Social Media Management
社會媒體管理

Theories of Media and Information

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Fri. 7,8 (14:10-16:00) L215

Min-Yuh Day
戴敏育
Assistant Professor
專任助理教授
Dept. of Information Management, Tamkang University
淡江大學 資訊管理學系

http://mail.im.tku.edu.tw/~myday/
2011-09-23

課程大綱 (Syllabus)

週次	日期	內容（Subject/Topics）
1	100/09/09	Course Orientation for Social Media Management
2	100/09/16	Web 2.0, Social Network, and Social Media
3	100/09/23	Theories of Media and Information
4	100/09/30	Theories of Social Media Services and Information Systems
5	100/10/07	Paper Reading and Discussion
6	100/10/14	Behavior Research on Social Media Services
7	100/10/21	Paper Reading and Discussion
8	100/10/28	Midterm Project Presentation and Discussion
9	100/11/04	期中考試週

課程大綱（Syllabus)

10	100/11/11	Business Models and Issues of Social Media Service
11	100/11/18	Paper Reading and Discussion
12	100/11/25	Strategy of Social Media Service
13	100/12/02	Paper Reading and Discussion
14	100/12/09	Social Media Marketing
15	100/12/16	Paper Reading and Discussion
16	100/12/23	Social Network Analysis, Link Mining, Text Mining, Web Mining, and Opinion Mining in Social Media
17	100/12/30	Project Presentation and Discussion
18	101/01/06	期末考試週

Theories used in IS research

84 Theories

84 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

Source: http://www.fsc.yorku.ca/york/istheory/wiki/index.php/Main_Page

84 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. Deferred action, theory of
20. Delone and McLean IS success model

Source: http://www.fsc.yorku.ca/york/istheory/wiki/index.php/Main_Page

84 Theories used in IS research

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

Source: http://www.fsc.yorku.ca/york/istheory/wiki/index.php/Main_Page

84 Theories used in IS research

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

Source: http://www.fsc.yorku.ca/york/istheory/wiki/index.php/Main_Page

84 Theories used in IS research

41. Language action perspective
42. Lemon Market Theory
43. Management fashion theory
44. Media richness theory
45. Media synchronicity theory
46. Modal aspects, theory of
47. Multi-attribute utility theory
48. Organizational culture theory
49. Organizational information processing theory
50. Organizational knowledge creation

Source: http://www.fsc.yorku.ca/york/istheory/wiki/index.php/Main_Page

84 Theories used in IS research

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

Source: http://www.fsc.yorku.ca/york/istheory/wiki/index.php/Main_Page

84 Theories used in IS research

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

Source: http://www.fsc.yorku.ca/york/istheory/wiki/index.php/Main_Page

84 Theories used in IS research

71. Task closure theory
72. Task-technology fit
73. Technological frames of reference
74. Technology acceptance model
75. Technology dominance, theory of
76. Technology-organization-environment framework
77. Theory of planned behavior
78. Theory of reasoned action
79. Transaction cost economics
80. Transactive memory theory

Source: http://www.fsc.yorku.ca/york/istheory/wiki/index.php/Main_Page

84 Theories used in IS research

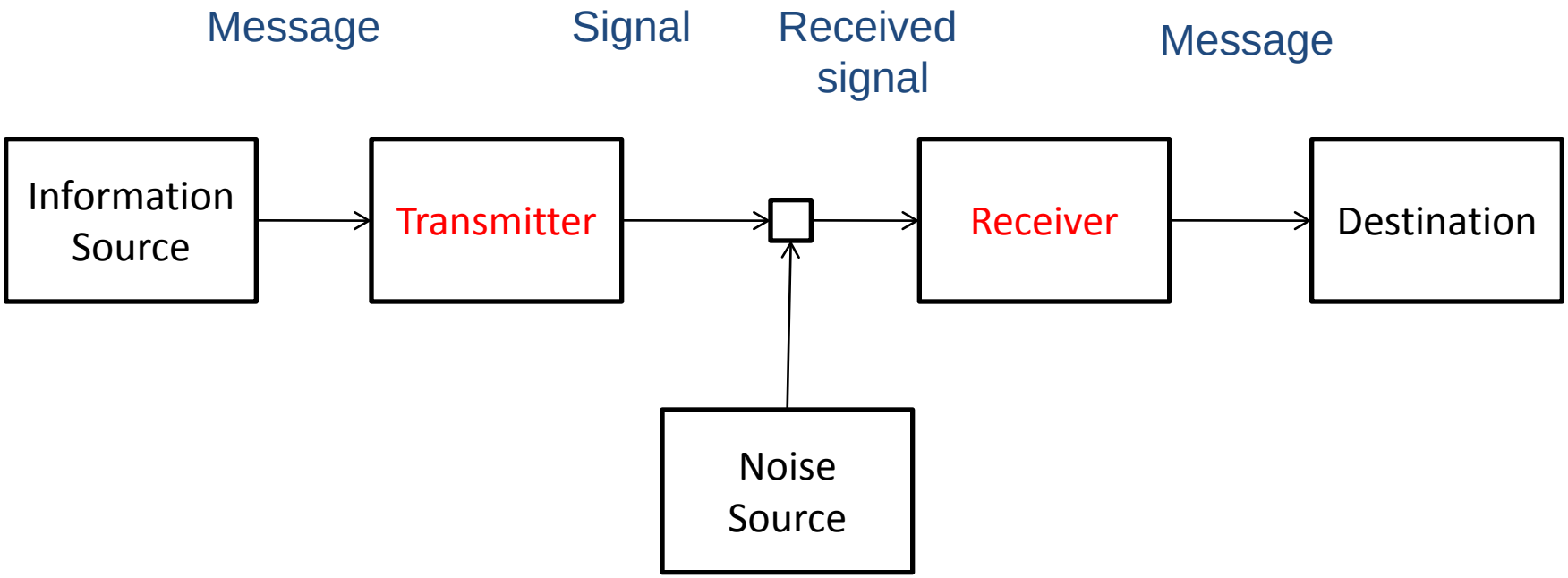
81. Unified theory of acceptance and use of technology
82. Usage control model
83. Work systems theory
84. Yield shift theory of satisfaction

Source: http://www.fsc.yorku.ca/york/istheory/wiki/index.php/Main_Page

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

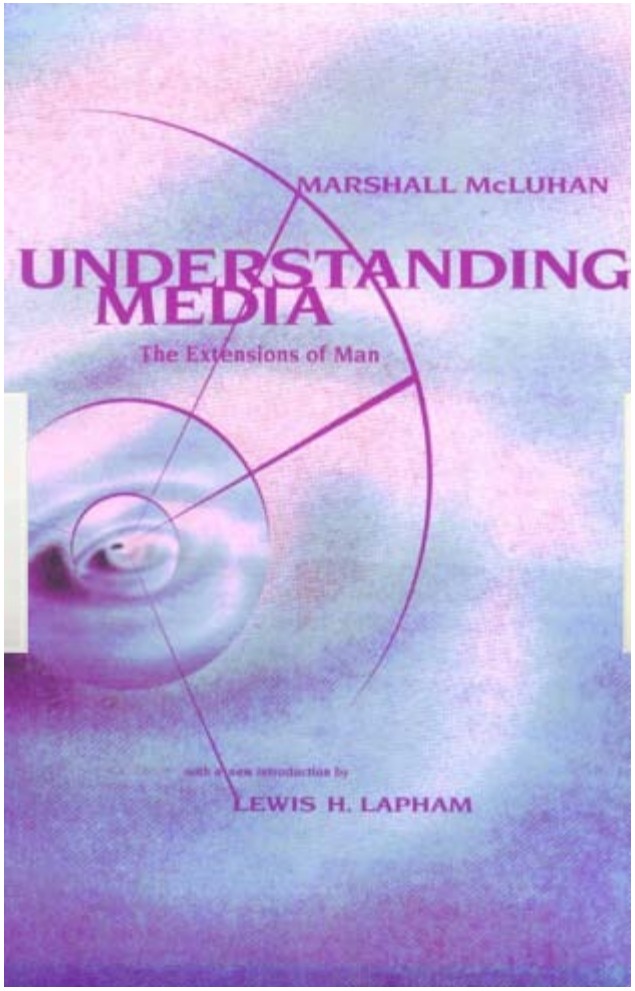
Information Theory (1949)



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

Understanding the Media: The Extensions of Man

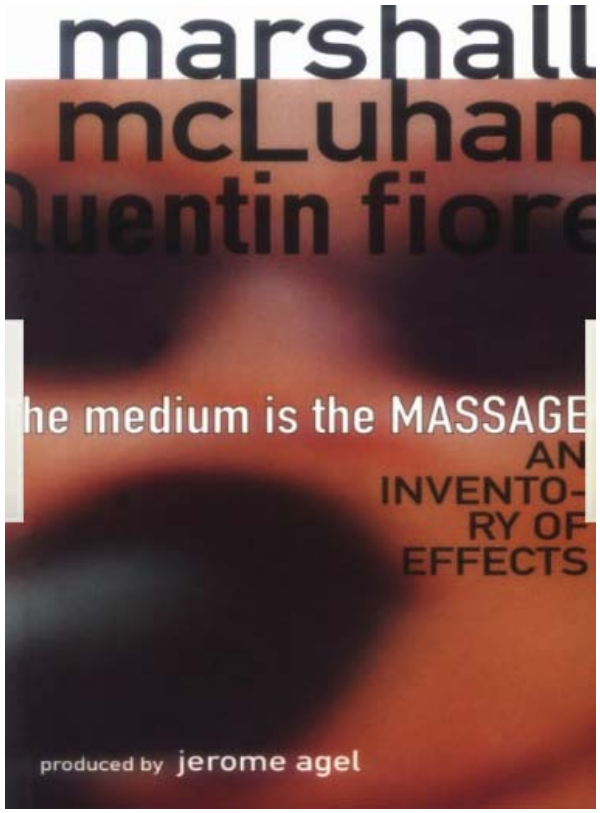
(1964)



Source: http://www.amazon.com/Understanding-Media-Extensions-Marshall-McLuhan/dp/0262631598

