

Special Topics in Social Media Services

社會媒體服務專題

Theories of Media and Information

992SMS03

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Sat. 6,7,8 (13:10-16:00) D502

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2011-03-05

Syllabus

週次	月／日	內容 (Subject/Topics)
1	100/02/19	Course Orientation for Social Media Services
2	100/02/26	Web 2.0, Social Network and Social Media
3	100/03/05	Theories of Media and Information
4	100/03/12	Theories of Social Media Services and Information Systems
5	100/03/19	Paper Reading and Discussion
6	100/03/26	Behavior Research on Social Media Services
7	100/04/02	Paper Reading and Discussion
8	100/04/09	教學行政觀摩日
9	100/04/16	Business Models and Issues of Social Media Service
10	100/04/23	期中考試週

Syllabus

週次 月／日 內容 (Subject/Topics)

11 100/04/30 Paper Reading and Discussion

12 100/05/07 Strategy of Social Medial Service

13 100/05/14 Paper Reading and Discussion

14 100/05/21 Social Media Marketing

15 100/05/28 Paper Reading and Discussion

16 100/06/04 Social Network Analysis, Link Mining,
Text Mining, Web Mining,
and Opinion Mining in Social Media

17 100/06/11 Project Presentation and Discussion

18 100/06/18 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

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

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

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

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

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

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

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

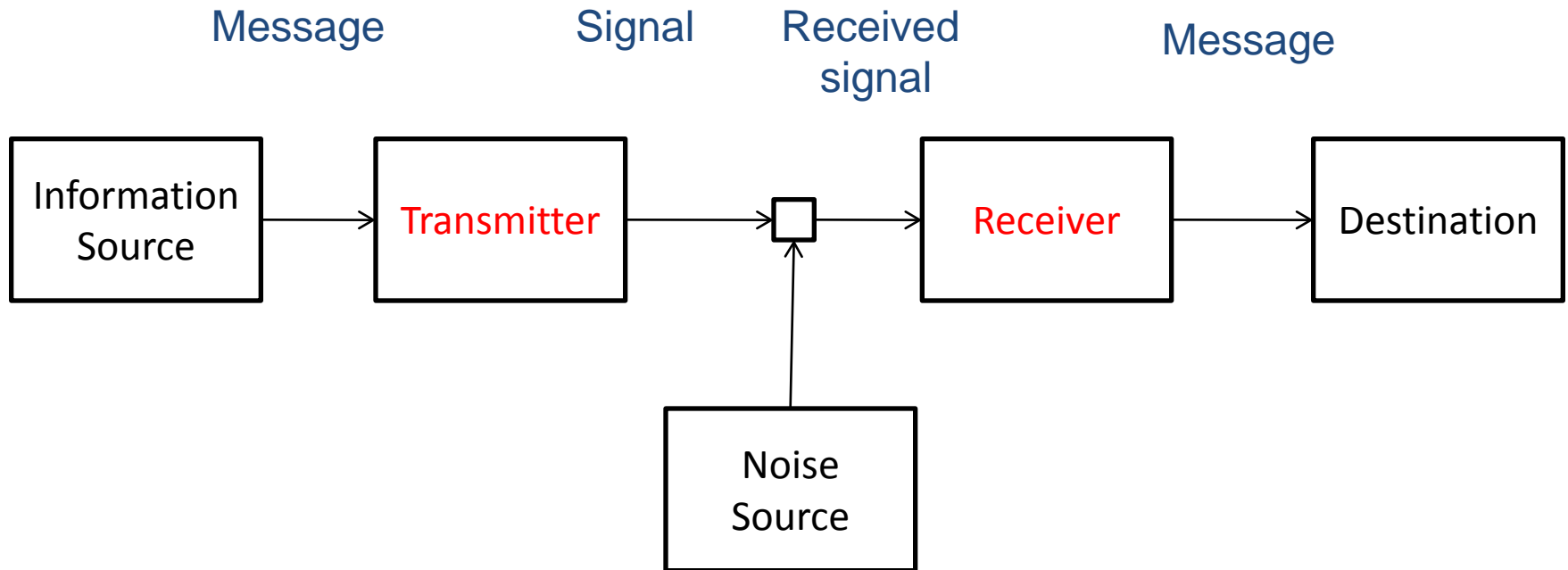
84 Theories used in IS research

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

Theories of Media and Information

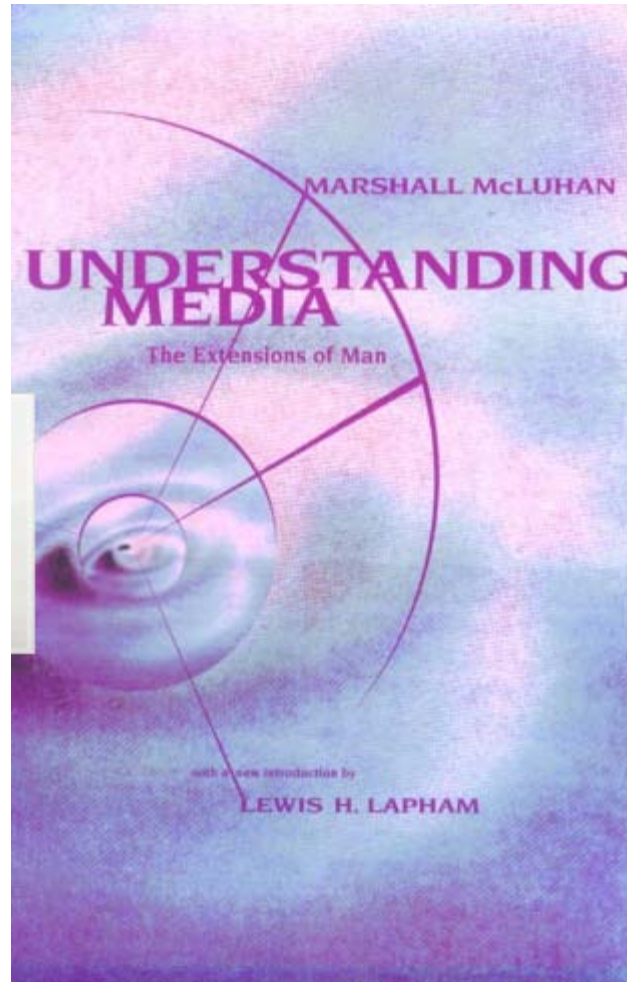
1. Information Theory
2. Innovation diffusion theory
3. Media System Dependency Theory
4. Knowledge Gap Theory
5. Agenda Setting Theory
6. Elements of Agenda Setting Theory
7. Framing Theory
8. Spiral of Silence Theory
9. New Production Research
10. Media Intrusion Theory

Information Theory (1949)



