

Accepted Manuscript

Title: Perceived Online Community Support, Member Relations, and Commitment: Differences between Posters and Lurkers

Author: <ce:author id="aut0005" biographyid="vt0005" orcid="0000-0003-3449-4849"> Xue Yang Guoxin Li
Songshan (Sam) Huang



PII: S0378-7206(16)30049-0
DOI: <http://dx.doi.org/doi:10.1016/j.im.2016.05.003>
Reference: INFMAN 2907

To appear in: *INFMAN*

Received date: 1-7-2015
Revised date: 5-4-2016
Accepted date: 10-5-2016

Please cite this article as: Xue Yang, Guoxin Li, Songshan (Sam) Huang, Perceived Online Community Support, Member Relations, and Commitment: Differences between Posters and Lurkers, Information and Management <http://dx.doi.org/10.1016/j.im.2016.05.003>

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.

Perceived Online Community Support, Member Relations, and Commitment: Differences between Posters and Lurkers

Xue Yang,^a Guoxin Li,^{a,*} and Songshan (Sam) Huang^b

^aSchool of Management, Harbin Institute of Technology, Harbin, China

^bSchool of Management, University of South Australia, Adelaide, Australia

*Corresponding author:

Guoxin Li

School of Management

Harbin Institute of Technology

Harbin

China

Highlights

- We explore the influences of perceived online community support and member relations on commitment.
- Perceived online community support has different effects on commitment between posters and lurkers.
- Trust positively moderates the effect of perceived freedom of expression on commitment among lurkers.
- The norm of reciprocity negatively moderates the effect of perceived freedom of expression on commitment among lurkers.

Abstract: Based on commitment theory and organization support theory, this study explores the effects of perceived online community support on member commitment and how these effects are moderated by members' social relations in terms of posters and lurkers. The results indicate that perceived online community support had different effects on commitment between posters and lurkers. Trust was found to positively moderate the effect of perceived freedom of expression on commitment among lurkers; on the contrary, the norm of reciprocity was found to negatively moderate the effect of perceived freedom of expression on commitment among lurkers. The theoretical and practical implications are also discussed.

Keywords: perceived community support, trust, reciprocity, commitment, posters, lurkers

1. Introduction

With the prevalence of Internet technology currently, social media has changed the means of information sharing and social interaction.¹⁻³ Social media refers to certain Internet-based applications that build on the Web 2.0 technology and encourage the creation and exchange of user-generated contents (UGCs).⁴ Examples include online communities, blogs, microblogs (e.g., Twitter), social networking sites (e.g., Facebook), social shopping sites (e.g., Amazon), Wikipedia, and other content-sharing sites (e.g., YouTube). Facilitated by the universal use of social media, online communities have rapidly developed into an important form of human organization.⁵ Online communities serve as both communication platforms and social networks where people holding the same interest can share their knowledge and participate in interactive activities with one another to exchange the desired benefits.⁶

Despite the rapid growth of the online community, research has shown that members in online communities have a high rate of turnover⁵ and members have much choice to join and quit the

Download English Version:

<https://daneshyari.com/en/article/4972642>

Download Persian Version:

<https://daneshyari.com/article/4972642>

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