

Why do We Share Information? Explaining Information Sharing Behavior through a New Conceptual Model between Sharer to Receiver within SNS

Seok Noh*

* Ph.D. Candidate, Dept. of Business Administration, College of Economics & Commerce, Jeju National University, Korea

ABSTRACT

Social networking services (SNS) is an indispensable method in order to obtain information of the Internet participants. The study identified three variables of social media communication, sharing culture, and online trust in terms of social capital theory (SCT) and reviewed intention & behavior variables in terms of theory of planned behavior (TPB). The data were collected from 330 samples of SNS user, and were involved, and the research model uses AMOS to make confirmatory factor analysis. The findings confirmed our hypothesis that social media communication, sharing culture, and online trust affect individuals' behaviors to sharing information. This study emphasizes that not only social media communication but also sharing culture to SNS can stimulate information sharing, while previous research has predominately focused on personal cognition or social network, the study examines the integrated influence of communication, culture and trust on information sharing in SNS. In sum, by explicating the unique role of social capital, this paper aims at contributing to the continued development and success of SNS in general.

Keywords: SNS, Information Sharing Behavior, Social Media Communication, Online Trust, Sharing Culture, SCT, TPB

I . Introduction

Among knowledge sharing, the significance of information sharing as indispensable as a blood circulating in the human beings, which means that the importance of information sharing (IS). There has been an obviously interest in testing the elements

that enhance or obstruct information sharing behavior in SNS. A part of theories such as TPB, which are deeply applied to comprehend individual behavior and also regarded as an important base to comprehend respondent's information sharing behavior. As far as the recent studies are concerned, the author is willing to review the researches previously that

*Corresponding Author. E-mail: seok.noh@jejunu.ac.kr

discovered several elements' effect on information sharing behavior. Hence, in order to determine the recent study in IS which affect IS behavior in SNS is to find the most effective elements.

It is beneficial to the individual comprehend numerous tested elements effect knowledge sharing behavior. In addition, it contributes to help people understanding the numerous suggestions clearly and encourages the IS behavior in SNS. At first, the study shows a brief overview of the recent development situation of IS. Also, it shows several social-psychological models which have been coming up with researching the IS behavior. Lastly it gives advises to future research scholars who do further studies in this field.

SNS systems and technology as a via contribute to capture and share information, consequently improve communication as an indispensable role in cases on information sharing. In addition, SNS system help users to get the prevalent information and renew it immediately within user community, and also the use of like system plays a significantly role with the purpose of decrease the expenditure related to researching corresponding solutions to the problem. As far as the motivation suggestion are concerned, the SNS will bring deep understanding of how to prompt the new fields. On the other hand, focus on the importance of individual's willingness to spread the information to other users within SNS. In spite of users and respondents have realized that information sharing is not compulsive, a part of users tends to share more about what they know (Wasko and Faraj, 2005). To determine the motivation that make up knowledge sharing behavior will benefit to both users and researchers which helps to know the reason why individual tend to do or not tend to information sharing in SNS. Some domestic researchers think that community behavior with overall

function is recognized as information sharing. Sharing information also prompt the value maximization. As far as the concept of information sharing are concerned, this essay support Hendriks' idea about interplay, which study information sharing as an emerging area. It also improves the communication bond between information senders and users (Hendriks, 1999).

The social capital concept is also used in online or virtual communal research to explain the role of relational resources embedded in virtual network relationships involving resource and information exchange (Hong et al., 2021; Ridings et al., 2002;). Chiu et al. (2006) investigated the motivations behind people's knowledge sharing in virtual communities by integrating the social cognitive theory and the social capital theory. Chen et al. (2020) and Hong et al. (2021) documented that social capital is an important motivation for an individual's knowledge seeking and sharing behavior in the virtual community. Due to the increasing use of SNSs, studies on the relationships between social capital and SNS are underway. Zhang et al. (2017) investigated the general publics' perception of the impact of the rapidly emerging social media on health information acquisition. Fu et al. (2017) and Hong et al. (2021) examined how users' social capital focus influenced Facebook users' psychological incentives for content sharing. The above-mentioned studies are beneficial for understanding the role of social capital on the behavioral patterns of social media users when it comes to information exchange.

The objective of this study is to deepen our understanding of the factors that increase or lessen SNS's user' tendencies to engage in information sharing behaviors. Since information sharing behaviors are likely to be influenced not only by personal attitudes but also by contextual forces (Yoo and Torrey 2002),

we apply a theoretical frame in which social media communication, sharing culture, and online trust are integrated with the social capital theory (Nahapiet and Ghoshal, 1998).

What are the antecedents and determinants of predictions on information sharing intention of knowledge sharers in the SNS? How do these antecedents and determinants influence the actual information sharing behavior? Why use social networking to share information? There are many such questions that need answering.

The most important basic factor that influence online trust between people who have never met face-to-face is to develop a welcoming and safe easy way of supporting information sharing on online environment. Social media communication also appears to be one of important potential factor as well. The review of the related literature shows more information on sharing culture. It also summarizes the research on social media communication, sharing culture and how trust is measured. The review frames the need and nature of the empirical study that follows. This study examines the impact of social media communication, sharing culture and online trust on information sharing behavior in online environments.

The main contribution made by this paper consists of three parts. First, it extends the concept of social capital theory to include both social media communication and sharing culture. This study emphasizes that not only social media communication but also sharing culture to SNS can stimulate information sharing. Second, to the best of our knowledge, this is the first study that completely follows Nahapiet and Ghoshal's (Nahapiet and Ghoshal, 1998) manifestations of the three dimensions of social capital and applies them to the study of information sharing in an SNS, reflecting more accurately the important facets of social capital in studying information sharing

in SNS. Third, while previous research has predominately focused on personal cognition or social network, the study examines the integrated influence of communication, culture and trust on information sharing in SNS. In sum, by explicating the unique role of social capital, this paper aims at contributing to the continued development and success of SNS in general.

The remaining part of this paper is organized as follows: In section 2, we research our foundations of information sharing behavior and functions of SNS. In section 3, on the basis of the evidences and experience the study model can be built. In section 4, we show the main research hypothesis and related information. Lastly in section 5, discuss and come up with the influence of management and the importance of the research. This study will supply newer suggestions and limitations on this research for the future studies in this field.

II. Related Research

2.1. Information Sharing and SNS

Bukowitz and Williams (1999) offered information spreading regarded as an event via information (knowledge, expertise and skills) is used by friends, people, communities or families. In common the knowledge technology communications instruments usage sustains information spreading (Eid and Nuhu, 2011). SNS are suitable for sustain the interplay, knowledge spreading, and exchanging individual ideas. A great deal of researches in the past determined the influence of choosing special SNS on information spreading. For instance, the research by Chan et al. (2013) contrasted Facebook and blogs usage about sustaining innovation management events of in-

novation, spreading and application. They studied that instrument commonly sustain manage information, but blogs have less potential than Facebook in offer of information spreading. On the other hand, it revealed the influence of special elements on SNS instruments usage for information spreading (Jadin et al., 2013, Ma and Chan, 2014, Pi et al., 2013; Yu et al., 2010). offered enjoying helping, fairness and correlation elements impact information spreading in online communities using Weblogs. Pi et al. (2013) pointed out that elements that influence the learner's awareness of Facebook Groups usage for information spreading. The outcomes revealed that reputation play a significant role in the information spreading action of group users, and a sense of satisfaction would directly and indirectly influence the information spreading. Individual behavior elements involving subjective norm, attitude, self-efficient and social network binds expect information spreading in students (Chen et al., 2009). On the other hand, individual behavior elements of benefit to others, perceived online attachment motivation and relationship commitment of SNS users play an important role in online information spreading (Ma and Chan, 2014). Panahi et al. (2012) built a theoretical model with social media features and information spreading requirements. This model assessed five social feature variables (experience sharing, social interplay and informal relationship) and their impact on tacit information spreading.

