소셜미디어 플랫폼에서의 정보공유 의도: 중국 위챗 이용자에 대한 연구

Information Sharing Intention in a Social Media Platform: A Study of Participants in the Chinese WeChat Moments

노　　석 (Seok Noh)　　제주대학교 경상대학 경영학과 박사연구생
조　　려 (Li Zhao)　　충남대학교 경상대학 경영학과 박사연구생
강 봉 재 (Bong Jae Kang)　제주대학교 경상대학 경영학과 비전임강사, 교신저자

─────── 요　약 ───────

　　본 연구는 소셜 미디어 플랫폼 회원들의 중국 위챗 정보 공유 의도를 평가하기 위한 모델을 제안한다. 이 데이터는 중국 위챗 사용자들로부터 나왔으며, 150명의 위챗 사용자들이 이 조사에 참여했다. 이 연구의 결과는 정보 공유 의도가 태도, 주관적 규범, 인지된 행동 제어에 의해 직접적으로 영향을 받는 반면, 평판과 호혜적관계는 태도와 긍정적인 관련이 있으며, 인상은 정보 공유에 대한 인지된 행동 제어에 긍정적인 관련이 있다는 것을 보여준다.

키워드 : 정보 공유 의도, 위챗 모멘트, 평판, 호혜적 관계, 인상

Ⅰ. Introduction

Social media platform use has been defined as a particular consumption of digital media that provides a mechanism for users to connect, communicate, and interact with each other through social networking sites and instant messages (Cheng *et al.*, 2017; Correa *et al.*, 2010). Nowadays more and more people are using social media platforms to share information. A social media platform is a digital media interaction platform that connects people, creates and shares contents, processes, and recovers knowledge and information (Ghaisani *et al.*, 2017; Lewis, 2010; Noh and Kang, 2021). Many social media sites are primarily designed to facilitate communication among individuals and groups for example, twitter, LinkedIn, Microblogs, WhatsApp, Line and WeChat (Cheng *et al.*, 2017).

Moments is a function of the smartphone app Wechat, launched on 19 April 2012 in the WeChat version 4.0. It serves new social-networking functions for Wechat users. The Chinese translation of Moment is known as "Friends' circle", which means users can share and get access to accepted WeChat friends' information, creating an intimate and private communicating circle within the users' choice of close friends (<Figure 1>).

The "sharing" function in Moments is of simple operation that it only needs a click on a button.
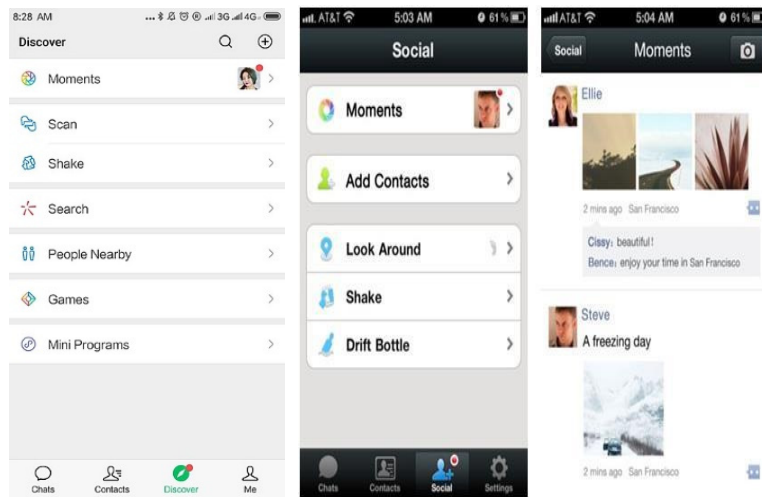
〈Figure 1〉 The screenshot of WeChat Moments.

Participants of Moments take pleasure in sharing and being shared possibly out of curiosity and vanity, enhancing the popularity of integrating the function "sharing to Moments" into many other applications or websites. What are frequently shared include selfies, cuisines, travel scenery, essays, propaganda, notices and even rumors. Getting "like"'s is another desire among participants. The culture of "like" in Moments suggests a means of pursuing and highlighting one's existence and indicates the rule of interaction among members in a circle. A "like" conveys a strong emotional expression of one's stand and has a social and dissemination function to some extent (Wei and Wang, 2014).

Internet users around the world spend an average of 2h and 22 min a day on social networking sites, and have an average of 8.5 social media accounts and tend to use each platform for different purposes (Bayindir and Kavanagh, 2018; Chen *et al.*, 2019). Users of SNSs of different functions manifested different behavioral characteristics (Chen *et al.*, 2019; Montag *et al.*, 2015; Montag *et al.*, 2018). Facebook

is still the largest social network site with respect to user numbers, but it falls behind YouTube in terms of its weekly visiting rate; YouTube leads in the visiting rate by 7% over other SNS, although it has fewer users (Bayindir and Kavanagh, 2018; Chen *et al.*, 2019). According to the 2018 Annual Data Report of WeChat, published by Tencent, 45 billion WeChat messages are sent every day. However, the average sojourn time of a single visit is obviously shorter than that of Headline, an SNS for sharing news and content.

