

Detecting Netizen Motives and Communication Psychology on Social Media

Mendeteksi Motif Netizen dan Psikologi Komunikasi di Media Sosial

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Abstract

Social media has a lot of explicit and implicit information, so this is related to sentiment analysis and heuristic systematic models. Some of these things form the basis for research on social media. The main problems, such as comments and criticism, have become important things that must be overcome because these two things can have a significant impact on society and change paradigms. This research is a development of previous research entitled influencer intelligence which can be seen on the IEEE and Amazon.com links to understand more clearly. This research will categorize comments and criticisms so that we no longer have perceptions but rather answer problems and provide solutions. The results of this research will produce basic guidelines for understanding whether these comments and criticisms have a positive or negative impact, and will be useful in making the right decision. Furthermore, with these guidelines, we will be able to see things more objectively and give an assessment of someone or something. Therefore, this conceptual research will try to answer this. Comments and criticism are the main things to understand because this is always a major problem of misunderstanding in communication and affects psychology as a whole. Here, we must be able to understand it correctly so that there will be communication that can provide solutions and be able to bridge the right solution and all parties will get solutions to problems and/or be able to provide paradigm accuracy that can change perceptions so that a solution that is the same is achieved. win-win, not on either side and have high-quality comments and criticism

Keywords: *Comment; Profiling; Social Media; Positive-Negative Impact; Wise Netizen*

Abstrak

Media sosial memiliki banyak informasi eksplisit dan implisit, sehingga hal ini terkait dengan analisis sentiment dan model sistematis heuristik. Beberapa hal tersebut menjadi dasar untuk penelitian di media sosial. Permasalahan utama, seperti komentar dan kritik sudah menjadi hal penting yang harus dapat diatasi karena kedua hal tersebut akan dapat menimbulkan dampak yang signifikan terhadap masyarakat dan perubahan paradigma. Penelitian ini merupakan pengembangan dari penelitian sebelumnya yang berjudul influencer intelligence yang dapat dilihat di link IEEE dan Amazon.com untuk dapat memahami lebih jelas. Penelitian ini akan mengkategorikan komentar dan kritiks sehingga kita tidak lagi memiliki persepsi tetapi lebih kepada menjawab permasalahan serta memberikan solusi. Hasil penelitian ini akan menghasilkan pedoman dasar untuk memahami apakah ini komentar dan kritik yang memiliki dampak positif atau negative, dan akan berguna dalam mengambil keputusan yang tepat. Lebih jauh lagi, dengan adanya pedoman ini, maka kita akan dapat lebih objektif dalam melihat sesuatu dan memberikan penilaian terhadap seseorang atau sesuatu. Oleh karena itu, penelitian konsep ini akan

mencoba untuk menjawab hal tersebut. Komentar dan kritik menjadi hal yang utama untuk perlu dipahami karena hal ini selalu menjadi masalah utama kesalahpahaman dalam komunikasi dan mempengaruhi psikologi secara keseluruhan. Di sini, kita harus dapat memahaminya dengan tepat sehingga akan terjadi komunikasi yang dapat memberikan solusi dan mampu menjadi jembatan solusi yang tepat serta semua pihak akan mendapatkan solusi dari permasalahan dan/atau mampu memberi ketepatan paradigma yang dapat mengubah persepsi sehingga akan tercapai solusi yang sama-sama menang, bukan pada salah satu pihak serta memiliki komentar serta kritik yang berkualitas tinggi

Kata Kunci: Komentar; Dampak Positif-Negatif; Media sosial; Netizen Bijak; Profiling

1. Introduction

There are two significant categories of information: explicit information and implicit information. Explicit data gathers data from social media platforms where users set up accounts, fill out profiles, upload images, post comments, share whereabouts, and engage in other activities. Contrarily, implicit information is a collection of details that users of social media do not expressly disclose but may include. This implicit database of user behaviour is derived from one or more user-provided pieces of information. (Raad et al., 2016). Before moving on, it's crucial to comprehend sentiment analysis and systematic, heuristic models. Sentiment analysis organises opinions into categories to help identify the causes of an event. (Rahab et al., 2019), Additionally, the Heuristic systematic model of information processing makes specific assumptions about motives based on interpersonal objectives, allowing it to be used to analyse news that is motivated by impression (Winter et al., 2015). These two things are covered by the research we are now conducting. Now, let's start with a definition. The term "social media" refers to a collection of web-based programmes with philosophical and technical underpinnings that facilitate the creation and sharing of content. (Khan, 2013; Padmasiri & Kawshalya, 2015). Social media can also define as a picture of an individual or group interaction where they share ideas, pictures, comments and other things (Akram & Kumar, 2017). Therefore, we define social media as a group of

applications that can bring out the real inside of all the activities we post, whether truth or lies.

