

Association for Information Systems AIS Electronic Library (AISeL)

AMCIS 2011 Proceedings - All Submissions

8-5-2011

Validating Perception and Use of Mobile Social Network Service: A Cross-Cultural Comparison Study

Chengqi Guo

James Madison University, guocx@jmu.edu

J.P. Shim

Georgia State University, jshim@cobilan.msstate.edu

Xin Luo

University of New Mexico, luo@mgt.unm.edu

Anil Gurung

Marshall University, anilgrg@gmail.com

Follow this and additional works at: http://aisel.aisnet.org/amcis2011_submissions

Recommended Citation

Guo, Chengqi; Shim, J.P.; Luo, Xin; and Gurung, Anil, "Validating Perception and Use of Mobile Social Network Service: A Cross-Cultural Comparison Study" (2011). *AMCIS 2011 Proceedings - All Submissions*. 49.

http://aisel.aisnet.org/amcis2011_submissions/49

This material is brought to you by AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2011 Proceedings - All Submissions by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Validating Perception and Use of Mobile Social Network Service: A Cross-Cultural Comparison Study

Chengqi Guo

James Madison University
guocx@jmu.edu

Xin Luo

University of New Mexico
luo@mgt.unm.edu

J.P. Shim

Georgia State University
jpshim@cobilan.msstate.edu

Anil Gurung

Marshall University
anilgrg@gmail.com

ABSTRACT

The rapid developments of Social Network Services (SNS) and mobile technology have offered opportunities to revisit seminal theories of technology use in today's socio-technical environment. Mobile technology based SNS provides various service channels that are highly correlated with their respective service contexts, in which cultural influences are omnipresent. Investigating use intention in a cross-cultural mobile SNS study implies new theoretical discoveries and managerial practices. This research in progress (RIP) paper suggests that important distinctions exist between U.S. and Chinese SNS subscribers in terms of SNS use and perceptions. Taking the perspective of SNS users, we strive to explore the effects of cultural factors (e.g., collectivism vs. individualism) on trust formulation, degree of social awareness, and privacy concern. We examine the antecedents and consequences of legacy constructs (e.g., technology acceptance and social capital) in SNS. This paper describes the research design to test the research hypotheses. A triangulation methodology (i.e., qualitative and quantitative methods) is desired and proposed in the design. A discussion of research implications and business practices is also included in this RIP paper.

KEYWORDS: Mobile Social Network Service (SNS), Cross-cultural, Social Computing, U.S., China.

INTRODUCTION

Research is necessary for the information systems (IS) discipline to respond to these emerging trends in today's socio-technical environment (Lyytinen and King, 2004). In the past years, studies in SNS have been focusing on the idiosyncrasies of the SNS artifact. For example, Kim et al. (2010) categorized eight properties of SNS; Thelwall (2009) classified the functions of SNS into Socializing, Networking, and Navigation. Nevertheless, many have argued that there is a lack of systematic examination of SNS usage prediction and social interactions (Ji et al., 2010; Hargittai, 2007). Hence, there is a pressing need to further scientifically investigate such artifacts in order to fill the voids. Using SNS, particularly mobile SNS where information can be diffusively transmitted and shared, people are merging their professional and personal activities, thus blurring the borders among their social contexts (Beck and Wade, 2006). This social-technological phenomenon has become more evident due to the increasingly robust data network capacity and the ubiquity of telecommunications. At present, research in mobile SNS or SNS in general is still in its nascent stages. Drawing on a synthesis of theories related to social exchange, social capital, trust, culture, and technology acceptance, this article is possibly one of the early attempts allocating effort to advancing this line of research.

In essence, mobile SNS provides numerous service channels to facilitate social network interactions. These channels are highly correlated with their respective service contexts. While there are many factors to consider, culture has been crucial for context-oriented studies in both IS and sociology fields. For instance, the global nature of the Internet "*raises questions about the robustness of trust effects across cultures*" (Jarvenpaa et al., 1999). In an effort to contribute to both theory and practice, we presuppose that investigating the combination of privacy and trust effects in a cross-cultural study may lead to important theoretical discoveries and meaningful managerial implications. The significance of trust vis-à-vis privacy stems from the fact that many service providers initially focused on justifying the return on investment while issues such as privacy protection did not draw the same level of attention. Sequentially, the maturation of SNS mirrors that providers must now adapt measures to minimize the negative impacts such as reduced customer trust caused by sensitive data leakage and theft. In addition, the IS literature in technology acceptance has suggested that significant cross-cultural differences exist in the process of

behavioral intention formulation (Gefen and Straub, 1997). However, we must be cautious when operationalizing cultural constructs (e.g. Hofstede 1994) as Srite and Karanhanna (2007) pointed out: “The implication is that individuals may identify with national culture to varying degrees. As such, it is inappropriate to assume that one can validly use ecological correlations to substitute for individual correlations”. Therefore, we investigate the interaction between culture and personality using personality tests at the individual level of analysis. Such approach has been adopted in various IS studies (Straub et al, 2002; McCoy et al, 2005). In a context where individualism may have a greater role than altruism, an individualism-centered context involves social engagement in more distinctive ways from one that is collectivism-oriented (Parameswaran and Whinston, 2007). As such, an empirical study is warranted to employ established theoretical developments of technology diffusion to understand how people with different cultural heritages adopt innovative information and communication technology (ICT) service in a new research context.

