

**AN EXPLORATORY STUDY ON THE TRUST OF INFORMATION IN  
SOCIAL MEDIA**

by

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*This dissertation is dedicated to my father, mother, sister, brother, for their endless love, support, and encouragement throughout my entire life. This dissertation is also dedicated to my fifth aunt, the fourth aunt, and the third aunt for their love and support. A special dedication to all my teachers during my school life. Last, but not least, this is also for all my dear friends in all stages of my life.*

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*Chih-Yuan (Ben) Chou*

in West Lafayette, Indiana, United States

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## **ABSTRACT**

This study examined the level of trust of information on social media. Specifically, I investigated the factors of performance expectancy with information-seeking motives that appear to influence the level of trust of information on various social network sites. This study utilized the following theoretical models: elaboration likelihood model (ELM), the uses and gratifications theory (UGT), the unified theory of acceptance and use of technology model (UTAUT), the consumption value theory (CVT), and the Stimulus-Organism-Response (SOR) Model to build a conceptual research framework for an exploratory study. The research investigated the extent to which information quality and source credibility influence the level of trust of information by visitors to the social network sites. The inductive content analysis on 189 respondents' responses carefully addressed the proposed research questions and then further developed a comprehensive framework. The findings of this study contribute to the current research stream on information quality, fake news, and IT adoption as they relate to social media.

*Keyword:* Trust of information, information quality, performance expectancy, Stimulus-Organism-Response Model, social network sites, social media, fake news.

## CHAPTER 1. INTRODUCTION

Information explosion is a growing phenomenon in today's digital society where the rapid rate of information published and accessible on the web can result in an information flood or data overflow. The rate of information explosion in online and offline social medias is estimated to be expanding at a rate of 35%-50% per year (Beath et al., 2012; Fuller, 2010). With nearly two billion global users of social media, concerns have risen about the reliability, credibility, accuracy, and trustworthiness of the information available on the web, in addition to growing concerns about loss of privacy, hacking, and identity theft. Trust in social network sites is steadily declining. Edelman's 2018 Trust Barometer found that 60 percent of respondents do not trust social media, while the Poneman Institute reported that trust in Facebook had declined more than 66 percent (Available at <https://www.adweek.com/digital/5-social-media-trends-hootsuite-sees-taking-hold-in-2019/>).

Concerns about how to manage information explosion dates back to the 1980s. Rudd and Rudd (1986) highlighted information explosion as an opportunity to get information out quickly to the public. Alvarado et al. (2003) found that people tended to use an orienteering strategy to deal with the large amounts of information. Later, personal knowledge management became a popular research stream to explore the impact of growing information generated from Web 2.0 tools and advanced online technologies (e.g. Fathizargaran & Cranefield, 2017; Grundspenkis, 2007; Major & Savin-Baden, 2010; Razmerita et al., 2014; Razmerita et al., 2009; and Zuber-Skerritt, 2005;). Researchers generally agreed that managing information is an essential and inevitable issue for the public (Laudon & Laudon, 2016). Accordingly, people would enjoy a higher level of convenience and satisfaction if a systematic information integration system could

be provided because it would save time and energy on searching and organizing the information needed (Overby et al., 2006). Past studies have also shown that an interactive environment with the help of information technology (IT) facilitates intentions to share knowledge, which results from information integration by each individual person (Bock et al., 2005; Constant et al., 1994; Hendriks, 1999; Wasko & Faraj, 2005; Wasko & Faraj, 2000).

### 1.1 Scope of the study

I proposed to utilize the elaboration likelihood model (ELM) (Petty & Cacioppo, 1986) to discuss the relationships among the antecedents of trust on shared news. Two factors appear critical to news information: (1) Information quality (or argument quality) which is the central route of persuasive processing on the different motivations on receiver acceptance and (2) Source credibility, the extent to which information source is perceived to be believable, competent, and trustworthy by information recipients (Bhattacharjee & Sanford, 2006), is a peripheral route (Li, 2013). Next, I applied the unified theory of acceptance and use of technology (UTAUT) (Venkatesh et al., 2003), revising it to some degree to construct the main part of the research model.

According to the uses and gratifications theory (UGT) proposed by Katz et al. (1974) (a fundamental theory to understand why people use specific media and how they utilize to satisfy specific needs), people actively engage in media exposures to gain entertainment, enhance social interaction, and become informed or educated (McQuail, 2010). Therefore, performance expectancy in the original UTAUT would be split into three different motives to understand users' needs on social network sites (Diddi & LaRose, 2006): entertainment, social interaction, and information seeking. Social influence, or "community norms" which are rules, ethics, or

standards that are fully or partially understood, generally accepted, and carefully followed by members on the Internet community without the enforcement or punishment of laws (Cialdini & Trost, 1998), was considered as well. The overall research framework was developed upon the Stimulus-Organism-Response (SOR) model (Mehrabian & Russell, 1974). This study proposed that information quality and source credibility as environmental stimulus may influence the psychological processes of social media users which in turn would affect their acceptance or trust behavior. In particular, the perspective of three different motives on performance expectancy was the main focus in this dissertation research.

## 1.2 Significance of the study

There are two completely opposite phenomena simultaneously happening on the Internet: previous leading portal sites with diverse and integrated information are declining, while social network sites with diverse but messy information are growing. Do people care about information quality and trustworthiness? The answer is yes, with the result that social network sites are striving to provide better integrated news feeds to their users. Moreover, the problem of “fake news” has been causing concern since the US presidential election in 2016. How people deal with the shared news they receive on social network sites and why people trust the news sources in this new era of information explosion are still questionable. Hence, understanding the impact factors on the trust of shared news in today’s fast-changing online environment is necessary.

Scholars in communication research have adopted the term “selectivity” to explain, the ability of users to choose the information they receive via online media, and to explain the decline of portal sites (Tewksbury, 2003). Kim (2008) further proposed three theories on driving information selectivity and highlighted personal issue importance as the major issue on

individual's online information selection. In other words, social network sites provide information that is highly related to users' interests. People will read the algorithm-generated or filtered posts from their friends or the pages they follow on their own. However, the shown information on social network sites faces the problems of "echo chambers" and "filter bubbles". "Echo chambers" mean that users will only be exposed to online information from friends with similar established perspectives or opinions (Colleoni et al., 2014), while "filter bubbles" let users receive similar types of information based on their previous behaviors (Pariser, 2011). Although Bakshy et al. (2015) concluded that the "selectivity" of users may break the bubbles and chambers, the information provided by social network sites is still weakly-integrated. Therefore, further studies on the acceptance or trust of information on social network sites are needed.

The acceptance of news information shares similar definition with trusting intentions: people who have trust-related behaviors are willing to depend on the trustees (McKnight et al., 2002). In other words, the trustors accept the shared new information provided by the trustees. With countless shared news information available on the social network sites, studying the real impact factors on making people choose to trust has been a popular research stream. In fact, scholars are still stuck with figuring out how to explain the impact of "fake news", a kind of information fabricated to mislead trustors without credible and objective sources (Albright, 2017). Past scholars generally used the topic of politics to discuss the trust of information or the topic of "fake news" (e.g. Allcott and Gentzkow, 2017). However, trust of information was not limited in the field of politics on social network sites. For example, the share price of United Airlines dropped significantly in 2008 just because of the false information spreading (Carvalho et al., 2011). In the era of new media, online users generally trusted the opinion leaders on the

social media channels instead of traditional giant media company (Cappella, 2002). Moreover, the affective or cognitive difference on accepting the information may play an important role as well. Consequently, the purpose of this research is to study the antecedents of trust of information on social network sites. To explore the affective or cognitive effect of trust, the perspective of performance expectancy would be discussed specifically.

### 1.3 Research questions

In line with the previous sub-section, the main research questions of this study were:

1. What factors influence consumer trust in seeking information on social network sites?
2. Why do people find some sources more credible than others?
3. How does the quality of information on the social media sites influence the level of trust?
4. What are the most trusted social media sites for information seeking purposes?

### 1.4 Assumptions

The following assumptions were inherent to the pursuit of this study on the level of trust of information on social network sites:

1. The number of respondents chosen for this study are sufficient for the observation and the survey analysis.
2. Respondents answered accurately and honestly during the data collection process concerning their own experiences, knowledge, and background.



3. Respondents were truthful in acknowledging if they cannot answer a question due to lack of knowledge or inability to recall specifics.
4. Respondents were able to participate in the survey during the time it is available online.
5. Respondents could deliver their knowledge and experience in the form of in-depth descriptions when answering the survey questions.
6. Respondents were able to know the source of information and verify the information quality when reading the information provided by the researcher on the social media platform.

### 1.5 Limitations

The following limitations were identified when this study was conducted:

1. This study was limited to data obtained from the analysis of samples available on the specific Facebook page (for pilot study), and various social network sites such as Twitter, Reddit, Facebook, YouTube, Nextdoor, Instagram, LINE, and PTT, and at Purdue University.
2. This study was dependent on the willing cooperation of users to voluntarily participate in the survey.
3. The survey was limited by Internet access with adequate communication browser tools.
4. The time on data collection was limited to a period of one month.

## 1.6 Delimitations

The following delimitations are relevant to this study:

1. This study was focused on social network sites. Non-social network platforms may be mentioned to understand the general topic but are not the critical research target.
2. This study was conducted with the help of the facilities available at Purdue University and nearby public areas such as West Lafayette Public Library.
3. The survey and the pilot studies were administrated over a pre-determined amount of time bound by an expiration date.
4. The respondents were active members of social network sites.

## 1.7 Definitions of terms

Actual ease of use – The degree to which a person uses a particular system would be free of effort (Venkatesh et al., 2003).

Arousal – The physiological responses to the environmental stimuli (Pribram & McGuinness, 1975).

Community norms – Rules, ethics, or standards that are fully or partially understood, generally accepted, and carefully followed by members on the Internet community without the enforcement or punishment of laws (Cialdini & Trost, 1998).

Complexity – The degree to which an innovation is perceived as relatively difficult to understand and use (Rogers & Shoemaker, 1971).

Compliance – The acquiescence regarding a request (Cialdini & Goldstein, 2004).

Consumption value theory (CVT) – A fundamental theory to understand user behavior on hedonic digital artifacts (Aladwani, 2014; Turel et al., 2010).

Convenience – The perception of the efficiency on interaction among the stakeholders across both the informational and transactional channels (Choudhury & Karahanna, 2008).

Dominance – The perceived control over situations and surroundings (Mehrabian & Russell, 1974; Vierra, 2013).

Echo chambers - A phenomenon that makes people be only exposed to online information from friends with similar established perspectives or opinions (Colleoni et al., 2014).

Efficacy of information acquisition – The perception of the channel's ability to provide clear and understandable information (Choudhury & Karahanna, 2008).

Effort expectancy – The degree of ease associated with the use of a system (Venkatesh et al., 2003).

Elaboration likelihood model (ELM) – A fundamental model which proposed that any information could be processed centrally by information quality and peripherally by source credibility to influence people's attitudes and behaviors (Petty & Cacioppo, 1986).

Facilitating conditions – The degree to which people believe the adequate infrastructure exists to support use of the new system (Venkatesh et al., 2003). In this study, facilitating conditions have been redefined as the degree to which people believe the functional and comfortable environment exists to help them obtain neutral integrated information.

Filter bubbles – A phenomenon that lets users receive similar types of information based on their previous behaviors (Pariser, 2011).

Halo effect – A cognitive bias that individual makes initial assessment based on ambiguous information heard from others (Lachman & Bass, 1985).

Image – The mechanism of identification in social network sites (Burnkrant & Cousineau, 1975).

Information adoption model (IAM) – A research model to comprehend the knowledge adoption process on intention formation (Sussman & Siegal, 2003).

Informational social influence – The influence to accept information obtained from others as evidence of reality (Deutsch & Gerard, 1955).

Narrative persuasion – The effect of narrative transportation that influence information retention (Braddock & Dillard, 2016; Van Laer et al., 2014).

Netnography – An online version of ethnographic research approach to study behavioral and cultural aspects of online consumers (Kozinets, 2010). It can be conducted in an unobstructed manner (Giesler & Pohlmann, 2004) and can be flexible and adaptable in various research settings (Kozinets, 2010).

Normative social influence – The influence to conform to the expectations of group (Deutsch & Gerard, 1955; Kaplan & Miller, 1987).

Organism – Consumer's emotional reactions to the environmental stimuli within the SOR model (Eroglu et al., 2001; Vieira, 2013).

Perceived behavioral control – The degree of perceived ease of removal on internal and external barriers to accept the information (Ajzen, 1991; Taylor & Todd, 1995).

Perceived ease of use – The degree to which a person believes that using a particular system would be free of effort (Davis, 1989).

Performance expectancy – The extent or degree to which an individual believes that using a system will help him/her to attain gains in job performance (Venkatesh et al., 2003).

Pleasure – The level of enjoyment and gratification (Mehrabian & Russell, 1974).

Relative advantage – The degree to which an innovation is perceived as being better than its precursor (Tornatzky & Klein, 1982).

Reputation – Or referred to trust on information provider in this study. The degree of user's confidence in the information provider's intent to offer accurate, reliable, and comfortable information (No & Kim, 2015).

Response – The final process within the SOR model. The approach or avoidance behaviors of the user (Eroglu et al., 2001; Vieira, 2013).

Selectivity – The ability that users can select the information on their own in the new forms of online media (Tewksbury, 2003).

Social factors – The individual's internalization of the reference group's subjective culture (Burnkrant & Cousineau, 1975).

Social influence – The degree that a person perceives his or her important others believe he or she should accept the innovation (Venkatesh et al., 2003).

Social network sites – The web-based services or platforms that allow people to build a profile within a system, construct connections with other users, and view and share contents with connections or others within the system (Boyd & Ellison, 2007). The context of 'social network sites' in this study contains all the categories including user-generated content platforms, trading and marketing sites, play and game sites, and mobile platforms (van

Dijk, 2013). The term can be referred as social media, social media sites, social network platforms in this study as well.

Source credibility – The extent to which information source is perceived to be believable, competent, and trustworthy by information recipients (Bhattacharjee & Sanford, 2006).

Stimulus – The atmospheric cue that affects consumer's emotion and perceived risk within the SOR model (Eroglu et al., 2001; Kim & Lennon, 2013; Mehrabian & Russell, 1974).

Stimulus-Organism-Response (SOR) model – Originated from the field of environmental psychology, a widely-used research model for consumer psychology and e-commerce research with three stages from environmental stimuli, through affective and cognitive reactions or organism, to individual behavioral responses (Mehrabian and Russell, 1974).

Subjective norms – The degree that an individual perceives that referent others believe he or she should follow specific behavioral pattern in the community (Ajzen, 1991; Davis et al, 1989).

Trust of information – Trusting intentions which make people willing to depend on the trustees and then express trust-related behaviors in the trust model of McKnight et al. (2002).

Unified theory of acceptance and use of technology (UTAUT) – A unified model to consider factors related to system acceptance (Venkatesh et al., 2003).

Uses and gratifications theory (UGT) – A fundamental theory to understand why people use specific media and how they utilize to satisfy specific needs. In social media, the theory is usually used to discuss uses and gratifications to explore the influence of information

sharing, entertainment, and relationship maintenance motives (Hur et al., 2017; Katz et al., 1973; LaRose & Eastin, 2004).

## 1.8 Summary

Two pilot studies of the research were conducted. Based on an analysis of the data collected, I was able to refine the conceptual research framework. I conducted a subsequent survey to explore the phenomenon. Respondents were recruited on social media and college courses to reach a larger population and obtain a more diverse sample. The findings, conclusions, and directions of future research are presented in chapter five of this study. This research examined factors which influence the trust of information on social network sites. This study contributed to the current research stream on information quality, fake news, and IT adoption.

## CHAPTER 2. LITERATURE REVIEW

To examine the factors for the trust of information on social network sites, I began with a discussion of theories on information acceptance and technology adoption. I have clarified the difference between acceptance on information and technology use and then briefly discuss the conceptual theories, such as ELM, UTAUT, and SOR models that will be used in this study.

### 2.1 Narrative persuasion and information acceptance

Building upon the construct of narrative transportation within the context of stories or novels (Deighton et al., 1989; Gerrig, 1993), people receive, interpret, and exchange multiple types of information with each other. Researchers in communication science conducted a series of studies focusing on how the narrative forms of information influence people's responses and attitudes. Van Laer et al. (2014)'s meta-analysis on narrative transportation provided a comprehensive review from identifiable stakeholders of story transportation to measurable consequences on behavior or intention changes in 76 relevant studies. A sub-sequence of studies called narrative persuasion, the effect of narrative transportation that influence information retention (Braddock & Dillard, 2016; Van Laer et al., 2014), could be further highlighted. Braddock and Dillard (2016) concluded that narrative information utilizes a causal influence on persuasion in the measurement of changes on beliefs, attitudes, intentions, and behaviors. In other words, narrative information could be accepted and transformed as knowledge which could be retained by the story-receivers.

Information on social network sites may be, not only narrative, but also non-narrative. In fact, the combination of pictures, videos, and narratives is the main form of expression today.



Inspired by the technology adoption model (TAM), which is a widely accepted theory to facilitate usage of technology, Sussman and Siegal (2003) proposed an information adoption model (IAM) to comprehend the knowledge adoption process on intention formation. Besides focusing on knowledge transfer within an organization in Sussman and Siegal (2003)'s original study, IAM was employed in multiple works on electronic word-of-mouth (e-WOM) in the context of interactive online social environment as well. Cheung et al. (2008) applied this model to identify the factors affecting information adoption in an online opinion forum about restaurants.

Similarly, Filieri and McLeay (2013) applied it to understand traveler's adoption of information contained in online reviews. Erkan and Evans (2016) extended IAM with considering needs and attitudes towards e-WOM information within the social media context. They argued that both information quality and credibility (from IAM) and the consumer's behaviors towards information are essential elements to enhance information usefulness and then raise people's intention to adopt information as well as further related reactions such as purchase intention.

IAM was often combined with another commonly used psychological theory ELM, which proposed that any information could be processed centrally and peripherally to influence people's attitudes and behaviors (Petty & Cacioppo, 1986). Information quality was considered as the central influence while source credibility as the peripherally one in the ELM-fundamental IAM. That is, people who are willing or motivated to process the information would spend more time using the criteria of information quality. On the other hand, source credibility would be an easy way to help them deal with the information. Filieri and McLeay (2013)'s study was a typical research which combines IAM with ELM. They retained the format of central and

peripherally route in ELM and expanded the two factors in IAM into various antecedents. In the contrast, the extension of IAM introduced by Erkan and Evans (2016) kept the two factors (quality and credibility) without the consideration of antecedents as well as the central-peripheral classification. In this study, the two different applications on the combination between ELM and IAM will be adopted and integrated.

## 2.2 Performance Expectancy from Unified Theory of Acceptance and Use of Technology

In agreement with Erkan and Evans (2016)'s arguments that TAM is not appropriate to study information acceptance, therefore this study will apply IAM with the related components of theory of reasoned action (TRA) instead of adopting TAM. However, within the context of social media, some of the key components in TAM may be still valuable because social media is a type of technology application as well. To solve the problem of neglect on processes of information usefulness development and implementation, Venkatesh et al. (2003) introduced a better unified model termed the unified theory of acceptance and use of technology (UTAUT). Venkatesh et al. (2016) further synthesized existing types of UTAUT extensions and recommended future researchers use UTAUT as a baseline model to refine the context factors. Specifically, the authors indicated that the subsequent trials on extending or refining this model would not be paramount because it has been proved as a mature theory, evaluated by Weber (2012). Without attempting to refine or extend the original model, this research will directly adopt it as a baseline model and revise the components with performance expectancy expansion to meet the target context of social media.

The concept of performance expectancy was first introduced in the field of social psychology as a determinant of actual performance (Aronson & Carlsmith, 1962). Psychologists

raised the concerns on the inconsistencies between people's expected and actual performance (Brock et al., 1965). To address this issue on IT adoption, Venkatesh et al. (2003) defined performance expectancy as "the extent or degree to which an individual believes that using a system will help him/her to attain gains in job performance," which is intuitive literally. The concept combines multiple psychological and IT adoption models with five factors including perceived usefulness, extrinsic motivation, job-fit, relative advantage, and outcome expectations. Perceived usefulness, the degree to which people believe that adopting an information system would improve their job performance (Davis, 1989), is one of the two main components in TAM. Scholars first measured perceived usefulness by several scale items such as job performance, work more quickly, increase productivity, effectiveness, useful, and makes job easier (Adams et al., 1992; Segars & Grover, 1993). Effectiveness and job performance were then pulled out from perceived usefulness because the pattern of correlations between these two factors could be constructed together (Segars & Grover, 1993).

Psychologists and sociologists have studied the motivation theory for years and generally separated motivation as two types: intrinsic and extrinsic (Deci, 1971; Herzberg, 1966; Kanfer, 1990). To incorporate motivational perspectives of IT adoption, Davis et al. (1992) adapted enjoyment and perceived usefulness as the examples of intrinsic and extrinsic motivations separately. The intrinsic motivations focus on the pleasure associated with the usage of technology, while the extrinsic ones emphasize on the outcome from the usage. Venkatesh et al. (2003) continued adopting extrinsic motivation with the concept of perceived usefulness in their UTAUT model. Furthermore, they also integrated job-fit, another similar concept of perceived usefulness retrieved from the conceptual model of personal computing utilization (Thompson et al., 1991), into the construct of perceived usefulness. The appropriateness of a given technology

for performing the task, or job-fit, provides a viewpoint on perceived usefulness from the perspective of task-technology match (Goodhue, 1995).

The last notion that Venkatesh et al. (2003) selected to support perceived usefulness is relative advantage from the innovation diffusion theory (Moore & Benbasat, 1991). Relative advantage is regarded as one of the most relevant constructs on adoption (Tornatzky & Klein, 1982) and is defined as “the degree to which an innovation is perceived as being better than its precursor”. Rogers (1995) further explained that relative advantage could be conceptualized as a construct that includes the benefits of an innovation on multidimensions such as time saving, effort saving, cost saving, and increase on comfort feeling. Applying on IT perspective, Karahanna et al. (2002) claimed that relative advantage is a concept akin to perceived usefulness in TAM because both constructs share similar characteristics. Carter and Bélanger (2005), however, differentiated between these two notions because the overlap is not clear. They believed that perceived usefulness is the actual usefulness of an innovation. In contrast, relative advantage may refer to the degree to which a new technology is perceived as being exceptional than other means of interactions. Wang et al. (2011) also concluded that relative advantage is more appropriate to distinguish from perceived usefulness when multiple IT innovations compete for the attention of users.

Consequently, relative advantage may be regarded as the concept of competitive advantage that is a crucial component on people’s perceived ease of use in innovation (Kanter, 2000; Templeton & Byrd, 2003). Scholars often made relative advantage and perceived usefulness interchangeably; however, relative advantage could be interpreted out from perceived usefulness in some cases (Carter & Bélanger, 2005; Karahanna et al., 2002; Van Slyke et al., 2008; Wang et al., 2011). Furthermore, Choudhury and Karahanna (2008) identified

convenience, trust, and efficacy of information acquisition from previous literature as three key antecedents of relative advantage. Convenience was defined as the perception of the efficiency on interaction among the stakeholders across both the informational and transactional channels, while efficacy of information acquisition was specified as the perception of the channel's ability to provide clear and understandable information. Trust, or trustworthiness, could be differentiated among dispositional, interpersonal, and institutional (McKnight et al., 2002). In coordination with Choudhury and Karahanna (2008)' viewpoint, the focus type of trust here for the definition of relative advantage in this study would be relevant to people's beliefs about the institution instead of interpersonal attributes such as honesty and competence. This study will incorporate the concept of convenience and efficacy of information acquisition into the research model as well.

In summary, the concept of performance expectancy is the determinant of perceived job performance measured by at least five impact factors, including perceived usefulness, extrinsic motivation, job-fit, relative advantage, and outcome expectations (Venkatesh et al., 2003). Specifically, Venkatesh et al. (2003) referred the above factors as the same notion of perceived usefulness. Nevertheless, the interchangeability of these constructs was not agreed with all the past researchers according to the literature review above. In addition to the dispute between perceived usefulness and relative advantage, intrinsic motivations should be included in the scope of performance expectancy as well because people may use their enjoyment as a determinant to evaluate whether the job performance meets their expectations. Venkatesh et al. (2012) added an independent construct of hedonic motivations apart from performance expectancy in their revised UTAUT (or UTAUT2); however, the separation of intrinsic motivations from performance expectancy ignored the relationship between enjoyment and

perceived usefulness. Accordingly, the reconstruction of performance expectancy is necessary. Entertainment motives, social interaction motives, and information seeking motives, which adapted from the uses and gratifications theory (UGT) (Katz et al., 1973), will be the three key components to replace the original defective factors in this study.

UGT has been applied as an effective fundamental theory in numerous empirical studies on social media to explore the influence of information sharing, entertainment, and relationship maintenance motives (Hur et al., 2017; LaRose & Eastin, 2004). For example, Whiting and Williams (2013) argued that several uses and gratifications, such as entertainment, relaxation, social interaction, information seeking, convenience, information sharing, and knowledge about others, are crucial to social media utilization. Raacke and Bonds-Raacke (2008) found that uses and gratifications such as friendship management and information seeking motivate people to engage on social network sites. The theory assumes that people are aware of their needs and thus are motivated by their needs to involve in the virtual communities (Cheung & Lee, 2009; Lee & Ma, 2012). Although some specific motives such as professional advancement (users post information to get notice from headhunters or hiring managers) on LinkedIn, memory documentation (users post images with memories to help them look back in the future) on Instagram, and creativity expression (users share creative pictures) on Pinterest may exist (Mull & Lee, 2014; Sheldon & Bryant, 2016), people generally actively engage in social media exposures to gain entertainment, enhance social interaction, and become informed or educated (McQuail, 2010). Cheung et al. (2011) introduced self-discovery (users involve on the social network sites to find their “true self”, the real personal identity-important aspects of self not often showed to others (Bargh, et al., 2002)) and interpersonal interconnectivity maintenance (users establish and maintain social support and friendship on the social platforms) as the fourth

and fifth motive on the usage of social media. However, since people will be able to signal accurate information for their consumption choices by expressing their true self with each other (Brannon, 2016), the true-self exploration could be viewed as a part of information seeking motives. Similarly, people maintain their interpersonal interconnectivity to boost their social interaction. Lee and Ma (2012) proposed another different motive called status seeking, a motive of obtaining peer recognition and attaining social status. Nonetheless, no matter users would like to get recognized from the public, or get promoted from the current job, their ultimate purpose is still correlated with social interaction enhancement. That is, people usually seek their social status to improve the social interaction experience either online or offline. Thus, entertainment, social interaction, and information seeking motives will be the three main components for performance expectancy in this study. The related literatures of performance expectancy have been summarized in Table 2.1.

Consumption value theory (CVT) is another popular fundamental theory to understand user behavior on hedonic digital artifacts (Aladwani, 2014; Turel et al., 2010). It was first proposed by Sheth et al. (1991) which consists of five consumption values to affect consumer choice: functional, emotional, conditional, social, and epistemic. Because CVT comprises both intrinsic and extrinsic factors on user consumption-related behavior, the theory has been widely applied in online social media research (e.g. Aladwani, 2014; Kaur et al., 2018; Turel et al., 2010). To apply CVT into the research framework of this study, consumption values with similar scope could be consolidated. Emotional value (the perceived utility to provoke feelings or affective status) and epistemic value (the perceived utility to inflame curiosity, provide novelty, and satisfy the desire of knowledge) in CVT could be incorporated in entertainment motives because both serve as ways for entertainment and leisure purposes (Lee & Ma, 2012; Sheth et al.,

1991). Epistemic value is also a part of information seeking motives because it includes the desire of knowledge. Social value, which occurs when one's consumption behavior changes the responses of others (Holbrook, 2006), could be regarded as a motive in social interaction.

Functional value, the perceived utility of capability for functional or physical performance, is the same concept of performance expectancy and perceived usefulness. Conditional value could not be merged into any component of performance expectancy because the value refers to the perceived utility from the specific situations or circumstances (Sheth et al., 1991).

Notwithstanding, facilitating conditions in UTAUT share similar ideas with conditional value (Venkatesh et al., 2003). Hence, the research model of this study could be fully supported by CVT and UGT.



Table 2.1 Literature Review for the Components of Performance Expectancy

<b>Performance Expectancy</b>			
	Entertainment motives	Social interaction motives	Information seeking motives
Cheung et al. (2011)	Entertainment value	Maintaining interpersonal interconnectivity, social enhancement	Purposive value, self-discovery
Choudhury and Karahanna (2008)		Convenience: the perception of the efficiency on interaction among the stakeholders across both the informational and transactional channels	Efficacy of information acquisition: the perception of the channel's ability to provide clear and understandable information
Davis et al. (1992)	Enjoyment as intrinsic motivation	Perceived usefulness as extrinsic motivation	Perceived usefulness as extrinsic motivation
Gruzd et al. (2018)		facilitating student engagement, enhancing student attention to content, building communities of practice	instructor's organization for teaching, engagement with outside resources, resource discovery
Hamari & Sjöblom (2017)	Escape, physical attractiveness, novelty, enjoyment of aggression, drama	Social interaction	Acquisition of knowledge, witness the high skill of the players
Hur et al. (2017)	Entertainment	Relationship maintenance	Information seeking
Kaur et al. (2018)	Playfulness	Social engagement, social interaction	Problem solving
LaRose & Eastin (2004)	Self-reactive	Social, status, activity	Self-efficacy
Lee and Ma (2012)	Entertainment	Socializing	Information seeking, Status seeking
Leiner et al. (2018)	Affective integration, escape or tension release	Social integration, cognitive integration	Personal integration
Lin & Chang (2018)		Outcome expectation of social relationships	Outcome expectation of information exchange

Table 2.1 continued

<b>Performance Expectancy</b>			
	Entertainment motives	Social interaction motives	Information seeking motives
Lin et al. (2017)	Message intrigue	Social benefit, social enhancement, immediate social affective communication, immediate information support	
McQuail (2010)	Entertainment	Social interaction	Become informed or educated
Mull & Lee (2014)		Creativity expression	
Phua et al. (2017)	Passing time	Showing affection, sharing problems, demonstrating sociability	Following fashion, improving social knowledge
Plume & Slade (2018)	Entertainment	Altruism (user's desire to help others), information sharing, socializing, self-expression	Information seeking
Raacke & Bonds-Raacke (2008)		Friendship management	Information seeking
Rogers (1995)	increase on comfort feeling as a dimension of relative advantage		Time saving, effort saving, and cost saving
Sheldon & Bryant (2016)			Memory documentation
Sheldon et al. (2017)	Diversion (To avoid loneliness, to relax, and to escape from reality)	Social interaction, self-promotion (to become popular, to self-promote myself, and to show off), creativity	Documenting (to remember something important)
Sheth et al. (1991) (CVT)	Epistemic value, emotional value, functional value	Social value, functional value	Epistemic value, functional value
Tang & Cooper (2018)	Get a "social experience"	Interact with family and friend, feel connected	Seek information

Table 2.1 continued

<b>Performance Expectancy</b>			
	Entertainment motives	Social interaction motives	Information seeking motives
Venkatesh et al. (2003)		Perceived usefulness, extrinsic motivation	Job-fit, relative advantage
Whiting and Williams (2013)	Pass time, entertainment, relaxation	Social interaction, communicatory utility, convenience utility, expression of opinion, information sharing	Information seeking, surveillance/knowledge about others

### 2.3 Stimulus-Organism-Response (SOR) model

Stimulus-Organism-Response (SOR) Model, proposed by Mehrabian and Russell (1974), is a widely-used research model for consumer psychology and e-commerce research (e.g. Amirpur, 2017; Eroglu et al., 2003; Jacoby, 2002; Kim & Lennon, 2013). The model suggested that the environmental stimuli (Stimulus) have impacts on affective and cognitive reactions (Organism) that turn to influence individual behavioral responses (Response). It was a comprehensive evolution on the model of consumer behavior from the earliest models with only inputs and outputs (Jacoby, 2002). By paying more attention on the internal organismic factors of individuals in the process of consumer behavior development, the SOR model adds the process of “Organism” between stimuli and behavioral responses to highlight individual’s cognitive and affective changes during the consumer behavior process.

Stimulus is the atmospheric cue that affects consumer’s emotion and perceived risk within the SOR model (Eroglu et al., 2001; Kim & Lennon, 2013; Mehrabian & Russell, 1974). Researchers had categorized stimuli as internal and external cues (e.g. Kim & Lennon, 2013), or high and low task-relevant factors (e.g. Eroglu et al., 2001). High task-relevant stimuli, or

internal stimuli, include the content that directly facilitate users' goal attainment; while low task-relevant stimuli, or external stimuli, encompass the attributes that create a pleasant atmosphere to indirectly help achieve the goal (Eroglu et al., 2001; Kim & Lennon, 2013). Kim and Lennon (2013) argued that reputation and website quality could represent external and internal stimuli separately. Reputation, or source credibility in this study, is defined as the degree of user's confidence in the information provider's intent to offer accurate, reliable, and comfortable information (No & Kim, 2015). It is built on user's previous experiences on the interaction with the information provider, or the halo effect by online word-of-mouth (a cognitive bias that individual makes initial assessment based on ambiguous information heard from others) (Dellarocas, 2003; Kim & Lennon, 2013; Lachman & Bass, 1985). On the other hand, website quality may be replaced as information quality for internal stimuli in this study because the objective of users has been changed from the behavioral change on using the website to the one on accepting the shared information. Applying to the elaboration likelihood model (ELM), these two stimuli could be regarded as argument quality and source credibility as well (Bhattacharjee & Sanford, 2006; Petty & Cacioppo, 1986). Similar application has been applied in previous works (e.g. Bhattacharjee & Sanford, 2006; Erkan & Evans, 2016; Hur et al., 2017).

Organism serves as consumer's emotional reactions to the environmental stimuli within the SOR model (Eroglu et al., 2001; Vieira, 2013). Past researchers have mostly followed a typology of "Pleasure, Arousal, Dominance" (PAD) introduced by Mehrabian and Russell (1974) for the intermittent cognitive and affective states between stimuli and behavioral responses (Eroglu et al., 2001; Kim & Lennon, 2013; Vieira, 2013). Dominance, the perceived control over situations and surroundings (Mehrabian & Russell, 1974; Vierra, 2013), shares the same definition with perceived behavioral control of facilitating conditions in the theory of

planned behavior and UTAUT (Ajzen, 1991; Venkatesh et al., 2003). Pleasure is the level of enjoyment and gratification, which could be integrated with the entertainment motives from the uses and gratification theory (UGT) and the emotional and epistemic value from the consumption value theory (CVT) due to the same definition of the category. Arousal, the physiological responses to the environmental stimuli (Pribram & McGuinness, 1975), was depicted as an affective alertness from sleepiness to excitement (Mehrabian & Russell, 1974; Vieira, 2013).

Performance expectancy discussed above would be able to be explained by arousal because not only perceived usefulness but also perceived ease of use is related to individual's internal process of perceptions. Furthermore, people use emotional cues to label the psychological arousal stimulated by the environment based on the cognitive-arousal theory of emotion (Schachter & Singer, 1962). The three-different affective and cognitive motives (entertainment, social interaction, and information seeking) in performance expectancy could thus be referred to as the labels of aroused emotion in this study. In consequence, these factors are in line with the PAD dimensions.

Response, the final process in the SOR model, includes the approach or avoidance behaviors of the user (Eroglu et al., 2001; Vieira, 2013). After the exposure of the environmental stimuli and the internal processing of cognitive or affective factors, the final outcome represents by individual's various explicit reactions. Donovan and Rossiter (1982) categorized the desire to explore the surroundings where stimuli come from, the inclination to interact with others, and the satisfaction with the environment, as three types of response. The combination of satisfaction and exploration desire could lead to the approach or avoidance behaviors in forms of behavioral

intentions (Kim & Lennon, 2013; Vieira, 2013), which is the acceptance or trust of information on social network sites in this study.

## CHAPTER 3. RESEARCH METHODOLOGY

This chapter described the conceptual framework, research design, and procedures to be used in this study.

### 3.1 Conceptual Framework

The research framework of this study was depicted as follows:

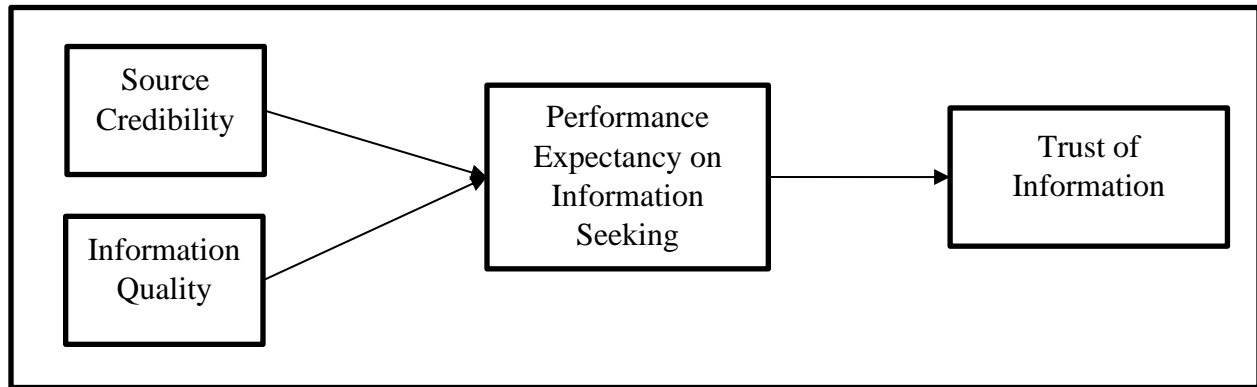


Figure 3.1 Proposed Research Framework

The general research framework could be separated into three main categories as stimuli, organism, and response by the SOR model. Information quality and source credibility play the role of environmental stimuli based on the elaboration likelihood model (ELM). Information quality (or argument quality) will be the central route of persuasive processing on the different motivations on acceptance; while source credibility will be the peripheral route (Li, 2013). To consider the hedonic motivations, this study rebuilds performance expectancy as the three major components of organism by the combination of UTAUT, UGT, and CVT as entertainment motives, social interaction motives, and information seeking motives. Specifically, this study

focused on the information seeking motives. Trust of information was the response to the affective and cognitive reactions.

### 3.1.1 Information quality

According to uses and gratifications theory (UGT) proposed by Katz et al. (1974), people actively engage in media exposures to gain entertainment, enhance social interaction, and become informed or educated (McQuail, 2010). Social network sites are platforms that provide opportunities to fulfill the desire of social interaction and knowledge acquisition through fruitful communication and information served (Quan-Haase & Young, 2010). Information, specifically, has been widely discovered as an important motive for using social network sites (e.g. Orchard et al., 2014; Park et al., 2009). Therefore, the characteristics of information received from social network sites will be highly related to people's experience of information seeking on social media usage.

