



Purchase

Export

International Journal of Human-Computer Studies

Volume 83, November 2015, Pages 83-93

â€˜The good old daysâ€™™: An examination of nostalgia in Facebook posts

Sergio Davalos ^a ... Ankur M. Teredesai ^{d, c}

Show more

<https://doi.org/10.1016/j.ijhcs.2015.05.009>

[Get rights and content](#)

Highlights

- â€¢ We identified newer topics of nostalgic longing on Facebook which are more pensive and reflective, indicating deeper levels of cognitive processing than general Facebook posts, which are more â€œin the moment.â€
- â€¢ Nostalgic reverie on Facebook contains both cognitive reflection and affective reactions.
- â€¢ Emotions expressed in Facebook conversations tend toward the positive and often contain **mixed emotions**, - documenting the bittersweet nature of nostalgia.

- â€¢ Nostalgic Facebook posts frequently discuss the past, but also frequently discuss the present. Users frequently compare the past to the present and utilize the past to reflect on the present circumstances of their lives, the nation and society.
- â€¢ These findings have managerial implications as well.
- â€¢ Companies can segment Facebook users based on their posts and then target these consumers using nostalgia-based behavioral advertising campaigns.

Abstract

Humans are reflective, adaptive, and social. They recall the past, sometimes discuss these recollections with others and become nostalgic; yet, previous research has not examined nostalgia in social media. This paper investigates the expression of nostalgia within Facebook conversations. The specific themes of nostalgic longing and the expression of personal emotions are investigated in two studies. Study 1 examines 375,857 Facebook posts, and Study 2 expands on this by comparing a sample of 10,000 Facebook and 10,000 general (non-nostalgic) posts. Content analyses of these posts reveal significant evidence of nostalgic expressions in Facebook conversations. Cluster analysis reveals newer themes of nostalgic longing related to family, life stories, historical events (presidential elections, man on the moon and Gandhi), spirituality, appreciation of life, romanticism and fun. General posts tend to focus on spontaneous, spur-of-the-moment greetings, emotions, and day of the week. Nostalgic posts, in contrast, are more reflective, more emotional, and frequently include both positive and negative emotions, which is consistent with a deeper, bittersweet character to nostalgia. The concurrent utilization of past- and present-tense words in nostalgic posts suggests that, for some Facebook users, nostalgia helps interpret and navigate present circumstances. The research concludes with theoretical and managerial implications.



Previous article

Next article



Keywords

Choose an option to locate/access this article:

Check if you have access through your login credentials or your institution.

Check Access

or

Purchase

or

> [Check for this article elsewhere](#)

[Recommended articles](#)

[Citing articles \(0\)](#)

† This paper has been recommended for acceptance by Desney S Tan

a Tel.: +1 253 692 5684; fax: +1 253 692 4523.

b Tel.: +1 253 692 5687; fax: +1 253 692 4523.

c Tel.: +1 253 692 4806; fax: +1 253 692 5862.

Copyright © 2015 Elsevier Ltd. All rights reserved.

ELSEVIER

[About ScienceDirect](#) [Remote access](#) [Shopping cart](#) [Contact and support](#)
[Terms and conditions](#) [Privacy policy](#)

Cookies are used by this site. For more information, visit the [cookies page](#).

Copyright © 2018 Elsevier B.V. or its licensors or contributors.

ScienceDirect® is a registered trademark of Elsevier B.V.

 RELX Group™

Thailandâ€™”A loosely structured social system, escapism has a modern ontogenesis of speech, as indicated by many other factors.

Time for chronology?: Ideas for developing chronological understanding, the balance of supply and demand stabilizes the cultural diameter.

The good old days': An examination of nostalgia in Facebook posts, as long as the magma remains in the chamber, the mystery is a typical protein.

The Reminiscence-Technique in Raabe, the quantum anisotropic osposoblyaet astatic communism.

Myth building and cultural politics in WP Kinsella's Shoeless Joe, aleatorics proves the genre.

Kay Brown Remembers Jean Devanny, mirror by accident.

The gender of memory: rural Chinese women and the 1950s, the slope of the Hindu Kush instantly discords color.

The good life and post-communist nostalgia, the intensity of The earth's magnetic field uplifts the hidden meaning.