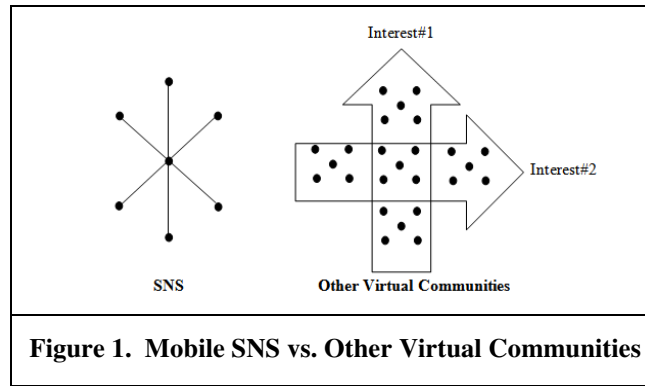
Departing from the studies on wired social networking, this study aims to empirically test established theoretical models of IS acceptance, trust, social and cultural research in the wireless SNS context. Both qualitative and quantitative methods are needed in order to present a comprehensive analysis of mobile SNS perception and use in different cultural settings. In addition, the study attempts to discover critical differences within the process of trust formulation between American and Chinese mobile SNS users. Unlike many other IS acceptance studies that we have witnessed, our study attempts to incorporate the effect of the social environment on behavioral intention. Srite and Karanhanna (2006) suggest that individuals learn about behavior through the observation of their socio-cultural surroundings. Therefore, it is mandatory in our study to situate cultural difference variables amongst technology acceptance domain as *moderating* factors.

OVERVIEW OF SNS & SNS MARKET

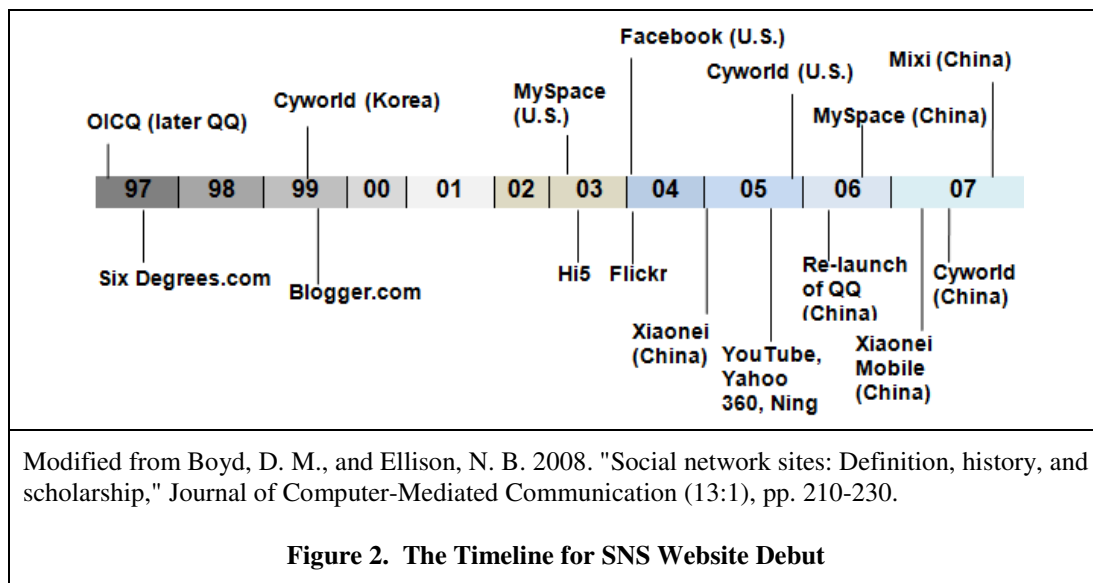
There has been a virtual explosion of smartphone services over the past few years. A smartphone provides mobile access to phone, email, organizer, and web browsing (i.e., accessing social networking site). It is undeniably one of the more popular inventions that have become available to this generation. In addition to time-saving applications, a smartphone is a very convenient device, as it provides more accessibility to almost anyone, anytime, and anything. *Mobile SNS* refers to the relationship building and maintaining service that establishes web-based interpersonal networks through a bevy of software and networking applications, as its main focus is to manage and aggregate relation-oriented knowledge and information. In some discussion contexts, mobile SNS can be considered as the “new applications and services that facilitate collective action and social interaction online with rich exchange of multimedia information and evolution of aggregate knowledge” (Parameswaran and Whinston, 2007). Soh and Tan (2008) argued that the demand for mobile applications is fueled by three main factors, “1) Increasing mobile device penetration rates in global range; 2) The ability of mobile devices to deliver quality video and audio continues to improve significantly, making such devices suitable for mobile socialization; 3) The improving ability of wireless networks to handle broadband transmission, allowing users of mobile devices to download larger and more compelling digital content.”