Past researchers claimed accuracy, timeliness, relevance, and consistency as the main characteristics of information to measure information quality (DeLone & McLean, 2003). Greer and Kropp (1983) suggested that incremental timeliness improvement on information generates more benefits for information receivers. Although the tradeoff between timeliness and accuracy has long been an issue and been discussed as the active research stream of data quality or information quality (e.g. Ballou & Pazer, 1995; Karkouch et al., 2016; Kleindienst, 2017), both factors are agreed to represent as the component of information quality. Furthermore, the different levels of motivation and ability to process information changed the information reading behavior, supported by the elaboration likelihood model (ELM) (Petty & Cacioppo, 1986). Personal relevance to the information was one of the factors on influencing the level of



motivation on information processing. LaRose and Eastin (2004) revealed that social network sites gather users with similar interests with sharing information collectively. Better information quality, in the forms of contextual and intrinsic quality (Lee et al., 2002; Wang & Strong, 1996), was found to have significant impact on satisfaction (Chae et al., 2002; Hilligoss & Rieh, 2008). That is, the contextual dimension of information quality (i.e., value-added, relevancy, timeliness, completeness, interestingness, and amount of information) (Kim et al., 2017) will positively influence users' performance expectancy in the forms of entertainment and social interaction motives (Ahn et al., 2007; Chae et al., 2002). Information seeking motives, on another hand, were triggered by the intrinsic aspect of information quality (i.e., believability, accuracy, objectivity, and reputation) on the online social platforms (Ghasemaghaei & Hassanein, 2016).

### 3.1.2 Source credibility

Although people are willing to share information proactively on social media (Osatuyi, 2013), the behavior of integrated information sharing is limited due to the potential enormous time devoted needed. In other words, sharing systematic integrated information relies on the ability to collate and verify information from numerous sources. People are hence found to place more trust on information provided by authorities (Kotter, 1985) or opinion leaders (Katz & Lazarsfeld, 1955), who accumulate social capital by actively contribute to knowledge sharing network (Brogan & Smith, 2009). Although Chung (2017) indicated that social media metrics (i.e. people's recommendation or news sharing activities) reduce the effect of media credibility on online news evaluations for sources with low credibility, people are still willing to believe information from sources with high credibility because the high source credibility raises users' perceived usefulness and social relationships on social platforms (Chung et al., 2015; Kim et al., 2016). In line with ELM, source credibility changes customer's believes and attitudes on the

information provided (Bhattacharjee & Sanford, 2006; Hur et al., 2017; Petty & Cacioppo, 1986). People with higher source credibility were able to more easily fulfill their needs on entertainment, social interaction, and information seeking (Hur et al., 2017; Kim et al., 2016; Li, 2013). In addition, source credibility was widely regarded as an antecedent of brand loyalty (Chaudhuri & Holbrook, 2001; Laroche et al., 2012) in marketing studies. Since customer's perceived control power on the risk was positively associated with the formation of loyalty (Gounaris & Stathakopoulos, 2004), source credibility could have positive impact on facilitating conditions in the form of perceived control if we regard information source as a brand.

### 3.1.3 Performance expectancy

Based on the literature review related to IAM, UGT, CVT, UTAUT, and PAD of the SOR model, entertainment, social interaction, and information seeking motives were three main components for performance expectancy in this study. UGT could further be applied to explain the impacts of hedonic motives on acceptance (Hur et al., 2017; Katz et al., 1973). Entertainment motives such as enjoyment and relaxation were found to positively influence users' intention to use (e.g. Davis et al., 1992; Plume & Slade, 2018; Van der Heijden, 2004; Whiting and Williams, 2013). Social interaction motives such as status seeking, convenience, and altruism have also been claimed to raise the acceptance rate (e.g. Plume & Slade, 2018; Choudhury & Karahanna, 2008; LaRose & Eastin, 2004). Similarly, past scholars have studied on the relationship between acceptance and information seeking motives (e.g. Plume & Slade, 2018; Whiting & Williams, 2013). Furthermore, the overall consumer value could not only change individual's behavioral intention but also enlarge social influence by positive word-of-mouth (Lee & Ma, 2012; Turel et al., 2010). Henning-Thurau et al. (2004) also pointed out that social benefits (a social interaction motive), post-purchase advice seeking (an information seeking

motive), self-enhancement (a social interaction motive), problem-solving support (an information seeking motive), and emotion expression (an entertainment motive) are five possible main motives to engage in e-WOM as a customer. According to the abundant discussion in past studies on information acceptance and behavioral intention to use (See Table 3.1 & Literature Review), the relationship between information seeking motives and trust of information in our conceptual model may be expected to have insights.

#### 3.1.4 Trust of information

As the major response in the SOR model, trust of information has a clear definition in this study. Followed by McKnight et al. (2002), trust of information equals to trusting intentions, which make people willing to depend on the trustees and then express trust-related behaviors on shared information spread on social network sites. In the trust model of McKnight et al. (2002), trust was split into three different levels: disposition trust, institutional trust, and interpersonal trust (including trusting beliefs and trusting intentions). Disposition trust had impacts on institution-based trust which leads to trusting beliefs and trusting intentions. Disposition trust, which involves the faith in humanity, was not the focus in this study. Institution-based trust was, however, partly included in the definition of performance expectancy in the research framework. In coordination with Choudhury and Karahanna (2008)'s viewpoint, institutional trust was one of the three key antecedents of relative advantage – an important composition of performance expectancy (see Section 2.2.1). Moreover, source credibility in this study also partly shared the concept with both institutional trust – the perceptions of environment that achieve a successful outcome and trusting beliefs – the perceptions of the trustees that were beneficial to the trustor. People obtained their perceptions on source credibility not only from the channel they watched and engaged in, but also from the whole social platform (environment). In consequence, the main

constructs in this study were generally identified and categorized in the trust model of McKnight et al. (2002).

Nevertheless, the proposed research model did not directly follow the trust model of McKnight et al. (2002) because it did not concentrate on the typology of trust. Instead, researcher of this study was more interested in what factors have impact on performance expectancy which led to trusting intentions. The conceptual research model on the level of trust of information in this study was developed based on the ELM, UGT, UTAUT, and CVT models with the SOR framework. The term of “trust” was only expressed as “trust of information” as the response in the SOR framework to distinguish among trust of information (acceptance), source credibility (trust on source or information provider), and trust as relative advantage (trust on the environment). To avoid confusion, “trust” represented “trust of information”.

### 3.2 Research Design

This research was a qualitative study. Specifically, I utilized an exploratory study design to arrive at an understanding of the phenomenon of trust of information in social network sites. Online surveys were used to collect data from active social media users.

#### 3.2.1 Pilot studies

To make the conceptual model more solid, two pilot studies were conducted on the level of trust of information on October 2018 and during April 2019 and August 2019. The first pilot study was a simple survey study. A total of 113 results were collected from an in-class questionnaire after introducing information in the form of news which was new to the majority of respondents (only 5% of respondents knew the information before). Results showed that entertainment motives and information seeking motives were strong factors leading to the trust

of the information provided. Social interaction motives may not be a significant factor of trust of information. To explore the trust of information on social network sites, we chose information seeking purposes as our focus of hedonic or cognitive motivations. The phenomenon of consumers' trust in seeking information on various social network sites would be examined in this research.

Table 3.1 Results from The First Pilot Study

Questions	Item	Average Score
Did you know the warm-up news introduced today before class?		0.054 of 1
Do you think you need to know the warm-up news introduced today?		0.725 of 1
Will you share the warm-up news introduced today after class? [1=not likely; 3=moderately likely; 5=very likely]	Social interaction motives	2.646 of 5
Will you study more details on the news introduced today after class? [1=not likely; 3=moderately likely; 5=very likely]		2.416 of 5
Is the warm-up news section introduced today effective? [1=not effective; 3=moderately effective; 5=very effective]	Information seeking motives	3.495 of 5
Is the warm-up news section introduced today interesting? [1=not interesting; 3=moderately interesting; 5=very interesting]	Entertainment motives	3.580 of 5

The second pilot study was conducted by the method of 'netnography'. Netnography, an online research technique which is a useful tool in marketing research (e.g. Heinonen & Medberg, 2018; Kozinets, 2002) and information systems (e.g. Ameripour et al., 2010; Germonprez & Hovorka, 2013; Vaast & Levina, 2015) for providing and analyzing consumer insights, is the online version of ethnography. The online-adapted research method is suitable for studies about human behavior and cultural experience in online communities (Kozinets, 2010). Researchers can use the information that is publicly available online to identify and interpret

relevant respondents' decision influences in the represented society (Bryman, 2001) with the advantages of fewer costs, less obtrusions, and more naturalistic observations (Kozinets, 2002).

To examine the factors for the trust of information on social network sites, netnography was able to present the nature phenomenon of online sociability systematically. I followed the methodological guidelines of netnography proposed by Kozinets (2010) to collect information through observations on the social communities. Specifically, information posted on a specific Facebook page during a specific time were chosen as the target data resource. The netnography methodology helped me to collect rich, timely, and continuous naturalistic observable data (Rokka, 2010) and reduced disputed ethical concerns on obtaining consents from the respondents (Rokka, 2010) because they all spontaneously joined and proactively engaged on the platforms. Respondents had free access to the target online social platform at any time and place due to the nature of the social network sites.

Recent top shared posts on the specific Facebook page were identified during the netnographic approach to examine carefully the proposed constructs in the conceptual research framework. The reply and reaction mechanism on the social network sites were viewed to illustrate users' level of trust of information. Once the user 'liked' the post, I regarded that as evidence the user 'trusted' the information provided in the post because people only engage to an information when they trust it. During the netnographical observation process, I found that the two main categories of environmental stimuli (information quality and source credibility) could be easily obtained and distinguished through the platform as well. Users were able to know the source of information by reading the Facebook posts. The source of information could be obtained directly from the author of the posts, a news interview conducted by the news agency, or indirectly from other agencies or website. Therefore, respondents were able to identify the

quality of information and the credibility of the sources. Results showed that people were not more willing to engage with the posts with a generally accepted source listed. Instead, a more local-related information was preferred. Users who sought information on the specific Facebook page engaged more on sites of local news even if no source of information had been provided (low source credibility) (See Table 3.2 and 3.3). Results also showed that the quality of information may have had positive impact on the level of trust of information on social network sites. However, netnographical observation cannot obtain the real users' perceived information quality and source credibility. It also ascertained that information obtained from netnographic data collection was not enough to answer the research questions; thus, the subsequent online questionnaire in the main study was an essential step to either strengthen the phenomenon found in the second pilot study or complete/complement potential deficiencies for the purpose of data analysis.

Table 3.2 Results from The Second Pilot Study: The Most Engaging Posts

No	Post content	Time	Type	IQ	SC	Engagements
1	Settlement	7/24/19 1:13 PM	news	High	High	806
2	Local fire incident	7/12/19 2:37 PM	news	Medium	Medium	272
3	Local experience	6/25/19 2:10 PM	share	Medium	Low	224
4	Regulation change	5/23/19 8:37 AM	news	High	High	149
5	Local experience	8/30/19 10:46 AM	share	Medium	Low	131
6	Activity information	4/5/19 6:39 PM	share	Medium	Medium	127
7	Activity information	5/13/19 8:47 PM	share	Medium	High	119
8	Regulation change	5/8/19 3:08 PM	news	Medium	Medium	119
9	Experience	7/19/19 7:52 AM	share	Medium	Low	101
10	Local experience	4/14/19 7:39 PM	share	Medium	Low	99

Table 3.3 Results from The Second Pilot Study: The Least Engaging Posts

No	Post content	Time	Type	IQ	SC	Engagements
1	Activity information	4/7/19 8:26 PM	news	Medium	High	7
2	Regulation change	5/19/19 4:16 PM	news	Medium	Medium	10
3	Activity information	6/27/19 2:20 PM	news	Medium	High	14
4	Weather	7/11/19 7:09 AM	news	Medium	Medium	15
5	Regulation change	6/24/19 7:00 AM	news	Medium	Medium	16
6	Activity information	4/12/19 7:57 AM	share	Low	Low	16
7	Activity information	5/10/19 9:32 AM	share	Medium	Low	17
8	Activity information	4/16/19 8:31 AM	news	Medium	Medium	17
9	Activity information	4/17/19 5:34 PM	news	Medium	Medium	18
10	Weather	7/16/19 6:31 PM	news	Medium	Low	18

### 3.2.2 Setting and context of the study

An exploratory study on social network platforms was conducted to know more details on the phenomenon which may be in consistent with the above discussion in this study. Specifically, a questionnaire survey was applied to both the Internet public and students in an American-Midwest-based university to reach abundant qualified respondents. The survey included numbers of open-ended qualitative questions to obtain in-depth answers. Procedures of data collection including questionnaire design were illustrated in the sub-section 3.5.

Social network sites could be identified into multiple categorized by functions and thus people may seek information with different purposes on various sites. For example, Facebook served as a main social network platform for people to sharing news, contacting friends, and playing games. It was one of the existing popular platforms with more than 1.9 billion monthly active users. Users on Facebook had control to choose whether they trust the posted information or not. People could leave comments, click the “like” button, or share the posts to show their engagements with the social network platform. Similarly, Twitter played an important role on sharing information in short sentences. A popular information item could be spread to the



majority of users quickly and could even challenge the stability of Twitter's server system. Next, picture-focus platforms such as Instagram and Pinterest helped people learn and share information easily with visual-friendly images. The 'story' function in Instagram and Snapchat which helped users 'kill' the messages in 24 hours made people more willing to share information on the platforms. With similar visual-friendly characteristics, video-focus social network sites such as YouTube helped people obtain information by watching instead of reading. Moreover, people may search for information on specific social network sites based on the type of information that they were seeking (e.g. LinkedIn for job information, Yelp for restaurant information, TripAdvisor for travel information, Wikipedia for encyclopedia information, etc.)

Although scholars generally followed van Dijck (2013)'s guide to separate social network sites from user-generated content platforms, trading and marketing sites, play and game sites, and mobile platforms, the boundary among these categories has been vague. For instance, users could search restaurant information not only on Yelp but also on Facebook or Google. Videos on YouTube and Facebook also shared similar traits nowadays. Therefore, the context of 'social network sites' in this study contained all the above categories to adequately explore the answers of research questions. The most trusted social media sites for information seeking purposes, the factors that influence consumer trust in seeking information on social network sites, and why, as well as how, people perceive the source credibility and the quality of information on the social media sites that appear to impact the level of trust, were carefully explored and discussed in this research.

### 3.2.3 Sample

Respondents were recruited on social network sites to reach a diverse base of audience. A web-based survey tool Qualtrics provided by Purdue University was used. I designed the survey

through Qualtrics and then posted the survey on social network platforms (the sites which have been clearly defined in the section of 3.2.2), and via emails in the intranet of Purdue University. Respondents, including college students and users on social network sites, who were considered to be frequent social media users with daily usage. Initially, 150 respondents were expected, with a total of 189 respondents actually participating in this study. Although personal information such as gender, sex, race, ethnicity, and education level was recorded, all the respondents were assured anonymity as part of this study and all the identifiable information was removed from the final data. Survey respondents were given an information sheet (see Appendix B) that explained the details of the study before starting participating. The researcher carefully complied with the institutional review board (IRB) guideline of Purdue University to ensure the study was conducted ethically.

#### 3.2.4 Data collection procedures

A questionnaire survey was sent to college students and active social media users to collect data in this study. This study was expected to show the difference between two environmental stimuli: information quality and source credibility. I asked several open-ended questions through the questionnaire to obtain possible rich descriptions. By conducting a survey, I would be able to know the internal human factors on people's trust of information from social network sites. I wanted to understand why people trust the quality of information on certain sites and why these sites are considered credible sources. For information seeking purposes, the most trusted social network sites were collected and analyzed in this study.

The online questionnaire was conducted at Purdue University. The same survey was also spread on social network sites (the sites which have been clearly defined in the section of 3.2.2).

Respondents accessed the survey remotely through a provided web address with an invitation message. Although each section of the questionnaire contained built-in checks to ensure complete answers, respondents were able to quit the survey anytime they wished. All responses were captured automatically and then were exported as a document for content analysis. The whole data collection procedure is described in Table 3.4. A sample of survey questions is attached in Appendix A.

Table 3.4 Gantt Chart of Data Collection & Analysis Procedure

Time	Oct	Nov	Dec	Jan-Feb
Data collection procedures				
Survey design & IRB application	■			
Post survey & collect		■		
Initial analysis		■		
Further analysis & conclusion			■	
Cumulative Progress (%)	35	65	85	100

### 3.2.5 Data analysis procedures

The data analysis procedures started with inductive content analysis because of the exploratory nature of this study. To address the research questions, questionnaire responses were carefully analyzed by grouping, coding, and adequate statistical methods. The same or similar items were firstly grouped from the responses to figure out the impact factors of consumer trust in seeking information on social network sites. The collected most trusted social network sites were then categorized by various information seeking purposes as well.

The coding scheme of response were developed based on past studies to help me analyze the results. Information quality, source credibility, performance expectancy with information

seeking motives, and trust of information were identified and categorized carefully during the data analysis process (Table 3.5). According to the literature, information seeking motives include problem solving, self-discovery, memory documentation, resource discovery, or personal integration. I carefully matched the survey responses with a simple description (e.g. job searching) into a proposed theory-based term (e.g. problem solving). Both descriptive statistics and content analysis were applied during the phase of data analysis. Because this is an exploratory study, new items were discovered and then added during the analysis period. The descriptions which explain why respondents' trust the information and how they ensure the source credibility and the quality of information would also help researchers single out the factors of trust in seeking information on social network sites and the most trusted sites, addressing some of the core research questions of this study.

Table 3.5 Proposed Coding Scheme

Categories	Items	Examples	Sources
Source credibility	Ability, Integrity, or Benevolence	The source is professional, neutral to any aspects, or diligent to address most user concerns	Bhattacharjee (2002)
Information quality	Contextual or intrinsic dimensions	The information is up-to-date, relevant to what I want, or complete in any manner	Kim et al. (2017); Ghasemaghaei & Hassanein (2016)
Information seeking motives	Information seeking	Find restaurants, find information, find something	(See Table 2.1)
	Problem solving	Search jobs, Ask friends for advice, Work with people	
	Self-discovery	Figure out the meanings of emotions, symptoms, etc.	
	Memory documentation	Keep memory on the sites	
	Resource discovery	Find resource of something	
	Personal integration	Show personal background	
Trust of information	Willing to depend, act on advice, share information, or pay for advice	I trust the information, I will use the information I learned, or I will pay for getting the information	McKight et al. (2012)

### 3.3 Role of the researcher

I served as the primary contact person for the online survey implementation. After survey data was collected, I conducted an analysis of the data. I needed to understand the context well, so the phenomenon would be correctly interpreted. Moreover, the knowledge pertaining to information acceptance and trust of information were intended to achieve deeper answers during the questionnaire setup and survey questions development.

### 3.4 Summary

This exploratory study used a survey with open-ended questions to explore the phenomenon of trust of information on social network sites when people seek information. It was expected that the research would identify factors that influence the level of trust of information on social network sites. The study would also contribute to the current research stream on information quality, fake news, and IT adoption.

## CHAPTER 4. PRESENTATION OF THE DATA

The following chapter presents the results of data collection, including the demographics of the study respondents, frequency of social media usage, and detailed descriptions of the open-ended questions in the carefully designed online questionnaire.

### 4.1 Description of the data

The online survey of this study was opened starting from the third week of November 2019 to December 2019. Survey invitation was post on multiple social network sites and physical locations on campus to achieve a diverse base of respondents. Facebook, Reddit, Twitter, LinkedIn, Instagram, Nextdoor, and PTT were the social network sites where researcher post the information. Specifically, the Purdue page and Indiana page in Reddit, Q\_ary page (a place to invite people to participate in survey) in PTT, three discussion groups and researcher's own fan page plus personal page on Facebook, and researcher's personal page or story function on LinkedIn, Instagram, Nextdoor, Twitter, and Facebook were chosen. Invitation was also sent to all the graduate students in Purdue Polytechnic Institute and all the doctoral students in Purdue Krannert School of Management. 189 complete responses and 86 partial responses were collected.

To approach more possible respondents and create a more pleasant environment for survey respondents to obtain better in-depth responses, I provided the online questionnaire in three languages: English, Spanish, and Traditional Chinese (Please refer to Appendix F, G, and H). All the three versions have the same contents – only different with written languages. Respondents could choose whichever written language to start the survey and could change the

language among the three options all the time during their answering periods. They were also allowed to leave answers in English, Spanish, Traditional Chinese, or Simplified Chinese. Researcher in this study can read the answers and conduct the analysis in the above written languages.

There were totally 20 questions on the survey, including five questions related to the demographics of the survey respondents. Respondents' usage of social network sites on information seeking was investigated in six following questions. Afterwards, six questions regarding to source credibility and information quality were asked to get deeper insights for the main constructs of the conceptual model in this study. A perceived percentage and the reason why choosing the percentage were added in the last two questions to finalize the topic of trust of information on social network sites when doing information seeking. The sample survey questions may be examined in Appendix A.

#### 4.2 Demographic Data

The demographic variables, including respondents' gender, age, education level, profession, and nationality, were analyzed through frequency distributions presented in the following Table 4.1.

Table 4.1 Frequency Distribution of Demographic Data

Type	Variable	Frequency	Percent
Gender	Male	70	37.23
	Female	117	62.23
	Others – Agender	1	0.53
Age	Under 18	2	1.06
	18-24	22	11.64
	25-34	80	42.33
	35-44	35	18.52

Table 4.1 continued

	45-54	35	18.52
	55-64	13	6.88
	65+	2	1.06
Education Level	Less than high school degree	0	0.00
	High school degree or equivalent (e.g., GED)	11	5.82
	Some college but no degree	14	7.41
	Associate degree	8	4.23
	Bachelor's degree	58	30.69
	Graduate degree	98	51.85
Profession	Student	56	29.63
	Engineer	28	14.81
	Art Designer	2	1.06
	Teacher / Professor	14	7.41
	Administration	20	10.05
	Stay-home mom	13	6.98
	Finance, Accounting, or Business Analyst	10	5.23
	Freelance / Self-employment	2	1.16
	Unemployment	2	1.16
	Scientist / Researcher	3	1.74
	Director	2	1.16
	Others	34	19.77
Nationality	Taiwan	112	59.57
	United States	61	32.45
	China	3	1.60
	India	2	1.10
	Canada	1	0.53
	Mexico	1	0.53
	South Korea	1	0.53
	United Kingdom	1	0.53
	Switzerland	1	0.53
	Germany	1	0.53
	Brazil	1	0.53
	New Zealand	1	0.53
	Hong Kong	1	0.53

Based on the survey distribution, it was not surprised that the two majority groups of the respondents are Taiwanese and American with the age of 25-54 and graduate degree. The offer



of three language versions for the survey did encourage people to participate in and contribute with abundant responses. Respondents represented 13 nations and detailed descriptions of answers were collected. Therefore, every response in the survey was valuable to learn the insights of respondents' usage of social network sites. The difference between Taiwan and United States in the results will be discussed in the next chapter.

Most of the respondents are people from the age of 25 to 54. The respondents represent people who use social network sites for information seeking, entertainment, and social interaction purposes. The relatively low response rate from the age of 18-24 could be explained by the low interest on participating academic survey among young college students. However, more than one response from each age group would be enough because of the characteristic of our survey. Narratives from each respondent are analyzed and discussed in the next sections.

#### 4.3 Frequency of The Social Network Sites Usage

The majority of survey respondents visit social network sites several times in a day (129 respondents, 68.25%). Including people using social network sites hourly and daily, 95.23% of the survey respondents visit social network sites every day. Frequent social media users were the main research target in this study; therefore, the collected responses are highly treasurable because of the good fit between respondents and the study itself. The frequency distribution of the social network sites usage was displayed in the following Table 4.2.

Table 4.2 Frequency Distribution of Frequency of Social Network Sites Usage

Variable – Frequency of usage	Frequency	Percent
Hourly	30	15.87
Several times in a day	129	68.25
Once daily	21	11.11
Several times in a week	6	3.17
Weekly	1	0.53
Others	2	1.06

#### 4.4 Profile of Respondents

Although the frequency distribution of demographic data and the social network sites usage were presented in the above sections, knowing the basic profile of each respondent in the survey would be benefit to the content analysis in this study. In the following section, respondents were numbered though the answer of Question 2 of the survey (see sample survey questions in Appendix A). Basic demographic information and the frequency of the social network sites usage were provided.

The question of “*Do you learn or seek any information (including news, activity, knowledge, problem-solving, etc.) on social networks?*” was asked in Question 2. A total of 151 respondents answered yes with reasons (noted as Y with numbers in Table 4.3) and 19 people without reasons (noted as MY with numbers in Table 4.3). There were eight respondents stating that they don’t learn or seek information on social network sites with reasons (noted as N with numbers in Table 4.3) and two without reasons (noted as MN with numbers in Table 4.3). Nine respondents checked that they were not sure whether they do the information seeking on social network sites (noted as NS with numbers in Table 4.3).

Table 4.3 Profile of Respondents

No.	M /F	Age	Education	Profession	Nationality	Frequency
Y1	F	18-24	High school	Student	United States	Hourly
Y2	M	18-24	Some college	Student	United States	Hourly
Y3	F	18-24	Some college	Student	United States	Several times in a day
Y4	F	25-34	Graduate degree	Student	United States	Hourly
Y5	M	35-44	Graduate degree	Engineer	United States	Hourly
Y6	M	25-34	Graduate degree	Teacher / Professor	United States	Once daily
Y7	M	25-34	Graduate degree	Engineer	Taiwan	Hourly
Y8	F	25-34	Graduate degree	Scientist	Taiwan	Several times in a day
Y9	F	35-44	Bachelor's degree	Stay-home	Canada	Several times in a day
Y10	M	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y11	F	18-24	Bachelor's degree	Art Designer	United States	Hourly
Y12	M	55-64	Some college	Administration	Taiwan	Several times in a day
Y13	M	25-34	Graduate degree	Researcher	Taiwan	Several times in a day
Y14	F	25-34	Graduate degree	Stay-home	Taiwan	Several times in a day
Y15	M	45-54	High school	Engineer	Taiwan	Once daily
Y16	M	35-44	Graduate degree	Engineer	Taiwan	Several times in a day
Y17	M	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y18	M	35-44	High school	Engineer	Taiwan	Several times in a day
Y19	F	55-64	Bachelor's degree	Librarian	United Kingdom	Several times in a day
Y20	M	55-64	High school	Engineer	Taiwan	Several times in a day
Y21	F	45-54	Graduate degree	Teacher / Professor	Taiwan	Several times in a day
Y22	F	25-34	Bachelor's degree	Student	United States	Several times in a day
Y23	F	45-54	Bachelor's degree	Administration	Taiwan	Several times in a day
Y24	M	25-34	Graduate degree	Engineer	Taiwan	Several times in a day
Y25	M	25-34	Graduate degree	Engineer	New Zealand	Several times in a day
Y26	M	25-34	Graduate degree	Other	Taiwan	Several times in a day
Y27	M	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y28	M	25-34	Bachelor's degree	Operation Manager	United States	Several times in a day
Y29	F	25-34	Bachelor's degree	Other	Taiwan	Several times in a day
Y30	M	18-24	High school	Student	United States	Several times in a day
Y31	M	25-34	Graduate degree	Finance / Accounting	Taiwan	Several times in a day
Y32	F	45-54	High school	Stay-home	Taiwan	Several times in a day
Y33	M	55-64	Some college	Other	United States	Several times in a day
Y34	F	18-24	Bachelor's degree	Student	Taiwan	Once daily
Y35	M	35-44	Bachelor's degree	Administration	United States	Several times in a day
Y36	F	25-34	Bachelor's degree	Art Designer	Taiwan	Once daily
Y37	F	18-24	Bachelor's degree	Student	United States	Several times in a day

Table 4.3 continued

Y38	M	25-34	Bachelor's degree	Engineer	United States	Several times in a day
Y39	F	18-24	Bachelor's degree	Business	United States	Several times in a day
Y40	F	35-44	Graduate degree	Student	United States	Hourly
Y41	F	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y42	M	25-34	Graduate degree	Student	Taiwan	Hourly
Y43	F	25-34	Graduate degree	Student	Taiwan & United States	Several times in a day
Y44	F	35-44	Graduate degree	Other	Taiwan	Several times in a day
Y45	M	18-24	Bachelor's degree	Student	Taiwan	Several times in a day
Y46	M	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y47	F	25-34	Graduate degree	Student	Taiwan	Hourly
Y48	F	35-44	Graduate degree	Engineer	United States	Several times in a day
Y49	F	25-34	Bachelor's degree	Stay-home	Taiwan	Several times in a day
Y50	F	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y51	F	25-34	Graduate degree	Student	China	Hourly
Y52	M	25-34	Graduate degree	Administration	Taiwan	Once daily
Y53	M	25-34	Bachelor's degree	Student	Taiwan	Several times in a day
Y54	F	35-44	Graduate degree	Other	Other	Several times in a day
Y55	M	25-34	Graduate degree	Student	Germany	Several times in a day
Y56	F	35-44	Graduate degree	Military	United States	Several times in a day
Y57	F	18-24	Bachelor's degree	Unemployment	Taiwan	Once daily
Y58	F	25-34	Graduate degree	Student	United States	Several times in a day
Y59	F	55-64	Graduate degree	Engineer	United States	Once daily
Y60	F	18-24	Bachelor's degree	Student	United States	Hourly
Y61	M	25-34	Bachelor's degree	Performance Management	Switzerland	Once daily
Y62	F	25-34	Bachelor's degree	Student	China	Several times in a day
Y63	F	35-44	Graduate degree	Student	Other	Several times in a day
Y64	F	18-24	Graduate degree	Student	United States	Hourly
Y65	M	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y66	M	25-34	Bachelor's degree	Corporate Director	United States	Weekly
Y67	F	55-64	Graduate degree	Administration	United States	Once daily
Y68	F	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y69	M	25-34	Graduate degree	Engineer	Taiwan	Hourly
Y70	F	18-24	Bachelor's degree	Student	Taiwan	Several times in a day
Y71	M	25-34	Graduate degree	Engineer	Taiwan	Hourly
Y72	F	25-34	Graduate degree	Engineer	Taiwan	Hourly
Y73	F	45-54	Graduate degree	Teacher / Professor	Taiwan	Several times in a day
Y74	F	25-34	Graduate degree	Engineer	Taiwan	Several times in a day
Y75	F	18-24	Graduate degree	Student	Taiwan	Several times in a day
Y76	M	25-34	Graduate degree	Student	Taiwan	Several times in a day

Table 4.3 continued

Y77	F	18-24	High school	Student	United States	Hourly
Y78	F	45-54	Graduate degree	Engineer	United States	Several times in a day
Y79	M	35-44	Graduate degree	Teacher / Professor	Taiwan	Several times in a day
Y80	M	25-34	Bachelor's degree	Engineer	Taiwan	Several times in a day
Y81	F	35-44	Bachelor's degree	Stay-home	Taiwan	Hourly
Y82	M	65+	Graduate degree	Administration	United States	Several times in a day
Y83	F	25-34	Graduate degree	Corporate Finance	Taiwan	Several times in a day
Y84	F	35-44	Graduate degree	Scientist	Taiwan	Several times in a day
Y85	F	45-54	Associate degree	Other	Taiwan	Once daily
Y86	F	35-44	Bachelor's degree	Stay-home	Taiwan	Several times in a day
Y87	F	45-54	Graduate degree	Administration	United States	Hourly
Y88	F	35-44	Associate degree	Stay-home	Taiwan	Several times in a day
Y89	F	35-44	Graduate degree	Stay-home	Taiwan	Several times in a day
Y90	F	55-64	Some college	Tourism	United States	Hourly
Y91	F	25-34	Graduate degree	Engineer	Taiwan	Once daily
Y92	F	25-34	Graduate degree	Other	Taiwan	Several times in a day
Y93	F	45-54	High school	Self-employment	United States	Several times in a day
Y94	M	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y95	F	45-54	Some college	Retired	United States	Hourly
Y96	F	45-54	Bachelor's degree	Other	United States	Hourly
Y97	F	45-54	Associate degree	Stay-home	Taiwan	Several times in a day
Y98	F	35-44	Bachelor's degree	Purchaser	United States	Several times in a day
Y99	F	45-54	Bachelor's degree	Nurse	Taiwan	Several times in a day
Y100	M	65+	Graduate degree	Engineer	United States	Several times in a day
Y101	F	25-34	Associate degree	Medical Assistant	Taiwan	Hourly
Y102	F	25-34	Bachelor's degree	Teacher / Professor	Taiwan	Several times in a day
Y103	F	35-44	Graduate degree	Teacher / Professor	Taiwan	Once daily
Y104	F	55-64	Associate degree	Administration	Taiwan	Several times in a day
Y105	F	35-44	Graduate degree	Other	Taiwan	Several times in a day
Y106	F	55-64	Bachelor's degree	CPA	Taiwan	Several times in a day
Y107	F	45-54	Bachelor's degree	Accounting	Taiwan	Several times in a day
Y108	F	25-34	Bachelor's degree	Other	United States	Several times in a day
Y109	F	45-54	Graduate degree	Teacher / Professor	Taiwan	Several times in a day
Y110	M	45-54	Graduate degree	Engineer	United States	Several times in a day
Y111	F	25-34	Graduate degree	Finance	Taiwan	Several times in a day

Table 4.3 continued

Y112	M	35-44	Bachelor's degree	Teacher / Professor	Taiwan	Several times in a day
Y113	F	45-54	Bachelor's degree	Business analyst	Taiwan	Several times in a day
Y114	F	35-44	High school	Dressing clerk	Taiwan	Several times in a day
Y115	M	35-44	Graduate degree	Administration	Taiwan	Hourly
Y116	F	35-44	Graduate degree	Other	Taiwan	Several times in a day
Y117	M	25-34	Graduate degree	Student	Taiwan	Hourly
Y118	F	55-64	Bachelor's degree	Accounting	United States	Several times in a day
Y119	F	35-44	Some college	Other	Taiwan	Several times in a day
Y120	M	Under 18	High school	Student	United States	Hourly
Y121	F	45-54	Bachelor's degree	Administration	Taiwan	Once daily
Y122	F	45-54	Bachelor's degree	Other	Taiwan	Several times in a day
Y123	F	25-34	Bachelor's degree	Pilot	Taiwan	Several times in a day
Y124	F	35-44	Graduate degree	Nurse	Taiwan	Several times in a day
Y125	M	25-34	Bachelor's degree	Unemployment	Taiwan	Several times in a day
Y126	F	45-54	Some college	Media	United States	Several times in a day
Y127	F	45-54	Bachelor's degree	Stay-home	United States	Once daily
Y128	F	45-54	Some college	Other	United States	Several times in a day
Y129	F	45-54	Some college	Stay-home	N/A	Several times in a day
Y130	F	55-64	Graduate degree	Administration	Taiwan	Several times in a day
Y131	F	45-54	High school	Administration	Taiwan	Once daily
Y132	F	45-54	Graduate degree	Stay-home	United States	Several times in a day
Y133	M	55-64	Associate degree	Engineer	Taiwan	Several times in a day
Y134	M	35-44	Graduate degree	Engineer	Taiwan	Several times in a day
Y135	M	35-44	Graduate degree	Teacher/ Professor	Taiwan	Hourly
Y136	F	35-44	Graduate degree	Other	Taiwan	Several times in a day
Y137	F	45-54	Bachelor's degree	Stay-home	Taiwan	Several times in a day
Y138	F	25-34	Bachelor's degree	Administration	Taiwan	Several times in a day
Y139	M	25-34	Graduate degree	Engineer	Taiwan	Several times in a day
Y140	F	18-24	Bachelor's degree	Other	United States	Several times in a day
Y141	F	18-24	Some college	Student	United States	Hourly
Y142	M	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y143	F	45-54	Graduate degree	Student	Brazil	Several times in a day
Y144	M	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y145	F	25-34	Graduate degree	Administration	Taiwan	Several times in a day
Y146	M	25-34	Graduate degree	Engineer	Taiwan	Several times in a week
Y147	F	25-34	Graduate degree	Finance	Taiwan	Once daily
Y148	F	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y149	M	25-34	Graduate degree	Student	Taiwan	Several times in a day
Y150	F	18-24	Some college	Student	United States	Several times in a day

Table 4.3 continued

Y151	F	35-44	Associate degree	Administration	Taiwan	Several times in a day
N1	A	18-24	Bachelor's degree	Student	United States	Several times in a day
N2	M	35-44	Bachelor's degree	Writer	United States	Never
N3	M	25-34	Bachelor's degree	Nonprofit director	United States	Several times in a day
N4	F	25-34	Graduate degree	Student	India	Once daily
N5	M	25-34	Graduate degree	Student	N/A	Once daily
N6	F	25-34	Graduate degree	Student	South Korea	Several times in a week
N7	M	25-34	Bachelor's degree	Administration	United States	Several times in a day
N8	M	45-54	Bachelor's degree	IT	Taiwan	Several times in a day
NS1	M	18-24	Some college	Student	United States	Hourly
NS2	?	Under 18	Some college	Student	United States	Several times in a day
NS3	M	25-34	Graduate degree	Administration	Taiwan	Several times in a day
NS4	F	25-34	Graduate degree	Student	Mexico	Several times in a day
NS5	F	35-44	Graduate degree	Student	United States	Others
NS6	M	25-34	Graduate degree	Student	India	Several times in a day
NS7	F	45-54	Graduate degree	Business analyst	Taiwan	Hourly
NS8	M	25-34	Bachelor's degree	Chef	Taiwan	Several times in a day
NS9	M	25-34	Graduate degree	Data Scientist	Taiwan	Several times in a day
MY1	F	45-54	Graduate degree	Teacher / Professor	United States	Several times in a day
MY2	M	25-34	Graduate degree	Teacher / Professor	Hong Kong	Several times in a day
MY3	M	35-44	Bachelor's degree	Engineer	Taiwan	Several times in a day
MY4	M	25-34	Bachelor's degree	Administration	Taiwan	Once daily
MY5	M	25-34	Graduate degree	Student	Taiwan	Several times in a day
MY6	F	18-24	Graduate degree	Student	Taiwan	Hourly
MY7	F	18-24	Bachelor's degree	Student	Taiwan	Several times in a day
MY8	F	25-34	Graduate degree	Accounting	Taiwan	Several times in a day
MY9	F	25-34	Graduate degree	Student	Taiwan	Several times in a day
MY10	M	45-54	Associate degree	Retailer	Taiwan	Several times in a day
MY11	F	25-34	Graduate degree	Engineer	Taiwan	Several times in a day
MY12	F	25-34	Graduate degree	Student	China	Several times in a day
MY13	F	25-34	Bachelor's degree	Admin	Taiwan & United States	Several times in a day
MY14	F	45-54	Bachelor's degree	Engineer	United States	Several times in a day
MY15	F	25-34	Bachelor's degree	Freelance	Taiwan	Several time in a day
MY16	F	45-54	Graduate degree	Teacher / Professor	Taiwan	Once daily

Table 4.3 continued

MY17	M	55-64	Graduate degree	Teacher / Professor	United States	Once daily
MY18	F	45-54	Bachelor's degree	Admin	United States	Several times in a day
MY19	F	35-44	Bachelor's degree	Stay-home	United States	Several times in a day
MN1	M	35-44	Bachelor's degree	Engineer	United States	Several times in a day
MN2	F	45-54	Graduate degree	Teacher / Professor	United States	Several times in a day

#### 4.5 Performance Expectancy on Information Seeking Purposes

Nowadays it is a no-brainer for people utilizing social network sites as a place to seek information. Most of the respondents (170 of 189 people, 89.95%, Y and MY) claimed that they regard social network sites as places to learn or seek information. Survey respondents' information seeking motives could be categorized into multiple types in consistent with the literature such as information seeking, problem solving, self-discovery, memory documentation, resource discovery, and personal integration. The detailed answers for Questions 2 are found in Appendix I.