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

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

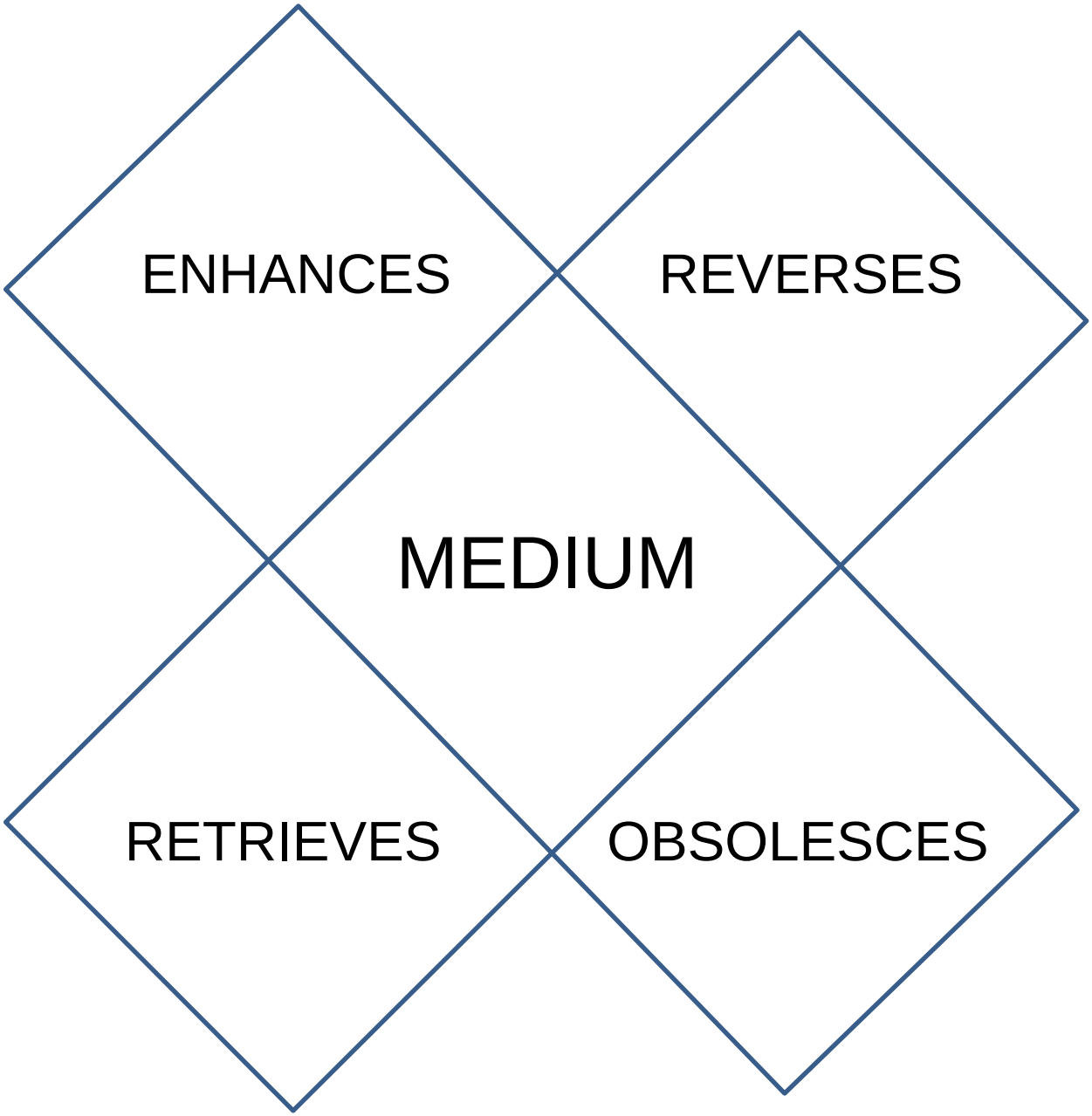


Source: http://www.amazon.com/Medium-Massage-Marshall-McLuhan/dp/1584230703/ref=pd_bxgy_b_text_b

Tetrad of media effects

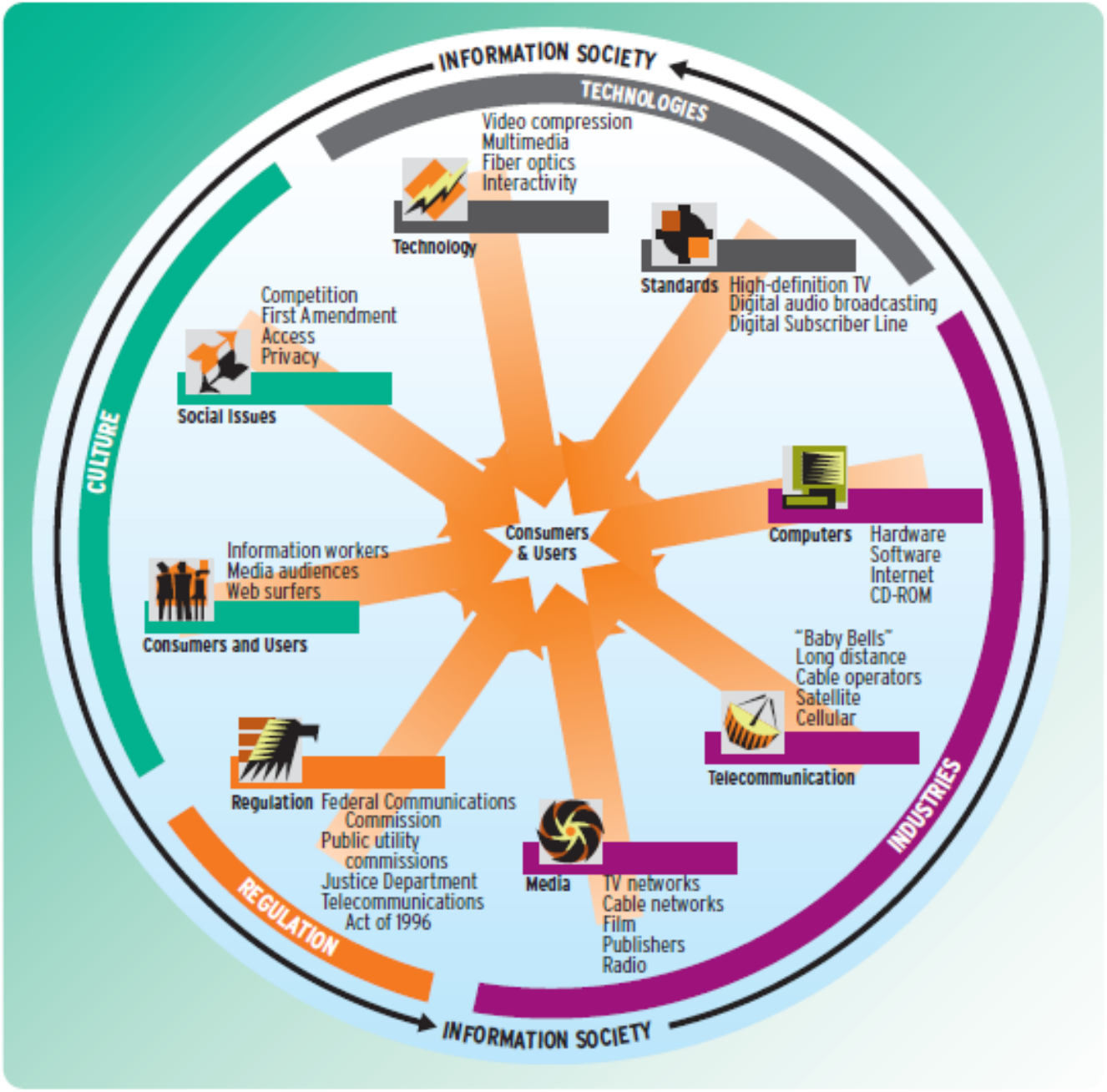
- What does the medium enhance?
- What does the medium make obsolete?
- What does the medium retrieve that had been obsolesced earlier?
- What does the medium flip into when pushed to extremes?

Source: https://secure.wikimedia.org/wikipedia/en/wiki/Tetrad_of_media_effects



Source: https://secure.wikimedia.org/wikipedia/en/wiki/Tetrad_of_media_effects

Source: http://www.amazon.com/Media-Now-Understanding-Culture-Technology/dp/143908257X/



