# Introduction to Social Media and e-Business Transformation Minitrack of the Collaboration Systems and Technologies Track

Christy M.K. Cheung
Department of Finance and
Decision Sciences
Hong Kong Baptist University
cheung@hkbu.edu.hk

Matthew K.O. Lee
Department of Information
Systems
City University of Hong Kong
cbmatlee@cityu.edu.hk

Christian Wagner
School of Creative Media
City University of Hong Kong
c.wagner@cityu.edu.hk

Social media are online platforms that facilitate global collaboration and sharing amongst users. New social media applications in e-business and e-commerce appear on a daily basis and result in enormous shocks to the ecosystem of individuals and businesses. This minitrack provides a forum for the exchange of research ideas and best practices related to social media in e-business environments. It also aims to raise awareness in terms of the latest developments in social media, and address the challenges of using social media.

This year, seven papers were selected for inclusion in the proceedings. Using different theoretical foundations and various research methodologies, they illustrate how social media affect the e-business environment profoundly in various aspects. Some of them reflect the role played by social media in modern business world, from the interaction between virtual team members to the strategy enterprises adopt to deal with corporate crisis in the social media era. Other papers reflect the ubiquitous social media applications shape different user behaviors, such as usage and discontinuance.

The first paper, titled "Passive, active, or co-active? The link between synchronous user participation and willingness to pay for premium options" by Simon Bründl, aims at answering one research question "How does co-active behavior influence users' willingness to pay for premium options on social content services?" The author came up with a "ladder of activeness" of user behavior which consists of three levels (passive, active, co-active) and proposed that all these behaviors are positively associated with the likelihood of subscribing to premium options at different magnitudes. The hypotheses were test using a binary-logit model. The actual usage data was collected from Twitch, a freemium-based social media platform.

The second paper, "Differences in the reasons of intermittent versus permanent discontinuance in social media: An exploratory study in Weibo" by Zhongyun Zhou, Mingzhu Yang, and Xiao-Ling Jin, ambitiously aims at answering two research questions. One asks for the reasons individuals discontinue using a social medium while another asks for the commonalities and differences in reasons underlying permanent and intermittent discontinuance. Qualitative data was collected by interviewing users with discontinuance experiences in Weibo.

The next paper also collected data from Weibo, a Chinese microblogging website. "The secret of Internet celebrities: A qualitative study of online opinion leaders on Weibo" by Ruohan Li, reports the results of an exploratory study of key opinion leader using the method of case study in China. The purpose of this study is three-fold: to come up with a definition of Internet celebrities, to identify the identification criteria of Internet celebrities in Weibo and the factors contribute to online influence of Internet celebrities. Data was collected from interviews with three Internet celebrities and three followers of each of these Internet celebrities.

"Crisis communication on Twitter during a global crisis of Volkswagen – The case of 'dieselgate'" by Stefan Stieglitz, Milad Mirbabaie, and Tobias Potthoff investigates the communication behavior in Twitter during the rise of a corporate crisis. Specifically, this study reports a case study of the emission scandal of Volkswagen (VW) in September 2015. The authors analyzed the Twitter data at different stages of the crisis to see if the behavior of VW fit the situational crisis communication theory.

The fifth paper, "Virtual collaboration with mobile social media in multiple-organization projects" by Zhaojun Yang, Jun Sun, Yali Zhang, and Ying Wang, investigates the impact of collaboration tool

HICSS

effectiveness on the contextual performance and the task performance of virtual teams. The authors validate the proposed model using responses from participants who had actual experience of using WeChat, a mobile social media, as the collaboration tools in multi-organization projects.

"Classifying motivations in social product development networks: A discriminant analysis of actor profiles" by Kaveh Abhari, Elizabeth Davidson, and Bo Xiao is an initiative to understand the motivations that drive social actors' co-innovation behavior of engaging in social product development (SPD) networks. It is done by first creating an eight-category classification model of actor motivations and a three-type classification model of actor behaviors. Data were collected from respondents via an online survey conducted among a SPD platform and were analyzed using discriminant function analysis.

The last paper, "Digital fluency and social media Use: An empirical investigation of WeChat use" by Aoyan Liu, Yan Li, and Hua Ye, studies whether individuals of different digital fluency will use social media in a different way. The research question asks how digital fluency influence individuals' motivations and WeChat use behaviors. The authors developed a model based on uses and gratifications theory and digital fluency literature. The model was verified by analyzing the survey results from Chinese WeChat users from various age groups and with different education levels.

We thank the authors for submitting their work to make this another engaging minitrack. Their attempts help to deepen and broaden our understanding of the impact of social media. We hope you enjoy the papers and their presentation at the conference.