The social media, making the socializing in the people to the online enjoyment and social networking events (Bennet et al., 2010; Chiu et al., 2006; Hara and Hew, 2007; Teh et al., 2011). Ogunseye et al. (2011) revealed social networking platform regarded as the relationship in special community of user when numerous users mentioned that the interplay via

e-mail, chat, blog, forums, extra (Bennett et al., 2010; Mishra and Bhaskar, 2011; Rolland and Labbe, 2008). Example for online networking platforms currently, including YouTube, My space, Facebook, Hi5, Twitter, extra. (Bennett et al., 2010; Ogunseye et al., 2011; Steniner, 2009). The feature of social interplay through SNS is informal.

Researching the method of spreading and interpreting the information spread based on the social networking and also on the basis of the existing information and people spreading the previous thoughts and the characters as well (Alavi et al., 2006; Amayah, 2011; Hsieh et al., 2011; Leenders et al., 2006; Patrick and Dotsika, 2007; Quintan et al., 2011; Sandhawaliala and Dalcher, 2011; Sligo et al., 2011; Watanabe et al., 2010). Hence, on the basis of the mentioned above, online social networking platforms is the users where associate with the people are non-instrumental on the basis of intention and the engaged people regard each other is as friends.

The basis of the SNS is used, these types are (1) connecting and sharing through blog (Twitter), (2) information sharing and innovation (wikis), (3) files sharing by virtual data storage drives (SkyDrive and Dropbox), and (4) entertainment and relaxation (Facebook, Instagram, YouTube, Tiktok and QQ zone) (<Appendix A>).

Bock and Kim (2002) revealed that spreading attitude had a positive correlation impact on sharing intention. Bartol and Srivastava (2002) indicated that the spreading expectation of the people's taking part in the information spreading, which play an important role impacting the knowledge spreading. Sharing behaviors tend to separate to two types, called the level of participation. The former reveals the user behaviors in the group, which is regarded as defining and belonging to the community. The latter reveals users' time and energy focus on the process

of SNS usage. The mechanism of effective incentive benefit to the fully guide people to create their attitude of information sharing in the SNS. Hence, it is indispensable to mimic the individual spreading intention on the internet to propose information spreading behaviors for social exchange.

2.2. Social Capital Theory

This study is informed by a theoretical framework that comprises social capital theory. The literature on what motivates people to sharing to a pool of information and the factors that lead to solutions for communication dilemmas also provides a foundation for developing hypotheses regarding the willingness to sharing information (Li, 2011).

The term “social capital” initially appeared in community studies, highlighting the central importance-for the survival and functioning of city neighborhoods of the networks of strong, cross-cutting personal relationships developed over time that provide the basis for trust, cooperation, and collective action in such communities (Jacobs, 1965; Nahapiet and Ghoshal, 1998).

The central proposition of social capital theory is that networks of relationships constitute a valuable resource for the conduct of social affairs, providing their members with “the collectivity-owned capital, a ‘credential’ which entitles them to credit, in the various senses of the word” (Bourdieu, 1986; Nahapiet and Ghoshal, 1998). Much of this capital is embedded within networks of mutual acquaintance and recognition. Bourdieu (1986), for example, identifies the durable obligations arising from feelings of gratitude, respect, and friendship or from the institutionally guaranteed rights derived from membership in a family, a class, or a school. Other resources are available through the contacts or connections net-

works bring. For example, through “weak ties” (Granovetter, 1973; Nahapiet and Ghoshal, 1998) and “friends of friends” (Boissevain, 1974; Nahapiet and Ghoshal, 1998), network members can gain privileged access to information and to opportunities. Finally, significant social capital in the form of social status or reputation can be derived from membership in specific networks, particularly those in which such membership is relatively restricted (Bourdieu, 1986; Burt, 1992; D’Aveni and Kesner, 1993; Nahapiet and Ghoshal, 1998).

Social capital is a resource that is formed through trust and cooperation between people, and refers to a mutual bond that enables an individual or an organization to secure the competitive advantage necessary to achieve its purpose (Kim and Kim, 2012). Social capital also refers to the level of social networks at which people can communicate, trust, and collaborate with others (Bourdieu, 1986; Coleman, 1988; Granovetter, 1985; Lindenberg, 1996; Nahapiet et al., 1998; Kim and Kim, 2012; Putnam, 1993). Coleman (1988)’s study defines social capital as trust, obligation, expectation, norm, influence, control, solidarity, and information capacity that facilitates the actions of individuals or groups within a social structure. Putnam (1993) defines social capital as social trust, norms, and networks that promote cooperative behavior for the mutual benefit of individuals and groups in the overall social aspect, such as the state. In this way, social capital can be explained as a resource inherent in social relationships that makes it possible to achieve specific goals based on interactions between individuals or groups (Kim and Kim, 2012).

As a set of resources rooted in relationships, social capital has many different attributes, and Putnam (1995) has argued that a high research priority is to clarify the dimensions of social capital. In the

context of our exploration of the role of social capital in the SNS, we suggest that it is useful to consider these facets in terms of three clusters: *social media communication, sharing culture, and online trust*. Although we separate these three dimensions analytically, we recognize that many of the features we describe are, in fact, highly interrelated (Nahapiet and Ghoshal, 1998). Moreover, in our analysis we set out to indicate important facets of social capital rather than review such facets exhaustively (Nahapiet and Ghoshal, 1998).

2.3. Sharing Culture

In Addition, there are numerous additional impacts on information sharing, the culture gap influences the managerial, technical artifacts and environment. Hall and Goody (2007) revealed that culture gap play an indispensable role in intentions of information sharing. Alavi and Leidner (2001) also pointed out that a sharing culture is present to the values, beliefs and attitudes in a group. Besides that, based on the people's value and culture difference, which influences the SNS users in case of spreading the information familiarly. For example, researchers in the past (Bock et al., 2005; Davenport and Prusak, 1998; Davenport et al., 1998) researched that sharing the culture maintains the concept which tend to lead the use of information management tools efficiently, and benefits are to encourage the information sharing behavior. Because of the culture sharing which motivates the free flow of information and people are willing to share a great deal of the useful information with other users, hence raising the quality of environment (Hult et al., 2003; Raban and Rafaeli, 2007).

2.4. Online Trust

Online trust shares similar characteristics to those of offline trust, but there are some important distinctions that are unique in an online environment. These distinctions can serve as starting points for seeking a deeper understanding of the nature of trust in an online context. The characteristics of online trust can be described as follows:

Information sharer and receiver. The two parties, sharer and receiver, are still vital for establishing a trusting relationship in the online world, but they imply specific entities. In the offline situation, the sharer and receiver positions can be filled by many different entities. Sometimes, the technology (mainly the Internet) itself is an object of trust (Marcella, 1999; Wang and Emurian, 2005).

