

Social Media Management

社會媒體管理

Theories of Social Media Services and Information Systems

1001SMM04

TMIXM1A

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/>

2011-09-30

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

Social Media Services and Information Systems

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

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)

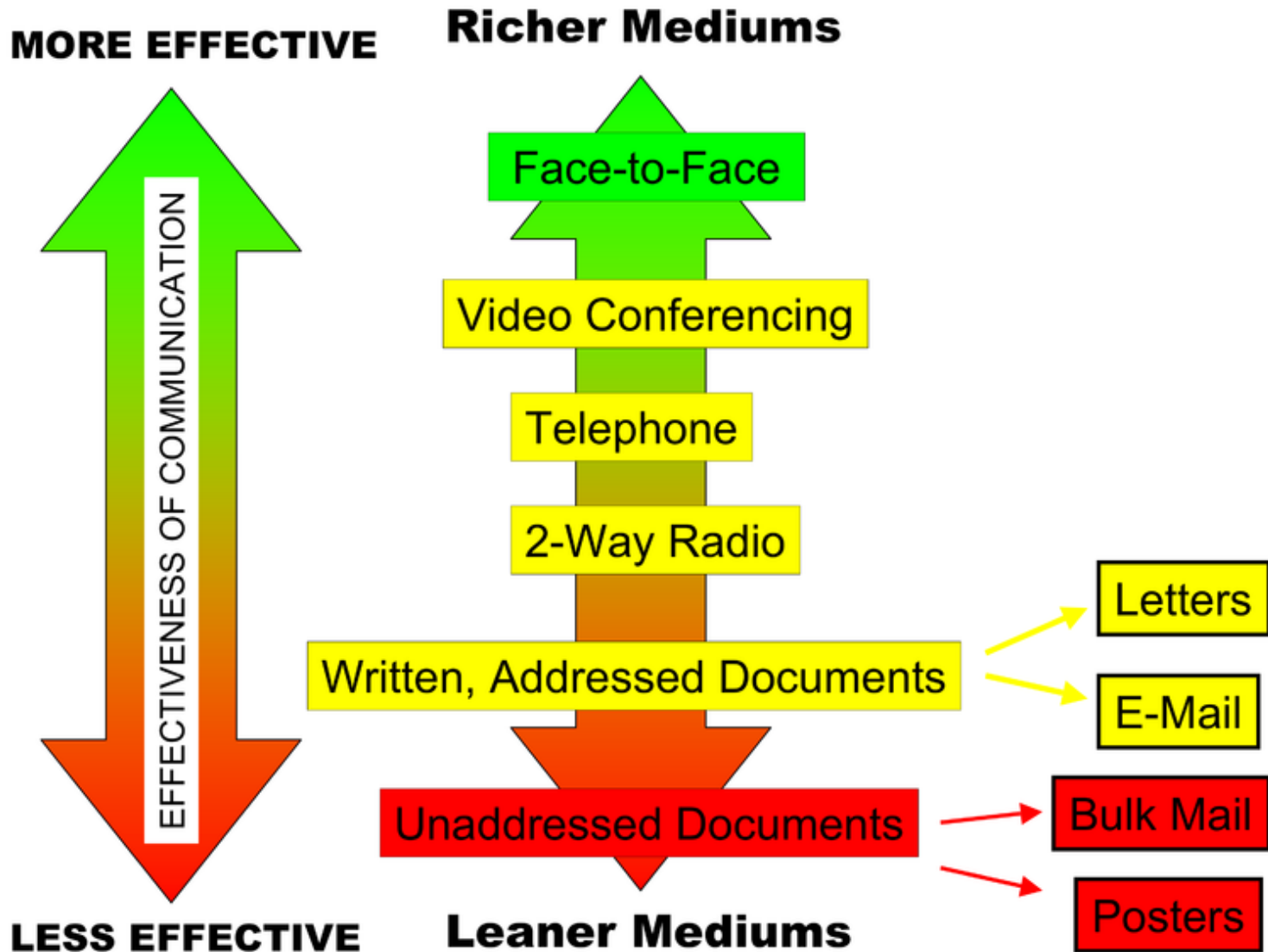
- Daft, 1984
- Information Richness Theory
- Origin from
 - Information Processing Theory
 - Galbraith
 - Contingency Theory

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)

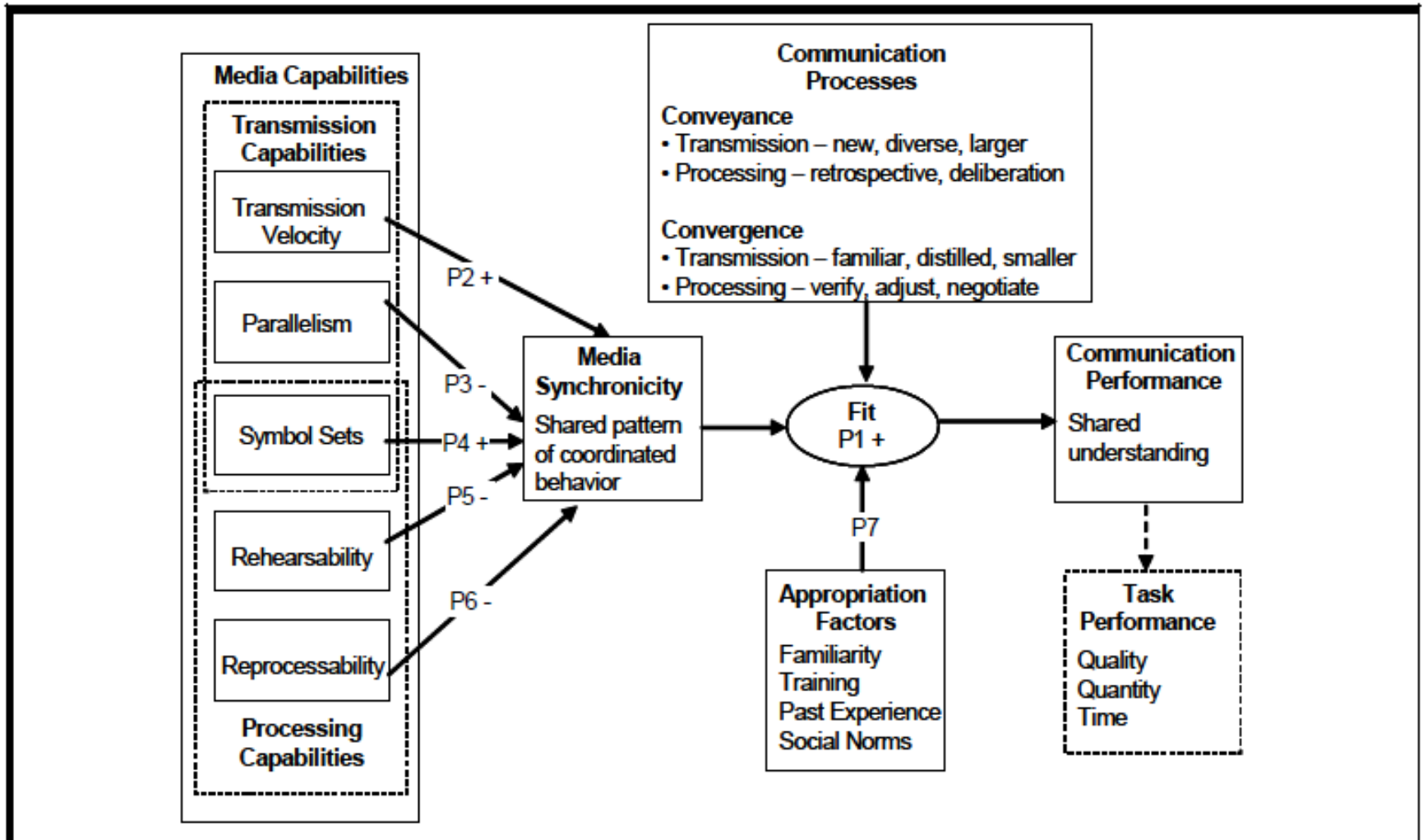


Figure 1. Media Synchronicity Theory

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)