Most WeChat friends have a realistic basis, and individuals prefer to use WeChat to satisfy their need for society and affection (Chen *et al.*, 2019; Gan, 2017, 2018). WeChat Moments is a function that allows users to share their life and posts on the WeChat application. The main users of WeChat are Chinese, yet there are more than 200 million WeChat users from other countries. Although cultural factor of trusting beliefs plays a role in the self-disclosure decisions of users from various cultures (Chen *et al.*, 2019; Krasnova *et al.*, 2012), the need for social communication and the motivations for using social media applica-

tions are consistent throughout the world. Therefore, the current study could be generalized to a large extent.

A friend may know a person through the information shared on his or her WeChat Moments, so WeChat Moments is also used to promote users' real social identities. Users of WeChat Moments mainly share mood notes, as well as notes related to learning and working, daily chores, cuisines, travel, etc. The posting patterns that are available to users include text and picture, as well as text and photos or short videos, which may enhance communication effects (Chen *et al.*, 2019). Through WeChat Moments, on the one hand, users find emotional support via interpersonal communication with friends; on the other hand, they shape their own images through shared information. As a smart phone based social networking site, its rich and diverse features further highlight the fragmentation in information sharing and acquisition. At the same time, WeChat Moments also helps friends overcome the limits of time and space in socialization (Chen *et al.*, 2019).

Before social networking sites had gained widespread popularity, studies on computer-mediated communication (CMC) suggested that anonymity in cyberspace, with an absence of reality, could promote expression (Butler *et al.*, 2009; Chen *et al.*, 2019; Joinson, 2001, 2007). However, an anonymous identity may have different impacts on users' disclosures behaviors (Chen *et al.*, 2016). Information sharing in various online contexts has been used as a way to enhance users' real-world relationships (Chen *et al.*, 2019; Subrahmanyam *et al.*, 2008). With its deep integration of networks and real societies, the cyberspace of real societies is equipped with a network communication space based on realistic relationships, and it plays an increasingly important and extensive role in providing a convenient communication platform for people's work and life (Chen *et al.*, 2019; Ibrahim, 2010). The

most representative example of such a cyberspace in China is WeChat.

According to Noh and Kim (2016), sharing Online information behavior is one type of internet behavior, it involves sharing knowledge and information over the Internet, which is believed to be a progression of conventional knowledge sharing. Our synthesis of the motivational drivers (identified from both prior literature and our interviews) that influence users' willingness to share information results in three broad categories that resonate with the intellectual streams most often used to explain social action: economics, social psychology, and sociology (Coleman, 1988). In contrast, this study was concerned with the factors that can push WeChat members to share information. This article focuses on anticipated reciprocal relationship. Anticipated reciprocal relationships capture users' desires to maintain ongoing relationships with others, specifically with regard to information provision and reception.

This study makes two major contributions: Firstly, it applies and explains the TPB theory in the context of a social media platform network, and second, it discovers and develops the components that influence attitudes. It has been discovered that WeChat social media platform publishers can improve the function of WeChat Moments, set the recognition level function, and improve the level and access to the circle of friends realize and enhance the honor function, thereby bringing users' attitude and willingness to share. Secondly, the Moments function may be used to not only communicate information but also as a platform for improving friendship relationships. It can boost the incentive function for sharing information, for example. The improvement of reciprocal relationships has always encouraged readiness to exchange information, as well as actualize the cycle and long-term usage of WeChat Moments.

The remainder of this paper proceeds as follows.

The next section reviews relevant literature on theory of planned behavior, unified theory of acceptance and use of technology (UTAUT), and information sharing behavior, as well as some motivational discussions toward them and then develops the research hypotheses based on the regulatory focus theory. Given the nature of the research question, a laboratory experiment is used to test the hypothesized model. Finally, results and their implications are discussed.

Ⅱ. Literature Review

Understanding the theory of reasoned action history requires a quick review of the theory. Fishbein (1963) offered a hypothesis on the links between ideas about an item and attitudes toward that thing in the 1960s. He proposed the concept for the link between attitude and conduct intention in 1967. Many scholars focused on the link between a stimulus item's attitude and the related conduct with respect to that object at the moment.

The TRA (Ajzen and Fishbein, 1980) argues that behavior is determined by an individual's desire to do, or not to execute, a specific activity. Intention is, by the way, governed by two independent variables: attitudes and subjective norms. An individual's favorable or negative judgment of doing an act is referred to as their attitude toward conduct. A person's view of the societal pressures on him to perform or not perform an act is referred to as a subjective norm. (See <Figure 2>).

According to social exchange theory, social trade generates social benefits such as sentiments of acceptance, prestige, and respect. Employees receive recognition and respect by demonstrating their expertise to others, resulting in a better self-concept. According to O'Dell and Grayson (1998), employees share their best practices because they want to be acknowledged

by specialists and other employees. Kollock (1999) discovered that users who have access to information had a higher status in the company. Thus, it is hypothesized that employees' view that sharing valuable knowledge would improve their reputation and status on the work is a significant motivator/facilitator for sharing valuable knowledge (Chennamaneni, 2006).

