

Haters Gonna Hate: Job-Related Offenses in Twitter

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ABSTRACT

In this paper, we aim at finding out which users are likely to publicly demonstrate frustration towards their jobs on the microblogging platform Twitter - we will call these users *haters*¹. We show that the profiles of *haters* have specific characteristics in terms of vocabulary and connections. The implications of these findings may be used for the development of an early alert system that can help users to think twice before they post potentially self-harming content.

Categories and Subject Descriptors

H.5.m. [Information Interfaces and Presentation]: Miscellaneous

General Terms

Human Factors, Verification

Keywords

FireMe!, WebScience, Social Networks, Twitter, User issues, Privacy awareness

1. INTRODUCTION

A 2013 social recruiting survey² provided by the social recruiting platform Jobvite³, claims that 94% of recruiters already use or plan to begin using social networks/social media for recruiting. Top social networks for recruiting are LinkedIn⁴, Facebook⁵ and Twitter⁶, with adoption of respectively 94%, 65% and 55%. Even the president of United

¹For the remainder of this paper, we call the author of an offensive tweet a *'hater'*.

²http://web.jobvite.com/rs/jobvite/images/Jobvite_SocialRecruiting2013.pdf

³<http://recruiting.jobvite.com>

⁴<https://www.linkedin.com>

⁵<https://www.facebook.com>

⁶<https://www.twitter.com>

States, Barack Obama, when giving advice to a high school class, once said: 'Be careful about what you post on Facebook, because in the YouTube age, whatever you do, it will be pulled up again later somewhere in your life'.

In this light, we extend our previous analysis on identifying the unawareness of Twitter users regarding their privacy [2]. We specifically choose to study those users who put their jobs at risk by publicly announcing their discontentment with their works or their bosses. Based on a representative sample, we identify the main features of users that are more likely to intentionally post something that is self-compromising.

We believe that many users could use some assistance when it comes to social network behavior. According to a recent report from the Pew Internet & American Life Project [3], particularly males and young adults have posted content that they regret; not surprisingly, these are also the users with the least restricted privacy settings. However, due to the raising awareness of privacy issues and their implications, more and more users actively manage their privacy settings and prune their profiles.

2. FIREME!

In order to address privacy issues and sensitive information leaks on social networks, we chose to tackle specifically those public updates on Twitter in which users express their disappointment regarding their jobs and bosses. To emphasize the recklessness of some people when posting updates about their working environments, we called our framework FireMe! [2].

In FireMe!⁷, we track every Twitter update in which the author's working environment is mentioned in an inappropriate, negative manner. We chose a set of thirteen sentences to catch a collection of such tweets. For example, sentences like 'I hate my job', 'I hate my boss', 'I have the worst job' and other sentences that include harsh profanity. Note that our goal is not to identify all possible tweets that contain inappropriate work-related content, but to sample a representative subset.

To address the real state of awareness of Twitter users, we built the online FireMe! alert system that warns these users about tweets that may put their jobs at risk - we assume that no boss would be happy to be publicly profaned online or to find out that their employees hate their jobs.

⁷<http://fireme.l3s.uni-hannover.de/>