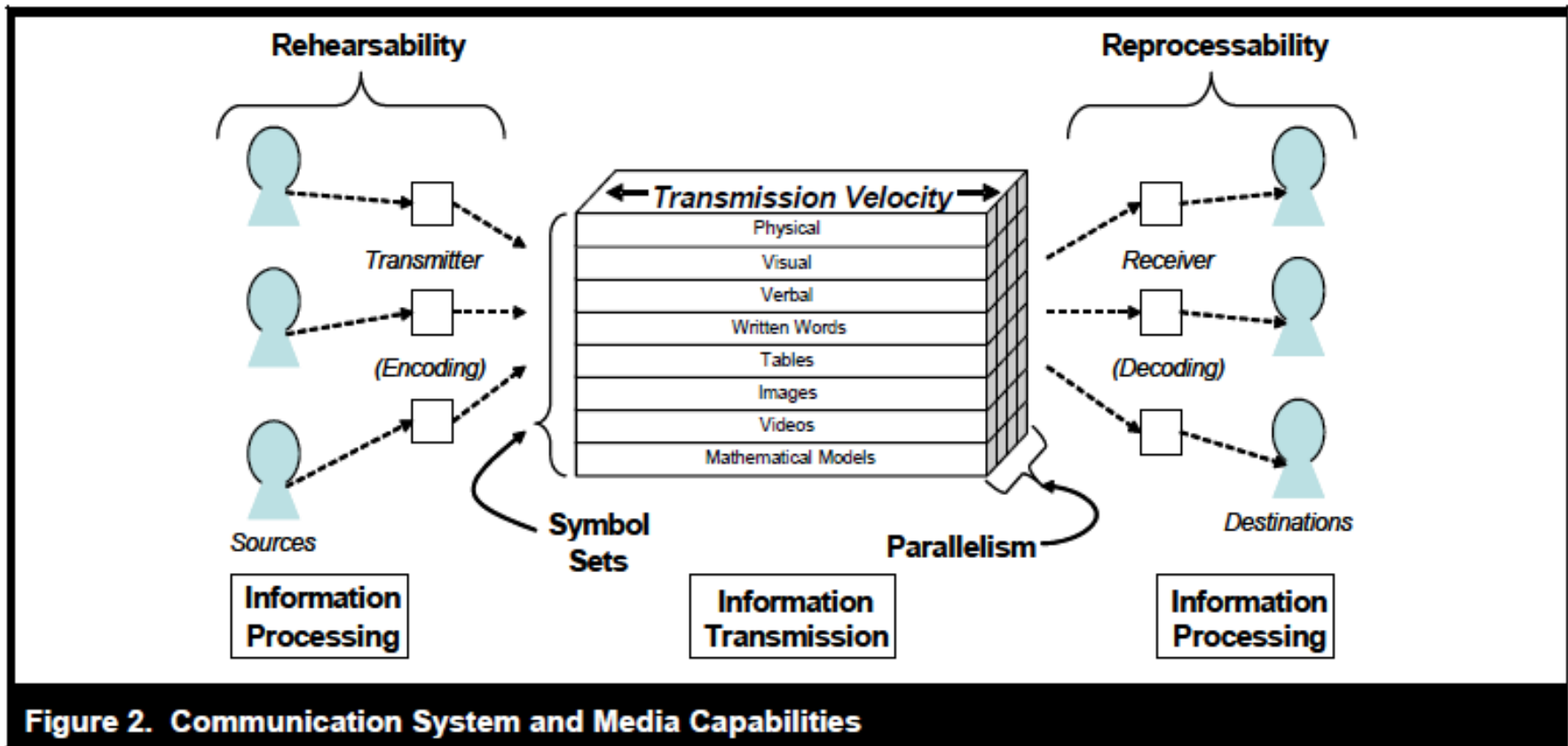


Figure 2. Communication System and Media Capabilities

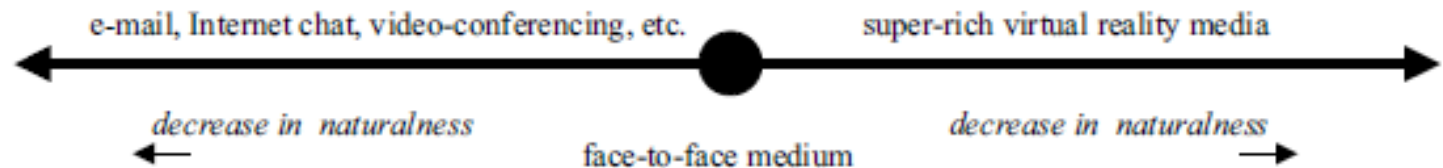
Media Synchronicity Theory (MST)

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

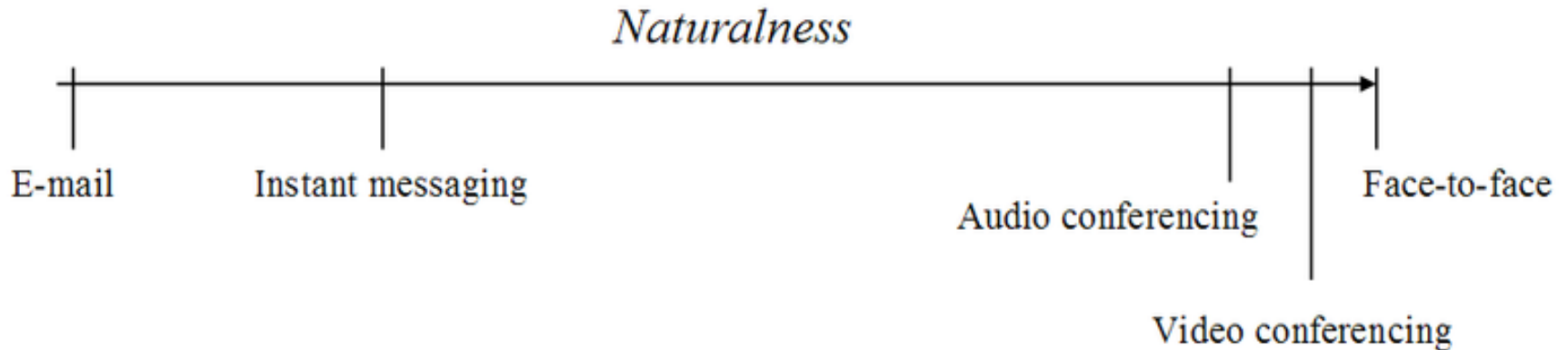
Media Naturalness Theory (MNT)

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

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)

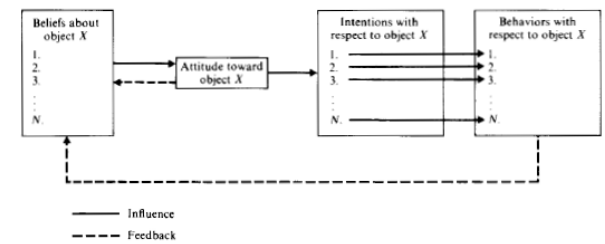


Fig. 1.1 Schematic presentation of conceptual framework relating beliefs, attitudes, intentions, and behaviors with respect to a given object.