On the other hand, social media is used for business activities, expand connections, and build relationships. Therefore, social media is a technology that should use for positive things, but there are still many people who use it as a means for negative and negative things. For example, commit unethical actions (Derani & Naidu, 2016; Gehl, 2017). Therefore, social media from a psychological perspective can show how well we control ourselves in our actions and words (Gamayanto, Alzami, et al., 2020; Gamayanto et al., 2019; Gamayanto, Wibowo, et al., 2020; Borgatti et al., 2014).

In social media, there are two crucial elements: comments and criticism. Because these two elements have a big societal impact, it's vital to comprehend these two terms completely. The primary issues with social media are comments and criticism who have no limitations. As a result, in order to remark, reply to comments, offer criticism, and effectively address criticism, commenters and critics require complete profiles. We all need to provide feedback and criticism to the appropriate parties at the appropriate times in the appropriate ways; this calls for wisdom, a global perspective, speaking with solutions, and good self-control when expressing ideas. While making comments and criticism, we do not have to compromise the truth; rather, we must be clear about "what should convey, in the right way, and pay attention to courtesy and ethics in communication." Inappropriate rage, for instance, will not fix

the issue; rather, it will just leave many people's hearts scarred. However, well-directed rage can alter a person's behaviours to help him receive what is due to him and benefit his future. As a result, we also need to be able to comprehend what it means for social media to be legitimate. A common perception or presumption that a behaviour is appropriate or adheres to standards and norms based on social variables is legitimacy in social media (Holmgreen, 2021).

We have to understand that someone can and may clarify someone's comments to improve their understanding of the intent of the comments/criticisms they put forward because this will increase a better critical mindset (Halpern, 2017; Shen, 2017). Therefore, a person's behaviour will form from his ability to understand, assess, predict, and control and improve his abilities because the influence of the media will be able to increase the risk of personal perception and information transformation that can have a positive or negative impact (Weber et al., 2017; Wu & Li, 2017; Nemorin & Gandy, 2017). When someone's comments or criticisms not hear, they are likely to feel isolated. It is because the person cannot express himself more progressively and feel unable to improve their information analysis (Lin et al., 2017; Tanikawa, 2017; Fuchs, 2017; Purnamasari et al., 2019). But not everyone feels isolated when they do not hear, but it's their creativity that is not innovative, so they do not hear. They just say something out of place and Criticism that doesn't make sense something positive. The media can only accept certain topics that can trigger change and produce something that can increase ratings. Therefore, it needs to understand that creativity is a means to discipline communication culture and not the other way around (Norocel et al., 2017; Duffy & Wissinger, 2017; Rim & Song, 2016). Things generally found on social media include: Like, Comment, Share, Tag, Check-in (Gafni & Golan, 2016) and When we say social media, applications such as

Facebook, WhatsApp, Twitter, YouTube, Instagram often appear in our minds (Kapoor et al., 2018).

The essay will extend these ideas generally so that it becomes more creative in resolving the issues raised in the comments and criticism. The preceding article, *Guidelines of Influencer Intelligence: Positive and Negative Impact of Influencer to Community*, is expanded upon in this post. The outcome of this article is a structure and set of recommendations that describe in great detail how to profile comments and criticisms, allowing for the proper, effective, and targeted handling of the issues present in social media, particularly in the comments and criticism section

2. Theoretical Framework

Before we go into a detailed discussion, several things must understand before entering into profiling comments and critics: (1) social media can be the centre of comments and Criticism. It is a very important thing to pay attention to all comments and Criticism on social media. It is because social media is a means of quickly circulating, generating and producing comments and criticisms (Kou et al., 2017); (2) in social studies, usually social media can become massive because there are groups of people who have the same interests and activities (Papadopoulos et al., 2012); (3) when someone uses social media, they sometimes improvise or experiment in comments and Criticism without considering the emotional level of others and their positive and negative impacts. It sometimes happens because many people may feel "wanted" to comment and critique a profile, activity or any picture posted by other people, so this results in a logic of action that has a personal perception (Liu & Xu, 2018; Richey et al., 2018; Ostertag & Ortiz, 2017); (4) social media users can analogize as consumers who see comments on a product/service before they decide to

buy/use the product/service (Boon-Long & Wongsurawat, 2015; Oluseye et al., 2014); (5) social media networks can present the elegant nature of each user if used properly. Problems such as the spread of fake news are problems of a lack of general and specific knowledge within him so that comments or criticisms given a long-term negative impact on a person or society. Criticism can describe as a judge who has no face (Papadopoulos et al., 2011; Fangen & Holter, 2020; Yi et al., 2013; Khusumadewi & Rodiana, 2020) ;(6) Social media can accelerate access to various people, thus enabling knowledge or ideas to be shared quickly and combined with new ways of thinking. If this does in a positive context, something new and positive will produce, but it will result in an unresolved conflict if it is the other way around. Therefore, a comment must view as a statement that may be relevant until it has evidence and data that can support its truth (Voytek, 2017; Winter et al., 2015; Nyilasy, 2019)

