SOCIAL ACTIONS OF SOCIAL NETWORKS USERS TRIGGERED BY MEDIA POSTS CONTENT

Artem Zakharchenko

Taras Shevchenko National University of Kyiv, Ukraine

Abstract

Media posts spread throughout social networks due to their ability to call the readers to actions which is the sign of their influence. These actions can be considered both as social and communicative. Therefore, they can be studied in relation with other social actions taken by the same users offline: participation in mass protests, purchase of goods, downloading mobile applications, etc.

The research has shown that not every share means the readiness for such offline actions. Most often this readiness is observed if media posts on a particular topic are shared through goal-rational actions and at the same time have a high influence on the audience. This influence is assessed by the author's methodology of determining the interactive potential.

The research has also found that while the news is spread among the politically active Ukrainians, the proportion of different types of shares varies depending on the indicator of publication influence on the audience. For publications with high influence indicator, goal-rational and value-based shares are the most typical and if the indicator is low, the affective spreading occurs.

Keywords: *social action, social networks, interactive potential, information spreading, media audience.*

JEL Classification: O35, C89.

Introduction

The study of social trends through the analysis of the social networks content has become a common trend in science over the past two decades. At the same time, unlike the study of public opinion through surveys, social networks allow drawing conclusions not only from what users decided to express directly but also from other aspects of their behavior. In particular, studying what patterns of user activity intended to generate content exist in a particular social group, one can arrive to the conclusion on the structure of this group and the links within, as well as on the interests and even certain psychological traits of its participants (Guo, Chen, Zhang, & Zhao, 2009).

One of the promising areas where this method may be applied is the study of social networks users' readiness to social action, in particular, to protest. The solution of this problem can be more complex in comparison with conventional sociological methods thanks to the advantages of social networks content analysis described above. After all, it is quite possible that users are not ready to openly express their intention for certain social action in social network but it can be determined from their behavior if behavior patterns of people who have been previously involved in such social actions are known. Conversely, users can trumpet on their readiness for protests but eventually they do not participate in street protests. **Novelty of the topic** is new effective tools found for obtaining socially important information from the social networks content to create opportunities for predicting the social behavior of individuals.

The basis for the study of communicative actions is laid by Habermas (1990). According to Habermas (1990), communicative is the action that along with the implementation of certain plans of action provides for communicative aspect of simultaneous definition of the situation, reaching agreement (Habermas, 1990). At the same time, the situation is defined as a segment of a lifeworld in terms of a specific theme of discussion that arises in connection with the common interests of actors, and 'the solidarity of groups integrated through the values ... serve as resources for action oriented toward reaching understanding' (Habermas, 1990, p.137).

So, by sharing, "liking" or commenting on a media publication, a social network user takes a communicative action, emphasizing the common or different interests with the media journalist, author of the cited statement or the participants of actions described in that publication.

Social actions in social networks have recently attracted the attention of Western and Chinese researchers. One of the most revealed topics was the study of closed social systems, such as forums with a constant core of participants or groups in social networks (Bagozzi & Dholakia, 2006).

According to Bagozzi and Lee (2002), there are three approaches to describing social action: based only on a personal decision of an individual, based on a personal decision though with awareness of social impact of the action, and based on a group decision. On that assumption, Cheung and Lee (2010) argue that any action in social networks is a social action (except for writing "only me" posts). Tuomela (2008) notes that, in this case, a collective decision is based on "we-mode" reasoning that is the reasoning in terms of "we-perspective": perspective for the whole group rather than an individual.

An example is the study of the reasons for making a decision to join a certain group in social networks. According to a survey conducted among Chinese students, the most important criterion in making this decision was social identification, and the second most important was the group norm (Xiao-Liang, Cheung, & Lee, 2013). Researchers also showed that reaching consensus with members of a particular social group will further influence the decision to participate in this group (Zhao, Wang, Chau, & Zhang, 2012).

If in the earliest days of social networks, sociological studies of behavior in network were conducted most often with the help of classical online or offline surveys, recently more and more attention has been paid to automated data collection methods (Varol, Ferrara, Menczer, & Flammini, 2017).