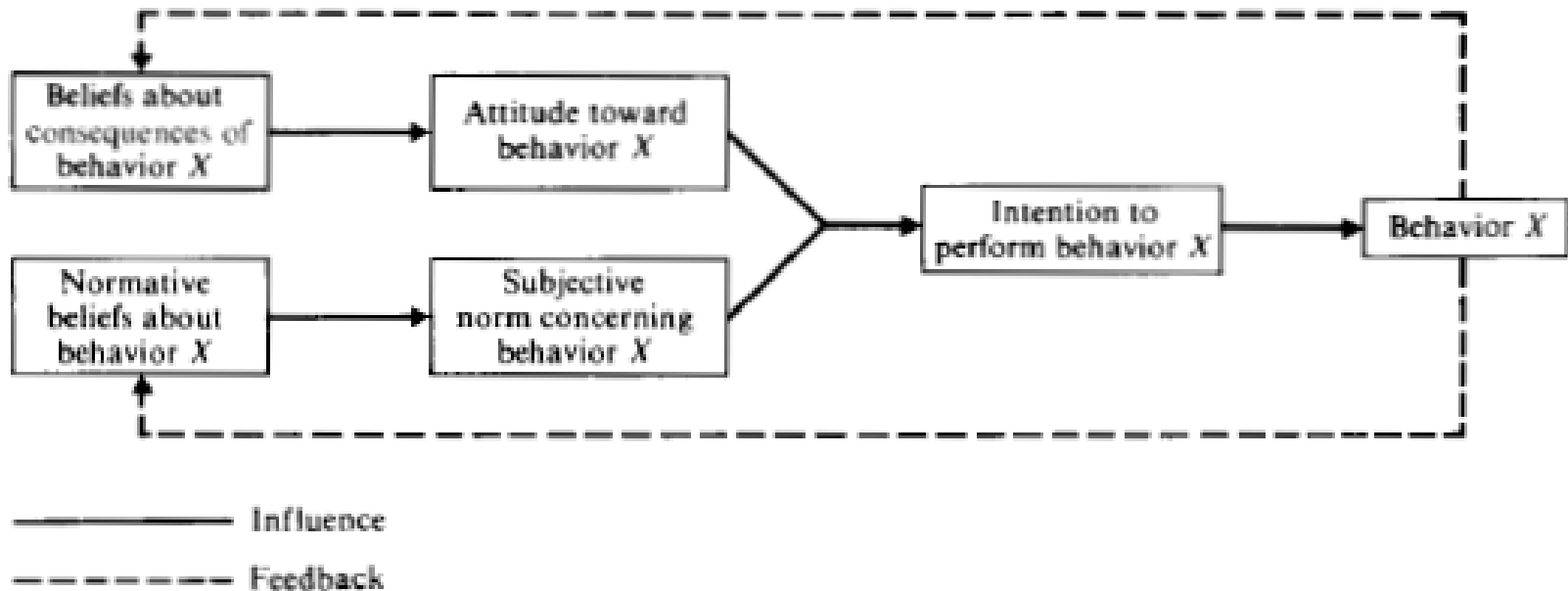


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

TRA (1989)

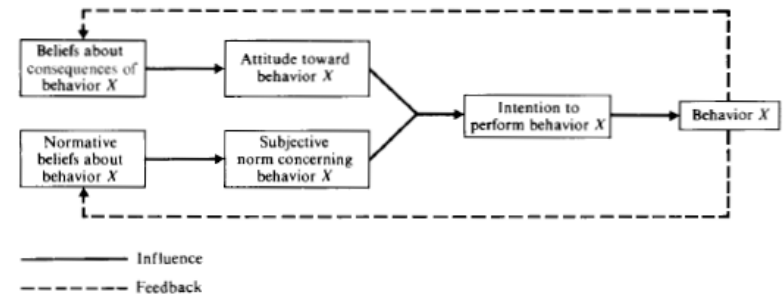


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

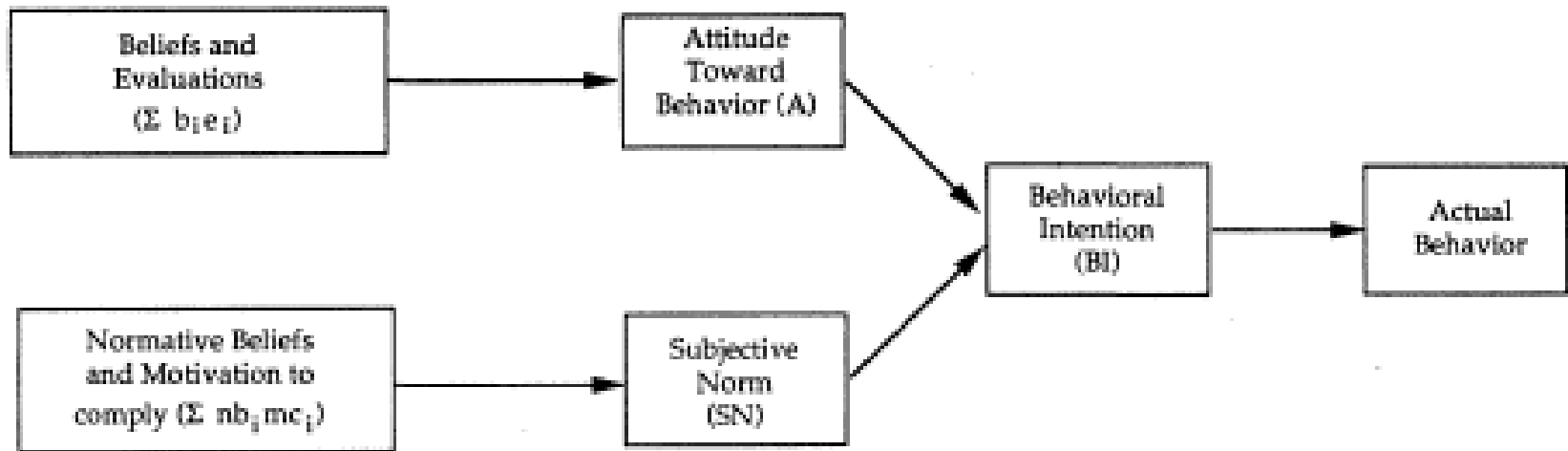


FIGURE 1. Theory of Reasoned Action (TRA).

TPB (1985)

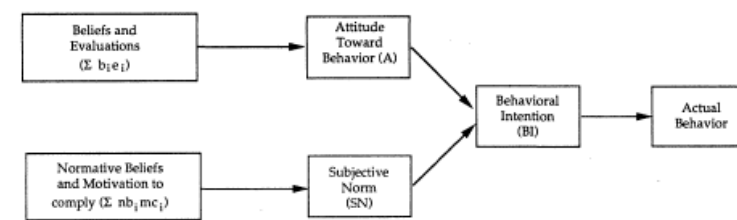


FIGURE 1. Theory of Reasoned Action (TRA).

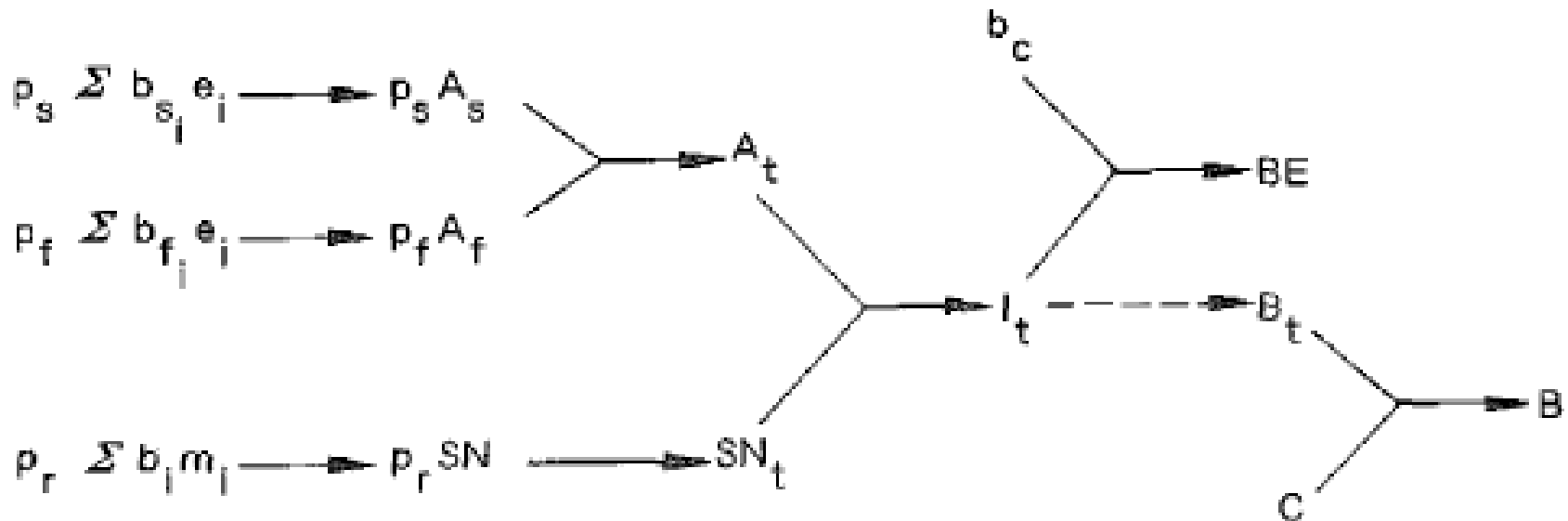


Fig. 2.1. Schematic presentation of the theory of planned behavior

TPB (1989)

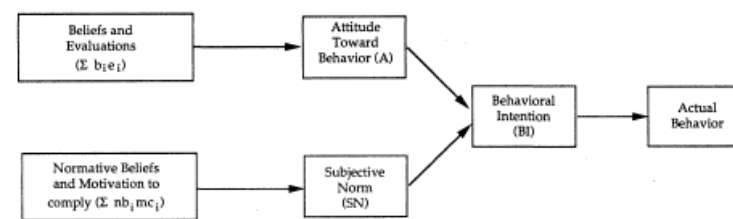


FIGURE 1. Theory of Reasoned Action (TRA).