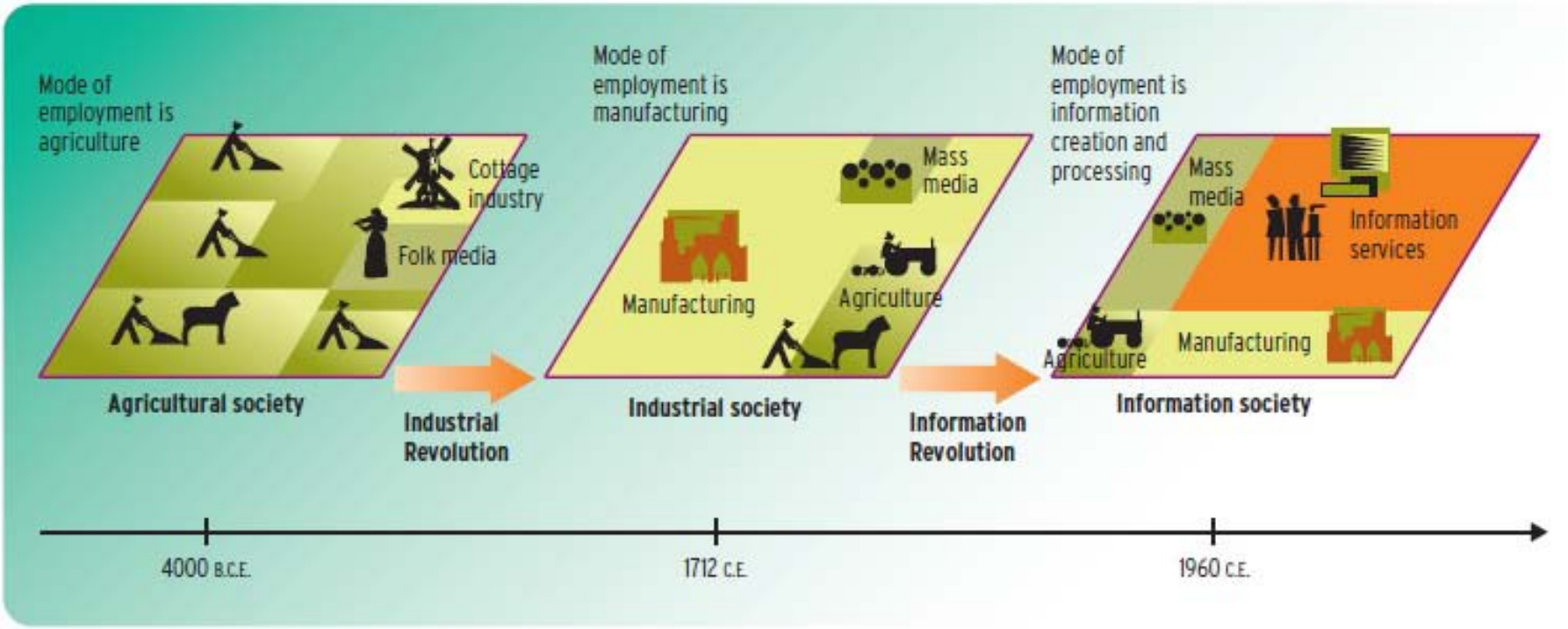
MEDIA CONVERGENCE

Information technology and media are converging in the information society

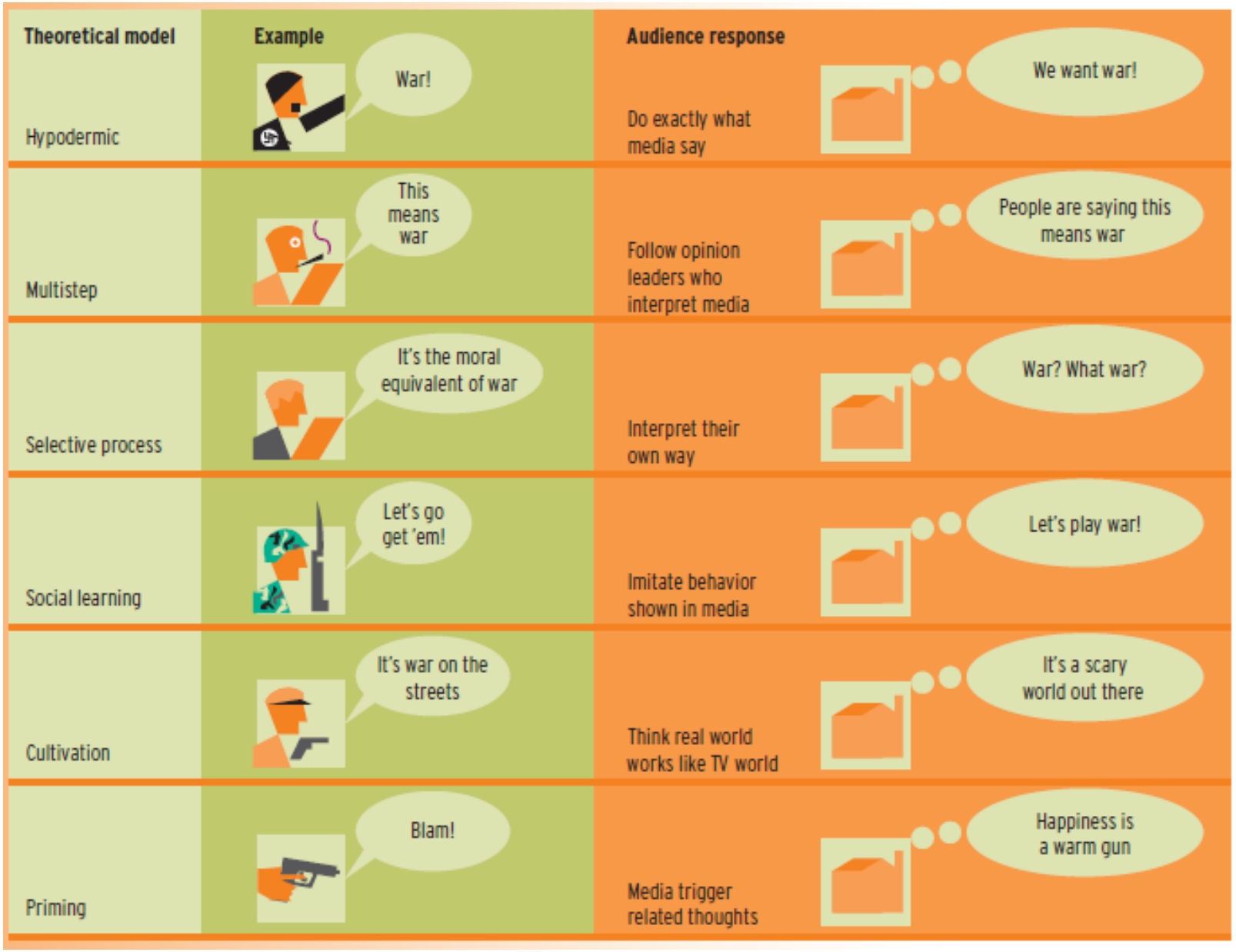
Source: Straubhaar et al. (2011), Media Now: Understanding Media, Culture, and Technology

Stages of Economic Development

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



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



THEORIES OF MEDIA EFFECTS

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

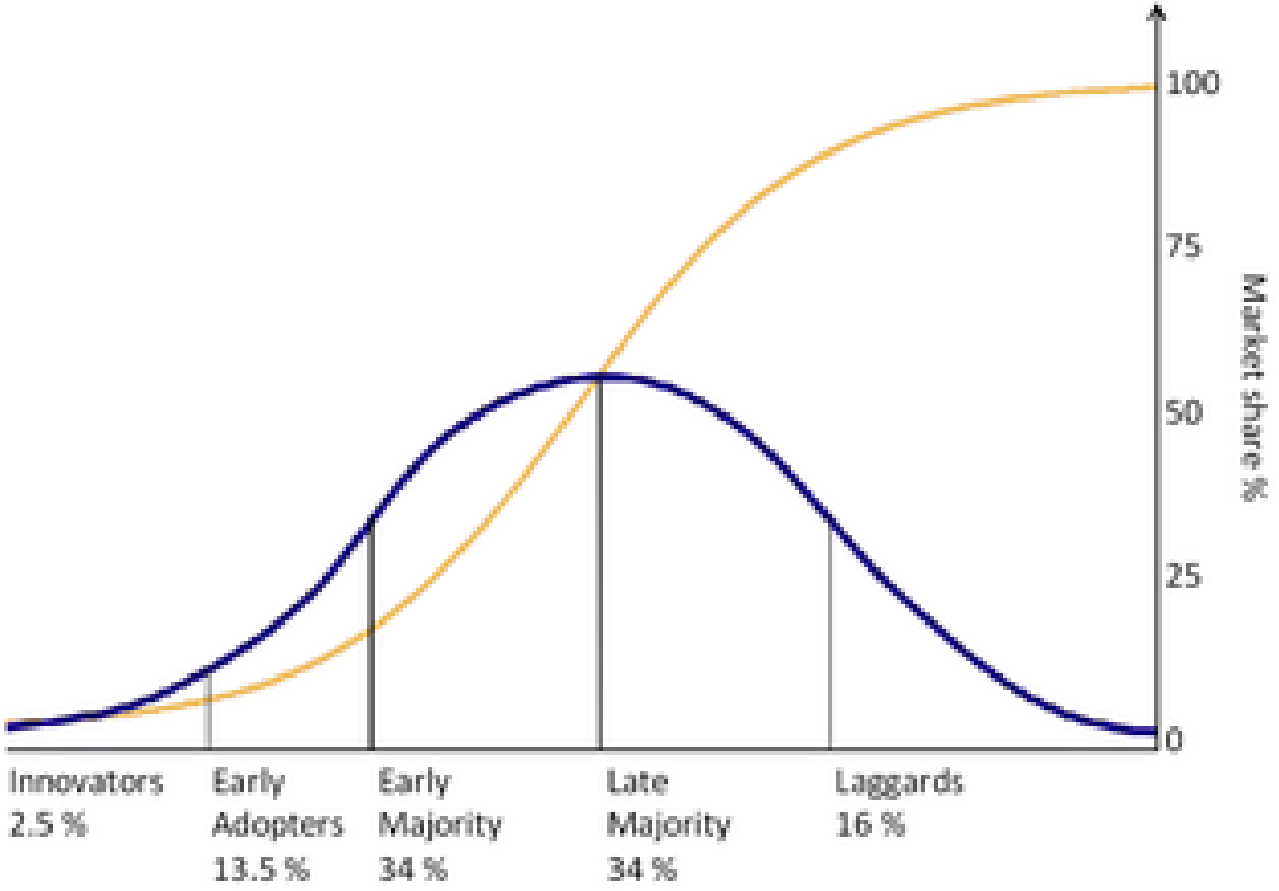
Source: Straubhaar et al. (2011), Media Now: Understanding Media, Culture, and Technology

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.

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

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

Ball-Rokeach, S. J., & DeFleur, M. L. (1976), A dependency model of mass-media effects, Communication Research, 3, pp. 3-21.

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 in formation

Ball-Rokeach, S. J., & DeFleur, M. L. (1976), A dependency model of mass-media effects, Communication Research, 3, pp. 3-21.