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

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



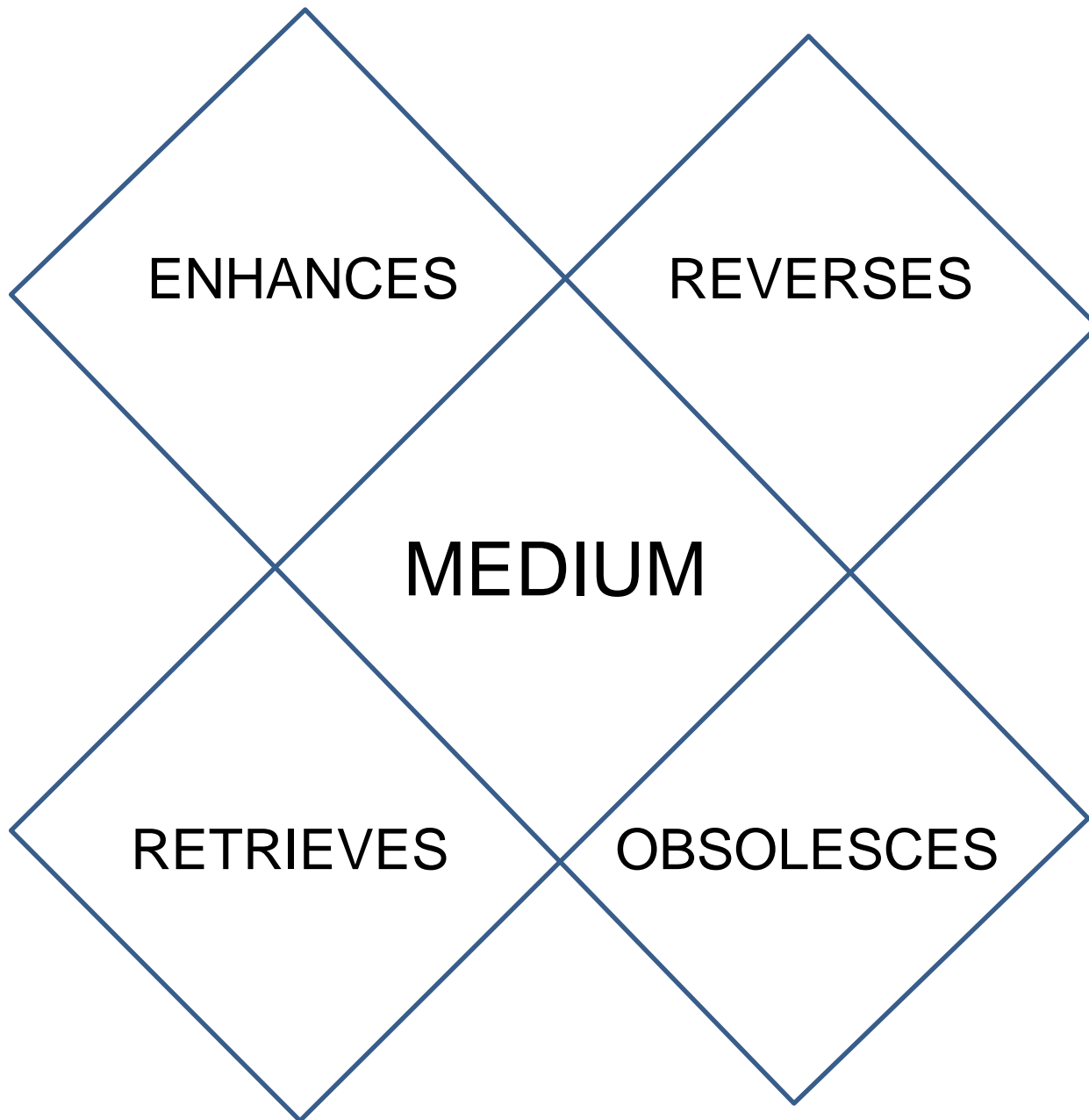
The Medium is the Message: An Inventory of Effects (1967)

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

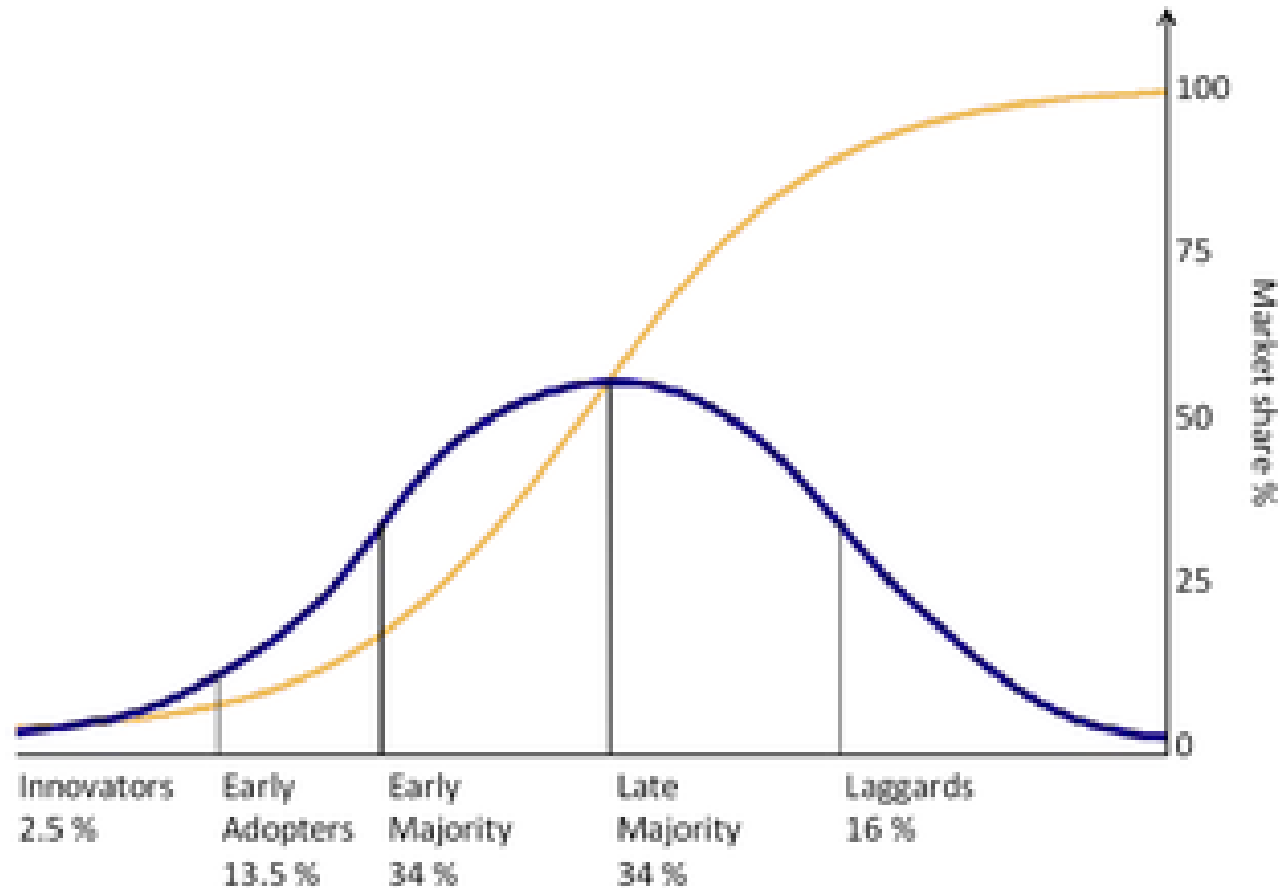


Tetrad of media effects

- 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?