3. Research Method

Figure 1 describes the stages in the research carried out. (1) problem analysis and influencer intelligence methods, which describes as follows:

Figure 1. Stages in Research

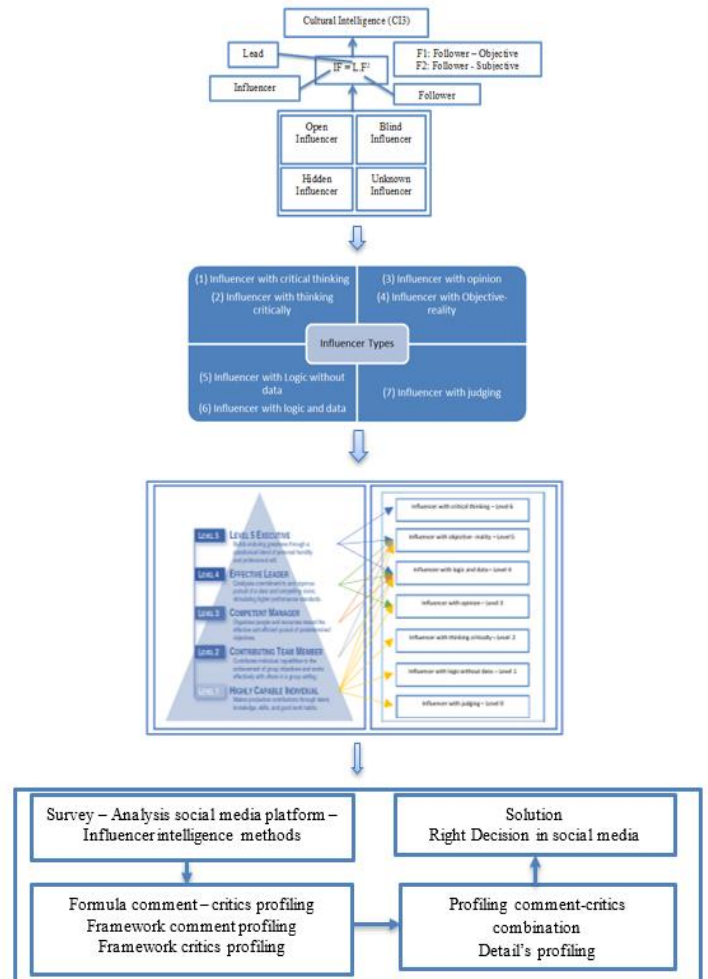


Source: processed research data

Figure 2 explains the method used in the influencer intelligence framework, which consists of a formula, four types of influencers in the big picture, seven influencer profiling, and the types of influencers in more detail related to leadership in social media (IEEE:

<https://ieeexplore.ieee.org/document/9317236>

Figure 2. Influencer Intelligence Framework



Source: processed research data

The survey was conducted using online and targeted 104 participants, with the following questions:

Question 1: Do you know the difference between a comment and a critique? (1). No; (2). Hesitating in answering; (3). Comments and Criticism have no significant difference; (4). Comments are subjective, while Criticism is objective; (5). Comments are an expression of feelings, while Criticism is an expression of logic.

Question 2: Do you know the difference between opinion and judgment? (1). No; (2). Hesitating in answering. (3).

Opinion is a free expression made by a person towards another person, while judgment is an expression directed at certain people; (4). Opinion is an expression of feeling that there is no right and wrong, while judgment is an objective expression of someone because we know the person well enough; (5). Opinions are things that can be expressed with feelings and logic, while judgments are things that must carefully do because we have to know the situation, the person and the information they have is valid.

Question 3: In your opinion/assessment, has social media presented comments and criticisms that are right on target? (1). Not at all; (2). Comments on social media are currently out of control, and so are criticisms; (3). Comments are made incorrectly and tend to be negative arguments, while the criticisms raised do not produce solutions; (4). Hesitating in answering; (5). Comments still don't reach high quality, and critics don't fully provide targeted solutions.

The purpose of these three questions is to determine whether we truly understand the meaning of comments and criticism on social media, as most people only "know" but do not truly comprehend what they imply. This is the primary motivation behind the study's creation, as it enables social media users to be quite detailed in their remarks and criticism. This study can also be used to profile reviewers and commentators based on their level of maturity.

Analysis, justification, and findings come next. A unique formula for comment & critic profiling will be used in this section. Then, a comprehensive explanation of the remarks and objections will follow. The framework for comment & critics profiling, strategies for dealing with comment & critics, and comment & critics profiling make up the last step

4. Result and Discussion

After we understand on the theoretical framework, then the following are some of

the stages that we will discuss regarding comments and critics profiling:

4.1. Survey Results

Question 1: Do you know the difference between a comment and a critique?