Among the methods proposed in recent years for studying social trends through social network analysis is the author's methodology that consists in determining *the interactive potential (IP),* an indicator that quantitatively describes the influence of a certain media publication on certain groups of social networks users (Zakharchenko, 2017). This indicator

shows how many interactions ('likes', shares or comments) of news with users in social networks are, on average, caused by one previous interaction while the publication is spread in a certain group of users. If this value is >1, spreading is accelerated as a power function but if <1, it gradually fades out and continues for a certain time only due to the social network topology effect. It is important that this indicator allows for clear distinction between the total number of shares and their intensity, or, in other words, gives the answer to the question whether a high number of interactions occurred because the publication is very interesting to a small number of people, or slightly interesting to a large number of people.

As already shown in several studies (Zakharchenko, 2017), measuring and comparing IP for a set of the most popular media publications can provide a relevant description of the attitude of various groups of social network audience to public trends covered in these publications.

Therefore, **the object of the research** is a dependence between users' social network interactions and their readiness to further social actions. **The research aim** is to define the possibility of certain social network group members to take further social actions like participation in street protests, purchasing goods, installing mobile applications, etc. This aim sets the following **research objectives**: classification of news with a high number of interactions in social networks in terms of the influence on the audience, defining the type of social action that accompanies the spread of this news, finding the patterns of relation between the type of news spreading as a social action and its influence indicator.

Material and Methods of Research

In order to fulfill this task, we used the data collected during a year and a half as a part of Media Intelligence Project implemented by the author of the article to study political trends in Ukrainian society. These are measurements of interactive potential of publications, which appeared on one of the most influential social and political Internet portals in Ukraine, Ukrainska Pravda, while being shared to Facebook. In total, from January 2016 to June 2017, 827 publications received more than 600 Facebook interactions, and therefore, interactive potential could be identified for them. Those publications formed the sample of our research study. There were publications about all different topics that this media covers: from politics and economics to sport, technology and culture. The number of publications was the single criteria of their selection.

Method of Interactive potential calculating is described in detail in (Zakharchenko, 2017). In short, it is based on the analyzing the dependence curve of a number of specific publication's social media interactions on total audience activity, measured as a number of page views of a big sample of Ukrainian news websites since the time of this publication was published.

In the logarithmic scale, this curve turns into line on some specific sections, which shows the publication's ability to spread in a common social media environment, without an influence of top Facebook users with many followers. The regression analysis of this line allows calculation of a quantity index that unambiguously characterizes an impact of messages on a social network: the interactive potential. It is a degree index in the equation that describes the dynamics of interactions with information within a given period of time. It can be defined as an average number of social media interactions with some publications caused by each previous interaction.
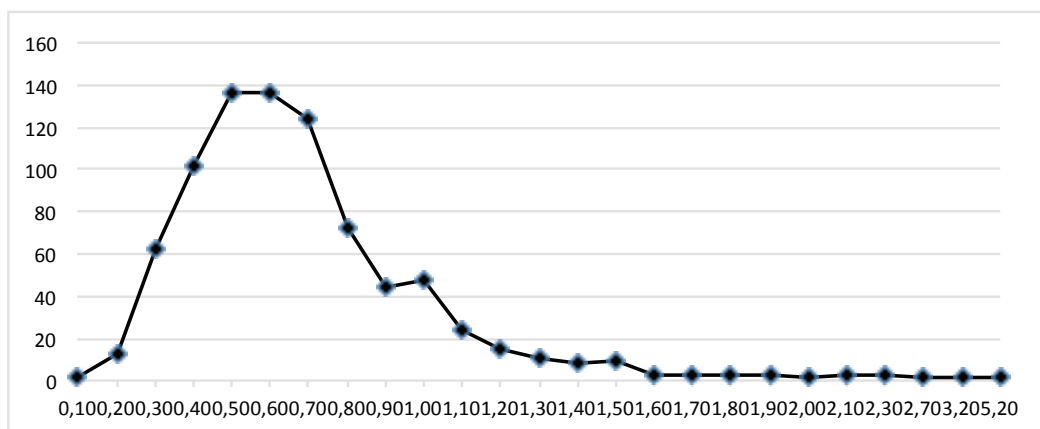
Fig. 1. News Distribution by Interactive Potential Value

By distributing all the said news according to the value of their interactive potential, we found that the values correspond to the normal distribution (see Figure 1).

The collected data were divided into four categories by the meaning of their qualitative differences. The first one, with an interactive potential of 0 to 0.3, included the news that though having a large number of Facebook interactions gained that amount slowly. There were few such news items for that period, only 14.

