

ABSTRACT

We proposed a model to describe the pattern of story view on Instagram (Ig) and Facebook (Fb). Indeed, we observed that who see our Ig or Fb story have a particular pattern, even though many of Ig or Fb users did not notice and realized. We conducted a series of experiments by using different Ig accounts to verify the validity of proposed model. We proved that the proposed model well fit the experiment data. Moreover, we observed that model could well describe the responder who give like or emoticon on Fb and Ig post. Besides, we have shown the pattern of WhatsApp (Wa) story view also match with the proposed model. Hence, the proposed model may be used to describe the story view, post responds behavior on various media social platform. Besides, we notified that the viewer and responder on Ig and Fb have a similar trend to some phenomenon in nature, such as charging of the capacitor, adsorption process on the adsorbent, and the increase of temperature of heating water. This study shows the enactment of natural phenomenon on social media.

Keywords: social media, model, story view, post response, Instagram, Facebook, WhatsApp