

WHY ARE YOU SHARING OTHERS' TWEETS?: THE IMPACT OF ARGUMENT QUALITY AND SOURCE CREDIBILITY ON INFORMATION SHARING BEHAVIOR

Research-in-Progress

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Abstract

Twitter, a 140-character microblogging social networking service, has garnered attention from researchers and practitioners due to its considerable potential for information diffusion. Prior studies on Twitter typically focused on how user traits or relationships in a network affect information diffusion. However, few studies have been conducted on how posted messages in the service influence this phenomenon. Thus, this paper focuses on posted messages (a.k.a. "tweets") and how they affect individuals' information sharing behaviors on Twitter. A model for investigating tweet sharing behavior on Twitter is proposed based on dual-process theory and on social cognitive theory. Results from a preliminary test show that individuals' perceptions of the argument quality and source credibility of a received tweet play a major role in their information sharing behavior via the perceived level of usefulness of the information and self-efficacy in regard to the sharing of a received tweet. Additionally, the existence of external links in a tweet moderates the impact of argument quality on users' attitudes toward received tweets.

Keywords: Social Networking Service, Twitter, Information Sharing, Information Diffusion

Introduction

Social networking services (SNS) have become important and popular sources of communication on the internet (Lampe et al. 2008; Tong et al. 2008). The growth rate of these types of services has led many researchers to investigate the information diffusion phenomena in this area (Boyd and Ellison 2008). Specifically, Twitter, a 140-character microblogging SNS, has gained the attention of researchers and practitioners due to its tremendous ability to diffuse and convey information among its users. Studies by Java et al. (2007) and Krishnamurthy et al. (2008) analyzed the information distribution patterns in Twitter, while an in-depth analysis by Huberman et al. (2009) of Twitter's network structure discovered the potential of Twitter as a tool for viral marketing and as an instrument for spreading ideas or trends. Following this speculation, Cha et al. (2010) highlighted the impact of "influential users" on information diffusion in Twitter, and Kwak et al. (2010) likened Twitter to a type of news media that spreads up-to-date trends. However, these studies mainly investigated user traits (e.g., celebrities, experts) or relationships (i.e., the number of followers or those following). Although studies on Twitter (Brooks and Churchill 2010; Boyd et al. 2010; Recuero et al. 2011) noted that user perception as it pertains to a posted message (a.k.a. "tweet") is also a major factor in how information is shared and in the exchange behaviors, few studies have been conducted in an effort to understand how tweets affect information diffusion.

Hence, the main objective of this study is to investigate how the factors of a tweet influence individuals' information sharing intentions on Twitter. For this purpose, a model that examines tweet sharing behavior is developed from studies about human information processing in a computer-mediated-communication (CMC) context. The proposed model conceptualizes tweet recipients' perceptions of a received tweet in terms of its "argument quality" and "source credibility" and how these concepts influence recipients' tweet sharing intentions via information usefulness and self-efficacy as these factors relate to sharing received tweets.

This study provides empirical evidence that shows the impact of tweets on information sharing. First, the results show that individuals' perceptions of the argument quality and source credibility of a received tweet greatly influence their information sharing behavior via the perceived information usefulness and self-efficacy to share a received tweet. Second, this study found that an external link in the tweet moderates the impact of argument quality on user attitudes toward the received tweet.

Theoretical Background

To investigate tweet sharing behavior on Twitter, three questions were asked:

1. What is a tweet?
2. What factors affect individuals' information processing behavior?
3. What factors influence individuals' information sharing behavior?

First, a tweet is a unit of a posted message on Twitter generated by each user (Boyd et al. 2010). It is a text-based message which can contain up to 140 characters, and users can visit or subscribe to others' twitter sites (e.g., "Follow") to read their tweets. This study suggests that a received tweet is a stimulus that persuades users to initiate sharing behavior because prior studies reported that people share tweets depending on their evaluation of its contents (Brooks and Churchill 2010; Boyd et al. 2010; Recuero et al. 2011). Thus, this paper addresses the second question with dual-process theory (Chaiken 1980; Petty and Cacioppo 1986) and the information adoption model (Sussman and Siegal 2003), which studied human information processing behavior on persuasive messages. The possible explanations related to the third question are derived from the theory of information sharing (Constant et al. 1994) and social cognitive theory (Bandura 1997).