In fact, SNS websites made regular debuts in early 1990s. Drawing upon the six degrees of separation theory, Sixdegrees.com was released in 1997 and focused on developing indirect interpersonal relationships. Then 5460.net, a China-based website for school alumni, was established in 1998 to tie former classmates and organize cross-school activities. Many other similar web services emerged, but few survived. Sixdegrees.com’s founder claimed that the website failed because it was “simply ahead of its time” (Boyd and Ellison, 2007). In fact, most of the features provided by Sixdegrees.com became essential ingredients for the later immense success of MySpace, which encourages members to customize their profiles through which they can create and share personal information to socialize online.

Mobile SNS has grown dramatically, largely due to the way it facilitates the formation of social networks. Its pervasive access to streaming data, along with its increasingly loose and open structure, allows users to extend their personal networks faster and easier in mobile SNS than in other types of virtual communities. For instance, weblogs and forums attract participants by offering commonly interesting topics such as politics, sports, computer role-playing games and religion. Mobile SNS constructs its relationship infrastructure by concentrating on individual nodes of social network, in which various dimensions (e.g., location, company, school, interest, etc.) can be used to build and manage social connections. Such differences can be depicted in Figure 1, where the left image (Mobile SNS) represents the individuals participating in online activities that occur on the basis of each node. Other types of virtual communities (e.g. online discussion forums and online games), however, build the interpersonal connections on the basis of commonly shared interests including politics, technology, and gaming experience.



The growth of mobile SNS has not been overlooked by venture capitalists. Indeed, the advent of Web 2.0 seems to have introduced a wave of fierce competition over financial resources and creative business ideas that have not been seen since the dot-com boom of the late 1990s. SNS, one of the so-called Web 2.0 pitches, achieved several record-breaking business acquisitions. Figure 2 presents a timeline for a comprehensive list of SNS initiators. A main explanation for the first movers' failures (e.g., SixDegrees.com closed in year 2000) is attributed to the weak readiness of Internet users who might not be mentally prepared for moving their personal social networks to a somewhat immature platform. On the other hand, once a critical mass was reached in user base that were using SNS in general, the late adopters joined in great numbers leading to SNS prosperity.



Despite the growth of mobile SNS, an imminent challenge for SNS vendors is revenue generation. Charging users a service fee is not feasible because, at least in the current stage, the opportunity cost attached to SNS subscription is fairly low for customers. Hence, advertising seems to be the only option that can sustain profits. Since advertisers will not invest on sites with low traffic volume, SNS offers a valuable solution by providing contextual advertising or "targeted-ad" and selling premium services to users including large data storage and more administrative rights. In this regard, both Facebook and MySpace have excelled in accumulating the critical mass required to generate significant advertisement incomes. Using member profiles and behavior tracking, the embedded website program can select the most appropriate product or service to promote according to user's preferences. According to eMarketer.com (2007), the global revenue from advertising is projected to grow from approximately \$445 million in 2006 to over \$3.6 billion by 2012.

There are several commonly adopted revenue channels available in the SNS market. Strategies for targeting these channels vary significantly from business to business and from country to country. Tencent Company, a Chinese Internet firm, has a regular customer base of over 300 million people using the social networking service named QQ. The company generates 63.6% of its annual revenue from the mobile value-added services, followed by online

games and digital avatar accessories sales. For U.S.-based SNS MySpace, advertisement contributes close to 100% of business income as the company does not impose charges on users. Meanwhile, commercial revenue in Tencent accounts for less than 5%. Table 1 compares the revenue channels used by major SNS business in U.S. and China.

	Revenue Channel							Others
	Advertising	Online Gaming	Mobile Service	Multi-Media	Online Commerce	Premium Membership	Brand Marketing	
Baidu Space*	•••			•	•			Search engine customized for outsider websites.
Bebo	•••	•	•	••				TV Networks
Cyworld.cn*	•••	••	••	•••	•	•	•	Entertainment Industry
Facebook	•••		•	••	•			Widget innovation
Hi5	•••			••				
MySpace	•••		•	••	•			Widget innovation
MySpace e.cn*	•••		•	••	•			
Orkut	•••				•			Popular in Brazil and India
QQ.com*	•	••	•••		•	••	••	Also sells QQ brand products
Xiaonei.com*	••	••	•		••	•	•	Student Organizations
Yahoo! 360	•••			•	•			

*China-based SNS vendor

Legend: The number of • (three is the highest) indicates the level of reliance.