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

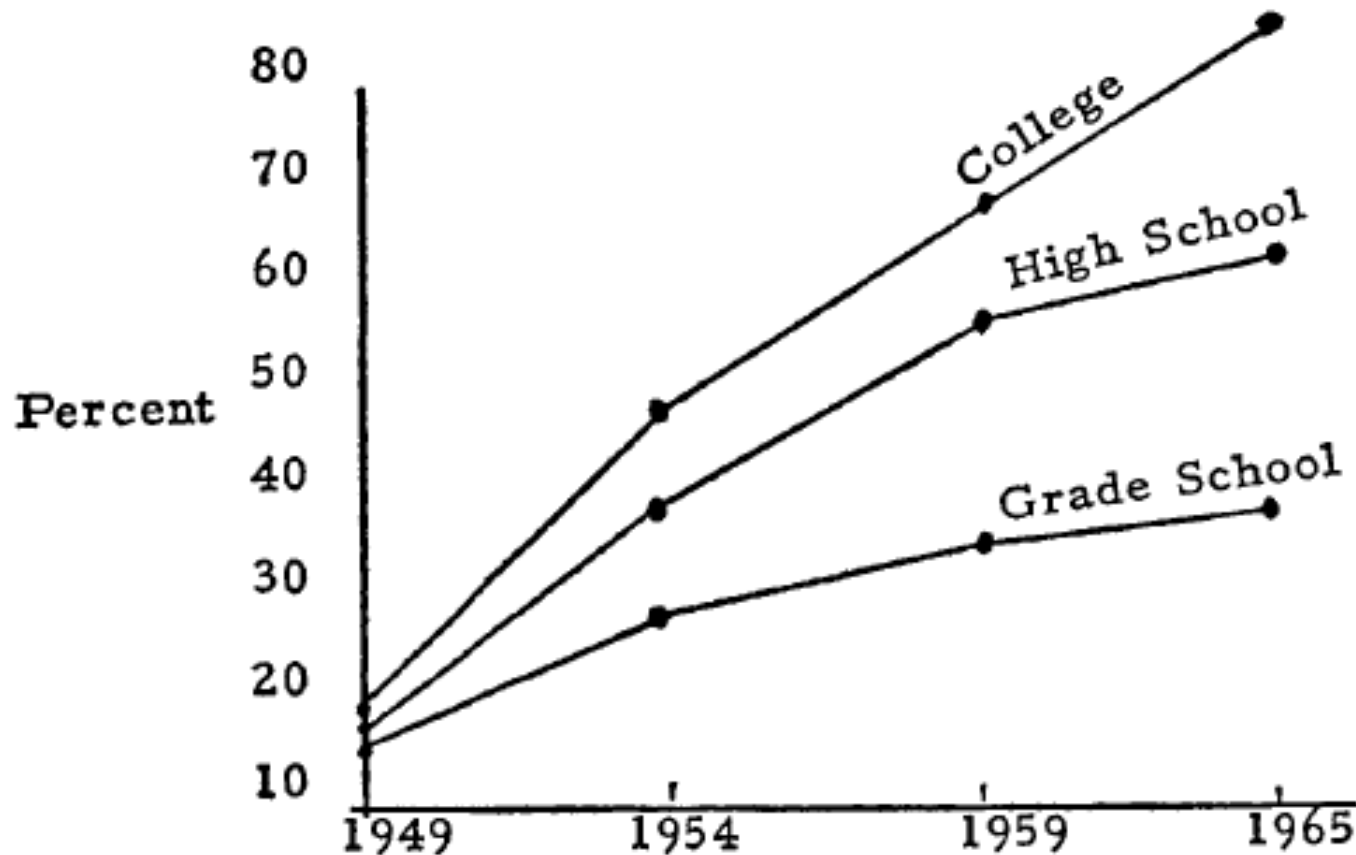


FIGURE 1. PER CENT OF RESPONDENTS IN NATIONAL SURVEYS STATING BELIEF THAT MAN WILL REACH MOON, BY EDUCATION AND YEAR

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

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)

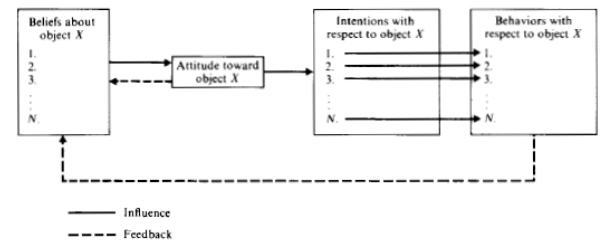


Fig. 1.1 Schematic presentation of conceptual framework relating beliefs, attitudes, intentions, and behaviors with respect to a given object.

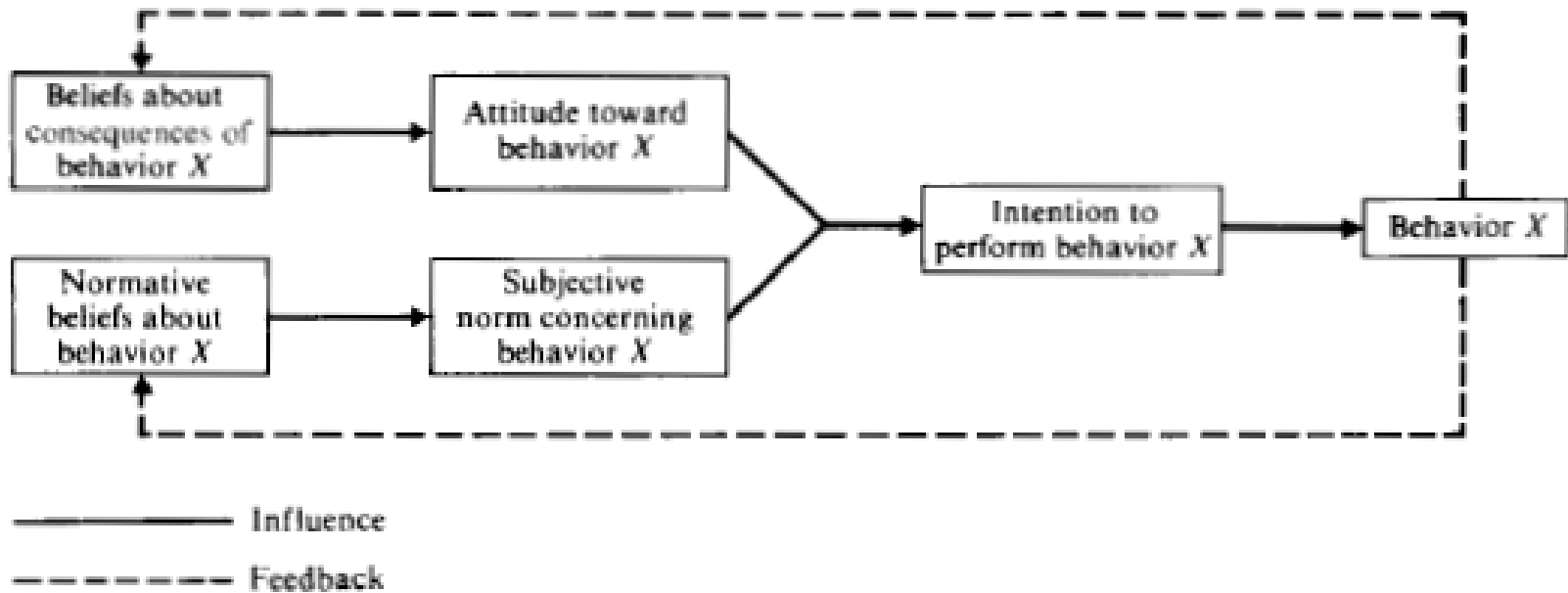


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

TRA (1989)

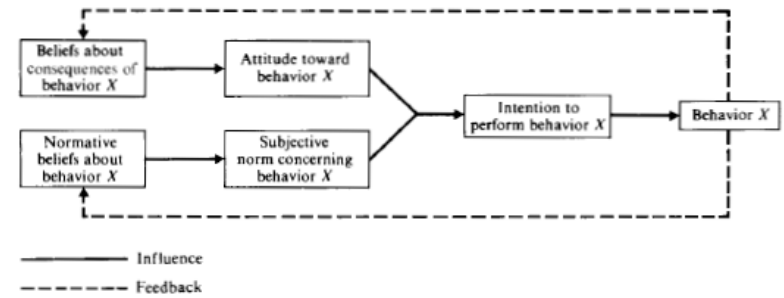


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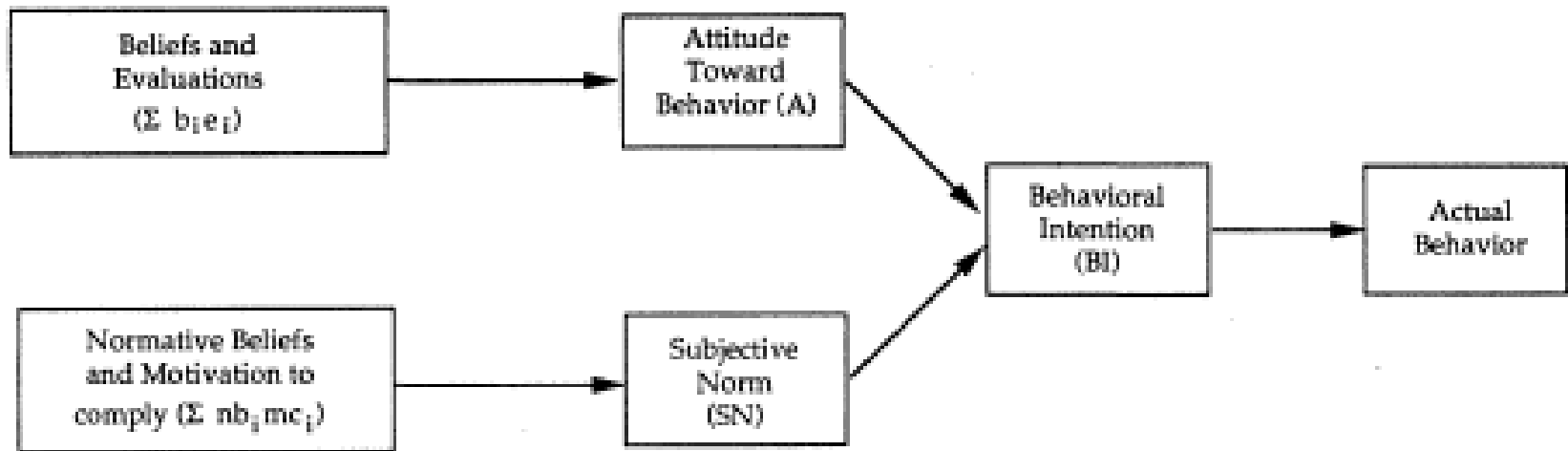


FIGURE 1. Theory of Reasoned Action (TRA).