##### 4.5.1 Information seeking

There were abundant responses in the survey stating that getting the real-time news updates is the main reason why respondents regard social network sites as places to learn or seek information. A college student (Y2) said in his response, "*Social network sites give real time news updates and help gauge public opinion.*" Another female art designer (Y11) and female businessperson (Y39) also highlighted the importance of latest news or reports "*about things happening across the country and in the world*". People seek and learn not only the national or world news but also community or neighborhood events from social media (Y68, Y75, Y83, Y96, Y105, Y106, Y114). Moreover, the diverse perspectives of the information were appreciated by the respondents (Y10, Y12, Y16, Y32, Y34, Y63, Y77, Y78, Y86, Y87, Y93,



Y103, Y118, Y123). A Taiwanese teacher / professor (Y103) noted that the information on social media contains multiple contents from various countries or interests that individual usually doesn't notice. As a relatively older person, an American accountant (Y118) highlighted that the information on social network sites could help break the boundary of the ages because she could know younger generation's thoughts from the sites. She also claimed that *"a thing with multiple opinions or comments could help me judge the truth of the thing and avoid absorbing fake news"*. This viewpoint was shared by another Taiwanese engineer (Y16) who mentioned *"social media usually have different angles and discussions from all perspectives of the issues"*. Another respondent from Taiwan also stated that *"the information on social network sites is diverse because we can know both positive and negative opinions"*. A graduate student (Y27) even mentioned the phenomenon of "decentralization" due to the open space for information contribution by everyone instead of the limited channels controlled by some organizations. From the above answers, people who regard social network sites as a place to seek or learn information appeared to care about the diversity of the information and the fake news issue.

Besides absorbing information generally, several respondents claimed that they learned or sought information from specific people or pages. An engineer (Y7) believed that his *"trustworthy friends or person"* he is *"following can help broadening news"* he will come across. Another scientist (Y8) pointed out that *"a lot of blogger or instagramer share useful information on social networks such as product information or restaurant recommendations"*. She also highlighted YouTube as a main location for information seeking because *"YouTube has all kind of information that you need"*. Specific news channels and communities such as BBC, Economist, National Geographic were pointed out by the survey respondents (Y13, Y58). For the information seeking purposes, people often go to the specific sites, groups, or pages where share

the information that they are interested in (Y30, Y33, Y38, Y56, Y57, Y58, Y61, Y72, Y85, Y87, Y97, Y99, Y101, Y106). For example, food lovers may look for recipes or restaurant recommendations often in the interest group (Y37, Y84, Y129, Y131). A Chinese student (Y62) said, *“I can find some discussions on social network from the learners in the same domain. These discussions help a lot for my learning.”* People seemed to believe those with the similar interests, and social network sites provided the space (such as interest groups) to put them together. The clustering of the same interests helped social media users find or learn information much more easily and efficiently.

#### 4.5.2 Problem solving

Many respondents claimed that they use social network sites to solve problems or find answers because of the crowdsourced wisdom of knowledge (Y4, Y5, Y17, Y43, Y44, Y51, Y53, Y85, Y94, Y97, Y100, Y127). A few respondents posted questions directly on social network sites to request answers (Y4, Y44). There were many specific social network sites designed for questions and answers on the Internet. For example, Yelp, TripAdvisor, and Google Map own the platform of review systems and discussion forums to let users share their opinions, comments, or tips on different merchants. Respondents (Y43, Y100) stated that they could use the valuable comments on the platforms to make decisions and avoid mistakes. A student from China (Y51) also highlighted that the “Q&A” communities such as Quora and Zhihu in her country provide various perspectives of knowledge. Another Taiwanese student (Y53) described his decision-making concern with the assistance of social network site in details:

*“For example, when purchasing electronics, different people care different things. If you just read the information on the official websites, unboxing articles in texts, and tests in texts, you may not be able to know what you want to see. However, we can directly watch the whole*

*process of usage by others via YouTube video. It helps me clarify which characteristics are what I care the most and which drawbacks are what I cannot tolerate so that I can choose the best one from the candidates.”*

From the above comments, it seems clear that social media users find the most appropriate sites to fulfill their own concerns. Respondents may be satisfied by answers only in text, in text and pictures, or in video specifically. And luckily, there are thousands of various types of social network sites supplying the scene to help people find the best answers on the Internet. “*See how the other people handle or solve the same problem like me.*” The American stay-home mom’s (Y127) response did reflect most people’s thoughts.

#### 4.5.3 Self-discovery

Self-discovery was one of the information seeking motives discussed in Chapter 2. People often explored their feelings, the meanings of emotions, symptoms, or “true-self” (Cheung et al., 2011) on social network sites. The Taiwanese student’s (Y53) comment on his purchasing concern that was mentioned in the last section was a type of self-discovery as well because he learned which characteristics of electronics were important to him and which one were intolerable by watching unboxing video on YouTube. Social media users were able to find their true needs by interacting with the crowd of review systems or just learning from what they read or watch. Likewise, a Taiwanese nurse (Y99) said, “*There are some websites on the Internet that I have never reached out. Through some contents of articles on social network sites that evokes my interests, I will go to the relative external links of websites to read and learn in deep.*” Therefore, it is possible to trigger users’ new interests on an item, because the social network sites provide an abundant resource of knowledge and new information for users.

#### 4.5.4 Resource discovery

Resource discovery was mentioned in multiple responses in the survey. A female college student (Y1) expressed that there are sources of information that she could not have access. A Taiwanese financial expert (Y83) also described the same comments that she wouldn't be aware of some sources of information if they didn't pop up on her news feed every day. Various sources of information and news were found on the posts of social network sites so that people could review and verify the external information efficiently. Due to the prevalence of fake news, people are concerned with the credibility of the source of the information. Several respondents (Y3, Y60, Y65, Y106, Y108, Y122) proactively mentioned that they were concerned with the credibility of the sources when they learn or seek information on social network sites. *"I can also Google the subject of the article if the article doesn't seem to be from a credible source,"* an American college students (Y3) stated. The source credibility concern was also the main reason why people seldom regard social network sites as a location to learn or seek information (N1, N2, N3, N8). For example, the American college student (N1) said,

*"News can be easily faked for attention, or people could unknowingly spread false information. Additionally, the information is likely heavily biased, and I would like to read a more impartial account of events."*

Respondents who stated they did not seek or learn information on social network sites do have other information seeking motives such as resource discovery, problem solving, and information seeking. They just thought social media is *"an ocean of garbage"* (from N2) and is *"full of non-experts"* (N3, N8). These response are discussed in Chapter 5.

#### 4.5.5 Memory documentation & Personal integration

There were no respondents mentioning memory documentation and personal integration in the survey. However, multiple social network sites users posted pictures or articles (memory function) and created an online profile to seek better jobs. Due to the “memory” function of the top social network sites such as Facebook and Instagram, people can see what happened in the previous years in the same day easily. The integration of LinkedIn and other career-oriented social network sites also abstracted most people share their profile on the sites. The reason why zero respondents described those situations may be because people did not view memory documentation and personal integration as an information seeking motives.

#### 4.6 The Most Visited Social Network Sites in The United States versus Taiwan

“Which social network sites do you visit most often? (Please check all that apply)” was asked in Question 3 to know the most popular social network sites among the respondents. Although there was a lack of data from the generation under 18, the statistics from this question could be useful to know the most iconic social media nowadays among the ages over 18. The frequency distribution of the most visited social network sites is displayed in Table 4.4.

Table 4.4 Frequency Distribution of The Most Visited Social Network Sites

No.	Sites	Frequency	Percent
1	Facebook	165	18.01
2	YouTube	147	16.05
3	Instagram	101	11.03
4	LINE	91	9.93
5	Wikipedia	79	8.62
6	LinkedIn	56	6.11
7	Twitter	44	4.80
8	Yelp	43	4.69
9	WeChat	36	3.93
10	Reddit	35	3.82
11	Pinterest	23	2.51
12	TripAdvisor	22	2.40
13	Snapchat	17	1.86
14	Nextdoor	14	1.53
15	Plurk	12	1.31
16	Tik Tok	9	0.98
17	Weibo	7	0.76
18	PTT	4	0.44
	Others	9	0.98

Since people from different countries and ages may have different usage of social network sites, the frequency distribution of the most visited social network sites by nationality and ages could be found in the following tables (Table 4.5 & Table 4.6). Because only the number of respondents from Taiwan and the United States exceeds 50 were represented, the results of frequency distribution of the most visited social network sites from Taiwan and the United States are displayed.

Table 4.5 Frequency Distribution of The Most Visited Social Network Sites  
(Top 15 of Taiwan & United States)

Nationality							
Taiwan				United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	105	95.5	1	Facebook	43	74.1
2	YouTube	91	82.7	2	YouTube	40	69.0
3	LINE	72	65.5	3	Instagram	27	46.6
4	Instagram	63	57.3	4	Reddit	21	36.2
5	Wikipedia	52	47.3	5	LinkedIn	19	32.8
6	LinkedIn	30	27.3	6	Wikipedia	17	29.3
7	Yelp	28	25.5	6	LINE	17	29.3
8	Twitter	24	21.0	8	Twitter	15	25.0
9	WeChat	23	20.9	9	Snapchat	14	24.1
10	TripAdvisor	12	10.9	10	Pinterest	13	22.4
11	Reddit	11	10.0	11	Yelp	11	19.0
11	Plurk	11	10.0	12	Nextdoor	7	12.1
13	Pinterest	9	8.2	12	WeChat	7	12.1
14	Nextdoor	6	5.5	14	TripAdvisor	6	10.3
15	Tik Tok	5	4.5	15	Tik Tok	4	6.9
15	Weibo	5	4.5				

Without the consideration of ages, both respondents from Taiwan and the United States chose Facebook and YouTube as the top two social network sites where they visited most often. Instagram was also one of the most popular social network sites in the two countries (57.3% in Taiwan and 46.6% in the United States). LINE stood out in the third place (65.5%) in Taiwan, while Reddit was popular among American respondents (36.2%). The difference between people from Taiwan and the United States on their interests in LINE and Reddit could be the reason why the comparison of nationality was needed. Instagram, LinkedIn, Wikipedia, and Twitter shared similar percentages in both countries. Snapchat is a popular social network site in the United States (24.1%) but relatively unknown in Taiwan (less than 4.5%). Moreover, WeChat (a popular social network mobile app in China) appears to be more popular in Taiwan (20.9%) than in the United States (12.1%).

To ascertain if people in different age groups use social media differently, the above results of the most visited social network sites in Taiwan and in the United States were filtered by ages as follows (Table 4.6). The age groups of people under 18 and over 65 were taken out because there were too few respondents in the survey. Top 5 in each age group were displayed.

Table 4.6 Frequency Distribution of The Most Visited Social Network Sites (Top 10 of Taiwan & United States, Filtered and Grouped by Ages: 18-24 Years Old)

Ages & Nationality							
18-24 Taiwan				18-24 United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	7	100.0	1	Snapchat	11	78.6
1	YouTube	7	100.0	2	YouTube	10	71.4
3	Instagram	5	71.4	2	Instagram	10	71.4
3	LINE	5	71.4	4	Reddit	9	64.3
5	Wikipedia	3	42.9	5	Facebook	7	50.0
				5	Twitter	7	50.0

The group of 18-to-24-years-old contains college students, graduate students in their first years, or freshman in the companies. These young people were born just before or after the millennium when the Internet and social media experienced a super-fast growth. Therefore, they preferred to try new things and felt very comfortable in navigating using social network sites. All the respondents in the age of 18-24 from Taiwan chose Facebook and YouTube as their most visited social network sites. The percentages over 50 could tell us that these two popular sites with Instagram and LINE are Taiwanese young generation's favorite. While YouTube and Instagram topped American chart of favorite social network sites in the age of 18-24 as well, Facebook had lost interests in this group. Instead, Snapchat and Reddit stood out. Young people in the United States use Snapchat often because they regard Snapchat as a part of their culture and a way to maintain their interpersonal relationships (Vaterlaus et al., 2016). The interactive



comments on Reddit provide a perceived objective and enjoyable environment to get abundant information to the Gen Z (Y30, Y61).

Table 4.7 Frequency Distribution of The Most Visited Social Network Sites (Top 5 of Taiwan & United States, Filtered and Grouped by Ages: 25-34 Years Old)

Ages & Nationality							
25-34 Taiwan				25-34 United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	53	94.6	1	Facebook	8	80.0
2	YouTube	49	87.5	2	LinkedIn	6	60.0
3	Instagram	40	71.4	2	YouTube	6	60.0
4	LINE	32	57.1	4	Instagram	5	50.0
5	Wikipedia	31	55.4	4	Reddit	5	50.0

The group of 25-to-34-years-old contains graduate students in their final years, and the middle level in the companies. These people were born when the computer and the Internet started to spread across the world and were grown with the explosion of the social network sites. From the responses, Facebook, YouTube, and Instagram were three main social network sites in both countries. LINE and Wikipedia were also chosen by the respondents in Taiwan as the most visited sites when they seek or learn information. In the United States, LinkedIn and Reddit were identified as the most visited social network sites as well.

Table 4.8 Frequency Distribution of The Most Visited Social Network Sites (Top 5 of Taiwan & United States, Filtered and Grouped by Ages: 35-44 Years Old)

Ages & Nationality							
35-44 Taiwan				35-44 United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	22	100.0	1	Facebook	7	70.0
2	YouTube	15	68.2	2	YouTube	4	40.0
3	LINE	13	59.1	2	Reddit	4	40.0
4	Wikipedia	9	40.9	4	Instagram	3	30.0
5	Instagram	8	36.4	4	Twitter	3	30.0
5	Yelp	8	36.4				

The group of 35-to-44-years-old includes people in the middle-to-high level in the organizations. Most people in this age group are married, may have children, own their own home, and may have pets at home. These people grew up with the spread of current technology that we use daily for now. Facebook is the most popular social network site for these people both in Taiwan and in the United States. Especially in Taiwan, all the people from this age group regarded Facebook as one of the most visited social network sites. In consistence with all other age groups in Taiwan, YouTube and LINE also top the chart of visit on social network sites. It could be interesting to point out that Instagram has lost the general acceptance in comparison with the younger two generations.

Table 4.9 Frequency Distribution of The Most Visited Social Network Sites (Top 5 of Taiwan & United States, Filtered and Grouped by Ages: 45-54 Years Old)

Ages & Nationality							
45-54 Taiwan				45-54 United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	17	89.5	1	Facebook	14	100.0
1	LINE	17	89.5	2	YouTube	12	85.7
3	YouTube	15	78.9	3	LINE	10	71.4
4	Instagram	8	42.1	4	Yelp	7	50.0
5	WeChat	6	31.6	5	Wikipedia	6	42.9
5	Wikipedia	6	31.6				

Facebook continues topping the chart of “the most visited social network sites” both in Taiwan and in the United States for the age between 45 and 64. LINE has become slightly more or equally attractive than or with YouTube. The Korean messenger app also appears in the chart of the United States because many survey respondents hold American citizenship but still highly connective with people in their home country (Taiwan).

Table 4.10 Frequency Distribution of The Most Visited Social Network Sites (Top 5 of Taiwan & United States, Filtered and Grouped by Ages: 55-64 Years Old)

Ages & Nationality							
55-64 Taiwan				55-64 United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	6	100.0	1	Facebook	4	66.7
2	LINE	5	83.3	1	YouTube	4	66.7
2	YouTube	5	83.3	3	Wikipedia	3	50.0
4	Wikipedia	3	50.0	4	Instagram	2	33.3
5	Instagram	2	33.3	4	LINE	2	33.3
5	WeChat	2	33.3	4	LinkedIn	2	33.3
				4	Others	2	33.3
				4	Pinterest	2	33.3
				4	TripAdvisor	2	33.3

#### 4.7 The Most Trusted Social Network Sites in The United States versus Taiwan

In Question 4a and 4b, two questions were asked: “Which social network sites do you visit to learn information or use to seek information mostly often? (Please check all that apply)” and “Among all the above social networks sites you checked, which one is the most valuable that you use for information seeking. And why?”

The provided options of social network sites are the same as in Question 3. Because people preferred to learn information from trusted sources, the difference between “most visited” and “most trusted” social network sites were found in the results. The frequency distribution of

the most trusted social network sites in general and by nationality and ages could be found in the following tables (Table 4.11 to Table 4.17).

Table 4.11 Frequency Distribution of The Most Trusted Social Network Sites (Top 10)

No.	Sites	Frequency	Percent
1	Facebook	121	24.40
2	YouTube	103	20.77
3	Wikipedia	63	12.70
4	Instagram	36	7.26
5	LINE	32	6.45
6	Twitter	29	5.85
7	Reddit	22	4.44
8	LinkedIn	17	3.43
9	WeChat	15	3.02
10	Yelp	14	2.82

Without considering the difference of nationalities and ages, Facebook and YouTube were displayed as the top 2 most valuable social network sites for information seeking purpose. In consistent with the previous section, the frequency distribution of the most trusted social network sites filtered by nationality in Taiwan and in United States could be found below.

Table 4.12 Frequency Distribution of The Most Trusted Social Network Sites  
(Top 10 of Taiwan & United States)

Nationality							
Taiwan				United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	91	82.7	1	YouTube	26	44.8
2	YouTube	65	59.1	2	Facebook	22	37.9
3	Wikipedia	44	40.0	3	Reddit	15	25.9
4	Instagram	28	25.5	4	Twitter	14	24.1
5	LINE	24	21.8	5	Wikipedia	13	22.4
6	Twitter	13	11.8	6	Pinterest	8	13.8
7	Yelp	9	8.2	7	LinkedIn	7	12.1
8	WeChat	8	7.3	8	LINE	6	10.3
9	LinkedIn	6	5.5	9	Instagram	5	8.6
9	Plurk	6	5.5	10	WeChat	4	6.9

Separated and filtered by nationality of Taiwan and United States, the results showed a little differently. Although Facebook and YouTube maintained at the top two positions, Instagram, LINE, and Reddit got different places in these two countries. With the same reasons in the previous section, more results which were filtered and grouped by different ages could be found as follows.

Table 4.13 Frequency Distribution of The Most Trusted Social Network Sites  
(Top 5 of Taiwan & United States, Filtered and Grouped by Ages: 18-24 Years Old)

Ages & Nationality							
18-24 Taiwan				18-24 United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	7	100.0	1	Reddit	6	42.9
2	YouTube	6	85.7	1	YouTube	6	42.9
3	Instagram	2	28.6	1	Twitter	6	42.9
3	Twitter	2	28.6	4	Instagram	2	14.3
3	Wikipedia	2	28.6	4	Pinterest	2	14.3
				4	Wikipedia	2	14.3
				4	Facebook	2	14.3

From the results, the Gen Z in the United States tended to learn information mostly from Reddit, YouTube, and Twitter. Snapchat, the top visited social network site for the age between 18 and 24 in the US (please refer to Table 4.6), surprisingly was abandoned by Gen Z. Similarly, LINE won the third place of the most visited social network sites in this group in Taiwan but lost its place in the chart of the most trusted ones. Both social network sites possess similar characteristics: simple and chat based. Our survey respondent (Y58) said, “*Snapchat, a way to share fun things with my family throughout the day. A way to procrastinate and take a break. Send funny things.*” Therefore, this particular social network site is regarded as a place to entertain and interact with other people instead of seeking information.

Reddit, YouTube, and Twitter were the main trusted social network sites for these American young people to learn information. Respondents chose them as one of the most

valuable social network sites to learn information because it provides a wide variety of news sources (Y3, Y30, Y39, Y60, Y64). Reddit seems to have a good categorized news page which is embraced by the users: *“When I scroll through reddit they gave pages called ‘News’ and ‘World News’ so while I’m scrolling, if I find something interesting, I just click and go from there.”* (Y3) A similar categorized page *“to get quick summaries of news stories from multiple sources”* (Y64, Y140) exists on Twitter: *“There is a page specifically with what is going on in the world (Entertainment, News, Politics, and ‘For You’ tab) so it is convenient to see all the headlines in one place and see what others are saying about it.”* (Y60) YouTube attracts people’s eyes from both places even because its visual and audio form to help viewers retain and learn easier (Y37, Y77). The excellent search engine on YouTube also provides users to look up many videos on the same topic and cross-reference them to make sure the correctness (Y1, Y70).

Facebook and YouTube captured Taiwanese young people’s minds not only because the platforms were part of people’s daily lives but also because these sites provided real-time information with ample and varied topics (Y34, Y45, Y57, Y70, Y75). The video-on-demand mechanism on YouTube was also valued in their responses (Y57).

Table 4.14 Frequency Distribution of The Most Trusted Social Network Sites (Top 5 of Taiwan & United States, Filtered and Grouped by Ages: 25-34 Years Old)

Ages & Nationality							
25-34 Taiwan				25-34 United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	42	75.0	1	Facebook	3	30.0
2	YouTube	38	67.9	1	LinkedIn	3	30.0
3	Wikipedia	27	48.2	1	Reddit	3	30.0
4	Instagram	21	37.5	1	Twitter	3	30.0
5	LINE	8	14.3	5	Wikipedia	2	20.0
5	Twitter	8	14.3	5	YouTube	2	20.0

People with the age between 25 and 34 in Taiwan chose Facebook as their favorite trusted social network sites to learn information, in consistent with their usage (Table 4.7). American people in this age group have the similar inclination: they tend to believe and learn information from where they visit often. It is generally intuitive. *“In the situation of my high frequency of browsing and the abundant amount of active information on the social network sites, the information I obtained from the sites are always the lion’s share and the fastest.”* (Y42) People care the timeliness and the availability of various aspect of information when they want to learn information (Y46, Y47, Y71, Y72, Y91, Y142). By following Facebook Pages in which individual may be interested, he or she *“will be able to learn and absorb the new information or knowledge comprehensively, including the information people want to know, the one people should know, and the one people don’t know.”* (Y145) Therefore, Facebook naturally caught people’s eye.

However, YouTube slightly lost American people’s trust in the quality and credibility of information. Same situation happened in Taiwan for Instagram and LINE. It may be because people generally regarded these platforms as the place to get entertainment or interact with others rather than learning information (Y28, Y125). YouTube stood out in Taiwan because *“a lot of people shared their experiences on various things on YouTube”* and *“a lot of teaching video”* have made the social network site *“very resourceful”* (Y8, Y21, Y27, Y41, Y91, Y125, Y147, NS8). Videos are believed to understand information more easily (Y108, Y117, NS7). The value of video tutorials and news telecasts on YouTube was also appreciated by one of the survey respondents from Switzerland, one from South Korea, one from Mexico, and one from India in the same age (Y61, N6, NS4, NS6).

The most trusted social network sites were somewhat dispersed in the results for the 25-34 age group of the United States. Reddit may be their choice for most trusted site because *“usually the best answer is at the top of the page”* (Y6) and with *“candid answers and news links”* (Y6). People also believed that *“there’s a social aspect to the validation and quality of information”* (Y38). The search function on the site was also mentioned (Y43).

American respondents in this age group chose Twitter as the most valuable social network site for information seeking, in part because of their ability to promote professional networking which can help them solve problems with work (Y4). Similarly, LinkedIn was believed to be a credible and relevant platform with ease of access, so people stated they could safely learn and trust information there (Y66, N7) and get career-based information (Y28). Like one of the survey respondents mentioned, *“its most relevant to global economy, business trend, and career advice. It also has a daily digest with the summary of important things to know. It doesn’t seem to have useless information.”* (Y111)

In Taiwan, the network effect on learning information happens on Facebook (Y12, Y26, Y27, Y42, Y47, Y50, Y71, Y91, Y92, Y142, NS3). Because many people use Facebook in Taiwan, the platform has become the most valuable. The post or article recommendation mechanism on Facebook has let people obtain abundant interested information unconsciously (Y49, Y52, Y83). The community groups on Facebook also help provide professional information which can stick users on the platform (Y108, Y125).



Table 4.15 Frequency Distribution of The Most Trusted Social Network Sites (Top 5 of Taiwan & United States, Filtered and Grouped by Ages: 35-44 Years Old)

Ages & Nationality							
35-44 Taiwan				35-44 United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	22	100.0	1	Facebook	3	30.0
2	Wikipedia	8	36.4	1	Reddit	3	30.0
3	YouTube	7	31.8	1	Twitter	3	30.0
4	LINE	5	22.7	4	YouTube	2	20.0
5	Yelp	4	18.2	4	Wikipedia	2	20.0

Again, Facebook maintained the position of the champion for people between 35 and 44 years old in Taiwan. All (100%) the Taiwanese respondents in this age group expressed that they not only visit Facebook often (Y86, Y114, Y135) but also see the platform as the most valuable place to learn information. *“It provides prompt and updated information of my interest. The algorithm may predict my pattern of certain information, so I benefit from it.”* (Y79) People can learn speedy and new information from discussions with other unknown users following the same pages or community groups (Y84, Y88, Y105, Y112, Y116, Y134, Y135). The function of information filter was utilized as well to help people read more easily (Y86). Using their own approach to digest diverse information at this age level could *“better understand the insights, pros & cons of a social event, with less vague description as well as perceptive simple answer for political brain wash.”* (Y16)

Unlike Taiwanese people in this age group, American respondents seemed to have no preference as to their most trusted social network sites. Twitter may have been their choice for professional information because of their professional networks or the experts in respective fields on Twitter (Y40, Y56, MY1); Facebook may have been the place to *“spend the majority of time on social media”* get personal information from individual’s families and friends (Y48, MY1);

Reddit may have been picked because of the sense of belonging and the trust on the community (Y35, MN1); and Wikipedia may be mentioned because “*it can be edited by anyone, it is peer-reviewed, cites sources, and its purpose is to be an information-sharing site.*” (N1)

Table 4.16 Frequency Distribution of The Most Trusted Social Network Sites  
(Top 5 of Taiwan & United States, Filtered and Grouped by Ages: 45-54 Years Old)

Ages & Nationality							
45-54 Taiwan				45-54 United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	15	78.9	1	Facebook	10	71.4
2	YouTube	12	63.2	2	YouTube	9	64.3
3	LINE	8	42.1	3	LINE	4	28.6
4	Wikipedia	4	21.1	3	Wikipedia	4	28.6
5	Instagram	3	15.8	5	Pinterest	3	21.4
				5	Yelp	3	21.4

Facebook and YouTube obtained the trust of people in the ages of 45-54 both in Taiwan and in the United States. Users chose them as the most valuable social network sites for several different reasons: frequent visits (Y13, Y96), plentiful contents of new information (Y18, Y32, Y121, Y122, Y129, Y137), proactivity on learning information (Y110, Y122), discussions in the community groups (Y87, Y137), benefits of visual learning from video tutorials (Y93, Y97, Y107, NS7), recommendation systems (Y93, Y99), experts in different fields (Y95, Y109, Y131), user-friendly and organized platforms (Y113), various comments in different perspectives (Y128), and the links to external websites for further reference (Y99, Y126). It is also noted that LINE significantly lost Taiwanese people’s trust (42.1%) with its relatively high frequency of visits (89.5%). Users’ tendency to view LINE as a platform of social interaction contrary to information seeking may explain the phenomenon, in consistent with the one happens in the age group of 25-34.

Table 4.17 Frequency Distribution of The Most Trusted Social Network Sites  
(Top 5 of Taiwan & United States, Filtered and Grouped by Ages: 55-64 Years Old)

Ages & Nationality							
55-64 Taiwan				55-64 United States			
No.	Sites	Frequency	Percent	No.	Sites	Frequency	Percent
1	Facebook	5	83.3	1	Wikipedia	3	50.0
2	Wikipedia	3	50.0	1	YouTube	3	50.0
3	LINE	2	33.3	3	Facebook	2	33.3
3	YouTube	2	33.3	3	LinkedIn	2	33.3
5	Instagram	1	16.7	3	Others	2	33.3
5	Twitter	1	16.7				
5	WeChat	1	16.7				

In the age group of 55-64, people did not have a preference to learn information on any social network sites in the United States. Apart from Facebook, people in Taiwan in this age group also showed no preference. Respondents selected Facebook as the most valuable social network site to seek or learn information generally because of its diversity as well as its ample amount of information (Y10, Y90). Due to numerous local communities such as local police and town office which have built Facebook pages or community groups there, people may have tended to rely on local events notification on the platform (Y106). The reason why people chose other sites was because they visited other sites more often, or because they only visited specific social network sites for an explicit purpose. Y33 expressed that he only used “*Reddit for general entertainment, YouTube for music and DIY type things, and Wiki for general info*” to deal with his specific interests. Y67 stated that she would choose YouTube if she wanted to learn how to do something, LinkedIn if she needed information about careers and professional development, TripAdvisor if she wished to travel, and Pinterest if she just wanted to have fun. When considering news information, people preferred news from traditional media even when they are involving in social network sites (Y59). For example, NPR was proposed as a specific source for

news information (Y59). Furthermore, some respondents in the age group between 55 and 64 pointed out that they have their own way to identify the true news and avoid possible biases (Y118).

#### 4.8 Source Credibility

To know people's thoughts on source credibility directly, an open-ended question of "Why do you believe that the source of the information on social networks is credible?" was asked in Question 5. Consistent with the coding scheme proposed in Chapter 3, ability, integrity, and benevolence were the three main keys to construct the source credibility (Bhattacharjee, 2002). In other words, the professionalism of the source (Y4, Y13, Y22, Y36, Y40, Y41, Y56, Y57, Y59, Y66, Y72, Y79, Y105, N6, NS4, MY15), the neutrality to any aspects (Y16, Y37, Y49, Y145), or the diligence to address most user concerns (Y16, Y64, Y83, Y125, Y135) were carefully examined. The more angle of views and more quantitative analysis presented in the content, the more the source was believed to be credible (Y16, Y135). Users may also have looked at the logic of the articles to see if the source was credible (Y83, Y147). People perceived the source as trustworthy and credible because they perceived or assumed the source provider was professional. For example, the source may have been a trustable friend or community (Y13, Y41, Y55, Y59, Y64, Y66, Y80, Y117, Y119, Y134, N6), an expert in a professional field (Y4, Y40, Y56, Y57), a traditionally authorized news channel (Y13, Y41, Y49, Y64, Y72, Y89, Y96, Y105, Y126, Y140, MY15), or a trustable recommendation system (Y41). Source credibility was dependent on whether or not the information could be verified through other social media sites (Y1, Y3, Y4, Y8, Y9, Y11, Y15, Y17, Y20, Y21, Y26, Y29, Y33, Y34, Y36, Y42, Y43, Y44, Y53, Y57, Y62, Y63, Y68, Y69, Y70, Y71, Y85, Y86, Y87, Y91, Y97, Y99, Y101, Y104,

Y114, Y115, Y116, Y122, Y123, Y130, Y131, Y132, Y138, Y139, Y142, Y144, Y149, MY7, MY10, NS9). The originality of the information from the source also played an important role with regard to source credibility (Y49, Y85, Y113, Y145, Y146).

To further study the role of the originality of the source, the question of “*When you are seeking information, do you trust an information with a secondary (not official) source provided on social networks? Why?*” was asked in Question 8. Most respondents claimed that they sometimes trust an information from a secondary source depending on what the source is and who spreads the source. These people tend to verify the authenticity of information from a secondary source because the possibility of manipulation or reproduction on the secondary information (Y12, Y17, Y32, Y44, Y50, Y51, Y62, Y71, Y72, Y79, NS3). A few respondents, however, chose to skip the process to verify the originality of the information because they only trust the secondary information provided by their expected credible people or organization (Y42, Y52, Y66, Y70, Y75, Y80, Y103, Y105, Y107, Y115, MY7, MY10). “*I will choose to trust the secondary sources provided by those credible accounts on relative topics, because I believe with their credibility that I expect from them they should own good ability to verify the sources.*” (Y42) In the fast-changing world of information explosion, directly trust the secondary source from a trustworthy provider who can help people do the fact check on sources of information will save time and energy on information seeking purpose (MY7). Therefore, people generally do not perceive high source credibility without fact check on getting the original source by either their trusted following individuals, organizations, or themselves. In other words, people preferred to believe in the primary sources rather than the secondary ones. The more originality of the source achieves the more source credibility. Based on the above discussion, the originality of the information from the source can be seen as a moderate element of source credibility.

Although most respondents claimed that they did a fast check carefully and did not believe a single source, numerous respondents still only used their own judgement and experience to see if the source is credible (Y10, Y12, Y20, Y27, Y31, Y45, Y52, Y54, Y67, Y83, Y87, Y90, Y93, Y94, Y108, Y110, Y133, Y134, Y144, MY6). Idyllically, people may be able to understand that “*every information we got from social networks is not 100% correct*” (Y65) and “*is from someone else’s perspective*” (Y67) or just “*an opinion*” (Y84). However, people cannot ensure the authenticity of the information on social network sites in most cases and directly take the uncertain information as references (Y12, Y14, Y18, Y32, Y52, Y74, Y78, Y81, Y84, Y95, Y100, Y103, Y125, Y127, Y129, Y137, MY13). Furthermore, the methods of people’s judgement as to source credibility were sometimes questionable. For instance, the number of subscribers or fans who can spread information whether the content is real or fake because of the network effect, were pointed out as one means to justify the source credibility (Y50, Y61, Y107, Y111). Many survey respondents also mentioned that they check other people’s comments on the shared articles, which could be easily manipulated by people with specific intentions, to see if the source and the article is credible (Y8, Y75, Y86, Y121, Y123).

Consequently, most people appeared to be aware of the problem of source credibility and were diligent to do fact checking on the information they received. After the cross-references were done, people generally judged the credibility based on their own experiences. With more professionalism, neutrality, and diligence to address concerns, more source credibility was perceived. The originality of the information moderated the above constructs. Though it seemed to be an irrational element, the reputation of the source (assessed by the number of subscribers and the positive comments in the shared articles without the consideration the above three traditional constructs) also played a key moderate role on source credibility.

#### 4.9 Information Quality

The question of “*Why do you believe the quality of information on social networks is high?*” was asked in Question 6 to understand respondents’ perspectives on information quality directly. Based on the literature review and the proposed coding scheme in the previous chapters, the answers have been categorized as contextual and intrinsic dimensions of information quality as below.

Contextual dimensions of information quality that people stated in the survey contained value-added (Y1, Y4, Y37, Y65), relevancy (Y40, Y66, NS3), timeliness (Y62, Y146), completeness (Y62, Y66, Y138, Y145), and the amount of information (Y66, Y69, Y144). Users may see the information as value-added if they are interested in the information and are willing to refer to more details (Y65). Update, relevant, and more complete contents are also attractive to the majority of the research respondents. The importance of completeness, timeliness, and relevance of an information has been discovered by asking “When you are seeking information, what type of information do you trust mostly? (Please rank, 1: trust mostly)” in Question 9a and 9b separately. The results can be referred in Table 4.18 and Table 4.19.

Table 4.18 The Numbers of Ranks on People’s Concern of Completeness

Rank	1	2	3	4	5
Content with full complete information	142	13	5	0	0
Content with nearly full complete information	9	128	19	3	1
Content with medium complete information	4	9	128	17	2
Content with just a few words	3	5	7	132	13
Content with no description or explanation	2	5	1	8	144

From the results, content with more complete, up-to-date, and relevant information was ranked higher. There was a dilemma between timeliness and relevance across most survey respondents. Statistically, it showed that people cared more about relevance than timeliness.

Table 4.19 The Numbers of Ranks on People's Concern of Timeliness and Relevance

Rank	1	2	3	4
Up-to-date relevant content	121	12	5	5
Up to date but irrelevant content	4	44	84	11
Outdated but relevant content	14	81	43	5
Outdated and irrelevant content	4	6	11	122

Intrinsic dimensions of information quality such as the accuracy of information (Y1, Y2, Y3, Y4, Y70, Y132, Y143), the reputation of the information provider or social network site itself (Y5, Y7, Y13, Y14, Y16, Y20, Y22, Y27, Y31, Y33, Y40, Y41, Y42, Y43, Y49, Y61, Y73, Y74, Y75, Y79, Y82, Y86, Y87, Y99, Y100, Y113, Y119, Y124, Y126, Y134, Y135, Y137, Y140, Y147, Y151, N6, MY2, MY10, MY13, MY15), and the believability with logical contents (Y27, Y34, Y41, Y51, Y53, Y78, Y83, Y91, Y122, Y123, NS3) were the most frequently mentioned elements in the survey answers. Many people asked for additional credible sources of the information to evaluate the quality of the information (Y3, Y14, Y30, Y31, Y46, Y47, Y64, Y70, Y75, Y79, Y86, Y87, Y106, Y124, Y148, Y150, Y151). In addition, the neutrality (or objectivity) of the tone through the information itself and its title was also a key to decide whether the information has high quality (Y57, Y87, Y91, Y118, Y139, MY7).

To further understand people's perspectives on the existence of credible source of the information on social network sites, the question of "*When you are seeking information, do you trust an information with no source provided on social networks? Why? (e.g. Your friends' post with no source)*" was asked in Question 7. More than half of respondents (98 of 176, 55.68%)



answered no, 38.64% (68 of 176) said it depends, and only 5.68% (10 of 176) said yes. The “yes” people explained that they fully believe in what their friends said even if there is no source provided (Y55, MY13). If the information was based on personal experience, it was more acceptable among all respondents (Y42, Y80, Y91, Y93, Y108, Y113, Y114, Y123, Y131, Y135, Y140, Y151). However, the majority of respondents claimed they remained skeptical on information from most social network sites because “*we cannot verify every information by ourselves*” (Y17), “*it’s easy to make a mistake*” (Y1, N2), and “*there are too many fake news*” (Y5, Y12, Y34, Y96, Y106, Y110, Y118, Y139, Y143, Y148, MY15). Accordingly, people generally cited the need for source credibility to justify the quality of information on social network sites.

#### 4.10 Trust of Information

The last two questions (Question 10a and 10b) in the survey were asked to know how people perceived trust of information on social network sites. Specifically, the question of “*When you say you trust information on social network sites, what extent do you trust? Please specify the percentage (%) of your trust,*” and “*Why do you choose the number in the previous question?*” were asked. The analysis of the simple statistical results and the open-ended reasons are shown below.

Table 4.20 The Percentage of People’s Perceived Trust of Information

Minimum	Maximum	Average	Standard Deviation
0.00	95.00	60.02	20.57

The percentage of responses related to perceived trust of information is highly subjective. The same percentage scored by two different people may have significantly distinctive meanings. Nonetheless, it is still interesting to note that the percentage of respondents' perceived trust of information on social network sites is above 60. That means people generally trusted more than half of the information on social network sites. However, seven (7) respondents indicated a perceived low trust of information that was equal to or below 10 (Y37, N2, N3, N4, N5, NS1, MN1). It is understandable that people who do not view social network sites as places to learn and seek information were produce a low score. But a female American student (Y37) who does learn information on social network sites also chose a low percentage of her perceived trust. *"Because some information has a credible source attached to it (news stations, scientific journals) but most are not credible,"* she explained. Relatively, a total of 15 people provided a percentage more than 85 (Y11, Y25, Y36, Y40, Y42, Y62, Y69, Y77, Y93, Y107, Y116, Y131, Y148, NS9, MY18) because they believed the verified credible sources or information providers they follow on the social network sites. *"I reserve 10% because I am not 100% confident of the source as well. For example, when I read about some new research result on social network, even if I know the publisher is credible, I am not sure their way of conducting their research is really a scientific way,"* a female Chinese student (Y62) clarified. Another female American student (Y40) also agreed, *"I follow verified people and new organizations and do not blindly accept everything they say."* Therefore, respondents who reported a high level of perceived trust of information generally had high confidence on the information they seek or learn on social network sites but still remain skeptical and need to see sources to verify trustworthiness.