Table 1. Revenue Sources for Major SNS Websites

THEORY DEVELOPMENT AND RESEARCH MODEL

Cultural Comparison

Hofstede (1983) defines culture as “the collective programming of the mind which distinguishes the members of one group from another.” Cultural factors are important because they affect users’ interpretations of behavioral and social activities associated with technology development and utilization (Doney et al., 1998). Indeed, significant cultural differences have been identified in the process of technology acceptance (Gefen and Straub, 1997; Srite and karanhanna, 2007). Hofstede’s model of cultural dimensions is thus appropriate for our study of the SNS context because it facilitates the study of the relationship between cognitive trust and its underlying behavioral assumptions (Doney et al., 1998). Accordingly, U.S. and Chinese cultural factors used within this research are treated as moderating factors to illustrate their unique influential effects on important constructs such as privacy and trust.

We have selected the following dimensions in our research: power distance, individualism/collectivism, and long/short term orientation. These dimensions focus on the representation of the society in general rather than individuals, which may demonstrate contradicting characteristics. A Chinese user who adheres to big power distance social order might entirely embrace individualism. A U.S. citizen can be very individualistic yet respect others to maintain a social harmony.

A salient characteristic of multi-cultural research is its comparative nature (Straub et al., 2002). The major challenge, however, lies in three methodological limitations: theoretical consideration, subjectivity of researcher, and operationalization of research (Karahanna et al., 2002). The following sections address hypotheses and their theoretical support, whereas the Research Design section will address the latter two aspects.

To sum up, it is necessary to investigate how cultural dimensions moderate the influences towards reputation (social exchange theory), network centrality (social capital theory) and social awareness (privacy antecedent). The aforementioned respective theoretical hypotheses H1, H2, and H9 are further discussed in the following sections.

Social Exchange Theory

Social science suggests that the social dynamics of community life promote the social instincts for participation in a social setting (Gefen and Ridings, 2002; Hall, 2003; Lee and Kim, 1999; Parameswaran and Whinston, 2007). Collective action theories provide an important underpinning to explain such participation in an SNS context and to formulate relevant research questions. It is also important to note that the interactive dynamics of online communities contain distinctive factors from those of long studied social communities. Hence, the new intellectual inputs are desired to fill the knowledge voids.

Blau (1964) formalized social exchange theory positing that individuals engage in social interaction because they expect to receive some type of reward by which form is not necessarily confined to monetary value. For example, emotional rewards include approval, status, and respect. Wasko et al. (2005) further explain that “one potential way an individual can benefit from active participation is an increased perception that participation enhances his or her personal reputation in the network.” Reputation is an important asset that an individual can leverage to achieve and maintain desirable status within a collective environment (Jones et al., 1997). A consistent finding between virtual interaction and social exchange theory is that building reputation is a strong motivation for active participation (Donath, 1999). When virtual teams collaborate within an organizational setting, the chance to improve one's reputation provides an important motivation for offering useful advice to others (Constant et al., 1996). Although in many situations reputation leads to direct financial returns, there is evidence indicating reputation possesses unique dimensions that constitute a parallel construct along with economic motivation. In individualistic cultures, social behavior is primarily guided by personal goals, while in collectivistic cultures the goals of the collective have the dominant influence in shaping behavior (Hofstede 1983). As a result, personal preference gives in to social recognition in collectivistic society and reputation, or the value of reputation, is perceived differently in individualistic and collectivistic environments. It is then hypothesized that:

H₁: The relationship between perceived reputation enhancement and use intention of mobile SNS is more positive in collectivism-oriented cultures than in individualism-oriented cultures.

Social Capital Theory

Social capital refers to “resources embedded in a social structure that are accessed and/or mobilized in purposive action” (Lin, 2001). Differences exist among the perceptions of what represents the social capital concept. Some researchers focus on the benefit created and accumulated in a collective setting. Others use the individual to conceptualize social capital. We believe that in our specific research it is more appropriate to think of social capital as existing among the networked social relationships between social nodes, and that “just as physical and human capital facilitate productive activity, social capital does as well” (Coleman, 1988). Such a view of social capital fully embraces relationship management philosophy and uses it to guide activities that aim to create and accumulate benefits, which could be social, psychological, emotional and economical (Lin et al., 2005).

Nahapiet and Ghoshal (1988) posit that “the combination and exchange of information and knowledge would be facilitated when the following criteria are met: individuals are motivated to engage in such activity; there are structural connections between individuals; individuals have the cognitive capability to understand and apply the information/knowledge; and interpersonal relationships have strong and positive characteristics.” Burt (1992) and Putnam (1995) argue that structural capital is a strong predictor for collective activities, which are evidenced by Krackhardt (1992) who pointed out that collective action, is relatively easy to achieve when networks are dense and have strong direct ties between members. Other evidence can be seen in the large investments SNS vendors make in media and features that nurture the structural capital created through the online social interactions between SNS users.

Prior research suggests that centrality can be an effective measure of structural capital. Centrality is a dependent variable of how many social ties can be created by one individual. The more ties one can have, the stronger centrality that person possesses. In SNS, such measurement can be reflected by social node's number of friend lists, social ranking in the network, how many posts and responses generated on regular basis, and value-added service subscription. As discussed earlier, individualistic culture is more concerned about personal opinions of others than collectivistic culture. Does such distinction reflect consistently given the existence of centrality? Or if there are many strong social ties, do they predict strong collective activities (e.g SNS use) with/without the influence of individualism/collectivism? Following the notion suggested by Burt (1992) and Putnam (1995), We therefore posit that:

H₂: The relationship between network centrality and use intention of mobile SNS is more positive in collectivism-oriented cultures than in individualism-oriented cultures.