Like offline trust that is associated with individual differences and situational factors, online trust is inherently a subjective matter (Grabner-Kraeeter, 2002; Wang and Emurian, 2005). The level of trust considered sufficient to sharing information online is different for each individual. users also hold different attitudes toward technology.

Online trust has been regarded as the main element influencing information sharing behavior. When people build mutual trust, their awareness to benefit personal experience or resource. Trust plays an indispensable role due to it innovate a suitable atmosphere to keep the social exchange in SNS. Trust makes social life convenient, improve organization consciousness and sample for people to communicate with each other.

Online trust can impact the social exchange behaviors among individuals. Wu and Tsang (2008) indicated based on empirical study that trust about members' viscosity to the virtual area and awareness of information sharing. Trust has indispensable influ-

ence on respondents' behaviors in the virtual area who take part in information sharing. As result, the knowledge sharing behaviors which can built based on trust can encourage members' awareness to offer private resources for others and exchange behaviors. Differ from the traditional groups, members of the virtual group are separated in various geographic positions. In terms of the limit of face-to-face exchanges among these members, the members to maintain a relationship is difficult. The relationship between respondents in the virtual group often think be more uncertain. In this cyberspace, information sharing behavior purpose to benefit information, and there presents knowledge asymmetry among the information demander and owners. Information asymmetry revealed some areas: on the one hand is information owners may be not awareness to announce their experience because numerous reasons; In addition, the reliability of the information impacts information spreading. Hence, the trust relationship between take part in the virtual community has the great influence in information sharing. The trust and behavior coordination interaction among both the subject and object is the necessary to build effective spreading, exchange and interplay mediation.

2.5. Social Media Communication

Social media communication has become the main communication channel for network SNS users, and there are many ways to communicate. This study is mainly shown as follows:

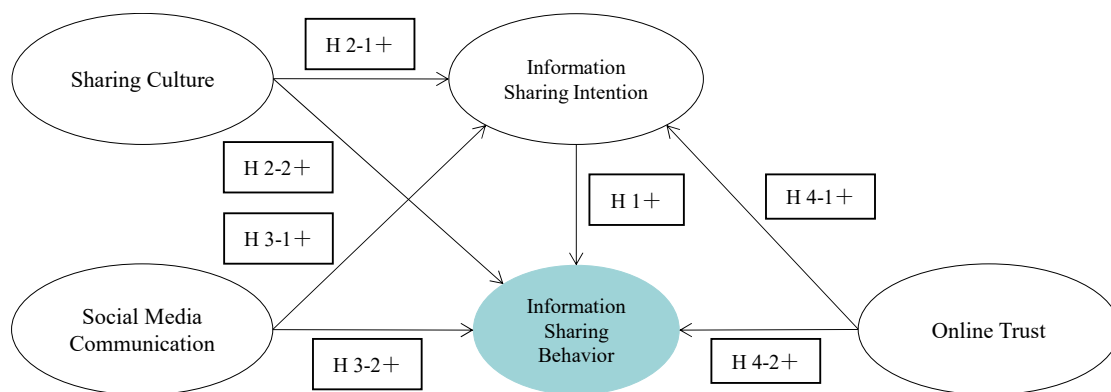
According to the previous research, by three means of communication, including interpersonal communication (Greenberg, 1964), group communication (Chockler et al., 2001) and mass communication (Griffin and McClish, 2011). The first section is interpersonal communication, which happens among two

individuals when knowledge is transferred through point-to-point interaction (Hewes, 2013). The second section is communities' communication. It regarded as the communication behavior of communities on social media sites. It corporate the main goals and the willingness (Butler, 2001). In terms of the third types, social media sites offer the numerous chances and opportunities (Zolkepli and Kamarulzaman, 2015). To redefining relationships, the internet on the basis of communication put emphasis on the various media relationship. More and more users perceived themselves as the recipients (Haridakis and Hanson, 2009). Communication transfers a great deal of information and connect numerous audience than face to face communication (Lingel and Naaman, 2012). Gaining the information original from the social media plays an important role which is time-efficient and low cost. Social media site supports all those three communications means at the same time, which is convenient than other ways. By the different of communication ways, social media communication is beneficial on improving the development of information sharing behavior.

III. Research Model

A model of information sharing behavior must also include factors reflecting norms of behavior (Chen et al., 2009; Choi et al., 2020). In this context, the motivation and influence of others deemed relevant, on performing the positive behavior of sharing knowledge. As such, we enhance our model by adopting concepts from the TPB to explicitly include the role of social influence on the behavior intention of information sharing (Ajzen, 1991; Ajzen and Fishbein, 1980; Ajzen and Fishbein, 2005).

The main purpose of this chapter reveals the influ-



<Figure 1> Research Model & Hypothesis Relationship

ence factors associated with information sharing behaviors of the study model and the hypothesis in SNS. In recent years the research applies the SCT and TPB play an indispensable role in theoretical framework based on theoretical framework to improve information sharing behaviors in the SNS.

According to the investigation and analysis of SNS, factors influencing information sharing behavior on SNS can be divided into four categories. The first is the information sharing intention of information sharing. Second category is sharing cultural of information sharing. Third is online trust of information sharing. Last is social media communication of information sharing. Research model is shown in <Figure 1>.

IV. Main Research Hypothesis

The main focus of this study is the relationship between social media communication, sharing culture, online trust, and information sharing intention on information sharing behavior. We expect social media communication, sharing culture, online trust and information sharing intention to have a positive

influence on information sharing behavior. Thus, we propose the following major hypotheses.

Intentions for participating in an explicit behavior could be regarded as closest antecedent to actual behavior, and intention towards the behavior would be formed by three factors, which are the effect or the attitude toward the behavior, subjective norm that could be analyzed as the social pressures for people who perform the behavior, and the perceived behavioral control which is the perceived ease or confidence toward a behavior (Eddosary et al., 2015; Noh and Kim, 2016).

Intention has close to the actual behavior. On the basis of the TPB (Ajzen, 1991), attitude are creative elements whether people tend to share the information. TPB shows that intention is the most important predictor of behavior. (Pavlou and Fygenon, 2006). Previous studies have provided the correlation among the two variables. Researches of Pavlou and Fygenon (2006)'s longitudinal provided the ability to predict in TPB and revealed a close bond between intention of get-information and get-information behavior, and also among purchase intention and behavior. Hence, this research provided the following hypotheses:

H1: Information sharing intention has a positive effect on information sharing behavior.

Information technologies can be thought of artifacts that reflect social values and norms. If the community encourages sharing knowledge, then members are expected to open the flow of knowledge to enact the norm. Therefore, we might expect open and organic cultures to increase the use of technology for knowledge sharing. Curry and Stancich (2000) suggested that an ethical and open culture is key to enabling knowledge sharing. Hult et al. (2002) argued that the knowledge is necessary to learn within the group and to create something new is inherently difficult to articulate and communicate. The notion of interaction intensity induces members to communicate closely in order to establish cooperation patterns within the community. Further interactive learning allows members to get close enough to acquire not just the explicit knowledge but the deeper tacit components of knowledge (Lin, 2007). In addition, the more intensive the interactions among community members are, the more willing they are to build relationships with each other and to share capabilities and knowledge. In return, if member interaction and information sharing experiences are positive, openness is improved. The above discussion shows that community openness is an important factor in determining the extent to which people within a community share information among themselves. In the current study, we treat the community's openness in the domain of information sharing culture as an individual propensity which is generally associated with more positive beliefs of information sharing.

