

Social Media Marketing Management

社會媒體行銷管理

社群網路服務與資訊系統理論

(Theories of Social Media Services and Information Systems)

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Tue 12,13,14 (19:20-22:10) D325

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2013-03-19

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
1	102/02/19	社會媒體行銷管理課程介紹 (Course Orientation of Social Media Marketing Management)
2	102/02/26	社群網路 (Social Media: Facebook, Youtube, Blog, Microblog)
3	102/03/05	社群網路行銷 (Social Media Marketing)
4	102/03/12	行銷管理 (Marketing Management)
5	102/03/19	社群網路服務與資訊系統理論 (Theories of Social Media Services and Information Systems)
6	102/03/26	行銷理論 (Marketing Theories)
7	102/04/02	教學行政觀摩日 (Off-campus study)
8	102/04/09	行銷管理論文研討 (Paper Reading on Marketing Management)
9	102/04/16	社群網路行為研究 (Behavior Research on Social Media)

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
10	102/04/23	期中報告 (Midterm Presentation)
11	102/04/30	社群網路商業模式 (Business Models and Issues of Social Media)
12	102/05/07	社群網路策略 (Strategy of Social Media)
13	102/05/14	社群口碑與社群網路探勘 (Social Word-of-Mouth and Web Mining on Social Media)
14	102/05/21	社群網路論文研討 (Paper Reading on Social Media)
15	102/05/28	探索性因素分析 (Exploratory Factor Analysis)
16	102/06/04	確認性因素分析 (Confirmatory Factor Analysis)
17	102/06/11	期末報告1 (Term Project Presentation 1)
18	102/06/18	期末報告2 (Term Project Presentation 2)

Outline

- Theories used in IS research
- Theories of Information Systems
- Theories of Media and Information
- Theories of Social Media Services

Nothing
is
so practical
as a
good theory

Theories used in IS research

87 Theories

87 Theories used in IS research

1. Absorptive capacity theory
2. Actor network theory
3. Adaptive structuration theory
4. Administrative behavior, theory of
5. Agency theory
6. Argumentation theory
7. Behavioral decision theory
8. Boundary object theory
9. Chaos theory
10. Cognitive dissonance theory

87 Theories used in IS research

11. Cognitive fit theory
12. Cognitive load theory
13. Competitive strategy (Porter)
14. Complexity theory
15. Contingency theory
16. Critical realism theory
17. Critical social theory
18. Critical success factors, theory of
19. Customer Focus Theory
20. Deferred action, theory of

87 Theories used in IS research

21. Delone and McLean IS success model
22. Diffusion of innovations theory
23. Dynamic capabilities
24. Embodied social presence theory
25. Equity theory
26. Evolutionary theory
27. Expectation confirmation theory
28. Feminism theory
29. Fit-Viability theory
30. Flow theory

87 Theories used in IS research

31. Game theory
32. Garbage can theory
33. General systems theory
34. General deterrence theory
35. Hermeneutics
36. Illusion of control
37. Impression management, theory of
38. Information processing theory
39. Institutional theory
40. International information systems theory

87 Theories used in IS research

41. Keller's Motivational Model
42. Knowledge-based theory of the firm
43. Language action perspective
44. Lemon Market Theory
45. Management fashion theory
46. Media richness theory
47. Media synchronicity theory
48. Modal aspects, theory of
49. Multi-attribute utility theory
50. Organizational culture theory

87 Theories used in IS research

51. Organizational information processing theory
52. Organizational knowledge creation
53. Organizational learning theory
54. Portfolio theory
55. Process virtualization theory
56. Prospect theory
57. Punctuated equilibrium theory
58. Real options theory
59. Resource-based view of the firm
60. Resource dependency theory

87 Theories used in IS research

61. Self-efficacy theory
62. SERVQUAL
63. Social capital theory
64. Social cognitive theory
65. Social exchange theory
66. Social learning theory
67. Social network theory
68. Social shaping of technology
69. Socio-technical theory
70. Soft systems theory

87 Theories used in IS research

71. Stakeholder theory
72. Structuration theory
73. Task closure theory
74. Task-technology fit
75. Technological frames of reference
76. Technology acceptance model
77. Technology dominance, theory of
78. Technology-organization-environment framework
79. Theory of collective action
80. Theory of planned behavior

87 Theories used in IS research

81. Theory of reasoned action
82. Transaction cost economics
83. Transactive memory theory
84. Unified theory of acceptance and use of technology
85. Usage control model
86. Work systems theory
87. Yield shift theory of satisfaction

Social Media Services and Information Systems

- Social Media Services (SMS)
- Information Systems (IS)
- Computer Mediated Communication (CMC)

Theories of Information Systems

- Theory of Reasoned Action (TRA)
- Technology Acceptance Model (TAM)
- Theory of Planned Behavior (TPB)
- Unified Theory of Acceptance and Use of Technology (UTAUT)
- Integration of User Satisfaction and Technology Acceptance (IUSTA)

TRA (1975)

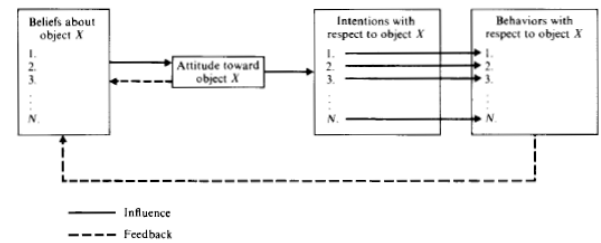


Fig. 1.1 Schematic presentation of conceptual framework relating beliefs, attitudes, intentions, and behaviors with respect to a given object.

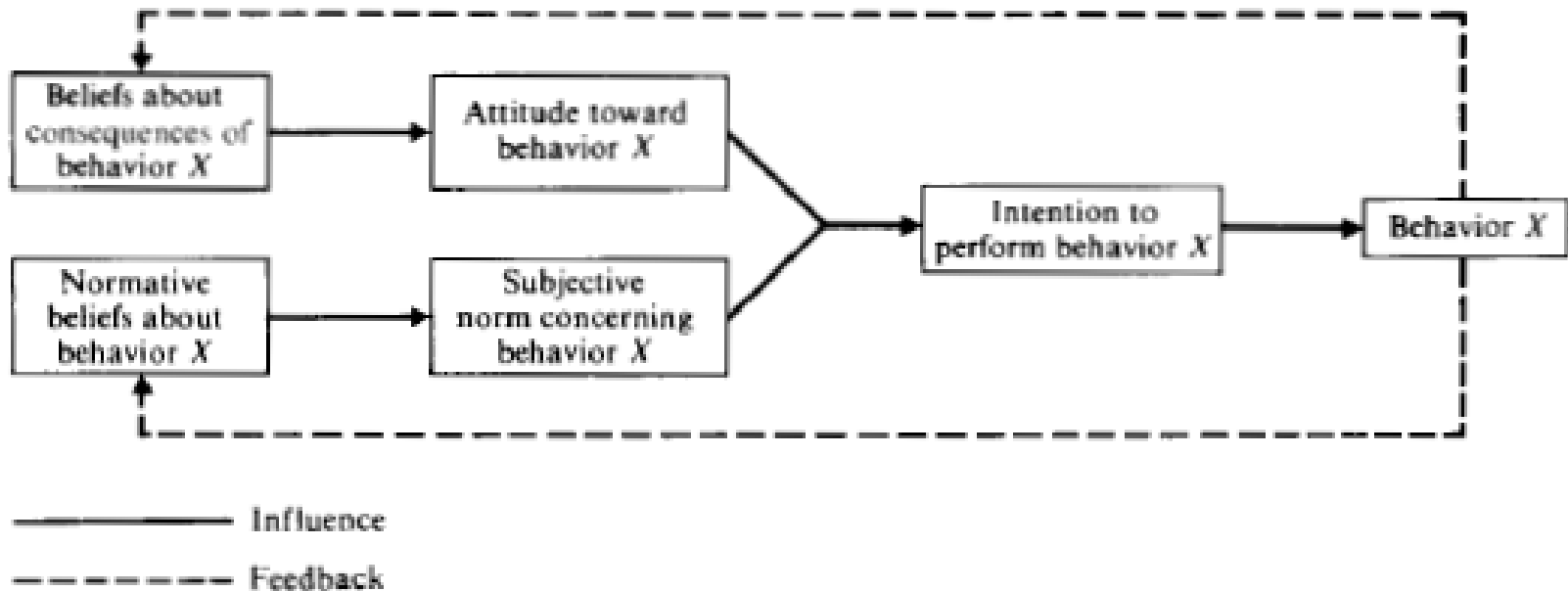


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

TRA (1989)

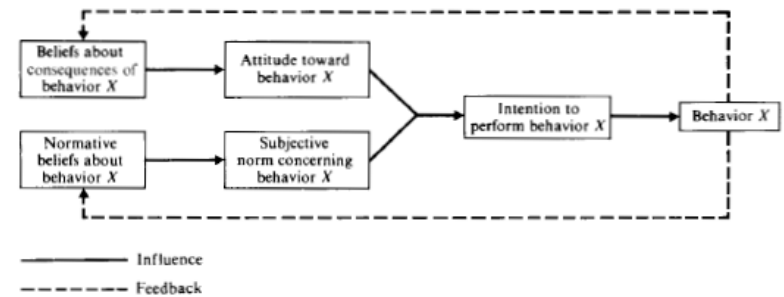


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

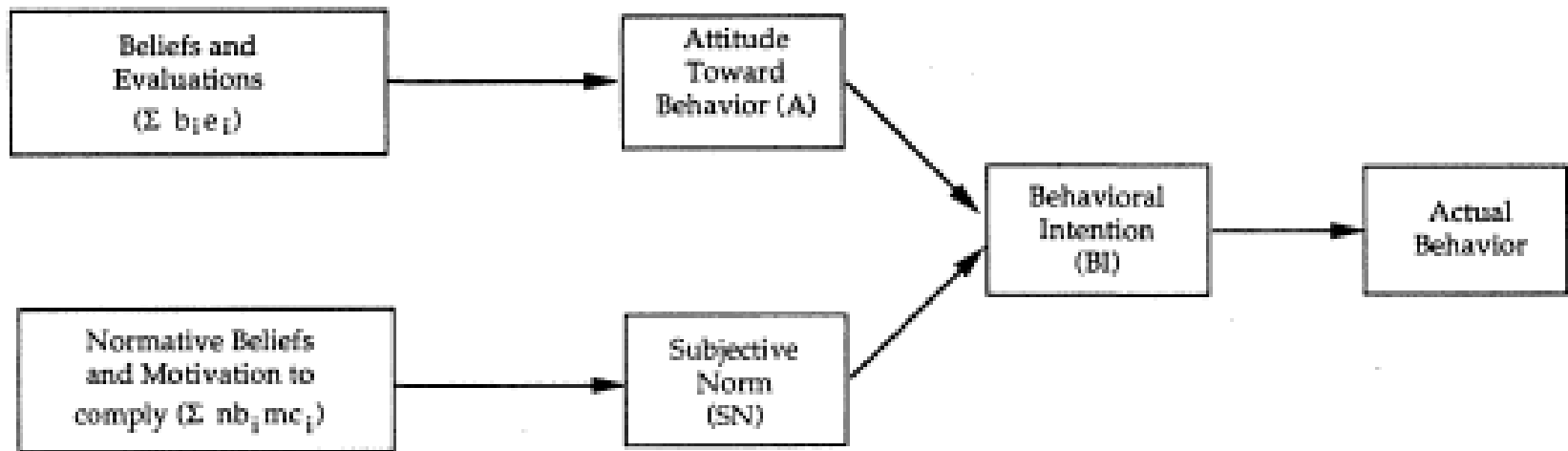


FIGURE 1. Theory of Reasoned Action (TRA).

TPB (1985)

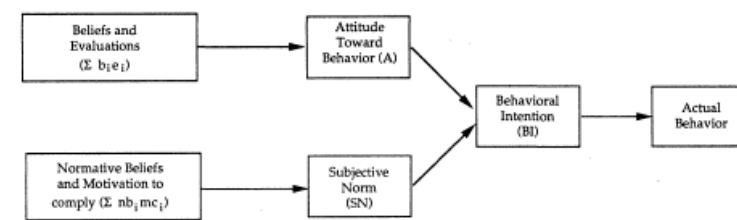


FIGURE 1. Theory of Reasoned Action (TRA).