Reputation is an alternative set of rewards that goes beyond monetary reward (Jeppesen and Frederiksen, 2006; Lai and Chen, 2014); reputation can help an individual obtain and maintain his or her status within a community (Jones *et al.*, 1997; Lai and Chen, 2014; Marett and Joshi, 2009), because he or she wants others to see him or her as a knowledgeable person with valuable expertise (Davenport and Prusak, 1998; Lai and Chen, 2014). Previous research has indicated that building a reputation is a strong motivator for knowledge sharing (Davenport and Prusak, 1998; Lai and Chen, 2014) and can help an individual develop a positive attitude toward knowledge sharing (Hsu and Lin, 2008; Lai and Chen, 2014). If a member's reputation is enhanced, his or her level of involvement in a community increase (Xu *et al.*, 2009).

We developed the TPB theory, applied it to the WeChat Moments of social media platforms, developed hypotheses affecting attitudes and perceptual control behavior, conducted theoretical review and data verification of the hypotheses, and finally verified our models and hypotheses using the above theoretical review.

Ⅲ. Research Framework

3.1 Research model

TPB and UTAUT has received attention from many researchers and is extensively adopted in improving understanding of the determinants of information tech-

nology usage (Ajzen 1991; Ajzen, 1988; Harrison *et al.*, 1997; Ho *et al.*, 2011; Venkatesh *et al.*, 2003). WeChat Moments are similar to general Internet-based information systems that have a significant impact on individual behaviors (Ho *et al.* 2011; Lin, 2006). Thus, this study applies the TPB and UTAUT as the major part of its theoretical framework.

Based on a review of the extant literature, Venkatesh *et al.* (2003) developed UTAUT as a comprehensive synthesis of prior technology acceptance research. According to the Theory of Reasoned Action (TRA), the behavior of the individual is affected by behavioral intention, and behavioral intention is affected by personal attitudes and subjective norms. But when user behavior is significantly affected by external factors the power of the TRA to predict individual behavior is relatively weak; The TPB can strongly explain behavior when studying information adoption and knowledge sharing. In addition to attitude, subjective norms, and perceived behavioral control, the three constructs of TPB, this study also combines three extraneous variables to the TPB, as shown in <Figure 2>. When two individuals are influenced by their social and organizational contexts, especially when unspecified cooperative outputs such as knowledge are exchanged, the social exchange relationship is a major determinant of their attitudes, according to Constant *et al.* (1994) and others (Blau,

1967; Organ and Konovsky, 1989). In contrast to economic transaction, social interaction creates relationships of friendship with and/or superiority over others, as well as dispersed, undefined commitments (Organ and Konovsky, 1989). The main focus is on the relationship itself, rather than any potential external advantage (Blau, 1967). Employees who feel their mutual connections with others might improve through knowledge sharing, and who are motivated by a desire for justice and reciprocity (Huber, 2001), are more likely to be enthusiastic about information sharing.

3.2 Hypotheses Development

The TPB is substantially level of the TRA that involves tests expected behavioral control (Ajzen, 1988). TPB reveals the people's motivation to carry out a given behavior. The main point intentions in common research are evaluate to find the motivational elements that original the people's behavior in case of their achievement, awareness to carry out the behavior. The suggestion was altered from TRA that belief the purpose of people's behavior impacted by the motivation, social norms by Ajzen, (1991) is perceived control behavior (PCB). The TPB of Ajzen (1991) maybe more indispensable and also the popular model of social-psychological about determining and
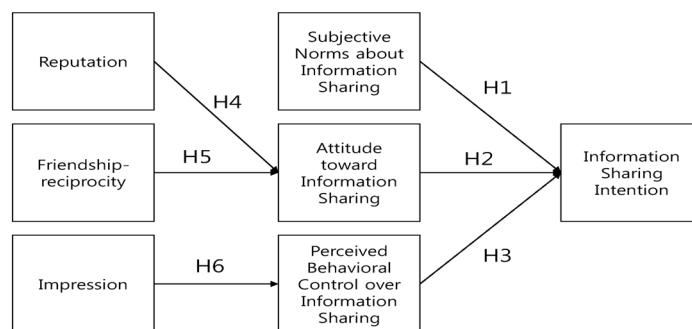
〈Figure 2〉 Research Model

evaluating people's intention (Ajzen, 2001). Intentions for participating in an explicit behavior could be considered the closest antecedent to actual behavior, and intention toward the behavior is formed by three factors: the effect or attitude toward the behavior, subjective norm, which could be analyzed as social pressures for people who perform the behavior, and perceived behavioral control, which is the perceived ease or confidence toward a behavior (Eddosary *et al.*, 2015; Noh and Kim, 2016; Noh and Kang, 2021).

TPB based on the TRA (Ajzen and Fishbein, 1980). this study also combines three extraneous variables to the TPB, as shown in <Figure 2>. We derive the first three hypotheses from the original TPB, and the remaining three hypotheses from the three added constructs (Lai and Chen, 2014). Consequently, we propose an additional hypothesis as follows.

H1: Subjective norms about information sharing are positively related to intention to share information.

H2: Attitude toward information sharing is positively related to intention to share information.

H3: Perceived behavioral control over information sharing is positively related to intention to share information.