Knowledge Gap Theory

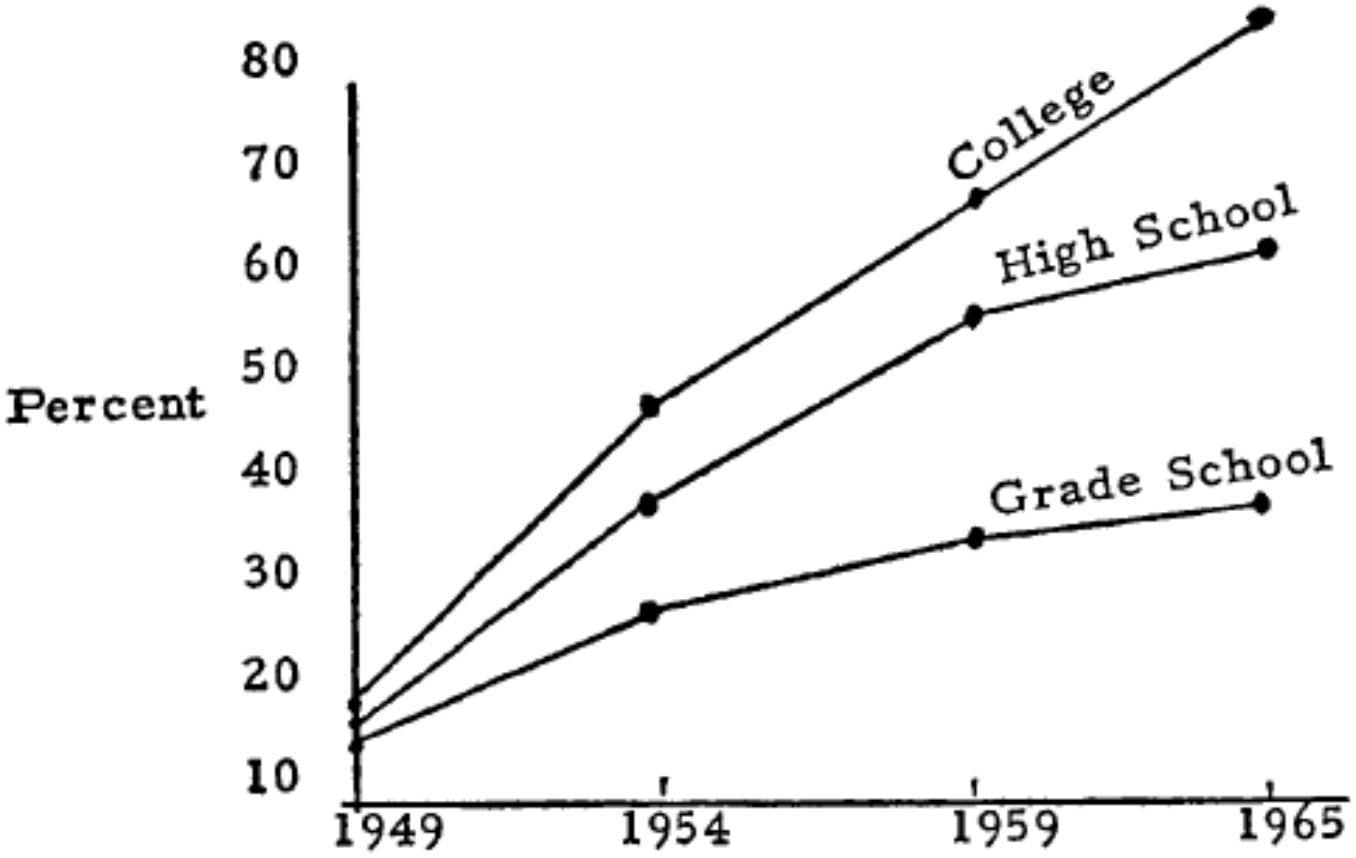


FIGURE 1. PER CENT OF RESPONDENTS IN NATIONAL SURVEYS STATING BELIEF THAT MAN WILL REACH MOON, BY EDUCATION AND YEAR

Tichenor, P.J., Donohue, G.A. and Olien, C.N. (1970). Mass Media Flow and Differential Growth in Knowledge, Public Opinion Quarterly, 34, 2, pp. 159-170.

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

McCombs, M.E., & Shaw, D.L. (1972), The Agenda-Setting Function of Mass Media, Public Opinion Quarterly, 36, pp. 176-187

Information Systems Theories

- 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)

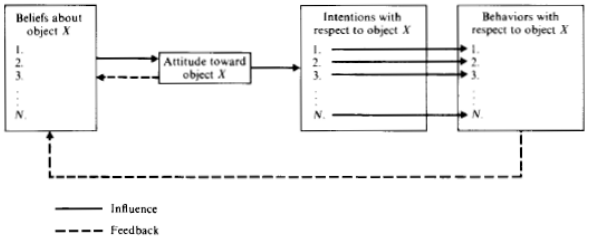


Fig. 1.1 Schematic presentation of conceptual framework relating beliefs, attitudes, intentions, and behaviors with respect to a given object.

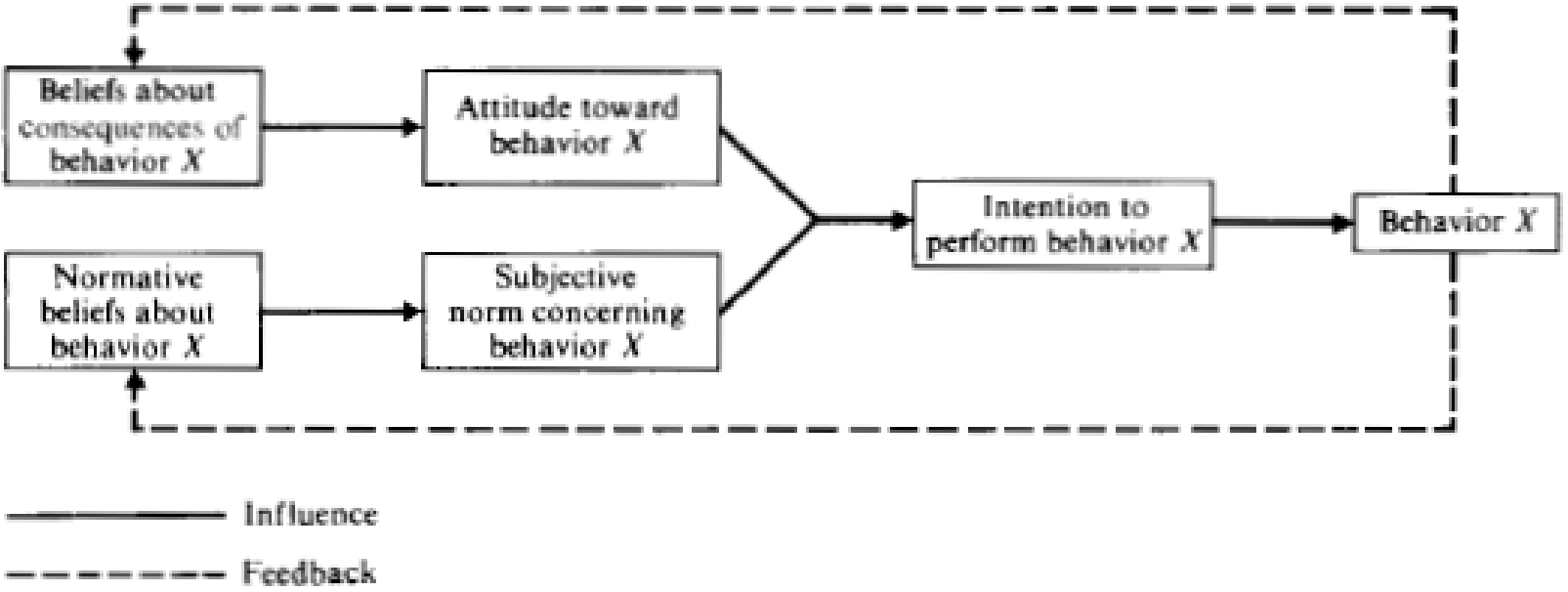
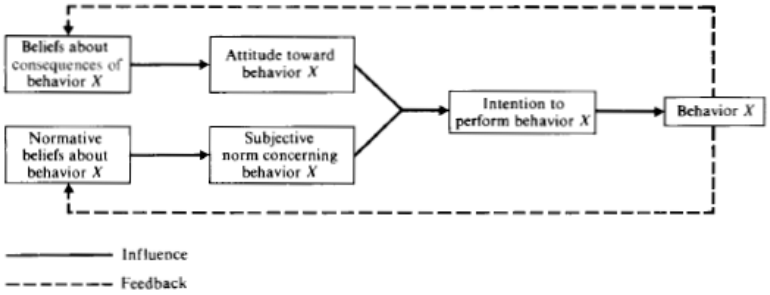


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. Reading, MA: Addison-Wesley.

TRA (1989)



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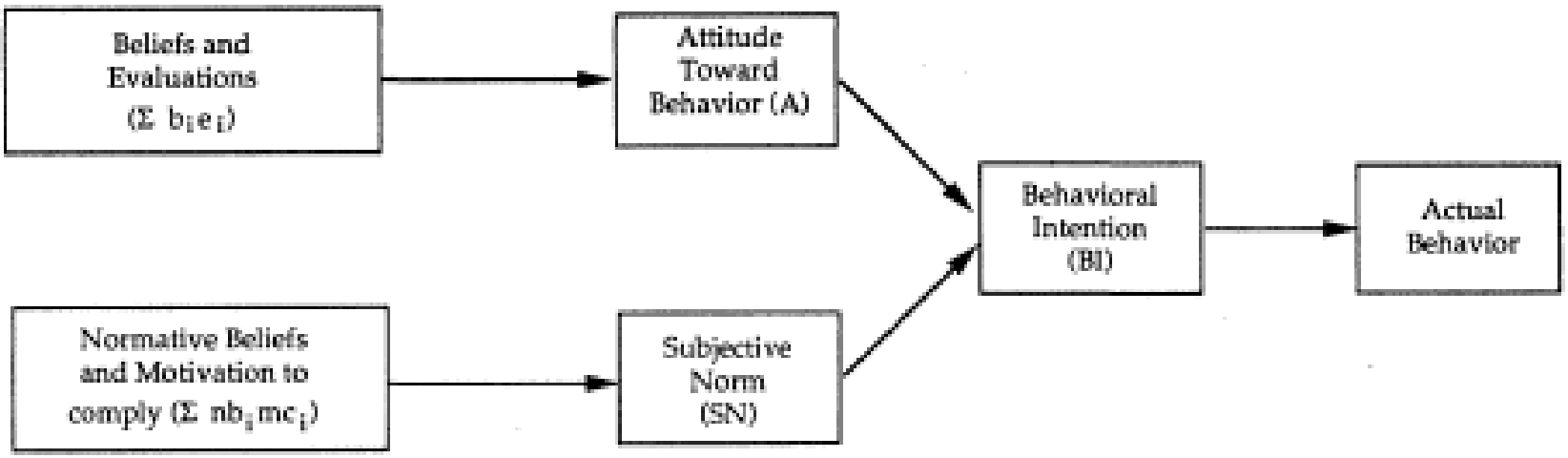
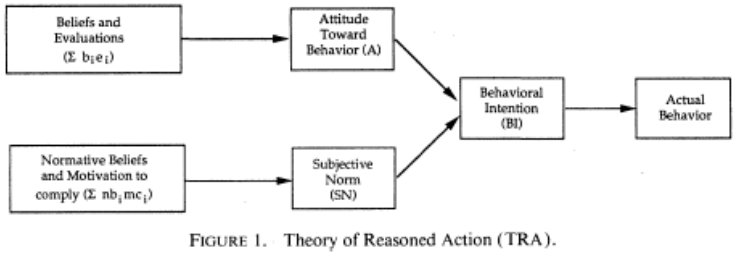


FIGURE 1. Theory of Reasoned Action (TRA).

