

Social Media Site User Autoethnography

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Abstract

Analytic auto-ethnography is adopted in this article as a novel approach for studying social media site user experience and engagement. Findings reassert the importance of community interaction and content involvement in defining social media. However research reveals engagements with and gratifications taken from these to be unstable and variable. Promiscuity of social media use and frequent abandonment of platforms is highlighted. So too is the often limited nature of either interaction or involvement. Social media site user engagement thus emerges as more diverse, uncertain and nuanced than is often appreciated.

Keywords: *Social Media; User Engagement ; Autoethnography*

Track: Digital Marketing & Social Media