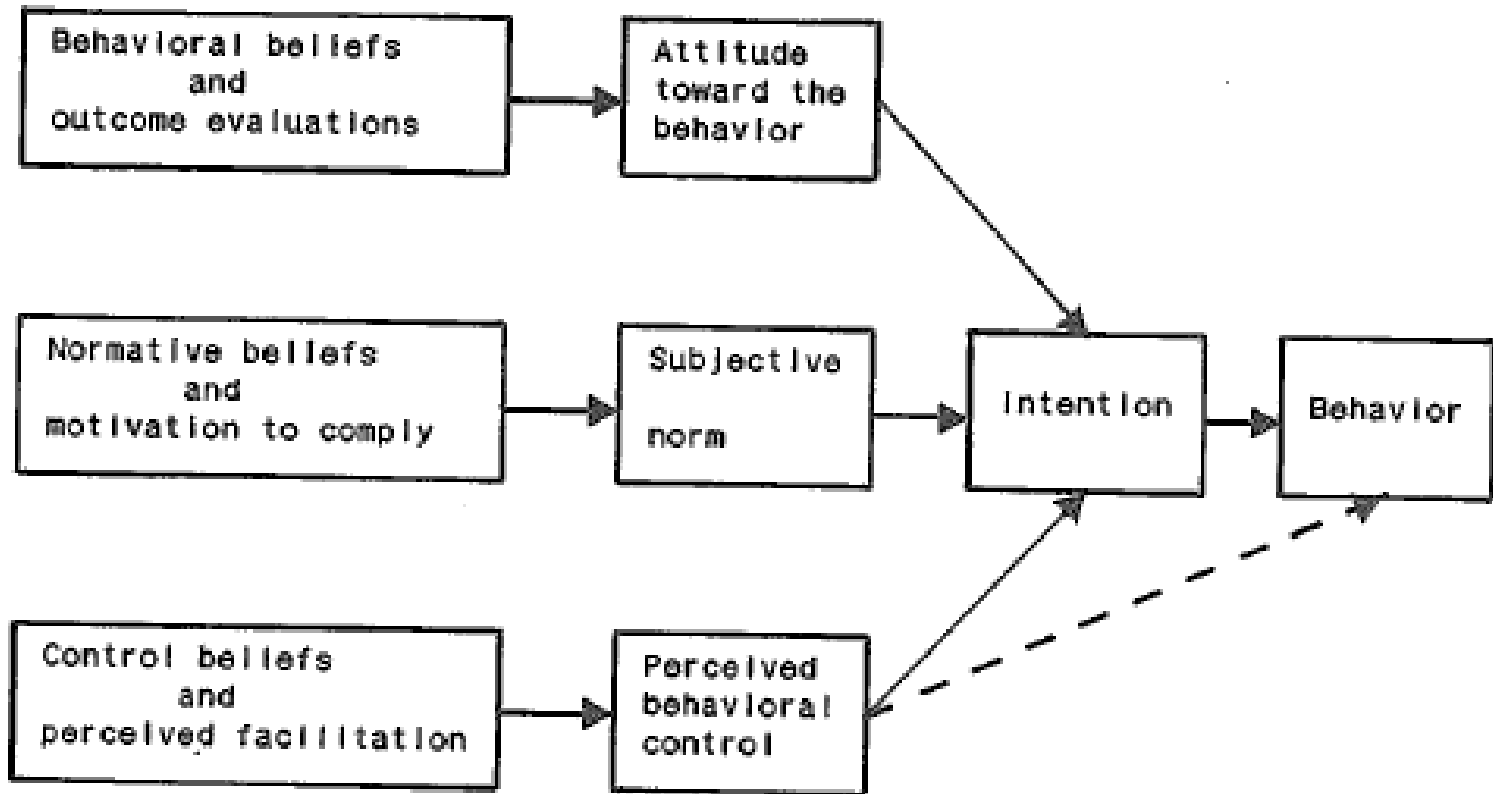


FIG. 10.2. Theory of planned behavior.

TPB (1991)

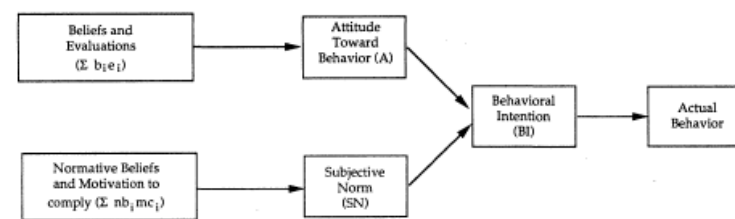


FIGURE 1. Theory of Reasoned Action (TRA).

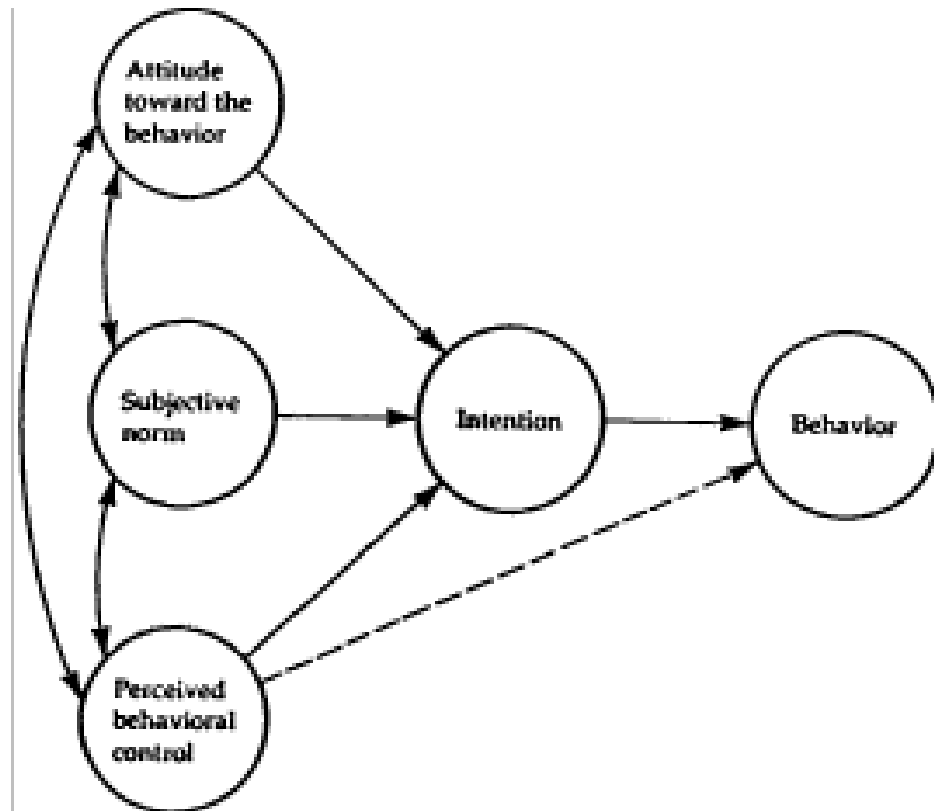
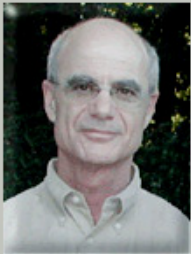


