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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

Xiao Hu

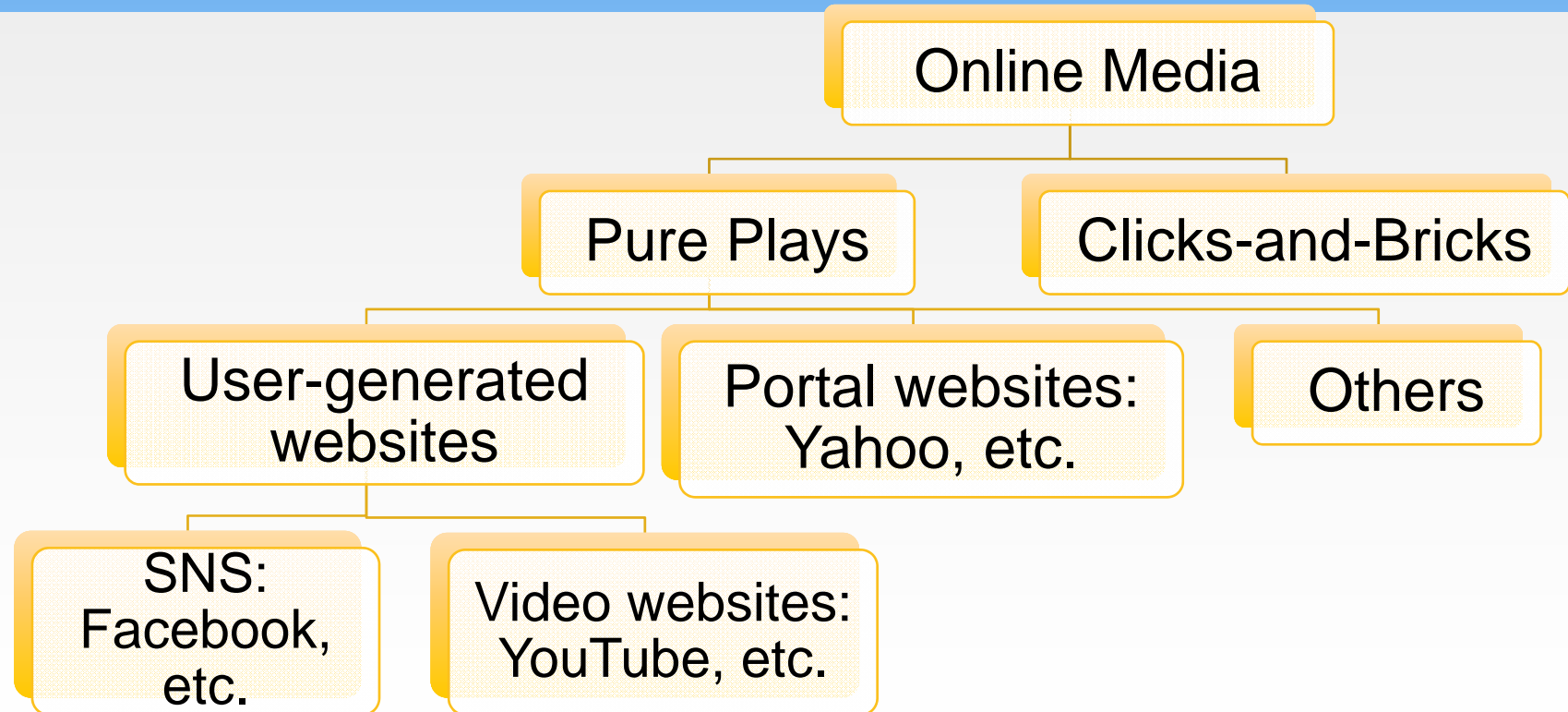
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Online Media Industry Structure





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 be 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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