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

User-generated websites
- SNS: Facebook, etc.

Portal websites: Yahoo, etc.
- Video websites: YouTube, etc.

Clicks-and-Bricks

Others
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 ($r=0.219$, $p<.01$).

**H1b:** The proportion of time spending on SNS in the total Internet use time is more than that of online portal websites ($r=0.316$, $p<.01$).

**H1c:** The proportion of time spending on SNS in the total Internet use time is more than that of online video websites ($r=0.459$, $p<.01$).
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!