The concept of how we notice a motive profiling in social media

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Abstract.

Sentiment analysis and systematic heuristic models are strongly tied to social media and contain explicit and implicit information. These fundamental ideas must be understood before exploring social media. However, issues like comments and Criticism on social media are still an issue, and the perfect answer may be found to deal with them. As a result, this research will address these issues and offer strategies to get over remarks and Criticism. To know, comprehend, and determine if comments and Criticism have a good, beneficial, or harmful impact on society. This research will generate a broad profile of comments and Criticism. The study's findings include a formula, a description of the various sorts of remarks and Criticism, and a comment and criticism profiling framework that may be used to make quality judgments about comments and Criticism.

Keywords: Comment, Critics, Profiling, Social Media, Positive-Negative Impact, Wise Netizen, Framework

Abstrak

Analisis sentimen dan model heuristik sistematis sangat terkait dengan media sosial dan mengandung informasi eksplisit dan implisit. Ide-ide mendasar ini harus dipahami sebelum menjelajahi media sosial. Namun, masalah seperti komentar dan Kritik di media sosial masih menjadi masalah, dan jawaban yang tepat dapat ditemukan untuk mengatasinya. Akibatnya, penelitian ini akan membahas masalah ini dan menawarkan strategi untuk mengatasi komentar dan Kritik. Untuk mengetahui, memahami, dan menentukan apakah Komentar dan Kritik berdampak baik, bermanfaat, atau merugikan masyarakat. Penelitian ini akan menghasilkan Profil Komentar dan Kritik yang luas. Temuan penelitian ini mencakup formula, deskripsi berbagai macam komentar dan Kritik, dan kerangka kerja profil komentar dan kritik yang dapat digunakan untuk membuat penilaian kualitas tentang komentar dan Kritik.

1. Introduction

The implicit database on user behavior is derived from one or more pieces of information that the user has contributed [1]. Before moving on, it's crucial to comprehend sentiment analysis and systematic, heuristic models. Sentiment analysis organizes opinions into categories to help identify the causes of an event.[2], Additionally, the Heuristic systematic information processing model makes specific assumptions about motives based on interpersonal objectives, allowing it to analyze news motivated by impression.[3]. 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 programs with philosophical and technical underpinnings that facilitate the creation and sharing of content.[4];[5]. Social media can also be defined as a depiction of an individual or group interaction on social media, where people share thoughts, images, comments, and other things. [6]. As a result, we define social media as a collection of programs that can reveal the truth behind any activity we post, whether it is an act of deception or not.

Social media, on the other hand, is utilized to do business, widen connections, and develop partnerships. Social media is, therefore, a tool that should be used for good, but many

people still use it for immoral and harmful purposes. for instance, engage in unethical behaviour[7];[8]. From a psychological standpoint, social media can demonstrate how effectively we have self-control over our actions and words. [9];[10];[11];[12].

We also need to be able to comprehend what social media's validity means. A common perception or presumption that behavior is appropriate or adheres to standards and norms based on social variables is legitimacy in social media.[13].

We must recognize that someone can and might clarify someone else's remarks to enhance the comprehension of their comments or criticisms because doing so will foster a more constructive critical mindset.[14];[15]. The ability to comprehend, evaluate, forecast, control, and improve one's talents will determine a person's behavior because the media's effect can increase the danger of personal perception and information transformation, which can have a positive or bad impact. [16];[17];[18]. Someone is prone to feel alone if their opinions or critiques go unheard. The person cannot advance their information analysis and communicate themselves more progressively.[19];[20];[21];[22]. However, only some feel alone when they don't hear; their unoriginal inventiveness prevents them from hearing. They offer something illogical or constructive Criticism that doesn't make sense. Only certain themes that can spur change and result in content that can boost ratings are acceptable to the media. It must therefore comprehend that creativity is a tool for controlling communication culture rather than vice versa.[23];[24];[25]. Things like "Like," "Comment," "Share," "Tag," and "Check-in" are frequently seen on social media. [26]