In addition, there are numerous additional impacts on information sharing. The culture gap influences the managerial and technical artifacts on environment.

Hall and Goody (2007) revealed that culture gap played an indispensable role in intentions of information sharing. Alavi and Leidner (2001) also pointed out that a sharing culture is present to the values, beliefs and attitudes in a group. Besides that, based on the people's value and culture difference, it influences the SNS users in case of spreading the information familiarly. For example, researchers in the past (Bock et al., 2005; Davenport and Prusak, 1998; Davenport et al., 1998) researched that sharing the culture maintains the concept which tend to lead the use of knowledge management tools efficiently, and benefits to encourage the knowledge sharing behavior. Besides the culture sharing which motivates the free flow of information and people are willing to share a great deal of the useful information with other users, hence raising the quality of environment (Hult et al., 2002; Raban and Rafaeli, 2007). This research should realize the limited elements of culture which are values, beliefs, and norms. Those elements will influence the user's information sharing behaviors.

There are many scholars who have previously studied sharing cultural variables, but most scholars have conducted research from the perspective of cultural differences and values. Alavi and Leidner (2001) also pointed out that shared culture exists in the values, beliefs and attitudes of a group. In addition, based on people's values and cultural differences, this will affect SNS users to spread information in familiar situations. For example, past research by researchers (Bock et al., 2005; Davenport and Prusak, 1998; Davenport et al., 1998) has shown that shared culture maintains a concept that tends to use information management tools effectively and benefits from encouraging information sharing behavior. This research explores the multiplicity of sharing culture, measures and analyzes items from the perspective of fairness, openness and identification, and finds

that it affects the extent to which SNS users disseminate information in a shared cultural environment.

Therefore, this study employs the concept of fairness, openness and identification as an antecedent of community information sharing culture, which leads to the following hypotheses:

H2-1: Sharing culture has a positive effect on information sharing intention.

H2-2: Sharing culture communication has a positive effect on information sharing behavior.

In a safe social communication via media users tend to take part in the social media platforms, improve friends' bond and also prompt their relationships with strangers (Ellison et al., 2007). As far as the facts are concerned, social media communication is a renewable trend for social interaction with the purpose of social media investigation in social media communication.

According to the previous research, there are three means of communication which including interpersonal communication (Greenberg, 1964), group communication (Chockler et al., 2001) and mass communication (Griffin and McClish, 2011).

The first section is interpersonal communication, which happens among two individuals when knowledge is transferred through point-to-point interaction (Hewes, 2013). The second section is communities' communication. It is regarded as the communication behavior of communities on social media sites. It incorporates the main goals and the willingness (Butler, 2001). The third type is social media sites which offers the numerous chances and opportunities (Zolkepli and Kamarulzaman, 2015). In terms of re-defining relationships, the internet on the basis of the communication put emphasis on the various media relationship. More and more users perceived

themselves as the recipients (Haridakis and Hanson, 2009). Communication transfers a great deal of knowledge and connect numerous audience than face to face communication (Lingel and Naaman, 2012). Gaining the knowledge original from the social media plays an important role which is time-efficient and low cost. Social media site supports all those three communications means at the same time, which is convenient than other ways. The different of communication ways lead social media communication to improve the development of information sharing behavior. The hypothesis below is suggested:

H3-1: Social media communication has a positive effect on information sharing intention.

H3-2: Social media communication has a positive effect on information sharing behavior.

Among online communities, trust is regarded as a bind connect a lot of opportunities and also further tends to increase relationships (Jarvenpaa et al., 2004; Shankar et al., 2001). In recent researches, a great deal of academicians offered to research the trust among different communities. Based on the previous researches, (Trifunovic et al., 2010) offered that the trust formation in social networks can be researched from the social background. This study put emphasis on online trust. More researches on trust separation relation of communication and online trust would potentially avoid the fallout between trust and communication which will lead smooth communication in SNS. Thus, with the purpose of the online trust and research on the elements will affect the trust and information sharing behavior.

It shows the development of comprehensive framework of trust, information sharing behavior play an indispensable role in SNS as mentioned above. The hypothesis below is suggested:

H4-1: Online trust has a positive effect on information sharing intention.

H4-2: Online trust has a positive effect on information sharing behavior.

V. Analysis and Result

The research aims to predicate the aspects that effect information sharing behavior within SNS. In order to achieve goals, online and interview surveys were used in the study. Obtaining the effective analysis with 360 questionnaires (including 360 via online collection). The missing 30 questionnaires were directly deleted. Hence, 330 respondents made up of the final data. The main features of these participants

are concluded in <Table 1>. The illustration revealed a diagram form of the researching in every types. The types indicated are age, gender, education, information sharing experience, and the type of SNS.

The sample was predominantly male (57.27%), with a smaller group of female participants (42.73%). The age distribution was as follows: 20 to 29 years (48.79%); 30 to 39 years (36.06%); and 40 years and older (15.15%). The education distribution was as follows: undergraduate (60.30%); graduate (33.33%); and doctor (6.36%). However, the information sharing experience distribution was as follows: less than 1 year (16.67%); 1~2 years (22.73%); 2~3 years (21.82%); and over 3 years (38.79%). Finally, and the most used SNS distribution was as follows: Entertainment and relaxation (43.94%); Files sharing

<Table 1> Samples of the Research

	Items	Frequency	Proportion
Gender	Male	189	57.27%
	Female	141	42.73%
Age	20-29	161	48.79%
	30-39	119	36.06%
	> 40	50	15.15%
Education	Undergraduate	199	60.30%
	Graduate	110	33.33%
	Doctor	21	6.36%
Information sharing experience	< 1 years	55	16.67%
	1-2 years	75	22.73%
	2-3 years	72	21.82%
	> 3 years	128	38.79%
The most used SNS	Entertainment and relaxation (Facebook, Instagram, YouTube, Tiktok and QQ zone)	145	43.94%
	Files sharing by virtual data storage drives (SkyDrive and Dropbox)	23	6.97%
	Connecting and sharing through blog (Twitter, Sina)	106	32.12%
	Wikis (Wikipedia, WikiHow, Baidu zhidao)	56	16.97%

by virtual data storage drives (6.97%); Connecting and sharing through blog (32.12%); Wikis (16.97%).

The current study is an attempt to construct a theoretical model to predict and explain information sharing behaviors via SNS, as well as test the model empirically. The subjects for this research were recruited from the numerous internet users who have used or have the potential for information sharing. A pilot test was conducted before the final questionnaire was distributed to the subjects. To ensure the appropriateness of the research design, the validity and reliability of the items were tested as well.