Technology Acceptance

This section reviews previous studies that were selected in terms of topic, recency, and relevancy. Due to the large amount of papers written on technology acceptance, we have focused on theoretical developments of e-commerce use. The reason why we chose e-commerce is that research in SNS use and adoption is scarce in present MIS research. In addition, SNS and e-commerce share important attributes of intertwined human and technological dynamics, including usefulness, ease of use, and trust issues. The objective of reviewing this research is twofold: first, to assess the current state of knowledge regarding user adoption behaviors; and second, to identify latent constructs that serve as antecedents to people's use intention of subscribing to SNS.

There are many seminal constructs identified in the review of e-commerce research. We focus on four: performance expectancy (PE), effort expectancy (EE), trust, and privacy. PE is defined as "the degree to which an individual believes that using the systems will help him or her to attain gains in job performance" (Venkatesh et al., 2003: 447). The PE construct is widely considered to be one of the strongest predictors of use intention. EE is defined as "the degree of ease associated with the use of the system" (Venkatesh et al., 2003: 450). PE and EE are strictly divergent and uniquely represent their own dimensions. A key difference between PE and EE is that the effort-oriented constructs are speculated to be significant in the early stage of absorbing new technology or process, and later become overshadowed by instrumentality concerns (Davis et al., 1989; Szajna, 1996; Venkatesh, 1999). Therefore, it is hypothesized in such SNS research context that:

H₃: User performance expectancy of mobile SNS is positively related to use intention.

H₄: User effort expectancy of mobile SNS is positively related to use intention.

Trust and Privacy

In the milieu of e-vending, trust can be defined as "the subjective probability with which consumers believe that their information is kept private and safe in e-transactions" (Hosmer 1995; Zucker 1986; Mayer et al., 1995). Gefen et al. (2003b) emphasize that "trust is a central aspect in many economic transactions because of a deep-seated human need to understand the social surroundings; that is, to identify what, when, why, and how others behave." Previous research has established that online purchasing intention is a function of performance expectancy, effort expectancy and trust. Drawing upon validated theoretical inferences in e-commerce trust research, this section looks further into the process of trust perception development and extends these understandings to a new research context – mobile SNS.

McKnight et al. (1998) have identified a comprehensive set of trust antecedents such as familiarity, which is a knowledge-based antecedent of trust. Familiarity refers to experience with the what, who, how, and when of what is happening (Gefen et al., 2003a). Luhmann (1979) suggests that "familiarity builds trust because it creates an appropriate context to interpret the behavior of the trusted party." In SNS, a participant's familiarity reflects his/her knowledge regarding how the website operates and what procedures are involved within the service. Luhmann's argument has been investigated in e-commerce context through a series of empirical tests. Results indicate that familiarity with e-vendor *per se* does not significantly increase trust when other antecedents are involved. Familiarity does, however, increase the model's effort expectancy, which in turn fully mediates the relationship between familiarity and intention. This research intends to extend the experiment to a still untouched area of online social networking adoption:

H₅: Familiarity with a mobile SNS website is positively related to the effort expectancy of that SNS provider.

H₆: Trust is positively related to performance expectancy.

SNS offers a very distinctive electronic platform compared with e-commerce. SNS cannot prevail, at least in a sustainable manner, without the user's belief in service providers who promise not to exploit private information for unauthorized or inappropriate purposes. With such notion in mind, this study hypothesizes that:

H₇: User trust is positively related to use intention.

H₈: User perception of privacy is positively related to that user's trust in a mobile SNS use.

With regard to privacy antecedents, Dinev and Hart (2005) suggest that social awareness is related to user's privacy concerns. Social awareness refers to public interest and passive involvement in social issues that drive regulatory changes intended to address a social entity's concerns. These social entities value privacy as an expression of

personal dignity that is honored as an important individual right (Cohen, 2000). It is argued that high level of social awareness will lead to close adherence of Internet privacy rules and strong sensitivity toward consequences of compromised privacy protection. Bontempo and Rivero (1990) argued that individualists' behavior is more closely linked to attitudes and collectivists' behavior is more closely linked to norms. As such, norms, as socially developed code of conducts that are highly subject to social awareness, outweigh personal perception of values in collectivistic setting. We hence posited that moderating effect of cultural factors exists when social awareness leads to perceived importance of SNS privacy. Following this notion, it is hypothesized that:

H₉: The relationship between social awareness and mobile SNS privacy concerns is more positive in collectivism-oriented cultures than in individualism-oriented cultures.

RESEARCH MODEL & DESIGN

Figure 3 depicts our proposed research model.