FIG. 1. Theory of planned behavior



Icek Aizen (Ajzen)

Professor of Psychology
University of Massachusetts

[Home](#)

[Contact](#)

[Background](#)

[Teaching](#)

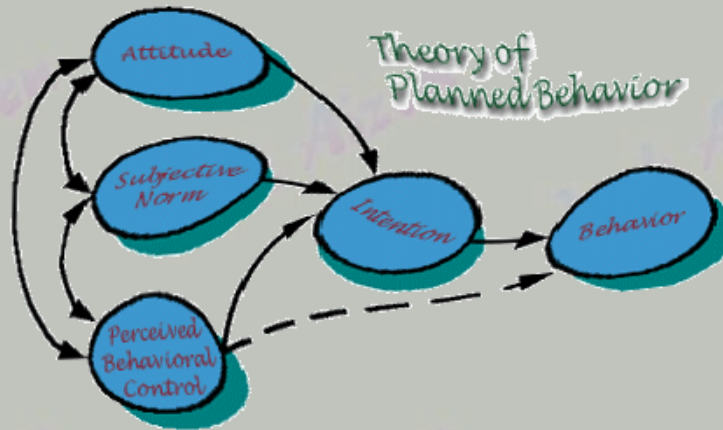
[Research](#)

[Publications](#)

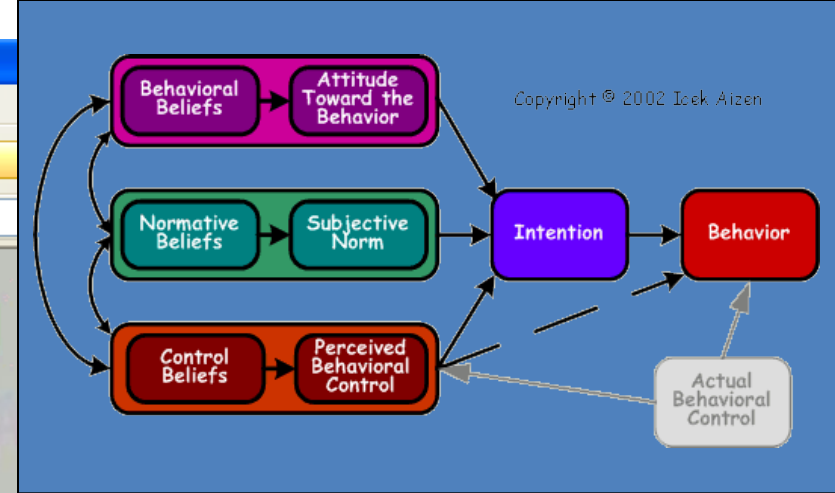
[TpB](#)

[Consulting](#)

Search



Last modified: April 13, 2005



Copyright © 2002 Icek Aizen

TAM (1989)

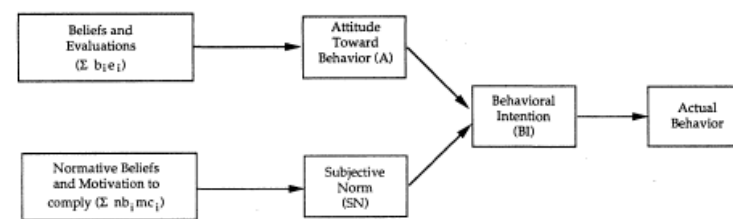


FIGURE 1. Theory of Reasoned Action (TRA).

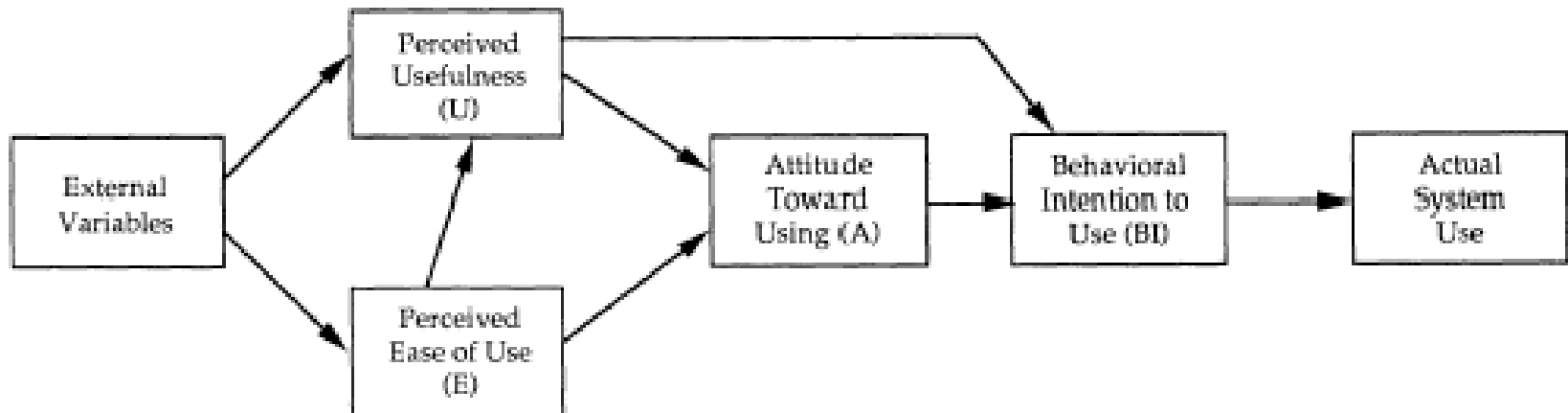


FIGURE 2. Technology Acceptance Model (TAM).

TAM2 (2000)

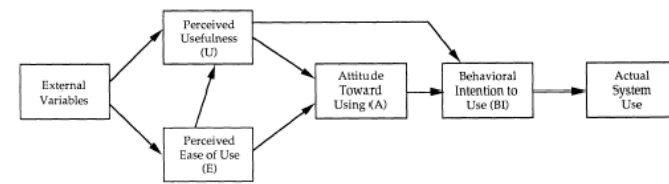
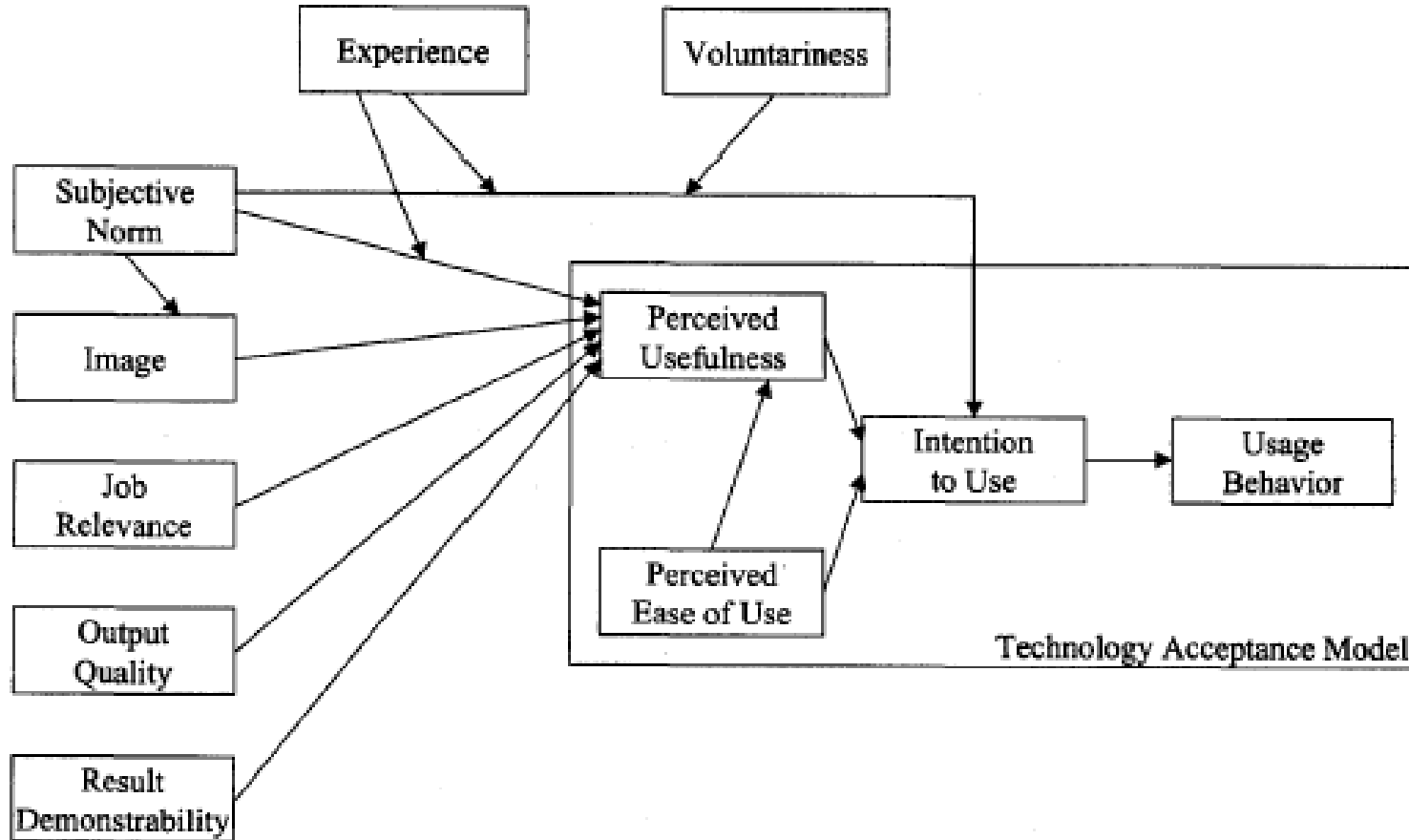