Reputation is an alternative set of rewards that goes beyond monetary reward (Jeppesen and Frederiksen, 2006; Lai and Chen, 2014); reputation can help an individual obtain and maintain his or her status within a community (Jones *et al.*, 1997; Lai and Chen, 2014; Marett and Joshi, 2009), because he or she wants others to see him or her as a knowledgeable person with valuable expertise (Davenport and Prusak, 1998; Lai and Chen, 2014). Previous research has indicated that building a reputation is a strong motivator for knowledge sharing (Davenport and Prusak, 1998; Lai and

Chen, 2014) and can help an individual develop a positive attitude toward knowledge sharing (Hsu and Lin, 2008; Lai and Chen, 2014). If a member's reputation is enhanced, his or her level of involvement in a community increases (Xu *et al.*, 2009). Prior studies have provided evidence that reputation can enhance the information-sharing behaviors of community members (Lai and Chen, 2014; Wasko and Faraj, 2005).

According to social exchange theory, social trade generates social benefits such as sentiments of acceptance, prestige, and respect. Employees receive recognition and respect by demonstrating their expertise to others, resulting in a better self-concept. According to O'Dell and Grayson (1998), employees share their best practices because they want to be acknowledged by specialists and other employees. Kollock (1999) discovered that users who have access to information had a higher status in the company. Thus, it is hypothesized that employees' view that sharing valuable knowledge would improve their reputation and status on the work is a significant motivator/facilitator for sharing valuable knowledge (Chennamaneni, 2006). Therefore, we propose another hypothesis.

H4: Reputation are positively related to attitude toward information sharing.

Lewis' argument that using social media platforms for private activity is to maintain a friendship (Lewis, 2010). Personal information sharing activity is motivated by the wish to improve interpersonal communications (Noh and Kang, 2021). When a user who participates in WeChat Moments volunteer information on a topic, this user may have no expectation of being helped in return by the recipient. This user may, however, feel entitled to, and believe he/she will receive, help from some other member of the group in the future (Ho *et al.*, 2011; Kollock, 1999). Consequently,

we propose an additional hypothesis as follows.

Constant *et al.* (1994) and others (Blau, 1967; Organ and Konovsky, 1989) argue that when two individuals are influenced by their social and organizational contexts, especially where unspecified cooperative outputs such as knowledge are exchanged, the social exchange relationship is a major determinant of their attitudes. Social exchange, distinct from economic exchange, establishes bonds of friendship with and/or super-ordination over others, and engenders diffuse, un-specified obligations (Organ and Konovsky, 1989). The concern is primarily with the relationship itself, and not necessarily any extrinsic benefit that might directly follow (Blau, 1967). Thus, employees who believe their mutual relationships with others can im-prove through their knowledge sharing, and who are operating on the basis of their desire for fairness and reciprocity (Huber, 2001), are likely to have positive attitudes toward information sharing.

H5: Friendship-reciprocity are positively related to attitude toward information sharing.

People share information to express personal im-pression of themselves. Moreover, the most incompat-ible motive is the same: to be more famous (Ghaisani *et al.*, 2017; Noh and Kang, 2021). The survey of sensational information showed that the most popular motivation was to share impressions online. It has to do with the characteristic of sensational information, which prompts people to share it to get some particular impression (Ghaisani *et al.*, 2017; Noh and Kang, 2021; Vista, 2005). Therefore,

H6: Impression is positively related to perceived behavioral control over information sharing.

Ⅳ. Methods

4.1 Participants

Collecting data via Internet questionnaire is appli-cable when researching Internet behavior (Dillman, 2000; Ho *et al.*, 2011). Internet methods can provide access to samples beyond the reach of methods typically used in psychological research (Gosling *et al.*, 2004; Ho *et al.*, 2011). Thus, 150 Wechat users were randomly invited to fill out a questionnaire on a designated Web site from June 2 to June 29, 2021.

〈Table 1〉 Samples of the Research

Items		Frequency	Proportion
Gender	Male	89	89.0%
	Female	61	61.0%
Age	20-29	97	97.0%
	30-39	34	34.0%
	>40	19	19.0%
Education	Undergraduate	108	108.0%
	Graduate	42	42.0%
Information sharing experience	< 1 year	14	14.0%
	1-2 years	66	66.0%
	2-3 years	45	45.0%
	>3 years	25	25.0%

4.2 Measures

The constructs in this study were measured using five-point Likert scales, where a score of 5 means strongly agree and a score of 1 means strongly disagree. There are a total of 11 items for measuring 4 constructs; these items are modified from existing literature (<Appendix A>).

4.3 Data Analysis

This research is based on the TPB and UTAUT to investigate the relationship among constructs and the test of fitness of the research model. The authors are using the structural equation modeling research method, SPSS, and LISREL to analyze the data. The internal consistency reliabilities (Chronbach's a) ex-

ceed 0.7 for each construct, suggesting that their reliability is satisfactory (Ho *et al.*, 2011). In the measurement model, all factor loadings for indicators measuring the same construct are significant, and the values of average variance extracted are all larger than 0.58, showing tht all indicators effectively measure their corresponding construct and support convergent validity (Ho *et al.*, 2011). In addition, as suggested by Fornell and Larcker (Fornell and Larcker, 1981; Ho *et al.*, 2011), the variance extracted estimates should be greater than the squared correlation estimate; thus, according to the empirical test results of this study, discriminant validity is successfully achieved, as shown in <Table 2>.