Davis,F.D.,R.P.Bagozzi and P.R.Warshaw,"User acceptance of computer technology : A comparison of two theoretical models ",Management Science,35(8),August 1989,pp.982-1003

TPB (1985)



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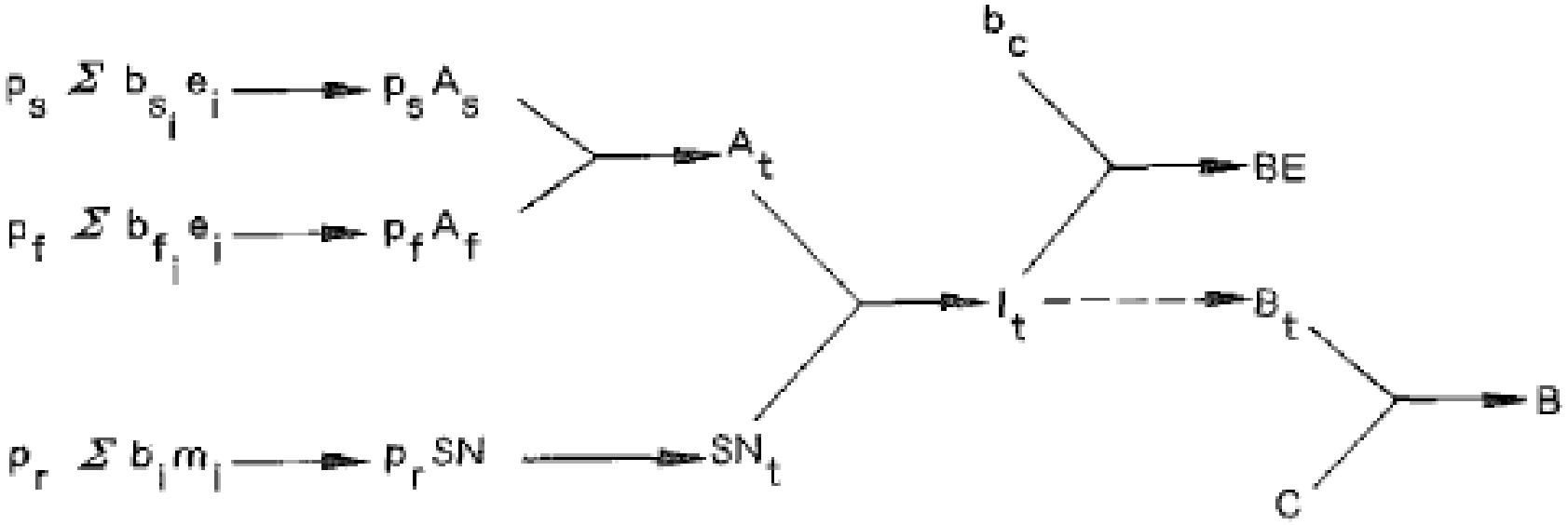
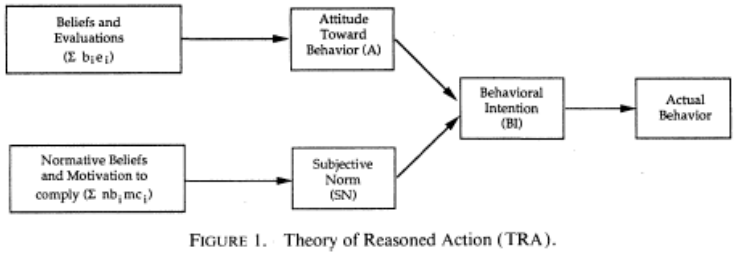


Fig. 2.1. Schematic presentation of the theory of planned behavior

Ajzen, I., (1985) “From Intentions to Actions: A Theory of Planned Behavior,” in J. Kuhl and J. Beckmann (Eds.) Action Control: From Cognition to behavior, Springer Verlag, New york, 1985, pp.11-39.

TPB (1989)



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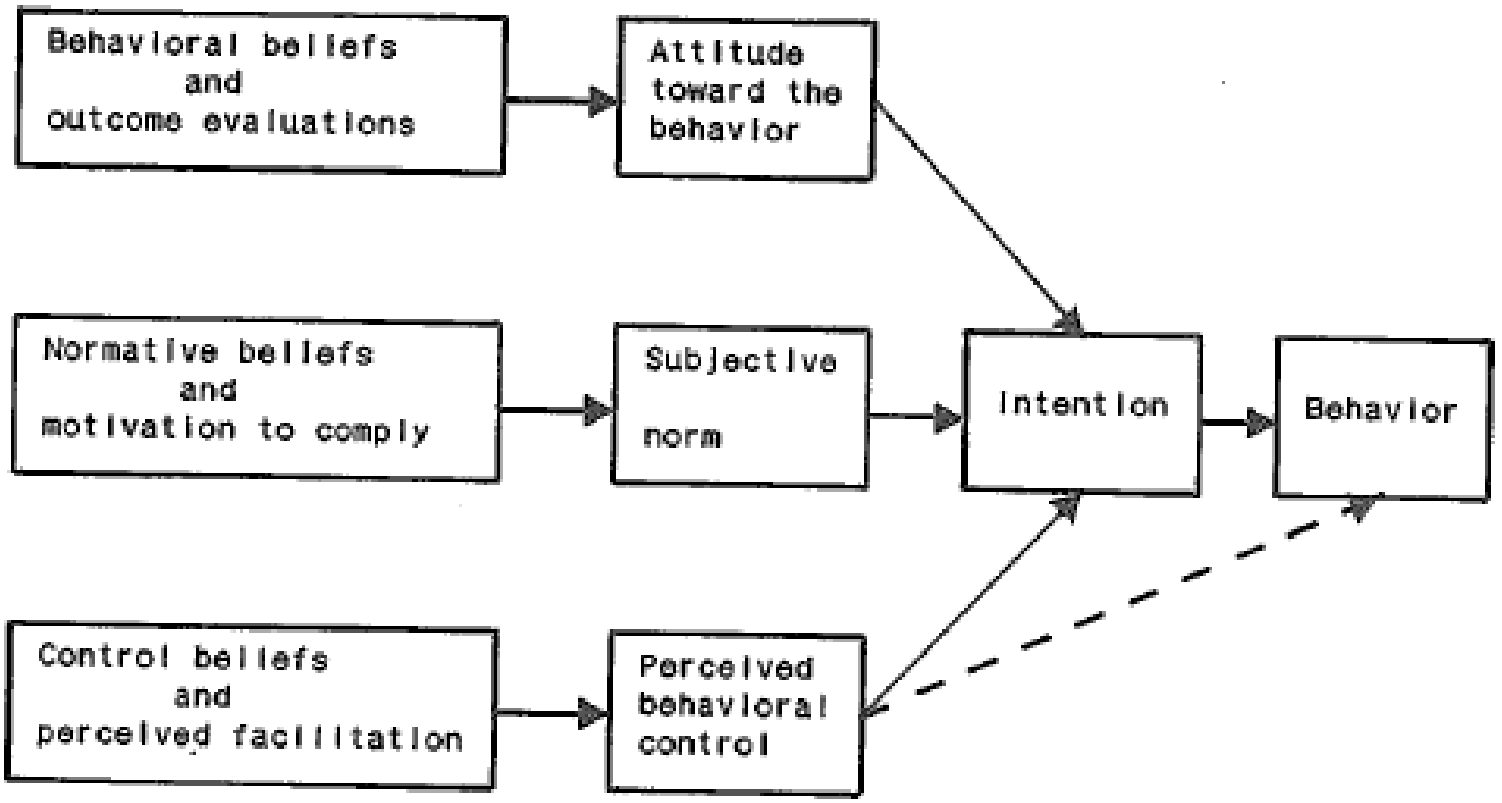
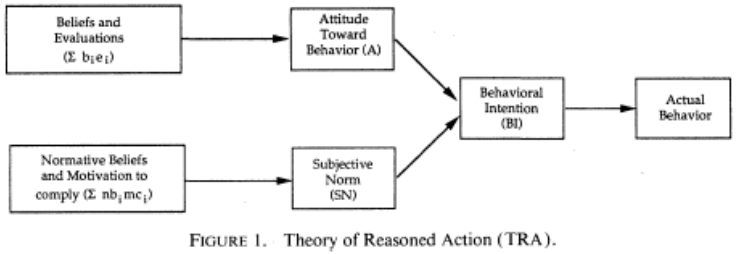


FIG. 10.2. Theory of planned behavior.

Ajzen, I., (1989) “Attitude Structure and Behavior,” in A. R. Pratkanis, S. J. Breckler, and A. G. Greenwald(Eds.), Attitude Structure and Function, Lawrence Erlbaum Associates, Hillsdale, NJ, 1989, pp.241-274.