Wu (2010) suggested the main criteria to test the model are general model fit criteria and internal structure model fit criteria. The internal structure model fit criteria represent the reliability and validity of the measurement model. As shown in <Table 2>, the convergent validity of the scales is studied utilizing the Cronbach's alpha values. The above are the recommended value of 0.6, standing for a commonly agreeable degree for exploratory study. The research model use AMOS making confirmatory factor analysis. The assumptions and the paths between the items, and potential construct variables can be studied with the structural model. The main indices

used to test the model are overall model fit index and internal consistency fit index. This paper assessed the internal coherence and discriminant validity of the research model. Two methods are adopted for evaluation of internal coherence. Firstly, convergent validity of the constructs is examined by using the Cronbach's alpha values. In <Table 2>, all of the values are above the recommended value that is 0.6 (Bagozzi and Yi, 1988), standing for a commonly agreeable degree for exploratory study. Secondly, we calculated the AVE for each construct. All of the AVE exceeded the guideline of 0.5 (Bagozzi and Yi, 1988), meaning a good internal consistency. The outcomes of the trustful determination reveal that 5 analysis variables were high (.798, item: 18), which could be indicated as follows.

This paper used the guideline which is proposed by Fornell and Larcker (1981) to perform an examination of discriminant validity. According to Fornell and Larcker (1981), the AVE root for every construct variable should surpass the correlation between any construct variables. The results of the measurement model analyses can be seen in <Table 4>. As shown in <Table 3>, the AVE root is on the diagonal. The diagonal values surpass the internal construct correla-

<Table 2> Reliability Statistics

Measured variables	Source	Number of items	Cronbach Alpha
Information Sharing Intention (ISI)	Pavlou and Fygenson (2006), Bock et al. (2005); Ma et al. (2008); Marett and Joshi (2009); Noh and Kim (2016)	3	.717
Sharing Culture (SC)	Hall and Goody (2007); Raban and Rafaeli (2007); Yu et al. (2010)	4	.798
Online Trust (OT)	Trifunovic et al. (2010); Wu and Tsang (2008)	3	.677
Social Media Communication (SMC)	Gudykunst and Nishida (2001); Zolkepli and Kamarulzaman (2015), Lingel and Naaman (2012); Griffin and McClish (2011), Ellison et al. (2007)	4	.737
Information Sharing Behavior (ISB)	Ajzen (1991); Ajzen and Fishbein (2005); Noh and Kim (2016); Davenport and Prusak (1998)	4	.791

<Table 3> Pearson Correlation for Main variables

Items	AVE	ISI	SC	OT	SMC	ISB
Information Sharing Intention (ISI)	.690	.730				
Sharing Culture (SC)	.630	.510	.790			
Online Trust (OT)	.660	.480	.550	.720		
Social Media Communication (SMC)	.730	.390	.430	.490	.810	
Information Sharing Behavior (ISB)	.670	.310	.360	.480	.370	.830

<Table 4> Goodness-of-fit Statistics

Model fit index	χ^2	P	RMSEA	AGFI	GFI	CFI
Value	55.79	.079	.037	.881	.873	.907
Recommended level		> .05	< .05	> .8	> .8	> .9

<Table 5> Results of the Hypothesis Testing

Hypothesis	Results
H1: Information sharing intention has a positive effect on information sharing behavior.	Supported
H2-1: Social media communication has a positive effect on information sharing intention.	Supported
H2-2: Social media communication has a positive effect on information sharing behavior.	Supported
H3-1: Sharing culture has a positive effect on information sharing intention.	Supported
H3-2: Sharing culture has a positive effect on information sharing behavior.	Supported
H4-1: Online trust has a positive effect on information sharing intention.	Supported
H4-2: Online trust has a positive effect on information sharing behavior.	Supported

tions, providing further evidence that discriminant validity is acceptable. The research model uses AMOS to make confirmatory factor analysis. The assumptions and paths between the items, and potential variables can be verified using the structural model. The forecast of model can be completed with the usage of maximum likelihood estimate method. <Table 4> resents the analysis results of the pattern. In the structural model, χ^2 is 55.79, RMSEA is .037, GFI is .873, AGFI is .881, and CFI is .907. The results show that all data are in a reasonable range, which is suitable to the statistics.

The outcomes of the hypothesis determinations support 4 of the 4 posited relationships. <Table 5>

summarizes the results of the hypothesis testing.

VI. Conclusions

6.1. Discussion and Implications for Management

This study provides indispensable theoretical and practical insights, since the collected data reveals the leading Members within SNS. *What are the antecedents and determinants of predictions on information sharing intention of knowledge sharers in the SNS?* According to the results, though the SNS site produce

the communication and culture relationship. On the other hands personal sharing behavior also contribute to this relationship development. If sharers' communication associate to the sharing culture, they prefer to choose it, or even invite their friends to join it. With the purpose of the communication and sharing culture relationship improvement. Site builders can distinguish between friend circle and develop group functions, such as interest groups, alumni groups, celebrity homepage. All of these can increase sharers' communication and sharing culture relationship of website and respondents.

The core contribution consists of three parts. First, it extends the concept of social capital theory to include both social media communication and sharing culture. This study emphasizes that not only social media communication but also sharing culture to SNS can stimulate information sharing. Second, to the best of our knowledge, this is the first study that completely follows Nahapiet and Ghoshal (1998)'s manifestations of the three dimensions of social capital and applies them to the study of information sharing in an SNS, reflecting more accurately the important facets of social capital in studying information sharing in SNS. Third, while previous research has predominately focused on personal cognition or social network, the study examines the integrated influence of communication, culture and trust on information sharing in SNS. In sum, by explicating the unique role of social capital, this paper aims at contributing to the continued development and success of SNS in general.

How do these antecedents and determinants influence the actual information sharing behavior? Why use social networking to share information? For the SNS site, the recognition of the website produces the online trust. The users keen on choosing this site due to sharers' online trust have an obvious influence on

this area. In order to promote the online trust, website builders should establish friend circle or group functions of development. All of these can enhance sharers' an online trust of site and receiver.

When users are applying SNS site for an account, by downloading the mobile app on the phone will increase the security of users' account. In the case of Facebook and Instagram, once users log in SNS site, immediately it sends an email or text message to users to inform the IP address and prevent user accounts being stolen. So, these methods can increase users' online trust of SNS site, which can take an important role in promoting the information sharing behavior of users in SNS website. Therefore, to boost website's reputation and social contract function is very important to attract and motivate users to have positive attitudes towards this website. The development of the SNS site requires their own core competitiveness. Over-commercialized site may ignore its function as a social contact tool. The core location of the SNS site should be social contact tools to keep viscosity of users, which can make users think that it is indispensable and worth to themselves, so that they can spread the useful information in SNS site.

In sum, our offered a new conceptual model can be prescriptive to senders and receivers with relation to how to intuitively utilize the online trust influencing elements in conceptual model of online communication. The interaction of online trust elements reveals that peer-to-peer interpersonal relation is not isolated from group relation and mass relation. Working to one factor may contribute to another mode of SNS communication and information sharing. Obviously, there are some practical implications originate from this research for general users and particularly social media users. Most importantly the online trust elements propose clues

for how to improve SNS communication relation and promote platform functionalities.

If SNS manipulator come up solutions with making information sharing more effectives and easy to use, SNS communication needs to be time-efficient and be able to reach large amounts of customers. This comprehension also contributes to the most social networking sites, bringing them to incorporate various functionalities and convenience, as well as avoiding time-consuming.