The overall goodness of fit indices (GFIs) indicate that the fit values of the model are all satisfactory, as shown in <Table 3>.

〈Table 2〉 Discriminate Validity

Variable	REPU	SNBJ	FRRE	ATTI	IMPR	PBCO	ISIN
REPU_Reputation	.69	.63	.33	.37	.52	.16	.41
SNBJ_Subjective norms		.76	.47	.21	.38	.29	.09
FRRE_Friendship-reciprocity			.81	.66	.12	.33	.37
ATTI_Attitude				.85	.47	.17	.09
IMPR_Impression					.61	.55	.23
PBC_Perceived behavioral control						.58	.59
ISIN_Information sharing intention							.73

〈Table 3〉 Goodness of Fit Indices

Index	Criteria	Value for this study
$X^2/$ df	<3	2.21
GFI_Goodness of fit index	>0.80	.88
Root mean square error of approximation	<0.05	.04
AGFI_Adjusted goodness of fit index	>0.80	.92
NFI_Normed fit index	>0.90	.97
NFI_Normed fit index	>0.90	.93
CFI_Comparative fit index	>0.95	.98

*Reference (Bagozzi and Yi, 1988; Bentler and Bonett, 1980; Bentler, 1990; Bollen, 1989; Browne and Cudeck, 1993; Hayduk, 1987; Scott, 1994)

When goodness of fit index (GFI) is <0.9, it is assumed that there is still an acceptable fit between the structural model and the empirical data while both GFI and adjusted goodness of fit index (AFI) are >0.8 (Browne and Cudeck, 1993; Ho *et al.*, 2011). Both path coefficients as well as their corresponding t values for the structural model are described in <Table 3>.

⟨Table 4⟩ Path Coefficients and t Values

Hypothesis	Coefficients	t-Values
H-1	.23**	3.01
H-2	.47*	2.28
H-3	.53**	3.22
H-4	.33*	2.33
H-5	.19**	3.27
H-6	.15**	3.10

* t > 1.96; ** > 2.58.

Ⅴ. Results

The test results in <Table 4> reveal that all the six paths were significant, with t values >1.96. Three paths display higher significance levels, with t values >2.58. Through the above data analysis, it can be concluded that all our hypotheses have been well verified.

- H1: Subjective norms about information sharing are positively related to intention to share information.
- H2: Attitude toward information sharing is positively related to intention to share information.
- H3: Perceived behavioral control over information sharing is positively related to intention to share information.
- H4: Reputation are positively related to attitude toward information sharing.
- H5: Friendship-reciprocity are positively related to attitude toward information sharing.

- H6: Impression is positively related to perceived behavioral control over information sharing.

Ⅵ. Conclusion

The results of this study reveal that information-sharing intention is influenced directly by attitude, subjective norms, and perceived behavioral control (Ho *et al.*, 2011). In turn, reputation is positively related to attitude; friendship-reciprocity is positively related to attitude; and impression is positively related to perceived behavioral control on information sharing. These represent implications that can help social media platforms encourage their members to share their information.

Personal information sharing activity is motivated by the wish to improve interpersonal communications. The results support Lewis' argument that using social media platforms for private activity is to maintain a friendship (Lewis, 2010). Chinese respondents attach more importance to friendship, which highlights the characteristics of Chinese relationship culture (Noh and Kang, 2021). Friendship-reciprocity is critical in a willingness to share information. A social media platform can strengthen members' friendship-reciprocity through a mechanism rating any kind of positive contribution, whether technical or authorship.

The results of a survey of information sharing showed that the most popular motivation was to share impressions online. The result has to do with the characteristic of sensational information, which prompts people to share it to get some particular impression (Ghaisani *et al.*, 2017; Noh and Kang, 2021; Vista, 2005). impressions should be given to enhance sharing intention. Our findings suggest that reputation is a significant predictor of information-sharing behavior in professional practice communities (Lai and Chen, 2014; Wasko and Faraj, 2005). Future research could examine

the influence of social media platforms type in order to understand fully its role in information-sharing intention.

This study's contribution is the application and explanation of TPB theory in social media platform networks, as well as the discovery and development of elements influencing attitudes. Recognition and respect in the network environment can improve information sharing attitudes and promote readiness to split, A good mutual benefit and friendship connection will also improve the attitude of sharing, consequently increasing the desire to share knowledge. Personal impressions can influence one's conduct, and personal impressions influence one's readiness to disclose information. It has been discovered that the WeChat social media platform senders may improve the WeChat Moments function, establish the recognition level function, boost the level and access to the Moments, realize and enhance the feeling of honor function, therefore bringing users' sharing attitude and Willingness. WeChat Moments may be used to not only convey information but also as a platform for improving friendship relationships. It can improve the interaction function of Moments, as well as the incentive function for sharing information, among other things. The development of reciprocal relationships has always enhanced people's desire to exchange information and actualize the cycle and long-term usage of WeChat Moments.

6.1 Discussion and Implications

Based on TPB theory network practice research and research on the influence factors of willingness to share information based on social media platforms, this paper develops a new application and interpretation of TPB theory from a network perspective, discovering the antecedent factors that affect attitudes and the control factors of perceived behavior control.