TPB (1991)



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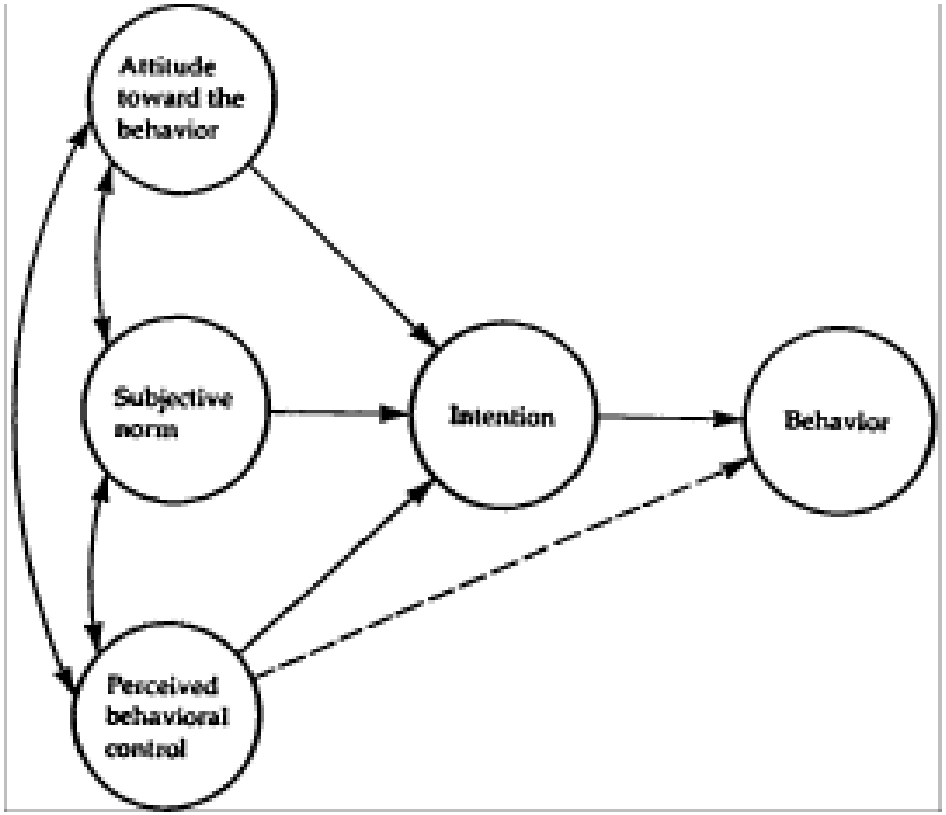

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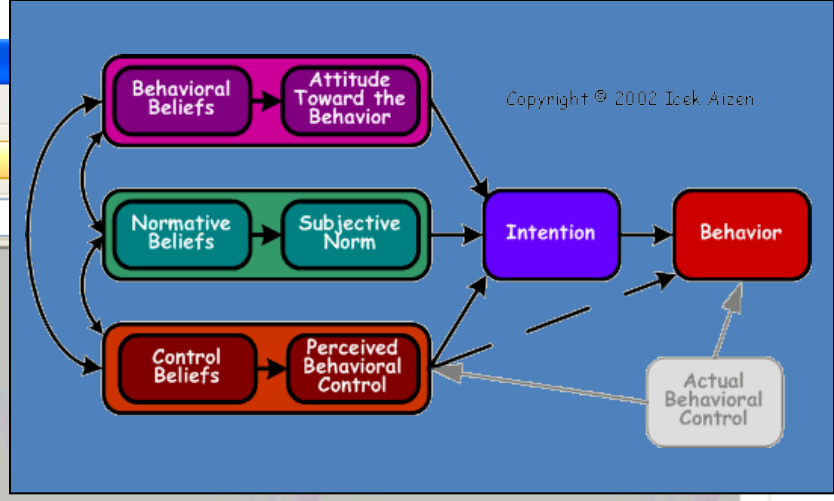
Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50, 179-211.



Icek Aizen (Ajzen): Homepage - Microsoft Internet Explorer

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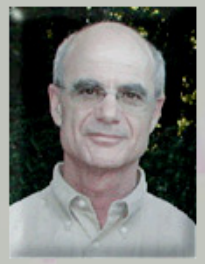

Icek Aizen (Ajzen)

Professor of Psychology
University of Massachusetts

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TpB

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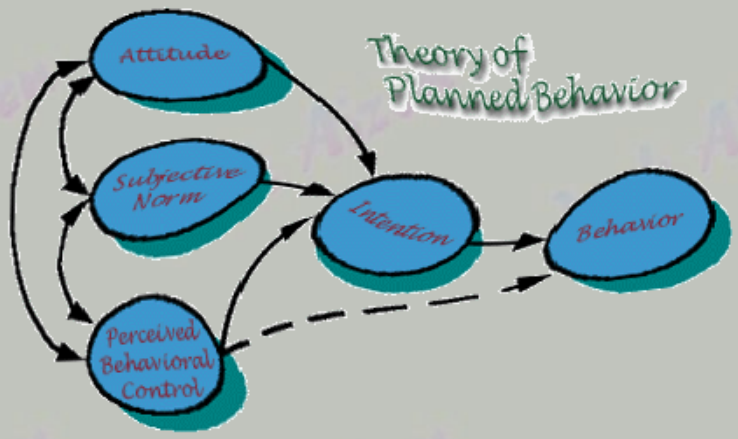

Last modified: April 13, 2005

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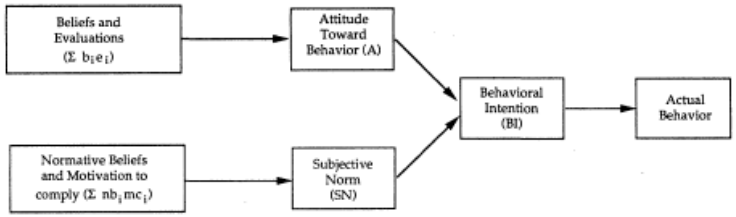
TAM (1989)



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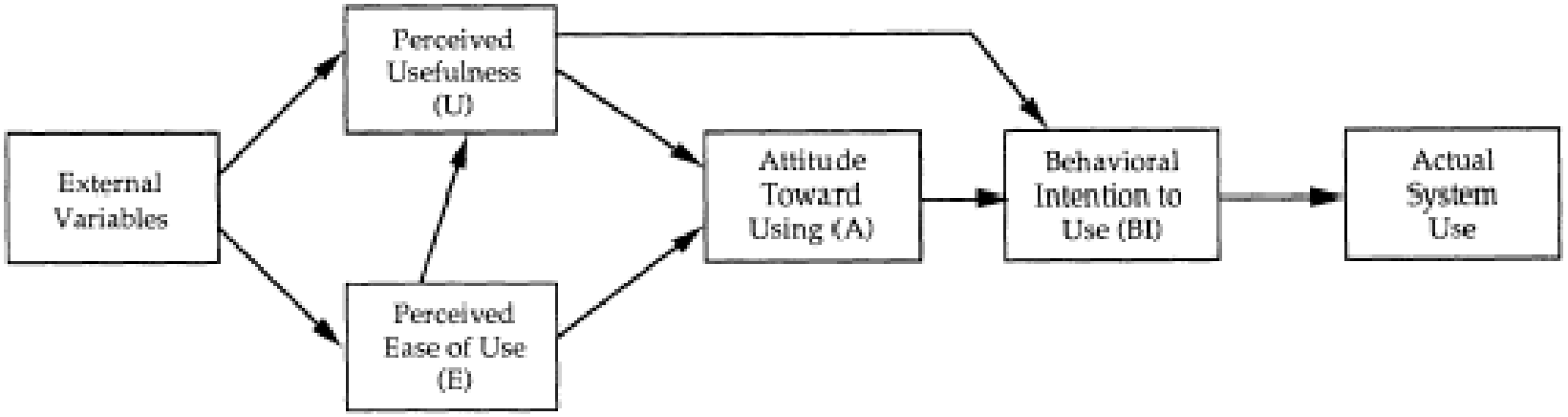


FIGURE 2. Technology Acceptance Model (TAM).

Davis,F.D.,R.P.Bagozzi and P.R.Warshaw,"User acceptance of computer technology : A comparison of two theoretical models ",Management Science,35(8),August 1989,pp.982-1003

TAM2 (2000)

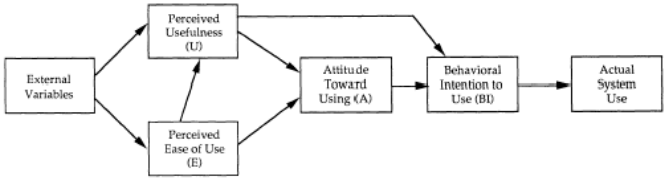
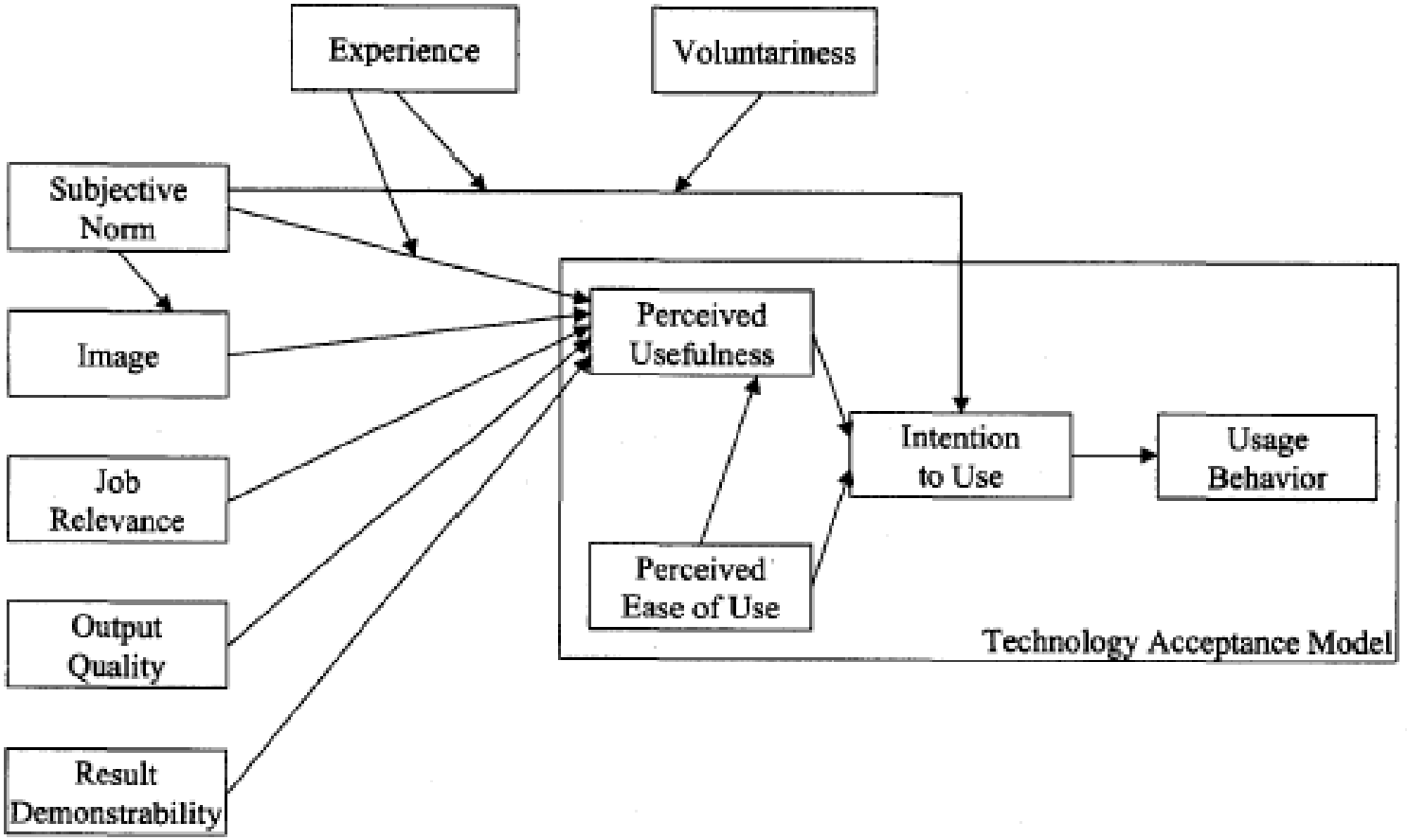


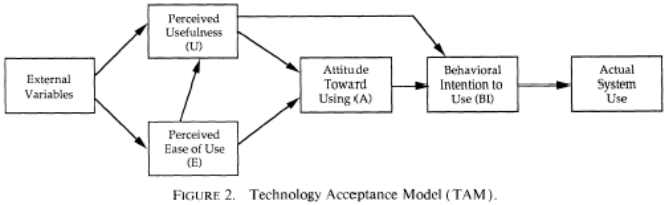
FIGURE 2. Technology Acceptance Model (TAM).

