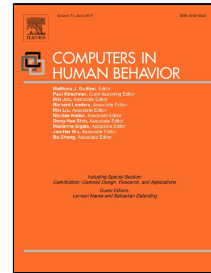


Accepted Manuscript

Publicness and Directedness: Effects of Social Media Affordances on Attributions and Social Perceptions

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PII: S0747-5632(17)30296-0
DOI: 10.1016/j.chb.2017.04.053
Reference: CHB 4952
To appear in: *Computers in Human Behavior*
Received Date: 22 January 2017
Revised Date: 21 April 2017
Accepted Date: 26 April 2017

Please cite this article as: Bingjie Liu, Jin Kang, Publicness and Directedness: Effects of Social Media Affordances on Attributions and Social Perceptions, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.04.053

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- High publicness is associated with greater dispositional attribution.
- High directedness is associated with greater interpersonal attribution.
- Dispositional attribution leads to lower social attraction of the message sender.
- Interpersonal attribution leads to higher message intimacy.
- Disclosure valence moderated the effect of publicness and directedness on social attraction of the message sender.

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