This research hypothesis testing tests an information sharing model. It had offered and assesses a new conceptual model for information sharing in view of social capital theory. It also has appraised the relations between these elements by combining several theoretical models on personal behavior designed to reveal the system of information sharing. The study used social capital theory model to research and judge the influence of the new explored elements on the information sharing behavior among the total information sharing process. A questionnaire analysis was performed to deal with the influence of the elements on the information sharing behavior. All four proposed hypotheses are finally sustained. The insights from this study are expected to affect the research orientation in information sharing way social networks. Future scholars can profit from this study due to offering them with concept advanced development. In order to support the information sharing behavior, social networks can be used to solve difficulties. To bring the social networks into new research fields, this research offers additional remarks which make implementation and expansion come true. The empirically analysis and results of

the research on information sharing model and the analyzed data symbol of the leading members provide available theoretical and practical suggestions within SNS area.

6.2. Limitations and Further Research

The Main goal of the research is that information sharing behaviors in SNS from the perspective of social capital theory. We research and analysis on the study model to survey the encouragement involving in information sharing behaviors. In this study, researcher know about the defects exist is indispensable. On the other hand, it is required to comprehend the verification and extra studies. One limitation is that the analysis data was collected in a limited field.

Further research should expand the source of the study to prompt the common exist. The group analysis is not sufficient which is another limitation. In-depth study should estimate between respondents' characteristic and different origin in information sharing behaviors in the virtual reality. In addition, the In-depth study willing to research the generation relationship of information sharing behaviors in SNS in other areas, including the social capital theory. For instance, the researchers keen on discovering the information sharing process in environmental variables and various psychological. With the development of the In-depth research, the model is employed to determined considering different conditions and consequent constructs to distinguish between different influence and factors of information sharing behavior.

<References>

- [1] Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- [2] Ajzen, I., and Fishbein, M. (1980). *Understanding*











- attitudes and predicting social behavior*. Prentice Hall, Englewood Cliffs, NJ.
- [3] Ajzen, I., and Fishbein, M. (2005). The influence of attitudes on behavior. In D. Albarracín, B. T. Johnson, & M. P. Zanna (Eds.), *The handbook of attitudes* (pp. 173-221). Lawrence Erlbaum Associates Publishers.
- [4] Alavi, M., and Leidner, D. E. (2001). Knowledge management and knowledge management systems: Conceptual foundations and research issues. *MIS Quarterly*, 25(1), 107-136.
- [5] Alavi, M., Kayworth, T. R., and Leidner, D. E. (2006). An empirical examination of the influence of organizational culture on knowledge management practices. *Journal of Management Information Systems*, 22(3), 191-224.
- [6] Albarracín, D., Johnson, B. T., and Zanna, M. P. (2014). *The handbook of attitudes*. Psychology Press.
- [7] Amayah, A. T. (2011, September). Knowledge sharing, personality traits and diversity: A literature review. In *Proceedings from The Midwest Research-to Practice Conference in Adult, Continuing, and Community Education*. St. Louis, MO: USA.
- [8] Bagozzi, R. P., and Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94.
- [9] Bakker, M., Leenders, R. T. A., Gabbay, S. M., Kratzer, J., and Van Engelen, J. M. (2006). Is trust really social capital? Knowledge sharing in product development projects. *The Learning Organization*, 13(6), 594-605.
- [10] Bartol, K. M., and Srivastava, A. (2002). Encouraging knowledge sharing: The role of organizational reward systems. *Journal of Leadership and Organizational Studies* 9(1), 64-76.
- [11] Bennett, J., Owers, M., Pitt, M., and Tucker, M. (2010). Workplace impact of social networking. *Property Management*, 28(2), 138-148.
- [12] Bock, G., and Kim, Y. (2002). Breaking the myths of rewards: An exploratory study of attitudes about knowledge sharing. *Information Resources Management Journal*, 15(2), 14-21.
- [13] Bock, G., Zmud, R., Kim, Y., and Lee, J. (2005). Behavioral intention formation in knowledge sharing: Examining the roles of extrinsic motivators, social-psychological forces, and organizational climate. *MIS Quarterly*, 29(1), 87-111.
- [14] Bukowitz, W., and Williams, R. (1999). *The knowledge management field book*. London: Financial Times/Prentice Hall.
- [15] Butler, B. S. (2001). Membership size, communication activity, and sustainability: A resource-based model of online social structures. *Information Systems Research*, 12(4), 346-362.
- [16] Chan, R. C. H., Chu, S. K. W., Lee, C. W. Y., Chan, B. K. T., and Leung, C. K. (2013). Knowledge management using social media: A comparative study between blogs and Facebook. *Proceedings of the American Society for Information Science and Technology*, 50(1), 1-9.
- [17] Chen, I. Y., Chen, N. S., and Kinshuk. (2009). Examining the factors influencing participants' knowledge sharing behavior in virtual learning communities. *Journal of Educational Technology & Society*, 12(1), 134-148.
- [18] Chen, Y. (2020). An investigation of the influencing factors of Chinese WeChat users' environmental information-sharing behavior based on an integrated model of UGT, NAM, and TPB. *Sustainability*, 12(7), 2710.
- [19] Chiu, C. M., Hsu, M. H., and Wang, E. T. G. (2006). Understanding knowledge sharing in virtual communities: An integration of social capital and social cognitive theories. *Decision Support Systems*, 42(3), 1872-1888.
- [20] Chockler, G. V., Keidar, I., and Vitenberg, R. (2001). Group communication specifications: a comprehensive study. *ACM Computing Surveys (CSUR)*, 33(4), 427-469.
- [21] Choi, J. H., Ramirez, R., Gregg, D. G., Scott, J. E., and Lee, K. H. (2020). Influencing Knowledge Sharing on Social Media: A Gender Perspective. *Asia Pacific Journal of Information Systems*, 30(3), 513-531.