TPB (1985)

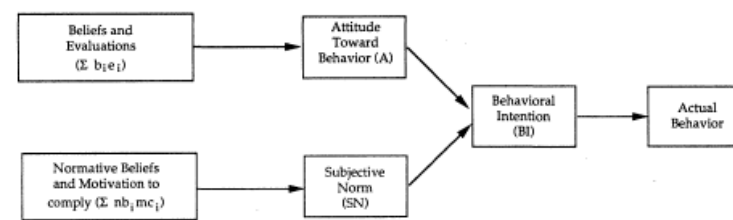


FIGURE 1. Theory of Reasoned Action (TRA).

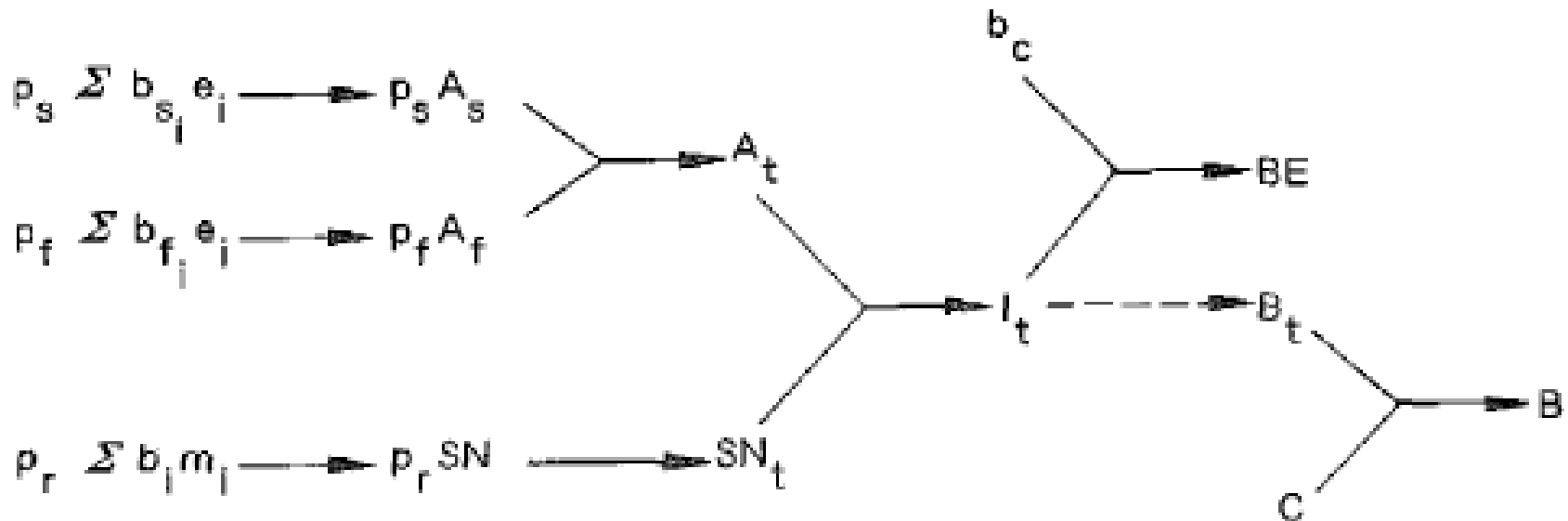


Fig. 2.1. Schematic presentation of the theory of planned behavior

TPB (1989)

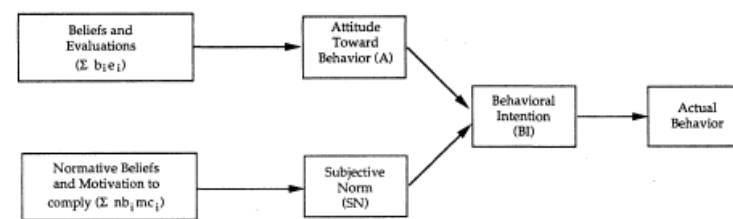


FIGURE 1. Theory of Reasoned Action (TRA).

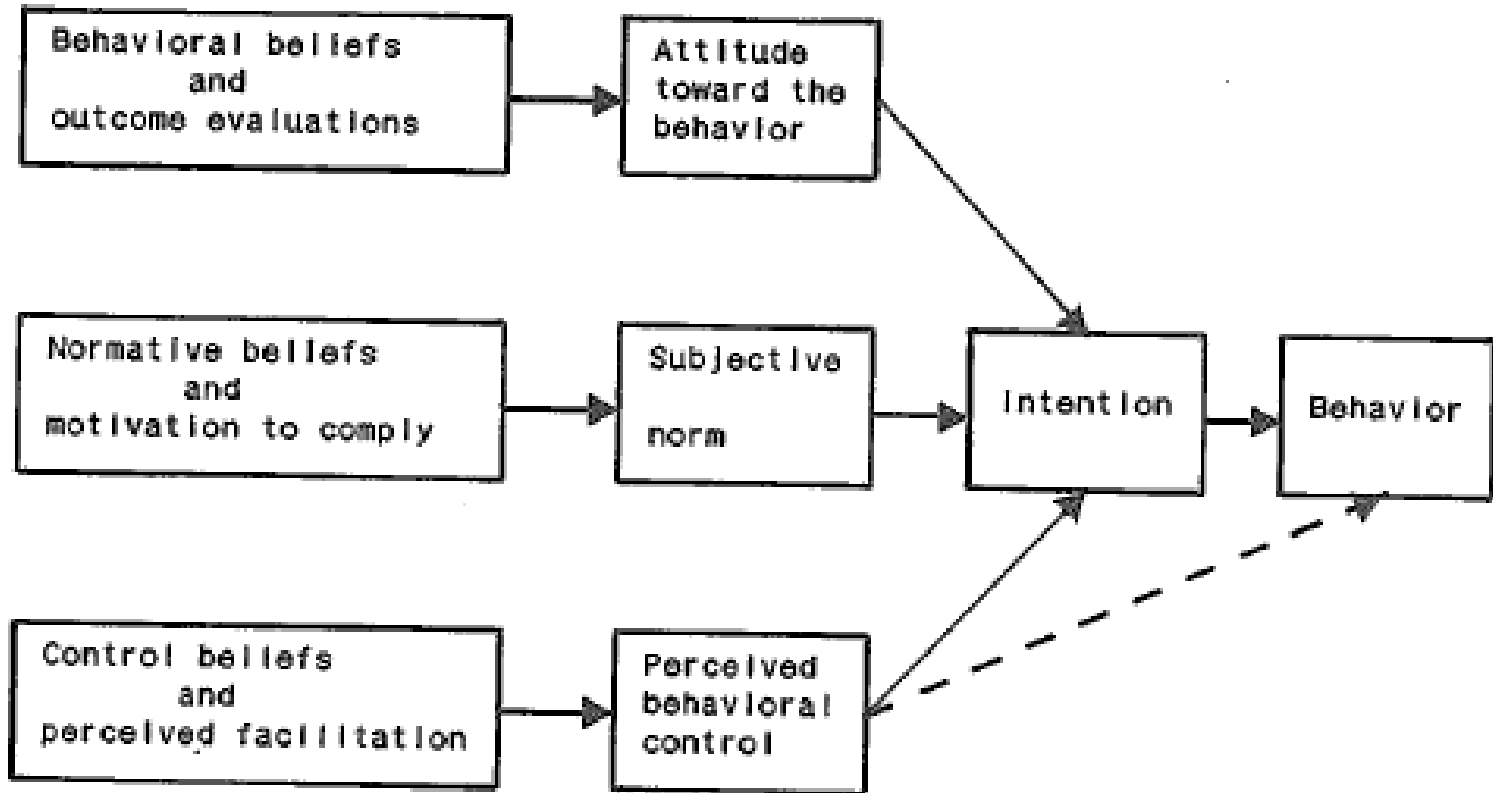


FIG. 10.2. Theory of planned behavior.