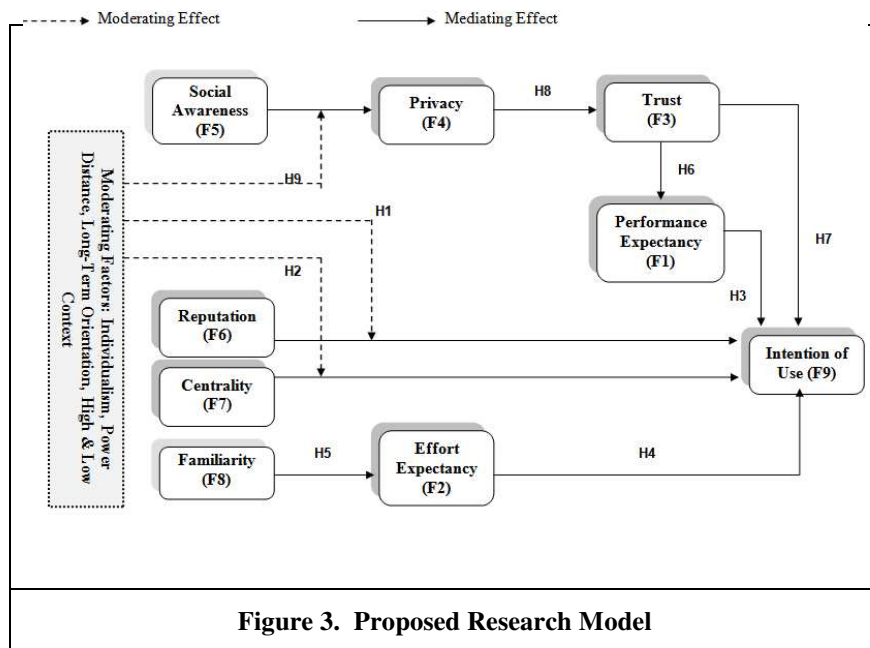


Figure 3. Proposed Research Model

Table 2 depicts the steps in our research design including phases of analysis (i.e., scope definition, instrument development, pilot sample testing and refinement, student sample testing and refinement, and sample testing) that are essential to warrant rigorous research. We plan to conduct focus group interviews and collect 300 samples in the U.S. and China each for pre-test in the first half of 2011. Based on the initial analysis report, this study will further collect larger scale of respondents, ideally effective 1,000 subjects all together. Although most of the instruments for quantitative analysis will be drawn from the literature, pretest and pilot study will be conducted to ensure the reliability and validity of the measures. Partial Least Square (PLS), a Structural Equation Modeling (SEM) tool, will be employed to analyze the data and test the proposed hypotheses. More descriptions regarding procedures, contents, and statistical indices suggested in this study are presented in Table 2.

EXPECTED RESEARCH FINDINGS AND PRESENTATION

We hope that the empirical data will find support for the proposed research model and the hypotheses. We expect that significant cultural differences will be found in U.S. and Chinese mobile SNS user populations. In turn, we expect that those differences will produce significant results in our statistical analyses and support our hypotheses. It is argued in this study that the U.S. mobile SNS users generate perceptions of privacy through social awareness differently than the Chinese counterparts. Also, we expect that the reputation will impact the use intention differently in the U.S. than China. Hence, we intend to collect data, perform statistical analyses, and write-up our results in time for AMCIS 2011. It is hoped that preliminary data analysis is to be presented at the conference.

Stage	Steps	Procedures
I: Scope Definition	1. Content Analysis	Establish the general domain of the study.
	2. Conceptual Definition	Specify conceptual definitions of constructs studied.
	3. Model Specification	Specify the research model to establish hypothesized relationships
II: Instrument Development	4. Identification of Measures	Identify measures that will represent the concepts under study.
	5. Content Validity	Validation of items using expert review panel.
	6. Survey Instrument (Qualitative & Quantitative)	Finalize the survey instrument based on content validity findings. Translate instrument into English and Chinese. Monitor measurement equivalence.
III: Pilot Sample Testing and Refinement	7. Data Collection (Qualitative & Quantitative; U.S. and China)	Focus Group: qualitative data based on convenience samples of students SNS users (in U.S. & China). Pilot Sample: quantitative data based on convenience sample of student SNS users (in U.S. & China). Large Scale Samples: SNS users in U.S. and China.
	8. Sample Adequacy	Subject-to-item ratio
	9. Measurement Validity A. Construct Reliability B. Construct Validity C. Measurement Model Evaluation	A. Test construct reliability of measures using: • Coefficient alpha • Composite reliability • Average variance extracted (AVE) B. Test construct validity of measures using: • Convergent validity (factor loadings) • Item reliability (squared multiple correlation) • Construct discriminant validity (correlation coefficients) • Item discriminant validity (modification indices) C. Confirmatory Factor Analysis (Chi-square, Chi-square/df ratio, RMSEA, RMR, GFI, AGFI, NFI, CFI)
	10. Measurement Respecification	Respecify the measures based on findings in Step 9.
	11. Structural Model Respecification	Respecify the structural model based on Step 10.
IV: Further Sample Testing and Refinement	Repeat Steps 7 – 11 and Structural Model Evaluation	Further purification of measures and estimate model parameters
	12. Mediation Testing	Test of three conditions for mediation
V: Sample Testing	Repeat Steps 7 – 9 and Structural Model Evaluation	Assessment of final instrument validity and reliability and estimate model parameters
	13. Mediation Reliability	Examine reliability using student and samples