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)



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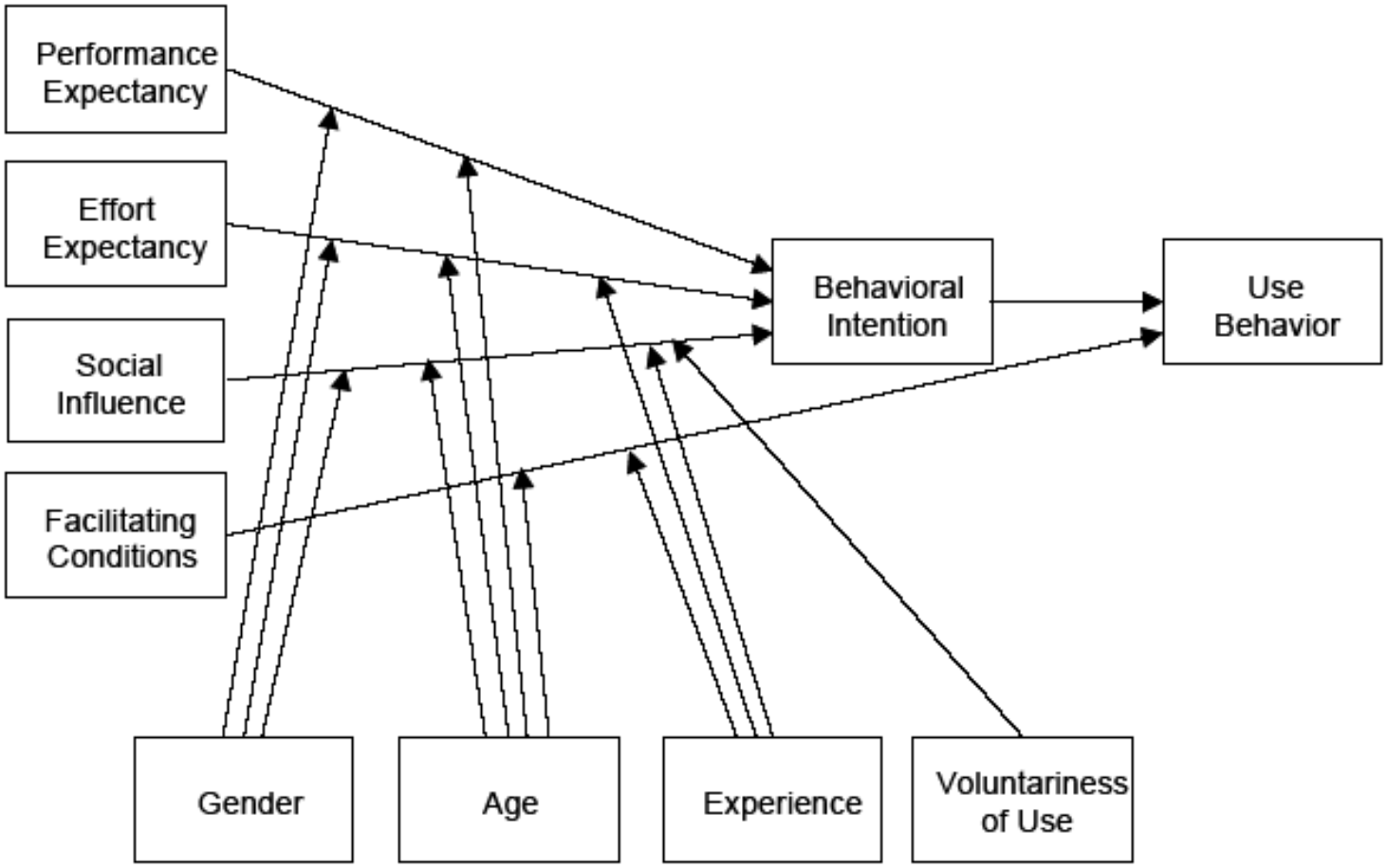
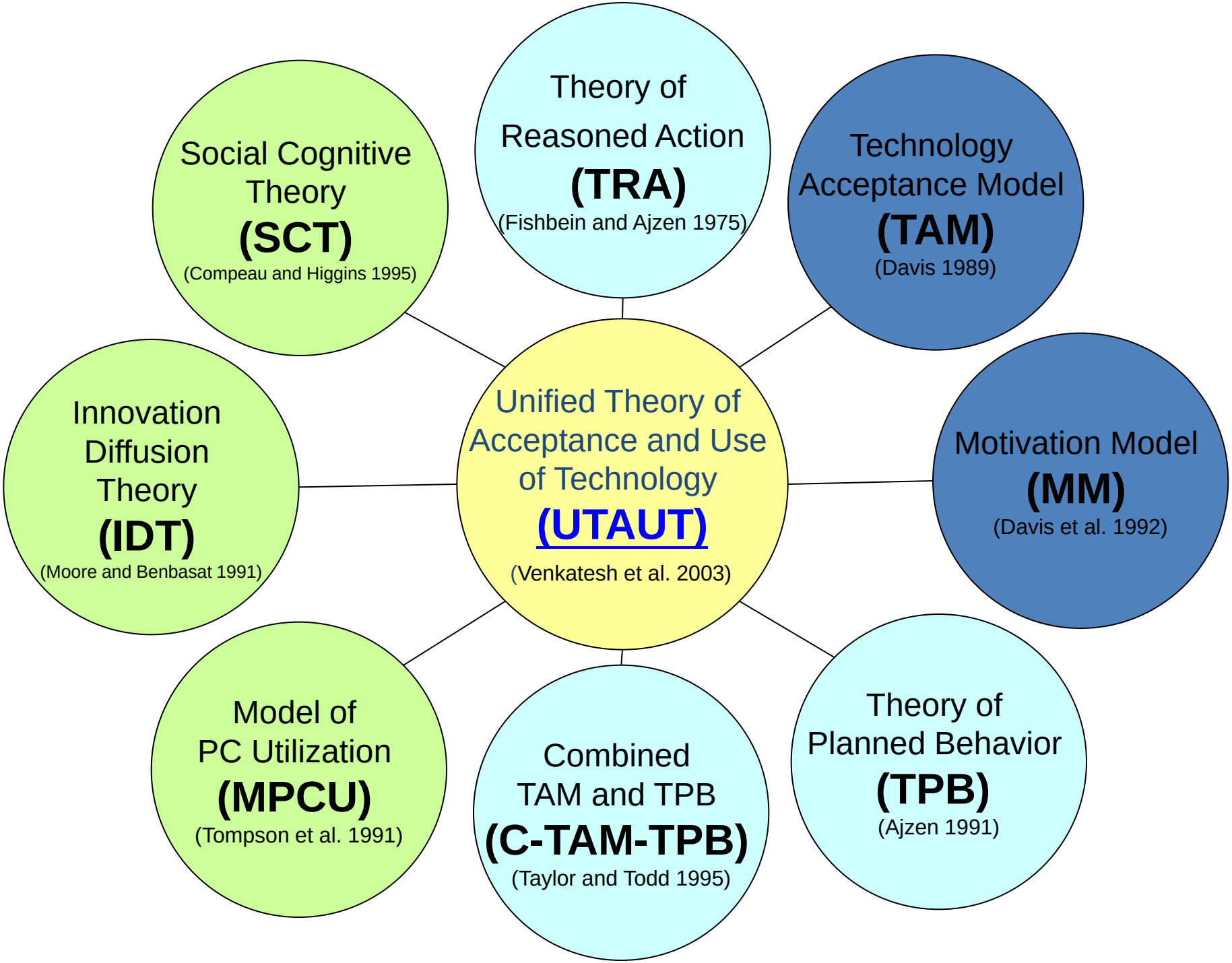


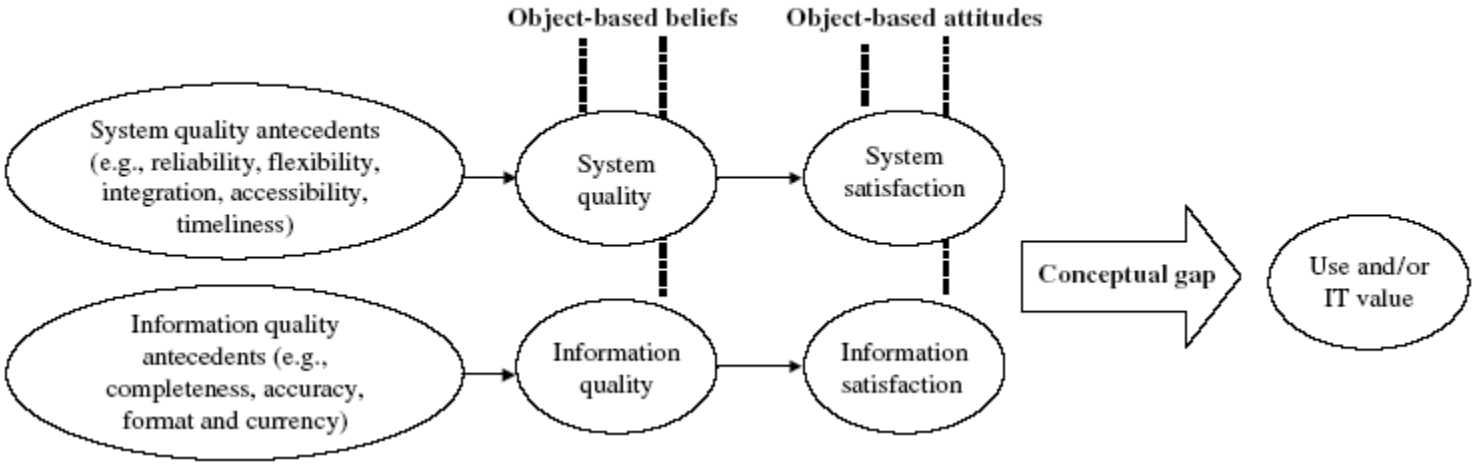
Unified Theory of Acceptance and Use of Technology (UTAUT)

Venkatesh, V., M.G.Morris, G..B.Davis and F.D.Davis (2003), “User Acceptance of Information Technology: Toward A Unified View”, MIS Quarterly, 27(3), pp. 425-478.