Dual-Process Theory and the Information Adoption Model

In psychology, dual-process models such as the Elaboration Likelihood Model (ELM, Petty and Cacioppo 1986) or the Heuristic-Systematic Model (HSM, Chaiken 1980) are commonly used for explaining human

information processing behavior. Both models suggest that people evaluate persuasive messages in two ways and the consequences of the evaluation form or change their attitudes (i.e., persuasion) toward the message. ELM proposes two routes of information processing, the central and peripheral routes. When one's elaboration likelihood is high, he tends to process information using a central route (i.e., issue-relevant thinking), whereas he processes information using peripheral routes (i.e., the simple decision rule) when his elaboration likelihood is low. Similar but different, HSM suggests heuristic and systematic information processing. High involvement drives people to use systematic processing and try to analyze the content of a received message. On the other hand, low involvement leads to heuristic processing, which uses general rules developed by individuals' prior experiences.

To investigate how people in an organization process information in a CMC environment, Sussman and Siegal (2003) integrated dual-process models with the technology acceptance model (TAM, Davis 1989), to propose the information adoption model. According to this model, users' perceptions of a received message's argument quality (i.e., the strength of the information) and the message source's credibility (e.g., the message recipient's perception of the message sender's expertise and trustworthiness) are predictors of the information usefulness of the message. The information usefulness, in turn, influences users' intentions to adopt a received message.

The Theory of Information Sharing

The theory of information sharing by Constant et al. (1994) explains the factors affecting information sharing attitudes in technologically advanced organizations. They extended Kelley and Thibaut (1978)'s independence theory and proposed two major assertions: 1) self-interest and social or organizational beliefs (contexts) influence attitudes toward information sharing, and 2) the form of the information affects attitudes toward information sharing. Following these propositions, the theory speculates prosocial attitudes and the norms of organization ownership affect the sharing of tangible information (e.g., a computer program) because it will satisfy the organizational goal (i.e., beneficial outcomes to the organization). On the other hand, self-expressive motivations influence the sharing of intangible information (e.g., expertise) because it will give personal benefits (e.g., personal identification, a positive reputation, and respect from others) to the sharers.

Later studies (Kolekofski and Heminger 2003; Bock et al. 2005) supported and validated this theory's propositions and Jarvenpaa and Staples (2000) elaborated on the theory by focusing on finding the antecedent determinants of the use of collaborate electronic media technology for information sharing (e.g., e-mail, WWW-based service, etc.). Their empirical investigation revealed other factors of information sharing, such as perceived information usefulness (i.e., beneficial outcome expectations), the characteristics of the task, and the user's computer comport.

Social Cognitive Theory and Self-Efficacy

Social cognitive theory (Bandura 1997) views human behavior as triadic, reciprocal relationships between personal attributes, behavior and the environment. Based on the theory's assumption, one highlighted concept is self-efficacy, which is defined as "beliefs in one's capabilities to organize and execute the courses of action required to produce given attainments" (Bandura 1997).

Bandura (1977, 1997) stated four sources of self-efficacy: 1) enactive mastery (i.e., primary) experience, 2) vicarious experience, 3) verbal persuasion, and 4) physiological and emotional states (e.g., fear, stress). Regarding verbal persuasion, Bandura (1997) argued people can be verbally persuaded that they have capabilities to execute an action, because people cannot only rely on themselves to determine their ability and thus they use external information to judge their capability to perform. In this case, he suggested efficacy expectation may be altered by individuals' evaluation of the contents of the information and trustworthiness and expertise of the information provider. Later, Beuningen et al. (2009) conceptualized these factors as argument quality and source credibility.