- [22] Curry, A., and Stancich, L. (2000). The Intranet: An intrinsic component of strategic information management? *International Journal of Information Management*, 20(4), 249-268.
- [23] Davenport, T. H., and Prusak, L. (1998). *Working knowledge: How organizations manage what they know*. Harvard Business Press.
- [24] Davis, F. D. (1985). *A technology acceptance model for empirically testing new end-user information systems: Theory and results*. Doctoral dissertation. Massachusetts Institute of Technology.
- [25] Davis, F. D., Bagozzi, R. P., and Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35(8), 982-1003.
- [26] Eddosary, M., Ko, Y. J., Sagas, M., and Kim, H. Y. (2015). Consumers' intention to attend soccer events: Application and extension of the theory of planned behavior. *Psychological reports*, 117(1), 89-102.
- [27] Eid, M., and Nuhu, N. A. (2011). Impact of learning culture and information technology use on knowledge sharing of Saudi students. *Knowledge Management Research & Practice*, 9(1), 48-57.
- [28] Ellison, N. B., Steinfield, C., and Lampe, C. (2007). The benefits of Facebook "friends:" Social capital and college students' use of online social network sites. *Journal of Computer Mediated Communication*, 12(4), 1143-1168.
- [29] Fishbein, M., and Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- [30] Fornell, C., and Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- [31] Fu, P. W., Wu, C. C., and Cho, Y. J. (2017). What makes users share content on facebook? Compatibility among psychological incentive, social capital focus, and content type. *Computers in Human Behavior*, 67, 23-32.
- [32] Grabner-Kraeuter, S. (2002). The role of consumers' trust in online-shopping. *Journal of Business Ethics*, 39(1), 43-50.
- [33] Griffin E. A., and McClish G. A. (2011). *A first look at communication theory*. Boston: McGrawHill.
- [34] Hall, H., and Goody, M. (2007). KM, culture and compromise: interventions to promote knowledge sharing supported by technology in corporate environments. *Journal of Information Science*, 33(2), 181-188.
- [35] Hara, N., and Hew, K. F. (2007). Knowledge-sharing in an online community of healthcare professionals. *Information Technology & People*, 20(3), 235-261.
- [36] Haridakis, P., and Hanson, G. (2009). Social interaction and co-viewing with YouTube: Blending mass communication reception and social connection. *Journal of Broadcasting & Electronic Media*, 53(2), 317-335.
- [37] Hendriks, P. (1999). Why share knowledge? The influence of ICT on the motivation for knowledge sharing. *Knowledge and Process Management*, 6(2), 91-100.
- [38] Hewes, D. E. (2013). *The cognitive bases of interpersonal communication*. Lawrence Erlbaum Associates, 183-222.
- [39] Hong, Y., Wan, M., and Li, Z. (2021). Understanding the health information sharing behavior of social media users: An empirical study on WeChat. *Journal of Organizational and End User Computing (JOEUC)*, 33(5), 180-203.
- [40] Hsieh, H. L., Hsieh, J. R., and Wang, I. L. (2011). Linking personality and innovation: the role of knowledge management. *World Transactions on Engineering and Technology Education*, 9(1), 38-44.
- [41] Hult, G. T. M., Ketchen Jr, D. J., and Nichols Jr, E. L. (2002). An examination of cultural competitiveness and order fulfillment cycle time within supply chains. *Academy of management Journal*, 45(3), 577-586.
- [42] Hult, G. T. M., Snow, C. C., and Kandemir, D. (2003). The role of entrepreneurship in building cultural competitiveness in different organizational types. *Journal of Management*, 29(3), 401-426.
- [43] Jadin, T., Gnambs, T., and Batinic, B. (2013).

- Personality traits and knowledge sharing in online communities. *Computers in Human Behavior*, 29(1), 210-216.
- [44] Jarvenpaa, S. L., Shaw, T. R., and Staples, D. S. (2004). Toward contextualized theories of trust: The role of trust in global virtual teams. *Information Systems Research*, 15(3), 250-267.
- [45] Li, X. (2011). Factors influencing the willingness to contribute information to online communities. *New Media & Society*, 13(2), 279-296.
- [46] Lin, H.-F. (2007). Effects of extrinsic and intrinsic motivation on employee knowledge sharing intentions. *Journal of Information Science*, 33(2), 135-149.
- [47] Lingel, J., and Naaman, M. (2012). You should have been there, man: Live music, DIY content and online communities. *New Media & Society*, 14(2), 332-349.
- [48] Ma, W. W. K., and Chan, A. (2014). Knowledge sharing and social media: Altruism, perceived online attachment motivation, and perceived online relationship commitment. *Computers in Human Behavior* 39(1), 51-58.
- [49] Marcella, A. J. (1999). *Establishing trust in virtual markets*. Institute of Internal Auditors.
- [50] Mishra, B., and Bhaskar, A. U. (2011). Knowledge management process in two learning organizations. *Journal of Knowledge Management*, 15(2), 344-359.
- [51] Nahapiet, J., and Ghoshal, S. (1998). Social capital, intellectual capital, and the organizational advantage. *Academy of Management Review*, 23(2), 242-266.
- [52] Noh, S., and Kim, J. K. (2016). An empirical study of knowledge sharing behavior of the SNS: A case study of "Sina Weibo". *Asia Pacific Journal of Information Systems*, 26(3), 367-384.
- [53] Ogunseye, O. S., Adetiloye, P. K., Idowu, S. O., Folorunso, O., and Akinwale, A. T. (2011). Harvesting knowledge from computer mediated social networks. *The Journal of Information and Knowledge Management Systems*, 41(3), 252-264.
- [54] Panahi, S., Watson, J., and Partridge, H. (2012). Social media and tacit knowledge sharing: Developing a conceptual model. *World Academy of Science, Engineering and Technology*, 64, 1095-1102.
- [55] Patrick, K., and Dotsika, F. (2007). Knowledge sharing: Developing from within. *The Learning Organization*, 14(5), 395-406.
- [56] Pavlou, P. A., and Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *MIS Quarterly*, 30(1), 115-143.
- [57] Pi, S. M., Chou, C. H., and Liao, H. L. (2013). A study of Facebook groups members' knowledge sharing. *Computers in Human Behavior*, 29(5), 1971-1979.
- [58] Quintane, E., Casselman, R. M., Reiche, B. S., and Nylund, P. A. (2011). Innovation as a knowledge-based outcome. *Journal of Knowledge Management*, 15(6), 928-947.
- [59] Raban, D. R., and Rafaeli, S. (2007). Investigating ownership and the willingness to share information online. *Computers in Human Behavior*, 23(5), 2367-2382.
- [60] Ridings, C. M., Gefen, D., and Arinze, B. (2002). Some antecedents and effects of trust in virtual communities. *The Journal of Strategic Information Systems*, 11(3-4), 271-295.
- [61] Rolland N., and Labbe, R. K. (2008). Networking inside the organization: a case study on knowledge sharing. *Journal of Business Strategy*, 29(5), 4-11.
- [62] Sandhwalia, B. S., and Dalcher, D. (2011). Developing knowledge management capabilities: a structured approach. *Journal of Knowledge Management*, 15(2), 313-328.
- [63] Shankar, V., Rangaswamy, A., and Pusateri, M. (2001). *The online medium and price sensitivity*. College Park, MD: University of Maryland.
- [64] Sligo F., Tilley, E., and Murray, N. (2011). Do apprentices' communities of practice block unwelcome knowledge? *Education & Training*, 55(4), 297-309.
- [65] Steiner, H. (2009). Reference utility of social networking sites: Options and functionality. *Library Hi Tech News*, 26(5/6), 4-6.
- [66] Teh, P. L., Yong, C. C., Chong, C. W., and Yew, S. Y. (2011). Do the big five personality factors

- affect knowledge sharing behavior? A study of Malaysian universities. *Malaysian Journal of Library & Information Science*, 75(1), 47-62.
- [67] Trifunovic, S., Legendre, F., and Anastasiades, C. (2010, March). Social trust in opportunistic networks. In *2010 INFOCOM IEEE Conference on Computer Communications Workshops* (pp. 1-6). IEEE.
- [68] Wang, Y. D., and Emurian, H. H. (2005). An overview of online trust: Concepts, elements, and implications. *Computers in Human Behavior*, 21(1), 105-125.
- [69] Wasko, M. M., and Faraj, S. (2005). Why should I share? Examining social capital and knowledge contribution in electronic networks of practice. *MIS Quarterly*, 29(1), 35-57.
- [70] Watanabe, R. M., Yoshida, M., and Watanabe, T. (2010). Social network productivity in the use of SNS. *Journal of Knowledge Management*, 14(6), 910-927.
- [71] Wu, J. J., and Tsang, A. S. (2008). Factors affecting members' trust belief and behavior intention in virtual communities. *Behavior & Information Technology*, 27(2), 115-125.
- [72] Yoo, Y., and Torrey, B. (2002). *National culture and knowledge management in a global learning organization*. Oxford University Press.
- [73] Yu, T. K., Lu, L. C., and Liu, T. F. (2010). Exploring factors that influence knowledge sharing behavior via weblogs. *Computers in Human Behavior*, 26(1), 32-41.
- [74] Zhang, X., Wen, D., Liang, J., and Lei, J. (2017). How the public uses social media wechat to obtain health information in china: A survey study. *BMC Medical Informatics and Decision Making*, 17(2), 71-79.
- [75] Zolkepli, I. A., and Kamarulzaman, Y. (2015). Social media adoption: The role of media needs and innovation characteristics. *Computers in Human Behavior*, 43, 189-209.