TPB (1991)

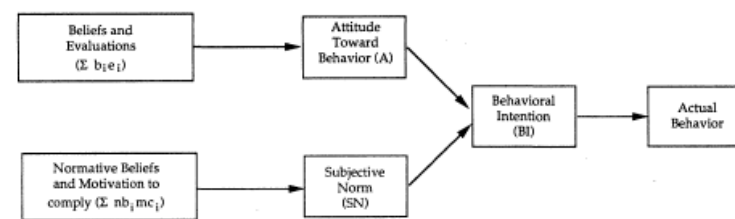


FIGURE 1. Theory of Reasoned Action (TRA).

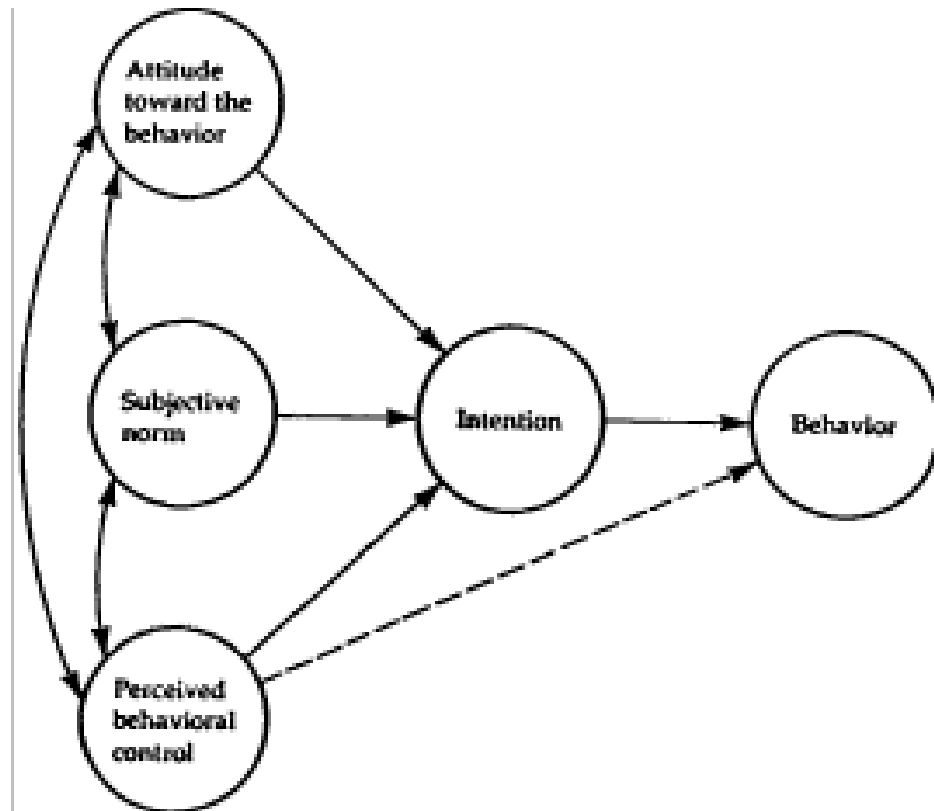
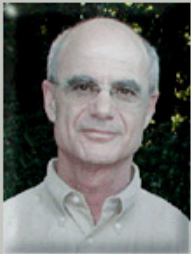


FIG. 1. Theory of planned behavior



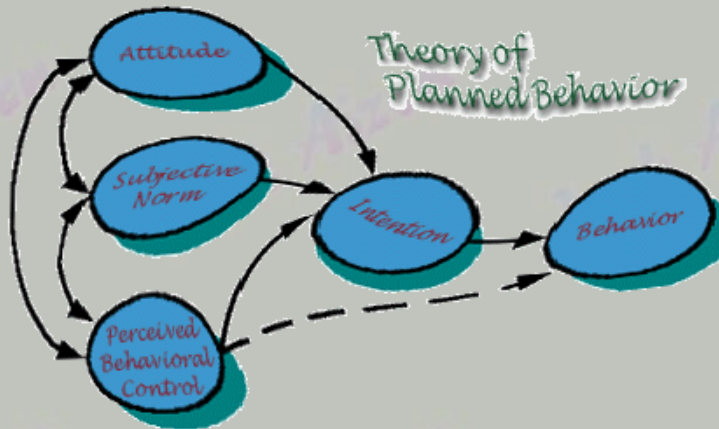
Icek Aizen (Ajzen)

Professor of Psychology
 University of Massachusetts

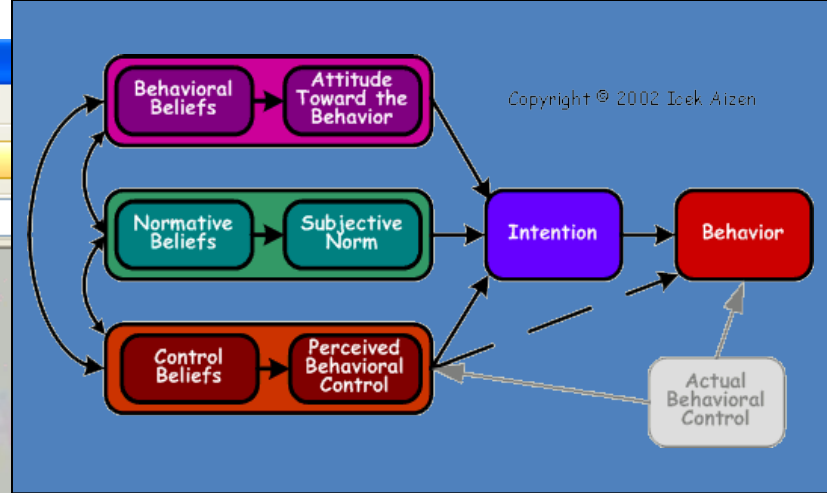
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Last modified: April 13, 2005



TAM (1989)

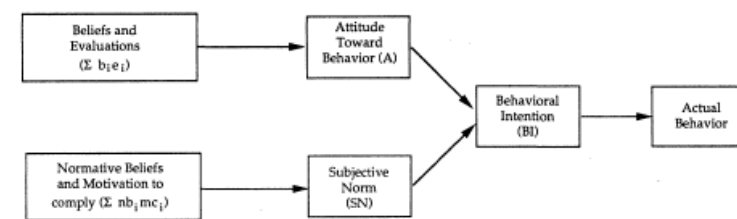


FIGURE 1. Theory of Reasoned Action (TRA).

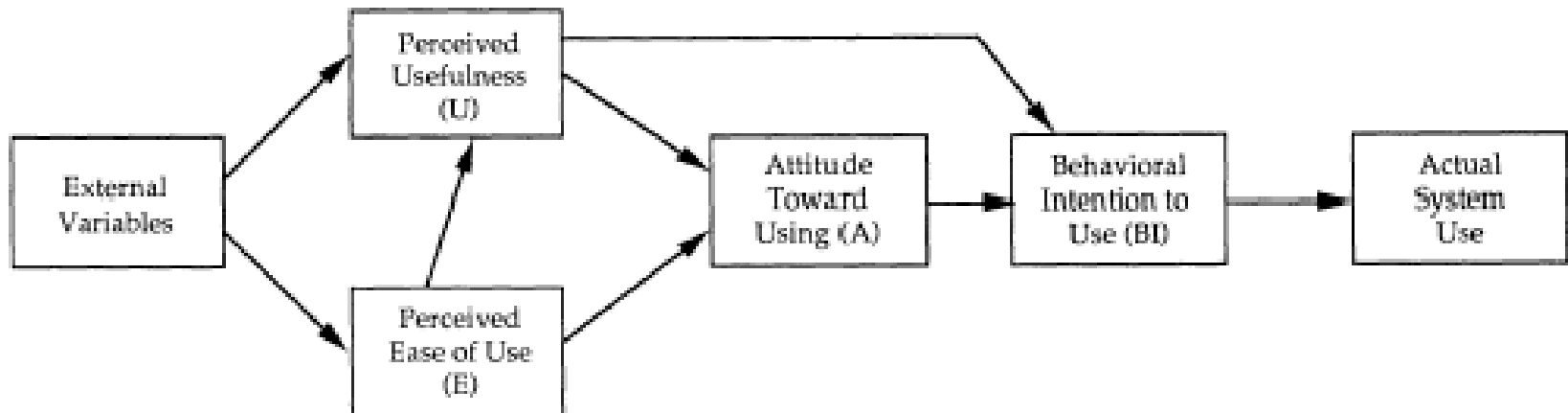


FIGURE 2. Technology Acceptance Model (TAM).