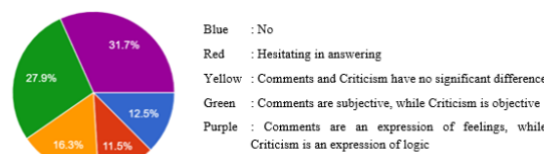


Figure 3. Question 1 – Results

Question 2: Do you know the difference between opinion and judgment?

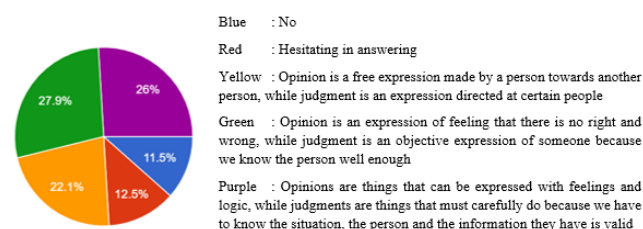


Figure 4. Question 2 – Results

Question 3: In your opinion/assessment, has social media presented comments and criticisms that are right on target?

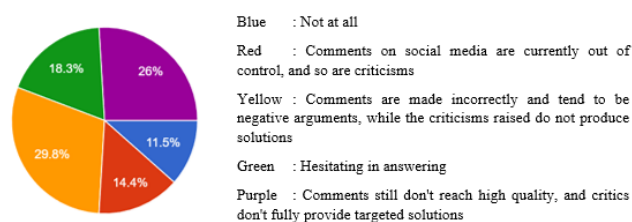


Figure 5. Question 3 – Results

The survey results show that there are still problems in understanding comments & critics, and there are still many who are still confused about how to implement quality and targeted comments & critics.

4.2. Formula for Comments & Critics Profiling

The comment & critics profiling formula is a development of influencer intelligence. If these are combined, it can describe as follows:

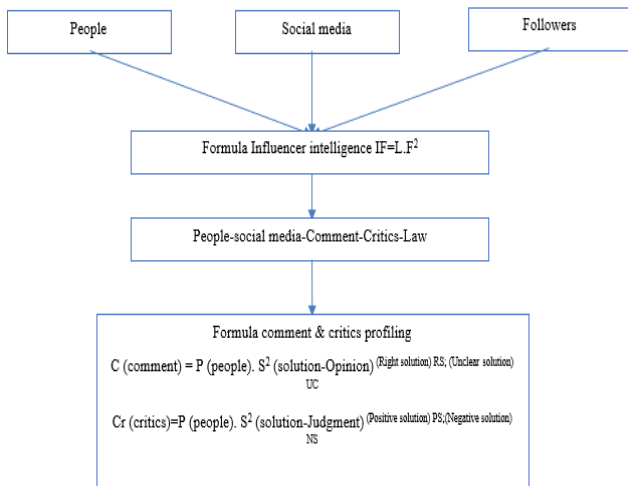


Figure 6. The Process of formula comment & critics profiling

Figure 6 explains the process of creating the comment & critics profiling formula. It starts from the influencer intelligence formula consisting of people, social media platforms, and followers. These three things form a group and groups according to interests and common thoughts, then with the formation of these things, comments & critics will also form. It means that a group or someone will provide comments or Criticism of groups or other people according to their paradigm. Other things, such as comments and criticisms of body shaming or other things, are a form of bullying if negative (this article can read in more detail on anti-cyberbullying intelligence, which we have published). The following is an explanation of the comment & critics profiling formula:

Comment profiling formula: $C=P.S^2$

C is a comment, meaning an opinion or assessment expressed by a group/group/person against others, either in general or specifically; P is people who do it to other people; S is a solution-opinion,

comments must be able to have a solution because this will be useful to grow each other; The solution divides into two important parts: (1) Right solution (RS) is a comment that contains the right solution to something, so that the comment can be said to be a high-quality comment, in which some opinions and judgments have general and specific knowledge; (2) Unclear solutions (UC) are comments that are made negatively and only express opinions/judgments but only based on their feelings, and what they see, this happens spontaneously and without filters, causing negative impacts on others and themselves.

Critics profiling formula: $CR=P.S^2$

Cr is Criticism made by a group/group/person against others, both in general and in particular; P are people who criticize others; S is a solution-judgment, Criticism must have the right judgment to provide a way to solve the problem. Solutions in Criticism divides into two important parts: (1) Positive solutions (PS) are criticisms that carry out positively, which accompanied by examples of case studies and data and information that can account for so that the Criticism helps overcome problems; (2) Negative solution (NS) is a criticism that expressed very negatively, does not want to listen to the opinions/judgments of others and puts aside empathy, sympathy and tendencies in argumentation and attacks others without a strong basis, only based on likes and dislikes, not use accurate data/information and only vaguely express feelings.