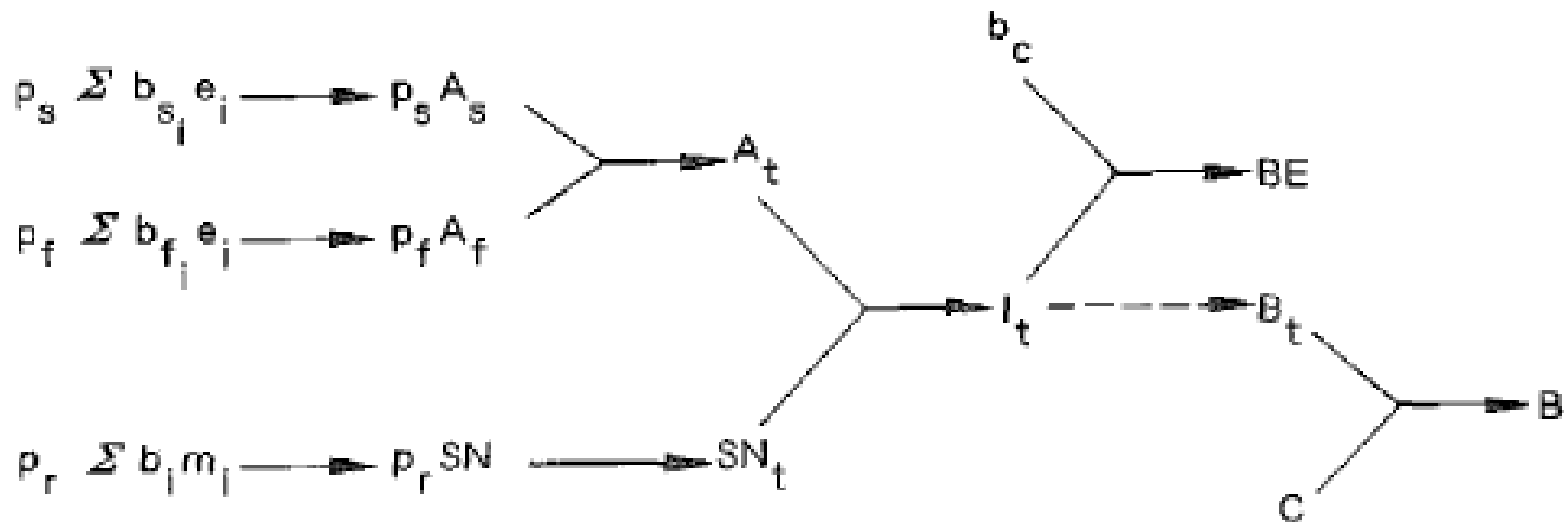


Fig. 2.1. Schematic presentation of the theory of planned behavior

TPB (1989)

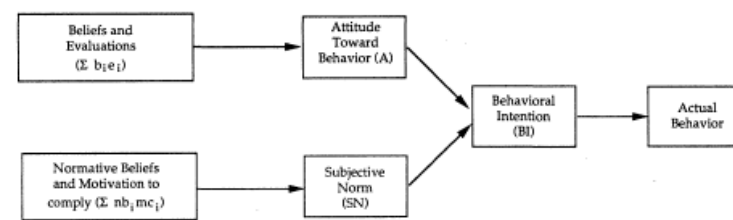


FIGURE 1. Theory of Reasoned Action (TRA).

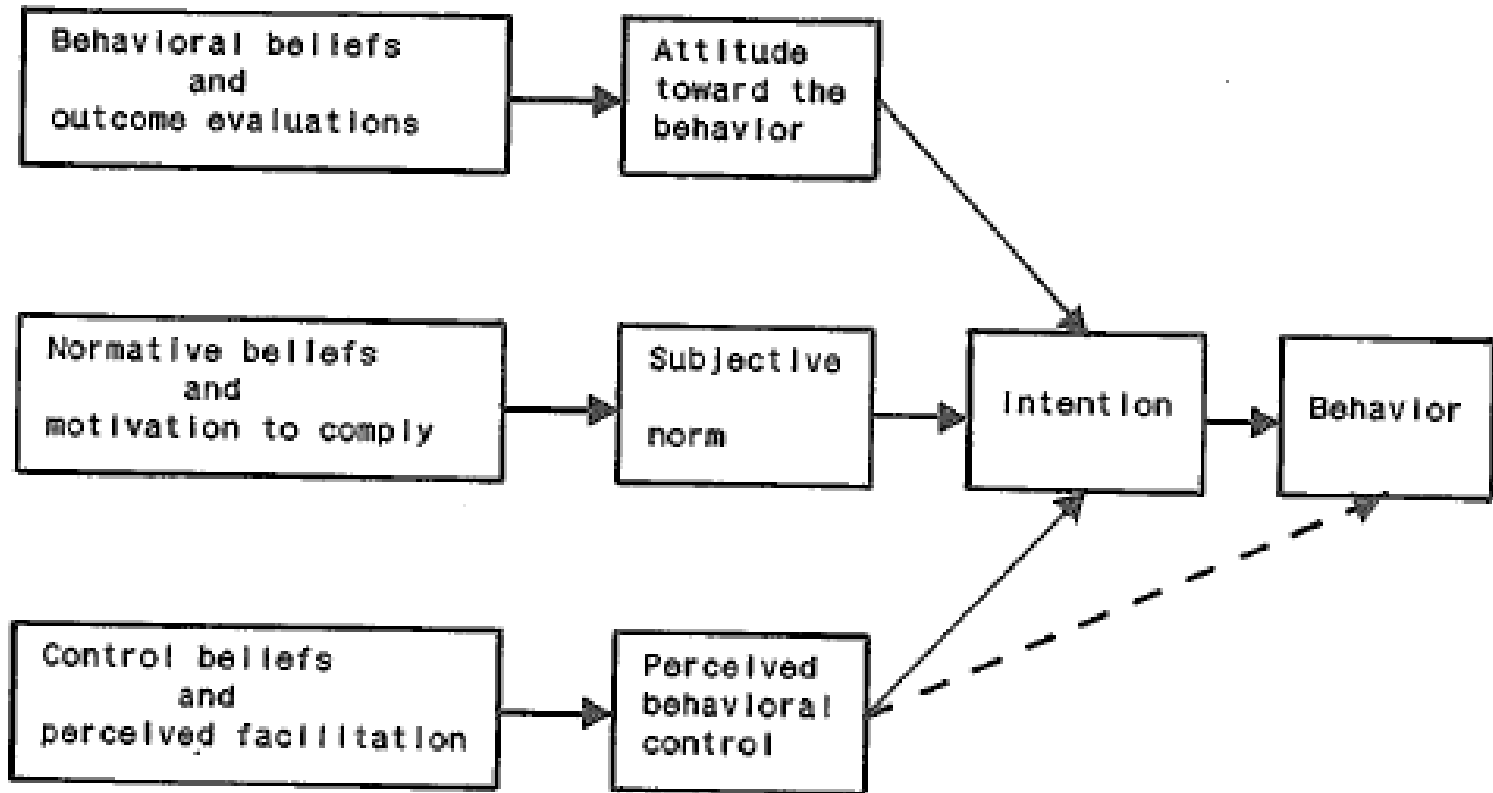


FIG. 10.2. Theory of planned behavior.

TPB (1991)

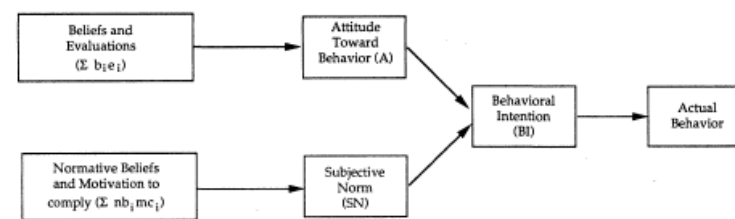


FIGURE 1. Theory of Reasoned Action (TRA).

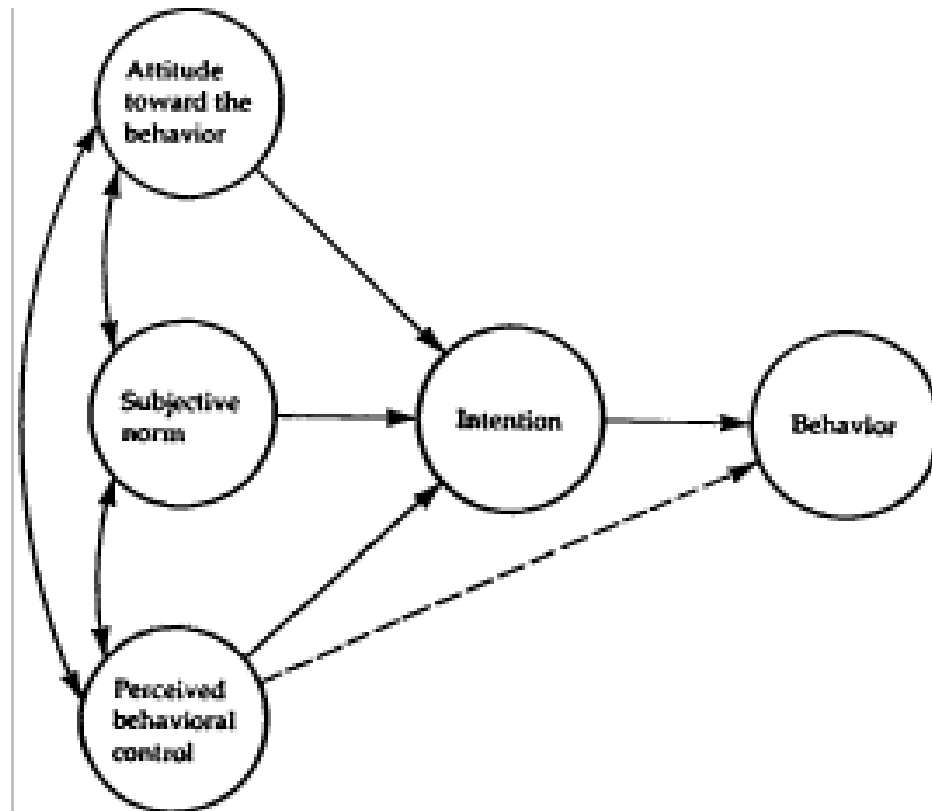
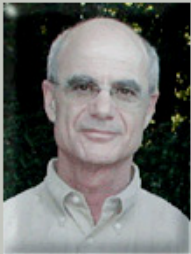


FIG. 1. Theory of planned behavior



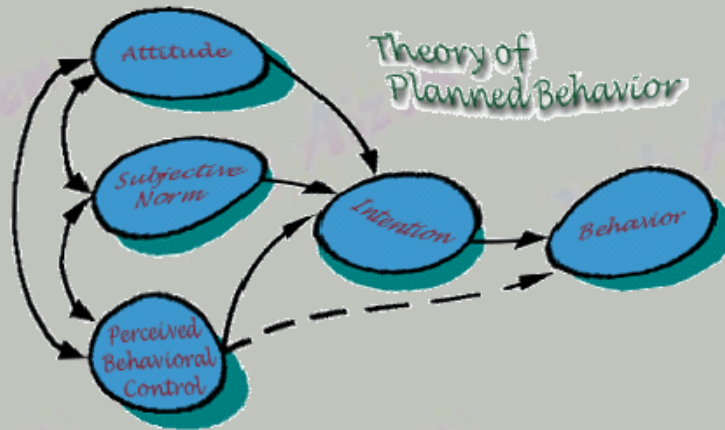
Icek Aizen (Ajzen)

Professor of Psychology
 University of Massachusetts

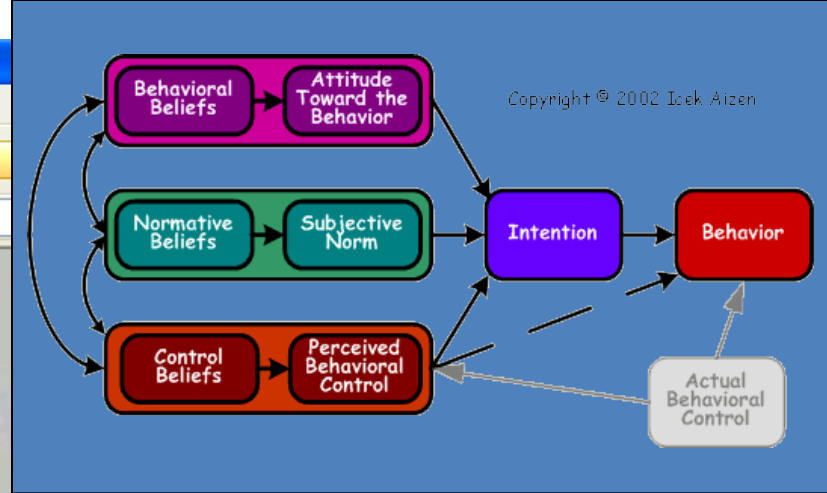
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TAM (1989)

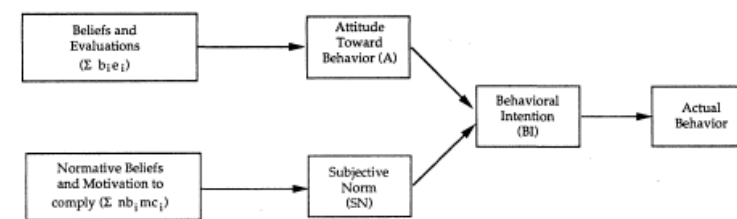


FIGURE 1. Theory of Reasoned Action (TRA).

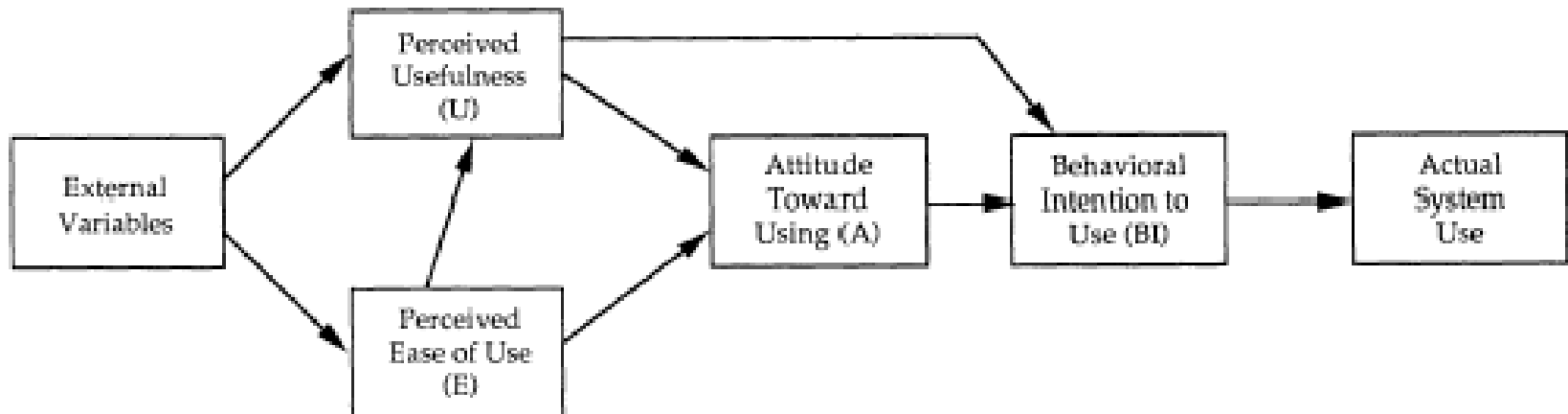


FIGURE 2. Technology Acceptance Model (TAM).

TAM2 (2000)

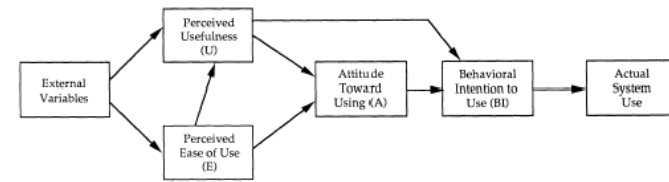
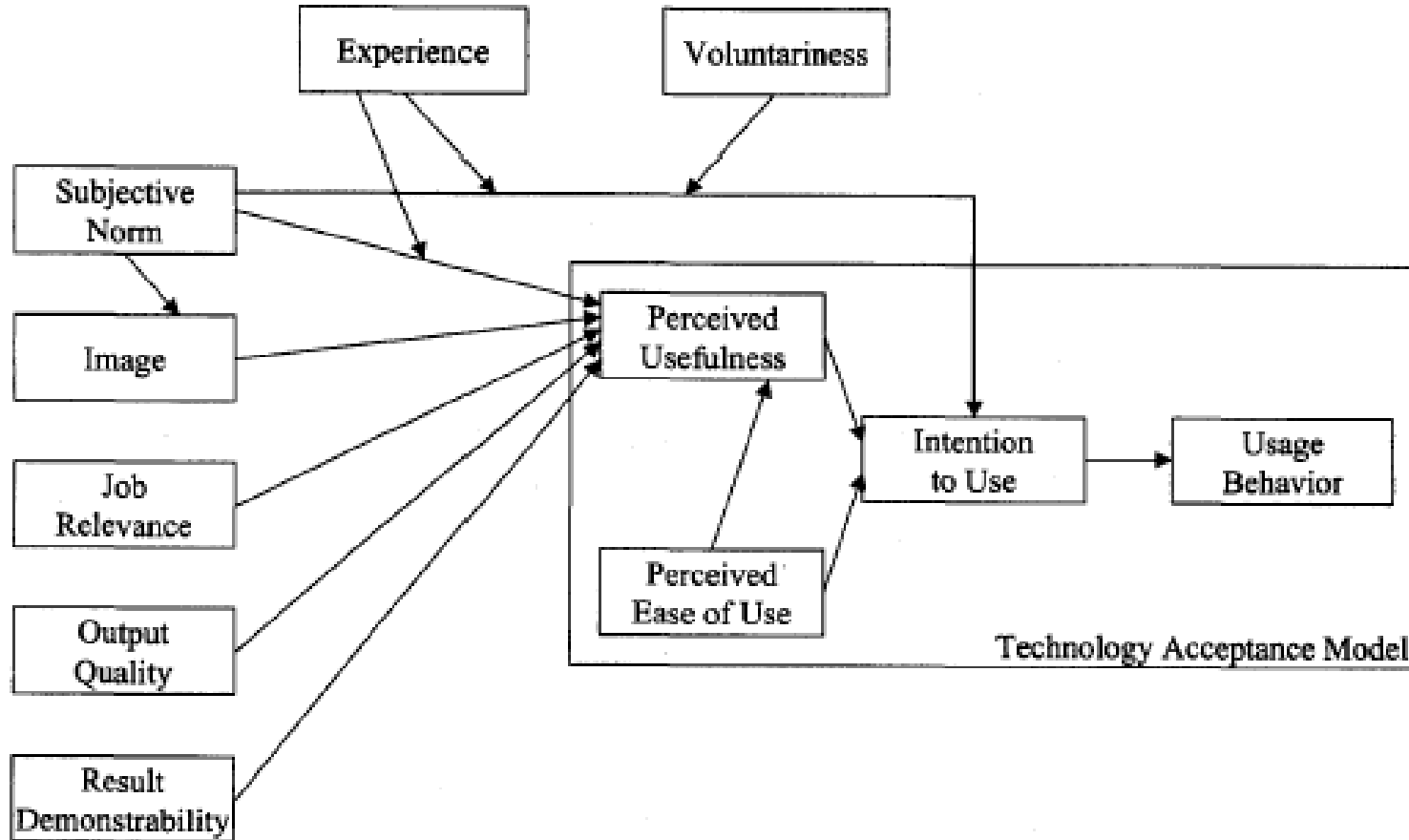


FIGURE 2. Technology Acceptance Model (TAM).

Figure 1 Proposed TAM2—Extension of the Technology Acceptance Model



Venkatesh, V., & Davis, F. D. (2000) "A theoretical extension of the technology acceptance model: Four longitudinal field studies", *Management Science*, 46(2), pp. 186-204.

UTAUT (2003)

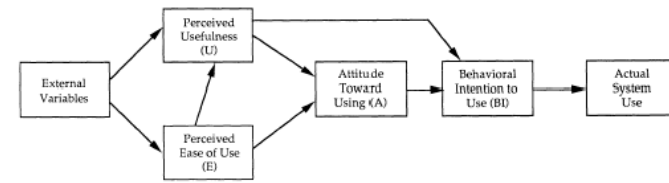
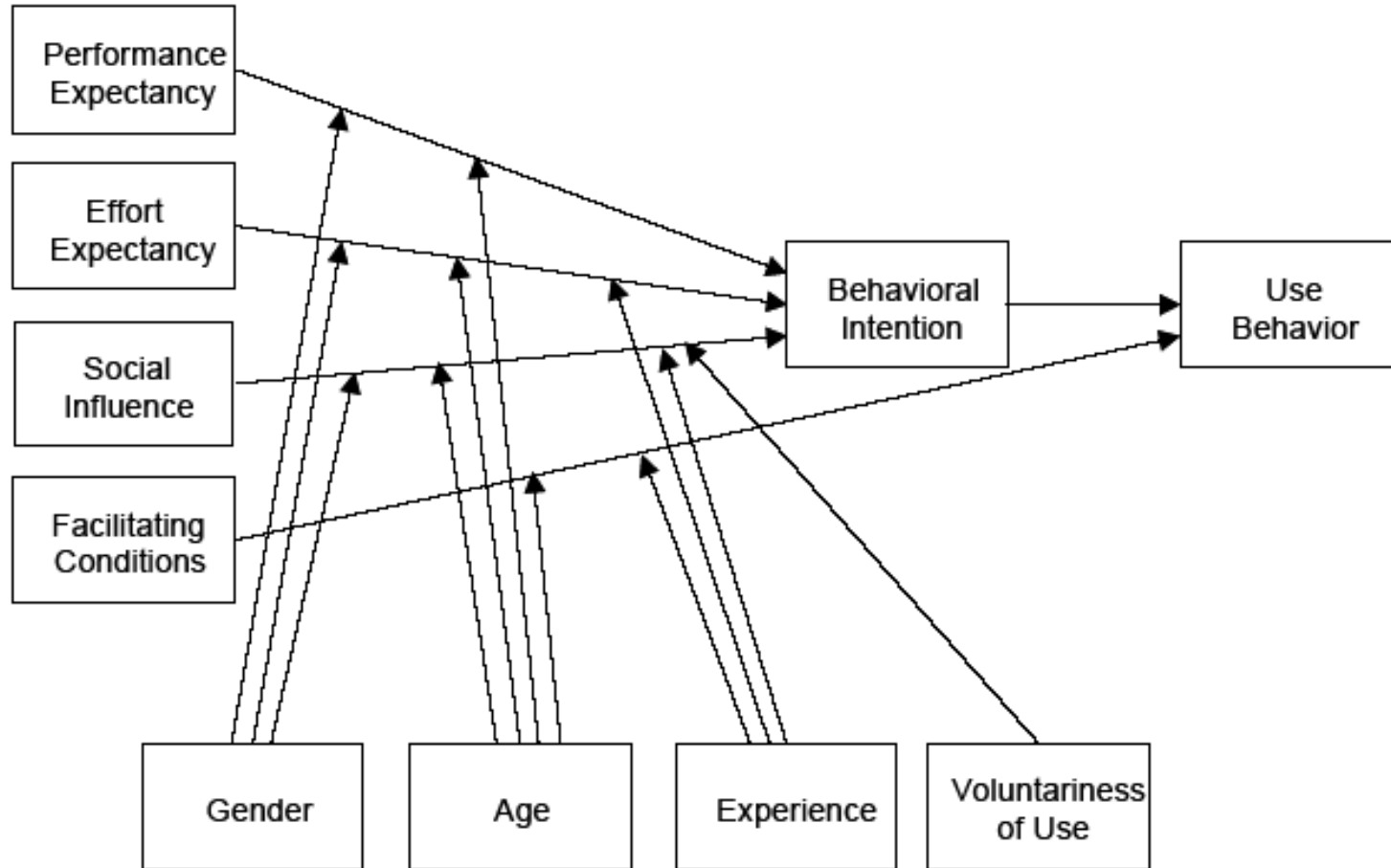
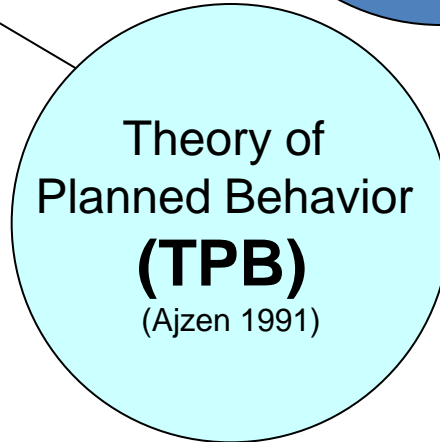
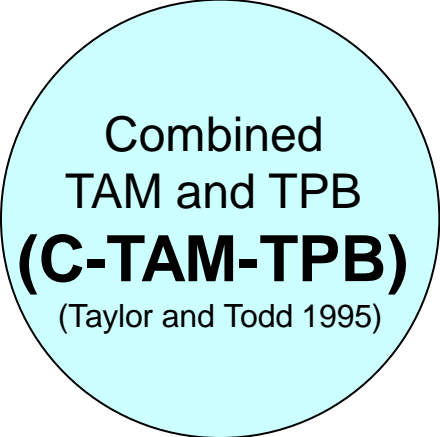
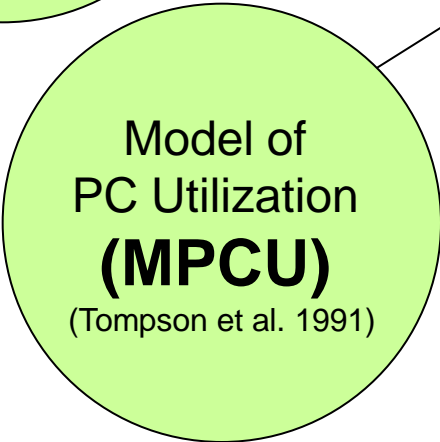
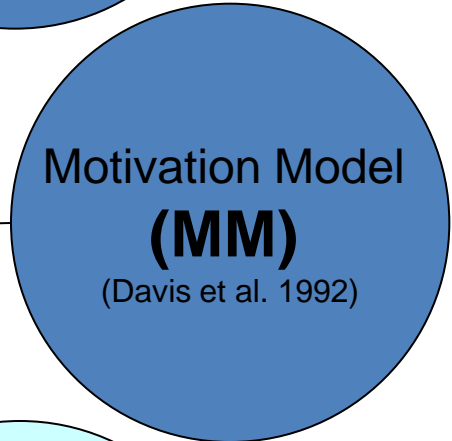
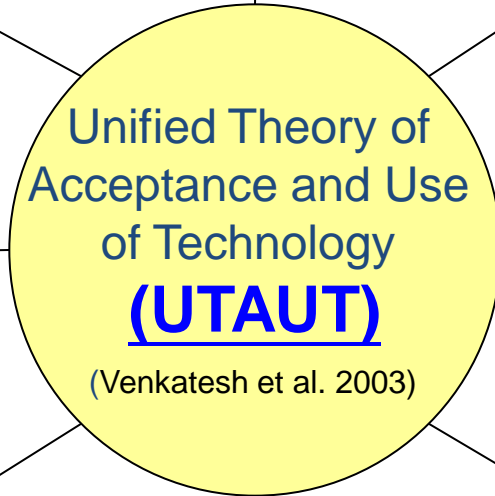
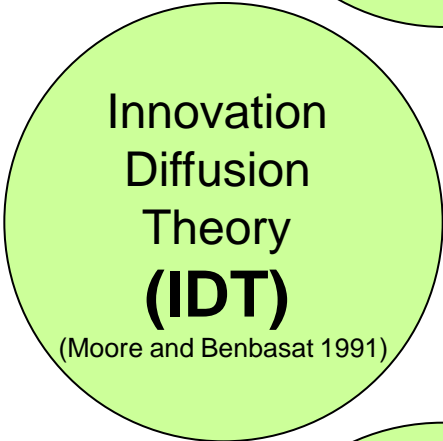
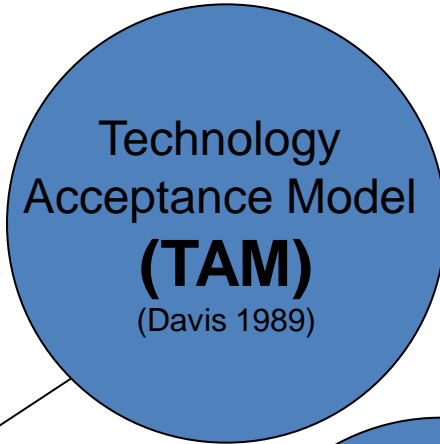
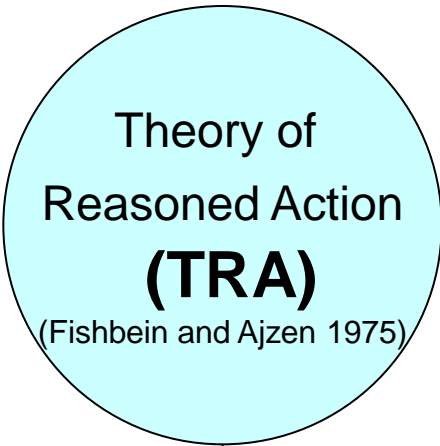
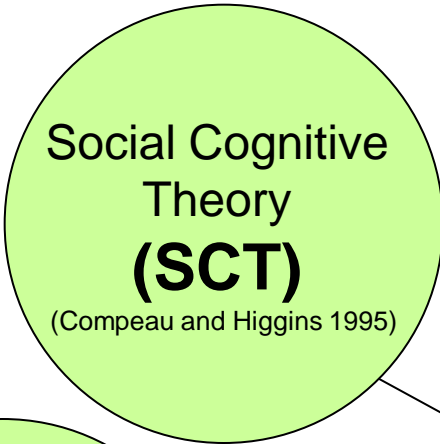


FIGURE 2. Technology Acceptance Model (TAM).



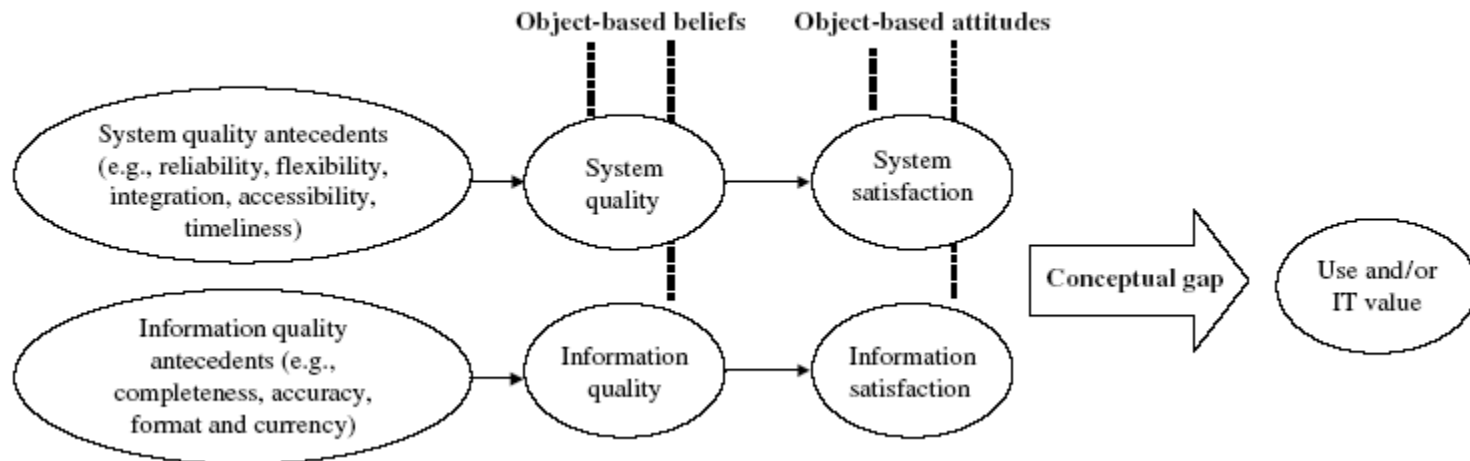
Unified Theory of Acceptance and Use of Technology (UTAUT)





US (User Satisfaction)

Figure 2 The User Satisfaction Research Stream Approach



IUSTA (2005)

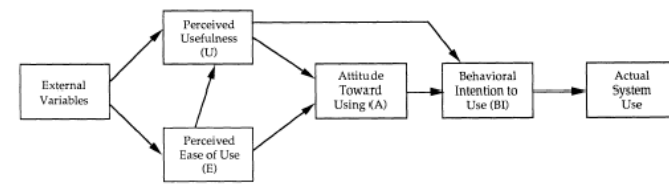
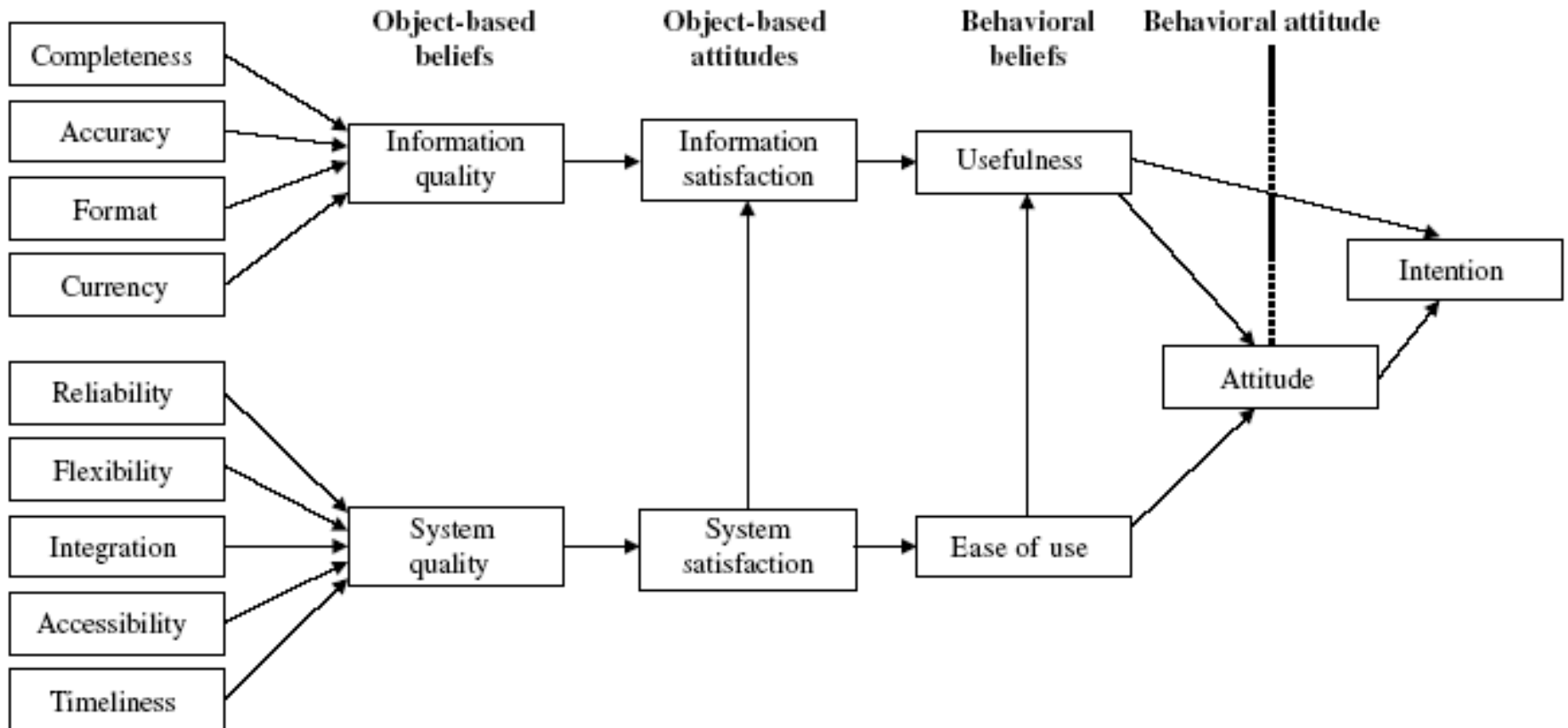


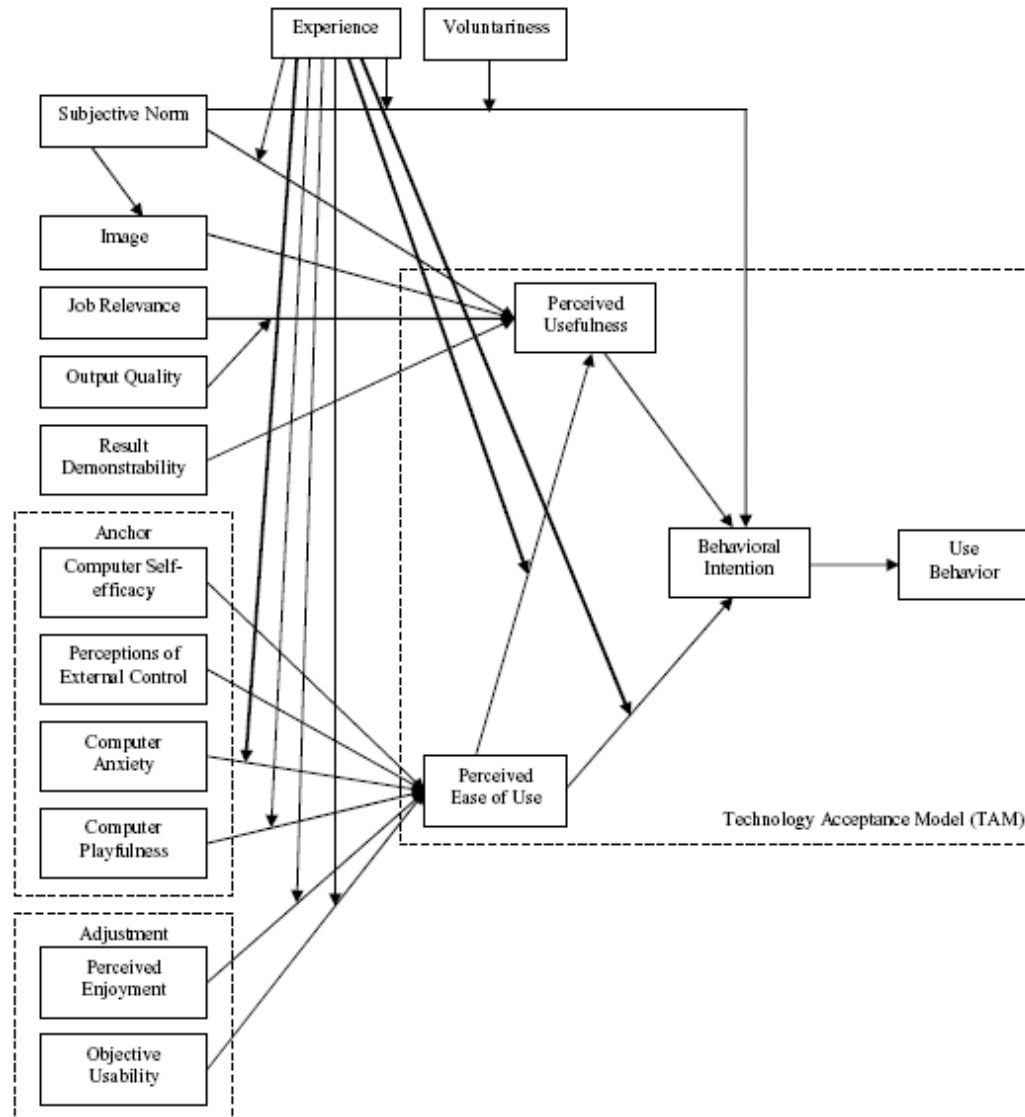
FIGURE 2. Technology Acceptance Model (TAM).



IUSTA (integration of user satisfaction and technology acceptance)

Wixom, B.H., and Todd, P.A. "A theoretical integration of user satisfaction and technology acceptance," Information Systems Research (16:1), Mar 2005, pp 85-102.

TAM 3 (2008)

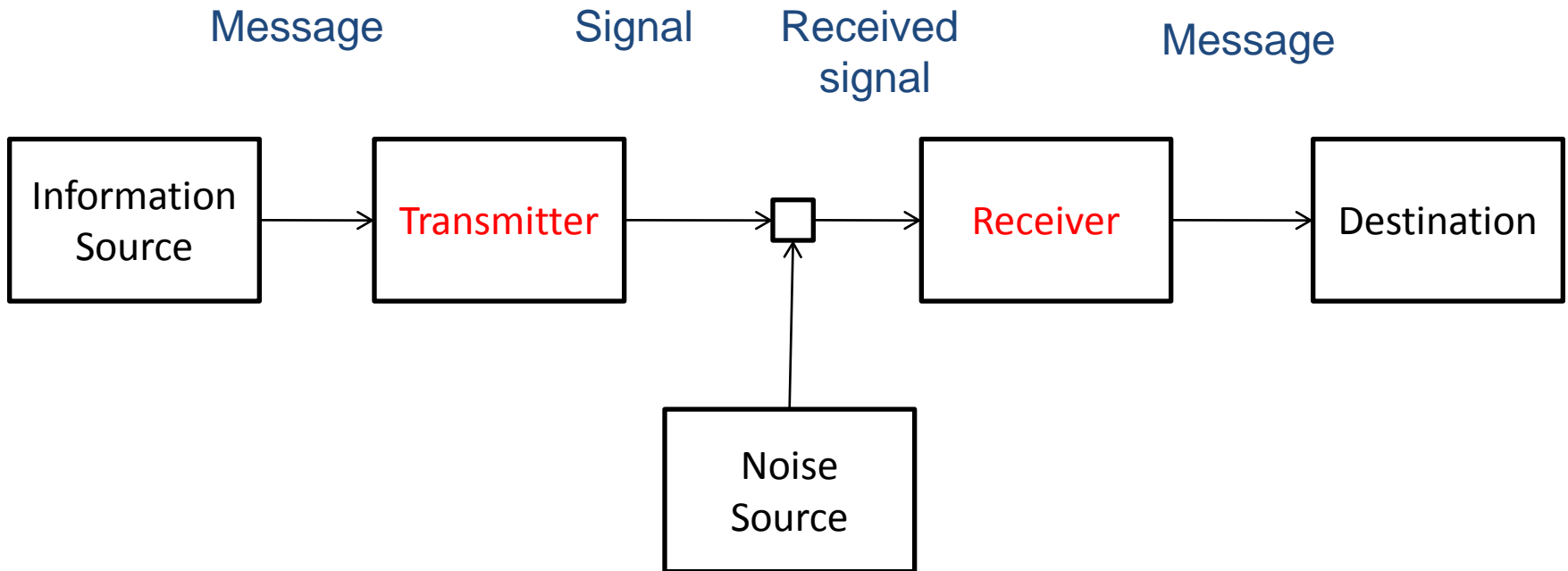


^aThick lines indicate new relationships proposed in TAM3.

Theories of Media and Information

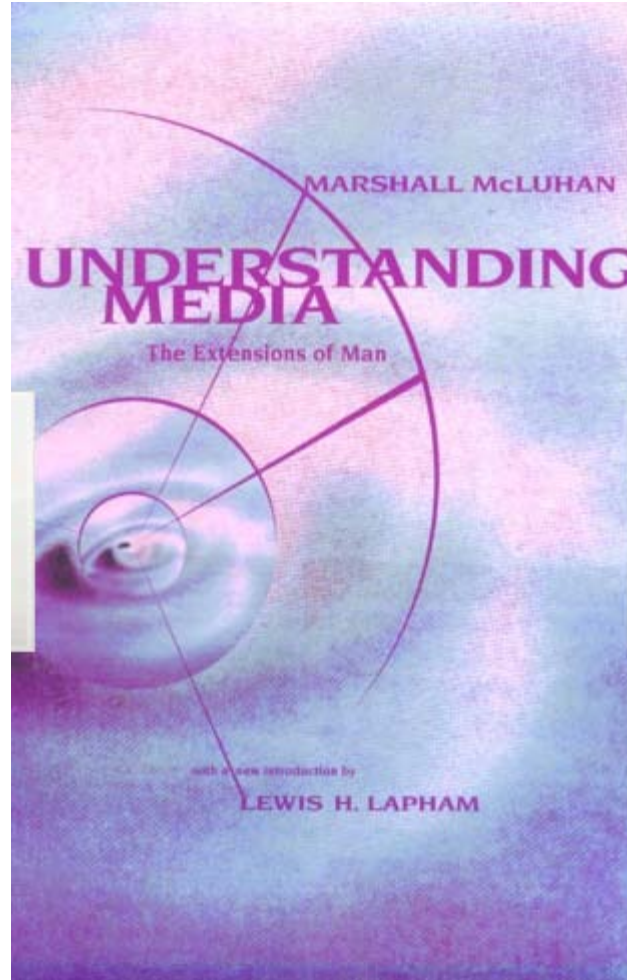
1. Information Theory
2. Innovation diffusion theory
3. Media System Dependency Theory
4. Knowledge Gap Theory
5. Agenda Setting Theory
6. Elements of Agenda Setting Theory
7. Framing Theory
8. Spiral of Silence Theory
9. New Production Research
10. Media Intrusion Theory

Information Theory (1949)



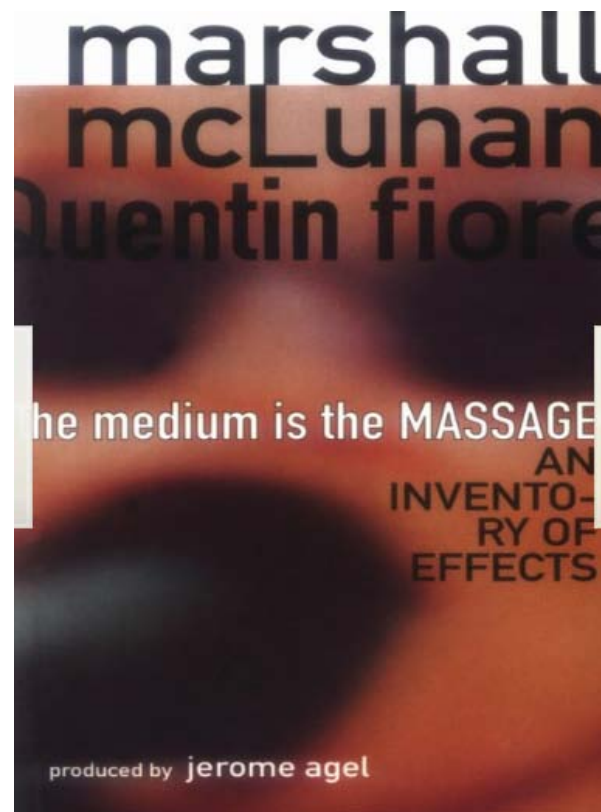
Mathematical (Information) Model of Communication
Source: Shannon & Weaver (1949)

Understanding the Media: The Extensions of Man ***(1964)***



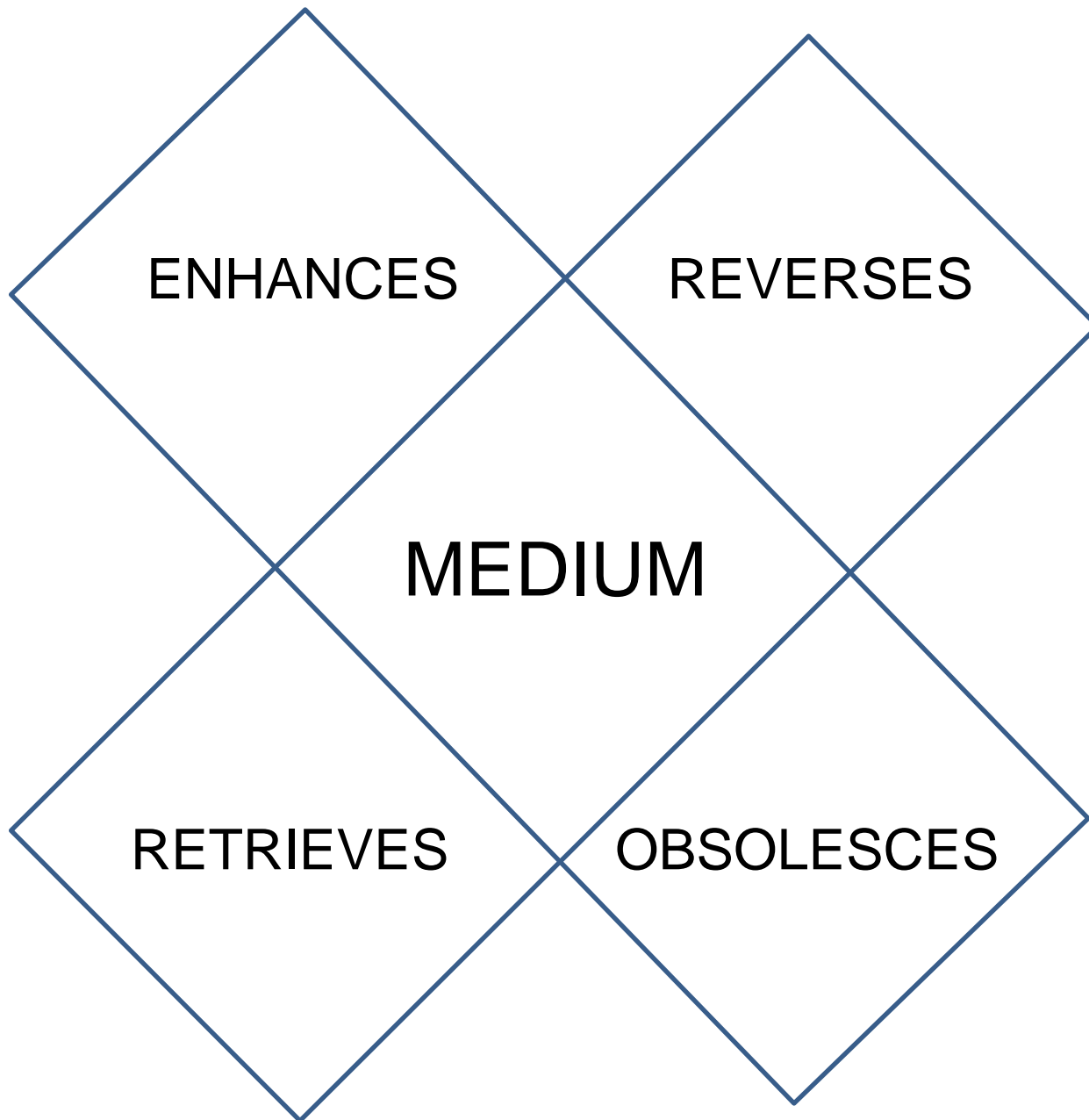
The Medium is the Message: An Inventory of Effects (1967)

- The Medium is the Message: An Inventory of Effects (1967)
 - by Marshall McLuhan



Tetrad of media effects

- What does the medium enhance?
- What does the medium make obsolete?
- What does the medium retrieve that had been obsolesced earlier?
- What does the medium flip into when pushed to extremes?



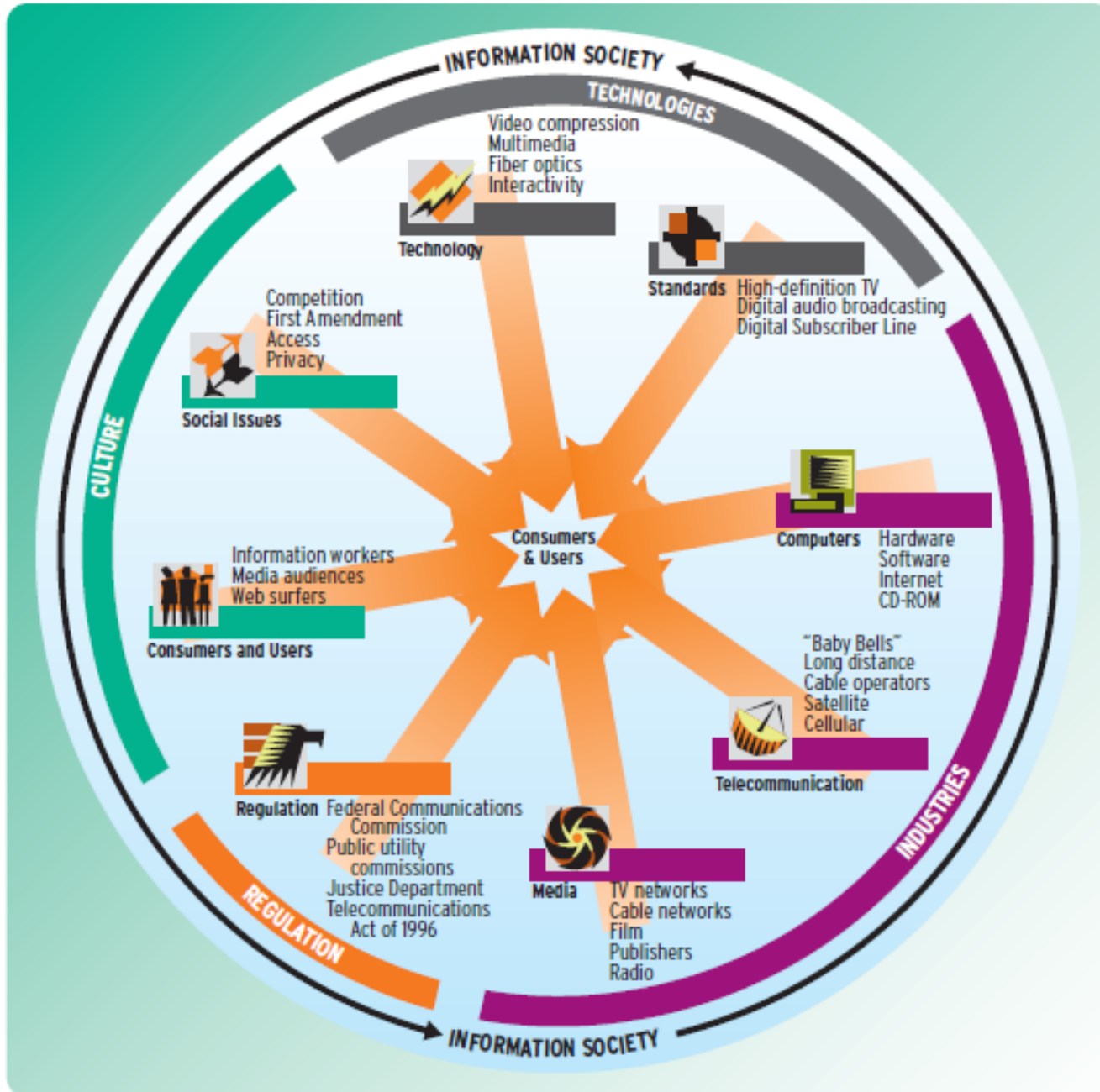
[STRAUBHAAR] [LAROSE] [DAVENPORT]

MEDIA

SEVENTH
EDITION

NOW

[
Understanding
Media, Culture,
and Technology
]



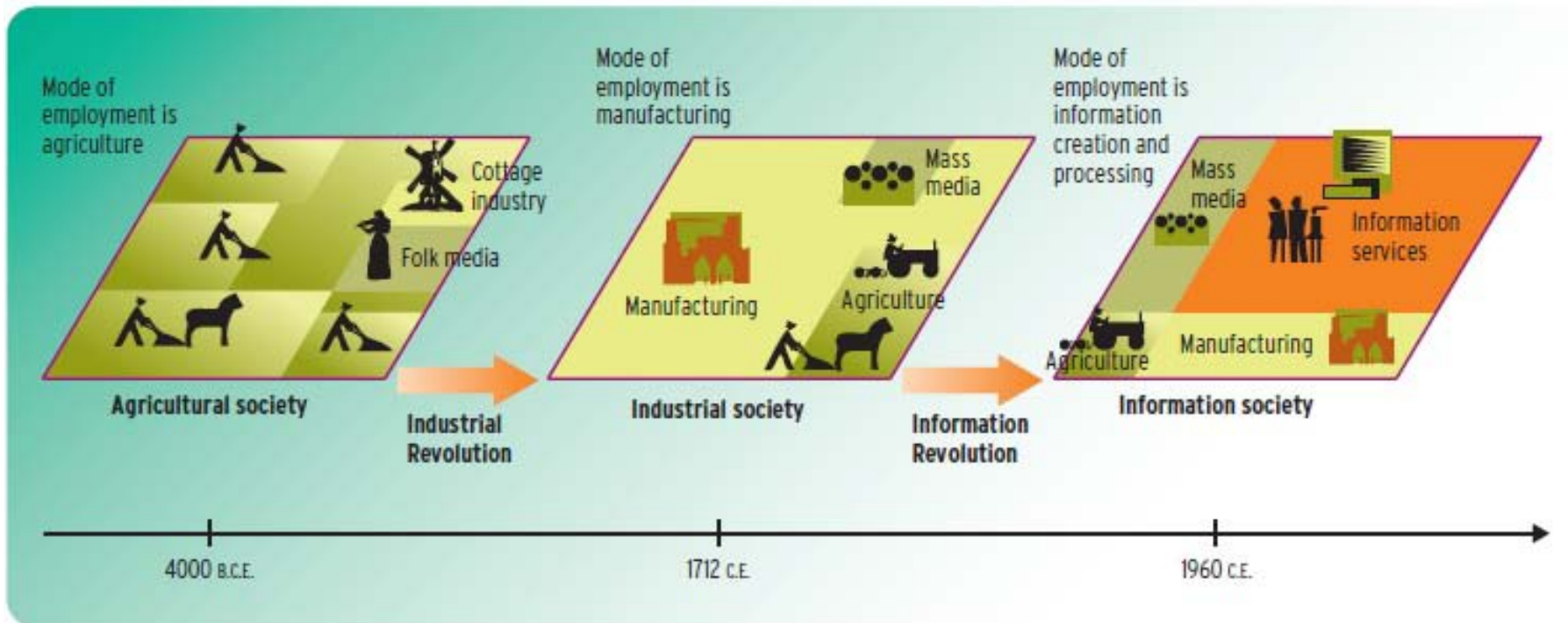
MEDIA CONVERGENCE

Information technology and media are converging in the information society

Source: Straubhaar et al. (2011), Media Now: Understanding Media, Culture, and Technology

Stages of Economic Development

The three basic stages of economic development, from **agricultural** to **industrial** to **informational**.



Theoretical model	Example	Audience response
Hypodermic	War!	Do exactly what media say We want war!
Multistep	This means war	Follow opinion leaders who interpret media People are saying this means war
Selective process	It's the moral equivalent of war	Interpret their own way War? What war?
Social learning	Let's go get 'em!	Imitate behavior shown in media Let's play war!
Cultivation	It's war on the streets	Think real world works like TV world It's a scary world out there
Priming	Blam!	Media trigger related thoughts Happiness is a warm gun

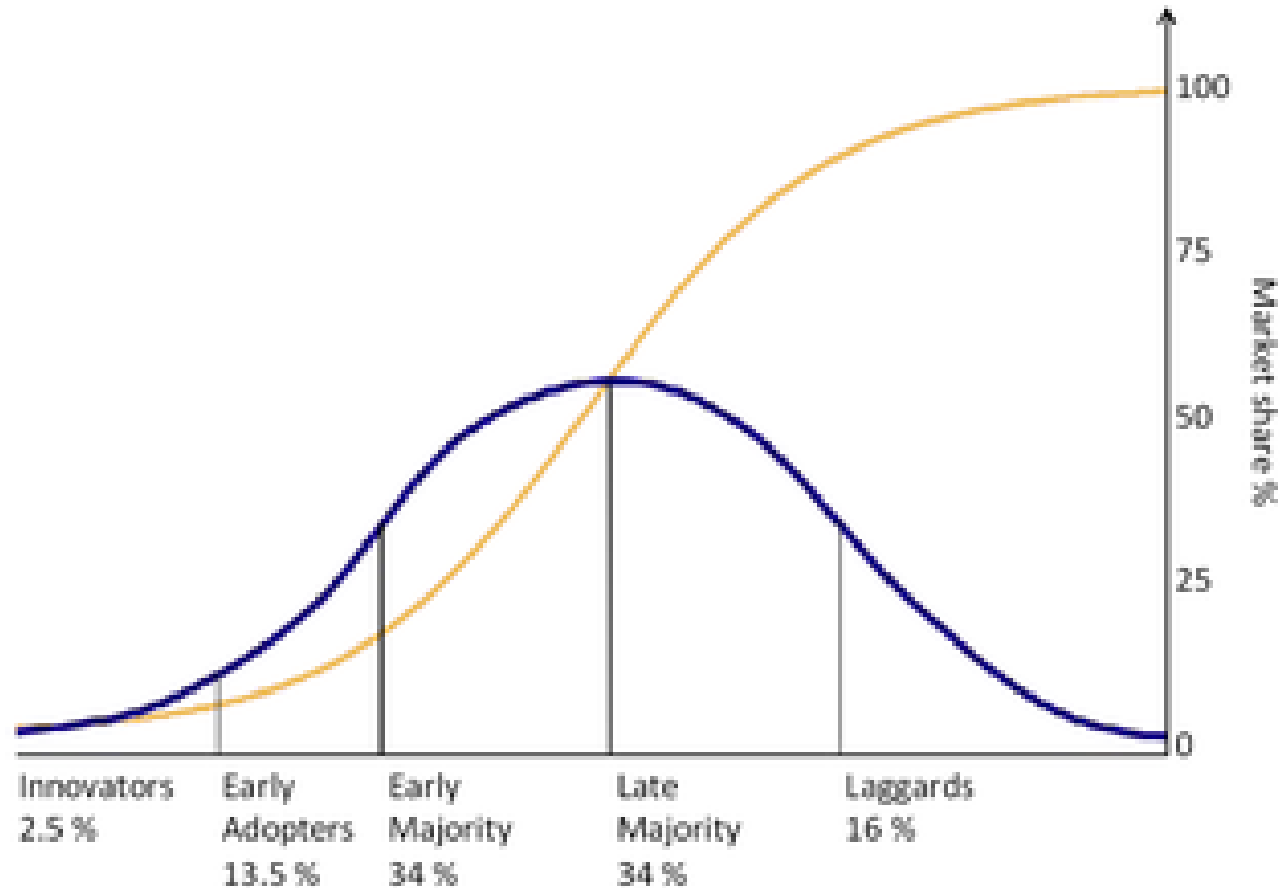
THEORIES OF MEDIA EFFECTS

There are a number of alternative theories about how to understand mass media effects