TAM2 (2000)

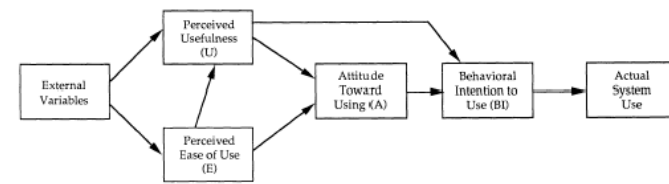
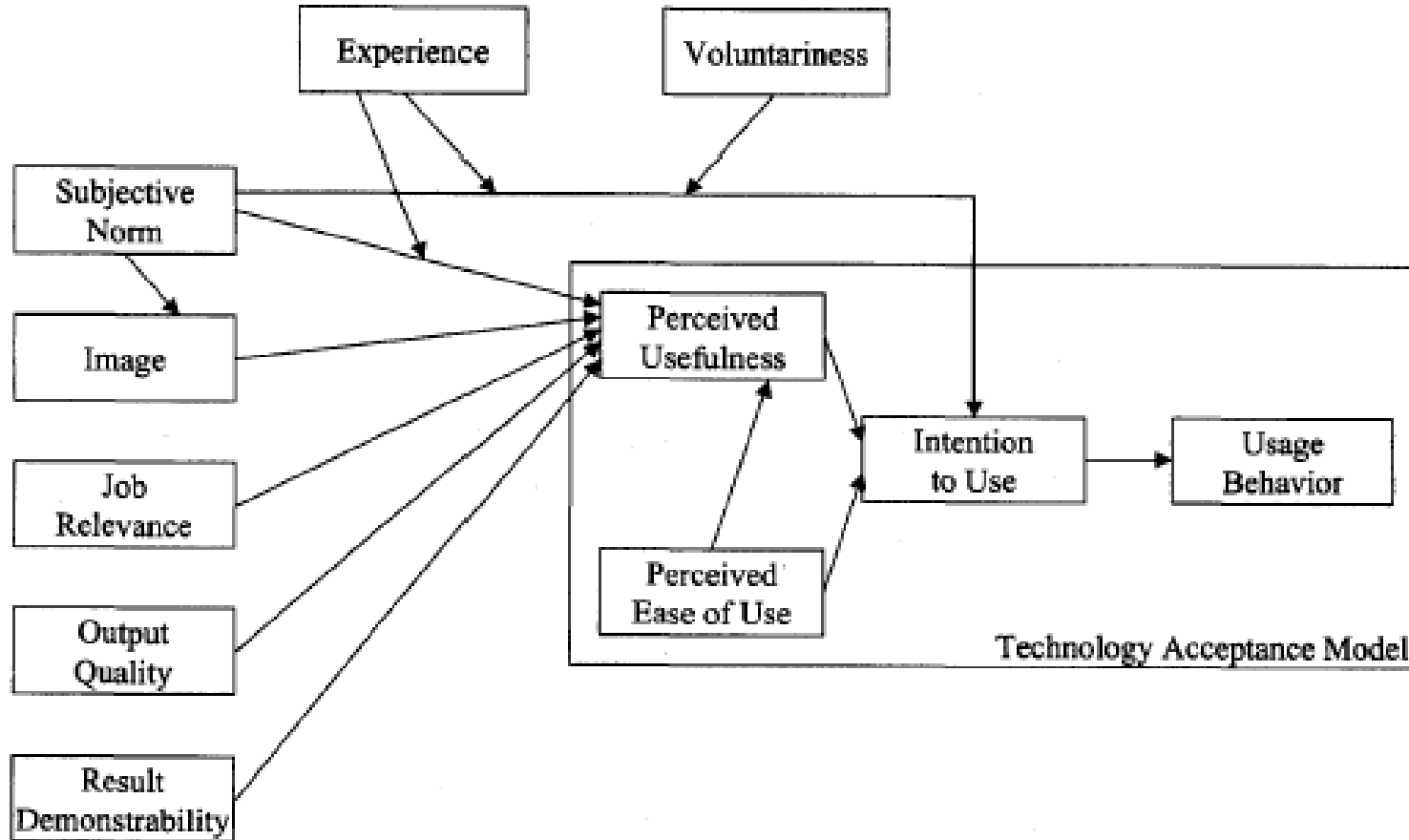


FIGURE 2. Technology Acceptance Model (TAM).

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)