FIGURE 2. Technology Acceptance Model (TAM).

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)

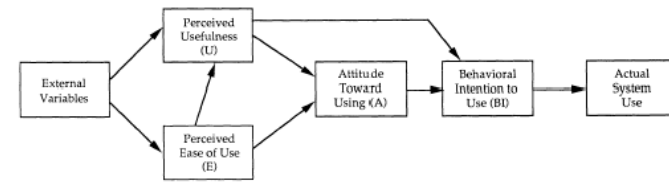
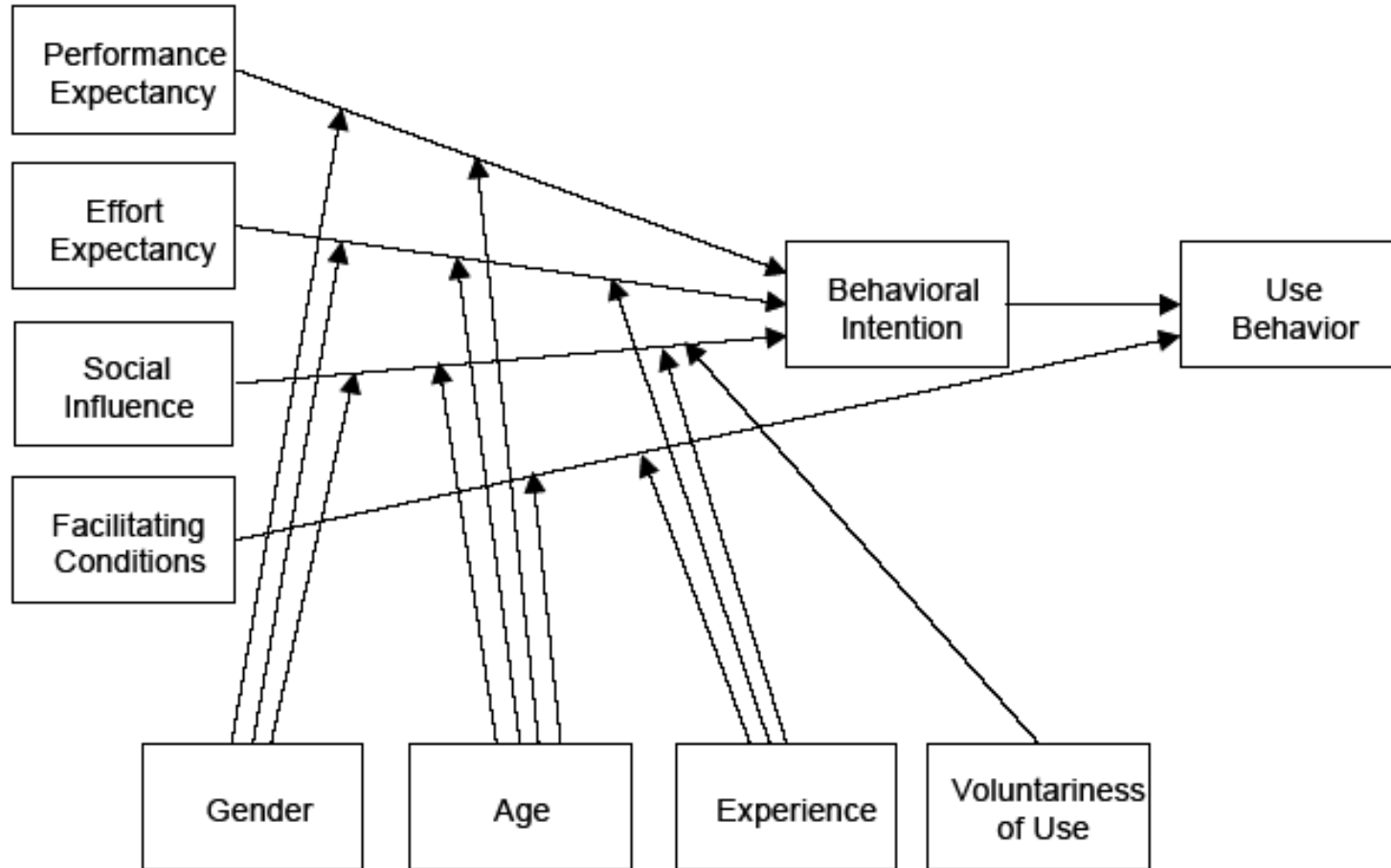
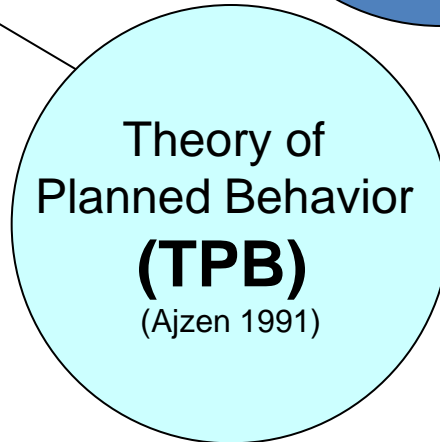
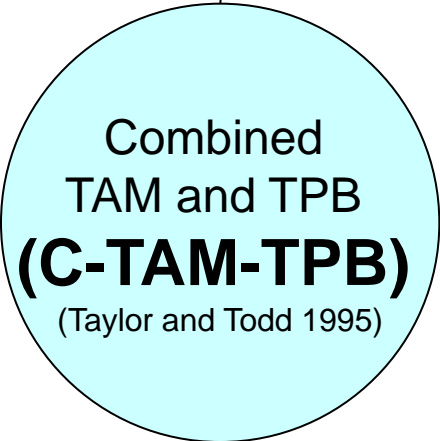
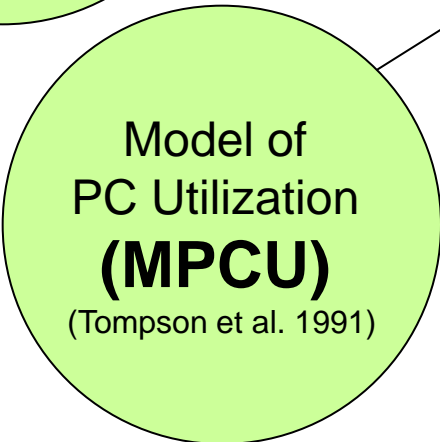
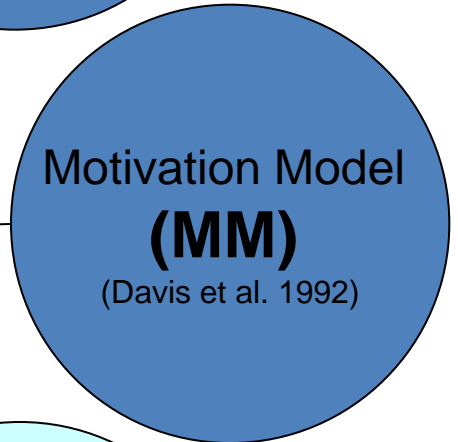
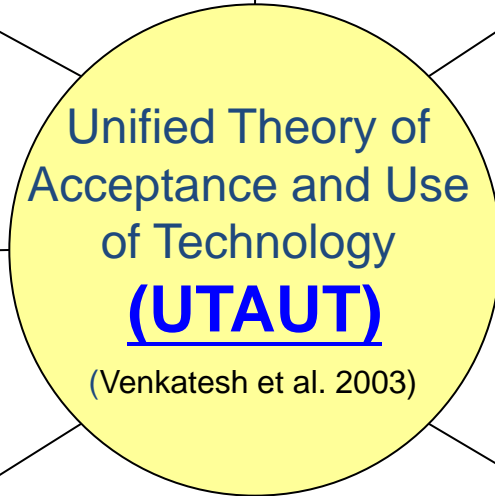
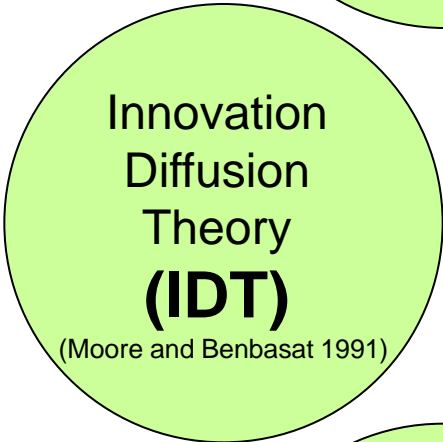
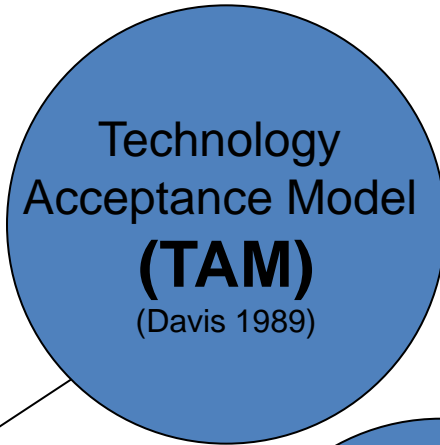
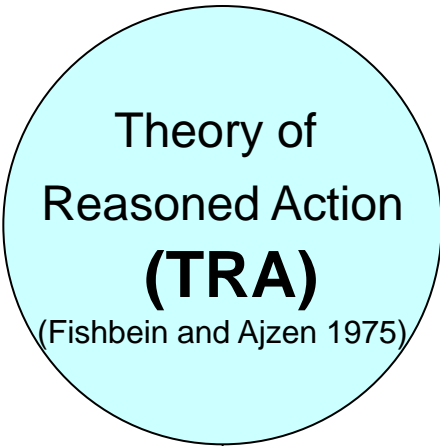
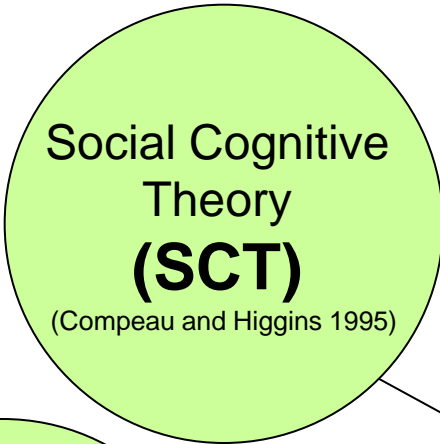