4.3. The Big Picture of Comments & Critics Profiling

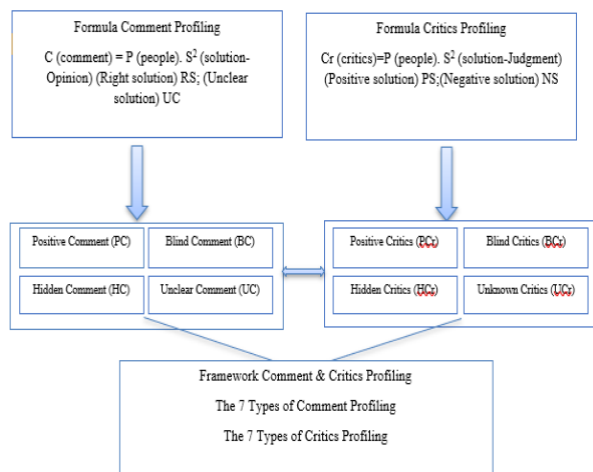


Figure 7. From Formula Comment & Critics Profiling to The Big Picture of Comment & Critics Profiling

Figure 7 explains the stages from the formula to the big picture of comments & critics profiling. Each formula is made more specific in this section, but it has not led to more detailed profiling in general context and content. The explanation is as follows:

4.3.1. The Big Picture of Comment Profiling

In this section, comments divide into four types: (1) Positive comments (PC) are expressed positively and are more likely to provide solutions to existing problems. In this type of comment, there is no negative character found; (2) Blind comment (BC) is a comment that is 50-50, meaning that the comment is positive, but there is still debate over the comments. Comments made by debating the data/information owned by each party, but if a middle way/solution find, it will increase to positive comments; (3) Hidden comments (HC) are sarcastic, narcissistic comments, and hidden. In this section, the comments are not said directly but use analogies and sentences that may be satirical. In this section, a person is not clear

in his direction when he says something, sometimes it appears on the surface as good, but there is a hidden meaning and tends to be negative; (4) Unclear comments (UC) are comments that are very unclear, insulting, damaging to the reputation and committing harassment. In this type, comments can say as comments that do not have the correct data/information but are only expressions without control, causing damage to communication in society and causing inconvenience. This type can be subject to applicable law because it causes many problems, especially comments that are not based on correct data/information and only intend to bring down other groups/groups/people.

4.3.2. The Big Picture of Critics Profiling

Critics divide into four important parts: (1) Positive critics (PCr) are criticisms that provide solutions, where this Criticism presents several solutions and data/information that may use as comparative data or a case study that can use as a basis for implementation, which of course adapted to customs and culture. At this stage, a person will also show his level of thinking and maturity in finding solutions and helping others in changing for the better in the future; (2) Blind critics (BCr) are critics who have strong arguments in logic, but the data/information presented is still incomplete. In this section, there is a debate to find a solution, but it is still in a positive context; (3) Hidden critics (HCr) are criticisms that are quite negative because they are satirical directly or indirectly. In this section, data/information is not present, but assumptions and perceptions that, according to oneself, are the truth and others are wrong. There was quite a fierce debate in this section and did not produce a solution in solving the problem, ending with each party defending what they already had; (4) Unknown critics (UCr) are criticisms that are destructive, destructive and intimidating, where this Criticism carried out to completely damage the reputation of a group/group/other

people so that they become the only person who wins. This section clarifies that the critic's focus is to carry out chaos communication, meaning that the critic gives a critique that focuses on how to destroy reputation to the most basic point so that getting back up will be very difficult. After we understand the formula and the big picture, the next step is the comment & profiling framework.

4.4. The seven types of comment profiling & The seven types of critics profiling

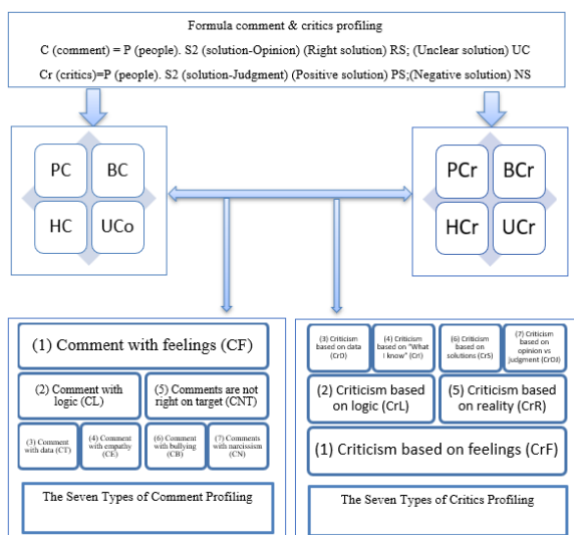


Figure 8. Framework Comment & Critis Profiling

4.4.1. The Seven Types of Comment Profiling

1. Comment with feelings (CF)

Feelings are expressions where an expression do without thinking more deeply, and this can have two effects: positive and negative. Someone who comments with feelings is usually difficult to control himself or their emotions, where what is in mind and heart will be expressed directly. The positive things that can take from someone who has a comment with feelings are that we will immediately know what that person likes and dislikes. The negative thing is that if this is not following the area's culture, this kind of attitude will be considered rude. Therefore, this profile

is not completely negative but is somewhere in the middle between openness and wanting to improve something. In other words, wanting to help but sometimes not in the right way, causing problems. Therefore, this CF profile is in the position of RS and UC in the comment profiling formula, while in the big picture, it is in the PC and BC positions.

