

Accepted Manuscript

WeChat use intensity and social support: The moderating effect of motivators for WeChat use

Ge Wang, Wei Zhang, Runxi Zeng



PII: S0747-5632(18)30494-1
DOI: 10.1016/j.chb.2018.10.010
Reference: CHB 5744
To appear in: *Computers in Human Behavior*
Received Date: 14 May 2018
Accepted Date: 05 October 2018

Please cite this article as: Ge Wang, Wei Zhang, Runxi Zeng, WeChat use intensity and social support: The moderating effect of motivators for WeChat use, *Computers in Human Behavior* (2018), doi: 10.1016/j.chb.2018.10.010

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.

WeChat use intensity and social support:**The moderating effect of motivators for WeChat use****Ge Wang¹ Wei Zhang² Runxi Zeng^{3*}**

¹ School of Public Administration, Huazhong University of Science and Technology, Wuhan, China

² School of Medicine and Health Management, Tongji Medical College, Huazhong University of Science and Technology, Wuhan, China

³ School of Journalism and Communication, Chongqing University, Chongqing, China

* Corresponding author

Dr. Runxi Zeng

School of Journalism and Communication, Chongqing University, Chongqing, 401331 China

E-mail: zrx@cqu.edu.cn

Tel: +86-18971570595

Acknowledgments:

This work was supported by the National Social Science Foundation of China (18BZZ078).

Abstract: WeChat has gained increasing popularity worldwide and is regarded as a tool for receiving social support. This study aims to explore the impact of WeChat use intensity on online/offline social support and proposes that the relationship between the two is moderated by motivators for WeChat use. We conducted a survey with 432 valid respondents at 10 Chinese universities and performed OLS regression analyses to explore the hypotheses. The findings showed that participants' WeChat use intensity is positively associated with online and offline social support, the information acquisition motive and interpersonal communication motive both have a relatively strong direct effect on the acquisition of online and offline social support, and the interpersonal communication motive further plays a moderating role between WeChat use intensity and online/offline social support. The results imply that online behavior facilitates offline supportive relationships and that an interpersonal communication motive may increase enthusiasm for using WeChat and significantly interact with WeChat use to increase online and offline social support.

Keywords: Social media; use intensity; motivation; social support; social network; China

Download English Version:

<https://daneshyari.com/en/article/11024023>

Download Persian Version:

<https://daneshyari.com/article/11024023>

[Daneshyari.com](https://daneshyari.com)