<Appendix A> SNS Categories and Attributes

SNS	Type	Primary purpose	Unique attributes
	Instagram	A place to share videos and images that evoke feelings about your brand through the use of visual.	Provides unique filters and video styles Lets your company take a more playful approach to connecting with customers Shares your message primarily through images, not the written word Allows for users to hashtag and get involved with your brand by showing your products in use
	LinkedIn	Fosters a professional community, one that's especially beneficial for B2B companies, to build meaningful relationships.	Makes it easy to target by industry, job title and other keywords Ability to join LinkedIn Groups, where you can invite your target market to communicate Allows you to reach out to real people based on mutual business connections Promotes professionalism and builds trust when you post information about your company and employees
	Twitter	Shares breaking news and quick updates. Promotes new products, content or brand contests. Collects instant feedback from your audience.	Serves people looking for quick info, company news, and immediate responses to questions about products or events Focuses on dialogue creation and starting conversations with customers Known for its hashtag (#) communication functionality Best platform for PR or publicity purposes when traditional media does not respond
	Facebook	Builds brand loyalty and reputation. Establishes your business as an authority through interesting content and informational posts.	Reaches a variety of segments of an audience with one post Offers opportunity to create ads to drive traffic to your website or blog Encourages dialogue and depth with a customer base Ideal for sharing personal stories, testimonials, detailed information about your business
	Pinterest	Acts as an online scrapbook. Showcases products. Displays brand essence through inspiration boards.	Generates leads and drives traffic to other content, or back to your website Visually promotes and highlights products and services through images Provokes immediate or future call to action (CTA) responses Allows you to microtarget your search with clearly defined categories
	YouTube	YouTube is used to watch music videos, comedy shows, how to guides, recipes, hacks and more. Teens also use the video-sharing service to follow their favourite vloggers (video blogger), subscribe to other YouTubers and celebrities they are interested in.	Entertainment Freedom
	TikTok	Tik Tok (formerly known as musical.ly) is a social media platform for creating, sharing and discovering short music videos, think Karaoke for the digital age. The app musical.ly was used by young people as an outlet to express themselves through singing, dancing, comedy, and lip-syncing.	Approachability Being active Collaborations Uniqueness Rewatchability Riskiness Relatability
	SkyDrive	Currently the primary purpose is for storing and sharing files and photos.	Security Easy to store Easy to use
	QQ Zone	Qzone is a social networking website based in China which was created by Tencent in 2005. It allows users to write blogs, keep diaries, send photos, listen to music, and watch videos Users can set their Qzone background and select accessories based on their preferences so that every Qzone is customized to the individual member's taste.	Entertainment Dependency Interactive
	Blog	The main purpose of a blog is to connect you to the relevant audience. Another one is to boost your traffic and send quality leads to your website. The more frequent and better your blog posts are, the higher the chances for your website to get discovered and visited by your target audience.	A Blog Must Always Be Dynamic. ... Posts Are Displayed in Reverse Order. ... Most Blogs Have the Same Structure. ... The Blog's Leading Star Is Its Content. ... Headlines Should Be Attention Grabbers. ... One Rule Applies to All Blogs: Relevancy. ... Blogs and Links Go Hand in Hand. ... A Blog Is Founded on Personal Touch.

<Appendix B> SNS Measurement Scales

Variables	Measurement items	Definitions	Number of items	Sources
Sharing culture	SC1. (Fairness) Overall, I feel fairness within in SNS. SC2. (Openness) Open communication is a characteristic of SNS as a whole. SC3. (Openness) We are continuously encouraged to bring new knowledge into SNS. SC4. (Identification) I am proud to be a member of this SNS.	The degree to which one believes that the specific ways in which individuals define themselves in terms of their membership in SNS.	4	Hall and Goody (2007); Raban and Rafaeli (2007); Yu et al. (2010)
Online trust	OT1. This is an honest SNS. OT2. I trust this SNS. OT3. This SNS is safe.	The degree to which that the level of trust considered in which individuals define themselves in terms of their membership in a SNS.	3	Trifunovic et al. (2010); Wu and Tsang (2008)
Social media communication	SMC1. My social media communication has always been successful and would expand the scope of my association with other members in the SNS. SMC2. I feel effective when I engage in social media communication, and would get me well-acquainted with new members in the SNS. SMC3. My social media communication would strengthen the ties between existing members in the SNS and myself. SMC4. My social media communication would create strong relationships with members who have common interests in the SNS.	The degree to which one believes one can improve mutual relationships& communication with others through one's information sharing.	4	Gudykunst and Nishida (2001); Zolkepli and Kamarulzaman (2015), Lingel and Naaman (2012) Griffin and McClish (2011); Ellison et al. (2007); Deluga (1998); Major et al. (1995); Parkhe (1993); Seers et al. (1995); Sparrowe and Linden (1997)
Information sharing intention	ISI1. If I had some information about a topic, I would consider posting it on the SNS. ISI2. If I had some information regarding a question someone asked, I would share this information with others. ISI3. I would try to share information (e.g., ooo, ooo or ooo) with SNS members.	The degree to which one believes that one will engage in an explicit information sharing intention.	3	Pavlou and Fygenson (2006); Bock et al. (2005); Ma et al. (2008); Marett and Joshi (2009); Noh and Kim (2016)

<Appendix B> SNS Measurement Scales (Cont.)

Variables	Measurement items	Definitions	Number of items	Sources
Information sharing behavior	ISB1. I have contributed information to this SNS. ISB2. I usually actively share my information with other ISB3. I have contributed information to other members that resulted in the development of new insights. ISB4. I have tried to share my expertise with other members in more effective ways.	The degree to which one does that one will engage in an explicit information sharing act.	4	Ajzen (1991); Ajzen and Fishbein (2005); Noh and Kim (2016); Davenport and Prusak (1998)

◆ About the Authors ◆



Seok Noh

Seok Noh is a Ph.D. candidate in the Dept. of Business Administration at Jeju National University in Korea. He has a master's degree in Economics from Chungnam National University in Korea. His research interests include social media, knowledge management, information sharing behavior, project management and e-commerce. His research work has been published in *Asia Pacific Journal of Information Systems*, *Journal of Internet Electronic Commerce Research*, *Pacific Asian Conference on Information Systems*, *Conference on Korean Academic Society of Business Administration*, and others.

Submitted: June 21, 2021; 1st Revision: July 17 2021; 2nd Revision: August 12 2021; Accepted: August 12, 2021