2. Comment with logic (CL)

CL is in the RS position on the comment profiling formula side, while on the big picture side, it is in the PC position. Comments with logic is a positive thing. Logic divides into two parts: general logic and special logic. General logic is an assumption that we make to solve a problem. In contrast, special logic is an assumption based on valid data/information to precisely make decisions. In general, someone uses general logic when communicating, but they will use special logic for certain things.

3. Comment with data (CT)

Comments using data is one of the right ways in the debate. Still, it should understand that the data must be valid and come from a nationally recognized institution or organization, so this is not just data presented only to defend one side but does not look at the data. Other. Data can only be said to be valid if it is following reality.

4. Comment with empathy (CE)

This type of comment base on "how do we listen first before commenting". It is the best thing because this is where a person's polite behaviour and quality will see. If someone likes to cut other people's conversations in communication, then it is certain that they have no empathy and are more selfish in them. Conversely, if in communication someone listens seriously and tries to understand first, be it data or other people's thoughts, it can say that the person has empathy. Empathy is a trait that

focuses on how communication can build based on trying to understand each other. We may disagree with each other on a comment, but if the comment is only one-way.

5. Comments are not right on target (CNT) Comments that are not on target are made spontaneously and sometimes only done to express what they see, but sometimes they tend to be quite negative things or maybe even belittle others. These people do it with no clear purpose. What they like, they will do comments, and don't like; they will also do comments.

6. Comment with bullying (CB) In this type, comments are made very negative and can result in the destruction of one's self-esteem or even damage to one's reputation and can result in harassment in any form. In this type, it is necessary to take legal action or a stern warning from the legal authorities to not go too far in making comments that result in many negative things arising in the community. The comments always lead to how insulting and there is nothing good in other people. The sentences used are rude and sarcastic subtly but contain an insulting element.

7. Comments with narcissism (CN) In this type, comments make to praise yourself excessively or be arrogant to show off what you have. Comments also make to praise someone or something excessively so that it seems insincere and just pretending. In this condition, if these narcissistic comments have led to excessive comparison, it will usually lead to comments with bullying or comments that are not on target.

4.5. Innovation in comment critics profiling – Solution & Implementation

4.5.1. Classification of Profiling Comments

1. Formula Comment Profiling & Classification

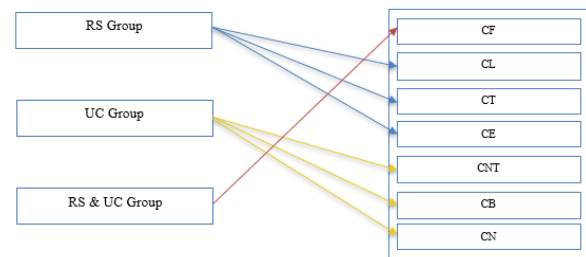


Figure 9. Classification Formula & Comment Profiling

Figure 9 explains, the RS group includes CL;CT;CE. This group is a combination of logic, data and empathy. The CLTE group has commented that present data as the basis for their comments, then explain with the right logic. Still, during the discussion, they will have empathy, which will appreciate what is presented by others, then carefully and in detail look at the data owned by others.

The UC group includes CNT, CB, CN. The CNTBN group constitutes inappropriate comments, bullying and narcissism. This group has a big problem in comments because it has three negative things: bullying, polluting, or harassment directly/indirectly, justifying themselves by vilifying others. Commenting unethically on something, not having competence in any/certain fields- just doing pointless instant comments that lead to unnecessary debates, bragging about what he has so that other people who see him don't like it.

And finally, the RS - UC group includes CF. This group only has CF, where people of this type will comment anywhere, and anything will expose to comments. It can have a negative or positive impact depending on what comments. For example, if someone sees someone else posting a picture or something on social media and then comments.

2. The Big Picture of Comment Profiling & Classification

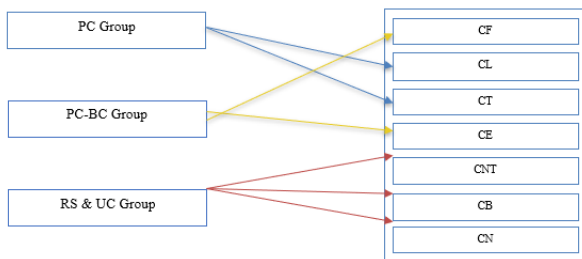


Figure 10. The Big Picture of Comment Profiling & Classification

Figure 10 describes the PC group, including CL, CT. CLT group is a type of logic and data. This comment presents data or info as well as a comparison so that it will be fairer. The difference with figure 6, where there is no debate involving feelings, but more likely to discuss the data and compare them. These data must be truly valid and accountable to the community/public. The data must not be assumed or manipulated only for personal gain; the data must be open and honest so that it will be able to produce a solution. It is necessary to understand that data or information is very important for making decisions in the short, medium, and long term to be absolute truth and not manipulation. Comments that use correct data will also be able to produce stability in society because, in general, they will be able to obtain truth and data, the result will be more positive changes in the community or society and form a better culture.