For social media platform developers, improving the information sharing function and upgrading the reciprocal connection and recognition system qualities of WeChat Moments would improve the number of social media platform users and user happiness, resulting in increased user stickiness.

6.2 Implications and Future Research

There are several limitations to the research. First, the sample selection focuses on Chinese Wechat members and does not consider other Wechat languages. Second, this study ignored types of users (e.g., position, background). Further research should investigate the different types of social media platform members.

References

[1] Ajzen I., *Attitudes, personality and behavior*, Milton Keynes, UK: Open University Press, 1988.

[2] Ajzen, I. and M. Fishbein, *Understanding Attitudes and Predicting Social Behavior*, Englewood Cliffs, NJ: Prentice Hall, 1980.

[3] Ajzen, I., "Nature and operation of attitudes", *Annual Review of Psychology*, Vol.52, No.1, 2001, pp. 27-58.

[4] Ajzen, I., "The theory of planned behavior", *Organizational Behavior and Human Decision Processes*, Vol.50, No.2, 1991, pp. 179-211.

[5] Ajzen, I., *Attitudes, personality, and behavior*, Chicago: Dorsey Press, 1988.

[6] Bagozzi, R. P. and Y. Yi, "On the evaluation of structural equation models", *Journal of the Academy of Marketing Science*, Vol.16, No.1, 1988, pp. 74-94.

[7] Bayindir, N. and D. Kavanagh, *GWI Social Summary: Global Web Index's Report on the Latest Trends in Social Networking* [Flagship

Report 2018]. London: Global Web Index, 2018.

[8] Bentler, P. M. and D. G. Bonett, "Significance tests and goodness of fit in the analysis of co-variance structures", *Psychological Bulletin*, Vol.88, No.3, 1980, p. 588.

[9] Bentler, P. M., "Comparative fit indexes in structural models", *Psychological Bulletin*, Vol.107, No.2, 1990, p. 238.

[10] Blau, P. M., *Exchange and Power in Social Life*, rev. edition, 1967.

[11] Bollen, K. A. and J. S. Long, *Testing structural equation models* (Vol. 154). Sage, 1993.

[12] Bollen, K. A., *Structural equations with latent variables* (Vol. 210), John Wiley & Sons, 1989.

[13] Browne, M. W. and R. Cudeck, "Alternative ways of assessing model fit", *Sociological Methods & Research*, Vol.21, No.2, 1992, pp. 230-258.

[14] Browne, M. W. and R. Cudeck, *Alternative ways of assessing model fit*, In Bollen KA, Long JS, eds. Testing structural equation models. Beverly Hills, CA: Sage Press, 1993, pp. 136-162.

[15] Butler, S. F., A. Villapiano, and A. Malinow, "The effect of computer-mediated administration on self-disclosure of problems on the Addiction Severity Index", *Journal of Addiction Medicine*, Vol.3, No.4, 2009, p. 194.

[16] Chen, X., G. Li, Y. Hu, and Y. Li, "How anonymity influence self-disclosure tendency on Sina Weibo: An empirical study", *The Anthropologist*, Vol.26, No.3, 2016, pp. 217-226.

[17] Chen, X., M. Sun, D. Wu, and X. Y. Song, "Information-sharing behavior on WeChat moments: The role of anonymity, familiarity, and intrinsic motivation", *Frontiers in Psychology*, Vol.10, 2019, pp. 2540.

[18] Cheng, X., S. Fu, and G. J. de Vreede, "Understanding trust influencing factors in social media communication: A qualitative study", *Interna-tional Journal of Information Management*, Vol.37, No.2, 2017, pp. 25-35.

[19] Chennamaneni, A., *Determinants of knowledge sharing behaviors: Developing and testing an integrated theoretical model*, The University of Texas at Arlington, 2006.

[20] Coleman, J. S., "Social capital in the creation of human capital", *American Journal of Sociology*, Vol.94, 1988, pp. S95-S120.

[21] Constant, D., S. Kiesler, and L. Sproull, " What's mine is ours, or is it? A study of attitudes about information sharing", *Information Systems Research*, Vol.5, No.4, 1994, pp. 400-421.

[22] Correa, T., A. W. Hinsley, and H. G. De Zuniga, " Who interacts on the Web?: The intersection of users' personality and social media use", *Computers in Human Behavior*, Vol.26, No.2, 2010, pp. 247-253.

[23] Davenport, T. H. and L. Prusak, *Working knowl-edge: How organizations manage what they know*, Harvard Business Press, 1998.

[24] Dillman, D. A., *Mail and Internet Surveys*, New York: John Wiley Press, 2000.

[25] Fishbein, M. and I. Ajzen, "Predicting and under-standing consumer behavior: Attitude-behavior correspondence", *Understanding Attitudes and Predicting Social Behavior*, 1980, pp. 148-172.

[26] Fishbein, M., "An investigation of the relation-ships between beliefs about an object and the attitude toward that object", Human Relations, Vol.3, 1963, pp. 233-239.

[27] Fornell, C. and D. F. Larcker, "Evaluating struc-tural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol.18, No.1, 1981, pp. 39-50.

[28] Gan, C., "Gratifications for using social media: A comparative analysis of Sina Weibo and WeChat in China", Information Development,

Vol.34, No.2, 2018, pp. 139-147.