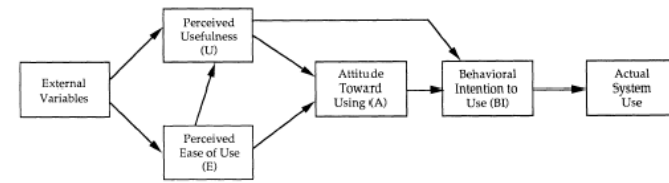
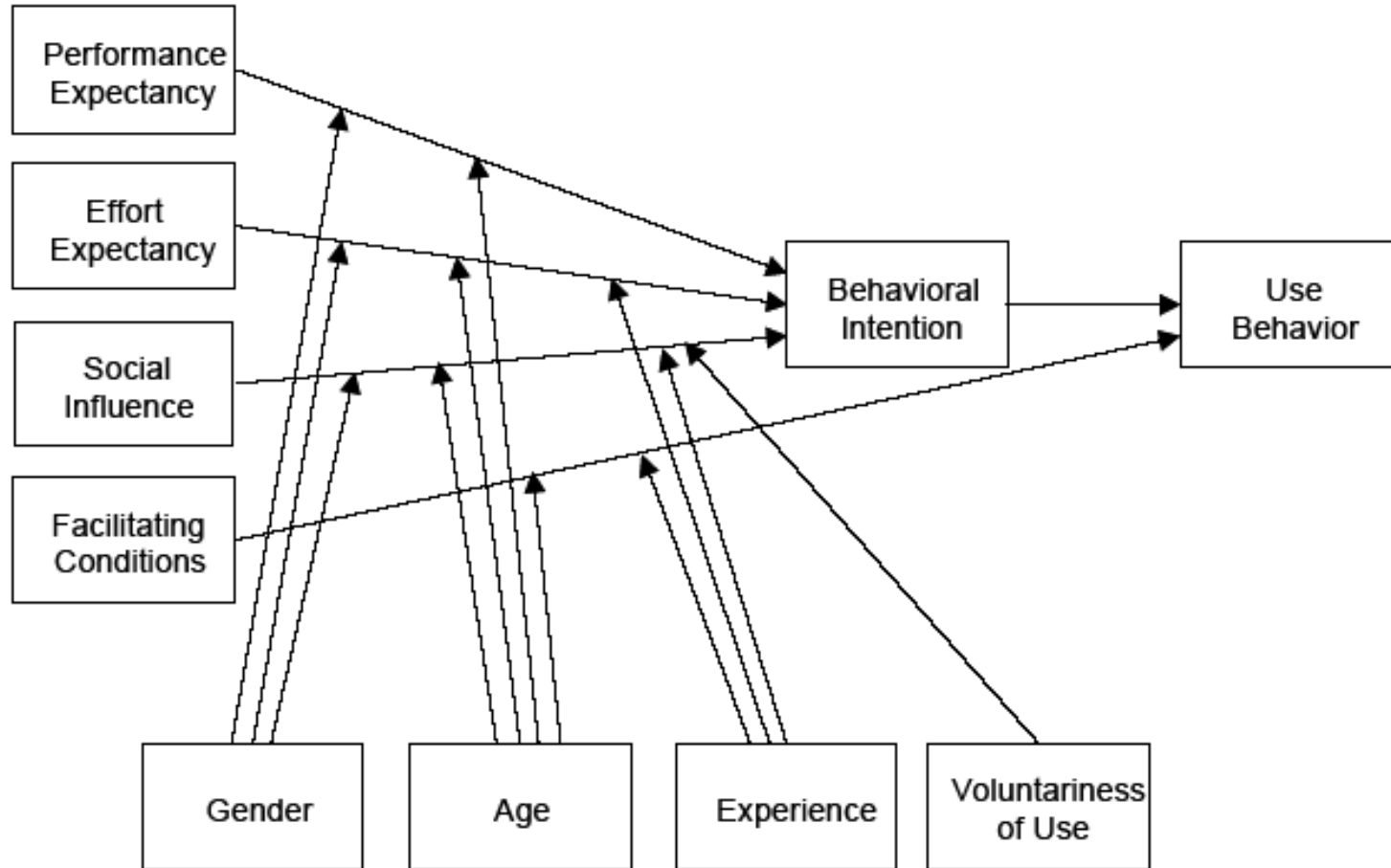
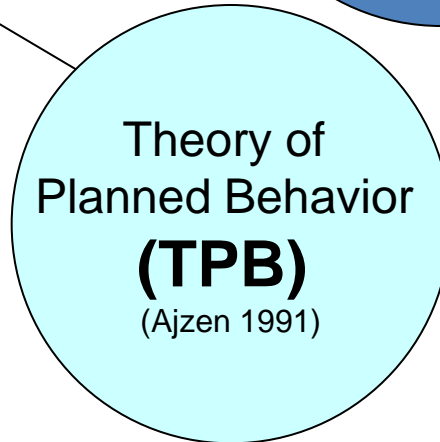
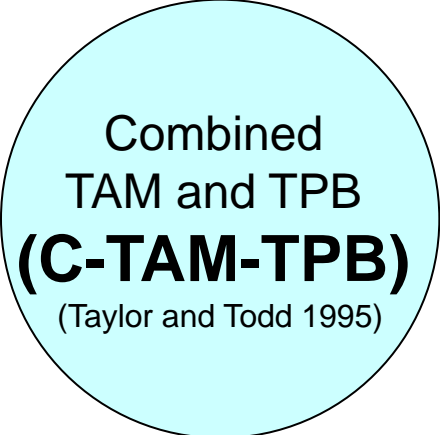
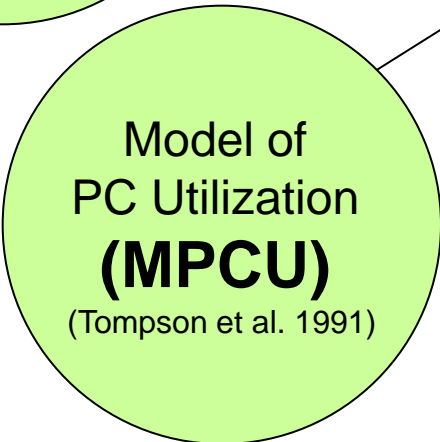
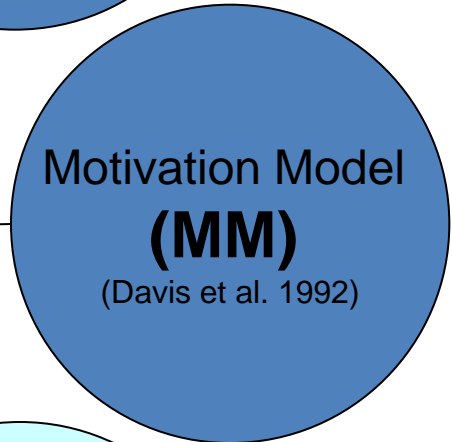
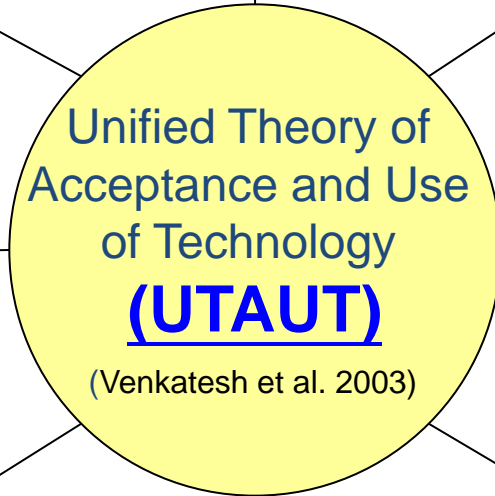
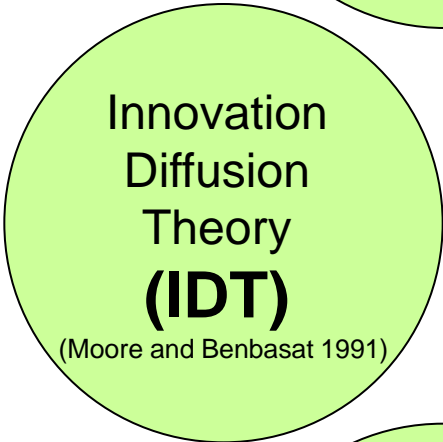
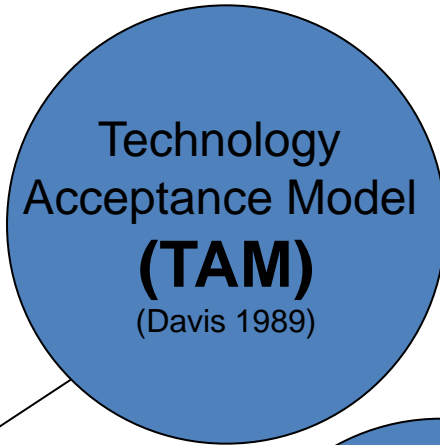
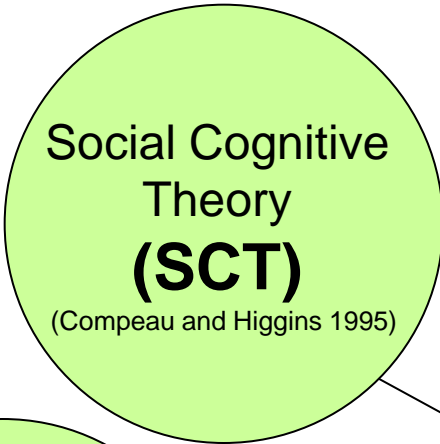


FIGURE 2. Technology Acceptance Model (TAM).



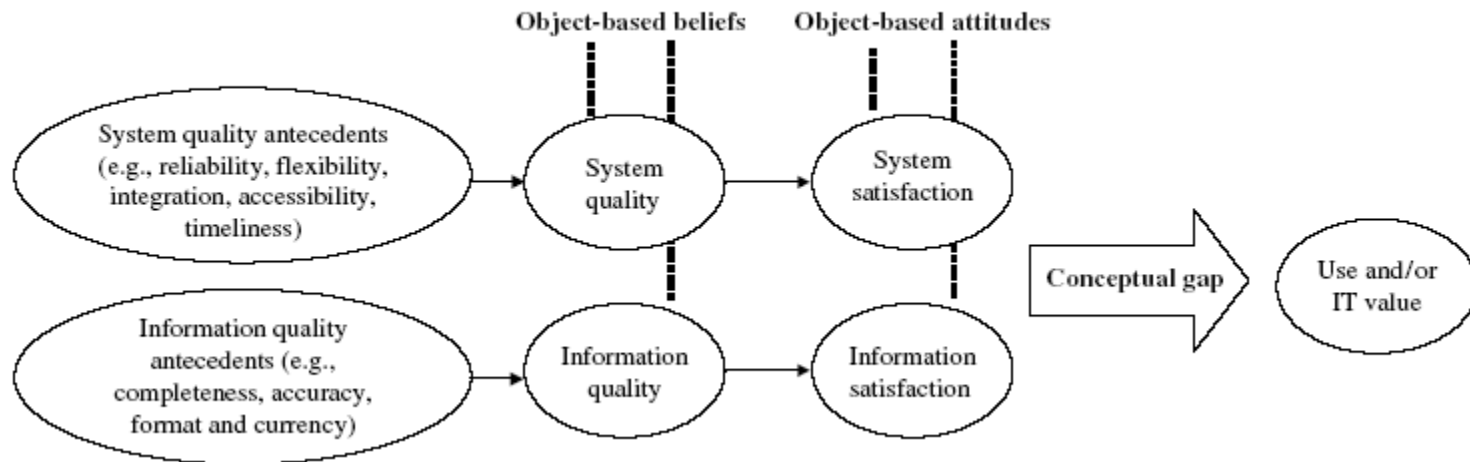
Unified Theory of Acceptance and Use of Technology (UTAUT)