The second category included the news items that were the most numerous: the value of their interactive potential is from 0.3 to 1. Since such an IP indicator provides for a slow dying down of spreading as each previous interaction leads to less than one subsequent interaction, the active spread of publications in this category was only possible because they were published in a popular resource (Ukrainska Pravda), and also were shared by famous top bloggers. In other words, the social network topology factor served its purpose. After all, the mentioned social network users had a very high number of contacts and actually that was the reason why spreading process remained active for a long time. There were 676 such posts.

The third category included the media publications the spread of which occurred with increasing rate because their interactive potential was more than 1, that is, each previous share involved more than one further share. The slowdown and cessation of such publications spreading occurs only because the target audience that is not yet familiar with the news gets exhausted. There were 117 news stories with IP values range of 1.0-1.7.

Finally, the fourth group is news with an abnormally high interactive potential, over 1.7. There were 20 news items for the period under study.

For the study all news items from the first and fourth categories were selected. 25 news stories from the third category and 30 from the second category were randomly selected, which is more than enough to make a representative sample to characterize the data under study.

We found the posts regarding the publications from the sample, through which users shared these publications, and, by analyzing the content of these posts and comments, we determined what type of social action was the sharing action and the action to which the news spreaders called for, or which is the logical implication of such spreading. In most cases, comments and share texts contained calls of the same type: either emotional or value-rational, or goal-rational (see below). In some cases shares were of two types and we considered them as two different social actions.

Consequently, briefly, we have used such **methods of the research** as statistical analysis in calculating the IP and comparing its values across the topics, and content analysis in determining the type of social actions.

In view of the fact that the research covered news from only one resource of social and political nature, there are certain **restrictions of the research**. The research results cannot be applied to the publications from Internet media dealing with other topics, such as technology or tabloids. Although in general terms the materials published by those media would be subject to the same patterns as discovered in the research. Indeed, Ukrainska Pravda covers a fairly wide topical range and the research materials included a lot of publications on show business, technology and other topics. Besides that, the methods for determining interactive potential assume that the influence degree is measured not during the spreading among the most loyal part of the audience of a particular Internet media but during the spreading among users who are not active readers of the media under research, and who learn about the publication from other people who spread it. That is, they may potentially be an audience of different media.

Theoretical Justification

Communicative action, according to Habermas (1990), refers to social actions. The same applies to the news sharing as the only meaning of any public actions in the social network is interaction with other individuals. However, unlike the above-cited studies which dealt with the practice of joining certain online groups, our case does not deal with a well-formed social group and the audience for Internet publications is an open system. In addition, considering the fact that the spread of news from social and political resources was analyzed, "we-mode perspective" often turned out to be not the perspective of a separate small group but of a significant part of the society.

Let us dwell upon the social action typology. The most common and most famous was primarily developed by Max Weber (2000), who believed that there are four types of social action. It can be goal rational: when it is carried out with the aim to change social reality; it can be value-rational: when with its help only a certain worldview is pronounced and the result itself is not the main goal. Also, social action can be traditional: when it is carried out only because most of the members of the group do so. Finally, the fourth type is an affective action which fuses social and no social and it is carried out purely under the influence of emotions.

If to consider the news spreading as a social action in terms of these criteria, by analyzing the content of comments and share texts of certain socially important news one can easily determine what types of action this action refers to.

If during the spreading direct or indirect appeals to carry out a certain action are used or the content of the news itself provides for the possibility to take that action, this spreading, obviously, is the action oriented, and therefore it is the goal rational action.

However, other types of spreading are possible. If users at the time of share declare certain values, and the possibility to carry out any actions to achieve their goals is lacking or unobvious, that action can be referred to as the value-rational action.

Affective spreading assumes that the process of spreading gives the individual some kind of emotional relaxation, similar to the affective utterances in a live talk. Consequently, this type of spreading is easily detected if there are exclamations or unessential emotional statements and there are no signs of the previous two types.

We can assume that the spreading of the posts of opinion leaders may also be traditional. At least, a high percentage of traditional actions are present in such kind of Facebook-activity

as "liking". Still Weber himself stressed upon the difficulty to clearly define that some action was traditional.

Similarly, the Facebook interactions can be classified according to communicative actions classification proposed by Habermas (1990). According to him, the speaker has a choice between the cognitive mode of language application which is aimed at the point of truth of his statement, interactive mode, which determines the correctness or justice, and expressive mode, which focuses on self-expression and tastes.