FIGURE 2. Technology Acceptance Model (TAM).



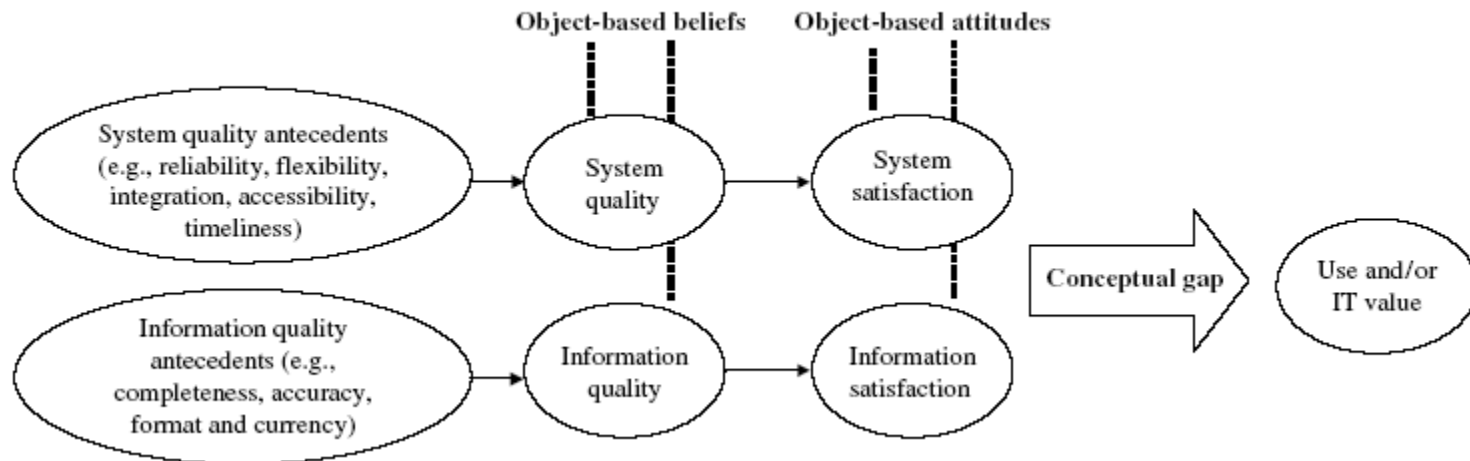
Unified Theory of Acceptance and Use of Technology (UTAUT)





US (User Satisfaction)

Figure 2 The User Satisfaction Research Stream Approach



IUSTA (2005)