US (User Satisfaction)

Figure 2 The User Satisfaction Research Stream Approach



IUSTA (2005)

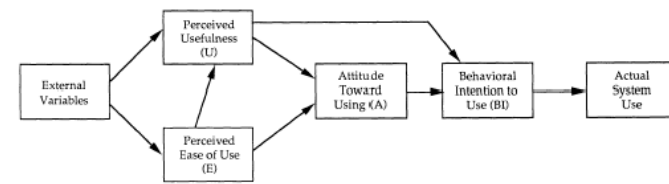
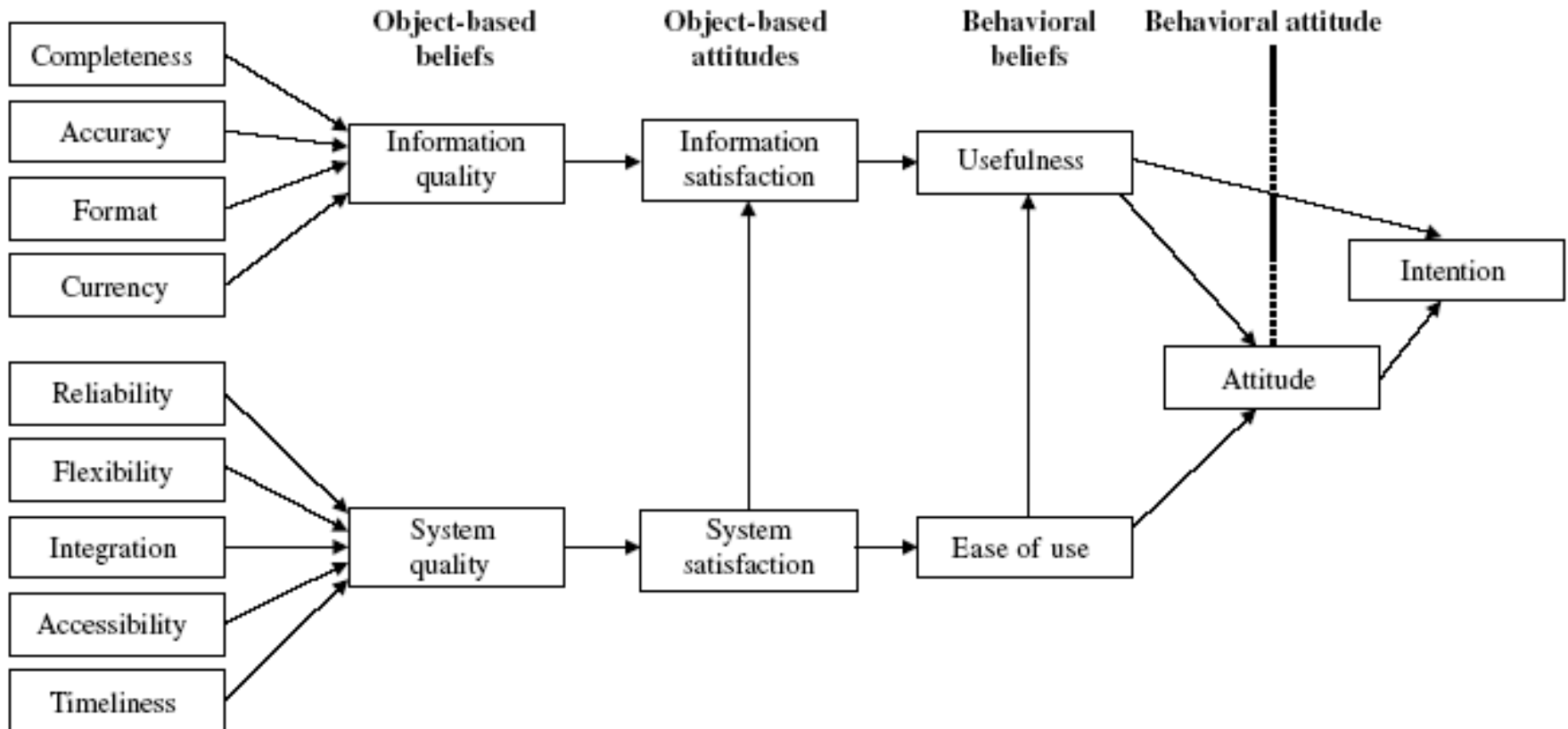


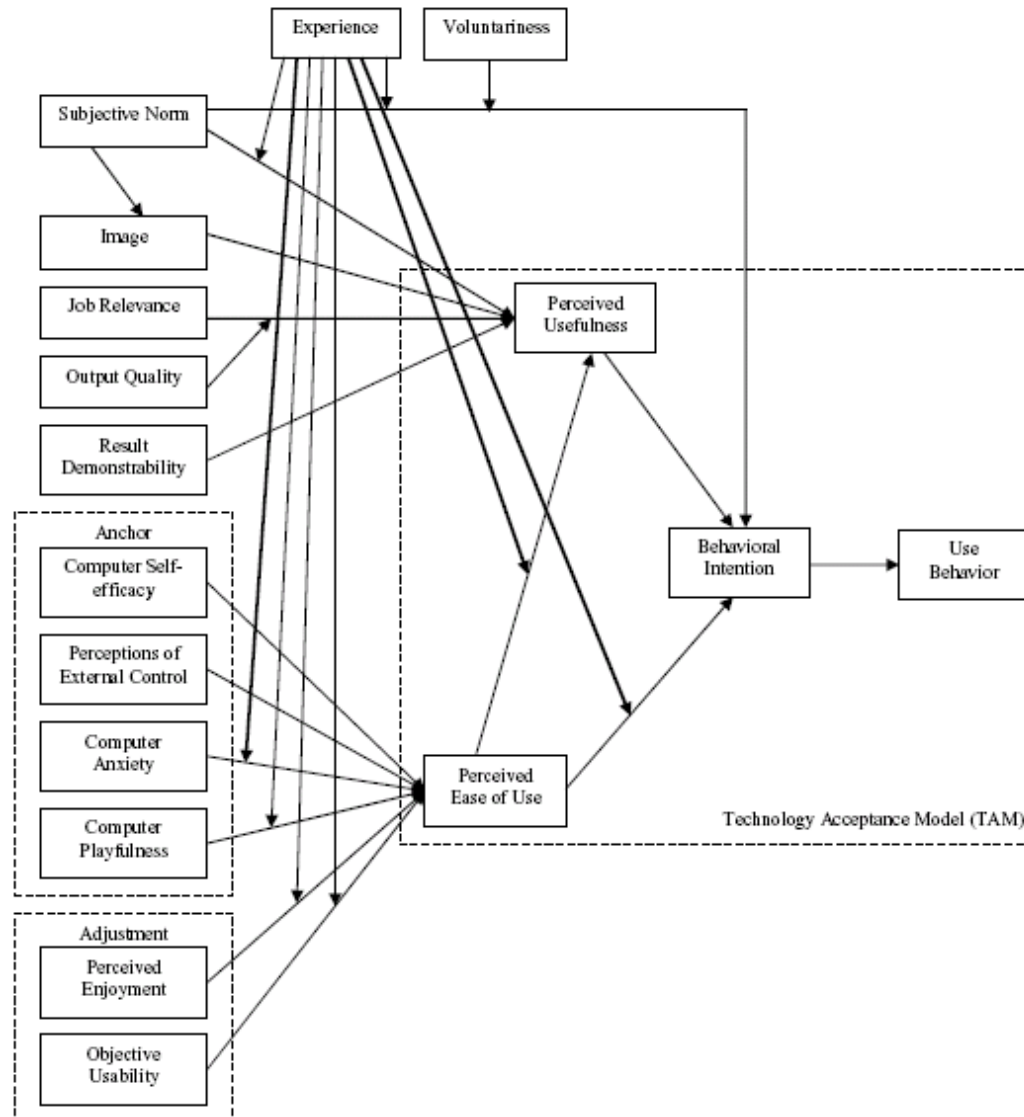
FIGURE 2. Technology Acceptance Model (TAM).



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.

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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