Next, I wished to see if there were differences as to perceived trust of information due to nationality and age, the results of the percentage of people's perceived trust of information filtered and grouped by various ages for Taiwanese and American people is shown in Table 4.21.

Table 4.21 The Percentage of People's Perceived Trust of Information  
(Filtered and Grouped by Nationality and Age)

Nationality	Age	Total Count	Average	Median	Standard Deviation
Taiwan	18-24	7	62.0	60.0	12.1
	25-34	54	67.3	70.0	14.4
	35-44	20	67.4	70.0	11.4
	45-54	18	66.4	70.0	17.2
	55-64	5	52.8	50.0	17.5
	Overall	104	66.1	70.0	14.5
United States	18-24	14	54.6	65.0	27.5
	25-34	9	49.1	55.0	26.5
	35-44	8	49.9	55.0	32.4
	45-54	14	60.1	58.5	19.1
	55-64	6	43.2	42.5	19.7
	Overall	55	53.5	60.0	24.7
Overall (Taiwan & US)		159	61.7	66.0	19.5

American people seemed to be more suspicious than Taiwanese people, across all the ages groups and in general, on what they learned from social network sites. Many American respondents pointed out that *“every information source has its own bias regardless of whether it presents itself or not”* on social media (Y2, Y3, Y30, Y48, N7). This opinion of bias was also shared with a male German student (Y55), *“No opinion is free of bias, not even news. Telling half of the truth is a common tactic.”* A female Chinese student (Y51) was highly pessimistic about the information on social network sites, *“Most news are just tools of perspectives for the media's choice. There's no real news, and no real objectivity.”* Though not as aggressive as the prior opinion, several Taiwanese survey respondents highlighted the issue of fake news spread as

well (Y14, Y21, Y27, Y31, Y32, Y49, Y57, Y121, Y139, Y149, Y151, MY6). A female Brazilian student (Y143) also “*comprehended fake news and useless information*” when thinking about the perceived trust of information on social network sites. In consequence, the issue of fake news and misinformation was widely recognized among respondents.

To solve the problem of inevitable biases, American people reported that they usually try to look for information from multiple sources (Y3, Y30). The solution to kick off possible bias from single source is also acknowledged by many Taiwanese respondents (Y14, Y27, Y32, Y42, Y49, Y57, Y97, Y123, MY6): “*I think we need to be always skeptical on all the sources of information, and we need to be always ready to accept that the information will be substituted by another conflicting new information.*” “*Skepticism forces us to seek the truth,*” quoted by a male Taiwanese student (Y17).

#### 4.11 Summary

This chapter presented the results of data collection, including the demographics of the study respondents, frequency of social network sites usage, and detailed descriptions of the open-ended questions in the online questionnaire. Detailed comparisons and text analyses were displayed based on the coding scheme developed in the research methodology. The original responses from the online questionnaire were integrated by questions and may be found in the appendices.

## **CHAPTER 5. FINDINGS, DISCUSSION, AND CONCLUSION**

The final chapter presents the findings, discussion, and conclusion of this study. Each research question is addressed. Possible future directions of further research ideas are recommended as well.

### **5.1 Findings**

Based on the findings of the data as presented in the previous chapter, the research questions will be discussed below.

#### **5.1.1 Research Question 1**

What factors influence consumer trust in seeking information on social network sites?

Consistent with literature review and the presentation of data, source credibility and information quality are the two main factors as the answer to this question. Numerous respondents highlighted the importance of the credible sources and the possibility to do the cross-check when they are seeking or learning information from the social network sites (See Section 4.8). The professionalism, the neutrality, and the diligence of the source to address most user concerns constructs source credibility. The originality and the reputation of the source moderated source credibility as well. With high source credibility and information quality, people had a high performance expectancy on information seeking which influenced the level of their trust of information on social network sites.

#### **5.1.2 Research Question 2**

Why do people find some sources more credible than others?

Again, the professionalism, the neutrality, and the diligence of the source to address most user concerns are the major considerations (See Section 4.8). People tended to believe in what the experts say in a professional field. *“If that person/friend is speaking about THEIR field, I tend to trust that a little more and ask more info,”* a female American student (Y40) said. Logical contents with various perspectives are also essential concern when evaluating source credibility. The reputation of the source in the forms of the number of subscribers and the positive comments in the shared articles plays a moderate role on source credibility. Good reputation of the source helps the public perceive more professionalism, neutrality, and diligence. Furthermore, the originality of the source is another moderate factor of source credibility. Respondents cared more about primary sources than secondary ones. Even with secondary sources, most respondents tended to either do the fact checking or directly accept the source due to its reputation. Hence, the reputation of the source had direct impact on the originality of the source as well.

### 5.1.3 Research Question 3

How does the quality of information on the social media sites influence the level of trust?

Information quality, which can be categorized as four dimensions - contextual (e.g., value-added, relevancy, timeless, completeness, and amount of information) and intrinsic (e.g. believability, accuracy, objectivity, and reputation), was found to be consistent with findings from the literature review. It serves as one of the environmental stimuli to influence performance expectancy on information seeking purposes which impacts trust of information on social network sites. Respondents showed that they cared about information quality in contextual and intrinsic dimensions by confirming repeatedly their serious concern about fake news. Content with up-to-date, relevant, and full complete information gets the most acceptance. A neutral tone in the information also helped users perceive good quality. Both reputable information spreader

and credible sources of the information played a key role on evaluating information quality. Thus, source credibility was regarded as another impact factor on information quality.

#### 5.1.4 Research Question 4

What are the most trusted social media sites for information seeking purposes?

The responses were presented in the previous chapter. Among all the research respondents, Facebook, YouTube, and Wikipedia were the three most trusted social network sites for information seeking purposes. The results were further filtered and grouped by different countries and age groups. The number of respondents from Taiwan and the United States exceeded 50 and thus could be construed as representative, so the comparison between these two countries in various age groups was analyzed. The most valuable social network sites among Gen Z (the age between 18 and 24) were Reddit, YouTube, and Twitter in the United States. In Taiwan, the top three social network sites for this generation were Facebook, YouTube, and Wikipedia. Although Snapchat and LINE were two popular social network platforms in the United States and in Taiwan separately, these two apps were lower on the list of respondents' preferences when seeking information, since most users engaged in these sites for entertainment and social interaction.

Among all other age groups in both countries, Facebook maintained its the top position as most trusted social network site. Taiwanese respondents received a lot of information from Facebook because of the benefit from community groups, from fans pages in professional fields, and from reputable media companies. They were generally aware of the fake news issue on Facebook and believed they could identify the authenticity of an information by doing source cross-references. In contrast, American people had less confidence in all the social network sites.

Twitter, YouTube, LinkedIn, and Reddit shared the top position with Facebook in most cases. Many respondents claimed that they used each social network site for different reasons but usually not directly for information seeking.

## 5.2 Discussion

The following section provides a deeper discussion on the reconstruction of the research framework based on the literature review and findings. A total number of 14 Propositions are listed to support the new comprehensive framework. Next, the discussion on the problem of fake news expects to provide insights on the current phenomenon and the potential solutions. And finally, recommendations and future research are presented.

### 5.2.1 A refined conceptual model

The research findings presented in the previous section generally support the proposed conceptual framework in Chapter Three. According to the literature review and the survey response analysis, source credibility and information quality are two major environmental stimuli that directly impact affective and cognitive reactions of users (i.e., measured as performance expectancy on information seeking in this research) and in turn, influence the level of trust of information. However, the real phenomenon grounded from the survey data disclosed a more complicated relationship among the proposed stimuli, organism, and responses. A refined conceptual model was therefore developed as the following Figure 5.1.



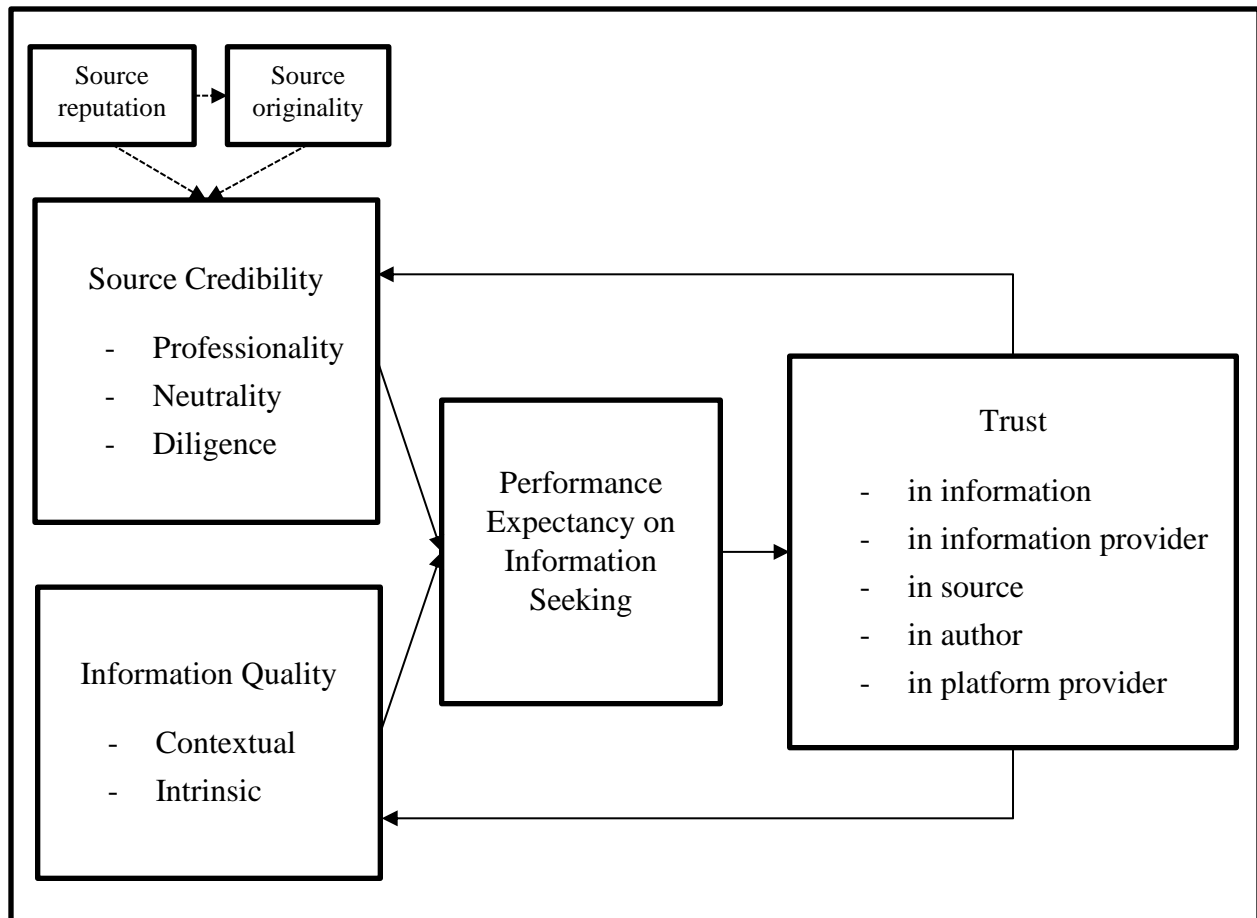


Figure 5.1 Refined Research Framework

According to the findings, the professionalism, the neutrality, and the diligence of the source to address user concerns impacts source credibility. Source reputation and source originality play moderate roles in influencing source credibility (Please refer to 5.1.2). Respondents cared about information quality in contextual and intrinsic dimensions. Given high source credibility and information quality, people were able to satisfy their expectancy and need to seek information. Information that lacked source credibility or was deemed insufficient in nature, lessened respondents' interests. This had a negative effect on their affective or cognitive responses to information they were seeking and lowered the level of trust as to that particular

information and site. The phrase “trust of information”, which is presented as “trust” in the refined conceptual framework, contains a more multifaceted construct. Once they proceed through the process of stimuli acceptance and affective reactions, people may trust the information, the information provider, the source, the original author of the article, and/or the social media platform. For example, many survey respondents stated that they only chose to trust information from specific news media such as CNN, BBC, and NHK on the social network sites (Y13, Y27, Y41, Y49, Y58, Y64, Y126) which they deemed to be reliable. People may also believe in their knowledgeable friends or the opinion leaders in certain professional fields, see the source as an important reference because of its author’s reputation, and regard certain social network sites (e.g. Wikipedia, Zhihu, Reddit) as places to get information without further validation. In other words, the level of trust of information may not only mean believing in information itself, but also displaying confidence in the stakeholders of that information. Therefore, “trust” has replaced the original “trust of information” in the refined framework to avoid potential confusion and to clarify its multifaceted characteristic.

Finally, two reverse arrows were added from trust to both source credibility and information quality. When trust changes, perceived source credibility and information quality will be influenced as well. Greater trust results in higher source credibility and information quality, according to the process of Stimuli-Organism-Response. That is, people will more easily identify the professionalism, neutrality, and diligence of the source along with the intrinsic and contextual quality of information when they are looking for information in the later incident. Users’ trust or loyalty may positively encourage information providers to improve the quality and reliability (i.e., trustworthiness) of information they present to the public and thus raise

source credibility, information quality, and user trust in the process. Hence, both real and perceived source credibility and information quality will be enhanced.

### 5.2.2 An ocean of garbage?

There were 10 respondents (8 people with N and 2 people with MN) in the survey who indicated they did not regard social network sites as places to seek or learn information. These respondents viewed social media sites as “an ocean of garbage” (from N2) and “full of non-experts” (N3, N8). As a result, they viewed information on these sites as exhibiting a serious loss of source credibility and information quality. Most respondents stated that they obtain information from social media sites (refer to Sections 4.5 and 4.8). Those who viewed social media sites with skepticism, based their contempt on the growing issue of fake news, biased information, inadequate algorithms, and false or misleading advertisements on social media:

- *“News can be easily faked for attention, or people could unknowingly spread false information. Additionally, the information is likely heavily biased, and I would like to read a more impartial account of events.” “A lot of information is over-dramatized.” (N1)*
- *“It’s an ocean of garbage.” (N2)*
- *“You don’t learn from peers, skills, or paid promotions. You learn from experience.” (N3)*
- *“I find it irrelevant most of the time.” “I feel more it’s advertising.” (N4)*
- *“It is curated by algorithm based on what they think I want to see.” (N5)*
- *“Is full of advertisement.” (N6)*

- *“A lot of the information on there I just don’t care about.” “Most of the info is crap or has half the story or is written from a biased point of view.” (N7)*
- *“Most of the comments are personal opinions. There are hardly any facts to support it.” (N8)*

However, despite their lack of trust in the information posted on social media sites, the skeptics are still frequent users of social media and social network sites. By frequently accessing such online sites, these respondents inevitably absorb thousands of pieces of information from various social platforms every day.

To clarify, information contains any meaningful structured data (Floridi, 2010). Authenticity of information can be categorized as true information, misinformation (unintentional false information), incomplete (spotty) information, biased (slanted) information, and disinformation (intentional false information). Therefore, news, personal opinions or comments, advertisements, and messages on social media sites confront the user with the task of discerning which piece of information to believe, to trust, to ignore, or to challenge.

This behavior can be explained by the refined research framework as well – in a negative way (Figure 5.1). When people perceive environmental stimuli in the forms of low source credibility and low information quality, they are unable to satisfy their expectancy of finding useful information. This further lessens their trust of both the source and information quality. Because of the low trust factor, the next perceived source credibility and information quality would also be lower. The confidence level on social medial sites can spiral down into a bottomless pit for frustrated users who lost trust in the source or information presented.

### 5.2.3 Problem of judgment on credibility

*“It is a bit sad that not every highly educated person shares credible content.” (Y135)*

The above statement is true in this fast-changing world. Because there is so much information on social media sites, people may not be able to correctly identify which content is credible. Although most people claim they only trust information from verified and credible sources, it is unclear as to the criteria users rely on in making those judgments. For example, a source’s reputation, viewed in terms of the number of subscribers and positive comments in the shared articles, appears to play an important role when assessing the professionalism, the neutrality, and the diligence of the source. But even a reputable person or organization makes mistake. Blind trust can lead to the spreading of fake news or biased reporting. Users need to approach social media information with a healthy degree of skepticism and fact-finding (adapted from Y3, Y17, Y27, Y42, and Y65).

Although most of the survey respondents mentioned the importance of credible sources, they were still willing to view information from a variety of sources. This phenomenon creates a space to develop or spread fake news. People may believe information is true if it is presented as a personal experience or opinion. And this is now a global phenomenon:

*“In my country (South Korea) there were a lot of cases that an information with no source caused social chaos, and some political parties are still taking advantage of people’s trust on information that are wide on web no matter who distributed.” (N6 from South Korea)*

*“I will give trust on simple posts from friends such as daily life sharing because nothing could be doubtful. Even if it is fake, nothing to lose.” (Y91 from Taiwan)*

*“Generally, yes if I know them and it “sounds” like them – phrases and how they usually communicate.” (Y59 from United States)*

*“Not really. Unless the guess is a very sound conspiracy theory with is based on the past what a political party, celebrity, or group is likely to do.” (Y19 from United Kingdom)*

As a result, people may reference the information as long as it is camouflaged under the guise of personal experience or opinion. It seems to be a frequently used tactic in political campaigns and in commercial advertising. People may not believe the personal experience or opinion at the beginning, but over time, and with repetition, perception can become reality. And one person’s fiction can become another person’s truth.

One approach to the information camouflage problem is to be skeptical of what one reads on social media and to cross-check information. Put another way, “don’t just believe what you want to believe” (adapted from Y51, Y99), or you may be easily trapped in believing something untrue or grossly exaggerated. The following two comments are two typical dramatic conflicts due to the inadequate behavior on trust of information on social network sites:

(Y51, a female Chinese student. She described a common situation on the conflict between Chinese and Taiwanese young people. Because of the well-known Great Firewall of China, the availability of certain ‘sensitive’ news information is limited in Mainland China. The different educational systems in China, Taiwan, and Hong Kong also made people only deeply believe in what they want to believe. Therefore, people thought that the information on the opposite side are basically fake news.)

*“Just like a description I read on social network before: Young people in Mainland China and in Hong Kong / Taiwan felt that the opposite side was*

*impervious to any reasons when they were fighting with each other on the Internet. A very scary fact is that they both think that their opponent did not watch news. Even more scary thing is that they even did research seriously by getting news information, and then they assured that their rival did not learn any news.”*

(Y49, a Taiwanese stay-at-home-mom. She clearly described how certain people were freaking out when they know that most Taiwanese people didn't really support the same-sex marriage. The result would authorize the Taiwanese government to create a special law for same-sex marriage instead of editing the existing civil law which states that a marriage should be a combination between a male person and a female person.)

*“Numerous people use social media to lead the discussion of certain things to a preferred direction, or even use it to publish fake information. Perhaps some people without these kinds of intentional actions sometimes just talk about their thoughts, but I think that kind of statement sometimes just consolidate their own comfort zone. Furthermore, using a mocking tone on some issues only strengthen the conflict between the opposing sides and thus make us become farther from the truth. (For example, on the marriage issue for homosexual people in the referendum of Taiwan in 2018, I saw that after the result of the referendum was revealed, many of my friends all felt that the phenomenon of echo chamber was too apparent too them so that the reality was farther from their imagination.)”*

Similar situations have happened around the world: the Brexit referendum, the tweets of President Trump, the epidemic of 2019 coronavirus (2019-nCoV), the gossip of a celebrity, and many other issues which can create social conflict. If people only trust the information they want to trust rather than broadly listening to various points of view, they can become misguided, misinformed, and in some cases, totally blind to reality.

*“When an individual is delivering a statement of truth, even if the statement is ‘the truth that the individual knows’, it may be still different from ‘the truth seen by the bystanders.” (Y53)*

The statement is “true because everyone says it” should raise red flags. It would be terrible if the public believes in only one viewpoint on a certain issue. “*Gossip can be a real weapon.*” (Y10) Checking as many sources as possible with various points of view will offer a shield-like protection against the sword-like fake news or misinformation. Keep thinking critically as well as independently on every information received from social media will help the public continue fighting with this never-ending war.

### 5.3 Recommendations

In thinking about source credibility, information quality, what people expect to find on social media sites, and trust factors, I have identified a number of recommendations, including a more comprehensive framework and possible future directions. These are presented in the sections that follow.

#### 5.3.1 An extensive comprehensive framework

When the conceptual research framework was developed in Chapter Three, I chose to focus on performance expectancy on information seeking purposes because of the importance of this main construct. However, I would like to pursue additional components of this conceptual framework in future research. I believe performance expectancy on entertainment and social interaction are also important to understand. New constructs and moderating variables such as the reputation and the originality of the source have been found during this analysis. Accordingly, based on the literature review and the presentation of the findings, a new comprehensive framework may be developed in the following figure for future extensions of this research (Figure 5.2).



The new comprehensive framework will need to be developed and tested based on the general framework of the SOR model, including the three main categories as environmental stimuli, hedonic organism, and final response. Performance expectancy on entertainment, social interaction, and information seeking are three elements to address on people's cognitive and affective motivations, inconsistent with the findings in the previous chapter and the literature review. Effort expectancy, facilitating conditions, and social influence are another three constructs generated from literature review and the findings to make this new model more complete and solid. Therefore, propositions of the framework could be listed as follows:

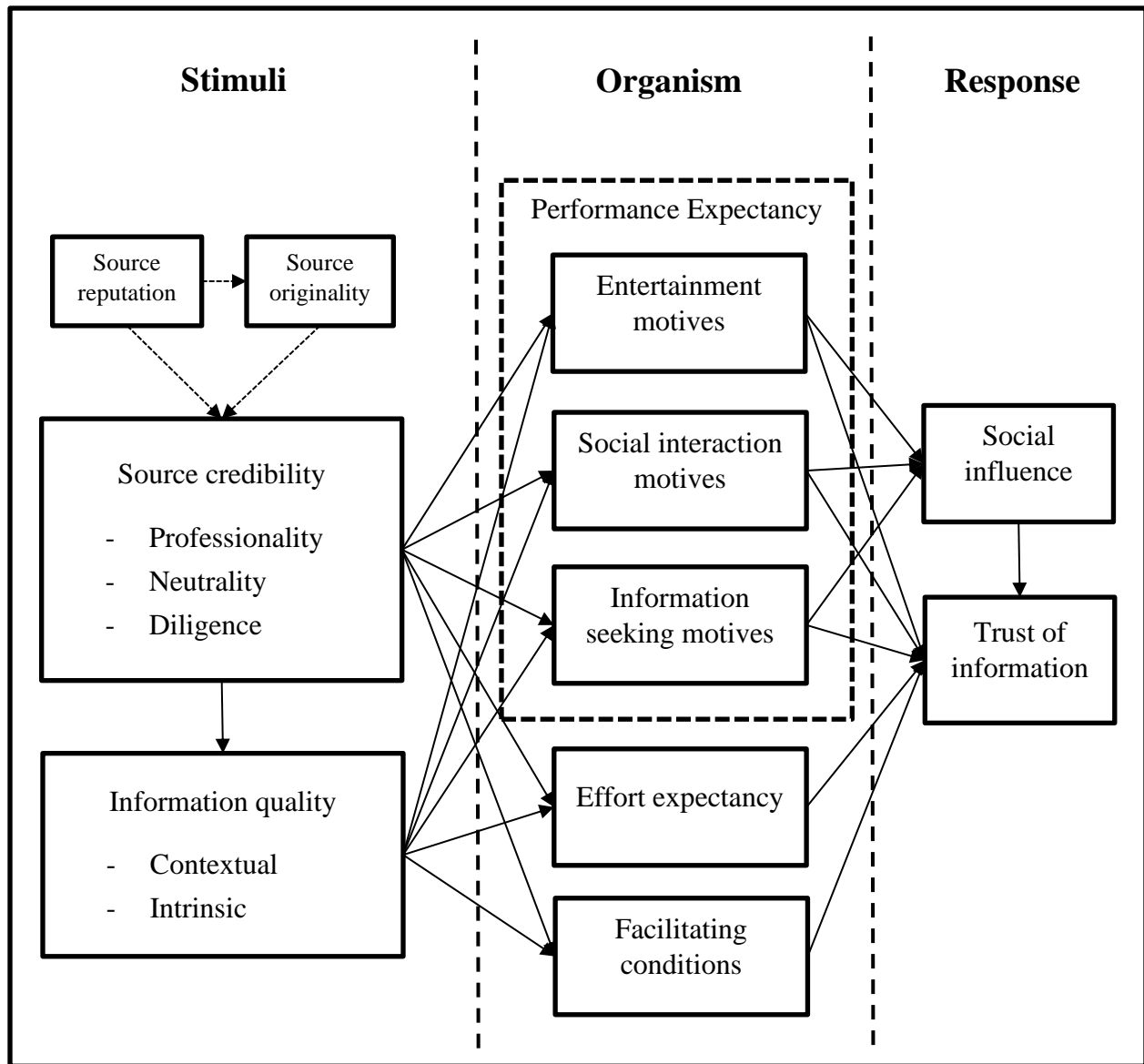


Figure 5.2 An Extensive Comprehensive Framework

**P1:** *Information quality is positively associated with users' performance expectancy on social network sites in the forms of entertainment motives (P1a), social interaction motives (P1b), and information seeking motives (P1c).*

**P2:** *Information quality is positively associated with users' effort expectancy on social network sites.*

**P3:** *Information quality is positively associated with users' facilitating conditions on social network sites.*

**P4:** *Source credibility is positively associated with users' performance expectancy on social network sites in the forms of entertainment motives (P4a), social interaction motives (P4b), and information seeking motives (P4c).*

**P5:** *Source credibility is positively associated with users' effort expectancy on social network sites.*

**P6:** *Source credibility is positively associated with users' facilitating conditions on social network sites.*

**P7:** *Source credibility is positively associated with Information Quality.*

**P8:** *Source reputation and source originality moderates source credibility.*

**P9:** *Source reputation moderates source originality.*

**P10&P11:** *Performance expectancy in the forms of entertainment motives (P10a), social interaction motives (P10b), and information seeking motives (P10c) is positively associated with users' trust on information on social network sites. All the three hedonic motives are positively associated with the response of social influence as well (P11a, P11b, P11c).*

#### 5.3.1.1 Effort expectancy

Although effort expectancy has been widely accepted as a construct to influence user's behavioral intention to use a new system, its impact on the intention change for adopting an information is still unclear. Based on the discussion in the literature review, the origins of effort expectancy have been changed from the amount of effort and time to learn how to operate a new system to the difficulty of the information topic or the effort to unlock the accessibility to the secured information. It will be impossible to judge the value of information perceived if the individual fails to interpret (Nonaka, 1994). The incapability to have entry to the secured information or to understand the tough information will thus lead to rejection or low acceptance of information. For this reason, the following proposition would be induced:

**P12:** *Effort expectancy is positively associated with users' trust on information on social network sites.*

#### 5.3.1.2 Facilitating conditions

Scholars in the field of IT adoption viewed the effect of facilitating conditions could be fully mediated by effort expectancy (Venkatesh, 2000) so facilitating conditions were hypothesized and tested to be not achieve a significant influence on behavioral intention (Venkatesh, 2003). However, the mediation would not exist in the model of information acceptance because the definition of both effort expectancy and facilitating conditions have changed. The effect of perceived ease to obtain and understand the information would not be intervened by the effect of perceived behavioral control and compatibility on the information platform or information itself. Moreover, not only one respondent mentioned the importance of convenience, which is part of facilitating conditions, in the response (Y60, Y62, Y65, Y98,

Y102, Y111, Y115, Y130). Therefore, the proposition for the relationship between facilitating conditions and information integration acceptance could be developed as follows:

**P13:** *Facilitating conditions are positively associated with people's perceived trust on information integration on social network sites.*

#### 5.3.1.3 Social influence

To highlight the characteristic of social influence as a behavior response to affective and cognitive process in the organism section, social influence has been pulled away from original UTAUT design and relocated in the section of response. Social influence could be intuitively seen as a factor to change information acceptance according to the network effect or network externality. The acceptance of information will increase when the number of people accept and share the information grow (Shapiro et al., 1998). Consequently, social influence (or in form of online word-of-mouth) has been proven to be a useful method to affect customer's value (Chevalier & Mayzlin, 2006; Gruen et al., 2005). The proposition could then be made as:

**P14:** *Social influence is positively associated with people's perceived trust on information integration on social network sites.*

In summary, the above 14 propositions in the new comprehensive framework could be developed and tested in future research. Further backward validation may be also possible in future research plans.

### 5.3.2 Other recommendations for future research

This research has developed a comprehensive framework through a thorough review from past literature and an open-ended survey from people who frequently use social media sites. Potential areas for future research are recommended below.

First, the comprehensive framework depicted in 5.3.1 may be validated by conducting a hypothesis test. This research utilized survey respondents, various theoretical frameworks and a rich review of the literature to better understand factors related to the level of trust of information on social media sites and then to construct a tentative final conceptual framework. A backward validation of the model will help the framework become more solid. Also, a more robust data collection method may help provide better insights. Semi-structured interviews may be one of the choices. If possible, data obtained directly from social media sites such as Facebook and YouTube will not only benefit future research, but also social media efficacy as well. In that case, an econometric method may be feasible to analyze the possible huge amount of data from the various platforms.

Next, a deeper case study in different countries/cultures and in different ages may find interesting stories. This research only compared responses between Taiwan and the United States due to the lack of respondent diversity. It will be meaningful if further researcher can focus on cases in one country/culture or conduct the comparison with different combinations. The trust behavior of the Gen Z (age between 18 and 24) can also be further discovered because of their different preferences between visit and trust on the information from social network sites. Information can be further categorized into news, opinions, recipes/tutorials, personal stories, etc., to explore how perceptions and levels of trust in each type of information. Case study may be useful to help solve problems in future similar circumstances as well. For example, study on

the trust of information on social media sites in the face of the 2019 coronavirus (COVID-2019) will enable future officials and medical staff around the world to address public fear and concern, share information as to source, cause, and treatment, and to deal more effectively with pandemic outbreaks in the future.

Another recommendation is the possible discussion or collaboration on other professional fields of study such as communication and political science. The current research framework introduced the theories of information systems (UGT, ELM, UTAUT), psychology (SOR) and marketing (CVT). However, trust of information and the information seeking behavior are interdisciplinary topics. In the field of computer-mediated communication (CMC), for example, Ramirez Jr et al. (2002) proposed a conceptual model of social information seeking.

There are four types of online information seeking strategies which may moderate the performance expectancy on information seeking in the framework of this research: passive, active, interactive, and extractive. The difficulty of finding the true source of information on social network sites may be also explained by the warranting theory in field of communication (DeAndrea, 2014). According to this theory, people will have greater warranting value on the information about a person or an organization when the information was created by fellow customers on user-generated sites. It could further strengthen one of the findings from this research that people tend to be more trusting toward personal experiences without sources. DeAndrea (2014) found that people tend to mask the true source of user-generated content on social media to influence people's impressions. The disguised personal experience thus becomes more trustworthy in consistent with the findings and discussion in the previous sections. Furthermore, the issues which can create conflict on social network sites may be also discussed and solved in the research stream of flaming, online act of posting insults on social network sites,

in both communication and political science. The discussion on fake news issue in the field of Internet governance may also add numerous insights into the future studies.

#### 5.4 Conclusion

To face the growing phenomenon of information explosion, people need to develop the capability of independent, critical thinking on information they receive from the Internet. When an individual trusts information on social media sites, he or she needs to be a discerning user who cross-references and verifies information before accepting or relying on it. Cross-check information from social media and check the credibility of the source. This study explored issues of why and how people trust (or distrust) information on social media sites. It suggested that people care about the quality and reliability of the information presented on social media sites and well as the credibility and reputation of the source for that information. The study suggested a growing concern about the amount of misinformation, disinformation, biased information, and fake news on social media today.

A comprehensive model was carefully constructed based on a review of the literature and the data analyses. Moreover, the study identified the most trusted social media sites as reported by respondents and compared results between the two largest groups of respondents, United States and Taiwanese citizens. It is expected that this research will contribute to the interdisciplinary research stream of fake news/misinformation. People, organizations, and social media sites may be encouraged to work together to improve the quality of information presented across social media sites and platforms. If we work together to ensure the accuracy and quality of information available online, we can raise the level of trust and discourse, and improve the quality of life for all.



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## APPENDIX A. SAMPLE SURVEY QUESTIONS

The following sample survey questions are designed and adapted from the section of research methodology. The definition of social networks will be given before respondents start the survey. Please note that the researcher may revise the questions and translate into other languages to better obtain the answers from the proposed respondents.

No	Questions
D1	What is your gender? <input type="checkbox"/> Female <input type="checkbox"/> Male <input type="checkbox"/> Others ( )
D2	What is your age? <input type="checkbox"/> Under 18 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65+
D3	What is the highest level of school you have completed or the highest degree you have received? <input type="checkbox"/> Less than high school degree <input type="checkbox"/> High school degree or equivalent (e.g., GED) <input type="checkbox"/> Some college but no degree <input type="checkbox"/> Associate degree <input type="checkbox"/> Bachelor degree <input type="checkbox"/> Graduate degree
D4	What is your profession? <input type="checkbox"/> Student <input type="checkbox"/> Engineer <input type="checkbox"/> Art Designer <input type="checkbox"/> Professor / Teacher <input type="checkbox"/> Administration <input type="checkbox"/> Other ( )
D5	Your nationality <input type="checkbox"/> United States <input type="checkbox"/> Canada <input type="checkbox"/> Mexico <input type="checkbox"/> Taiwan <input type="checkbox"/> China <input type="checkbox"/> Japan <input type="checkbox"/> South Korea <input type="checkbox"/> Singapore <input type="checkbox"/> Guatemala <input type="checkbox"/> Malaysia <input type="checkbox"/> Other ( )
1	How often do you visit social network sites? <input type="checkbox"/> Hourly <input type="checkbox"/> Several times in a day <input type="checkbox"/> Once daily <input type="checkbox"/> Several times in a week <input type="checkbox"/> Weekly <input type="checkbox"/> Other ( )
2a	Do you learn or seek any information (including news, activity, knowledge, problem-solving, etc.) on social networks? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not sure
2b	If yes, why do you regard social network sites as places to learn or seek information? If no, why do you think you don't learn or seek information there? (Open-ended answer box)
3	Which social network sites do you visit mostly often? (Please check all that apply) <input type="checkbox"/> Twitter <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> Snapchat <input type="checkbox"/> Reddit <input type="checkbox"/> LinkedIn <input type="checkbox"/> YouTube <input type="checkbox"/> WeChat <input type="checkbox"/> Tik Tok <input type="checkbox"/> Pinterest <input type="checkbox"/> Yelp <input type="checkbox"/> TripAdvisor <input type="checkbox"/> Wikipedia <input type="checkbox"/> Line <input type="checkbox"/> Plurk <input type="checkbox"/> VKontakte <input type="checkbox"/> Weibo <input type="checkbox"/> Youku <input type="checkbox"/> Others ( )
4a	Which social network sites do you visit to learn information or use to seek information mostly often? (Please check all that apply)



## APPENDIX B. INFORMATION SHEET

This study examines the trust of information on social media. Specifically, researcher proposes to investigate the factors on performance expectancy with information seeking motives that appear to influence the level of trust of information on social networks. In the following survey questions, you will be asked to provide multiple comments about **your experience on social networks**. We will ask **15 questions** on your usage of social networks and the reasons why you trust the information on these social network sites when you are seeking information specifically. *Detailed description in your answers will be highly appreciated.*

The research carefully complies with the institutional review board (IRB) guideline of Purdue University to ensure the study is conducted ethically. Although multiple personal information such as gender, sex, race, ethnicity, and education level may be recorded, all the respondents will be assured anonymity as part of this study and all the identifiable information will be removed from the final data. The whole questionnaire **will take at least 10 minutes**. You are free to exit the survey anytime if you feel uncomfortable during your participation. All the answers will be only used in academic research. Thank you so much for your participation and I appreciate your valuable contribution on this survey. If you have any questions or suggestions, please contact me via email anytime when you're available.

Sincerely,

Chih-Yuan (Ben) Chou (chou33@purdue.edu)

PhD Candidate in Technology, Purdue Polytechnic Institute, Purdue University



## APPENDIX C. IRB EXEMPT APPROVAL LETTER

2/7/2020

Mail - Chou, Chih-Yuan - Outlook

**IRB-2019-663 - Initial: Initial Submission - Exempt**

irb@purdue.edu <irb@purdue.edu>

Fri 11/15/2019 4:04 PM

To: Chou, Chih-yuan <chou33@purdue.edu>; Naimi, Linda L <lnaimi@purdue.edu>



**This Memo is Generated From the Purdue University Human Research Protection Program System, Cayuse.**

**Date:** November 15, 2019

**PI:** LINDA NAIMI

**Department:** PWL TECH, LEADERSHIP

**Re:** Initial - IRB-2019-663

*An Exploratory Study on The Trust of Information in The Era of Information Explosion*

The Purdue University Human Research Protection Program (HRPP) has determined that the research project identified above qualifies as exempt from IRB review, under federal human subjects research regulations 45 CFR 46.104. The Category for this Exemption is listed below. Protocols exempted by the Purdue HRPP do not require regular renewal. However, The administrative check-in date is **November 15, 2022**. The IRB must be notified when this study is closed. If a study closure request has not been initiated by this date, the HRPP will request study status update for the record.

Specific notes related to your study are found below.

**Decision:** Exempt

**Category:** Category 2.(ii). Research that only includes interactions involving educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures, or observation of public behavior (including visual or auditory recording).

Any disclosure of the human subjects' responses outside the research would not reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, educational advancement, or reputation.

**Findings:**

**Research Notes:**

Any modifications to the approved study must be submitted for review through Cayuse IRB. All approval letters and study documents are located within the Study Details in Cayuse IRB.

**What are your responsibilities now, as you move forward with your research?**

**Document Retention:** The PI is responsible for keeping all regulated documents, including IRB correspondence such as this letter, approved study documents, and signed consent forms for at least three (3) years following protocol closure for audit purposes. Documents regulated by HIPAA, such as Release Authorizations, must be maintained for six (6) years.

<https://outlook.office365.com/mail/search/id/AAQkADAYmZJmM2JiLWUyYjYtNDJmZC04MDg5LWI0OWE3NjVhMTgxMQAQAFzGrVjoqhFMqiPHx3e7L...> 1/2

**Site Permission:** If your research is conducted at locations outside of Purdue University (such as schools, hospitals, or businesses), you must obtain written permission from all sites to recruit, consent, study, or observe participants. Generally, such permission comes in the form of a letter from the school superintendent, director, or manager. You must maintain a copy of this permission with study records.