[29] Gan, C., "Understanding WeChat users'liking behavior: An empirical study in China", *Computers in Human Behavior*, Vol.68, 2017, pp. 30-39.

[30] Gecas, V., "Parental behavior and dimensions of adolescent self-evaluation", *Sociometry*, 1971, pp. 466-482.

[31] Ghaisani, A. P., P. W. Handayani, and Q. Munajat, "Users' motivation in sharing information on social media", *Procedia Computer Science*, Vol.124, 2017, pp. 530-535.

[32] Gosling, S. D., S. Vazire, S. Srivastava, and O. P. John, "Should we trust web-based studies? A comparative analysis of six preconceptions about internet questionnaires", *American Psychologist*, Vol.59, No.2, 2004, p. 93.

[33] Harrison, D. A., P. P. Mykytyn Jr, and C. K. Riemenschneider, "Executive decisions about adoption of information technology in small business: Theory and empirical tests", Information Systems Research, Vol.8, No.2, 1997, pp. 171-195.

[34] Hayduk, L. A., *Structural equation modeling with LISREL: Essentials and advances*, Jhu Press, 1987.

[35] Ho, S. C., P. H. Ting, D. Y. Bau, and C. C. Wei, "Knowledge-sharing intention in a virtual community: A study of participants in the chinese wikipedia", *Cyberpsychology, Behavior, and Social Networking*, Vol.14, No.9, 2011, pp. 541-545.

[36] Hsu, C. L. and J. C. C. Lin, "Acceptance of blog usage: The roles of technology acceptance, social influence and knowledge sharing motivation", *Information and Management*, Vol.45, No.1, 2008, pp. 65-74.

[37] Huber, G. P., "Transfer of knowledge in knowledge management systems: Unexplored issues and suggested studies", *European Journal of Information Systems*, Vol.10, No.2, 2001, pp.

72-79.

[38] Ibrahim, Y., "Social Networking Sites (SNS) and the 'Narcissistic Turn': The Politics of Self-Exposure", In *Social Computing: Concepts, Methodologies, Tools, and Applications* (pp. 1855-1868). IGI Global, 2010.

[39] Jeppesen, L. B. and L. Frederiksen, "Why do users contribute to firm-hosted user communities? The case of computer-controlled music instruments", *Organization Science*, Vol.17, No.1, 2006, pp. 45-63.

[40] Joinson, A. N., "Self-disclosure in computer-mediated communication: The role of self-awareness and visual anonymity", *European Journal of Social Psychology*, Vol.31, No.2, 2001, pp. 177-192.

[41] Joinson, A. N., *Oxford Handbook of Internet Psychology*, Oxford: Oxford University Press, 2007.

[42] Jones, C., W. S. Hesterly, and S. P. Borgatti, "A general theory of network governance: Exchange conditions and social mechanisms", *The Academy of Management Review*, Vol.22, No.4, 1997, pp. 911-945.

[43] Kollock, P., "The economies of online cooperation: Gifts and public goods in cyberspace", *Communities in Cyberspace*, 1999, p. 239.

[44] Krasnova, H., N. F. Veltri, and O. Günther, "Self-disclosure and privacy calculus on social networking sites: The role of culture", *Business & Information Systems Engineering*, Vol.4, No.3, 2012, pp. 127-135.

[45] Lai, H. M. and T. T. Chen, "Knowledge sharing in interest online communities: A comparison of posters and lurkers", *Computers in Human Behavior*, Vol.35, 2014, pp. 295-306.

[46] Lewis, B., "Social media and strategic communication: Attitudes and perceptions among college students", *Public Relations Journal*, Vol.4, No.3,

2010.

[47] Lin, H. F., "Understanding behavioral intention to participate in virtual communities", *Cyber Psychology & Behavior*, Vol.9, No.5, 2006, pp. 540-547.

[48] Marett, K. and K. D. Joshi, "The decision to share information and rumors: Examining the role of motivation in an online discussion forum", *Communications of the Association for Information Systems*, Vol.24, No.1, 2009, pp. 47-68.

[49] Montag, C., K. Błaszkiewicz, R. Sariyska, B. Lachmann, I. Andone, B. Trendafilov, ... and A. Markowetz, "Smartphone usage in the 21st century: Who is active on WhatsApp?. *BMC Research Notes*, Vol.8, No.1, 2015, pp. 1-6.

[50] Noh, S. and B. J. Kang, "A comparative study of motivations on social media platforms users' information sharing between South Korea and China", *The Journal of Internet Electronic Commerce Research*, Vol.21, No.3, 2021, pp. 187-202.

[51] Noh, S. and J. K. Kim, "An empirical study of knowledge sharing behavior of the SNS: A case study of "Sina Weibo", *Asia Pacific Journal of Information Systems*, Vol.26, No.3, 2016, pp. 367-384.

[52] Noh, S., "Why do we share information? Explaining information sharing behavior through a new conceptual model between sharer to receiver within SNS", *Asia Pacific Journal of Information Systems*, Vol.3, 2021, pp. 392-414.

[53] O'Dell, C. S., C. O'dell, C. J. Grayson, and N. Essaides, *If only we knew what we know: The transfer of internal knowledge and best practice*, Simon and Schuster, 1998.