Additionally, as a domain-linked concept, self-efficacy can be considered as a situational variable separated from personality traits. For example, efficacy expectation for public speaking may vary depending on the topic, presentation method, and type of audience (Bandura 1977). Following this idea,

Bandura (1997) suggested that contextual or situational circumstances influence an individual's efficacy expectation of a certain activity.

Research Model and Hypotheses

Based on a theoretical analysis, this study proposes a research model (Fig. 1) for investigating users' tweet sharing behavior on Twitter. The model suggests that the argument quality and source credibility of a received tweet are predictors of the user's perceived information usefulness and self-efficacy. It also suggests that the user's perceived information usefulness and self-efficacy are predictors of the user's tweet sharing intention. External links attached to a tweet serve as a moderating factor.

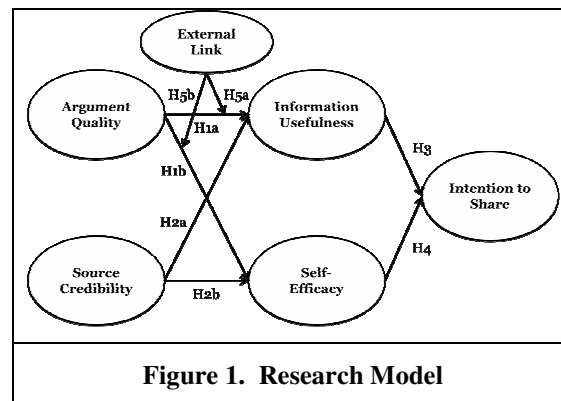


Figure 1. Research Model

The information adoption model (Sussman and Siegal 2003) showed that the received message's argument quality and source credibility affect the message recipient's perceived information usefulness of the message. Also, self-efficacy can be manipulated by persuasive messages because people rely on external information to judge their ability to perform, and situational contexts of action (e.g., what, how, or whom) alter their efficacy expectation (Bandura 1977, 1997). Bandura (1997) applied these characteristics of self-efficacy to diffusion of innovation theory (Rogers 1995), and suggested that self-efficacy is a key factor for diffusing information across various kinds of social networks. He pointed out the importance of psychosocial factors in diffusion phenomena, posed that people's judgment of received information form their beliefs toward the information, and then that these beliefs determine the adoption and diffusion of information. Hence, this study presumes that a tweet recipient's evaluation of the received tweet message influences their efficacy expectations for sharing the received tweet. Therefore, self-efficacy in this study is defined as "a tweet recipient's belief in their capabilities to organize and execute the courses of actions that are required to share a received tweet" and the argument quality and source credibility of the received tweet are considered as its antecedents. Thus, as hypothesize:

- *H1a: The higher the tweet recipient's perception of the received tweet's argument quality, the higher his perceived information usefulness of the received tweet.*
- *H1b: The higher the tweet recipient's perception of the received tweet's argument quality, the higher his self-efficacy.*
- *H2a: The higher the tweet recipient's perception of the received tweet's source credibility, the higher his perceived information usefulness of the received tweet.*
- *H2b: The higher the tweet recipient's perception of the received tweet's source credibility, the higher his self-efficacy.*

The theory of information sharing (Constant et al. 1994) presumes that people share information in order to increase organizational or personal benefits. From these assertions, Jarvenpaa and Staples (2000) claimed that a user's perceived usefulness of the information stimulates information sharing behavior on collaborative electronic media because a user's expectation of beneficial outcomes (i.e., usefulness) from the information increases the amount it is used and shared.