The PC-BC group includes CF,CE. CFE group is the type of feeling and empathy. In this section, a person will show his feelings and empathy for the closest person, a certain group or anyone he trusts. On social media, this can include direct or indirect conversations. For example, private and sharing matters in certain matters are expressed openly on social media, such as wishing a happy birthday to family and, if not directly, will provide

comments or post pictures to reply with positive intentions.

The HC-UCo group includes CNT, CB, CN. The CNTBN group is a type of inappropriate comments, bullying, and narcissism. This type likes to do it in groups, where the target is people or groups or whatever it felt to attack them in any form, so this type thinks that retaliating is the best way. This type has no sympathy or empathy for anyone, all they care about is their interests, and they will do anything to defend them.

4.5.2. Classification Critics Profiling

1. Formula Critics Profiling & Classification

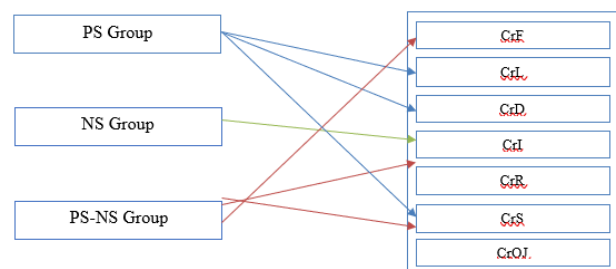


Figure 11. Formula critics profiling & Classification

Figure 11, explains, the PS group includes: CrL,CrD,CrS. CrLDS group represents logic, data, solution types. This type of Criticism is not far from the understanding of the comments. This Criticism uses data, and then logic and discussions occur, which will eventually produce solutions.

The NS group includes CrI. This group has one type, namely "What I know". The Criticism is given only based on what he has, the knowledge he has gained, and his experience. It is not wrong if someone gives a critique based on the experience and knowledge he has gained, but it will be wrong if he does not have the correct data or not based on reality. What I know, you don't necessarily know. What you know, I don't necessarily know it; in other words, everyone has their uniqueness in him, which should use as a positive thing to

share so that others will be able to gain knowledge and experience from what they have. The ideal is that way, but in reality, many things don't happen that way.

The PS-NS group includes CrF,CrR,CrOJ. CrFROJ group is the type of feeling, reality, opinion vs judgment. This type provides Criticism based on two important things: (1) opinion with feelings and reality; (2) judgment with feelings and reality. The first does not reflect wisdom because the Criticism given is only based on feelings at the time and always says "the facts are so"... "look what happening out there", and there are many other criticisms. Still, the thing that needs to be understood is that every people can give such Criticism, but what is the solution?. This type always says Criticism because what he sees is only on one side, while he does not see on the more distant side. Expressions and criticisms without a solid basis and data reflect a person's immaturity.

2. The Big Picture of Critics Profiling & Classification

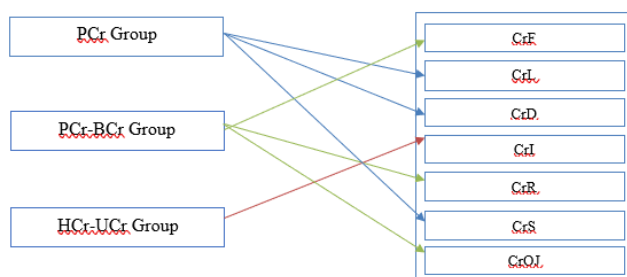


Figure 12. The big picture of critics profiling & Classification

Figure 12 explains, The PCr group includes CrL, CrD, CrS. The CrLDS01 group is a logic, data, solution type. This type, as described in figure 8, this type uses data. In this section, the data used are solution-based, not just data, to criticize the failure of a process. It means that these data use to provide Criticism and solutions. We see a lot of data presented but only used to criticize because of a process. Still, here we must be able to use the data as input to a person/institution/organization or other as a

solution. Data and solutions mean that the data presented can provide what solutions can achieve and provide brief examples of implementation to be used as ideas.