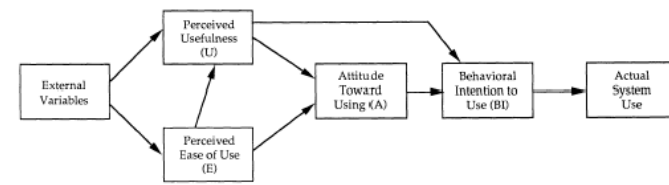
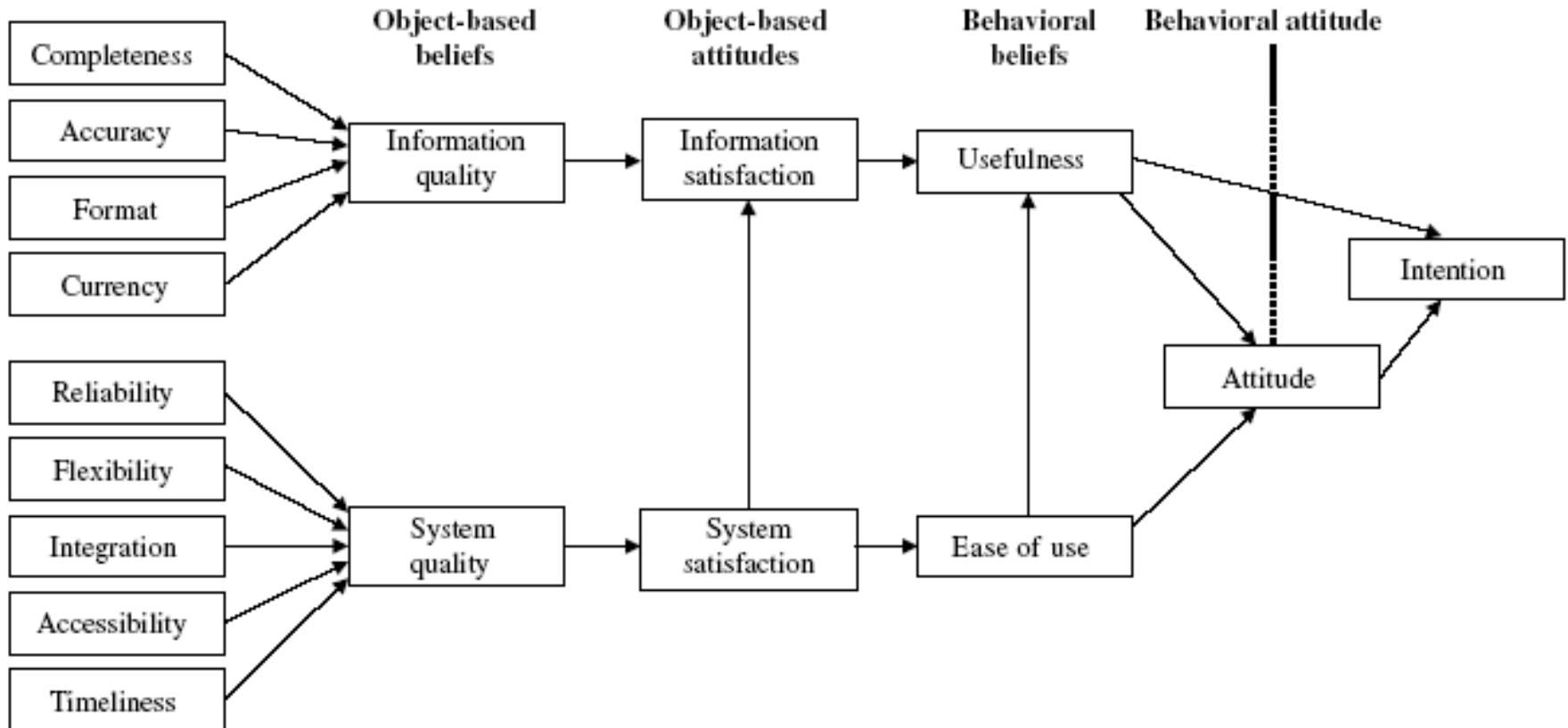


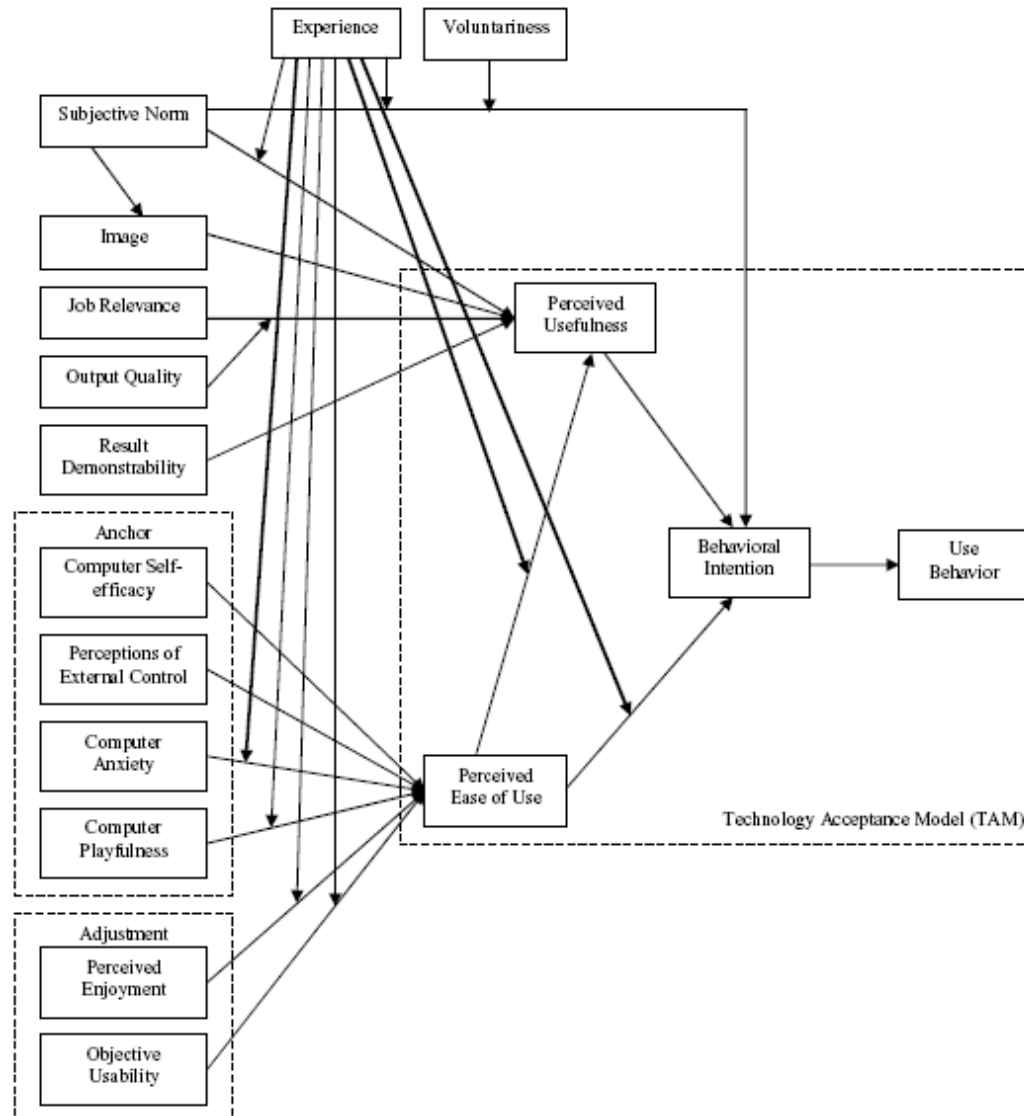
FIGURE 2. Technology Acceptance Model (TAM).



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.

References

- Theories Used in IS Research Wiki, http://www.fsc.yorku.ca/york/istheory/wiki/index.php/Main_Page
- Daft, R.L. & Lengel, R.H. (1986), "Organizational information requirements, media richness and structural design", *Management Science* 32(5), pp. 554-571.
- Alan R. Dennis, Robert M. Fuller, and Joseph S. Valacich, (2008), "Media, Tasks, and Communication Processes: A Theory of Media Synchronicity", *MIS Quarterly*, 32(3), pp. 575-600.
- Kock, N. (2004). "The psychobiological model: Towards a new theory of computer-mediated communication based on Darwinian evolution", *Organization Science*, 15(3), pp. 327-348.
- 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.
- Ajzen, I. (1991). *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*, 50, pp. 179-211.
- Davis, F.D., R.P. Bagozzi and P.R. Warshaw, (1989), "User acceptance of computer technology : A comparison of two theoretical models ", *Management Science*, 35(8), August 1989, pp.982-1003.
- 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.
- 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.
- Wixom, B.H., and Todd, P.A. (2005), "A theoretical integration of user satisfaction and technology acceptance," *Information Systems Research*, 16(1), Mar 2005, pp. 85-102.
- Viswanath Venkatesh, Hillo Bala (2008), *Technology Acceptance Model 3 and a Research Agenda on Interventions*, *Decision Sciences*, 39(2), May 2008, pp. 273-315.
- Lon Safko and David K. Brake, *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*, Wiley, 2009
- Turban et al., *Introduction to Electronic Commerce*, Third Edition, Pearson, 2010
- Erik Qualman, *Socialnomics: How Social Media Transforms the Way We Live and Do Business*, Wiley, 2010
- Kaplan, Andreas M., Michael Haenlein (2010). "Users of the world, unite! The challenges and opportunities of Social Media". *Business Horizons*, 53 (1): 59–68.
- Chong-Shyong Ong and Min-Yuh Day (2010), "An Integrated Evaluation Model of User Satisfaction with Social Media Services," in *Proceedings of the IEEE International Conference on Information Reuse and Integration (IEEE IRI 2010)*, Las Vegas, Nevada, USA, August 4-6, 2010, pp. 195-20