2. Research Methodologies

Figure 1. The Process of Research Comment & Critics Profiling
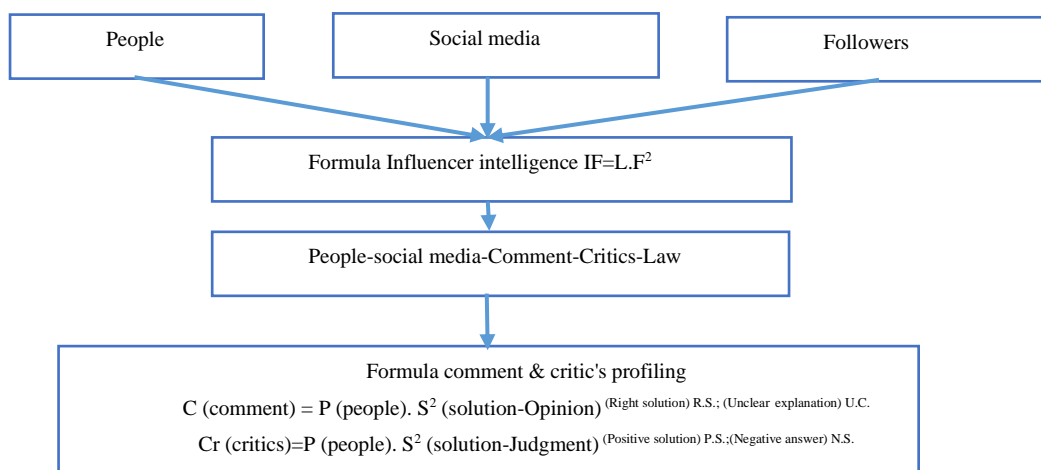

3. Results & Discussions
3.1. The Formula for Comments & Critics Profiling

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

Figure 2. The Process of formula comment & critics profiling

People | Social media | Followers

Formula Influencer intelligence $IF=L.F^2$

People-social media-Comment-Critics-Law

Formula comment & critic's profiling

C (comment) = P (people). S^2 (solution-Opinion) (Right solution) R.S.; (Unclear explanation) U.C.

Cr (critics)=P (people). S^2 (solution-Judgment) (Positive solution) P.S.;(Negative answer) N.S.

The formulation of the remark & critics profiling formula is described in Figure 6. The influencer intelligence formula starts with persons, social media platforms, and followers. These three things group together based on shared interests and ideas, and when these groupings come into being, comments and Criticism will follow. It implies that a group or individual will offer Criticism or comments about other individuals or groups following their paradigm. Other things, like remarks and criticisms of body shaming, are bullying if they are unfavorable (see this article for more information on our published anti-cyberbullying intelligence). The remark & critics:

Comment profiling formula: $C = P.S2$

P stands for people who do it to other people; C stands for a comment, which is an opinion or assessment stated against others by a group/group/person, either generally or explicitly; S is a solution-opinion; comments must be able to offer a solution since this would help both parties develop; The answer is divided into two crucial sections: (1) A statement can be deemed to be of high quality if it incorporates the proper solution, demonstrating that some thoughts and judgments were made with both broad and specific knowledge; (2) Unclear solutions (U.C.) are remarks that are expressed negatively and solely convey ideas or judgments based on their feelings and what they perceive. These comments are offered spontaneously and without filters, which harms both the speaker and the receiver.

Critics profiling formula: $CR = P.S2$

P is for people who criticize others; S is a solution-judgment; and Cr is a criticism made by a group/group/person against others, generally and specifically. Criticism must have the proper judgment to offer a solution to the problem. The book Solutions in Criticism is divided into two key sections: (1) Positive solutions (P.S.) are criticisms that are carried out positively and are supported by case studies, data, and information that can account for so that the Criticism helps resolve issues; (2) Negative solutions (N.S.) are criticisms that are expressed very negatively, do not want to hear other people's opinions or judgments, put aside empathy, sympathy, and argumentative tendencies, and attack others without a solid foundation and only based on likes and preferences.

On the other hand, if you merely convey feelings and assumptions without supporting evidence, make judgments without data or knowledge, etc. Then, because it is solely self-centered and devoid of any positive qualities, it is said to be a judgment with a very negative nature. The conclusion must be well-founded for the individual being criticized for realizing something and taking something away from the Criticism. When Criticism is limited to likes and dislikes and cannot be improved upon, it is possible to gauge a person's maturity level by the Criticism he offers.

4. Conclusions

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 (P.C.), Blind comments (B.C.); Hidden comments (H.C.); Unclear words (U.C.). Furthermore, the critics profiling divides into four parts, namely: Positive critics (PCr); Blind critics (BCr); Hidden critics (HCr); Unknown critics (UCr).

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