**Training:** All researchers collecting or analyzing data from this study must renew training in human subjects research via the CITI Program ( [www.citiprogram.org](http://www.citiprogram.org)) every 4 years. New personnel must complete training and be added to the protocol before beginning research with human participants or their data.

**Modifications:** Change to any aspect of this protocol or research personnel must be approved by the IRB before implementation, except when necessary to eliminate apparent immediate hazards to subjects or others. In such situations, the IRB should still be notified immediately.

**Unanticipated Problems/Adverse Events:** Unanticipated problems involving risks to subjects or others, serious adverse events, and noncompliance with the approved protocol must be reported to the IRB immediately through an incident report. When in doubt, consult with the HRPP/IRB.

**Monitoring:** The HRPP reminds researchers that this study is subject to monitoring at any time by Purdue's HRPP staff, Institutional Review Board, Research Quality Assurance unit, or authorized external entities. Timely cooperation with monitoring procedures is an expectation of IRB approval.

**Change of Institutions:** If the PI leaves Purdue, the study must be closed or the PI must be replaced on the study or transferred to a new IRB. Studies without a Purdue University PI will be closed.

**Other Approvals:** This Purdue IRB approval covers only regulations related to human subjects research protections (e.g. 45 CFR 46). This determination does not constitute approval from any other Purdue campus departments, research sites, or outside agencies. The Principal Investigator and all researchers are required to affirm that the research meets all applicable local, state, and federal laws that may apply.

If you have questions about this determination or your responsibilities when conducting human subjects research on this project or any other, please do not hesitate to contact Purdue's HRPP at [irb@purdue.edu](mailto:irb@purdue.edu) or 765-494-5942. We are here to help!

Sincerely,

Purdue University Human Research Protection Program/ Institutional Review Board

## APPENDIX D. FLYER FOR SURVEY DISTRIBUTION

# Participant Needed

- Study about trust of information on social networks
- You would be asked to complete a 10-15 minutes survey
  - 15 questions on your social network experience
  - Detailed description will be highly appreciated

Link: [https://purdue.ca1.qualtrics.com/jfe/form/SV\\_9B0WKOP3kBXBMzP](https://purdue.ca1.qualtrics.com/jfe/form/SV_9B0WKOP3kBXBMzP)

Questions? Please contact Chih-Yuan (Ben) Chou: [chou33@purdue.edu](mailto:chou33@purdue.edu)



## **APPENDIX E. SAMPLE EMAIL FOR SURVEY DISTRIBUTION**

Hello everyone,

Our research team is seeking participants for a research study about trust of information on social network sites. Specifically, we'd like to investigate the factors on performance expectancy with information seeking motives that appear to influence the level of trust of information on social networks. If you take part in this study, you would be asked to complete a 10-15 minutes survey. We will ask 15 questions on your usage of social networks and the reasons why you trust the information on these social network sites when you are seeking information specifically. Detailed description in your answers will be highly appreciated. Here is the link to the survey: [https://purdue.ca1.qualtrics.com/jfe/form/SV\\_9B0WKOP3kBXBMzP](https://purdue.ca1.qualtrics.com/jfe/form/SV_9B0WKOP3kBXBMzP) .

You are free to exit the survey anytime if you feel uncomfortable during your participation. All the answers will be only used in academic research. Thank you so much for your participation and I appreciate your valuable contribution on this survey. If you have any questions or suggestions, please contact me via email anytime when you're available.

Sincerely,

Chih-Yuan (Ben) Chou (chou33@purdue.edu)

PhD Candidate in Technology, Purdue Polytechnic Institute, Purdue University

Research advisor: Dr. Linda Naimi (lnaimi@purdue.edu)

## APPENDIX F. SAMPLE SURVEY IN QUALTRICS (ENGLISH)

2/7/2020

Qualtrics Survey Software

English ▼

### Block 6

Thank you for taking this survey.

This study examines the trust of information on social media. Specifically, researcher proposes to investigate the factors on performance expectancy with information seeking motives that appear to influence the level of trust of information on social networks. In the following survey questions, you will be asked to provide multiple comments about **your experience on social networks**. We will ask **15 questions** on your usage of social networks and the reasons why you trust the information on these social network sites when you are seeking information specifically. *Detailed description in your answers will be highly appreciated.*

The research carefully complies with the institutional review board (IRB) guideline of Purdue University to ensure the study is conducted ethically. Although multiple personal information such as gender, sex, race, ethnicity, and education level may be recorded, all the participants will be assured anonymity as part of this study and all the identifiable information will be removed from the final data. The whole questionnaire **will take at least 10 minutes**. You are free to exit the survey anytime if you feel uncomfortable during your participation. All the answers will be only used in academic research. Thank you so much for your participation and I appreciate your valuable contribution on this survey. If you have any questions or suggestions, please contact us via email anytime when you're available.

Sincerely,

Chih-Yuan (Ben) Chou (chou33@purdue.edu)

PhD Candidate in Technology, Purdue Polytechnic Institute, Purdue University

Research advisor: Dr. Linda Naimi (lnaimi@purdue.edu)

**Default Question Block**

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Others

What is your age?

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65+

What is the highest level of school you have completed or the highest degree you have received?

- ☐ Less than high school degree
- ☐ High school degree or equivalent (e.g., GED)
- ☐ Some college but no degree
- ☐ Associate degree
- ☐ Bachelor degree
- ☐ Graduate degree

What is your profession?

- ☐ Student
- ☐ Engineer
- ☐ Art Designer
- ☐ Teacher / Professor
- ☐ Administration
- ☐ Other

What is your nationality?

- |                                     |                                   |
|-------------------------------------|-----------------------------------|
| <input type="radio"/> United States | <input type="radio"/> South Korea |
| <input type="radio"/> Canada        | <input type="radio"/> Singapore   |
| <input type="radio"/> Mexico        | <input type="radio"/> Guatemala   |
| <input type="radio"/> Taiwan        | <input type="radio"/> Malaysia    |
| <input type="radio"/> China         | <input type="radio"/> Poland      |
| <input type="radio"/> Japan         | <input type="radio"/> Other       |

### Block 1

How often do you visit social network sites?

- ☐ Hourly
- ☐ Several times in a day
- ☐ Once daily
- ☐ Several times in a week
- ☐ Weekly
- ☐ Others

Do you learn or seek any information (including news, activity, knowledge, problem-solving, etc.) on social networks?

- ☐ Yes
- ☐ No
- ☐ Not sure

If If yes, why do you regard social network sites as places to learn or seek information?



If no, why do you think you don't learn or seek information there?



Which social network sites do you visit most often? (Please check all that apply)

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Twitter   | <input type="checkbox"/> Yelp        |
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> TripAdvisor |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Wikipedia   |
| <input type="checkbox"/> Snapchat  | <input type="checkbox"/> LINE        |
| <input type="checkbox"/> Reddit    | <input type="checkbox"/> Plurk       |
| <input type="checkbox"/> LinkedIn  | <input type="checkbox"/> VKontakte   |
| <input type="checkbox"/> YouTube   | <input type="checkbox"/> Weibo       |
| <input type="checkbox"/> WeChat    | <input type="checkbox"/> Youku       |
| <input type="checkbox"/> Tik Tok   | <input type="checkbox"/> Nextdoor    |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Others      |

Which social network sites do you visit to learn information or use to seek information most often? (Please check all that apply)

- |                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/> » Twitter  | <input type="checkbox"/> » Yelp        |
| <input type="checkbox"/> » Facebook | <input type="checkbox"/> » TripAdvisor |



2/7/2020

- ☐ » Instagram
- ☐ » Snapchat
- ☐ » Reddit
- ☐ » LinkedIn
- ☐ » YouTube
- ☐ » WeChat
- ☐ » Tik Tok
- ☐ » Pinterest

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- ☐ » Wikipedia
- ☐ » LINE
- ☐ » Plurk
- ☐ » VKontakte
- ☐ » Weibo
- ☐ » Youku
- ☐ » Nextdoor
- ☐ » Others

Among all the above social networks sites you checked, which one is the most valuable that you use for information seeking. And why?

## Block 2

Why do you believe that the source of the information on social networks is credible?

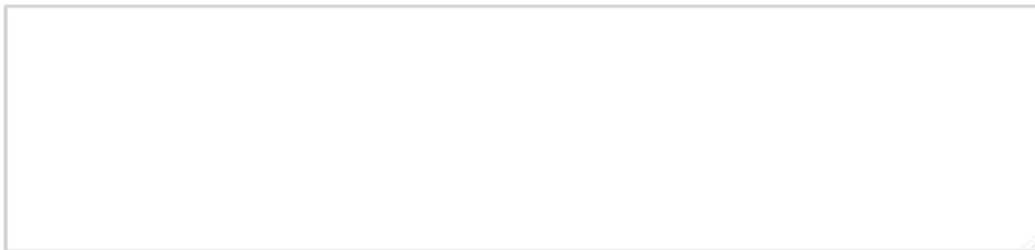
Why do you believe the quality of information on social networks is high?

**Block 3**

When you are seeking information, do you trust an information with no source provided on social networks? Why? (e.g. Your friends' post with no source)



When you are seeking information, do you trust an information with a secondary (not official) source provided on social networks? Why?

**Block 4**

When you are seeking information, what type of information do you trust mostly?  
(Please rank 1-5, 1: trust mostly)

Content with full complete information

Content with nearly full complete information

Content with medium complete information

## Content with just a few words

Content with no description or explanation

When you are seeking information, which type of information do you trust mostly?  
(Please rank 1-4, 1: trust mostly)

Up-to-date relevant content

Up-to-date but irrelevant content

Outdated but relevant content

### Outdated and irrelevant content

## Block 5

When you say you trust information on social network sites, what extent do you trust?  
Please specify the percentage (%) of your trust.

Percentage of your trust of information on social network sites

Why do you choose the number in the previous question?

## Block 7

Thank you for your participation. We may hold a following interview or focus group in the future. Are you willing to participate the possible future study? If yes, please

provide your name and email. Your personal information will be ONLY used to contact you and will be deleted before we finish the study.

- ☐ Yes (Please leave your name and email for further contact)
- ☐ Maybe
- ☐ No
- 

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## APPENDIX G. SAMPLE SURVEY IN QUALTRICS (TRADITIONAL CHINESE)

2/7/2020

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繁體中文 ▼

### Block 6

感謝您參與此份問卷調查。

本研究旨在調查社群媒體使用者對於資訊的信任程度，研究者期望能透過此問卷得知社群媒體使用者利用社群網站蒐集資訊時，相關的資訊信任問題。在以下的問題中，我們將會向您詢問您的社群網絡使用經驗，**一共15個問題**。問題有多種形式，包含選擇題、勾選題與簡答題。如您能在簡答題提供詳細的說明，我們將會由衷感謝您。

本研究將嚴格遵守美國普渡大學的IRB倫理規範。雖然我們會詢問您的性別、國籍、年齡、與教育程度等資訊，但請放心，本研究完全匿名，所有蒐集到的資料將只用在研究分析中，如有任何可供辨認身分的資訊將會於資料分析階段時移除。根據問卷長度與形式，您將需要**至少10分鐘**的時間作答。如果您中途臨時有事或因其他因素不想繼續此問卷，您可以隨時結束問卷填寫，亦歡迎您返回繼續填寫。在此誠摯感謝您的參與，如您有任何問題，歡迎隨時與我們聯繫。

周致遠 (Ben) (chou33@purdue.edu)

美國普渡大學科技領導與創新學系博士班候選人

指導教師：琳達·娜伊米博士 (Dr. Linda Naimi) (lnaimi@purdue.edu)

### Default Question Block

您的性別是？

☐ 男性

☐ 女性

☐ 其他

您的年齡是？

☐ 18歲以下

<https://purdue.ca1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview>

1/7

- ☐ 18 - 24 歲
- ☐ 25 - 34 歲
- ☐ 35 - 44 歲
- ☐ 45 - 54 歲
- ☐ 55 - 64 歲
- ☐ 65歲以上

您的最高教育程度是？

- ☐ 國中以下
- ☐ 高中
- ☐ 大學未畢業
- ☐ 副學士學位
- ☐ 學士學位 (大學)
- ☐ 研究所學位

您的職業是？

- ☐ 學生
- ☐ 工程師
- ☐ 藝術設計師
- ☐ 教授 / 老師
- ☐ 行政
- ☐ 其他

您的國籍是？

- |                           |                              |
|---------------------------|------------------------------|
| <input type="radio"/> 美國  | <input type="radio"/> 南韓     |
| <input type="radio"/> 加拿大 | <input type="radio"/> 新加坡    |
| <input type="radio"/> 墨西哥 | <input type="radio"/> 瓜地馬拉   |
| <input type="radio"/> 臺灣  | <input type="radio"/> 馬來西亞   |
| <input type="radio"/> 中國  | <input type="radio"/> Poland |
| <input type="radio"/> 日本  | <input type="radio"/> 其他     |

**Block 1**

您造訪社群網站的頻率是？

- ☐ 每小時至少造訪一次
- ☐ 一天內造訪多次
- ☐ 每天至少造訪一次
- ☐ 一週內造訪多次
- ☐ 每週至少造訪一次
- ☐ 其他

您會透過社群網站吸收新知或蒐集資訊嗎？(包括新聞、活動、知識、解決問題等)

- ☐ 會
- ☐ 不會
- ☐ 不確定 / 不清楚

如果會，為什麼您會認為社群網站可以幫助您吸收新知或蒐集資訊？

如果不會，為什麼你認為你不會透過社群網站蒐集資訊或吸收新知呢？

下列哪些社群網站你經常使用? (請勾選所有常用網站)

- |   |  |
|---|--|
| <input type="checkbox"/> Twitter (推特)   | <input type="checkbox"/> Yelp              |
| <input type="checkbox"/> Facebook (臉書)  | <input type="checkbox"/> TripAdvisor (貓途鷹) |
| <input type="checkbox"/> Instagram (IG) | <input type="checkbox"/> Wikipedia (維基百科)  |
| <input type="checkbox"/> Snapchat (色拉布) | <input type="checkbox"/> LINE              |
| <input type="checkbox"/> Reddit (熱提網)   | <input type="checkbox"/> Plurk (噗浪)        |
| <input type="checkbox"/> LinkedIn (領英)  | <input type="checkbox"/> VKontakte (VK)    |
| <input type="checkbox"/> YouTube        | <input type="checkbox"/> Weibo (微博)        |
| <input type="checkbox"/> WeChat (微信)    | <input type="checkbox"/> Youku (優酷)        |
| <input type="checkbox"/> Tik Tok (抖音)   | <input type="checkbox"/> Nextdoor          |
| <input type="checkbox"/> Pinterest (繽趣) | <input type="checkbox"/> 其他                |

下列哪些社群網站您經常用來吸收新知或蒐集資訊? (請勾選所有適用網站)

- |   |  |
|---|--|
| <input type="checkbox"/> » Twitter (推特)   | <input type="checkbox"/> » Yelp              |
| <input type="checkbox"/> » Facebook (臉書)  | <input type="checkbox"/> » TripAdvisor (貓途鷹) |
| <input type="checkbox"/> » Instagram (IG) | <input type="checkbox"/> » Wikipedia (維基百科)  |
| <input type="checkbox"/> » Snapchat (色拉布) | <input type="checkbox"/> » LINE              |
| <input type="checkbox"/> » Reddit (熱提網)   | <input type="checkbox"/> » Plurk (噗浪)        |
| <input type="checkbox"/> » LinkedIn (領英)  | <input type="checkbox"/> » VKontakte (VK)    |
| <input type="checkbox"/> » YouTube        | <input type="checkbox"/> » Weibo (微博)        |
| <input type="checkbox"/> » WeChat (微信)    | <input type="checkbox"/> » Youku (優酷)        |
| <input type="checkbox"/> » Tik Tok (抖音)   | <input type="checkbox"/> » Nextdoor          |
| <input type="checkbox"/> » Pinterest (繽趣) | <input type="checkbox"/> » 其他                |

在上述您勾選的社群網站中，哪一個(或哪幾個)網站您認為最能夠協助您蒐集資訊或吸收新知? 為什麼?

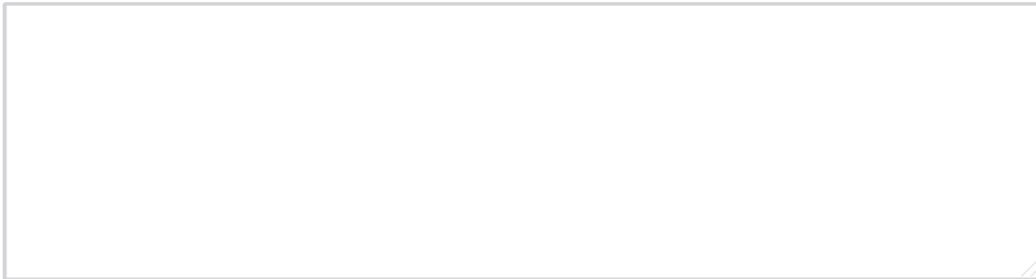


**Block 2**

您如何相信社群網站上的資訊來源是可信的？



您如何確定社群網站上的資訊品質是高或低？

**Block 3**

當您在社群網站上蒐集資訊或吸收新知時，您會相信完全沒有提供資料來源的資訊嗎？  
為什麼？(例如朋友單純的po文，沒有提供資訊來源)



當您在社群網站上蒐集資訊或吸收新知時，您會相信有提供二手資料來源(但不是官方或第一手)的資訊嗎? 為什麼?



#### Block 4

當您在社群網站上蒐集資訊或吸收新知時，什麼樣的資訊您會最相信? (請排名1-5，1為最相信)

有完整資訊的內容

有接近完整資訊的內容

有中間程度完整資訊的內容

只有幾個字或簡單描述的內容

完全沒有任何敘述或解釋的內容

當您在社群網站上蒐集資訊或吸收新知時，什麼樣的資訊您會最相信? (請排名1-4，1為最相信)

最新且與您相關的內容

最新但與您不太相關的內容

稍微過時但與您相關的內容

稍微過時且與您不太相關的內容

## Block 5

當您說您相信社群網站上的資訊，您相信的程度是多少呢？請提供一個確切的百分比(%)說明您對於社群網站上的資訊的信任程度。



承上題，為什麼您會選擇這個數字呢？

## Block 7

感謝您參與此次問卷調查。根據研究需要，我們可能會在未來針對問卷內容進行訪談或小組討論，請問您是否願意參與？如果願意，請您提供您的姓名與email。您的個人資料與聯絡方式將只用於連絡您，並將於研究結束時完全刪除，敬請放心。

- ☐ 我願意參與後續訪談或討論 (請提供您的姓名與email)
- ☐ 不確定
- ☐ 我不願意

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## APPENDIX H. SAMPLE SURVEY IN QUALTRICS (SPANISH)

2/7/2020

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Español ▼

### Block 6

Muchas gracias por responder esta encuesta.

Este estudio examina la confianza de la información en las redes sociales. Específicamente, el investigador propone investigar los factores sobre la expectativa de rendimiento con motivos de búsqueda de información que parecen influir en el nivel de confianza de la información en las redes sociales. En las siguientes preguntas de la encuesta, se le pedirá que proporcione múltiples comentarios sobre **su experiencia en las redes sociales**. Le haremos **15 preguntas** sobre su uso de las redes sociales y las razones por las que confía en la información de estos sitios de redes sociales cuando busca información específicamente. *La descripción detallada en sus respuestas será muy apreciada.*

La investigación cumple cuidadosamente con las pautas de la junta de revisión institucional (IRB) de la Universidad de Purdue para garantizar que el estudio se realice de manera ética. Aunque se puede registrar información personal múltiple, a todos los participantes se les garantizará el anonimato como parte de este estudio y toda la información identificable se eliminará de los datos finales. Todo el cuestionario **tomará al menos 10 minutos**. Puede salir de la encuesta en cualquier momento si se siente incómodo durante su participación. Todas las respuestas solo se utilizarán en la investigación académica. Muchas gracias por su participación y agradezco su valiosa contribución en esta encuesta. Si tiene alguna pregunta o sugerencia, comuníquese conmigo por correo electrónico en cualquier momento cuando esté disponible.

Saludos,

Chih-Yuan (Ben) Chou (chou33@purdue.edu)

Candidato a Doctorado en Tecnología, Instituto Politécnico de Purdue, Universidad de Purdue

Asesor de investigación: Dra. Linda Naimi (lnaimi@purdue.edu)

### Default Question Block

¿Cuál es su género?

- ☐ Hembra / Mujeres
- ☐ Masculino / Hombres
- ☐ Otros

¿Cuántos años tiene?

- ☐ Menores de 18 años
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 años y mayores

¿Cuál es el nivel más alto de la escuela que has completado o el grado más alto que has recibido?

- ☐ Menos que el título de secundaria
- ☐ Título de escuela secundaria o equivalente
- ☐ Algo de la universidad pero sin título
- ☐ Grado asociado
- ☐ Grado de bachiller (Universidad)
- ☐ Diploma de graduación

¿A qué se dedica?

- ☐ Estudiante
- ☐ Ingeniero
- ☐ Diseñador de arte
- ☐ Maestro o profesor
- ☐ Administración

☐ Otro

**¿Cual es su nacionalidad?**

- ☐ Estados Unidos
- ☐ Canadá
- ☐ México
- ☐ Taiwán
- ☐ China
- ☐ Japón

- ☐ Corea del Sur
- ☐ Singapur
- ☐ Guatemala
- ☐ Malasio
- ☐ Poland
- ☐ Otro

**Block 1**

**¿Con qué frecuencia visita sitios de redes sociales?**

- ☐ Cada hora
- ☐ Varias veces en un día
- ☐ Al menos una vez al día
- ☐ Varias veces en una semana
- ☐ Semanal
- ☐ Otros

**¿Aprende o busca información (incluidas noticias, actividades, conocimientos, resolución de problemas, etc.) en las redes sociales?**

- ☐ Sí
- ☐ No
- ☐ No es seguro

**En caso afirmativo, ¿por qué considera los sitios de redes sociales como lugares para aprender o buscar información?**

Si no, ¿por qué cree que no aprende o busca información allí?

¿Qué sitios de redes sociales visita con más frecuencia? (Por favor marque todos los que apliquen)

- ☐ Twitter
- ☐ Facebook
- ☐ Instagram
- ☐ Snapchat
- ☐ Reddit
- ☐ LinkedIn
- ☐ YouTube
- ☐ WeChat
- ☐ Tik Tok
- ☐ Pinterest

- ☐ Yelp
- ☐ TripAdvisor
- ☐ Wikipedia
- ☐ LINE
- ☐ Plurk
- ☐ VKontakte
- ☐ Weibo
- ☐ Youku
- ☐ Nextdoor
- ☐ Otros

¿Qué sitios de redes sociales visita para obtener información o utiliza para buscar información con más frecuencia? (Por favor marque todos los que apliquen)

☐ » Twitter

☐ » Yelp

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- ☐ » Facebook
- ☐ » Instagram
- ☐ » Snapchat
- ☐ » Reddit
- ☐ » LinkedIn
- ☐ » YouTube
- ☐ » WeChat
- ☐ » Tik Tok
- ☐ » Pinterest

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- ☐ » TripAdvisor
- ☐ » Wikipedia
- ☐ » LINE
- ☐ » Plurk
- ☐ » VKontakte
- ☐ » Weibo
- ☐ » Youku
- ☐ » Nextdoor
- ☐ » Otros


Entre todos los sitios de redes sociales anteriores, cuál es el más valioso que utiliza para buscar información. ¿Y por qué?

## Block 2

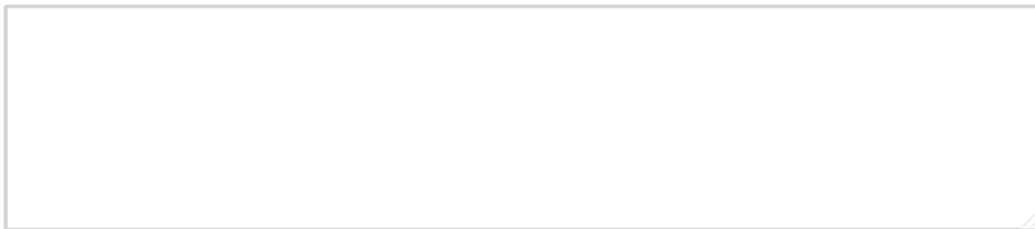
¿Por qué crees que la fuente de información en las redes sociales es creíble?

¿Por qué crees que la calidad de la información en las redes sociales es alta?



**Block 3**

Cuando busca información, ¿confía en una información sin fuente proporcionada en las redes sociales? ¿Por qué? (por ejemplo, la publicación de sus amigos sin fuente)



Cuando busca información, ¿confía en una información con una fuente secundaria (no oficial) proporcionada en las redes sociales? ¿Por qué?

**Block 4**

Cuando busca información, ¿en qué tipo de información confía principalmente? (Por favor, clasifique 1-5, 1: confíe principalmente)

Contenido con información completa

Contenido con información casi completa

Contenido con información media completa

Contenido con solo unas pocas palabras

Contenido sin descripción ni explicación.

Quando busca información, ¿en qué tipo de información confía principalmente? (Por favor, clasifique 1-4, 1: confíe principalmente)

Contenido actualizado y relevante

Contenido actualizado pero irrelevante

Contenido desactualizado pero relevante

Contenido desactualizado e irrelevante

## Block 5

Quando dice que confía en la información de los sitios de redes sociales, ¿en qué medida confía? Por favor, especifique el porcentaje (%) de su confianza.

	Baja confianza										Mayor confianza	
	0	10	20	30	40	50	60	70	80	90	100	
Porcentaje de su confianza de información en sitios de redes sociales												

¿Por qué eliges el número en la pregunta anterior?

## Block 7

Muchas gracias por su participación. Es posible que tengamos una siguiente entrevista o grupo focal en el futuro. ¿Está dispuesto a participar en el posible estudio

futuro? En caso afirmativo, proporcione su nombre y correo electrónico. Su información personal SOLO se utilizará para contactarlo y se eliminará antes de que terminemos el estudio.

- ☐ Sí (por favor escriba su nombre y correo electrónico)
- ☐ Tal vez
- ☐ No
- 

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## APPENDIX I. ANSWERS FOR QUESTION 2

Do you learn or seek any information (including news, activity, knowledge, problem-solving, etc.) on social networks? If yes, why do you regard social network sites as places to learn or seek information? If no, why do you think you don't learn or seek information there?

No.	Answers
Y1	They have sources of info that I otherwise couldn't access- for example, I taught myself embroidery just from watching YouTube videos, because I had no other (free) way to learn.
Y2	Social network sites give real time news updates and help gauge public opinion.
Y3	It links to news articles, so if I'm interested in a headline I come across I can click the link and read the article. I can also Google the subject of the article if the article doesn't seem to be from a credible source.
Y4	It's helpful to crowdsource answers to a question/solutions to a problem from like-minded peers, and to use my network to my advantage
Y5	sometimes that's where the best answers are
Y6	Ease of access
Y7	Trustworthy friends or person I'm following can help broadening news I will come across
Y8	People in Taiwan posted the updated news on FB all the time, so I can always see some news on it. And a lot of blogger or instagramer share useful information on social network, such as product informations or restaurant recommendations...etc. And Youtube has all kind of information you need!!
Y9	因為社群網站會一直更新不同的資訊，簡單而且便利
Y10	社區網站內容包羅萬象 可以在最短時間內經由某些粉絲專頁看到國內外大小新聞 快速取得新聞 不必在打開電視
Y11	Having the latest news
Y12	社群網站吸收資訊較多元化，正反意見可同時了解，較不會被單方面資訊洗腦，同時了解各個族群聲音，若不被特定族群操控，可說是全方位訊息吸收來源。
Y13	I followed some news channels (BBC, Economist. Etc) and different communities that I'm interested. These communities keep updating the news from their fields.
Y14	朋友分享各方面的貼文影片，也能透過搜尋找到網友們分享的資訊
Y15	理財,藝術,投資
Y16	Media in my home country (Taiwan) is less likely trust worthy and in lack of comparison across different angles of view to a single social event. Social media usually have different angles and discussions from all perspective of the issues.
Y17	Social network sites work as the platforms for many people share the stuffs around them. The wisdom from crowd could somehow gives an insight to something.

	Moreover, there could sometimes be some professional opinions provided by the people with domain-knowledge on some events or issues happened.
Y18	吃喝玩樂的新鮮事
Y19	These sites are updated regularly because it is easy to post right from your phone rather than websites which are often not kept up to date because of difficulty in posting
Y20	別人的經驗，學習成為自己的經驗。從各地吸收不同意見的知識，增廣自己的見解。
Y21	較有效率看到新資訊，不用自己花較多時間蒐尋
Y22	I follow news organizations on social media.
Y23	知識交流
Y24	Some news media will update some information on FB so it is easier for me to subscribe and read
Y25	News and social life
Y26	不用跑來跑去，媒體都在這邊 PO 文。
Y27	方便，可以自行決定要訂閱的資訊來源。 另外社群網站也有去中心化的概念，即所有成員都可以貢獻資訊而不像傳統媒體只掌握在數家公司手上。不過也得先保證社群網站本身不會有不合理的審查機制。
Y28	Because I value viewing the perspective of my friends and family when they share information
Y29	時事
Y30	I get a lot of my information from reddit because I find that it's generally more objective than media sources. It's also good to read about what other people think in the comments to get a better understanding of the news.
Y31	1.透過社群網站通常能夠知道非常迅速且最新的資訊，且對於長久使用社群網站的人能夠判斷訊息的真實程度。
Y32	資訊多元，全世界知識提供
Y33	I use different sites for specific info - i.e. I'll use facebook only for the market place (in addition to craigslist) I do not use my real name and do not have account that is in my actual name. Otherwise I have no interest. Other sites I use are usually forum based and designed around a specific topic of interest - cars, computers, makers & DIY, building, music, photography, design, news and politics, history etc... I use these sites because I find others with the same interests and willingness to share their knowledge - some good, some genius, and some BS. On a couple of general interest forums I am exposed to and links to new topics I might not ever come across on my own. I'm almost 60 years old and have been on the internet since dial up days and BB's and there is a lot of worthless crap (see most of your list below) but if you are savvy and discerning and not easily sucked into the flow of popular culture that doesn't effect you, there is a wonderful world of very intelligent, interesting, and helpful people out there 0 some I've known for 20 years and some I've chatted with once, but they are not on most of the sites you have listed. BTW - found this survey on Redit/Indiana while getting my morning fix. Gotta go
Y34	不需要刻意輸入關鍵字就會有各式各樣的資訊出現在頁面

Y35	Local news source post there, friends share posts they are interested in.
Y36	可以藉由他人的生活體驗分享或分享網絡媒體文章等得知一些新知或新聞資訊
Y37	Often I look for recipes or fitness routines, specifically yoga. I enjoy learning from others who are interested in similar areas, even I do not know them. I do not think social media is good for learning information in regards to politics, etc., but I do think there are certain skills or bits of information you can learn from others.
Y38	Some platforms are purpose built for the amalgamation and dissemination of information (Reddit, Youtube, Wikipedia, Nextdoor). Others are made for socializing. I try to make the distinction.
Y39	Breaking news or reports are where I find out about things happening across the country and in the world. Twitter is where I usually find out about most information happening (i.e., school shootings, deaths, major accidents, etc.)
Y40	I follow news organizations and reporters on Twitter, I get all of my news from them. So, when there is breaking news (of any type), I go to Twitter to find out what is going on. My Facebook is used to stay connected to friends all around the world and for local events- I ignore everything else about Facebook.
Y41	The posts from some of my friends are trustable and then once my user behavior is recorded, the recommendation system of SNS is doing right to select the trustable news and information I would have an interest in.
Y42	絕大多數的社群網站，其主要形式為交友圈中每個人發表各種看法以及訊息分享的平台...至少目前大多已演變成這樣的平台 這樣的環境下，瀏覽社群網站時，我們得以透過不同人的角度或是管道接受乃至詮釋新的資訊 所以，只要交友數夠多，夠廣，並且平台本身保有一定言論自由，社群網站是可以成為一個吸收新知以及蒐集資訊的管道的
Y43	- algorithms in social media tends to provide interesting contents for me automatically (e.g. youtube, facebook) - discussion forums and rating systems are useful for learning how other people thinks about venues/restaurant/hotels and making decisions (e.g. yelp, google, facebook)
Y44	因為我有問題會在上面詢問，之後都會有厲害的版友教導
Y45	很多人會分享資訊
Y46	社群網站更新時事很快，通常用它得到最新的消息。
Y47	資訊更新速度快
Y48	Generally friends will post a link
Y49	因為社群網站會根據過去我的喜好或朋友的喜好來做資訊推薦。若我對某項主題興趣，社群網站會給我更多相關的資訊。
Y50	方便快捷
Y51	会有新闻账号发布新闻、会有热点新闻评论，还会有很多问答类社区（知乎或者 Quora）更是可以看新闻学知识看观点
Y52	會依照我的搜尋紀錄推薦我有興趣的主題
Y53	例如電子產品選購時，每個人著重的方向不同，單看官網、文字的開箱、評測不見得能看到自己想看的內容。

	<p>若是 YOUTUBE 影片，可以直接的看別人使用的過程，並協助我釐清哪些特色是我重視的，哪些缺點是我不能容忍的，可以幫助我篩選。</p> <p>另外也可以透過同儕、友人間經驗分享，在朋友喜好的風格已經有了解的情況下，更知道自己關心的部分是不是符合預期，同時討論的過程也部分滿足了自己對人際互動的需求。</p>
Y54	People share personal experiences which are more helpful.
Y55	It's a good place to learn about events in my area.
Y56	Of the social networking sites I use, I only look for information on Twitter because on that site I follow academics and professionals (e.g. lawyers, doctors) who can provide insight or analysis to current events and also point me to primary sources that support their positions. Put another way, I only seek information on that site because I trust the people I follow - not the site itself.
Y57	有很多擁有不同背景及專長的網友齊聚一堂，通常可以獲得協助 社群網站上的媒體及專業的社團也很多，只要能辨別內容真偽，自然可吸收知識與蒐集資訊
Y58	<p>Learn about other artistic projects contacts are doing. Learn about photography group's work (national geographic).</p> <p>A way to take a break while working very hard. I don't check social media when I am not bored.</p>
Y59	Only trusted news sources for information. Facebook, instagram, reddit are biased and/or untruthful. On fb, only trust friend's or trusted sources for accurate info. Not sure about Wikipedia for accuracy.
Y60	I mostly use them because they are convenient. I check them so often I end up seeing the news and have come to rely on them for knowing what is happening in the world. If something really intrigues me or I think it is biased I try to find actual news sources to see multiple viewpoints. I don't do that as much as I should though. It also helps to have some humor to accommodate the news because so much of what is happening in the world is depressing and it can feel good to read some jokes along with the sad stuff.
Y61	Only information about what my friends are doing. I also look at Reddit for interesting news events/discussions.
Y62	<p>1. Different from textbook, I can find some discussions on social network from the learners in the same domain. These discussions help a lot for my learning.</p> <p>2. I have friends concerning similar topics with me and they would share relative information, such as news or their learning, through social network.</p> <p>3. Through social network, it is easy to find what is the current top topics and what is the first concern of people. This is important for learners of management science like me.</p>
Y63	It contains useful information put together by experts in various fields
Y64	Twitter
Y65	Besides from the correctness of the information, social network sites do really let you gather lots of information timely and conveniently. However, to judge whether the information is correct or not really depends on individuals' critical thinking.

Y66	The only social media site I go to for information is LinkedIn. It's easily accessible and I get relevant intel and articles to read from what I believe, more credible sources.
Y67	TO obtain information and/or perspectives from others in my network about news, events, activiteis.
Y68	Take facebook as example, there are news, articles, or videos on the facebook. I can learn and seek information from that.
Y69	We can have most recently news and information.
Y70	可以獲得即時的反饋和更新
Y71	即時、廣泛
Y72	If you join some groups, they post what info you are interested in.
Y73	購物、生活
Y74	最近網路上流行的事情，或正在發生的有趣的事，或一些有興趣的項目的促銷訊息（旅行或購物
Y75	社群網站上有許多知識型的文章，以及新聞報導
Y76	new technology
Y77	There is a vast network and collection of knowledge from millions of people that can be instantly accessible by a simple search.
Y78	每個人觀點不同，吸收他人所知！
Y79	It can provide more updated information that I can't obtain on my own in an efficient manner.
Y80	I follow good people
Y81	不用再自己去尋找資訊
Y82	新聞類別
Y83	There are articles, news, brands (promo) that I otherwise wouldn't be aware of popping up on my news feed everyday.
Y84	Learn about close friend's activities. Read discussion threads posted from people who share the same interests (ex. Shopping, cooking, DIY, etc) or cultural background. Learn about people's opinions / reviews on restaurants and shops.
Y85	參加同樣興趣的社群團體，容易互相學習指導。
Y86	社群網站資訊廣泛，囊括時事、新知、學術，鏈結方便，很容易就感興趣的話題深入去探討。
Y87	社群成員分別來自各個領域，可以從社員分享的貼文或回覆中吸取新知以及搜集資訊
Y88	有些新資訊或新聞可能當天沒注意，但會經過社群網站裡同是使用者的提醒而關注
Y89	最新消息可直接讀取重點
Y90	有很多人生的哲理和健康資訊
Y91	社群網站其他使用者會分享/更新資訊
Y92	Browse different source of the news
Y93	來源廣，無局限
Y94	資訊流通速度最快、社群內有許多 opinion leader 和專業人士
Y95	多看看人家說的 綜合參考



Y96	因為我會 like 報紙和新聞台 Facebook.
Y97	粉絲專頁有新的教學，經驗的分享。及時新聞，科學或科技新知的了解及分享。
Y98	More easy to find resources and compare data
Y99	有一些網站，我從來沒去過，經過社群網站，有些文章內容引起我的興趣，我會進相關連結的網站去深入閱讀及了解。
Y100	Mostly just to learn DIY and product reviews.
Y101	知識型粉絲專頁/社團裡面都有分享相關內容，也會有人分享經驗及想法。
Y102	Easy and fast
Y103	因為有很多不同的資訊～來自不同國家地區的人～根據不同人的興趣使用習慣會有你沒注意過的資訊
Y104	FB, YouTube, Yelp, Line
Y105	上面有一些新聞或科技新知，可以看到不同來源的訊息
Y106	I get community/neighborhood events from social media to be informed on what's happening in the town where I live. I do, however, verify other information that I got from social network as there's a lot of "urban legends" circulating online.
Y107	許多平台會透過社群網站發佈新知或新聞
Y108	因為人群的力量大，雖然可能會有假資料。
Y109	FB Line YouTube
Y110	資訊主動 不需要四處尋找
Y111	It's convenient. I look at what my friends share and if it's interesting I will click on the link to read it.
Y112	There are many different groups that Facebook has and I join them based on my interest and everyday regular people share information.
Y113	Good place to learn other people experience. Even getting news update.
Y114	新聞、一些生活、健康飲食、醫療知識
Y115	It's convenient.
Y116	Yes
Y117	Faster, diversity
Y118	因為來源多元，我年紀比較大，生活圈中都是中高齡，在社群網站可以看到許多年輕人的想法，幫助我從不同層面看事情，不被某些特定媒體或意識形態洗腦。 社群網站可以接觸許多不認識但我有興趣的人，例如我不必是台大的學生，但是我可以看到台大教授的文章或評論，不用出門就可以學習各種不同的知識。一件事情可以看到很多人的意見或評論，幫助我判斷事情的真偽，避免吸收假資訊。
Y119	寵物生活政治等等
Y120	因為有很多不知道的事情
Y121	有很多懶人包

Y122	社群網站資訊更新速度較傳統媒體來得更快，資訊交替驗證的機制也較傳統媒體單向來得更強，藉由網友的推薦，更可接觸到新的知識
Y123	會有不同消息來源，各式各樣的不同領域的資訊
Y124	很多新聞媒體都會有最新的新聞在社群網站上
Y125	追蹤我有興趣的人或專題，閱讀別人的貼文或分享文
Y126	快速、直接
Y127	看看和我有一樣問題的人是如何 handle 或 solve 的
Y128	比較多的資訊吧！ 就算以前看報紙 現在看社群網站
Y129	園藝，烹調新聞
Y130	Because it is fast and easy to reach.
Y131	我愛烘焙，可以在網上學到很多技巧，搜尋到很多配方。 可以在網上知道那裡有好吃的，好玩的，好買的，那裡有折扣，可以 google 我想知道的任何訊息。
Y132	別人的經驗或是旅遊的文章可以減少我收集資料的時間
Y133	想讓人知道的訊息才會 po 出來。
Y134	同學，朋友分享的新知跟你的生活比較相關
Y135	My peers share content and exchange views on SNS. Reading their posts and joining the discussion help me gain different perspectives and information of different fields.
Y136	Convenience
Y137	新聞 食譜 升學知識 社區活動 所有想找的都可以找到
Y138	有的網站會提供整理過的資訊或懶人包報導供參考，省去搜尋時間就有資料可以看
Y139	透過社群網站可以看到不少知識性粉絲專頁、國際新聞等新知
Y140	Information is popping up as events happen
Y141	They are updated constantly with information.
Y142	會看到各種不同的張貼文章,包括新聞,廣告..等等
Y143	- A lot of information available, many times with videos teaching how to do something - Good place to seek for job opportunities.
Y144	There are many worth reading articles or it can link to other websites full of information.
Y145	無論是真實抑或是不真實的資訊、有用的資訊或反之、以及所獲得的資訊或許在即時的當下效用有待商討，但也都算是一種資訊。而在虛擬網路上所具有的言論者，在真實生活中並不一定會如同所說的言論般有所作為，個人認為僅供參考。而認為社群網站可以算是能夠蒐集資訊的因素，是根據每個狀況、每個當下、每個以後等等的樣態，幫助吸收新知和蒐集資訊只是而有所謂深淺度訊息資訊的程度範圍。
Y146	官方訊息常在社群網站發布
Y147	可以提供即時、自己感興趣的知識。
Y148	Because I am able to get the latest news.