Jarvenpaa and Staples (2000)'s perceived usefulness of the information refers to the characteristics of computer-based-information (CBI, e.g., electronic communications, data retrieval or analysis by using

computers), which are rooted from Kraemer et al. (1993)'s study. Kraemer et al. (1993) adopted Davis (1989)'s perceived usefulness on information context, and found that the quality of the CBI (e.g., accuracy, precision, and timeliness) is an antecedent of the CBI's usefulness. Also, they pointed out the importance of credibility in CBI for managing knowledge. Similarly, Sussman and Siegal (2003) used Davis (1989)'s perceived usefulness and dual-process theory to measure the usefulness of the information in the received message (i.e., e-mail) through the computer. They assessed the argument quality of the received message by using Bailey and Pearson (1983)'s items for measuring accuracy and precision of information, and showed that argument quality influences the usefulness of information in the received message. In addition, Sussman and Siegal (2003) found that source credibility is an important factor for judging the usefulness of the information when people attain information from others via computer systems. From these theoretical comparisons, this study proposes Sussman and Siegal (2003)'s study as an extension of the CBI usefulness study in the CMC context; therefore, an individual's perception of the information usefulness of the received message is not only related to information adoption, but also considered as a factor of information sharing.

Hence, this study suggests that the perceived information usefulness of the tweet is positively related to the tweet recipient's intention to share the received tweet. Thus, as hypothesize:

- *H3: The higher the tweet recipient's perception of the received tweet's information usefulness, the higher his intention to share the received tweet.*

Self-efficacy is considered as a predictor of individuals' behavioral intentions (Compeau and Higgins 1995; Bandura 1997; Ajzen 2002) and studies have shown that it influences people's information sharing behavior (Kankanhalli et al. 2005; Chiu et al. 2006; Hsu et al. 2007). Therefore, self-efficacy is considered as a factor of a tweet recipient's behavioral intention to share a received tweet. Thus, as hypothesize:

- *H4: The higher the tweet recipient's self-efficacy, the higher his intention to share a received tweet.*

Dual-process theory (Chaiken 1980; Cacioppo et al. 1985) claims the impact of the quantities of presented arguments on information processing behavior. Although they did not refer to multimedia contents, Birdsell and Groarke (1996) suggest that these types of visual components also work as "visual arguments". While few studies have been conducted in this area, Walker and Bender (1994) found that music and video can be suggested as arguments that influence human behavior and Dauber (2001) found that an individual's interpretation of a presented photograph works as a persuasive message.

Tweets can contain external links that may refer to additional webpages, pictures, or video footage. According to dual-process theory and visual-argument studies, these types of content in tweets may represent additional arguments to tweet recipients. Thus, as hypothesize:

- *H5a: Existence of an external link will moderate the relationship between the argument quality and the information usefulness.*
- *H5b: Existence of an external link will moderate the relationship between the argument quality and self-efficacy.*

Research Methodology

To test the proposed research model, an English version of the survey was developed and one of the authors translated it into Korean. Both surveys were then reviewed by 2 Ph.D. students and 6 M.S. students of the MIS department of the business school. Following that, a pilot test was conducted among 18 Twitter users in order to revise the translation of the survey items. A new Twitter account for this study was created to conduct an online survey. From this account, tweets which contained an introduction to the survey and a webpage link for the questionnaire were sent to randomly selected Korean Twitter users by using the "mention" function. Table 1 shows the definitions of the constructs used in the study, and appendix A includes the instructions and measures for the survey. All measures for the survey are designed as reflective items that are measured on a seven-point Likert-type scale, except for the question referring to an external link in a tweet, which is a binary-type item.

SmartPLS 2.0.M3 (Ringle et al. 2005) was chosen for the partial least square (PLS) structural equation analyses that tested the hypotheses. PLS is a structural equation modeling (SEM) technique which is

widely used in business studies (Gefen et al. 2000). Researchers have suggested PLS as an effective method for theory confirmation (Chin et al. 2003), especially for explaining complex relationships (Fornell and Bookstein 1982; Fornell et al. 1990). To investigate the moderating effect of an external link in a tweet, a multiple group analysis method with PLS (Chin 2000; Keil et al. 2000) was selected.

