the study of the content of the inspirational video of Nick Vujicic in YouTube are as follows:

Within the period from early 2011 to 2013 the worldwide views of the video that could be found in this url : http://www.youtube.com/watch?v=Gc4HGQHgeFE as of the data mined dated November 24, 2013 at 1:00 P.M. Philippine time was exactly **44,244,930 views.**

https://www.youtube.com/watch?v=Gc4HGQHgeFE
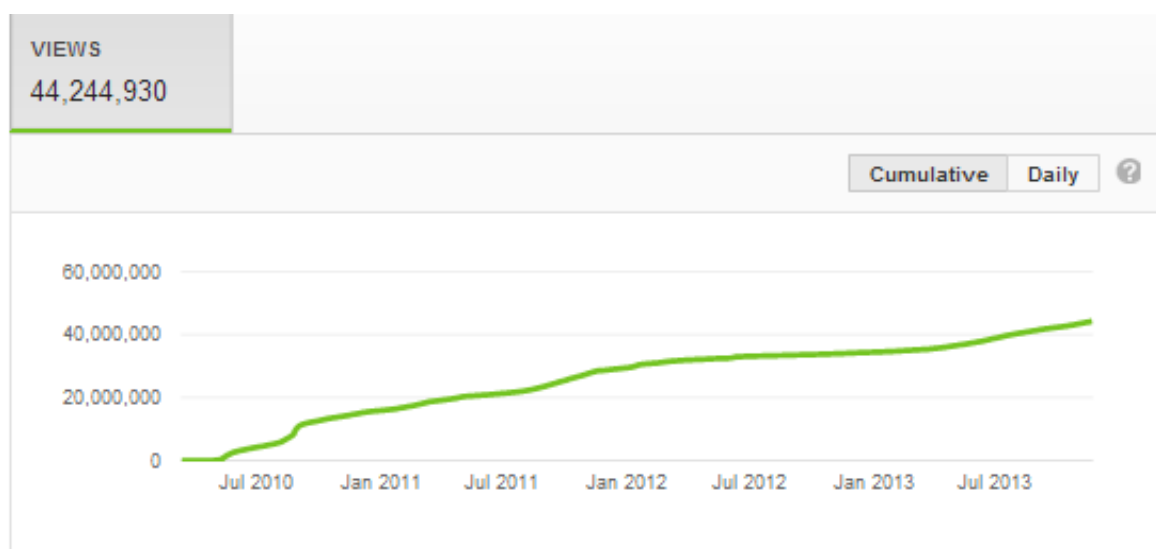
There were about 61 688 commentaries of the videos from 2010-2013. The researcher analyzed about 1000 comments to validate the question if the videos or posts which are significant and motivating are shared among families and friends.

Table 1 presents the comments of netizens regarding the inspirational video of Nick Vujicic, after watching the video, thus motivating them to share.
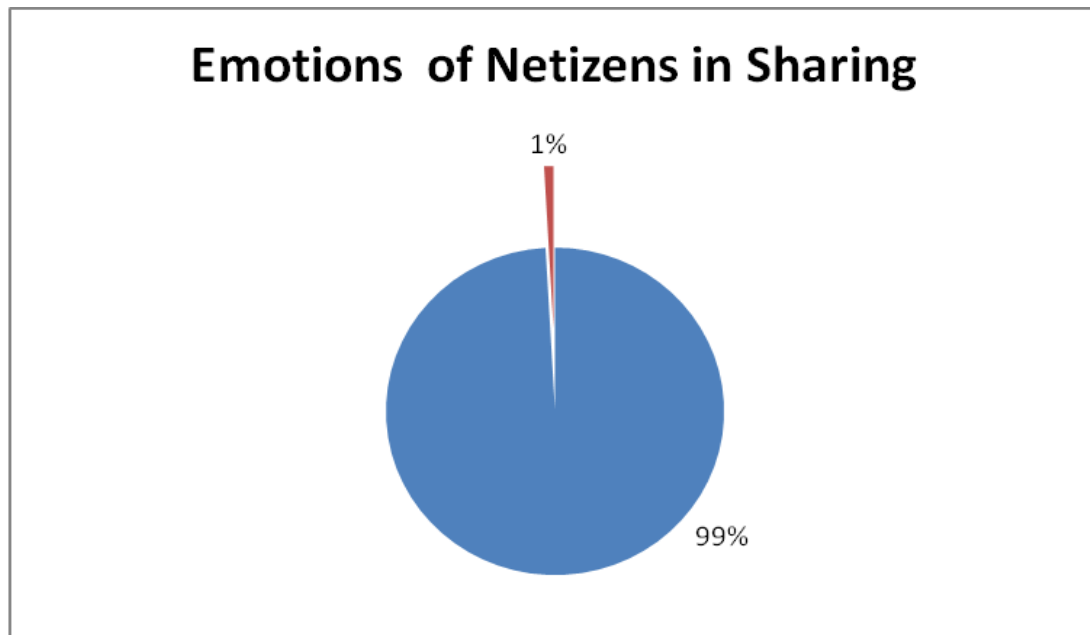

Table 1: Comments of Netizens

Out of 1000 commentaries that have been analyzed and decoded. 99% or 991 who shared had positive comments and 1% or 9 gave negative remarks and comments about the inspiration video..

It can be gleaned from the comments that they shared that the video was very inspirational. Some find the message very significant to their lives.

Common positive striking words that can be read consist of the following: "A massive mover and inspiration"; "It is brilliant, heart touching, really inspiring, amazing." Some commented that this was incredibly moving and touching. Other netizens said that this warmed their hearts, it fed their souls. The video was also uplifting and made their day a lot better.

In spite of how inspirational the video was, some had negative comments like: "fake religious shit", "sorry, this is cheap", "He can't even pee". "It does'nt matter"; "Yikes I still hate my life"; and lastly, " He's a worthless shell of a man."

The findings from the inspirational video of Nick Vujicic state that from the year 2011 wherein the views were below 20,000, it rose to beyond 40,000 because of the content of the video which was very inspirational and worth sharing. The netizens were highly motivated and inspired by the video and their intrinsic behavior to share it further with their family and friends.

Conclusion

It can be concluded that the videos / posts will become more viral if the networks of individuals are inspired and motivated to share with families and friends all over the world.

Recommendations

For further enhancement of the study the researcher recommends having in-depth analysis of the study on the inspirational video that will not go viral and maybe shed light on behavior in sharing information online.

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