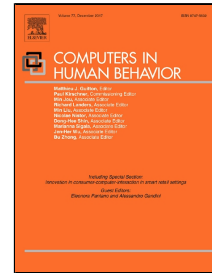


Accepted Manuscript

Exploring the effect of social media information quality, source credibility and reputation on informational fit-to-task: Moderating role of focused immersion

Xianjin Zha, Haijuan Yang, Yalan Yan, Kunfeng Liu, Chengsong Huang



PII: S0747-5632(17)30611-8

DOI: 10.1016/j.chb.2017.10.038

Reference: CHB 5223

To appear in: *Computers in Human Behavior*

Received Date: 22 June 2017

Revised Date: 15 October 2017

Accepted Date: 22 October 2017

Please cite this article as: Xianjin Zha, Haijuan Yang, Yalan Yan, Kunfeng Liu, Chengsong Huang, Exploring the effect of social media information quality, source credibility and reputation on informational fit-to-task: Moderating role of focused immersion, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.10.038

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Exploring the effect of social media information quality, source credibility and reputation on informational fit-to-task: Moderating role of focused immersion

Xianjin Zha ^{a, b}, Haijuan Yang ^b, Yalan Yan ^{c, d, *}, Kunfeng Liu ^{b, e}, Chengsong Huang ^{b, e}

^a *Center for Studies of Information Resources, Wuhan University, Wuhan, 430072, China*

^b *School of Information Management, Wuhan University, Wuhan, 430072, China*

^c *School of Management, Wuhan University of Science and Technology, Wuhan, 430065, China*

^d *Research center for Service Science and Engineering, Wuhan University of Science and Technology, Wuhan, 430065, China*

^e *Laboratory Center for Library and Information Science, Wuhan University, Wuhan, 430072, China*

ABSTRACT

Social media have caused information overload for users who normally have limited information processing capability, thus making the issue of task-information fit become critical. The Elaboration Likelihood Model (ELM) provides a theoretical underpinning for understanding the informational influence processes underlying the effectiveness of dual-route persuasion and attitude change. Drawing on the ELM, the current study explores the effectiveness of dual-route persuasion on informational fit-to-task so as to highlight the importance of task-information fit. Specifically, the current study explores the effects of the central route (information quality of social media) and the peripheral route (source credibility of social media and reputation of social media) on informational fit-to-task with focused immersion as an ability variable. The results indicate that focused immersion positively moderates the effect of information quality on informational fit-to-task and negatively moderates the effect of reputation on informational fit-to-task. The findings and their implications are discussed.

Keywords

Elaboration Likelihood Model; Informational influence processes; Informational fit-to-task; Focused immersion; Social media

Acknowledgements

This study is supported by the National Natural Science Foundation of China [Grant Numbers 71373193, 71774126, 71573195, 71420107026].

* Corresponding author.

E-mail addresses: xianjinzha@163.com (X.J. Zha), yanghaijuan1990@163.com (H.J. Yang), yalanyan@163.com (Y.L. Yan), liukunfeng_zzia@163.com (K.F. Liu), cshuang_frank@163.com (C.S. Huang)

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات