

# Modeling of Enjyo via process of consensus formation on SNS

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## Abstract

“The pen is mightier than the sword” said in previous times, the role of information dissemination was given to the people with the special trainee, that people call “Mass-Communication”. However, it is available for everyone to dispatch the information on social society by the appearance of the Web. Accordingly, Enjyo is often observed on Social Networking Services. Enjyo is the phenomena that affect the victim to individual/company who send the promotion information via process of consensus formation as the result of many SNS users. In this research, we analyze the value of reputation on social media in some cases with the purpose of modeling Enjyo.

**Keyword:** Consensus formation, Social sanction, Information transformation

## 1. Introduction

The evaluation and opinion to a certain topic/information (which could become news) that each person receives is usually different. If the receiver’s evaluation was good/bad, one will expect assent/sanction to the topic. The consensus formation is the summation of this expectation that contains the social consensus. Traditionally, only few medias, which we call Mass-Communication, was assumed this role as the hub of the process of consensus. Under this structure, the antiphony was done with common rule and understanding in the community.

Meanwhile in recent days, tremendous amount of people has become the media as the result of the appearance of Social Networking Services (SNS). Which results in various information with differing opinions that overflow without common rule or mutual respect. Although the transformation of information (we call “informing”) has arose in consensus formation of different several opinions, the speed of formation rose extremely by the contribution of all the information senders including SNS users (Fig. 1). Enjyo is

the symbolic phenomena that represent the boost of antiphony. We define Enjyo as any individual/company who sent the promotion information, which affect the victim (e.g. Legal sanctions, disemployment, business interference) via process of consensus formation on many SNS users. We have learned that Enjyo has strong social influence through certain cases, especially in these few years. The purpose of this research is to analyze and model the value of reputation of Enjyo cases on social media.

## 2. Approach

We have collected multiple opinions from social media against the actual phenomenon and encoded feelings for each opinion. A reputation value was defined to reflect on reputations through all opinions during the process of consensus forming. In this research, the code of reputation value was changed via process of Informing in some cases. As a result, we observed some cases where the information has been transformed into the opinion that originator doesn't anticipate by Enjyo. Furthermore, it was suggested that the process of Informing was generalized.

## References

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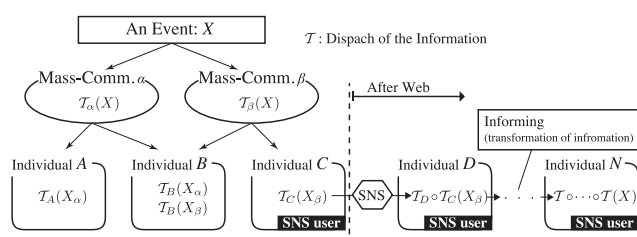


Fig. 1 Schematic diagram of “Informing”