Construct	Definition	Items	Key Reference
Argument Quality	Tweet recipient's perception of the quality of a received tweet	3	Sussman and Siegal (2003), Zhang and Watts (2003, 2008)
Source Credibility	Tweet recipient's perception of the credibility of the tweet sender	4	Sussman and Siegal (2003), Zhang and Watts (2003, 2008)
Information Usefulness	Tweet recipient's perception of the usefulness of a received tweet	3	Jarvenpaa and Staples (2000), Sussman and Siegal (2003)
Self-Efficacy	Tweet recipient's belief of their capabilities to organize and execute the course of action required to share the received tweet	3	Bandura (1977, 1997)
Intention to Share Received Tweet	The degree of the tweet recipient's belief that they will engage in a tweet sharing act involving the received tweet.	3	Constant et al. (1994), Bock et al. (2005)

Preliminary Analysis Results

Data from 84 Twitter users were collected in the initial study. The demographics of the collected samples are shown in Table 2. Tables 3 and 4 show the reliability and validity of the model, and Figure 2 depicts the results of the PLS analysis. The results of the multiple group analysis are compiled in Table 5. From the results, Hypotheses 1a, 1b, 2a, 3, 4, 5a, and 5b are supported.

Gender		Age		Twitter Usage Experience	
Male	46 (54.8%)	Below 20	2 (2.4%)	Less than 3 months	16 (19%)
Female	38 (45.2%)	20~29	43 (51.2%)	3 months to less than 6 months	24 (28.6%)
		30~39	23 (27.4%)	6 months to less than 1 year	23 (27.4%)
		40~49	15 (17.8%)	1 year to less than 2 years	20 (23.8%)
		Above 50	1 (1.2%)	More than 2 years	1 (1.2%)

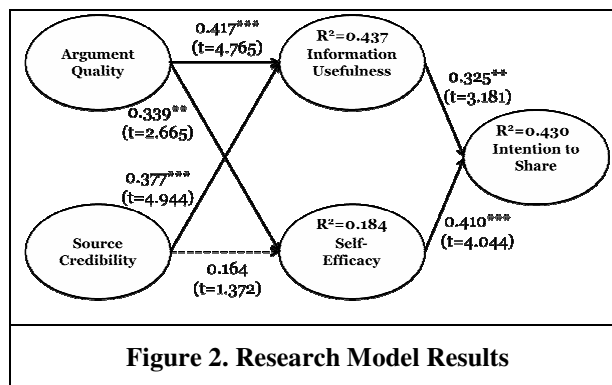
*Data for the preliminary test was collected during April 2011

	AVE	CR	α	Argument	Credibility	Efficacy	Share	Usefulness
Argument	0.8840	0.9581	0.9343	0.9402				
Credibility	0.7254	0.9134	0.8796	0.4038	0.8517			
Efficacy	0.8575	0.9475	0.9167	0.3565	0.2327	0.9260		
Share	0.8721	0.9533	0.9259	0.4530	0.3078	0.6076	0.9338	
Usefulness	0.8168	0.9304	0.8876	0.5619	0.5446	0.5050	0.4963	0.9037

*Cut-off value: AVE>0.5, CR>0.7, α >0.7; Square root of the AVE are presented diagonally in bold font

Table 4. Cross-Factor Loadings

	Argument	Credibility	Efficacy	Share	Usefulness
Argument1	0.9123	0.2756	0.3819	0.3900	0.4518
Argument2	0.9586	0.4214	0.3940	0.4889	0.5678
Argument3	0.9508	0.3720	0.3580	0.4431	0.5573
Credibility1	0.3023	0.8774	0.3467	0.3304	0.5037
Credibility2	0.4209	0.8786	0.2869	0.3611	0.5461
Credibility3	0.2625	0.8198	0.1198	0.1760	0.3357
Credibility4	0.2737	0.8089	0.1611	0.1973	0.3597
Efficacy1	0.3598	0.2902	0.9226	0.5035	0.5144
Efficacy2	0.3993	0.2608	0.9440	0.5872	0.5175
Efficacy3	0.3670	0.2750	0.9420	0.5901	0.6136
Intention1	0.3919	0.2931	0.5381	0.9510	0.4777
Intention2	0.4892	0.3279	0.5311	0.8870	0.5970
Intention3	0.4319	0.3143	0.6089	0.9621	0.5027
Usefulness1	0.5379	0.4977	0.5425	0.5564	0.9177
Usefulness2	0.5576	0.4782	0.4586	0.4758	0.9237
Usefulness3	0.4183	0.4771	0.5922	0.4951	0.8649



[†] $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 5. Moderating Effect of an External Link

Moderator	Path	Group	PC	SE	T	Result
External Link	Argument-> Usefulness (H5a)	Does Not Exist (N=39)	0.584***	0.1255	3.009	Supported**
		Exists (N=45)	0.113	0.1070		
	Argument-> Self-Efficacy (H5b)	Does Not Exist (N=39)	0.4***	0.0485	1.758	Supported [†]
		Exists (N=45)	0.218*	0.0934		

Discussions and Implications

This initial investigation with primary data allows several insights into understanding human behavior as it relates to Twitter. First, argument quality influences individual perceptions of information usefulness and self-efficacy as they are related to sharing a received tweet. This result supports those of prior studies

(Cha et al. 2010; Boyd et al. 2010) that showed the impact of the perceived value of the content and situational or contextual characteristics on information sharing behavior. Second, source credibility influences user perceptions of the usefulness of the information but not self-efficacy in regard to the sharing of a tweet. Users consider the tweet sender's credibility (e.g., expertise, prior activities on Twitter) to assess the information in a tweet, but the results of their assessment are not linked to their confidence when it comes to tweet sharing. This may provide additional understanding related to the impact of influential users on information diffusion as studied by Cha et al. (2010). There is a possibility that the absence of an influential user name influences individuals to screen unnecessary information on their Twitter page, as influential users generally post more “valuable tweets” than others. Hence, tweets from influential users may have a higher probability of being exposed and shared on Twitter. However, this initial hypothesis requires further experimental studies to confirm its validity. Third, external links moderate user perceptions of the information, but this shows a negative moderating effect, in contrast to the proposed hypotheses. In other words, if users find an external link in the tweet, they tend to process the information in the external link rather than process the information in the tweet. One reason for this result may be attributed to Twitter's system. Each tweet in Twitter is limited to 140 characters; thus, the characters allotted to an external link may decrease the perceived quality of the information in the tweet. In addition, the objective of the posting of the tweet may also cause this phenomenon. For instance, news media (e.g., CNN or New York Times) want to attract individuals to their websites; therefore, they only include a simple headline and an article link in their tweets instead of writing an in-depth summary of the news. Similarly, individuals may not want to describe the contents of external links in their tweets to avoid a spoiler effect or to maximize the impact of the contents on the recipients of the tweet.

The results from the preliminary test may have limitations. First, because of the small size and local setting of the sample (i.e., people who use Korean on Twitter) for the analyses, the results of the study may not provide enough statistical evidence, especially for hypotheses H5a and H5b. Future studies on a large, cross-cultural sample are needed to confirm the results of this study. Second, this study did not assess the role of emotional factors in the tweet on information sharing behavior. Because, although studies have found that a message recipient's mood affects information processing behavior (Bohner et al. 1994; Wegener et al. 1994) and Walther (1992) suggested that cues in the message (e.g., emoticons, smiley faces) may influence individuals' mood in the CMC environment, Walter and Addario (2001)'s study showed that the impact of verbal messages outweigh that of these cues. However, as Jarvenpaa and Staples (2000) mentioned about the importance of emotional factors on information sharing behavior, further investigations need to be conducted on these factors. Third, this study did not address tweet recipients' traits (e.g., expertise in and involvement with the topic of the tweet or purpose of using Twitter) on their information processing and information sharing behavior. Sussman and Siegal (2003) mentioned the moderating role of the message recipient's expertise in and involvement with the received message on information usefulness. Also, Bandura (1997) pointed out that “people's evaluation” of external information shapes their self-efficacy. Therefore, future studies could elaborate on how these individual characteristics influence one's perception of the information and sharing activities.