Social media

- **Social media (such as Facebook and Twitter)**
 - might be termed **many-to-many communication**, since audience members are also the sources of the content.
- Social media are media whose content is created and distributed through **social interaction**.

Innovation diffusion theory (1983)



Rogers, Everett M, (1962; 1983), Diffusion of Innovations

http://en.wikipedia.org/wiki/Diffusion_of_innovations

Media System Dependency Theory (1976)

- Media System
- Social System
- Stakeholder

Media System Dependency Theory (1976)

- The dependency model of media effects is presented as a theoretical alternative in which the nature of the tripartite audience-media-society relationship is assumed to most directly determine many of the effects that the media have on people and society.
- Audience dependency on media information resources as a key interactive condition for alteration of audience beliefs, behavior, or feelings as a result of mass communicated information

Knowledge Gap Theory

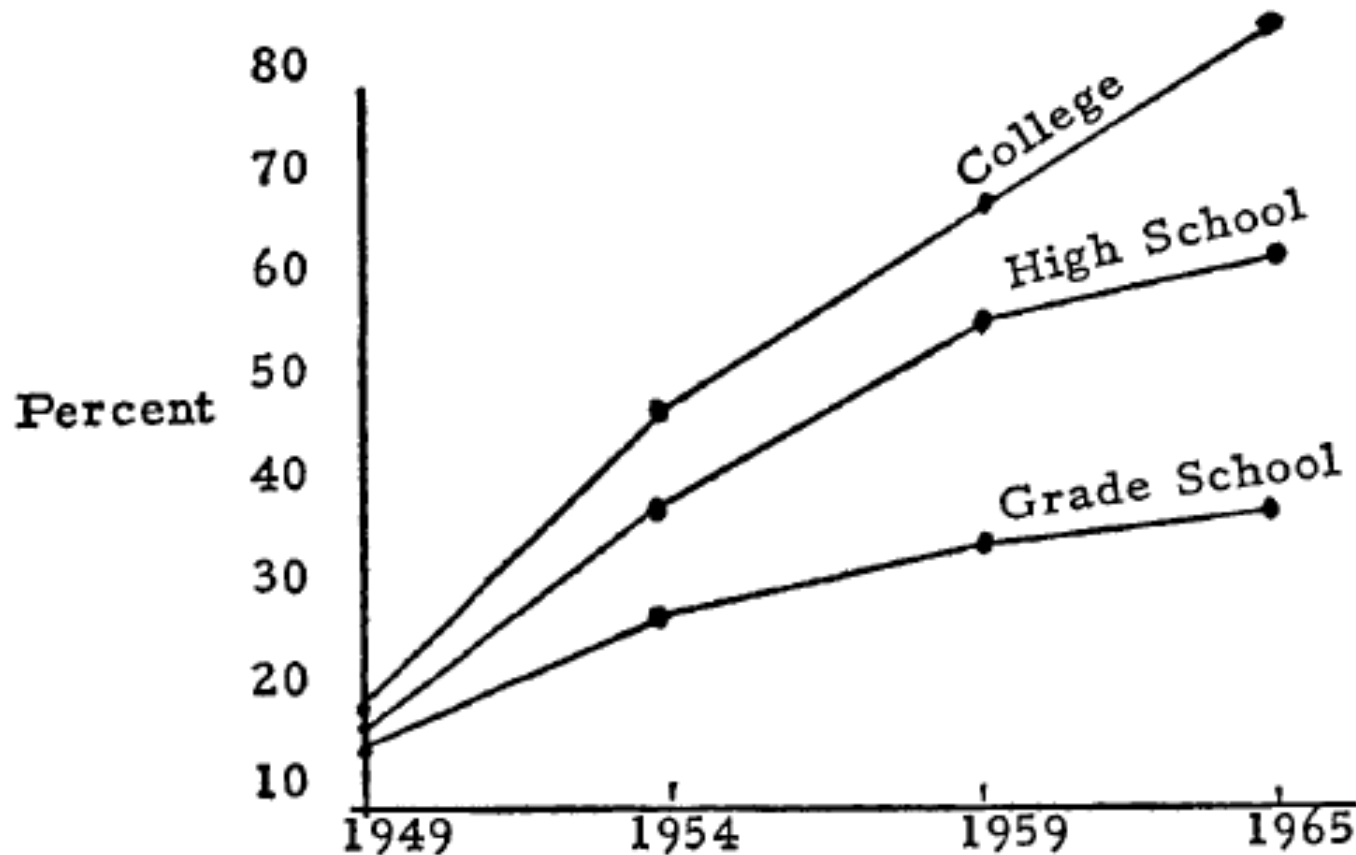


FIGURE 1. PER CENT OF RESPONDENTS IN NATIONAL SURVEYS STATING BELIEF THAT MAN WILL REACH MOON, BY EDUCATION AND YEAR

Agenda Setting Theory (1972)

- In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality.
- Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position.
- In reflecting what candidates are saying during a campaign, the mass media may well determine the important issues-that is, the media may set the "agenda" of the campaign

Theories of Social Media Services

- Media Richness Theory (MRT)
 - (Daft & Lengel, 1986)
- Media Synchronicity Theory (MST)
 - (Dennis et al., 1998, 1999, 2008)
- Media Naturalness Theory (MNT)
 - (Kock, 2001; 2004)

Media Richness Theory (MRT)

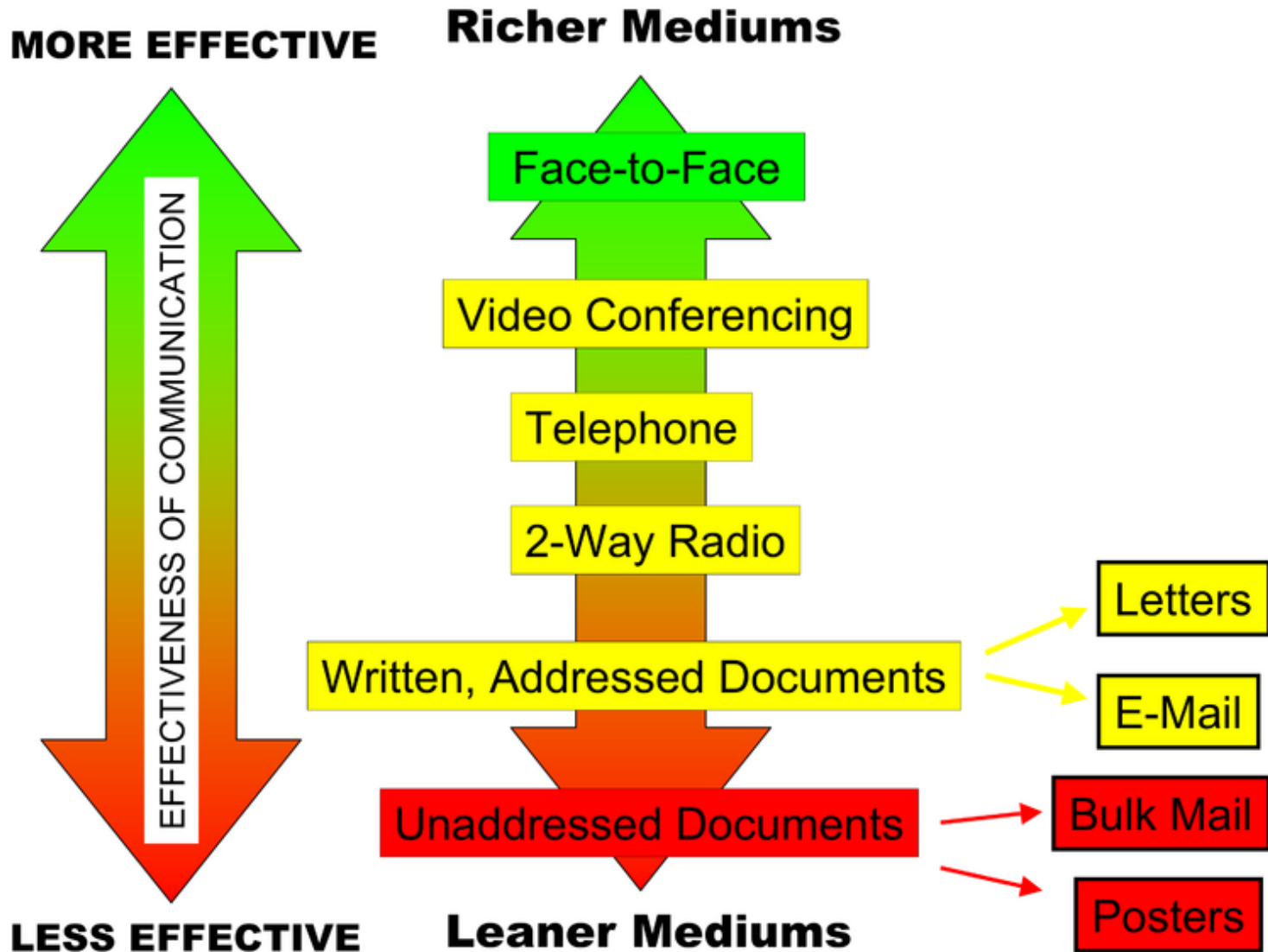
- Daft, 1984
- Information Richness Theory
- Origin from
 - Information Processing Theory
 - Galbraith
 - Contingency Theory

Media Richness Theory (MRT)

- Media Richness is a function of
 - Instant Feedback
 - Multiple cues
 - Language variety
 - Personal focus

Media Richness Theory

(Daft & Lengel, 1986)



Media Richness Theory

- Information richness
 - The ability of information to change understanding within a time interval

Media Richness Theory

- Media richness is a function of
 1. The medium's capacity for **immediate feedback**
 2. The number of **cues and channels** available
 3. **Language variety**
 4. The degree to which intent is **focused on the recipient**

Media Synchronicity Theory (MST)

- Dennis et al. (1998; 1999; 2008)

MISQ Paper of the Year Recipients

- **Paper of the Year for 2009**
“Exploring Human Images in Website Design: A Multi-Method Approach”
Dianne Cyr, Milena Head, Hector Larios, and Bing Pan
(Volume 33, Issue 3, September 2009)
- **Paper of the Year for 2008**
“Media, Tasks, and Communication Processes: A Theory of Media Synchronicity”
Alan R. Dennis, Robert M. Fuller, and Joseph S. Valacich
(Volume 32, Issue 3, September 2008)
- **Paper of the Year for 2007**
“Toward a Deeper Understanding of System Usage in Organizations: A Multilevel Perspective”
Andrew Burton-Jones and Michael J. Gallivan
(Volume 31, Issue 4, December 2007)

Media Synchronicity Theory (MST)