Social Cognitive Theory
(SCT)
(Compeau and Higgins 1995)
Theory of Reasoned Action
(TRA)
(Fishbein and Ajzen 1975)
Technology Acceptance Model
(TAM)
(Davis 1989)
Innovation Diffusion Theory
(IDT)
(Moore and Benbasat 1991)
Unified Theory of Acceptance and Use of Technology
(UTAUT)
(Venkatesh et al. 2003)
Motivation Model
(MM)
(Davis et al. 1992)
Model of PC Utilization
(MPCU)
(Tompson et al. 1991)
Combined TAM and TPB
(C-TAM-TPB)
(Taylor and Todd 1995)
Theory of Planned Behavior
(TPB)
(Ajzen 1991)

US
(User Satisfaction)

Figure 2 The User Satisfaction Research Stream Approach



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.

IUSTA (2005)

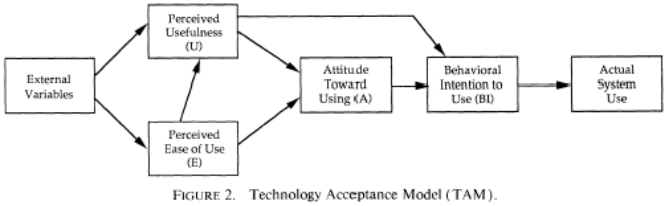
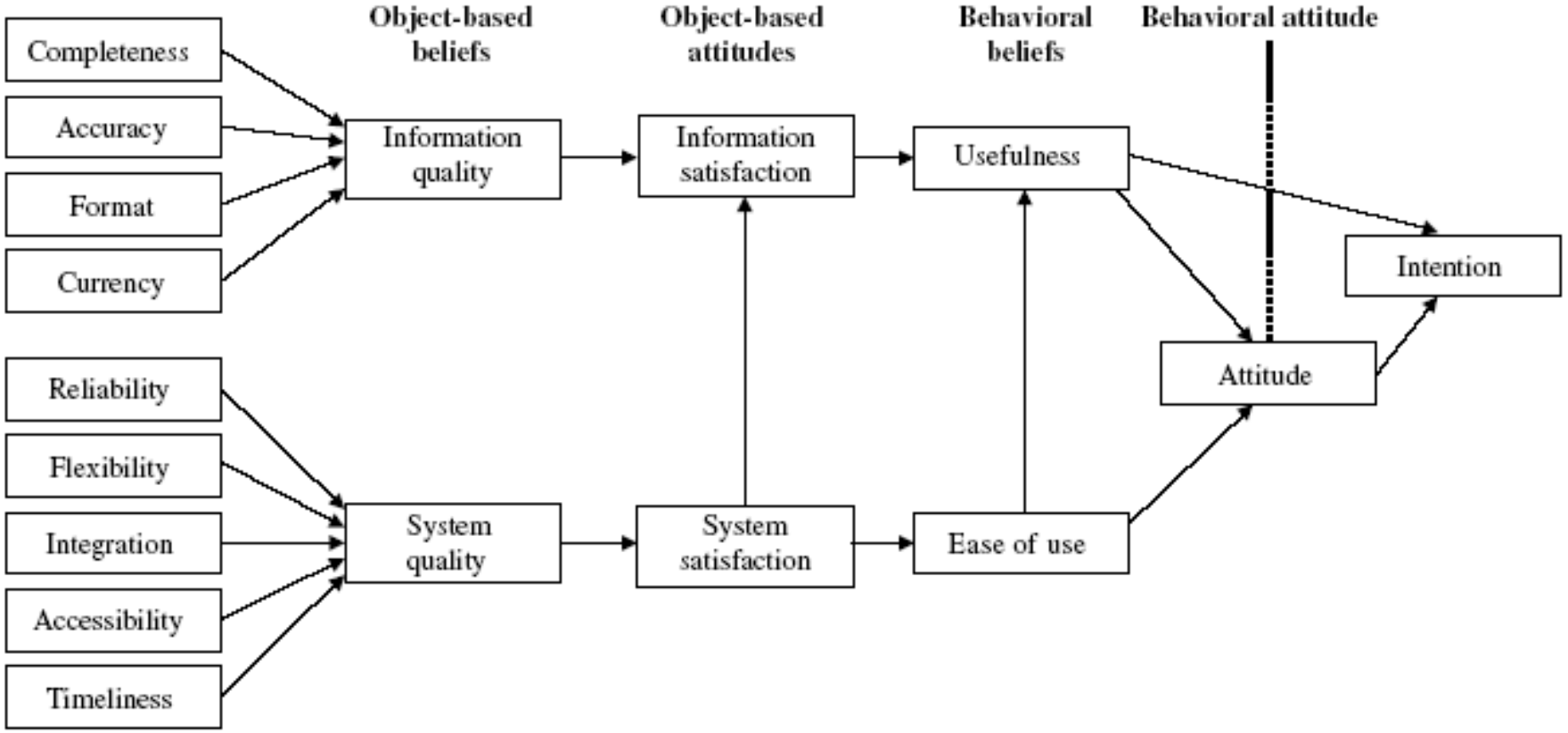


FIGURE 2. Technology Acceptance Model (TAM).

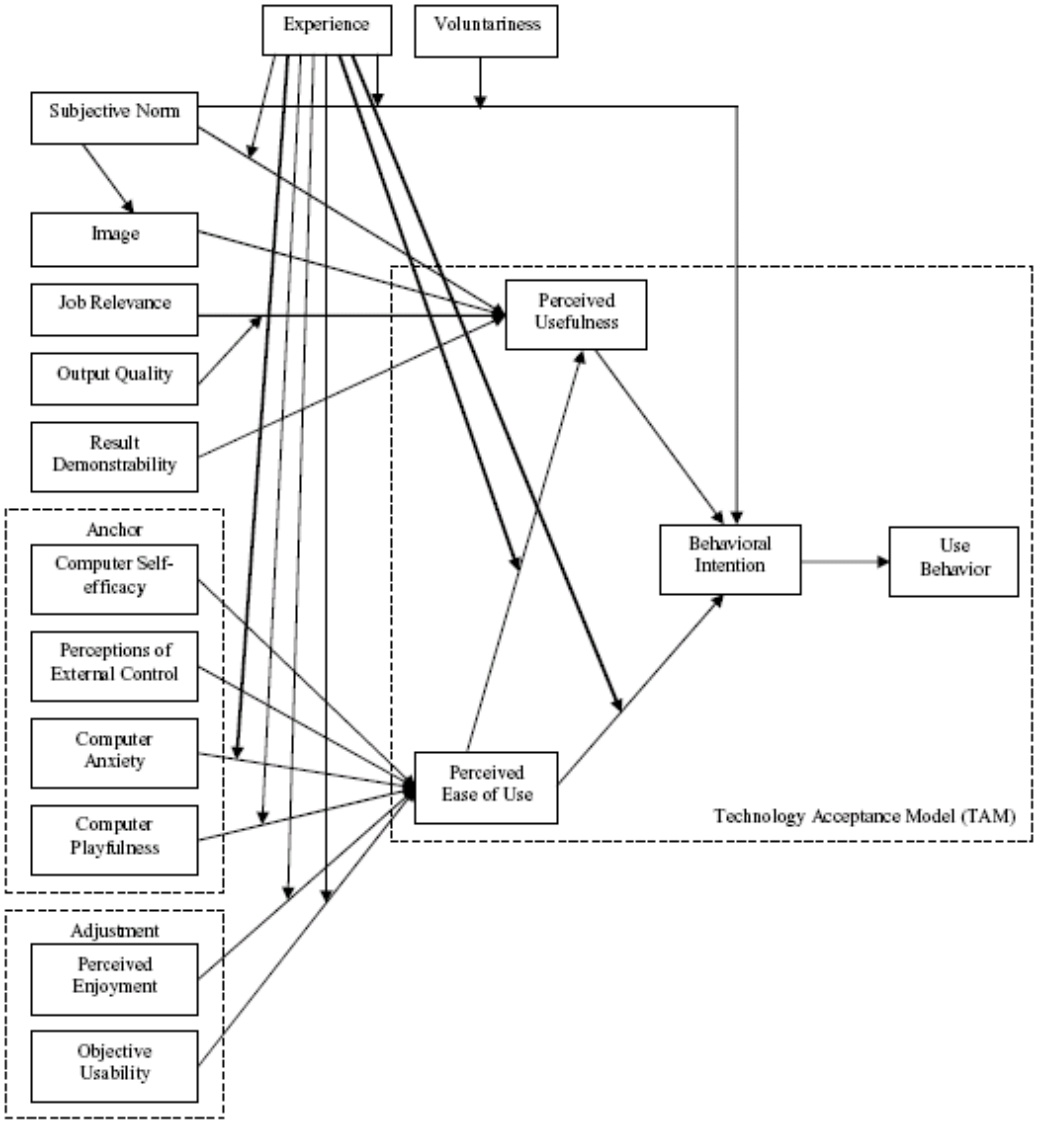


IUSTA (integration of user satisfaction and technology acceptance)

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)



[a]Thick lines indicate new relationships proposed in TAM3.

Viswanath Venkatesh, Hillo Bala, Technology Acceptance Model 3 and a Research Agenda on Interventions, Decision Sciences, Volume 39, Number 2, May 2008, pp. 273-315.

The Beginning of Media Theory

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

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