Despite these limitations, the results of this study may have both theoretical and practical implications. Theoretically, this study links theories about human information processing and information sharing behavior in the CMC environment, and proposes a conceptual model for understanding message-based information sharing behavior in the SNS context. Therefore, although this study limited its scope to Twitter, the proposed model would be used for investigating how posted messages in other SNS (e.g., Facebook) are shared. Further studies on other SNS would validate relationships between predictors in the model and find additional factors of information sharing in SNS. Practically, this study offers several suggestions for marketers and companies who want to improve their presence on Twitter. First, they ought to minimize the use of external links in tweets, or include an in-depth summary of the contents of the external link in their tweets. A clear and complete tweet message is one of the important factors which would draw individuals' attention to the received tweet and lead them to share it with others. Second, showing “useful” tweets (e.g., answers to possible commonly asked questions of the service or alternative usage of the product) to potential customers may propel them to share those tweets and thus increase people's awareness of the product and service. In addition, companies should not limit their Twitter activities to advertising their products or promotion events, and they should also focus on sharing useful tips about their products. Communications with consumers via SNS would be a good way to share such ideas.

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Appendix A: Survey Instructions and Items

<p>Instruction (Adapted from Sussman and Siegal 2003)</p>	<p>This survey is designed to assist with the understanding of the factors that affect information sharing behavior among Social Network Service (SNS) users. Before conducting this survey, please follow the instructions below:</p> <ol style="list-style-type: none"> 1. Please fill out the following demographics survey. 2. After completing demographics survey, please refresh your Twitter client or webpage. 3. Please provide a detailed answer of the following survey items, referring to the first tweet. If you already read the first tweet before starting this survey, please wait for a moment until a new tweet comes in and use it when answering the survey questions. <p>The main purpose of these instructions is to have you read the newest, unread tweet, which will help gain a more precise response. Please follow the three steps mentioned above.</p>
<p>Argument Quality (Adapted from Sussman and Siegal 2003; Zhang and Watts 2003)</p>	<p>You think that the information in the tweet was:</p> <p>Ambiguous / Definite Incomplete / Complete Inaccurate / Accurate Inconsistent / Consistent (<i>excluded in the analysis due to reliability issue</i>) Timely/Untimely (<i>reverse measure, excluded in the analysis</i>)</p>
<p>Source Credibility (Adapted from Sussman and Siegal 2003)</p>	<p>How knowledgeable is the person who wrote this tweet on the topic of the tweet? To what extent is the person who wrote this tweet an expert on the topic of the tweet? How trustworthy is the person who wrote this tweet regarding the topic of the tweet? How reliable is the person who wrote this tweet regarding the topic of the tweet?</p>
<p>Information Usefulness (Adapted from Sussman and Siegal 2003)</p>	<p>You think that the information in the tweet was:</p> <p>Useless / Valuable Uninformative / Informative Harmful / Helpful</p>
<p>Self-Efficacy (Adapted from Compeau and Higgins 1995a; Hsu et al. 2007)</p>	<p>How confident are you in posting a related tweet to be shared in Twitter? How confident are you in answering or providing examples to related questions from others when sharing this tweet in Twitter? How confident are you in responding to or commenting on related tweet posted by others when sharing this tweet in Twitter?</p>
<p>Intention to Share Received Tweet (Adapted from Bock et al. 2005)</p>	<p>I will try to share the tweet with other members of Twitter I will share the tweet at the request of other members of Twitter I intend to share the tweet with other members of Twitter in the future I will share the tweet using the Twitter service (<i>repeated measure, excluded in the analysis</i>)</p>
<p>External Link</p>	<p>Yes/No</p>

*All items in the survey used a seven-point Likert-type scale (except for the question about the external link)