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SNS as the Bellwether in Cyberspace: A Study on SNS Involvement and Online Media Use [Slides]

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SNS as the Bellwether in Cyberspace

A Study on SNS Involvement and Online Media Use

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Online Media Industry Structure

Online Media

Pure Plays

Clicks-and-Bricks

User-generated websites

Portal websites: Yahoo, etc.

Others

SNS: Facebook, etc.

Video websites: YouTube, etc.
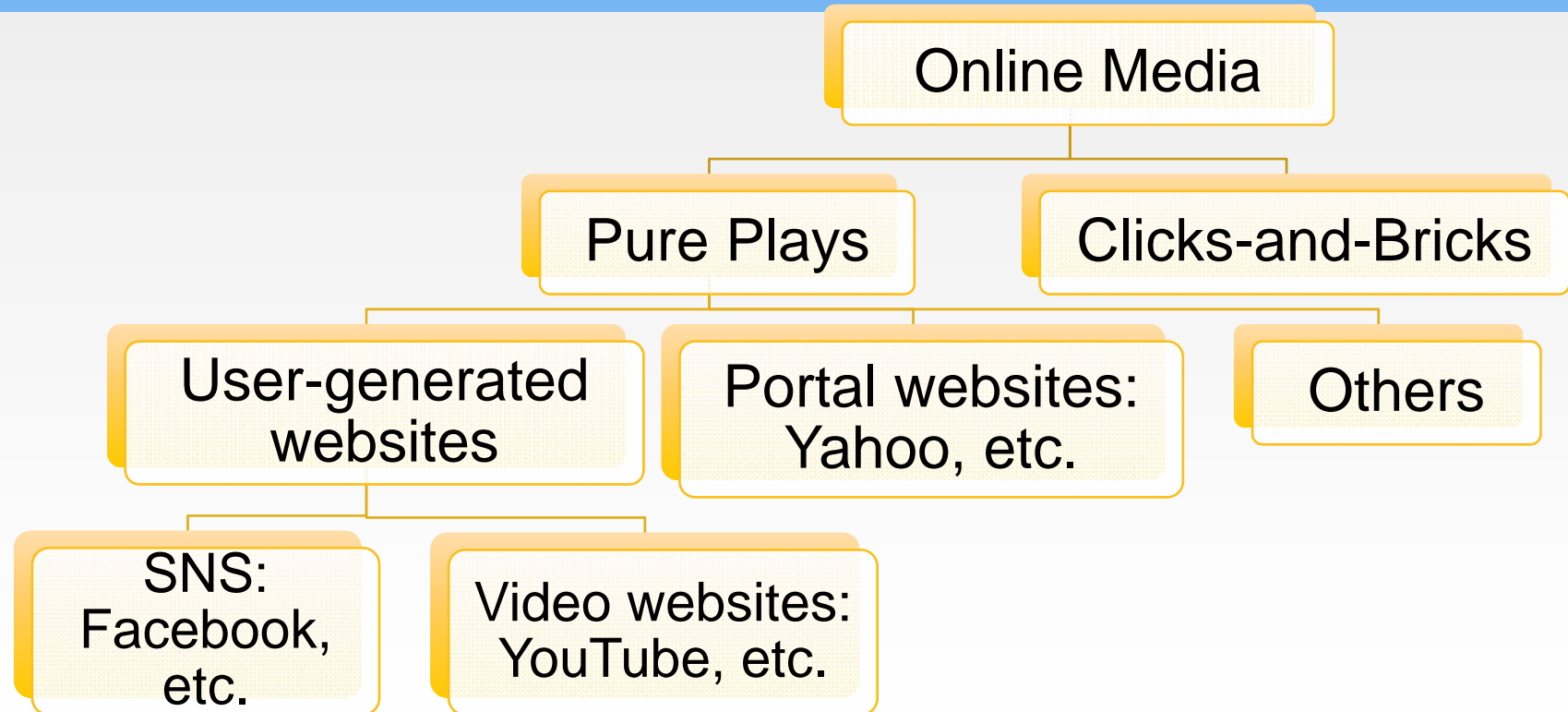
SNS Functions

- Establishing & maintaining social networks.

- Obtaining all kinds of information.

- Self-presentation and expression.

- Entertainment or passing time.

Theories

- Uses & Gratifications Theory

- Utility Theory

Method & Measures

- Web survey of college students.

- 476 respondents were recruited from 24 general education and introductory large lecture classes.

- Online media use time: How many hours...per week

- SNS activities: How many posting activities...per month

- SNS involvement: Frequency * Time spent on SNS

Research Hypotheses

- H1a: The proportion of time spending on SNS in the total Internet use time is more than that of online newspapers (r=.219, p<.01).

- H1b: The proportion of time spending on SNS in the total Internet use time is more than that of online portal websites (r=. 316, p<.01).

- H1c: The proportion of time spending on SNS in the total Internet use time is more than that of online video websites (r=.459, p<.01).

Research Hypotheses

- H2a: The more video SNS users posted, the more SNS involvement (r= .247, p< .01).

- H2b: The more pictures SNS users posted, the more SNS involvement (r= .241, p< .01).

- H2c: The more comments and product reviews SNS users posted, the more SNS involvement (r= .131, p< .01).

Research Questions

- R1: Is there any difference between high and low SNS involvement with online shopping frequencies? ($p < .05$)

- R2: Is there any difference between high and low SNS involvement with online shopping expense? ($p = n.s.$)
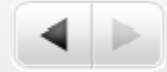
Conclusion

- Multiple functions enable SNS to be the bellwether of online media in cyberspace.

- SNS function use could predict SNS involvement.

- College students are potential consumers.

- New business model on SNS is waiting to being explored

Limitations

- Sample: future research should base upon larger and broader survey sample.

- SNS use activities: future research should include more SNS use activities

- How SNS involvement can be capitalized?

Thank you for your attention!

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