Y149	訊息快速分享
Y150	Social network sites house various genres of information collectively, so it's easy to hear about important news. It provides a baseline of information, and from there I go to legitimized news sites for anything further.
Y151	社群網站各行業都有，隔行如隔山，自己不可能什麼都懂
N1	News can be easily faked for attention, or people could unknowingly spread false information. Additionally, the information is likely heavily biased and I would like to read a more impartial account of events.
N2	It's an ocean of garbage. I do not consider Reddit social networking (it's a message board) and Wikipedia is definitely not.
N3	You can't. You don't learn from peers, skills, or paid promotions. You learn from experience
N4	I find it irrelevant most of the time
N5	Because it is curated by algorithm based on what they think I want to see.
N6	My news feed in Facebook is full of advertisement. Sometimes my friends who are working on machine learning post their work but I don't take it very seriously because it is far from my research area.
N7	because i use it for my company and am trying to provide info. A lot of the information on there i just dont care about
N8	To me, what ever topic or subject that brought up at social media website most of the comments are personal opinions there are hardly any facts to support it.

## APPENDIX J. ANSWERS FOR QUESTION 4B

Among all the above social networks sites you checked, which one is the most valuable that you use for information seeking. And why?

No.	Answers
Y1	YouTube- i can look up many videos on the same topic, and cross-reference them with each other to make sure that it's correct and makes sense.
Y2	Wikipedia. It is the most reliable and complete site for seeking information about a topic.
Y3	When I scroll through reddit they gave pages called 'News' and 'World News' so while I'm scrolling, if I find something interesting, I just click and go from there.
Y4	I think that Twitter is most helpful for seeking information from my professional network (colleagues in the field -- solving a problem for work), while Wikipedia is most helpful for general information (e.g., asking about the history of something, why something is the way it is, etc.)
Y5	reddit because usually the best answer is at the top of the page
Y6	Reddit, it provides candid answers and news links
Y8	Youtube. A lot of people shared their experiences on various things on YouTube. Also a lot of teaching video too. Very resourceful.
Y9	新聞媒體，因為一次可以收到多元的新聞事件
Y10	FB 內容最多最豐富 更新速度也很快
Y11	I would say I visit Facebook most frequently but I won't consider it is the most valuable. People shouldn't have the information from just one perspective. However, Facebook includes various news ad from the television pages.
Y12	所勾選訊息處，都能提供我最新資料，因為身邊朋友等都在使用且較能提供即時訊息，另若有不了解資料可從維基百科查詢等等。
Y13	Facebook. Visit most even though a lot of fake news.
Y14	Youtube 有個種教學影片還有各個領域的 youtuber 分享新知識
Y15	新聞,知識
Y16	The diversity of speech and analytics (with more quantitative content) then information from traditional media. To me this is an approach to better understand the insight, pros & cons of a social event, with less vague description as well as perceptive simple answer for political brain wash.
Y17	Wikipedia. The content is reviewed and revised by crowds so that it should be more accurate.
Y18	雅虎及奇摩、因為可以收尋到新鮮事
Y19	Nextdoor as it is about my community and what's going on there
Y20	維基百科，查詢便易。

Y21	在臉書上面仍會看見其它連結，例如新聞片斷或是其它發文，或是 youtubers 所製作的短片，十分多元
Y22	Twitter is useful for breaking news.
Y23	知識交流
Y24	Use Google for information seeking most of the time and social media for connecting with friends
Y25	LinkedIn
Y26	FB，人最多消息最快
Y27	<p>我常使用 Facebook 獲取新聞類資訊，大部分是透過訂閱一些較能信任之媒體例如公視新聞網，BBC 等等，另外也透過朋友們轉貼的文章。主因還是因為方便。但為了避免受同溫曾影響過度，我也會加入或追蹤一些與我立場相反的社團或粉專例如韓國瑜的粉絲專頁。</p> <p>Wikipedia 通常是被我用來查詢學術相關資訊，因為他的涵蓋範圍甚廣。</p> <p>Youtube 除了平常娛樂目的，我也常在上面搜尋一些做菜或 DIY 的教學。因為他有影片比較能清楚提更我要的資訊。</p> <p>Google Maps 的照片，店家評價等等，也是累積眾多使用者的貢獻，在出遊或尋找餐廳時也很有參考價值。</p>
Y28	<p>It depends on what type of information I am looking to find. LinkedIn—Career based info</p> <p>Wikipedia— i use to quickly learn more details about a person, topic or idea.</p> <p>Facebook and YouTube more for entertainment and news</p>
Y29	<p>維基百科</p> <p>可以再透過裡面的內容（超連結）延伸瞭解</p>
Y30	Reddit because of the wide variety of news sources. It's a good place to form a more moderate viewpoint.
Y31	Youtube 與 IG，因為除了可以篩選出有興趣的經營者主題外，通常這兩個社群資訊傳播速度相當快。
Y32	上述是我吸收知識來源，偶會瀏覽醫療知識保健康
Y33	Well the three list in your survey are all I use - Reddit for general entertainment, YouTube for music and DIY type things and Wiki for general info (confirm dates or learn of historical events and biographical info, but If controversial I use it as a jumping off point to search for additional information. The sites I use most are smaller forums dealing with my specific interests as listed previously.
Y34	<p>Facebook, YouTube</p> <p>頁面上會出現的主題內容比較豐富多樣</p>
Y35	I trust reddit the most, because I trust that community the most. Wikipedia is a close 2nd, but it's hard to fact check.
Y36	<p>Pinterest(工作需求, 有各種設計案例可以賞析)</p> <p>Twitter ( 分享的文章大多切中要點、介面設計很方便瀏覽閱讀)</p>

Y37	Pinterest or YouTube. Pinterest has a lot of resources in one place and the information is easily saved, but not all the information is of quality. YouTube generally has tutorials or visual aids, which is best for cooking or yoga routines.
Y38	Reddit. There's a social aspect to the validation and quality of information.
Y39	Twitter. There are more articles and factual information on areas
Y40	Twitter as it pertains to news of all varieties because people are live tweeting/videoing first hand accounts but also because experts in respective fields are sharing their thoughts which I trust more than "experts" paraded on major news networks.
Y41	Facebook and YouTube. There's a variety of information I could get from these two sites. Yes and TripAdvisor is only useful for finding the restaurant and exploring a new place.
Y42	我認為最能協助我蒐集資訊或新收新知的網站主要有臉書以及噗浪 主要因為，我使用該二網站的頻率極高，以及我在上面各有十分活躍的交友圈 在我瀏覽的頻繁以及資訊活躍的情況下，我透過這兩個網站所獲得的資訊往往是最多最快的
Y43	I go on reddit and Youtube for news and discussion on trending topics. They allows me to search for topics of interest whenever I want. I go on Yelp for restaurants ratings. Yelp is a large community so it is able to provide large amount of discussion and comments for me to gather information.
Y44	我勾選的兩個都很能幫助我 團體力量大
Y45	Facebook 很多新聞的粉專會分享當前的最新資訊
Y46	Wiki：資訊最廣 Twitter&FB：資訊最新
Y47	Facebook 使用人數高、更新快速、開放討論
Y48	This is where I spend the majority of my time on social media. It's not necessarily better.
Y49	Youtube 和 Facebook，兩者都會根據瀏覽紀錄來推薦更多相關的資訊，Facebook 會直接把推薦的資訊穿插在貼文中間，Youtube 的直接「即將撥放」和下列的相關影片亦是。 就算自己沒有想要再看相關主題，但也會看到。不知不覺間就看了很多。
Y50	臉書和微博，因為使用的人很多
Y51	Twitter、脸书、微信、微博以及知乎  作为大陆人最常用的是微信和微博，关注的微信公众号和微博账号中有很多新闻账号以及知识分享类的账号，知乎是常用的看大家观点或者查看一下特定知识的平台

	Twitter 和脸书和微信微博有许多不同的新闻渠道，我也乐意去看不同新闻渠道面向不同受众的新闻报道
Y52	Facebook. 推薦的內容我大都感興趣
Y53	FB 和 IG 適合篇旅遊景點類的新知，YOUTUBE 則是相機、手機等電子產品。IG 在景點上透過"#"的熱門程度和其他使用者拍攝的照片，可以大致了解一個景點是否有美景，還是單一角度漂亮，只要看照片就足夠的地點。 YouTube 產品評測類的內容很多，品質參差不齊。比較有深度的影片不會只是念念規格表，而是會有實際操作的過程體驗、心得以及使用產品的成果展現等等，可以在從裡面擷取自己想要的資訊。相對於文字評測過於簡潔，很難還原細節，不見得能找到想要的內容。
Y54	Reversing chronic diseases
Y55	Facebook. The event feature is helpful to learn about events hold by organizations in my area.
Y56	Per my previous answer, I follow academics and professionals who support their positions with primary source documents, and often provide links to those documents
Y57	YouTube 有些主打知識性的 YouTuber，常常介紹一些新知 新聞媒體及教學影片等也可隨時觀看
Y58	snapchat, a way to share fun things with my family throughout the day. A way to procrastinate and take a break. Send funny things
Y59	Instagram - for entertainment, photos.
Y60	For information seeking, I look to Twitter the most. There is a page specifically with what is going on in the world (Entertainment, News, Politics, and "For You" tab) so it is convenient to see all the headlines in one place and see what others are saying about it.
Y61	YouTube, it has many video tutorials on how to do things: how to cook, excel functions, tableau etc.
Y62	Wikipedia: 1. The information I seek here is more reliable. 2. I can ind reference here and find more useful information through them.
Y64	Twitter. The variety of information available and the ability to get quick summaries of news stories from multiple sources.
Y65	For me personally, I think all of them are valuable to me.
Y66	Credibility, ease of access, relevancy.
Y67	IT really depends on the situation - if I want to learn how to do something - YouTube. Information about careers and professional development - LinkedIn, traveling is TripAdvisor. Fun stuff is Pinterest
Y68	Youtube
Y70	Youtube，範圍廣泛而且搜尋功能比較健全
Y71	Facebook。因為多元、用戶多、資訊即時且廣泛。

Y72	Facebook. I can read lots of info very quick. Depends on the title of post, I can quickly decide whether I want to learn more.
Y73	Youtube
Y74	YouTube 訊息即時又比較少推銷廣告
Y75	facebook. 上面有許多新聞報導以及文章
Y77	Youtube because you can find the information in a visual and audio form versus just reading which helps me retain and learn easier
Y78	Pinterest 分類多
Y79	Facebook, it provides prompt and updated information of my interest. The algorithm may predict my pattern of certain information, so I benefit from it.
Y80	Twitter  People are concise
Y81	Youtube
Y82	Facebook
Y83	All of them help. Just from different angles and provide different info. For Facebook and IG, it's more like you get what they want to "feed" you; for Youtube, Yelp, and WIKI, it's more like you already know what you're looking for and you go search proactively.
Y84	From Facebook I learned from strangers discussions. From Line I stayed in close contacts with close friends
Y85	Facebook
Y86	FB。 每天接觸度最高，也可自訂篩選資訊，話題輕鬆易讀
Y87	FB 因為加入的社團種類最多，可以視需求，進入不同社團內收集所需資訊
Y88	Facebook: 資訊傳遞快速 Line:關注台灣新聞
Y89	wikipedia 有詳細的資訊 較中立不偏頗
Y90	Face book,或是 WeChat 很多日常生活都用的到的資訊
Y91	FB: 如果是對特定重大議題，會一直被洗版，算是蒐集跟該議題相關的資訊；有時也有粉專或好友分享新聞等，有助於吸收新資訊 YouTube: 影片蠻多元的，有針對時事的影片，例如老天鵝特搜、狂新聞這類就是介紹當日/當周發生的事，影片簡短易懂；也有像木曜四超玩的一日系列介紹各行各業；如果想知道特定主題的資訊也可以搜尋，就有很多影片可以看，加上影音比文字更能讓人吸收
Y92	Facebook and Reddit, since they got various population. I could get different point of view as well as world wide sources of news
Y93	Facebook.com YouTube 是最喜歡用的。自動會有新訊息告示我，不論我需不需要此資訊。YouTube 則是我要什麼資訊幾乎都可以在上面找到。還有影片教學示範，太方便也非常有效率。



Y94	都不太行。這些都是被動式蒐集資訊。需要主動吸收新知我不會倚賴社群網站。
Y95	術業專攻 有專業人士可以解釋
Y96	Facebook 因為最常上線。
Y97	YouTube 因為可以用眼睛看，更可以了解事情。
Y98	YouTube
Y99	Facebook and you tube. Facebook 通常他們會有連結的網站可以點入，直接進入文章閱讀。you tube 當我找尋相關字時，很多相關內容會跳出來，看完一個影片會再介紹相關聯的影片，讓人可以多選擇想看的相關內容。
Y100	YouTube. Can always find something about the subject I'm interested in.
Y101	Wikipedia and Reddit. 前者通常會隨時有人更新資訊 後者因我在美國所以蠻多美國學生會上去分享東西，就像台灣的論壇
Y102	YouTube or google
Y103	Facebook, yelp, nextdoor
Y104	YouTube, watching video is easier if I need to learn hands on activities.
Y105	Facebook 因為有新聞之外，還有社團可以看到不同人有同樣問題可以分享
Y106	Facebook, there are numbers of community FB pages such as local police, town office where I get local events notification. I do not use FB to for news
Y107	YouTube.有固定訂閱的頻道
Y108	臉書因為有社群，願意分享的鄉民很多。 YouTube 近年有許多優質的 YouTuber, 亦可學習許多方面。
Y109	YouTube 很多專業人士分享影片
Y110	Facebook 主動性強
Y111	LinkedIn - it's most relevant to global economy, business trends, and career advice. It also has a daily digest with summary of important things to know. It doesn't seem to have useless information.
Y112	Facebook. For the reason I mentioned earlier. Facebook has groups and pages that I'm interested in.
Y113	Facebook. It is more organized and user friendly. Also, I can check it either on phone or desktop.
Y114	Facebook、We Chat ,因為我最常上這 2 個社群網站
Y115	Wikipedia, since it's convenient.
Y116	Facebook groups to learn info needed Yelp for stores/services reviews Next door to find nearby service
Y117	YouTube, video is more easy to understand
Y118	臉書跟 YouTube，因為用久了也用習慣了，比較能分辨是否有實力及真偽。
Y119	臉書

Y120	Facebook 人數最多
Y121	Line FB 太多人貼在上頭，但我會多方篩選可信度不會全部相信
Y122	wikipedia- 資訊應該經過驗證查證 youtube-每個頻道有自己的立場，有多頻道可以選擇 facebook-可查看留言，自行判斷資訊是否可信
Y123	維基百科，感覺都是客觀敘述
Y124	Facebook
Y125	臉書有同好團 能發問和讀別人的分享 YouTube 有很多的 how to 可以學 我追蹤那些我有興趣的頻道 他們分享的影片能觀賞學習 Pinterest 我在找佈置的方法 很多的點子可以參考 Instagram 看圖休閒的好地方
Y126	快速、相關連結豐富
Y127	you tube, face book and line
Y128	臉書 可以看到不同意見 IG 可以追蹤不同的東西
Y129	GOOGLE 可以查詢很多問題 臉書會 po 很多資訊
Y130	YouTube
Y131	Facebook,youtube 很多網友都很熱心會回答問題
Y132	Pinterest,大部分都是創意方面的作品，比臉書只是少了一些沒必要的文章
Y133	Facebook
Y134	臉書。因為內容純分享，並沒有針對性。另外兩個多為聊天軟體，分享的內容較針對接受訊息的對象
Y135	It would be Facebook and Twitter because of the peers I have on those SNSs, particularly when you have a relatively diverse group of people on the SNS.
Y136	They are about the same It depends on what kind of information I'm looking for
Y137	臉書 各式各樣的網站 網頁 社團 都有 很全面
Y138	Facebook 有追蹤一些會提供報導或被整理過的資訊供參考和快速閱覽 IG 和 youtube 有一些帳號是教育性質或有提供學習資訊，可以在休息的時候也接觸到。
Y139	Facebook。有不少知識性粉絲專頁、國際新聞粉絲專頁等，可以定期吸收新知。
Y140	Twitters events and trending page shows the highlight of current events from multiple angles with articles attached
Y141	LinkedIn because it is the most professional and for the most part offers news, information and articles that vary in opinions and diversity.
Y142	Facebook, 能看到很多朋友張貼的文章
Y143	Wikipedia, because it provides quite reliable information about almost everything in the world.

Y144	it's easier to write specific columns on Facebook
Y145	每個都是（但若排序前三個優先順序為 Facebook、YouTube、Wikipedia）Facebook 追蹤的頁面其實如同後續幾項社群網站，個人根據想了解的、應了解的、不了解的全面觀看收取吸取新知，若未知卻想了解知悉，仍然已搜尋引擎自行查詢蒐集資訊為主要概念。
Y146	目前很多官方訊息都會使用 Twitter 來發布新資訊
Y147	YouTube，因為知識型 blogger 定期會針對主題(例如：新書分享)提供新知。
Y148	Since the information on that social network site is more reliable than the other social network sites.
Y149	Wikipedia--因為資訊內容較可信，且較明確，方便搜尋
Y150	Twitter - lots of the news I find here is articles that are posted from verified news sites, so it tends to be more reliable. I also follow a few people who report news and findings from their work/job field, which is easily fact checkable.
Y151	臉書有各媒體粉絲團，如國家地理頻道粉絲團，以及各政府機關粉絲團
N1	Wikipedia, as while it can be edited by anyone, it is peer-reviewed, cites sources, and its purpose is to be an information-sharing site.
N2	It's not full of lies.
N3	Reddit because it merely connects you to actual sources of information.
N4	None is valuable for information
N5	Wikipedia - relatively unbiased (and this can be verified by looking at edits and the discussion page, as well as considering the citations, this is all very transparently available), and also, not really a social networking site
N6	I use YouTube to find some practical tips like cooking and fixing home appliances. It is really useful because I can see the whole procedure.
N7	LinkedIn it is a bit more serious
N8	None, don't really believe that they said. Seen cases that people get pay for posting positive comments.
NS1	YouTube has tutorials and video essays
NS3	Facebook 和 Twitter 是我較常使用的兩個搜集資訊的網站，單純因為使用的人數較多以及使用人口的特性。Facebook 大多為真實世界中認識的朋友，而 Twitter 上的朋友雖然比較多是網友，但他們縝密且有邏輯性的發言是我能夠檢視其資訊是否合理的評斷依據。
NS4	YouTube. Because I see videos and recognised sources
NS6	Youtube. It has news telecasts.
NS7	YouTube A lot of tutorials Videos are easy to consume
NS8	常常實用
NS9	Wikipedia, as it gathers knowledge from everywhere all around the world.
MY1	It depends on the information. I use Twitter for my professional network and thus it is a very valuable source of professional information. I use Facebook for personal information -- I would never get the kind of recreation and family information using Twitter.
MY2	Wikipedia, Facebook

MY7	Twitter 可以看到很多國外學者的討論
MY10	Twitter 更新速度快 資訊及時
MY13	yelp
MY14	Wikipedia tells all I need/ like to know.
MY15	Wikipedia, Youtube
MY19	Youtube. 很多教學影片
MN1	Reddit. That's what it is there for
MN2	I use YouTube to search something like cooking, makeup, how to fix things....It taught me a lot

## APPENDIX K. ANSWERS FOR QUESTION 5

Why do you believe that the source of the information on social networks is credible?

No.	Answers
Y1	I can cross-check info from different sites and make sure it's true.
Y2	Wikipedia is credible because the mission of the site is to get all the information on its pages complete and correct. Users are always adding the most up-to-date information to its pages.
Y3	If there are links to articles from sites I seem credible, and I can find other sources saying the same thing as the article I found through social media, I believe it is credible.
Y4	If I'm asking a question and getting experts in my field to answer it on Twitter, it's credible because I know who it's coming from. On Wikipedia, I usually mine the references to see if I'm getting valid/legitimate information or not.
Y5	that's a loaded question
Y6	I do not believe it is always credible
Y7	Yes
Y8	First, most of the time you can find multiple video on the same topic, so you can watch multiple videos and decide what you trust more. Second, there are comments below the video, people judge a lot of you post the wrong information...
Y9	還是要靠自己多去閱讀更多相關資訊的可信度
Y10	除了看過之外還必須自己想過一遍 才不會被牽著鼻子走
Y11	I do not believe all of them but if they have the images or other evidence which can prove the credible information
Y12	不太能信任網站真偽，只能參考，最後仍需自己辨識，只能多方面掌握訊息面。
Y13	Actually, I cannot. But I'll choose the creditable new channels or communities, assumed they really are.
Y14	不能確定資料一定可信，多數為參考用
Y15	交叉查詢
Y16	I never believe one single source, and only believe the aggregated sources further if there's more quantitative analysis as well as more angle of views.
Y17	Sometimes it provides a better perspective than the old media, but we still need to do a fact-check after receive the information from social network sites.
Y18	一半一半
Y19	I do not use the fancy site that have filters and things. The things I am interested in are what time is the block party, does anyone have a maid they can recommend.
Y20	多方驗證及經驗判斷。
Y21	如果有質疑，通常會繼續搜尋相關報導，不會第一時間完全相信社群網站的所有資訊

Y22	The reputation of the sources would be important.
Y23	交叉確認
Y24	Not really, I will only subscribe the media that publish credible source of information
Y25	Yes
Y26	多看幾篇類似的報導交叉比對。
Y27	很難，所以最好永遠抱持懷疑。資訊的可信度取決於你付出努力的程度。單一一個新聞類文章可能是真是假，不過在大量看過各方對同一個新聞的報導，加上自己的思考判斷，通常可以更接近事實的真相。
Y28	I think it's credible because usually people you trust that are sharing the information you view on social networks will only share information they themselves believe to be credible. Also there is a feedback mechanism where others you trust can call out any concerns if the information appears to have been incorrect
Y29	多方查證
Y30	Generally, it isn't, but with Reddit's user-focused content, it is easier to find information that is more reliable.
Y31	由我個人的經驗以及對方撰文或口條以及會自己搜尋其他資訊來佐證資訊提供者有無不實。
Y32	資料是否可信，無法確認，只能當作參考再求證
Y33	The question is somewhat slated. I don't necessarily believe that all the information is credible, but as a thinking adult I can take info in and further investigate. Anyone that takes a single source as gospel is going to swallow bad info at some point. I even cross check info from long time trusted sources.
Y34	遇到懷疑的內容會再另外查詢相關資訊
Y35	I don't, but besides visiting local news websites, it's the only option.
Y36	看原文出處來自哪種論壇 或直接 google 搜尋多方發布比對 若底下有開放評論也會關注留言來判定
Y37	I don't know how credible a recipe or yoga routine would be from anywhere. I do not think scientific information or political information is credible from social networks, as it generally operates like a giant game of telephone and incorrect information is spread. Experts are not the ones providing the information to the network.
Y38	I don't. Any claims of extraordinary nature should be researched. This question is a straw man.
Y39	Not always
Y40	I only follow reputable accounts on Twitter (blue check) and take everything else with a grain of salt. That is why I seek information there. I explicitly DO NOT seek information on Facebook unless it is about friends/family or local events. Anybody can make a group about anything on Facebook and say whatever they want and claim it as fact. I don't trust Facebook.
Y41	1. The post is from a trustable friend. 2. The source seems trustable. (From the new media which has a traditionally authorized channel, e.g. BBC, CNN) 3. The recommender system of the SNS is trustable. (e.g. FB, Youtube, and line v.s. Weibo, TikTok, weChat, I will trust the former)

Y42	基本上無法，只能比較同一個消息的各方說法來驗證這個消息真實的可能性有多高
Y43	I don't always believe what I read/watch in social media, so I cross-match, fact-check and then form my own opinion.
Y44	對於想了解的，自己也會去佐證
Y45	自行判斷
Y46	透過社群網站得知資訊後，若需要會再去查找收集相關資訊。
Y47	依他人討論和新聞來源
Y48	It comes from other sources and just the link is posted.
Y49	我認為社群網站上的資訊來源不可全信。看到一項資訊時，我會同時記住資訊來源，比如台灣公視新聞台發布的新聞我認為就會比其他新聞來源來得可靠。若是朋友轉貼的貼文，或者是一些有時候會有立場的評論網文章，我就會選擇多看一些，再去評斷該消息是否可信。 另外，文字容易受到撰寫的人立場影響，圖片也時會有竄改，盜用情形，覺得一件事情能看到影片(未剪輯)的可信度最高。
Y50	粉絲數
Y51	首先很高兴能够作为一个大陆人来填这个问卷，希望这次问卷作为一次科学研究，能够成为一个理性探讨的渠道。近期香港的事件我所关注的新闻媒体给出的永远是相反的报道，对于一个从小广泛关注新闻的人来说，近期的新闻让我降低了对所有新闻（不论是否来自社交网站，因为现在各大新闻媒体也都会采用社交网站这种新媒体形式）的信任程度。近期许多大陆学生的推特或者脸书账号也都因为发布一些和推特/脸书主流论调不一致的新闻/视频遭到了封号，我个人的推特虽然没有发布任何内容，但是简体中文的网名也使我在查看香港相关新闻的时候被限制权限。由于我看到的新闻都是相反的，比如，香港黑衣人暴力袭击市民打砸校园/香港警察暴力镇压和平示威袭击校园，比如，新疆政府对极端分子恐怖分子分裂势力的控制/新疆建立集中营，由于这种极端的对立、各种明显被剪辑过的视频、不同角度断章取义拍摄的照片，我对新闻采取高度不可信的态度
Y52	參考其他瀏覽者的留言 自行驗證
Y53	找其他來源佐證資訊內容，或是觀察資訊的陳述的邏輯是否周延等等。
Y54	Personal experiences
Y55	I believe an organization will not post false information regarding their events.
Y56	Generally, I don't. For example, I refuse to use Facebook because I think it is a cesspool of misinformation due to a combination of bots and a stunning level of Dunning-Kruger among the populace (and the CEO's refusal to do anything to counteract this makes me furious). Verified public persons on Twitter provide independent credibility of the information provided.
Y57	發佈人的有名度及口碑 若有疑問會再上網查詢資料以驗證資訊是否可信
Y58	I don't believe info is credible. On instagram, I use the info to procrastinate, or get creative ideas.

Y59	Not always. Only trusted from friends or organizations I know and trust.
Y60	I don't always believe they are credible. However, I also don't think news channels are credible either so it almost doesn't even matter where I get my source of information from. The best place is scholarly articles but those tend to be very behind in terms of publication of current events.
Y61	Usually. I use the likes to dislikes ratio to assess how valid it is.
Y62	If needed, I will check the reference and check from several other sources.
Y63	it may not be credible. you need to do further research but at least, it
Y64	I tend to follow reputable news sites on social media. So I wouldn't trust any particular person tweeting something, but if I see CNN, Washington Post, etc tweeting than I feel I can trust it. Also, sometimes tweets can be first-hand accounts. I would trust a first-hand account that is from someone I know or can be backed up with evidence.
Y65	Actually, I do not think every information we got from social networks is 100% correct, however, the information we got from them did really facilitate us to think more diversely and critically.
Y66	I look at the author's credentials or the source. No other social media site gives me the intel, trends, analytics I need better. I also share a lot on this site as well.
Y67	I review the information but understand that it is from someone else's perspective and may or may not fit my situation.
Y68	Cross reference
Y69	We can refer to multiple comments from other users, and it is easier to justify it.
Y70	無法確定，會經過多方查證，並且交叉比對
Y71	多方比對。
Y72	Diversity of groups If you don't like it, you have many choices to join a better group. Moreover, people also manage the group. And some of the groups from the reliable sources e.g., newspaper.
Y73	看消息來源
Y74	沒有太相信，參考用，若想多瞭解會再去 Google
Y75	藉由觀察底下評論
Y76	No
Y77	If you get information from an source that isn't credible, you can get false or potentially harmful info
Y78	資訊只做參考
Y79	I may check the credibility of the author and the information source.
Y80	I only follow people I trust
Y81	自己會再過濾一下
Y82	有些不可信！
Y83	Judgment based on whether it's logical and whether it makes sense. Also see what kind of website it is from.
Y84	It's not necessary credible but it's an opinion. It's good to see many opinions and then make informed decisions.



Y85	不全部可信。誇大不實跟欺騙消費者的廣告跟鋪文很多。要辨識，要進行真實性確認。
Y86	首先先藉由留言來判斷，辯論度太高的資訊再經由 wiki 或 google 驗證。
Y87	不見得全部可信，會多方閱讀之後再自行判斷
Y88	看出處為何
Y89	多看幾的新聞媒體進行比較
Y90	憑藉自己的認知
Y91	不能只單看一則新聞報導/文章或一段影片，必須要看來自不同來源的報導/文章/影片
Y92	I will search it by myself again before I totally dig into it.
Y93	自己的判斷力
Y94	自己 verify
Y95	不能以一信之 只是提供參考
Y96	因為是知名報社、新聞台。
Y97	多方位交叉驗證
Y98	Sometimes yes, sometimes not
Y99	我選擇我喜歡的內容去看，如果對內容有懷疑會再多看其他的相關性內容報導，而非只看一個網站的內容下定論。有時也會由網友的留言來決定資訊的可信度。
Y100	For DIY it's always informational and helpful. For product reviews it's a good starting point and referral.
Y101	交叉比對，多看一些。
Y102	Someone wrote it but not believe all the time
Y103	沒有一定相信～只是當作參考
Y104	I always read more than one source.
Y105	看分享來源的可信度，例如天下或鏡週刊
Y106	Depends on what type of information. As I mentioned earlier, for our town/neighborhood events/news, they are credible. I do not use social networks for news outside of my town.
Y107	視頻道及訂閱數
Y108	多看，多聽，有些可以自己實踐，培養自我獨立思考判別。
Y109	不全然相信
Y110	用自己的判斷
Y111	Not all information is credible, but it's just convenient, and the more people share about certain information, human brains will more likely to believe something is true. Also, with photos and videos made common nowadays, it's also easy to digest in whatever information we are fed.
Y112	It's shared by people like me who are interested in the same topics.
Y113	It has news links or groups. Especially seeking local advices.
Y114	不會完全相信！會再自己去找證據來證實是否真假！
Y115	It's not always credible, I will do some fact check after seeking the info from social networks.

Y116	It really depends what type of info; some are credible but some aren't. So, needs to study more detail info to find out if info is credible.
Y117	I trust the some you tuber, but still can check with other information sources
Y118	要先了解背景，還需要長期的觀察，並且看別人對他們的評價，不會只聽一方的說法，
Y119	找自己信任的人發的新聞
Y120	要看因為很多假新聞
Y121	如果想要使用某種技巧、例如換水龍頭，我會先找自己想要的品牌，然後看評價，再到各網站搜尋，若大多數作法相同應該是真的，若無法確認會直接打電話去問
Y122	交替驗證，看言論領袖怎麼評論
Y123	有懷疑的時候看不同網站的資訊，或是參考底下的留言
Y124	Yes
Y125	看是訊息來自哪裡 新聞的聽聽 大概知道一下 我的追蹤頻道 影片都做得很用心 充滿熱情
Y126	以公信度高的官方新聞網消息為主。 例如：CNN,BBC,FOXnews....
Y127	知道它們的可信度是受質疑的,所以只是參考
Y128	當然不可能的
Y129	並不一定都是對的，有些看看就好
Y130	I believe that the source of the information on social networks is referenced.
Y131	多 search 不同網站比較
Y132	與其他網站做比較
Y133	看就好，由自己判斷。
Y134	依照分享的對象來判斷
Y135	I'd first look at who shares the post. Some would share whatever information they came across, while some are more selective. It is a bit sad that not every highly educated person share credible content. Second, I check the publisher of the content. Third, I check the perspectives presented in the content. When a mixture of perspectives are presented and critically reviewed, the content tends to be more credible.
Y136	I don't believe in that... I double-check from different sources. Don't trust everything you read on the internet.
Y137	一半一半
Y138	對有疑問的資訊會另外再查資料確認或研究，不會百分之百完全相信
Y139	以知識性訊息而言，檢查是否有可信的引用資料來源。以新聞而言，多比較不同新聞來源。
Y140	I do not always believe it is, unless it is from a certified news outlet's social media
Y142	會自己在之後去查詢相關的資訊
Y143	Not all the information on social networks is credible, but usually, it is easy to check the information reliability. Wikipedia, for example, is a good start point to search for

	information in a more generic way. And the information from Wikipedia is quite credible since it is reviewed by a panel of editors.
Y144	by referring to as many sources as possible, and then think independently
Y145	若僅為事件則觀看事件是否為第一手資料。若為政治、八卦則僅供參考，因多為收視率有所偏頗或意氣用事的說法做法。若為社會新聞無關任何金錢、情感、合作、議題政策僅報導資訊的可信度較為高。根據課程所學培養而有所謂獨立思考的概念。
Y146	官方提供的，我想應該是可信的
Y147	藉由網站上資訊的論述方式(例如：出處)判斷是否可信。
Y148	Because there are citations.
Y149	找到資訊後再由關鍵字重新進行搜尋，多方驗證
Y150	I wouldn't say that it is all credible; it depends on the person posting it and the source they found it from. However, it is becoming a common way of communication and such so I think that as time goes on the credibility increases.
Y151	挑選信任的來源
N1	I don't
N2	I don't .
N3	I don't. No one smart seeks out information or news on social media.
N4	No
N5	I do not believe that it is credible. There is some element of truth in it, but it is selectively revealed based on your identifiable demographics.
N6	I usually use YouTube to pick some practical tips, and there are a lot of people who know what they are doing in these area and want to share their knowledge. On the other hand, I do not trust and take into account YouTube producers' political opinion and some knowledge-based professional content because it is hard to to believe their expertise.
N7	I dont take anything i read on Social Media is fact
N8	I do not.
NS1	I don't.
NS3	如果該則資訊的邏輯架構可以被檢驗，並且對照真實世界所發生的事情不矛盾，該則資訊的可信度會相對較高。
NS4	It depends on who is publishing the information
NS6	Because it is repeated by multiple shows. I go more for entertainment news.
NS7	I don't. If I'm really looking for information, I check on the websites not just relying on social networks.
NS8	會在查詢別的網站看資訊
NS9	Not really. Fake info and news are made everywhere. We should verify those stuff with at least a common sense before trusting and even spreading them out.
MY1	The information I look at is credible.
MY2	Source supportive. Data triangulation.
MY6	自己判斷，並不會全盤接受
MY7	查看看有沒有其他來源
MY10	多方收集比較

MY13	一半一半
MY14	Not all the time
MY15	資訊來自具有公信力的媒體公司，比較能得到信任。
MY17	Yes
MY19	看評價
MN1	I do not
MN2	I just follow the steps, and it's work

## APPENDIX L. ANSWERS FOR QUESTION 6

Why do you believe the quality of information on social networks is high?