The PCr-BCr group includes CrF, CrR, CrOJ. CrFROJ01 group is the type of feeling, reality, opinion vs judgment. This type can be explained in two parts: (1) feeling, reality, opinion; (2) feelings, reality, judgment. First, when Criticism only base on feelings, it will cause two sides, namely, we criticize because we like something and we defend it, but on the other hand, we don't like something, and we argue and give Criticism that is not objective. It is due to the nature of likes and dislikes. It is not wrong if we like and dislike it, but it will be wrong if it causes negative societal friction. We must see further that dislikes and likes must also give positive Criticism, meaning that not everyone can see what is wrong in him. The HCr-UCr group includes CrI. This group has only one type, namely CrI01, which is "What I know". The Criticism given is only one-sided. Therefore, discussing this type will be very difficult because he thinks, "I am right, and you are always wrong". The Criticism given is usually rude, disrespectful and unethical in communication and morals.

4.5.3. Case Study, Implementation, and Solution

1. Case study A: $(RS = (CL;CT;CE)) + (PC = (CL,CT)) + (PS = (CrL,CrD,CrS)) + (PCr = (CrL, CrD, CrS)) + (PC-BC = (CF,CE)) + (PS-NS = (CrF,CrR,CrOJ)) + (PCr-BCr = (CrF, CrR, CrOJ))$

The core of this group is logic, data, empathy, feelings, solutions, It can describe as follows:

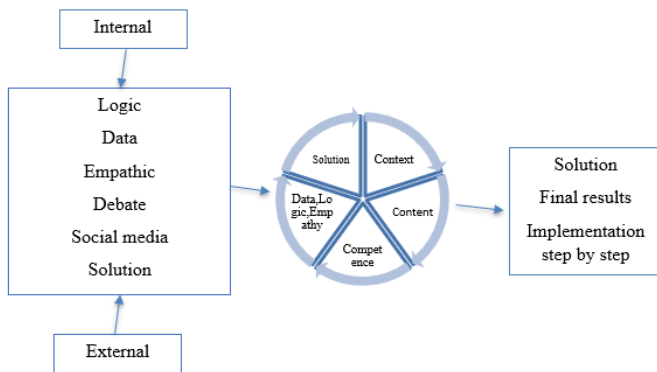


Figure 13. Case study, the process & implementation framework comment & critics profiling

Figure 13 explains that internal and external factors show each other data, information, logical debates, and many other things in the first stage. It can explain as follows: (1) pay attention to the context and content. If we provide comments or Criticism, if the topic is about fruits and specifically durian fruit, then the content must cover all about durian. The discussion can't go anywhere. Many of us say we already know this, but the evidence is that there are still many people who discuss unfocused, and there are spices that interfere with the discussion. (2) pay attention to competence; this relates to the person or who is saying and who is criticizing. If the discussion is to continue in a systematic and structured manner, then only people who have competence, according to their field, can only participate in the discussion. As already explained, the discussion is about durian fruit, so the discussion must consist of experts in durian fruit, and there is no place for experts on citrus fruits or other fruits.

$$2. \text{ Case Study B: } (UC = (CNT, CB, CN)) + (HC-UCo = (CNT, CB, CN)) + (RS - UC = CF))$$

This type includes feelings, off-target, bullying and narcissism. This type requires attention and control. Example: For the example, we still use the case study example A. The difference is in the

explanation. Different things happened in study B; in this case, people said and expressed their minds and feelings by bullying, saying disrespectful things and justifying what they said.

$$3. \text{ Case study C: } (NS = (CrI)) + (HCr-UCr = (CrI))$$

This type only focuses on one side, namely what I know; this type is the least able to be invited to discuss. The examples used are still the same, but this is the last type that is least talkable

5. Conclusion

The comment & critics profiling framework is a development of the guidelines of influencer intelligence, where a comment profiling formula creates: $C=P.S2$ and critics profiling: $CR=P.S2$. These two formulas are the big picture at the first level of the framework. Then, the formula is developed to the second level, divided into four parts in each formula. The comment profiling divides into four parts, namely: Positive comments (PC), Blind comments (BC); Hidden comments (HC); Unclear comments (UC). Furthermore, the critics profiling divides into four parts, namely: Positive critics (PCr); Blind critics (BCr); Hidden critics (HCr); Unknown critics (UCr). After going through these two stages, the second conclusion is that comment & critics profiling is developed into more details by dividing it into seven types of comments and critics. The seven types of comment profiling are: Comment with feelings (CF); Comment with logic (CL); Comment with data (CT); Comment with empathy (CE); Comments are not right on target (CNT); Comment with bullying (CB); Comments with narcissism (CN) and the seven types of critics profiling are Criticism based on feelings (CrF); Criticism based on logic (CrL); Criticism based on data (CrD); Criticism based on "What I know" (CrI); Criticism based on reality (CrR); Criticism based on solutions

(CrS); Criticism based on opinion vs judgment (CrOJ).

This research is still in further development, where this process is part of the gamification project, where we are in the intelligent systems lab in developing games and applications. This research intended to create a more detailed profile. Further development of this concept will continue because several more detailed profiling stages are still needed to create a complete concept

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