Finally, the media publication spreading in the context of its influence on the user can also be considered from the point of view of the social influence typology proposed by Kelman (1958). He distinguished (Kelman, 1958) three aspects of the social impact process: compliance, internalization and identification. In case of compliance, a person accepts influence to gain support, approval or a favorable reaction from people who have higher power or status. Internalization occurs when an individual accepts information received from others as evidence of reality, therefore common beliefs of group members become a group norm. Identification occurs when a person accepts influence to establish and maintain a positive relationship with another person or group, to emphasize belonging to the group.

As far as the interaction of a social network user with the publication is a sign of its influence on the user (da Rocha, Massad, Santos, & Pereira, 2015), we can classify that social action according to this parameter as well. In case of news spreading, we are not talking only about one social group, of course, because users often identify themselves with several groups of different directions. In this case, compliance is displayed when a person spreads information from a well-known person, for example, a top blogger. Internalization is possible when spreading confirms the user's view of the world and political situation, in particular. Finally, identification means that a user is spreading something as a sign of his belonging to a particular worldview or just a social group. As you can see, spreading can be based on all three mechanisms of social impact.
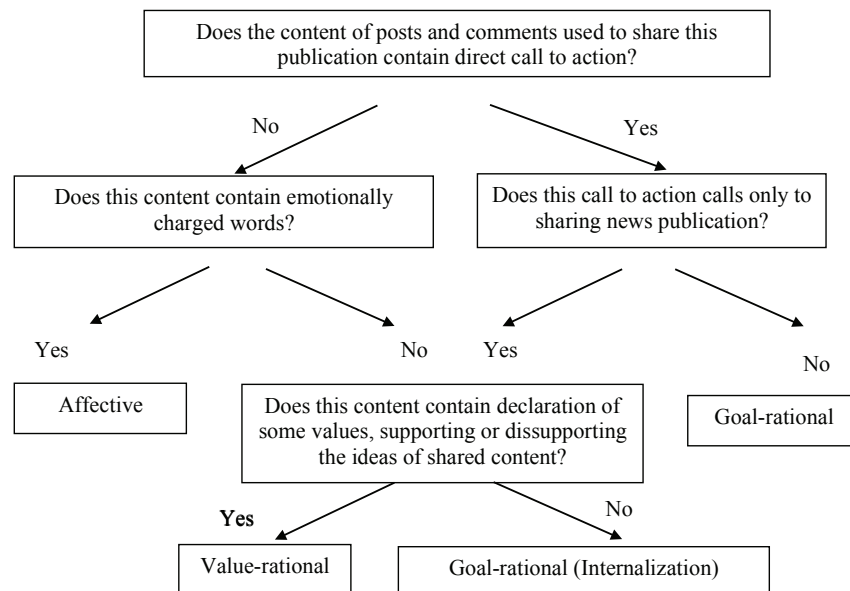

Fig. 2. Scheme of coding the content of posts and comments used to share the publications under investigation

Results and Discussion
Proportion of different types of social actions at different IP values

The gathered data on the proportion of the four Weber spreading categories helped to observe certain interesting patterns presented in Figure 2.

