

EXAMINING THE INTERPERSONAL REWARDS AND COSTS OF SOCIAL NETWORK SITES USAGE

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ABSTRACT

Today, online social networking not only represents a prevalent phenomenon but also illustrates a trend that offers many potential opportunities for business. In order for marketers and business owners to determine the best way to communicate with potential consumers, it is essential to comprehend how and why these customers are using social network sites (SNS). When people experience a high quality of life, they may perceive subjective well-being and be loyal to the website. However, past studies paid little attention to whether increasing individuals' satisfaction with their online social life (i.e., online social well-being) could be an important way to promote their continuance intention toward the SNS. In addition, prior research also less focused on online social well-being from the perspective of online social interaction. Therefore, this study aims to examine whether online interpersonal rewards (i.e., social support) and costs (i.e., perceived intimate risk) could affect an individual's online social well-being as well as the relationship between online social well-being and continuance intention toward the SNS. In order to develop a more parsimonious research model, social support is operationalized as a reflective second-order construct which consisting of two factors: informational support and emotional support. The data will be collected from the users of Facebook to examine the research model. We expect that social support will increase online social well-being and perceived intimate risk will decrease online social well-being. Further, online social well-being will positively affect continuance intention toward the SNS. This study will contribute to past related studies of interpersonal rewards (i.e., social support) and costs (i.e., perceived intimate risk) on the individual's SNS usage. Moreover, this study will also enhance our understanding of whether individuals' subjective well-being could be an important way to promote their continuance intention toward the SNS. Lastly, suggestions for future research will be discussed.

Keywords: Social Support, Perceived Intimate Risk, Online Social Well-Being, Continuance Intention

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