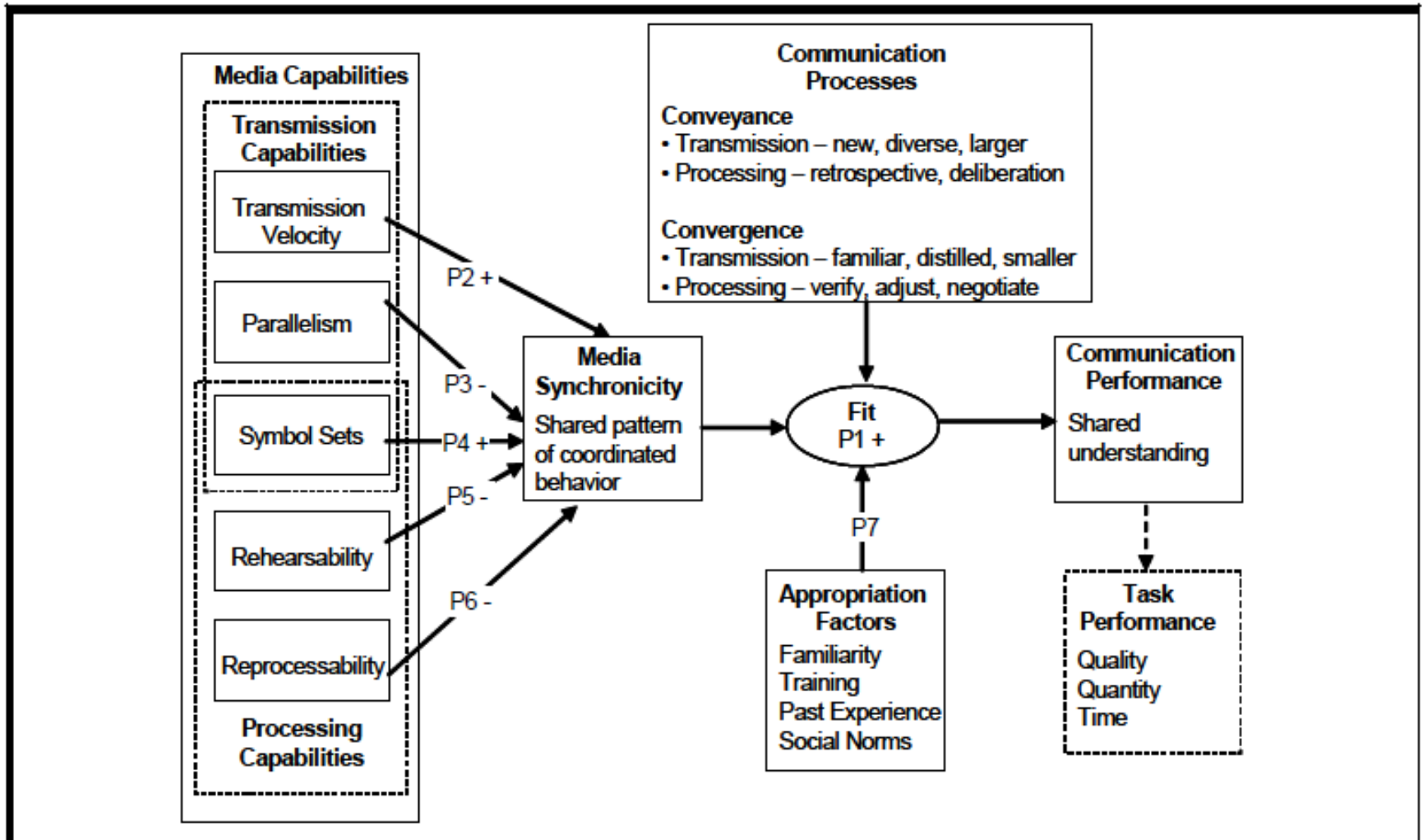


Figure 1. Media Synchronicity Theory

Media Synchronicity Theory (MST)

Table 1. Communication Process Characteristics

Communication Process	Information Transmission Characteristics	Information Processing Characteristics	Media Synchronicity Required
Conveyance	Higher Quality Various Formats Multiple Sources	Retrospective Slower	Lower
Convergence	Lower Quality Specific Format Specific Sources Faster	Verification Adjustment Negotiation Faster	Higher

Media Synchronicity Theory (MST)

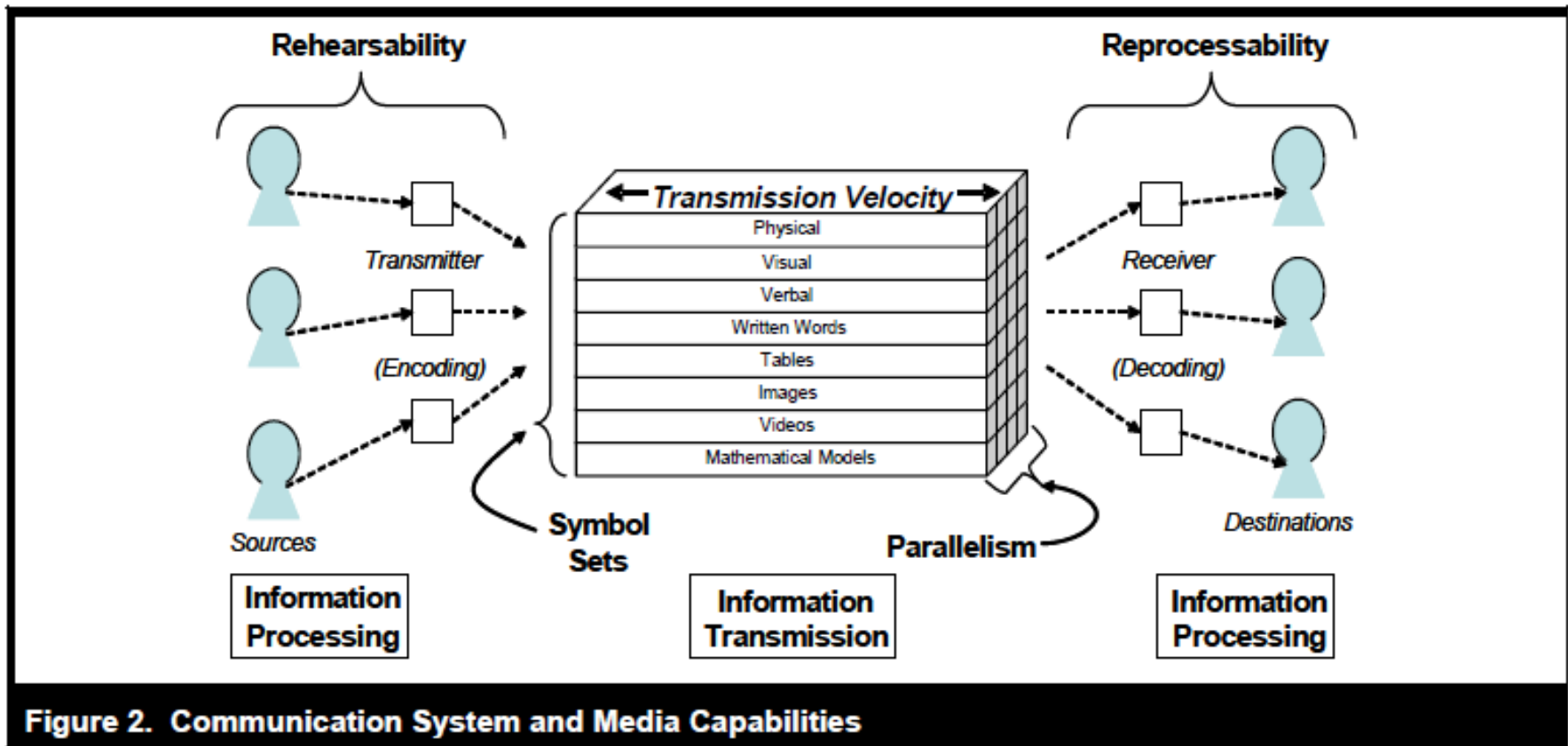


Figure 2. Communication System and Media Capabilities

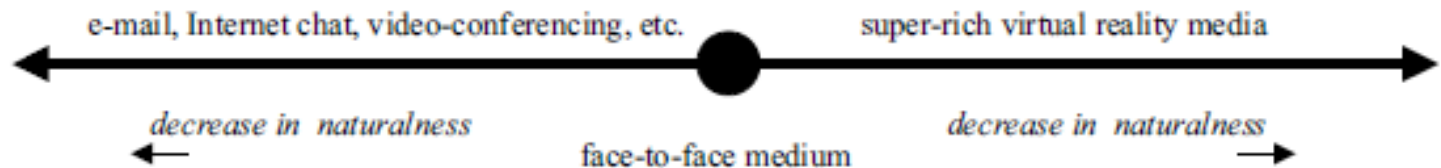
Media Synchronicity Theory (MST)

Table 2. Comparison of Selected Media and Their Capabilities

	Transmission Velocity	Parallelism	Symbol Sets	Rehearsability	Reprocessability	Information Transmission	Information Processing	Synchronicity
Face-to-face	High	Medium	Few-Many	Low	Low	Fast	Low	High
Video Conference	High	Medium	Few-Medium	Low	Low	Fast	Low	High
Telephone Conference	High	Low	Few	Low	Low	Fast	Low	Medium
Synchronous Instant Messaging	Medium-High	Low-Medium	Few-Medium	Medium	Medium-High	Medium	Low-Medium	Medium
Synchronous Electronic Conferencing	Medium-High	High	Few-Medium	Medium	High	Medium	Medium	Low-Medium
Asynchronous Electronic Conferencing	Low-Medium	High	Few-Medium	High	High	Slow	High	Low
Asynchronous Electronic Mail	Low-Medium	High	Few-Medium	High	High	Slow	High	Low
Voice Mail	Low-Medium	Low	Few	Low-Medium	High	Slow	Medium	Low
Fax	Low-Medium	Low	Few-Medium	High	High	Slow	High	Low
Documents	Low	High	Few-Medium	High	High	Slow	High	Low

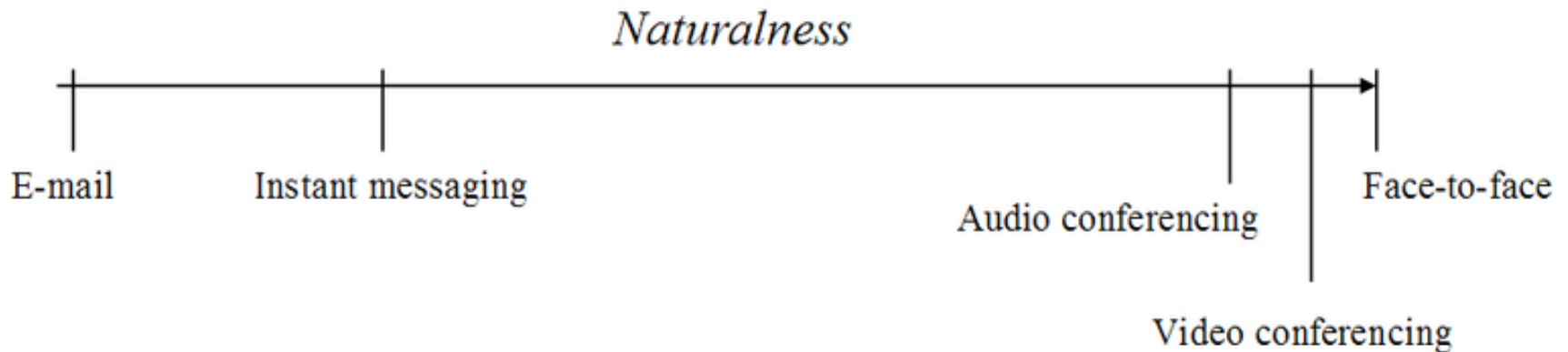
Media Naturalness Theory (MNT)

Figure 1 The Media Naturalness Scale



Note. The highest degree of naturalness is found at the center of the scale.

Media Naturalness Theory (MNT)



Media naturalness scale

The Beginning of Media Theory

- Web 2.0, Social Network, Social Media
- iPhone/iPAD/Blackberry/Android
- Virtual Reality
- Artificial Intelligence
- Cognitive Neuroscience
- Globalization

Summary

- Theories used in IS research
- Theories of Information Systems
- Theories of Media and Information
- Theories of Social Media Services

References

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