We would like to start with the observation that for publications with the lowest spreading intensity (IP = 0 to 0.3), affective messages prevail and no goal-rational – containing a call for an actions – messages occur at all. Just the opposite is the situation for the cases with extra high interactive potential values (IP = 1.7 - ∞), where the share of goal-rational actions is very high. In two intermediate regions, most often occurring in real life, as IP increases there is a gradual increase in goal-rational and a decrease in affective types of spreading. In addition, in these two categories, the spreading types which we characterize as goal-rational under the effect of internationalization (according to Kelman's classification), play a prominent role. This type of social actions included spreading with the apparent intention of just communicating news being important in the user's opinion without affirming any ideological positions, expressing emotions or calls to action. Such an action is certainly goal-rational as it has a definite goal of informing, though this goal does not foresee any further actions outside the social networks, and is inspired only by the wish to be useful to a certain community by communicating user's own opinion to it.
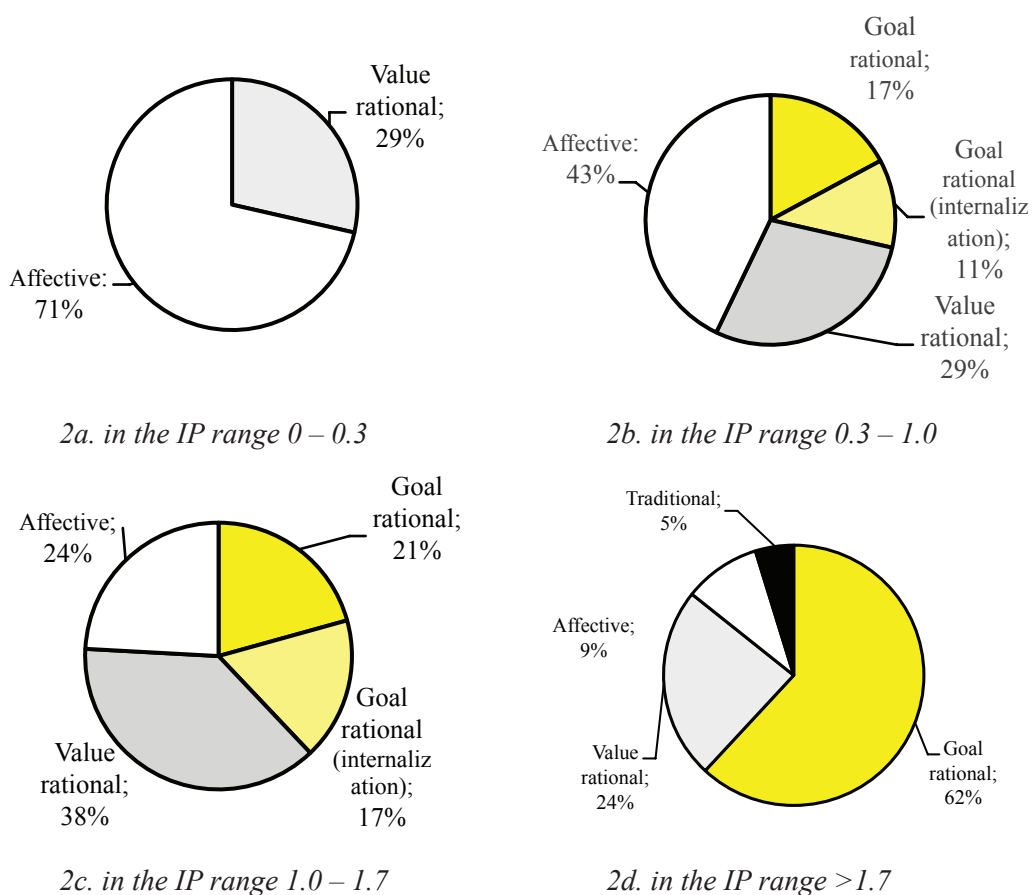

2a. in the IP range 0 – 0.3

2b. in the IP range 0.3 – 1.0

2c. in the IP range 1.0 – 1.7

2d. in the IP range >1.7

Fig. 3. Proportion of different types of social actions with different IP values

Additionally, it should be stated that only in the upper range of IP we recorded one piece of news with the type of Facebook-interaction described as traditional social action. This is the death notice about the People's Deputy, Oleg Zadorozhny. In fact, in this case, people "liked" and shared not the news itself, but the message of the popular blogger, Lesya Orobets, who spread the news. These actions can be considered a traditional paying of respect to the deceased and to the authority of Orobets.

Type of social action and power of influence

If to analyze the texts that accompanied the media publications shares in more detail, we can highlight even more interesting patterns. Only 7 out of 34 news, related to affective spread, or 25%, was attributable to positive emotions: joy, pride, good-minded ridicule. The rest was generated by such feelings as indignation ("betrayal!"), condemnation, despair, anger. Obviously, this can be explained by the peculiarity of the audience of the Ukrainska Pravda and the Ukrainians mentality, who would rather be inclined to criticize than support the authorities.

If you compare the expressed emotions for news with different values of IP, it will turn out that positive emotions often spread with a high intensity: 6 out of 7 of them fall within the range of IP> 0.7. On the other hand, emotional interactions with the news of the least influential category during the period under study consisted entirely of the negative side of things.

Among the news that had a value-rational "mechanism" for spreading, the most influential were the news that concerned the lengthy discussion in Ukraine between the 'traditional' and the "modern" worldview. In particular, the rights of LGBT people, family problems, abortion, historical justice. A slightly smaller indicator of IP was observed in publications, the spreading of which was associated with negative assessments of the authorities actions. The news about the electronic declaration disclosed by the President Petro Poroshenko had the highest IP value (1.39). As for the manifestation of other values, their spreading was always marked by IP below 1. That was, in particular, support or condemn of "young parties", boycotts of Russian goods, activities of orphanages, energy conservation, etc.