Table 2. Research Design

CONCLUSION

Although social science has developed longitudinal research in explaining the dynamics of community life that promote the social factors resulting participation in social settings (Parameswaran and Whinston, 2007), there has been a lack of investigations of the social activities in cross-cultural and virtual undertakings. For scholars, the theoretical developments of user perceptions of mobile SNS provide them with a valuable lens through which new phenomena associated with such innovative services can be studied. For practitioners, especially SNS vendors, this study renders important business implications of pinpointing critical caveats (e.g., cultural difference in formulating privacy perception) that may contribute to sustainable customer acquiring and maintaining efforts. Another practical interest sheds light on globalization of SNS business (e.g., MySpace China) as such strategy incorporates regional and national segments that can be culturally unique. It has been witnessed that in China, Japan, and South Korea, local followers of MySpace and Facebook are outperforming the first movers in such key aspects as the number of unique visitors and registered members. The findings of this study can be further applied or extended to these areas: 1) Ergonomics issue: mobile SNS-oriented devices such as smartphones are designed for specific market segments (e.g., Android-based Motorola Devour); 2) Backbone technologies continue to develop for robust multimedia streaming data (e.g., mobile WiMax from Sprint and LTE from AT&T and Verizon); 3) Social concerns of mobile SNS applications begin to emerge: distraction in classrooms, negligent driving, and privacy breaches.

References

- Baron, R.M., and Kenny, D. A. (1986) The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations, *Journal of Personality and Social Psychology* 51, 6, 1173-1182.
- Beck, J., and Wade, M. (2006) *The Kids Are Alright: How the Gamer Generation Is Changing the Workplace*, McGraw-Hill, New York.
- Blau, P.M. (1964) *Exchange and Power in Social Life* John Wiley & Sons, New York.
- Bontempo, R. N., and Rivero, J. C. (1990) Cultural Variation in Cognition: The Role of Self-Concept and the Attitude-Behavior Link, paper presented at the *Academy of Management Meeting*, Las Vegas, NV, August.
- Boyd, D.M., and Ellison, N. B. (2008) Social network sites: Definition, history, and scholarship, *Journal of Computer-Mediated Communication* 13, 1, 210-230.
- Burt, R.S. (1992) *Structural Holes: The Social Structure of Competition* Harvard University Press, Cambridge, MA.
- Cohen, J.E. (2000) Examined Lives: Informational Privacy and the Subject as Object, *Stanford Law Review*, 52, 1, 1373-1437.
- Coleman, J.S. (1998) Social Capital in the Creation of Human Capital," *American Journal of Sociology*, 94, S95-S120.
- Constant, D., Sproull, L., and Kiesler, S. (1996) The Kindness of Strangers: The Usefulness of Electronic Weak Ties for Technical Advice, *Organization Science*, 7, 2, 119-135.
- Davis, F.D. (1989) Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology, *MIS Quarterly*, 13, 3, pp 318-340.
- Dinev, T., and Hart, P. (2005) Internet Privacy Concerns and Social Awareness as Determinants of Intention to Transact, *International Journal of Electronic Commerce*, 10, 2 7-29.
- Donath, J.S. (1999) Identity and Deception in the Virtual Community, *Communities in Cyberspace*, M. A. Smith and P. Kollock, New York, 29-59.
- Doney, P.M., Cannon, J. P., and Mullen, M. R. (1998) Understanding the Influence of National Culture on the Development of Trust, *Management Science*, 23, 3, 601-620.
- Gefen, D., and Ridings, C. M. (2002) "Implementation Team Responsiveness and User Evaluation of Customer Relationship Management: A Quasi-Experimental Design Study of Social Exchange Theory," *Journal of Management Information Systems*, 19, 1, 47-69.
- Gefen, D., and Straub, D. W. (1997) Gender Differences in the Perception and User of Email: An Extension to the Technology Acceptance Model, *MIS Quarterly*, 21, 4, 389-400.
- Gefen, D., Karahanna, E., and Straub, D. W. (2003a) Inexperience and Experience with Online Stores: The Importance of TAM and Trust, *IEEE Transactions on Engineering Management*, 50, 3, 307-321.
- Gefen, D., Karahanna, E., and Straub, D. W. (2003b) Trust and TAM in Online Shopping: An Integration Model, *MIS Quarterly*, 27, 1, 51-90.
- Hall, H. (2003) Borrowed theory - Applying Exchange Theories in Information Science Research, *Library and Information Science Research*, 25, 3, 287-306.