[54] Organ, D. W. and M. Konovsky, "Cognitive versus affective determinants of organizational citizenship behavior", *Journal of applied psychol-*

ogy, Vol.74, No.1, 1989, p. 157.

[55] Scott, J. E., "The measurement of information systems effectiveness: Evaluating a measuring instrument", In *Proceedings of the 15th International Conference on Information System*, Canada, Vancouver, BC: ACM New York, NY, 1994, pp. 111-128.

[56] Subrahmanyam, K., S. M. Reich, N. Waechter, and G. Espinoza, "Online and offline social networks: Use of social networking sites by emerging adults", *Journal of Applied Developmental Psychology*, Vol.29, No.6, 2008, pp. 420-433.

[57] Venkatesh, V., J. Y. Thong, and X. Xu, "Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology", *MIS Quarterly*, 2012, pp. 157-178.

[58] Venkatesh, V., M. G. Morris, G. B. Davis, and F. D. Davis, "User acceptance of information technology: Toward a unified view", *MIS Quarterly*, 2003, pp. 425-478.

[59] Vista, A., "Mass media, the 'sensational message', and metamorphic truths", *Telematics and Informatics*, Vol.32, No.2, 2005, pp. 416-423.

[60] Wasko, M. and S. Faraj, "Why should I share? Examining social capital and knowledge contribution in electronic networks of practice", *MIS Quarterly*, Vol.29, No.1, 2005, pp. 34-56.

[61] Wei, B. T. and S. Wang, "The culture of "like" and online emotional dissemination", *The Central Plains Culture Research*, Vol.6, 2014.

[62] Wikipedia, "Moments (social networking" Last modified July, 2021, Available from: https://en.wikipedia.org/wiki/Moments_(social_networking).

[63] Xu, B., D. R. Jones, and B. Shao, "Volunteers' involvement in online community based software development", *Information & Management*, Vol.46, No.3, 2009, pp. 151-158.

〈Appendix A〉 Constructs and items

Reputation (Source: Wasko and Faraj, 2005)

REPU 1. I earn respect from others in WeChat Moments by sharing.

REPU 2. I feel sharing improves my status in the WeChat Moments.

REPU 3. Sharing improves my reputation in the WeChat Moments.

Friendship-reciprocity (Source: Constant *et al.* 1994 ; Huber 2001; Kankanhalli *et al.* 2005; Noh and Kang, 2021)

FRRE 1. When sharing through the WeChat Moments, I believe that I will get an answer after I give an answer.

FRRE 2. When sharing through the WeChat Moments, I expect somebody will respond when I am in need.

FRRE 3. When sharing through the WeChat Moments, I expect to get back what I need when I need it.

FRRE 4. When sharing through the WeChat Moments, I believe that my requests for information will be answered.

Impression (Source: Noh and Kang, 2021)

IMPR 1. I'd like to share with my impressions (latest events) on the Internet through the WeChat Moments.

IMPR 2. WeChat Moments has become an indispensable sharing tool in our life.

Intention to sharing information (Source: developed based on Marett and Joshi, 2009)

ISIN 1. If I had some information about a topic, I would consider posting it on the WeChat Moments.

ISIN 2. If I had some information regarding a question someone asked, I would share this information with others.

Information Sharing Intention in a Social Media Platform: A Study of Participants in the Chinese WeChat Moments

Seok Noh[*] · Li Zhao[**] · Bong Jae Kang[***]

Abstract

This study proposes a model for evaluating social media platform members' information-sharing intention toward WeChat moments. The data comes from Chinese WeChat users, and 150 WeChat users participated in this survey. The results of this study reveal that information-sharing intention is influenced directly by attitude, subjective norms, and perceived behavioral control, whereas reputation and friendship-reciprocity are positively related attitude; the impression is positively related to perceived behavioral control on information sharing.

Keywords: Information Sharing Intention, WeChat moments, Reputation, Friendship-reciprocity, Impression

[*]   Ph.D. Candidate, Dept. of Business Administration, College of Economics & Commerce, Jeju National University
[**]   Ph.D. Candidate, Depy. of Business Administration, College of Economics and Management, Chungnam National University
[***] Corresponding Author, Ph.D. in Business Informatics, Dept. of Business Administration, College of Economics & Commerce, Jeju National University

◑ 저 자 소 개 ◐

Seok Noh （seok.noh@jejunu.ac.kr）

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, technology convergence, metaverse commercialization 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 Adminstration, and others.

Li Zhao （zhaoli1988@cnu.ac.kr）

Li Zhao is a Ph.D. candidate in Business Administration at Chungnam National University in Korea. She received her B.S. and M.S. degree in Industrial & Management Engineering at Hanbat National University in Korea. Her research interests are customer behavior in digital environment, information system and service operations management. Her research work has been published in Journal of Information Technology Application & Management, Journal of the Korea Society for Quality Management and others.

Bong Jae Kang （bongtop@jejunu.ac.kr）

Bong Jae Kang is a Doctor of Business Administration at Jeju National University. Currently, He has a non-executive professor of business administration at Jeju National University and am a representative of the company. His research the main areas of interest are big data analysis, technology convergence, and metaverse commercialization, and his research was published in Journal of Internet Electronic Commerce Research.