Predicting actions outside the Facebook

We will pay the detailed attention to the news spread by goal-rational actions. The top news spread in that manner are summarized in Table 1.

Table 1. Top news spread by a goal-rational mechanism

News story	IP	Type of a social action	Reposts themes	Actions outside Facebook
Ukrzaliznytsya has launched a mobile application for ticket booking	5.29	Goal-rational	Comments on application testing	Over 100 000 downloads
Poroshenko said the release of Sakvarelidze was not agreed with him	3.25	Goal-rational	Calls for reformers to go into a rigid opposition	Protests at the General Prosecutor's Office (April 2016)

Continued Table 1

News story	IP	Type of a social action	Reposts themes	Actions outside Facebook
Romania Against Corruption: Tens of thousands of protesters came out to the streets again	2.79	Goal-rational	"We have to learn from the Romanians"	Soon after, protests at the court where the case of Nasirov's accusation of corruption was considered. Also, the nationalist blockade of Donbas
Individual heating systems is a deadlock	2.38	Goal-rational	The call for not being a "thermal separatist"	Actively searched for the way to arrange thermal insulation (as GoogleTrends data show)
Author of the Guide to Critical Thinking: Extremely Important that people learn to think	2.30	Goal-rational	The call for teachers to register to such courses	According to the organizers the number of people willing to take courses jumped by about 50%
20 questions about vaccination to Yevhen Komarovsky	2.19	Goal-rational + value-rational	Discussion for and against	The publication could have influenced the vaccine statistics
ORLO (separate regions of Luhansk Oblast) representatives will visit prisons in a controlled area – the media	2.16	Goal-rational	Request for investigation. Promise of direct action in response	No actions. Because soon the attention of radical activists was switched to the prohibition of Vkontakte and other similar compromises.
Borys Khersonskyi: the language chooses us itself	2.06	Goal-rational	Call for speaking Ukrainian	Soon after the social survey first showed that more than 50% of Ukrainian citizens speak Ukrainian
The court authorized the document retrieval from the Center for Combating Corruption	1.92	Goal-rational	Indignation	Protests at the General Prosecutor's Office (April 2016)
Istanbul: the LGBT march was dispersed	1.83	Goal-rational	The calls to disperse similar march in Ukraine	No actions: There was no march in the near future. And by June next year the situation has changed
The Cabinet of Ministers opened access to the register of movable property encumbrances	1.77	Goal-rational	-	Visiting the site with the registry increased from 260,000 in May to 328 000 in June. SimilarWeb data
The March of Equality in Kyiv will be guarded by 3 000 policemen	1.73	Goal-rational	The calls to beat participants in the march	Right-wing radicals' attempts to attack on the march disrupted by the police (June 2016)
Is there life after Vkontakte and Yandex.Maps: a list of substitutes for prohibited services	1.17	Goal-rational	Intent to use. Quality discussions	Active use of substitute services
Sevruk against the election of the Prosecutor General as an open contest	1.06	Goal-rational	The call for self-organization and protesting	Protests at the General Prosecutor's Office (April 2016)

News story	IP	Type of a social action	Reposts themes	Actions outside Facebook
Campaigns in support of Savchenko. March 8 – demonstrations in Kyiv and Lviv	1.05	Goal-rational	The call to go for demonstration	Massive campaigns in many cities of Ukraine
A scandalous bill on 22 Euros for parcel was withdrawn	0.66	Goal-rational	The calls to the boycott of the organizers. Signing petitions	Signing petitions

As we see, goal rational spreading does not always imply the actions related to street protests. The news about the launch of the mobile application by Ukrzaliznytsya was the most intensively spread. Nevertheless, virtually all really massive, and not financed by politicians, public protests were preceded by active, goal rational spreading of publications on relevant topics.

The most frequent sign of people's readiness for further action outside of social networks is the spread of news described as the goal-rational action and having high IP value. In some cases, though, the value-rational spreads may indicate a willingness to act. For example, under circumstances when the declared values have no opportunity to materialize into action right now, because there is no such possibility, and consequently, there is no sense in urging something, but subsequently such an opportunity appears. This is perfectly demonstrated by the spread of news about foreign actions of LGBT activists among the right-wing radicals. In the situation when similar actions are not planned in Ukraine in the coming future, such spreads can only be value-rational, however, if such campaign is announced, we can assume that this group is again ready to disperse LGBT marches as it had already tried to do a few months before.

