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Home > [Volume 19, Number 8 - 4 August 2014](#) > [Crowley](#)

Increasing user participation: An exploratory study of querying on the Facebook and Twitter platforms

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Abstract

Participatory applications frequently rely upon a crowd-sourced community of users who contribute data and content to deliver a service. The success or failure of participatory applications is dependent on developing and maintaining a community of responsive users. This paper reports the results of an exploratory 30-day study examining user responsiveness to query messages. In total 3,055 check-in requests were sent via the online social networks Facebook or Twitter to 70 participants who were randomly recruited using a chain referral process, wherein existing users recruited others to participate.

Keywords

social media, social networks, applications

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