

We present a technique for codifying media-based social interactions as behavioral contingencies by using Mechner language, and for its evaluation by using data mining procedures for computation of *confidence*, *support* and *cosine correlation* measures. Our technique allows the representation and the evaluation of social interactions, making explicit not only the actions performed by users, but also the use of media objects.

We studied the social interactions involving a group of over 1,000 users. With respect to this group of users, we were able to identify that interactions involving the Facebook action *Like* is the most frequently associated with media objects of the type *video*. Moreover, the Facebook action *Comment* is the most frequently associated with objects of the type user *status*. Finally, we observed that social interactions involving Facebook actions *Comment* and *Like* are most frequently associated with media objects of the type *photo*.

We currently investigating social interactions carried out by means of smartphones[12], as well as those interactions involving several media servers (including YouTube and Soundcloud) [15]. In future works, we plan to define a procedure to be used in the analysis of social interactions using the technique we have been developing.

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7. REFERENCES

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