Important point is that the result itself, at which goal-rational spreading is aimed, can be both goal-rational (downloading the mobile application) and value-rational action (above mentioned opposition to the march). On the other hand, the call to affective action is difficult to imagine. It is because if the action is preceded by a goal-rational call, the action itself will be at least value-rational and not purely emotional.

Conclusions

The gathered and analyzed data enabled the articulation of a number of applied statements that may come useful for Internet communication practical experts.

1. Under the existing conditions in Ukraine the media publications implying goal rational spreading or call for an action have the highest Interactive Potential, and respectively the strongest impact on the audience. Instead the news intended for purely emotional actions as a rule are less influential, though they can have a high total number of sharing. These points should be taken into consideration both by the media when forming the core audience and by the SMM-experts to increase the engagement coefficients.

2. While planning informational campaigns, PR-experts or political advisors should consider the fact that in general negative news has emotional effect on Ukrainian audience more frequently than positive news. Scarcely any positive news gets really widely spread. And

yet if it gets widely spread, it has usually much stronger emotional effect than negative news.

3. Furthermore, we found that regular monitoring of materials published by popular Internet media and defining a type of social action occurring at spreading of the most popular materials may help to notice early signs of audience's readiness to certain actions outside the social networks. These actions may refer both to political discourse (demonstrations, petition signing, participation in elections) and to market terms (readiness to install certain types of mobile apps, purchase goods, use services). Having detected this readiness in good time, political consultants can either intensify this readiness and lead the demonstration or conversely, focus on distraction of people's attention from protest sentiments.

Acknowledgments

References

Bagozzi, R. P. & Dholakia, U. M. (2006). Open sources of software user communities: A study of participation in Linux user groups. *Management Science, 52* (7), 1099–1115.

Bagozzi, R. P. & Lee, K. H. (2002). Multiple routes for social influence: the role of compliance, internalization, and social identity. *Social Psychology Quarterly, 65* (3), 226–247.

Cheung, C. M. K. & Lee, M. K. O. (2010). A theoretical model of intentional social action in online social networks. *Decision Support Systems, 49,* 24–30.

Ferrara, E. (2017). Disinformation and Social Bot Operations in the Run Up to the 2017 French Presidential Election. *First Monday*, *22* (8).

Guo, L., Tan, E., Chen, S., Zhang, X., & Zhao, Y. E. (2009). Analyzing patterns of user content generation in online social networks. *In: "KDD'09"* (pp.369–378).

Habermas, J. (1990) *Moral Consciousness and Communicative Action*. Cambridge. Massachusetts: MIT Press.

Kelman, H. C. (1958). Compliance, identification, and internalization: three processes of attitude change. *Journal of Conflict Resolution, 2* (1). 51–60.

da Rocha, A. F., Massad, E., dos Santos, P. C. C., & Pereira, A. Jr. (2015). A neurobiologically inspired model of social cognition: Memes spreading in the Internet. *Biologically Inspired Cognitive Architectures, 141*, 86–96.

Tuomela, R. (2008). Collective intentionality and group reasons. In: H. B. Schmid, & K. Schulte-Ostermann, & N. Psarros (Eds.), *Concepts of sharedness: Essays on collective intentionality* (pp.3–19). Ontos Verlag.

Varol, O., Ferrara, E., Menczer, F., & Flammini, A. (2017). Early detection of promoted campaigns on social media. *EPJ Data Science*, *6*(1),13.

Weber. M. (2000). *Basic concepts in sociology*. New York: Kensington Publishing.

Xiao-Liang, S., Cheung, C. M. K., & Lee, M. K. O. (2013). Perceived critical mass and collective intention in social media-supported small group communication. *International Journal of Information Management, 33,* 707–715.

Zakharchenko, A. (2017). Evaluating the social impact of Internet media news. *Civitas et Lex, 2*(14), 7-21.

Zhao, L., Lu, Y., Wang, B., Chau, P. Y. K., & Zhang, L. (2012). Cultivating the sense of belonging and motivating user participation in virtual communities: A social capital perspective. *International Journal of Information Management, 32*(6), 574–588.