No.	Answers
Y1	It isn't always, but often there is info that is true and helpful. Also, if there's a comment section, people are quick to call out false information when they notice it.
Y2	I don't believe the quality of information on most social networks is high. I only use the Wikipedia for quality information. Every other social media platform gives information that may or may not be true, so I take in information from them with a grain of salt.
Y3	A lot of the stuff found directly through social media is opinions and hearsay, so I always need a couple credible sources to back up statements before I trust the stuff I find on social media. I think opinions are important, so I wouldn't deem the quality of information on social networks as low. However, it's easy to spread false information through social media, so I think everyone should verify the information they take as fact from social media with other sources.
Y4	I mean, I always assess where the information on social networks is coming from. I tend not to put too much stock in stories that are circulated on Facebook unless I can validate where the information comes from and if the source is reputable. I trust the folks who I ask to answer my questions on Twitter, so I believe that the quality of the information is higher.
Y5	also a loaded question
Y6	I do not believe it is high and seek other sources of news as well
Y7	Trustworthy sources where I've been following and fact checked for awhile
Y8	I don't. Everyone can upload video to YouTube, but like I mentioned in previous question, there are some tips help you to decide if it's a good quality video.
Y9	多比較
Y10	經由比對後可以大概了解
Y12	訊息品質高低很難去確定，若未加以確認，很容易被錯誤訊息欺騙。
Y13	Based on who updates or shared the news.
Y14	依照資訊來源來判斷可信度
Y15	無法
Y16	As my answer to previous question, I never believe one single source, and only believe the aggregated sources further if there's more quantitative analysis as well as more angle of views. i.e. I only selectively believe things with better proof (which is likely no or very few proof in traditional media in Taiwan nowadays).
Y17	I do not think the quality is high. However, if the content is used for elementary or entry level of things, it's good enough.
Y18	還可以
Y19	On the networks I use I believe it is high because it's about things for sale, events etc that can't be faked. I use Facebook to communicate with relatives so it's photos and

	updates from round the world. I once bought something from a Facebook advert and it was no good so I haven't done that again
Y20	多方查詢及網站的評比
Y21	經驗與常識判斷
Y22	It depends on the reputation/track record of the sources of the information.
Y23	參考教材、書籍雜誌
Y24	Do not believe the quality of information on the social media but the traditional news media
Y25	Shared by people and their experiences
Y26	多看幾篇類似的報導交叉比對。
Y27	首先是對這個資訊提供者的信任度。一個社團內常常充斥著（後來證實為）假新聞，那麼這個從這個社團看到的資訊很高的機率是低品質的。 另外就是他的文字是否理性，還有是否提供可靠的資料來源。
Y28	Because multiple people are viewing the information to contextualize it with additional information if necessary ie their perspective
Y29	多方查證
Y30	I don't, but I think that a variety of information sources leads to a well-informed opinion and it makes it easier to spot what is "fake news".
Y31	須依資訊種類來分辨，若是醫藥相關則需要有公信力及夠多的 paper 研究引用來佐證資訊品質。 或是該議題被很多人重複提出或推薦...等。
Y32	無法確定，若無其他資訊就只能信他，在慢慢求證是否正確
Y33	Well often it is but it all comes down to how you choose your source. Most of the giant sources you have singled out in this survey (cough cough FaceBook cough) - No I don't think the quality is that high, with the exceptions of some of the topic specific forums - NOT the news feed crap. The many smaller forums I visit a full of very knowledgeable people (and I think I am one of them) If you participate in a forum and add your own knowledge you quickly learn if you try to fake it you will quickly be called out. In these type of social networks that self police themselves the knowledge level is essential to the survival of the group.
Y34	自己要留意資訊的正當與邏輯性，也要偶爾參考其他人的留言
Y35	Again, I don't. But it's an option.
Y36	以曾接觸過的生活體驗為出發點去審視相關主題文章而後判斷資訊品質
Y37	For some, like YouTube or Pinterest, even Instagram, their career is creating information (like cooking demonstrations), so they are dedicated to their work. The difference between a high-quality YouTube video (one that more than likely is a career YouTuber) is noticeable from one that is not.
Y38	It isn't necessarily. Reddit provides a decent filter from garbage information.
Y39	Major, credible companies have made an effort to put things on social media
Y40	On Twitter, it's a matter of who you follow and what you do with that information. I don't blindly accept everything anyone says. When the law expert is commenting on something science related, I see that as their opinion- it doesn't mean they are right, they are not an expert in that field. But when they are talking about court cases, I very

	much trust what they are saying. I do not believe the quality of information on Facebook is high.
Y41	1. Google the metadata or the partial contents again. 2. Read through all the comment. 3. See who's the author, his/her writing style, and if it's written in a logical, or even technical writing format.
Y42	通常總是會有一些公信力原則 例如專門在做食品安全相關的粉絲專業或是帳號，那麼他所分享的相關資訊無論可信度或是資訊品質都會讓我主觀上感覺高出許多
Y43	I tend to trust information more from content providers that have established their brands (e.g. been in the business for longer or channels by traditional news media) or information from multiple sources (e.g. Yelp's ratings and comments).
Y44	觀察一兩年以上
Y45	自行判斷 看留言
Y46	若缺乏佐證的資訊品質一定低。若有相關資料輔助的資訊則會去進一步考慮相關資訊的品質是否能佐證該資訊。
Y47	其實品質普遍偏低，只是量夠大。品質較取決於提供資訊的新聞來源。
Y48	I don't
Y49	以發布者本身的信度來評斷。也會經由內文來去判斷，有些文章受訪人的身分上含糊其詞(比如：某不具名高層表示)，甚至連文章撰寫人也不具名，只會寫綜合報導等，這種資訊感覺真實度就不高。
Y50	自己的體驗
Y51	无法判断和确定，只能多看新闻，去判断一个媒体持有什么立场。最近的新闻媒体让我感到极大的悲哀，因为媒体终究都是有立场的，新闻报道是为立场服务的，甚至不存在咨询品质这一说。那些充满煽动性的新闻，无论是从哪种立场报道的，都称不上品质。人们只愿意相信自己愿意相信的，只愿意看到自己愿意看到的，我个人还是会选择大量看不同立场的新闻以及很多新闻评论，最后还是会选择去相信自己愿意相信的，但是我还是希望自己的这种相信是包含了理性的
Y52	是否為業務廣告，撰稿者的實際經歷...
Y53	邏輯明確、有參考資料可以佐證，以理性的方式而非情緒性語言描寫的內容，通常是品質較好的。(雖然只有理性分析沒什麼人要看啦...)
Y54	Lack of bureaucracy in delivering the information to the public.
Y55	I do not believe the quality of the information is high. The information travels fast. Social networks are often times the first point of contact for new information for me. If I am interested, I seek more information through other sources.
Y56	Again, I don't believe the quality of information on social networks is high in general - I only believe there are a few bright spots who shouldn't be dismissed with the bots and conspiracy theorists because they are independently verified and they show their work.
Y57	標題或內容是否客觀中立
Y58	I don't.

Y59	I don't believe that
Y60	I do not.
Y61	Depends who publishes it.
Y62	I am not quilt believe the quality of information on social network. The most important feature of it for me is that it is quick and broad. But you have to be careful to figure what you need and what is credible.
Y64	I think that there is an element of news needing to be quality or else the backlash on social media could hurt the news source. It's almost like there is an immediate way to get fact-checking from others and tie it to the original story with tweets.
Y65	I do not think every information we got from social networks is always high quality, however, even the quality is low, it still stimulates us to go seek for more accurate answers if we really care about it.
Y66	Irrespective of quality, it allows me to hit high points of relevant topics I'm interested for me to form my own opinion. Statistics I find online will always be put through the same lens. I'll make my own determination based on sample size, scope, etc.
Y67	I review the perspectives but that doesn't mean that I feel the quality of information is high. That said, i value the perspectives and feel that the "common snense" of peers will prevail. Much like our jury system
Y68	Depends on the visitor volume
Y69	Like my response above, the more people comment on the same information, the more information I can refer to validate the information
Y70	會看消息的來源者是誰來判定資訊品質的高低。若是官方網站、政府機構等等資訊品質就會相對高。
Y71	多方比較。
Y72	There are some are of high quality but also lots of them are of low quality. But we always have choices. Since if more people follow them, they may get some benefits. Therefore, some people may spend time to produce high-quality info.
Y73	看評價
Y74	看按讚數跟搜尋該粉絲頁的評價
Y75	根據發佈消息的網站
Y76	No
Y77	Info on social media is highly critiqued and viewed by millions on people, therefore quickly filtered out as quality or not
Y78	文字敘述深度
Y79	I may check the credibility of the author and the information source.
Y80	Same above
Y81	再多看點別的來源
Y82	網站的知名度吧！
Y83	Judgment based on whether it's logical and whether it makes sense. Also see what kind of website it is from.
Y84	Not necessary. It's just a sources.
Y85	經驗的累積。會調整參與社群與人員，適當提升或取消。
Y86	傾向看其文章出處。



Y87	從社員的文字語氣，以及所參考的資料來源或是否為其自身經驗分享等等來判斷
Y88	使用者的反應
Y89	多看幾家新聞媒體進行比較 再開始篩選特定看的網站
Y90	自己的觀察力
Y91	若是文章/報導的標題或行文像內容農場那就是低品質的了
Y92	I would compare it with various website.
Y93	有些一看就知道是參考下就好，不必認真
Y94	像一個 bayesian learning 的過程。過往的經歷會持續 update 自己對這些網站可信度的 posterior。
Y95	多看 多聽 加上自己的概念
Y96	無法確定
Y97	不知道
Y98	Convenient and
Y99	有些常出現的網站如果可信度高，我會比較相信其內容的品質度。
Y100	For DIY: for something I'm not sure or know nothing about, other people's experiences always help. For product review, I always go to more credible sites such as consumer reports, CNET, popular mechanics, etc.
Y101	依照適用與否
Y102	I didn't say I believe it for all
Y103	無法確認～就只是當作是訊息的接收～不能代表任何的知識或者教育意義
Y104	Sometimes you read the reviews first.
Y105	按自己過去的經驗與判斷
Y106	No, I didn't say I believe the quality of info on social networks is high. Again, it depends on what type of information. Anyone can post on social networks, unless the person reference the source, I do not take its face value without verifying the info myself.
Y107	純粹直覺
Y108	多比較。
Y109	中等
Y110	看多了就知道了
Y111	I don't believe so. I think we need to use our judgment. Not all the information has high quality.
Y112	Not always. Sometimes we have to use our own judgment. If it's something serious I'll google them.
Y113	Well, it has to be coming from a legitimate group.
Y114	不知道
Y115	Actually, it isn't high, so I will search for different sources. Social networks are more like an initial gate.
Y116	Because it has to attract people's attention, so it has to provide quality info to boost traffic.

Y117	Not really, some information needs to be ckeck
Y118	看文字跟內容，看多了大約就能判斷出來。(我很愛看書，看很多很多書)
Y119	看自己信任的來源
Y120	去查證
Y121	一般
Y122	看論述過程是否可信，或與現實交替驗證，經驗法則，看言論領袖怎麼說
Y123	依論述客觀與否，是否有邏輯性來判斷
Y124	會看來源是哪裡
Y125	比較大家的回覆 大概判斷一下 或能在 google 一下 或者有些 how to 覺得不好的你還有其他選擇
Y126	以公信度高的官方新聞網消息為主。 例如：CNN,BBC,FOXnews...
Y127	會再與朋友或家人討論
Y128	留言
Y129	難
Y130	No
Y131	靠感覺
Y132	與其他網站做比較，或是 Google 一下資訊正確度
Y133	自己判斷
Y134	依照分享的對象來判斷
Y135	On SNSs such as Facebook and Twitter, the most important strategy is to have/follow knowledgeable and resourceful friends. What they share on SNSs tends to be more credible. If on SNSs such as YouTube, I do not read the discussion areas if I am not sure who the potential viewers are.
Y136	No, I don't believe in that.
Y137	找大品牌知名度高的品牌正面的看
Y138	要自己判斷。如果資訊有立場偏頗或不夠中立都需要特別留意，可能在立場上就把一些資訊隱藏掉了，就不會是最完整的。或是要多方比較，同一話題或事件不能只單看一報導。
Y139	觀察用詞、標題等用詞是否中性。比較其他消息來源，確認是否使用恰當的新聞框架
Y140	It's main brands using a new platform to reach out to Individuals. Someone probably asked this same question when TV news started to combat newspapers
Y141	People are constantly using the platforms
Y142	不確定...所以需要事後多查證
Y143	Same as the previous question.
Y144	how much new information u get after reading an article or post
Y145	依據專業素養、培養的素質，而已內化為自身能力。主要是理論與實務多方面、全面性的瀏覽整個議題，以及自身對於此資訊品質所具有的了解，和是否具有知識性質的社群網站，個人依據以往所學的專業訓練一看評估一下即可看出事件的本質與資訊品質高低。

Y146	不在意資訊品質，純粹蒐集新資訊
Y147	只能透過提供資訊者的聲譽、信用等因素來判斷。
Y148	Because there are citations.
Y149	看錯誤訊息多或少
Y150	A majority is reposted from news cites so it can be trusted more than a non specific post about an event.
Y151	挑選信任的官方資訊來源
N1	I don't
N2	I don't.
N3	It's not... was this survey written by someone from Indiana that buys into "fake news" and republicanism?
N4	No
N5	I do not believe it is high. If you are talking about Wikipedia (which is not really a social network), then the quality is relatively high due to the constant editing which results in incremental improvements.
N6	I don't think the quality of information is high: Some practical tips are useful, but the quality of information on social networks is not very high. We don't know who create and edit content and how high the level of expertise of them is.
N7	i don't
N8	I do not believe it.
NS1	I don't. I don't trust any media
NS3	資訊的品質基本上還是取決於訊息本身的邏輯架構是否合理，以及考量該資訊所涉及的脈絡 (context) 是否合用。
NS4	It is not, because it is not regulated. Everyone can write whatever they want
NS6	It's opinionated. But I try to take out the facts from the opinions
NS7	I don't. If I'm really looking for information, I check on the websites not just relying on social networks.
NS8	這我不知道
NS9	Not really.
MY1	Yes, for the sources I follow on Twitter.
MY2	Website Reputation, size of their editorial team
MY6	大部分主觀意識都太過強烈 只能自己判斷
MY7	語氣有沒有在帶風向
MY10	依據發布者或發布網站公信力
MY13	看 review 及大家的 comment
MY14	It can be good, can be bad, can be trusted, or can't!!
MY15	參考訊息來源的作者或媒體公司。
MY17	Target Audience, company quality management and general expectations.
MY19	看評價
MN1	I do not
MN2	Depends

## APPENDIX M. ANSWERS FOR QUESTION 7

When you are seeking information, do you trust an information with no source provided on social networks? Why? (e.g. Your friends' post with no source)

No.	Answers
Y1	No- it might make me google the fact, to check the veracity of their statement, but I usually don't believe them outright because it's easy to make a mistake.
Y2	Sometimes. Depends on who posted the information and credible the claim sounds. If its questionable information, I search the internet for corroboration.
Y3	No, I don't trust it. I go check it with an outside source.
Y4	I will trust the information if the friend is informed on the subject (e.g., if I know they've done their research or are an expert in the area). However, if it's just a relative or a friend (not from work) who's posting information, I will question the validity of it if they cannot back up their claims with evidence that I can trace back to its source.
Y5	no because often it is wrong. only takes a few minutes to verify if it's actually true or not.
Y6	No, I am skeptical
Y7	No
Y8	No, because gossip can be a real weapon.
Y9	不會，我不會完全只相信一面之辭
Y10	大概看過 心裡有個印象 如果還有在其他平台看到 才會相信
Y11	Yes, but depends on my friend's personality
Y12	不會完全相信，因為特定族群操控假訊息太多，一定要自己確認真偽。
Y13	No.
Y14	會半信半疑
Y15	不會
Y16	Not really. Unless the guess is a very sound conspiracy theory with is based on the past what a political party, celebrity, or group is likely to do.
Y17	I rarely believe the information without source. Though some of my friends are trust worthy, we cannot verify every information by ourselves. People today have to receive tons of information in short time. It's hard for us to verify everything, so we need some basic proof such as source attached with the information.
Y18	單純分享給大家
Y19	I do not trust that kind of thing!
Y20	當作新聞，確存懷疑。畢竟在未有公信的證實，聽聽就好。
Y21	不會
Y22	No.
Y23	不會，沒有根據
Y24	No, I will double check the source of the information even it comes from my friend
Y25	Yes I doubt them but relatability is high

Y26	不一定，會交叉比對。
Y27	這要看我對資訊提供者的信任程度，不過通常不會完全相信。 因為提供者可能別有目的。
Y28	It depends on which friend posted the information and what the claim made was.
Y29	不會 沒有憑據
Y30	No because it makes it harder to fact check what is being said.
Y31	純粹針對我對該 po 文者的信任度來決定。
Y32	不太完全相信所提供資料是可使用的，自己仍要多方求證
Y33	NO
Y34	不會，因為現在假訊息太多，必須隨時保持警惕
Y35	Not always. I've learned to not trust anything on the internet.
Y36	不一定、大多還是視看文章內容決定、或進一步探查第一手或官方是否有發布 相關資訊
Y37	Because the information that I seek, generally doesn't need a source.
Y38	No.
Y39	No. Not always accurate. I will use that information to look up the real story
Y40	No. If that person/friend is speaking about THEIR field, I tend to trust that a little more and ask for more info.
Y41	Partially, if I had an interest, I would Google for more.
Y42	端看在講的是怎樣的事情，以及講述的理由 如果是朋友單純的近況 po 文，一來不會想到要去懷疑，二來也想不出懷疑的理 由
Y43	Depends on the person who posted it. If they have been in the field for a long time, I tend to trust them more.
Y44	No 除非是個人經驗 那才可能會有相信
Y45	看情況 覺得合乎邏輯的就會相信
Y46	不會，缺乏佐證的只會當作個人心情抒發。
Y47	當八卦看，不會直接相信，跟鄉民一樣卡等證明
Y48	No
Y49	不會，沒有資訊來源的話，會先保持著觀望的態度。
Y50	不相信，太片面了
Y51	不会，人都是 bias 的，朋友单纯的 po 文常常也只是一个人愿意相信愿意看到或 者他人希望 ta 看到的那冰山一角啊
Y52	看情況
Y53	人在陳述事實的時候，就算陳述的是"他本人所知的真實"，也不見得與"旁觀者 所見的真實"相同。所以都會在經過檢視，評估其合理性與這樣陳述的可能動機 等等，不會盡信。
Y54	Sometimes

Y55	I usually believe my friends.
Y56	If it comes from a reputable source (e.g. Orin Kerr), I'll find credible a statement without accompanying primary source material due to the source's experience. Anyone else - even a friend - gets some skepticism until I can verify the claim myself
Y57	不會，有附來源才可信，否則只是當事人的片面之詞而已，僅會參考而不會全盤接受
Y58	No
Y59	generally yes if I know them and it "sounds" like them - phrases and how they usually communicate.
Y60	No, I don't trust them but I do read them. If something really interests me or I question it, I try to go to other sources to verify.
Y61	I usually try to validate what I'm ready by going to multiple sources myself.
Y62	Not quite. It depends on where I find it. If I have good experience about the source with the information publisher, I will trust more. But if I am interested in it, I will seek the support or ask for source.
Y63	No
Y64	Not typically. I would only trust this if they are adding a comment to something already verified by other news sources. Anyone can just post something on the internet, so I would need more than just one persons word.
Y65	At first, yes, I think I'll try to stand at his/her point to think about their situations, however, depends on how curious I am to that topic, I will further go search for more information about it.
Y66	If the intel doesn't have substance, relevance, or trusted sources, then I move on. I use LinkedIn to funnel that info to me so that I can choose. Its a convenience thing.
Y67	I use everything as a perspective. Depending on the purpose, i will do more research. I use it as a starting point. difference between buying a car or buying a pair of gloves - car is more high stakes
Y68	I won't trust it completely. I'll search for more to verify.
Y69	No, but depends
Y70	不會完全相信，若有興趣會再額外的做功課。
Y71	不會，因為不清楚來源。
Y72	Not a hundred percent trust. They are much information on social media. People may distribute the wrong information on purpose. But if you don't trust, then google it to get more info.
Y73	不會
Y74	不會，覺得沒有參考性
Y75	不會，因為也許資訊有誤
Y76	No
Y77	No, I do not because my friend may only be posting an opinion and not a factual statement.
Y78	不會
Y79	No, it runs risks of spreading fake news and incorrect information.

Y80	Depends on things If it's their personal experience, I'll trust a bit more
Y81	不會
Y82	不一定信！
Y83	Nope. So many people trying to throw out fake info so that they can influence people.
Y84	Not really. Then that's just an opinion. But then I can do more research about the topic if I'm intrigued.
Y85	大多數是消遣小品分享，無傷大雅。攸關個資或信任度疑慮，則會選擇不參與。
Y86	看資訊主題，像科技或文學這種專業性甚高的我一開始會盡信。但像政治、金融這類容易被操控的話題，一開始不會相信，除非有其他資料佐證才會相信。
Y87	會存疑，但若是自身經驗分享，並在文中詳述細節時，便會認為可信度很高
Y88	完全不會
Y89	不會相信
Y90	有的只是看看就帶過
Y91	單純朋友 po 文像是分享日常生活的話我會相信，畢竟沒什麼好懷疑的，就算是假的其實也無傷大雅。 若是分享報導，我會依內容和與其他報導比較後判斷。
Y92	No
Y93	會。例如是親身經驗的 po 文。
Y94	幾乎不。
Y95	不相信
Y96	不會。 很多是假消息，只是為了讓大家轉發。
Y97	不會
Y98	Not 100% trust but have a idea to do more research it
Y99	不會完全相信，要看資訊所呈現的內容，如果內容太偏激或對內容有質疑，我會另外找尋答案或從平時新聞或網站上的資訊來判斷。
Y100	No, I don't blindly trust web contents.
Y101	不會完全相信，凡事依然講求證據
Y102	Sometimes
Y103	不會,因為那是“訊息”也不是經過事實證實或研究的結果
Y104	Depending on how well you know your friends.
Y105	不會第一時間相信，會再去查證
Y106	No. Too many fake news, fake "medical advice", etc.
Y107	不會完全相信於平台，端視由哪個平台或朋友發佈
Y108	取決於那種資料，心得類型的本來就很個人，生活健康類型的就去實踐或自我判斷等等。
Y109	不會完全相信

Y110	不會 因為假消息 錯誤訊息太多
Y111	The source also serves as a credential of how trustworthy a piece of information might be. Lack of source or poor-quality website will lower the credential of the piece of information.
Y112	No. But I'll google it myself.
Y113	If this is about a personal experience
Y114	朋友的 po 文、新聞...
Y115	I will not trust it.
Y116	Probably not! Info posted on social media should contain supporting info to be reliable or it would cause risk.
Y117	No
Y118	當然不會。 因為現在假資訊太多了，製造假資訊的人也太多人，各有不同的目的，被騙幾次就知道了。
Y119	看情況
Y120	不會因為我會在去查一下
Y121	完全不會
Y122	看對方其他言論的可信度
Y123	看是什麼議題，如果是日常生活，例如食材保鮮的方法，這種我會相信並試著做做看。若是政治或其他新聞就不會完全相信。
Y124	不會
Y125	看文章前都會注意來源 還有是否有關營利和個人利益 還有一些健康類的文 危言聳聽的 有興趣的你就再查一下 沒興趣的當娛樂
Y126	不會相信單純的 po 文或轉發，因為新聞（製造）農場充斥、網路帶風向技倆橫行...
Y127	不會相信,只是參考 即使是朋友 po 的也會多方求證
Y128	他們喜歡別人注意
Y129	會！所以看看即可
Y130	No trust but reference
Y131	有些真的是別人的經驗所得。
Y132	不相信
Y133	不會
Y134	不太會
Y135	In that case, I tend to perceive that information as that person's perspectives, which is also important to understand, rather than a good source of knowledge/information that I would read seriously.
Y136	No, I don't
Y137	不會 會自己判斷 大概知道什麼是農場文網站
Y138	要依證據說話，那種就看看就好
Y139	否，當今太多假消息、或是片面資訊。



Y140	No, not really. Every now and then yes when it's a personal story and can't credit source but before factual information I try to find a source myself or don't believe
Y141	No, because a valid and credible source is important in determining the validity of information.
Y142	不會
Y143	No. With the widespread expansion of fake news, we do have to check the sources.
Y144	just keep it in doubt
Y145	社群網站擁有各種層面的資訊，個人認為多數偏頗關於金錢利益等等激動的發言者很少有理性言論。多數較為全面中立且可以溝通的知識知性言論者，理性言論者並不常於社群網站上述說言論。朋友的 po 文是隨著平時現實真實生活中所具有的對於朋友此人的了解，並依據議題而僅能知悉資訊。無論有無提供資訊來源出處，個人認為多數社群網站的資訊僅供參考，並且應自行理性吸收。
Y146	若是朋友單純 po 文，不管有沒有資來來源，看看就好，當作知道有新訊息，畢竟資來來源是真是假也沒人知道
Y147	不會，若不符合邏輯就不會相信。
Y148	Generally, No! Because there are too many fake news and wrong information on social networks.
Y149	半信半疑，一般而言，若是 PO 新聞會相信，但會在看其他媒體的報導
Y150	No I don't trust any post without a source. People can easily fabricate stories to push their own agenda/that of their political party, religion, etc. Sources are absolutely necessary to consider anything credible.
Y151	會，知道網友的背景就會信任他
N1	No, as it could easily be inaccurate
N2	Never: that is crazy.
N3	Of course not
N4	No people just post they don't think before posting
N5	It depends on the friend, however, I would generally not trust it without some sort of external validation.
N6	No. In my country (South Korea) there were a lot of cases that an information with no source caused social chaos, and some political parties are still taking advantage of people's trust on information that are wide on web no matter who distributed.
N7	if it is a friend i deemed intelligent than yes
N8	No, I do not.
NS1	No
NS3	如果是我有興趣的議題，我會多多參考幾個人對於該議題的論述。並不會直接以一個人的發言為所有意見的代表。
NS4	No. Because there have been many cases where people just share panic information for fun. Without a source there is no reputation to take care of and hence no worries to spread rubbish information
NS6	Sometimes. I usually check for facts on other shows too.
NS7	Not necessary. I cross reference different sources and decide what make sense to me.

NS8	不會完全相信 因為沒有資料來源就表示可能會是假資料
NS9	Maybe or maybe not. It depends on how credible the posters are and what the info tells.
MY1	No. I do not trust information without a credible source.
MY2	Very unlikely because he can say anything he wants.
MY6	不會 現在很少客觀的報導
MY7	No
MY10	不會 無法提供出處僅能參考
MY13	朋友 po 文相信
MY14	Not really
MY15	不相信。現今太多散波假新聞的媒體，會再反求證。
MY17	Depends on site and person posting.
MY19	不一定
MN1	No
MN2	No

## APPENDIX N. ANSWERS FOR QUESTION 8

When you are seeking information, do you trust an information with a secondary (not official) source provided on social networks? Why?

No.	Answers
Y1	Infrequently- it depends on the secondary source
Y2	Not usually. Anyone can post anything on social media, so you shouldn't always trust what is written.
Y3	I usually still check information with a secondary source because if I don't know the source I can't trust it. A quick Google search with key words usually pulls up a few articles covering the topic and it's easy to verify if the original content of the post and secondary source are accurate.
Y4	I will if I can trace the evidence back to a legitimate source or argument.
Y5	sometimes. though it's best to "trust but verify"
Y6	No, it is not credible
Y8	Depends on the source if it's trustworthy, other wise I'll check the official source.
Y9	要多看大家的品價，才會信任
Y11	It depends on the information. Sometimes I do but sometimes I dont.
Y12	要看資訊是什麼，二手資訊很容易被加油添醋
Y13	Part of. It's hard to tell who has the first news.
Y14	會再尋找是否有第一手或官方資料
Y15	不會，會再查證
Y16	Depends on the degree of the quantitative information it contains and the source of statistics it based on was solid enough.
Y17	It depends. If it comes from the trust-worthy media, yes. Most of the information we receive is reproduced or arranged today, we cannot avoid to accept the secondary source.
Y18	因為都是透過分享，所以一定不是第一手資料
Y19	No I wouldn't
Y20	不會，未經證實。
Y21	會，至少可以進一步求證
Y22	No
Y23	不相信，道聽塗說
Y24	Not really. With the abundance of information, I would only believe the information from official publisher
Y25	Yes I do because it increases reliability.
Y26	不一定，交叉比對後觀望。
Y27	我僅把他列入參考資料，如果我關心這議題會再找更多可靠第一手資料來看。 因為提供者可能別有目的。

Y28	I would but again it would depend on what the secondary source was.
Y29	不會 沒有憑據
Y30	It depends on the secondary source, as some may be more reliable than others.
Y31	相信，因為該社群也可能是代寫或打手，以及情報相關人員
Y32	二手資訊比較會被轉傳人員加入自己意念，故可行性較差，還是自己要求證
Y33	Yes, No , Maybe - question is too broad to answer
Y34	不太會，通常我認為官方資訊比較可靠一些
Y35	No, I don't look for sources.
Y36	不一定、大多會藉由二手資料進而探查第一手或官方是否有發布相關資訊
Y37	No, again, social media operates like a giant game of telephone, where only some information is relayed, and other bits are filled in around it to create a story.
Y38	Not necessarily.
Y39	No
Y40	No. They could have gotten that from anywhere where anyone can make up whatever they want. I WILL try to corroborate with other sources.
Y41	No, unless it provides a link without adding too many personal viewpoints.
Y42	我相信，畢竟真的去探究每個資訊以及消息源頭的人應該是占少數的，而根據前述，會選擇相信那些我認為在相關議題上有公信力的帳號所提供的二手資料來源，因為我會認為它們既然有所期待的公信力，應該也會有所期待的查證力
Y43	No, but I might search for official source of the information.
Y44	不一定  而且官方說法有時也是被操控 不一定是正確的(香港最近事件)
Y45	看情況 二手的資訊也是資訊
Y46	不一定，需要花時間再去評估二手資料的可信度及那些資料能否適切地支持該資訊。
Y47	看哪部分的非官方，有的非官方是員工外洩，有的是民眾腦補。員工外洩的就會期待接下來的官宣或救火，民眾腦補的就標題看過就算了，沒有了解內容的必要。
Y48	Not usually
Y49	有點看不懂問題，查了一下「二手資料」是指：資料的內容並非取自於原始的文獻記載或第一手資料，而是引用原始文獻所編纂而成的資料。由於資料經多人轉述後，對事件、人物、主題的描述常會加入個人的理解、詮釋。 我覺得這樣的資訊非常多。尤其在政治議題上，不同政治傾向的人還會做出完全不同的解釋，彷彿活在平行世界的人一般。
Y50	不相信，太多騙子了

Y51	不会，所谓官方/第一手资讯都是带着立场的剪辑过的针对其受众写成的，二手资料更有什么可相信的
Y52	可能會。出於對朋友的信任
Y53	看我要用這樣的資訊做什麼，如果是休閒、當笑話素材等等就比較不會再查證。 如果會影響我的 reputation 的內容，我會先存疑，然後和已知資訊對照，必要時尋找第一手資訊。 就研究所所讀的文章裡面，就算是經過 peer review 並發表的論文，仍然有會錯意、錯誤引述的狀況發生，因此已培養出一定要看出處的習慣。
Y54	Sometimes
Y55	I use social media merely for entertainment news about new movies, games, etc. I usually believe the sources. I look up other sources or the primary source if I am interested in a topic.
Y56	Only if multiple reputable outlets are reporting the same thing
Y57	不一定 如果有附原本第一手連結，可以交叉比對內容差異的話就可信；但若未附連結，則會持存疑的態度，畢竟非第一手的資訊通常會有失真的風險
Y58	I would need to do my own research
Y59	Only if I know the site.
Y60	No, I don't trust it completely but unfortunately, it does often affect my way of thinking about the topic.
Y61	I will look at more than one source usually
Y62	Not quite. After cutting and rewriting, you may get quite different things when you read secondary source. People always publish information with their own understanding and preference on social network. but that is a good way to know that there are something happening there and you can find it by yourself.
Y63	Yes, but I will still go to the primary source for confirmation
Y64	Not typically. I would need a first-hand account to back it up, or an official source to back it up. Not all news sources are reliable/have ethical journalism.
Y65	To be honest, I will go search for a tons of information among all the social networks and summarize them by myself to see if the information is correct or not for me.
Y66	Same as above. It's not a matter of whether or not I trust something, it's more about getting the information in a convenient fashion.
Y67	I am skeptical of most things and realized that there are always exceptions and differences of opinions - several factors weigh in to my level of trust.
Y68	Basically I'll trust it
Y69	50-50
Y70	會，因為社群媒體是最好的消息散布地。
Y71	不會，因為可能會被加油添醋或曲解。
Y72	As above, not a hundred percent trust. They are much information on social media. People may distribute the wrong information on purpose. But if you don't trust, then google it to get more info.
Y73	看提供者的 background, history

Y74	不一定，會再去 Google 查證
Y75	偶爾會，因為有附上消息來源，如果是可信賴網站發出的消息，會採信
Y76	No
Y77	Yes, sometimes because secondary can derive from primary
Y78	不會 轉述總會出錯
Y79	No, it runs risks of spreading fake news and incorrect information.
Y80	Yes I do when it's serious events
Y81	不知道
Y82	不一定！
Y83	I normally keep social media info as a reference instead of believing in everything.
Y84	Not necessary. Always make my own judgement call.
Y85	不一定，多數資料僅供參考，會自行確認。
Y86	不會相信，因為二手資料太多轉傳謬誤。
Y87	大多時候不會相信，而會儘量找到官方資訊來源以尋求其真實性以及決定可信度
Y88	完全不會
Y89	不會 會自己再找到官方或第一手的資料來源
Y90	僅供參考
Y91	我會傾向看官方釋出的資訊
Y92	Depends, I will search it by myself to verify it.
Y93	不一定
Y94	較傾向於去相信，但依然會自己 follow 資料來源去追根溯源。
Y95	不相信
Y96	不會。 理由同上一題。
Y97	不會，我會再次驗證官方或其它資訊
Y98	Even officials sources cannot 100% be trust, so we always need to double check it before use this information.
Y99	不完全相信，因為二手資料有可能會因為貼文者的解讀而誤導。
Y100	No. Information could be manipulated, distorted or even deceived.
Y101	不一定，依然要交叉比對.多做查詢
Y102	Sure
Y103	會,因為資訊流出無所不在
Y104	It's always to have a second or third opinion.
Y105	會，因為很多是舊訊息（但是有用的）資料
Y106	No. Same as above.
Y107	有時。若發佈者為熟識或是由信任的網站或頻道發佈
Y108	取決於資料類型。

Y109	通常參考 不會相信
Y110	不會 會稍稍找一下相關訊息
Y111	The level of trust might be lower.
Y112	No.
Y113	Depends what kind of source. Use common sense to judge the source.
Y114	不會欸，會再證實一下
Y115	I will tend to trust it.
Y116	If it states where the data is from, I would consider the info is valid and legit.
Y117	Not really, depends on what kind of information
Y118	可能會也可能不會，看提供的人是誰。 因為有時候我不可能接觸到第一手資料，如果是一個信用良好我也追蹤很久的人所提供的，我應該會相信。
Y119	不會
Y120	有可能但我會看一下來源
Y121	不會
Y122	看二手資料來源其他歷史資訊的可信度
Y123	看到二手資料會再回去搜尋第一手資料的來源
Y124	會，因為有人不知道會有假消息
Y125	新聞大概知道發生什麼事就好 既使官方也不一定是真的 應該說所有的事都應該保持開放的心去接受新資訊 沒什麼好篤定講相信什麼的 人體醫學和大自然這種事 從已知的一直都在改 那如果講輕鬆的資訊 如何綁鞋帶 能達到當前的目的就好了 何必多花俏 總之看事情去相信
Y126	不會。小道消息通常會模糊焦點……
Y127	不會相信,因為知道網路世界的可怕
Y128	每個人看法不一樣
Y129	不會！有時候第一手資訊都不一定對
Y130	Yes. I will double check the creditably
Y131	當然，二手資料一定會轉傳，但一定要註明出處。道聽塗說得二手訊息只能靠自己的經驗判定真假。
Y132	不完全相信，會在其他網站多搜尋相同的資料作比較
Y133	半信
Y134	會的。從搜尋數，熱門度，分享次數可以判斷
Y135	I do, but it depends on where the second-hand information comes from.
Y136	It depends.
Y137	不會 自己會判斷
Y138	會參考但不一定會完全相信
Y139	會，第一手消息可能比較凌亂，二手資料來源多半比較有秩序。
Y140	Kind of all depends on what the information is, it's it's a main current event I wouldn't believe it until I know the facts from a source

Y141	Sometimes depending on the content provided.
Y142	看情況,有些只是把官方的資訊做翻譯。不過即便如此,也要確定翻譯的文意跟原文相同
Y143	I usually check the sources.
Y144	keep it in doubt. if it rly matters, take time to find the source, but if it's not important at all, never waste time on that, the information has exploded nowadays
Y145	根據議題有的資訊可以參考，有的資訊就只是參考有這種說法但並無可性度，有的資訊可能是補充第一手資訊的概念。個人認為簡約分類為政治國際、社會家庭、心理情感，越是單純事件的資訊且必須無關乎此三類的個人金錢利益與推妥，僅供參考的資訊。若是事件主要還是以事件第一手資訊做為優先具可性度的資訊，接續才是第二手資訊。
Y146	不會，同上
Y147	會，轉述書中資訊或新聞媒體都算二手資訊，但只要來源可靠，基本上就會相信。
Y148	Depends. I will find other sources to compare.
Y149	會，因為第二手會經過整理，也許會有減少，但還是有可信之處 不過若是重要訊息還是需要再回第一手消息查看
Y150	I tend to trust it hesitantly. There can typically be some merit to secondary sources, but I wouldn't be comfortable completely believing one without doing further research.
Y151	依照網友過去的言行，就會信任他
N1	Sometimes, if the source seems legitimate and provides good insight
N2	I don't check those but that would depend on the secondary source.
N3	Of course not
N4	No
N5	Not without reading the source material (and trusting the source to be relatively unbiased).
N6	If that official sources are accessible and I can check their reliability then I may trust it.
N7	depends on what is being reported
N8	Not really, unless they can prove it.
NS1	No
NS3	這點我是相對保留的，因為二手資訊難免被加工、美化成部份人士想要的方向。人們對於資訊的詮釋會因為自身的感受、所處情境以及是否有正確的判斷能力影響，所以還是需要縝密的邏輯驗證方能相信。
NS4	It depends if previously that source has a 'record' of being honest and credible
NS6	Sometimes. Not always.
NS8	資料來源本來就是參考 最後還是要自己做出判斷是否採用
NS9	Maybe or maybe not. It depends on how credible the posters are and what the info tells.
MY1	Mostly, but I will try to figure out if that secondary source is credible.



MY2	Dependent on the reputation of the secondary sources. For example, if it is content farm, obviously I am not going to believe it.
MY6	不一定
MY7	有時候會，因為沒時間
MY10	會 依據發布者或網站的公信力
MY13	一半一半
MY14	It depends, sometimes yes, sometimes no
MY15	若有附上消息來源出處可參考，會增加可信度。反則，還是需要求證。
MY17	Generally not.
MY19	是的。不知道
MN1	No
MN2	Sometimes! If I felt something unsure I will try other resources

## APPENDIX O. ANSWERS FOR QUESTION 10

When you say you trust information on social network sites, what extent do you trust? Please specify the percentage (%) of your trust. Why do you choose the number in the previous question?