- Hargittai, E. (2007) Whose Space? Differences Among Users and Non-Users of Social Network Sites, *Journal of Computer-Mediated Communication*, 13, 1, 276–297.
- Hofstede, G. (1983) The Cultural Relativity of Organizational Practices and Theories, *Journal of International Business Studies*, 14, 2, 75-89.
- Hosmer, L.T. (1995) Trust: the Connecting Link between Organizational Theory and Philosophical Ethics, *Academy of Management Review*, 20, 2, 379-403.
- Jarvenpaa, S.L., and Tractinsky, N. (1999) Consumer Trust in an Internet Store: A Cross-Cultural Validation, *Journal of Computer Mediated Communication*, 5, 2, 1-35.
- Ji, Y. G., Hwan, H., Yi, J. S., Rau, L. P., Fang, X., and Ling, C. (2010) The Influence of Cultural Differences on the Use of Social Network Service and the Formation of Social Capital, *Journal of Human-Computer Interaction*, 26, 11-12, 1100-1121.
- Jones, C., Hesterly, W. S., and Borgatti, S. P. 1997 General Theory of Network Governance: Exchange Conditions and Social Mechanisms, *Academy of Management Review*, 22, 4, 911-945.
- Karahanna, E., Evaristo, R., and Strite, M. (2002) Methodological Issues in MIS Cross-Cultural Research, *The Handbook of Information Systems Research*, Idea Group Inc., Hershey, PA.
- Kim, W., Jeong, O., & Lee, S. (2010). On social web sites. *Information Systems*, 35, 215–236.
- Krackhardt, D. (1992) The Strength of Strong Ties: The Importance of Philos in Organizations, *Organizations and Networks: Structure, Form, and Action*, N.N.a.R. Eccles (ed.), Harvard Business School Press, Boston, 216-239.
- Lee, J., and Kim, Y. (1999) Effect of Partnership Quality on IS Outsourcing Success: Conceptual Framework and Empirical Validation, *Journal of Management Information Systems*, 15, 4, 29-61.
- Lin, L., Geng, X., and Whinston, A. B. (2005) A Sender-Receiver Framework for Knowledge Transfer, *MIS Quarterly*, 29, 2, 197-219.
- Lin, N. (2001) *Social Capital* Cambridge University Press, Cambridge, UK.
- Luhmann, N. (1979) *Trust and Power* John Wiley & Sons, Chichester, England.
- Lyytinen, K., and King, J. L. (2004) Nothing at the Center? Academic Legitimacy in the Information Systems Field, *Journal of the Association for Information Systems*, 5, 6, 220-246.
- Mayer, R.C., Davis, J.H. and Schoorman, F.D. (1995) An Integration Model of Organizational Trust, *The Academy of Management Review*, 20, 3, 709.
- McCoy, S., Galletta, D. F., and King W, R. (2005) Integrating National Culture into IS Research: The Need for Current Individual Level Measures, *Communications of the Association for Information Systems*, 15, 211 - 224.
- McKnight, D.H., Cummings, L. L., and Chervancy, N. L. (1998) Initial Trust Formation in New Organizational Relationships, *Academy of Management Review*, 23, 3, 472-490.
- Nahapiet, J., and Ghoshal, S. (1998) Social Capital, Intellectual Capital, and the Organizational Advantage, *Academy of Management Review*, 23, 2, 242-266.

- Parameswaran, M., and Whinston A. B. (2007) Research Issues in Social Computing, *Journal of the Association for Information Systems*, 8, 6, 336-350.
- Putnam, R. (1995) Bowling Alone: America's Declining Social Capital, *Journal of Democracy*, 6, 65-78.
- Soh, J. O. B., Tan, B. C. Y. (2008) Mobile Gaming, *Communications of the ACM*, 51, 3, 35-39.
- Srite, M., Karahanna, E. (2006) The Role of Espoused National Values in Technology Acceptance, *MIS Quarterly*, 30, 3, 679-704.
- Straub, D., Loch, K., Evaristo, R., Karahanna, E., and Srite, M. (2002) Towards a Theory-based Measurement of Culture, *Journal of Global Information Management*, 10, 1, 13-23.
- Szajna, B. (1996) Empirical Evaluation of the Revised Technology Acceptance Model, *Management Science*, 42, 1, 85-92.
- Thelwall, M. (2009). Chapter 2: Social network sites. Users and uses. *Advances in Computers*, 76, 19-73.
- Venkatesh, V. (1999) Creating Favorable User Perceptions: Exploring the Role of Intrinsic Motivation, *MIS Quarterly*, 23, 2, 239-260.
- Venkatesh, V., Morris, M.G., Davis, G. B., and Davis, F. D. (2003) User Acceptance of Information Technology: Toward a Unified View, *MIS Quarterly*, 27, 3, 425-478.
- Wasko, M.M., and Faraj, S. (2005) Why Should I Share? Examining Social Capital and Knowledge Contribution in Electronic Networks of Practice, *MIS Quarterly*, 29, 1, 35-57.
- Zucker, L.G., Staw, B. G., and Cummings L. L. (1986) Production of Trust: Institutional Sources of Economic Structure, 1840-1920, *Research in Organizational Behavior*, 8, 53-111.