Zakharchenko, A. (2016). Method for studying the dynamics of the Ukrainians' interest to political "soap operas" based on measuring the interactive potential. *Scientific Notes of the Institute of Journalism, 64*, 34-43.

SOCIAL ACTIONS OF SOCIAL NETWORKS USERS TRIGGERED BY MEDIA POSTS CONTENT

Summary

Artem Zakharchenko, Taras Shevchenko National University of Kyiv, Ukraine

The study of social trends through the analysis of the social networks content has become a common trend in science over the past two decades. At the same time, unlike the study of public opinion through surveys, social networks allow drawing conclusions not only from what users decided to express directly but also from other aspects of their behavior. In particular, studying what patterns of user activity intended to generate content exist in a particular social group, one can arrive to the conclusion on the structure of this group and the links within, as well as on the interests and even certain psychological traits of its participants (Guo, Chen, Zhang, & Zhao, 2009).

Among the methods proposed in recent years for studying social trends through social network analysis is the author's methodology that consists in determining *the interactive potential (IP),* an indicator that quantitatively describes the influence of a certain media publication on certain groups of social networks users (Zakharchenko, 2017). This indicator shows how many interactions ('likes', shares or comments) of news with users in social networks are, on average, caused by one previous interaction while the publication is spread in a certain group of users. If this value is >1, spreading is accelerated as a power function but if <1, it gradually fades out and continues for a certain time only due to the social network topology effect. It is important that this indicator allows for clear distinction between the total number of shares and their intensity, or, in other words, gives the answer to the question whether a high number of interactions occurred because the publication is very interesting to a small number of people, or slightly interesting to a large number of people. As already shown in several studies (Zakharchenko, 2017), measuring and comparing IP for a set of the most popular media publications can provide a relevant description of the attitude of various groups of social network audience to public trends covered in these publications.

Therefore, **the object of the research** is a dependence between users' social network interactions and their readiness to further social actions. **The research aim** is to define the possibility of certain social network group members to take further social actions like participation in street protests, purchasing goods, installing mobile applications, etc. This aim sets the following **research objectives**: classification of news with a high number of interactions in social networks in terms of the influence on the audience, defining the type of social action that accompanies the spread of this news, finding the patterns of relation between the type of news spreading as a social action and its influence indicator.

In order to fulfill this task, we used the data collected during a year and a half as a part of Media Intelligence Project implemented by the author of the article to study political trends in Ukrainian society. These are measurements of interactive potential of publications, which appeared on one of the most influential social and political Internet portals in Ukraine, Ukrainska Pravda, while being shared to Facebook. In total, from January 2016 to June 2017, 827 publications received more than 600 Facebook interactions, and therefore, interactive potential could be identified for them. Those publications formed the sample of our research study. There were publications about all different topics that this media covers: from politics and economics to sport, technology and culture. The number of publications was the single criteria of their selection. Method of Interactive potential calculating is described in detail in (Zakharchenko, 2017). In short, it is based on the analyzing the dependence curve of a number of specific publication's social media interactions on total audience activity, measured as a number of page views of a big sample of Ukrainian news websites since the time of this publication was published.

The gathered and analyzed data enabled the articulation of a number of applied statements that may come useful for Internet communication practical experts: under the existing conditions in Ukraine the media publications implying goal rational spreading or call for an action have the highest Interactive Potential, and respectively the strongest impact on the audience. Instead the news intended for purely emotional actions as a rule are less influential, though they can have a high total number of sharing. These points should be taken into consideration both by the media when forming the core audience and by the SMM-experts to increase the engagement coefficients.

While planning informational campaigns, PR-experts or political advisors should consider the fact that in general negative news has emotional effect on Ukrainian audience more frequently than positive news. Scarcely any positive news gets really widely spread. And yet if it gets widely spread, it has usually much stronger emotional effect than negative news.

Furthermore, we found that regular monitoring of materials published by popular Internet media and defining a type of social action occurring at spreading of the most popular materials may help to notice early signs of audience's readiness to certain actions outside the social networks. These actions may refer both to political discourse (demonstrations, petition signing, participation in elections) and to market terms (readiness to install certain types of mobile apps, purchase goods, use services). Having detected this readiness in good time, political consultants can either intensify this readiness and lead the demonstration or conversely, focus on distraction of people's attention from protest sentiments.

Corresponding author's email: artem.zakh@gmail.com