No.	% of Trust	Answers
Y1	77	I tend to trust what I read, but I will google or look stuff up if it seems untrustworthy
Y2	25	Maybe more than 25% of information on social media is correct, but I don't put much trust in anything I read on social networks. There is too much bias and opinion when it comes to information put out by people on social media to really trust most of the things said.
Y3	44	Even when sources come from 'big news companies' I know that those sources can be biased, so I never just read one article on a subject. I normally go look for multiple sources on a subject and then solidify the facts from what I've read of the multiple sources. The information I originally found isn't necessarily wrong, but it could be skewed, and I want as much unbiased information as possible so that I can form my own opinion from the facts.
Y4	67	I'm about 2/3 trusting because I curate my feed to make sure that folks who I know are reliable and informed show up the most
Y5		this whole line of questioning is confusing. some social network sites are 100% garbage, some have nothing but ads, and some have real people who tell the truth. the Youtube comment section is not the same as the Stackexchange comment section. to put them in the same category is folly
Y6	32	
Y7	80	
Y8	65	I feel I trust it a little bit higher than half and half, so...
Y9	30	還是要相信自己的認知，網路要是只能參考而已
Y10	70	直覺吧
Y11	85	
Y12	50	社群網站只能說是提供訊息處，任何資訊仍需自己努力去求證，避免吸收錯誤訊息。
Y13	80	Because I choose to believe.
Y14	60	社群網站上資料豐富但雜亂，也會有有心人刻意製造假資訊，因此還是需要多方查證才能確訂資料的正確性
Y15	70	確定過
Y16	70	There's always some perspective or some voice are missed during discussion of social event, especially when the beginning days after the

		event happened. Only after a few period (e.g. couple days up to one to two weeks) then a better overall investigation, explanation, analysis, etc. will be formed.
Y17	75	Skepticism forces us to seek the truth.
Y18		一半相信
Y19	50	Because I have to weigh up each thing as to whether it is worthy or not
Y20	70	可信任但也存疑
Y21	75	某些圖片或是影片資訊容易造假
Y22	55	I trust information on social media to a certain extent, but not a great deal.
Y23	60	尚需評估交叉確認
Y24	65	Not really believe everything on the social media is true and authentic. I would believe if it comes with trustworthy resources
Y25	85	Experience and citations and security control.
Y26	60	六成信任，四成不信任，不宜盡信保持懷疑。
Y27	50	根據經驗，新聞類大概有一半是假的或偏差的
Y28	76	I think that some sources are more credible than others and this percentage I selected was done so to account for the variation between unreliable and reliable sources
Y29	70	還是會存疑
Y30	60	I think every information source has its own bias regardless of whether it presents itself or not. I try to find information from many sources to more easily filter out what is bias and what is genuine fact.
Y31	70	60 分為及格分數，以此標準大約在加 10 分，達 100 之差距 30 為屏除資訊錯誤、業配、假資訊等可能性
Y32	55	社群網站提供求知識平台，但仍需在小心求證，避免被不實資訊誤導，影響思維
Y33	50	Not sure how you put an actual number on this - so 50/50 it is!
Y34	50	一半一半，我信任一些官方資訊和國際媒體，其餘的要看狀況
Y35	60	I usually only trust information from local news sources (J&COnline and WLFJ). I take most other articles as opinions.
Y36	85	約有 15% 留給可能是未知的真相
Y37	10	Because some information has a credible source attached to it (news stations, scientific journals) but most are not credible.
Y38	42	It is the answer to life, the universe, and everything.
Y39	70	Not always accurate
Y40	93	This is based on Twitter and this is because I follow verified people and new organizations and do not blindly accept everything they say.
Y41	63	
Y42	87	一來是因為 87 分不能再高了 二來是因為我認為永遠都要對於所有資訊來源有一定程度的保留態度，並且永遠準備好這件事情有可能會被相牴觸的新知推翻

		我認為這邊有必要提到一下，如果是非網路的管道，我的信心程度並不一定會高多少，尤其是報章雜誌之類的，還有可能更低
Y43	50	I always have doubts for information from a single source. The percentage will increase when I see the same information coming from different sources later.
Y44	71	因為會不完全相信 但是相信的地方超過一半以上
Y45	69	69 是個偉大的數字
Y46	20	多數資訊不可靠。
Y47	65	因為其實那相信的 65% 來自於我相信的媒體來源，剩下的其他 35% 大概就是一些別人轉述的小故事，出現在我版面上大概是這個比例。
Y48	50	I don't trust it because it's on social media, I trust it because I follow the link and it it on a legitimate, unbiased source.
Y49	50	因為我覺得社群網路會依照我的喜好而提供給我資訊，我的朋友亦是我的同溫層。在這樣的前題下，我認為這樣的資訊在年齡、族群、性別上就只能展現一部分的真實。 另外我同時也覺得，SNS 建構的世界有一半是假的，而且多看其實並不健康。有許許多多的人會利用社群媒體來對某件事情營造風向，甚至發布假的消息。而無心者或許真的只是想說說自己的想法，但我認為那樣的呼籲有時候只是穩固了自己的同溫層，而且在一些議題上用嘲弄得口氣，反而只會加強對立兩方的衝突。讓我們離真實更遠。(舉例來說，台灣 2018 年的公投，在同婚議題上，投票結果出來後，FB 上看到很多朋友都覺得同溫層太厚，現實離他們的想像太遠了。)
Y50	80	再低我就不看了
Y51	20	前面几个问题已经论述很多了，我觉得除了一些明显客观事实的报道，绝大多数的新闻，都是媒体为其所选择的立场站台的工具，针对其特定受众，没有什么真正的新闻，也没有什么真正的客观。就像我之前在社交网站上看到的一条评述：中国大陆和香港/台湾的年轻人在网上对战，都觉得对方不可理喻，一件非常可怕的事情是他们都觉得对方不看新闻，更可怕的事情是，他们还认真调查了一下，看了看新闻，之后确定对方真的不看新闻
Y52	79	憑感覺
Y53	65	60 分及格來說，我會假設資訊為真的前提下去尋找佐證，然而不到研究所以上的及格分數的 70 分。
Y54	50	Most of the time information on social media is incomplete and lack of ownership.
Y55	25	Social media allows everyone to spread their opinion. No opinion is free of bias, not even news. Telling half the truth is a common tactic. Considering all the above, think 25% trust is a good estimate.

Y56	60	Because I use different platforms for different purposes, it's impossible to assign a blanket rating to all sites. For example, I use Pinterest mostly for recipes and fashion ideas, so trust there would be high because I can try everything I pin. On yelp, I look for a consensus on a business - worth a try or not? - and sometimes there isn't enough information to get a clear picture, so trust is lower. I use Instagram to see nice pictures - trust isn't a factor for me. Twitter has a lot of garbage, but I trust the people I follow until they show me they no longer provide trustworthy information - then I can unfollow them.
Y57	45	網路太發達，假消息到處都是，需要多方查證才能相信網路上的資訊
Y58		I just use social media for pictures and art.  Also, the previous slide would not allow me to click any answers. You should check "force response" in qualtrics options, and also fix the responses.
Y59	30	Social sites are generally for selling a product or spreading disinformation
Y60	50	I chose because I believe some sources really are trying to spread accurate information while the other half are just trying to spread their own agenda.
Y61	50	Depends who posts it
Y62	90	I only trust information after find evidence and source, so I pick up 90% here. But I reserve 10% because I am not 100% confident of the source as well. For example, when I read about some new research result on social network, even if I know the publisher is creditable, I not sure their way of conducting their research is real a scientific way.
Y63	60	i have 60% trust in information on social network because i would need to further clarify with authentic source
Y64	75	I put a lot of trust in news from social media, but I am still open-minded. If someone asked me to challenge my view or provided information that went against the news I found online, I would be willing to reconsider the accuracy of the information.
Y65	60	For me personally, although I think there is no social network sites is 100% trustable, I think if there is any injustice or unrighteousness, any social network sites is a very powerful tool to provoke your ideas to the world. Hence, everyone should be aware of it (do not need to trust it 100% but still think about it).
Y66	80	This is subjective. I need more context.
Y67	35	My perception is that social media is mainly people's opinions on various topics. As such, they are only as trustworthy as the person themselves or the circumstances and context to which they refer. One size does not fit all.
Y68	80	
Y69	85	

Y70	60	選了一個剛好及格的數字...因為使用社群網站資訊就是因為方便並不是因為其準確度。
Y71	70	多方比對後，還是能得出可靠的資訊。
Y72	75	I know some info is inaccurate or super wrong info on social media. But I can tell that they are inaccurate. I usually only follow the thing I trust (of course they could be also wrong or partially wrong.)
Y73	80	看情況，部份資訊需進一步了解
Y74	50	會根據發文的粉絲頁決定，跟參考其他網路來源才決定
Y75	80	有信賴的網站的話，會 100% 相信，但會觀察底下評論，所以大約 80%
Y76	30	
Y77	88	I have a high level of trust due to many credible sources but I know people can twist information easily
Y78	50	轉述～ 必須質疑
Y79	70	Some information is incorrect or spread by others for some purposes.
Y80	68	People
Y81	70	有時可能是廣告，所以不一定是完全真的
Y82	69	
Y83	50	半信半疑 But to be fair, some info or news aren't really that important at the end of the day, whether or not it's real doesn't matter that much and doesn't affect my life at all.
Y84	60	Social media with well design algorithms are supposed to be able to provide "opinions" from many people's point of view. It's an encompassing database that provide me a good base to do some further research on the subject I'm interested in.
Y85	80	經驗概括的數據。
Y86	80	還是會依靠 wiki 或 google 資訊佐證，信任度才會提高到 95%。
Y87	60	一開始會落在 60，之後端看自行求證後的結果再做調整
Y88	70	剩下的 30% 要靠自己多方查證
Y89	50	藉由社群網站知道最新消息 但還是自己要找的正確的資訊，所以一半一半
Y90	50	憑藉經驗和感覺
Y91	70	要查證資訊不難
Y92	69	I believe that everyone will have their different point of view, so I tend to be careful on believing anything writing by others as news or topics.
Y93	95	有道理的就蠻相信的
Y94	70	一個中性的數字
Y95	50	各自表述立場 只能參考
Y96	70	基本上是信任，但無法 100% 相信。
Y97	60	因為有些議題很偏頗，一看就知道不對

Y98	80	Information always will be updated it, so double check it the rest of 20% are necessary.
Y99	80	基本上我相信大部份的資訊，除非內容太誇張離譜，讓我不信任而必須再深入搜尋相關內容印證。
Y100	75	I trust most of the information I seek and yet knowing that some could be manipulated.
Y101	75	現在這個社會的詐騙太多了 但依舊相信有善良的人啦
Y102	73	That I believe some informations
Y103	50	有些資訊是根據當事者所陳述的經過,有些是經過捏造過加油添醋的 ～所以我選擇一半
Y104		You can never trust it 100%
Y105	59	會懷疑但是也會先接受訊息後查證
Y106	29	With technology, people can easily Photoshop a picture, edit a video/audio to fit their agenda.
Y107	90	直覺選擇
Y108	65	因為它符合我的選擇
Y109	70	有些訊息是出自官方單位，較具可信度
Y110	40	過半的資訊需要求證 剩下的 需要么ㄅㄅ
Y111	66	Not all information is trustworthy. It's a conservative number.
Y112	70	
Y113	80	Some information is not trustworthy
Y114	50	一半一半
Y115	50	I think the credibility it's only half/half since there is some info that might be a fraud or propaganda.
Y116	85	Sometimes life is too busy to find out the truth and original info.
Y117	60	Not really trust, I will check
Y118	75	因為沒有一件事能夠 100%相信，25%包括質疑以及不完整的部分。(這是指我相信的資訊) 對於不相信的資訊就是完全不相信。
Y119	70	選擇消息來源
Y120	70	我也不知道
Y121	50	虛擬世界為了取信大家，造假的比真的多，不可全部相信
Y122	65	有 35%查證空間
Y123	75	因為日常生活中的消息來源大部分是社群網站，裡頭當然很多內容農場或是不實消息，所以還是會先抱持懷疑的態度來看待。而選擇 75 分是因為對自己在社群網站上選擇的媒體還算有一定的信心。
Y124	70	有時候還是會有不正確的時候
Y125	79	偏高些但不會是百分百
Y126	80	大部分公信度高的新聞媒體從業人員有基本新聞報導的訓練及道德標準，所以可信度較高。

Y127	30	30 社群網站 30 家人和朋友 40 自己的判斷和官網或尋求專業方面的專家
Y128	35	有些事情我比較喜歡自己親眼看見
Y129		以自我為中心
Y130	45	Because any information I got from social networks is questionable.
Y131	86	現在所有的資訊只能靠網上搜尋，多比較就能知真偽
Y132	63	看過不少不正確的消息到處散步
Y133	70	自己判斷
Y134	81	基本上是相信的。除非超乎常理
Y135	80	I tend to trust my friends on the SNSs I use a lot (i.e., Facebook and Twitter) because I know them in person before moving on to SNSs.
Y136		I don't just trust everything I read on the internet
Y137	65	有些都是農場文 或者捏造的
Y138	75	有八成的信心感覺很高，但因為多少會保留態度所以是 75
Y139	80	大多資訊來源我已經自行篩選過，所以我認為比較可信的消息來源。但消息總有媒體選擇框架之問題，所以不能相信所有資訊
Y140	65	I feel like I do trust it, but am always a tad suspicious
Y141	65	
Y142	70	不可能完全相信,但有人貼出來的情況下,我認為至少有這件事的存在
Y143	30	If I am looking for info on a site like Wikipedia, the percentage of my trust will be much higher. Same thing for specific channels from Youtube. However, since the question asks about % of trust on social network sites in general, I may say that most of the info available comprehends fake news and useless information.
Y144	81	actually it depends on what subjects we're talking about. for most of things, they dont require 100% correctness for us to communicate with others. but for something really matters, we need 100% correctness when we said we believe its' true.
Y145	57	因為認識的朋友有一半以上是幾乎沒在用社群網站，也有一半以上是不會在社群網站說任何言論，而僅只於概念式瀏覽。但這些沒什麼在用社群網站述說言論者，在生活中相處時是會敘述說很多言論的。所以個人認為社群網站的資訊可信度只比一半高一點，因為多數在社群網站述說言論者僅供觀看。
Y146	50	基本上若是官方訊息，會選擇 100%相信 若是非官方訊息、與我有關且想法一致約 80%相信 其他，選擇中立態度，50%相信
Y147	65	整體來說，我傾向相信社群網站上的資訊，但絕對不會百分之百信任，因為就算是資訊的引用及解讀都有可能因為論述者或接收者的理解發生錯誤，故我將剩下的 35%留給自己判斷。
Y148	90	Sometimes, the most updated research proved that some of the information out there is not 100% correct.



Y149	60	台灣的假新聞有點多
Y150	70	There's lots of reliable content out there, but there's just as much unreliable content, as well, which should put us at a 50:50 chance. However, I chose 70 because in my specific experience with the people I follow on social media, I tend to find more reliable content than not.
Y151	82	我沒有到處亂逛，只看信任的網友和專業粉絲團 不會愛看騙子亂說話，又罵騙子愛騙人 我看的都是信任圈的資訊
N1	20	While some people do legitimately want to share news on social media, a lot of information is over-dramatized just so it can get more views, or inaccurate, or deliberately a lie.
N2	3	Because it's probably not 0 but it shouldn't be high.
N3	0	Because this whole study thinks I trust social media when I've never met someone who does
N4	2	I feel more it's advertising
N5	10	Because my trust is low.
N6	20	I think the reliability of information on social network differs from content.
N7	25	because most of the info is crap or has half the story or is written from a biased point of view
N8	30	Because I don't trust them.
NS1	10	I don't trust social networks at all. Or corporate networks.
NS2	25	
NS3	50	某些資訊的內容可能是基於現實狀況的描述，是可以理解的。但某些資訊在詮釋某些狀況時，若帶有特定的觀感或意識的時候，這種資訊的信任程度是需要檢視的。
NS4	68	Normally I check different sources but I take the information from social media as starting point
NS6	50	Not all information is credible and not all information is lies. I try to seek information with my own judgment.
NS7	29	I cross reference everything.
NS8	50	資訊本來就是參考 至於最後還是要自己決定
NS9	90	Intuition.
MY1	55	I just can't answer this question because it is not specific enough. I trust what I see on Twitter but not necessarily Facebook.
MY2	65	Usually I will only read the websites that I believe, but I will also check the language they use and what data source are they using.  Sometimes, they may also admit themselves that it was unproven.
MY3	60	
MY5	80	
MY6	60	太多假新聞或偏頗的報導
MY7	70	接觸頻率高
MY9	40	

MY10	70	直覺
MY11	70	
MY13	60	
MY14	57	We all need to think , not just believe what media say! They have their own prefer internets!
MY15	80	有公信力的媒體團隊，創作者或員工的學經歷，能使人信任。
MY17	19	
MY18	87	
MY19	50	經驗
MN1	3	
MN2	70	I have my own judgement. So if I don't trust them I won't go there.
<b>Avg</b>	<b>60.02</b>	

## CURRICULUM VITA

### CHIH-YUAN (BEN) CHOU

Department of Technology Leadership & Innovation  
Young Hall, 155 S. Grant St  
West Lafayette, IN 47907

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chou33@purdue.edu  
<https://polytechnic.purdue.edu/profile/chou33>

### EDUCATION

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- Purdue University** West Lafayette, Indiana, United States  
Ph.D. in Technology May 2020  
(w/ concentration on Technology Leadership & Innovation)  
M.S. in Economics Aug. 2016  
*Dissertation: An Exploratory Study on The Trust of Information in Social Media*  
*Committee chair: Dr. Linda L. Naimi, Department of Technology Leadership & Innovation*  
*Committee members: Dr. Jon Padfield, Dr. Emily M. Buehler, Dr. Chad Allred, and Dr. James J. Tanoos*
- National Chengchi University (NCCU)** Taipei City, Taiwan  
M.S. in Management Information Systems; Dean's List Jun. 2012  
*Dissertation: Shaping proactivity for firm performance: Evaluating the role of IT-enabled collaboration in small and medium enterprises*
- Warsaw School of Economics (SGH)** Warsaw, Poland  
CEMS Master Exchange Program in International Business Feb. 2012  
*Courses took: International Logistics, New Technologies in Marketing, and Polish language*
- National Central University (NCU)** Chungli, Taoyuan City, Taiwan  
B.B.A. in Information Management; 214 Credits in 4 years Jun. 2010  
*Finished 4 additional certificated programs in ERP, E-Commerce, Finance, and Accounting*  
*Took collaborative courses with University of Michigan and HeFei University of Technology*  
*Graduation Project: RUSKS Enterprise Management Simulation System- A system written in PHP involved accounting concentration to use in a management simulation class of Finance*

### RESEARCH INTERESTS

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IT-enabled collaboration  
Technological leadership  
IT adoption & diffusion

Human behaviors in IT  
E-commerce issues  
IT issues in organizations

## **PUBLICATIONS**

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1. Chou, Chih-Yuan & Naimi, Linda L. (2020). Leadership Theory and IS Leadership: A Summary from the Past to the Future. *Leadership and Organizational Management Journal*, 2020(2), 1-10.
2. Chou, Chih-Yuan & Naimi, Linda L. (2020). Systematic Review on Trends of Robotics in Information Systems. *Business Journal of Entrepreneurs*, 2020(2), 1-12.
3. Chou, Chih-Yuan. (2020, in press). Reviewer as A Blogger: Complimentary or Exclusive between the Performance of Blogs and User-generated Travel Portal Sites. *Insights to a Changing World Journal*.

## **MANUSCRIPTS IN PREPARATION**

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1. Chou, Chih-Yuan. (2020). The Wisdom of Crowd or The Ocean of Garbage? A Study on Trust of Information on Social Media. *Manuscript in preparation. (for submission to Journal of Management Information Systems; Discussed in AOM OCIS Doctoral Consortium 2018, ICIS 2019 Doctoral Consortium, and HICSS 53 Doctoral Consortium).*
2. Chou, Chih-Yuan. An Exploratory Study on the Distribution for The Results of IT-Enabled Value Co-Creation. *Manuscript in preparation. (Data analysis stage; Target journal: Information Systems Journal; Presented in AMCIS 2017 as an Emergent Research Form paper & discussed in AOM TIM Doctoral Research Development Workshop 2018).*
3. Chou, Chih-Yuan. Becoming A Real-fan Or A Non-fan for The Augmented Reality Mobile Games. *Manuscript in preparation. (Proposal stage).*
4. Uhomist Au, Allen, Chou, Chih-Yuan, and Ho, Kevin K.W. Continuing the Sense of Heroic and Romance: Developing Different Facets of Role-Playing Games (RPG). *Manuscript in preparation. (Proposal stage).*
5. Chou, Chih-Yuan. Adele's Effect with Digital Streaming and Sharing Technology. *Manuscript in preparation. (Proposal stage).*
6. Chou, Chih-Yuan. Engaging Men's Social Inclusion with Women's Group of IT Industry. *Manuscript in preparation. (Proposal stage).*
7. Chou, Chih-Yuan. The Exploration of E-personality in IT-Enabled Value Co-Creation Process. *Manuscript in preparation. (Abstract stage; Presented in AMCIS 2018 as a TREO Talk paper).*
8. Chou, Chih-Yuan. Crowdsourcing for New Media in Sharing Economy. *Manuscript in preparation. (Abstract stage; Presented in ICIS 2018 as a TREO Talk paper).*

9. Chou, Chih-Yuan. A Lie on Sharing Economy: Solutions for Uber Drivers' Dilemma When Self-Driving Cars Arrive. *Manuscript in preparation. (Abstract stage; Presented in DIGIT 2017 as a Research Idea paper).*
10. Chou, Chih-Yuan. Changing Social Norms and Information Quality on Social Media. *Manuscript in preparation. (Abstract stage; Presented in AMCIS 2019 as a TREO Talk paper).*

## **PEER REVIEWED CONFERENCES PROCEEDINGS**

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1. Chou, Chih-Yuan. (2019). "Social Norms, Information Quality, and Trust", In *Proceeding of the 25th Americas Conference on Information Systems (AMCIS 2019)*, 15-17 August 2019, Cancún, Quintana Roo, Mexico (presenter).
2. Chou, Chih-Yuan. (2018). "Crowdsourcing for New Media Online", In *Proceeding of the 39th International Conference on Information Systems (ICIS 2018)*, 13-16 December, San Francisco, California, United States (presenter).
3. Chou, Chih-Yuan. (2018). "The Exploration of E-personality in IT-enabled Value Co-creation", In *Proceeding of the 24th Americas Conference on Information Systems (AMCIS 2018)*, 16-18 August 2018, New Orleans, Louisiana, United States (presenter).
4. Chou, Chih-Yuan. (2017). "Reviewer as A Blogger: Complimentary or Exclusive between the Performance of Blogs and User-generated Travel Portal Sites", In *Proceeding of the 22nd Pre-ICIS DIGIT Workshop (DIGIT 2017)*, 10 December 2017, Seoul, South Korea (presenter).
5. Chou, Chih-Yuan. (2017). "A Lie on Sharing Economy: Solutions for Uber Drivers' Dilemma When Self-Driving Cars Arrive", In *Proceeding of the 22nd Pre-ICIS DIGIT Workshop (DIGIT 2017)*, 10 December 2017, Seoul, South Korea (presenter).
6. Chou, Chih-Yuan and Naimi, Linda. (2017). "An Exploratory Study on the Distribution for The Results of IT-Enabled Value Co-Creation", In *Proceeding of the 23rd Americas Conference on Information Systems (AMCIS 2017)*, 10-12 August 2017, Boston, Massachusetts, United States (presenter).
7. Chang, Hsin-Lu and Chou, Chih-Yuan. (2012). "Shaping Proactivity for Firm Performance: Evaluating the Role of IT-enabled Collaboration in Small and Medium Enterprises", In *Proceeding of the 16th Pacific Asia Conference on Information Systems (PACIS 2012)*, 11-15 July 2012, Ho Chi Minh City, Vietnam (presenter).

## **TEACHING INTERESTS**

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Information Technology (IT) Strategy  
 Management Information Systems  
 Applied Leadership & Entrepreneurship

E-Commerce & Social Media Strategy  
 Technology Management  
 Introduction to Business

## TEACHING EXPERIENCE

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**Purdue University, West Lafayette, IN, United States**

Instructor

TLI 152 (Business Principles for Organizational Leadership) Aug. 2017- Dec. 2018

(Recitation class size: 25; 6 classes per semester) (Interactive & lectured class size: 150)

- Taught ten interactive and recitation classes of business and entrepreneurship during semesters.
- Assisted students developing creative business plans throughout the semesters.
- Designed the course materials related to business plan development and business concepts.
- Other responsibilities include preparing and administering assignments, proctoring final exam, and evaluating grades of students' final projects.
- Achieved the criteria of Krannert Certificate for Outstanding Recitation Teaching (4.025 out of 5.0).

Instructor: OLS 274 (Applied Leadership)

Aug. 2016- May 2017

(Recitation class size: 25; 5 or 6 classes per semester)

- Taught eleven recitation classes of business and entrepreneurship during two semesters.
- Designed the “News from the world” session to raise students’ sense of business and leadership.
- Achieved the criteria of Krannert Certificate for Outstanding Recitation Teaching (4.33 & 4.083 out of 5.0).

## INDUSTRIAL EXPERIENCE

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**International Cooperation Development Fund**

Sep. 2012- Aug. 2013

Guatemala City, Guatemala

Project Assistant for Taiwan Investment and Trade Service Mission in Central America

- Assisted the diplomatic works and the projects about international cooperation on information systems and management, including e-commerce, e-government, digital education, and geographic information systems.
- Translated effectively from Spanish to English or Mandarin and vice versa for multiple essential documents.

**NCCU Service Science Research Center, Taipei City, Taiwan**

Sep. 2010- Sep. 2012

Research Assistant

- Interviewed and arranged the meetings for the projects about service science and engineering.
- Attended and presented paper in the top international conference on information systems.

**Elitegroup Computer Systems, Taipei City, Taiwan**

Jun. 2011- Sep. 2011

Intern in MIS Division

- Knew how MIS & HR divisions run effectively in a large-scale enterprise w/

international communication.

- Executed works of division by Oracle ERP and the knowledge management system.

**Enspyre Inc.,** Taipei City, Taiwan

Mar. 2011- Jun. 2011

Intern for Internet Marketing

- Ran effectively the page on Facebook and the blog in the real-world marketing project.
- Learned how to get innovative ideas and implement feasible plans for the Internet marketing.

## **AWARDS & HONORS**

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### **Doctoral Consortiums: Invited Fellow**

1. HICSS 53 Doctoral Consortium (Maui, Hawaii, United States) Jan. 2020  
*HICSS Doctoral Fellow program builds a community of scholars. Students are known as HICSS Doctoral Fellows and begin to build life-long relationships with other Doctoral Fellows and Faculty Mentors to help them become leaders within the HICSS family and the field as a whole. Chih-Yuan Chou was selected as **one of the 21 student fellows** in Maui, Hawaii, United States.*
2. ICIS 2019 Doctoral Consortium (Munich, Germany) Dec. 2019  
*Since the 1980s, the Consortium has provided students who are doing their doctoral dissertations with the chance to present and obtain comments on their research, to hear about the work of their peers at other universities, and to gain an understanding of what academic and research careers are all about. It also offers students opportunities to make new friendships with other students and leading faculty from around the globe. Chih-Yuan Chou was selected as **one of the 40 student fellows and the representative from Purdue University** in the consortium held in Munich, Bavaria, Germany.*
3. AMCIS 2018 Doctoral Consortium (New Orleans, United States) Aug. 2018  
*The AMCIS Doctoral Consortium seeks to help Information Systems doctoral students in the middle part of their doctoral studies (i.e., after their first year of the program) or later part of their doctoral studies (i.e., entering the job market within the next year) to develop an effective career plan based on their personal and professional goals. Chih-Yuan Chou was selected as **one of the participants** in the Senior-Stage track. The doctoral consortium was held at New Orleans, Louisiana, United States.*
4. AOM OCIS 2018 Doctoral Consortium (Chicago, United States) Aug. 2018  
*The OCIS Doctoral Consortium is a research-focused meeting that has taken place annually at the Academy of Management conference since 2000 and has helped to launch the careers of many outstanding researchers in organizational communication and information systems. Chih-Yuan Chou was selected as **one of the 20 student fellows** in the*

consortium held in Chicago, Illinois, United States and was supported by National Science Foundation (\$1,029.08 USD) for the attendance.

5. AMCIS 2017 Doctoral Consortium (Boston, United States) Aug. 2017  
*The AMCIS Doctoral Consortium seeks to help Information Systems doctoral students in the middle part of their doctoral studies (i.e., after their first year of the program) or later part of their doctoral studies (i.e., entering the job market within the next year) to develop an effective career plan based on their personal and professional goals. Chih-Yuan Chou was selected as **one of the participants** in the Mid-Stage track. The doctoral consortium was held at Boston, Massachusetts, United States.*

### **Honors:**

1. Invited Fellow in 2019 Internet Governance Camp (Taipei, Taiwan) Jun. 2019  
*Chih-Yuan Chou was selected as **one of the 40 fellows among students and professionals** in the 2019 Internet Governance Camp with a \$2,000 NTD scholarship. The camp was a two-days camp held at IEAT Convention Center in Taipei, Taiwan during May 31 and June 1, 2019. All the fellows needed to actively join the discussion on the topics of Internet Governance such as fake news, Internet infrastructure, and emerging technology.*
2. Honorable Member, Golden Key International Honour Society Aug. 2018  
*Golden Key is the world's largest collegiate honor society. Membership into the Society is by invitation only and applies to **the top 15%** of college and university sophomores, juniors and seniors, as well as top-performing graduate students in all fields of study, based solely on their academic achievements.*
3. Honorable Member, Phi Tau Phi Scholastic Honor Society (Taiwan) Jun. 2012  
*The Phi Tau Phi Scholastic Honor Society aims to encourage scholarship, stimulate research, reward scholastic achievement, and form bonds of intellectual and professional fellowship. Honorary Members are selected as the **top 3% of master's graduates** that are excellent in academic performance as well as moral conduct in each college of domestic universities or independent colleges.*
4. Outstanding Blogger Top 200 (Taiwan) Jun. 2012  
*Chih-Yuan Chou was selected as an outstanding blogger **top 200** by Institute for Information Industry.*
5. Valedictorian of NCU MIS Graduation Ceremony (Taiwan) Jun. 2010  
*Chih-Yuan Chou was selected to represent in both university-level and department-level graduation ceremonies and was invited to deliver a valedictory at the department-level ceremony.*



## Scholarships:

1. Government Scholarship to Study Abroad (Taiwan) 2018- 2020  
*Chih-Yuan Chou was **one of 205 Taiwanese nationals** to be awarded a fellowship from the Taiwanese Ministry of Education. The Taiwanese Government Scholarship to Study Abroad (GSSA) is awarded yearly to Taiwanese students who study abroad for a PhD degree. The field of study ranges from STEM, social sciences, humanities, to business and medicine. Awardees are given \$16,000 USD per year up to two years before graduation. There are around 700 applications each year, and applicants are ranked based on their research proposals, GPA, and rankings of the programs they study.*
2. AIS SIG ADIT DIGIT Scholarship (Seoul, South Korea) Dec. 2017  
*It is an annual selective scholarship (**Up to 3 doctoral students**) to support the attendance of the 22nd Pre-ICIS DIGIT Workshop (DIGIT 2017) based on the quality of the paper submitted to the workshop.*
3. Phi Tau Phi Scholastic Honor Society Mid-America Chapter Scholarship 2017  
*The scholarship was established to recognize the achievements of outstanding full-time students of Chinese descent who are enrolled in either an undergraduate or a graduate program at a four-year college or university in the United States. Chih-Yuan Chou was among many considered in the competitive application process and was selected as **one of the four fellows of the year**. The selection committee specified his GPA, academic focus in the IT and e-commerce related issues, and his academic scholarship as factors in choosing him for the award. The award ceremony was held in Chicago on September 2017.*
4. Purdue University Graduate Student Assistantships (United States) 2014- 2020  
*The graduate assistantship was awarded with tuition waiver, health insurance benefits, and a monthly half-time salary of \$1,400 USD or quarter-time salary of \$700 USD. Chih-Yuan Chou was awarded from Fall 2014 to Summer 2019 and Spring 2020.*
5. NCCU Outstanding Exchange Student Scholarship (Taiwan) 2012  
*Chih-Yuan Chou was selected as **one of six awardees and the only one graduate student awardee**. Applicants are ranked based on their GPA during exchange, their involvement on local cultural exchange activities, and their achievement on promoting cultural exchange. Awardees are given \$6,000 TWD with a certificate of merit in 2012.*
6. Polish Governmental Scholarship (Poland) Oct. 2011  
*Chih-Yuan Chou was selected as one of the recipients of the **governmental scholarship** by Warsaw School of Economics (SGH). A total of 900 PLN was granted.*
7. NCCU MIS Graduate Fellowship x 4 (Taiwan) 2011- 2012  
*Chih-Yuan Chou was selected as **one of the 5-15 recipients** of the departmental fellowship during all the semesters in National Chengchi University, including the semester in Poland.*

## Awards & Grants:

1. Graduate Teacher Certificate (United States) Apr. 2019  
*Chih-Yuan Chou was honored at the 21st Annual Celebration of Graduate Teaching Excellence, hosted by the Office of the Provost, Purdue Teaching Academy, and Center for Instructional Excellence. It recognized for the advanced completion of teaching and professional development activities. For more information on the annual celebration, please refer to:*  
<https://www.purdue.edu/newsroom/purduetoday/releases/2019/Q2/graduate-students,-postdoctoral-scholars-honored-for-teaching-excellence.html>
2. Graduate Instructional Development Certificate (United States) Apr. 2018  
*Chih-Yuan Chou was honored at the 20th Annual Celebration of Graduate Teaching Excellence, hosted by the Office of the Provost, Purdue Teaching Academy, Purdue Graduate School and Center for Instructional Excellence. It recognized for the completion of teaching and professional development activities. For more information on the annual celebration, please refer to:*  
<https://www.purdue.edu/newsroom/purduetoday/releases/2018/Q2/graduate-students-honored-for-teaching-excellence.html>
3. Polytechnic Institute Summer Research Grant Award (United States) Apr. 2018  
*The Summer Research Grant is a 2-month award for a total of \$3,333 USD provided by the Graduate School. The award may be used for any consecutive two-month period.*
4. Purdue Polytechnic Institute Dean's Graduate Student Travel Grant x4 (United States)  
*The purpose of this program is to promote and support scholarship and participation in national and international academic venues by providing a portion of the travel costs to those who will have an active role presenting papers or serving as officials at recognized meetings. Chih-Yuan Chou has been awarded twice in 2017, once in 2018 and once in 2019 for the attendance of AMCIS 2017, ICIS 2017, AMCIS 2018, and ICIS 2019.*
5. GYLA College Knowledge Competition Top 10 in Northern District (Taiwan) 2010  
*Chih-Yuan Chou achieved the **top 10** of this competition in northern district of Taiwan.*
6. 3<sup>rd</sup> Place of the NCU MIS Project Competition (Taiwan) 2009  
*The graduation team project won **the 3<sup>rd</sup> place** in the departmental project competition.*
7. NCU Academic Achievement Award (Taiwan) 2008  
*Chih-Yuan Chou are selected as the **top 5%** of students that are excellent in academic performance.*
8. Director Award, Department of Education, Taipei City Government (Taiwan) 2006  
*Chih-Yuan Chou was selected as the **top 5%** of students that are excellent in academic performance.*

## **ACADEMIC SERVICES**

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### **Session Chair:**

- Emergent Research Forum Slam Session 11: Project Management and Strategic Impact of IT, the 23<sup>rd</sup> Americas Conference on Information Systems (AMCIS 2017)

### **Ad-hoc Reviewer for Conferences:**

- Academy of Management (AOM) Annual Meeting: '18
- Americas Conference on Information Systems (AMCIS): '17, '18, '19
- European Conference on Information Systems (ECIS): '18, '19
- Pacific Asia Conference on Information Systems (PACIS): '18
- Pre-ICIS DIGIT Workshop: '17

### **Volunteer:**

- International Conference on Information Systems (ICIS): '17, '18, '19
- Americas Conference on Information Systems (AMCIS): '18, '19, '20 (planning)

### **Judge:**

- Annual Hoosier Science & Engineering Fair (state-level science fair in Indiana): '17- '20
- Annual Lafayette Regional Science and Engineering Fair: '17, '18, '19, '20
- Purdue University Undergraduate Research Conference Poster Symposium: '19

### **Webmaster & Administration Assistance (Graduate Assistant):**

- Krannert Doctoral Programs Office: '16 Summer, '17 Summer, '19 Spring & Summer

## **PROFESSIONAL MEMBERSHIPS**

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Association for Information Systems (AIS)

Academy of Management (AOM), OCIS & TIM Divisions

Association of North America Higher Education International (ANAHEI)

Decision Sciences Institute (DSI)

Golden Key International Honour Society

## **COMMUNITY SERVICES AND ACTIVITIES**

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### **Leadership Experience**

2007- Present     *Convener* of the Group 8 Alumni of NCU MIS

2015- Present     *Webmaster & Treasurer* of Taiwanese Graduate Student Association at Purdue University

2015	<i>Representative of Taiwanese Graduate Student Association at W Lafayette Global Fest</i>
2008- 2012	<i>Class Representative &amp; Graduation Representative of NCU &amp; NCCU</i>
2010	<i>Apprentice of Franklin Templeton Investments Taiwan Camp</i>
2009- 2010	<i>Apprentice of the NCU EMBA Mentorship Program (Mentor: Golden Liu, Former Deputy General Manager at Delta Electronics Inc.)</i>
2008- 2009	<i>President in Academic Division of NCU MIS Student Association</i>
2007- 2009	<i>Part Time at NCU Computer Center (In charge of English computers &amp; related services)</i>
2007- 2008	<i>Vice President in the Alumni Association of Song Shan Senior High School at NCU</i>
2007- 2008	<i>Group Leader of Academic Course Group in the 14th NCU MIS Camp</i>
2006- 2007	<i>Lecturer Inviter of Academic Group in the 4th NCU Literature Camp</i>
2006- 2010	<i>Forum Moderator of the Study Group Forums (Exam99 &amp; OldExam) for NCU MIS</i>

### **Invited Talk**

2017- 2018	<i>Invited Speaker, Purdue ILTC Annual Workshop on Tax Preparation</i>
2012	<i>Invited Speaker, The Economic Affairs in European Union at NCU</i>

### **Volunteer Experience**

2018	<i>Volunteer in Taste of Taiwan for TJCCC (Chicago, Illinois, United States)</i>
2016- 2020	<i>Volunteer in TASTE of Tippecanoe (Lafayette, Indiana, United States)</i>
2013	<i>Volunteer in Disaster Relief on Earthquake (San Marcos, Guatemala)</i>
2012	<i>Volunteer in FerretExpo '12 (Guatemala City, Guatemala)</i>
2008	<i>Volunteer in 2008 ING Taipei International Marathon (Taipei, Taiwan)</i>

## **SELECTED GRADUATE COURSEWORK**

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### **MIS & TLI**

Research Seminar in Technology	Dr. Michael Kane
Technology Realization Seminar	Dr. Tim Peoples
Analysis of Research in Industry and Technology	Dr. James Mohler
Technology from A Global Perspective	Dr. Duane Dunlap
Emerging World-Class Leadership Strategies	Dr. Jenny Daugherty
Introduction to Innovation Studies	Dr. Jeremiah Johnson
Behavior Analysis and Technology Innovation	Dr. Linda Naimi
Organizational Impact of Information Technology	Dr. Lonnie Bentley

### **Methodologies**

Qualitative Research Methods  
Statistical Methods  
Industrial Organization  
Econometrics

Dr. Kathryn Obenchain  
Dr. Yen-Ning Huang  
Dr. Stephen Martin  
Dr. Justin Tobias

### **College Teaching**

Business Principles for Organizational Leadership  
Workshops on College Teaching Development  
Classroom Communication for  
International Graduate Students

Dr. Jim Russell  
Dr. Chantal Levesque-Bristol  
Ms. Beth Lageveen

## **ADDITIONAL INFORMATION**

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**Language:** Mandarin (native); English / Spanish / Taiwanese (excellent work proficiency); Polish / Japanese (basic communication)

**Certificates:** Diplomas of Spanish as a Foreign Language (DELE) Level B1

Completion for the introductory course of SAP R/3 in modules of Finance

**Programming:** C, C++, JAVA, MATLAB, PHP, SQL, ASP, Visual Basic, and SAS

**Personal interests:** Informatics, Meteorology, Sociology, Media, Music, Cooking, Learning

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