Patterns of Positive Feedback Formation in the System of Online Action

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Abstract : The purpose of this study is an attempt to describe an online action as a system that combines disjointed events and behavioral chains into a whole. The research focuses on patterns of naturally-formed chains of actions united by an orientation towards the online environment. A key characteristic of the system of online action is that it acts as an attractor for separate actions and chains of behavioral repertoire accumulating time and efforts made by users. The article demonstrates how the chains of online-offline actions are combined into a single pattern due to a simple identifiable mechanism, a positive feedback system. Using methods of digital ethnography and analyzing the content of the Instagram application and media blogs, the research reveals how through the positive feedback mechanism the entire system of online action acquires stability and can expand involving new spheres of human activity.

Keywords : digital anthropology, internet studies, systems theory, social media
Conference Title : ICCA 2018 : International Conference on Digital Anthropology
Conference Location : London, United Kingdom
Conference Dates : December 13-14, 2018