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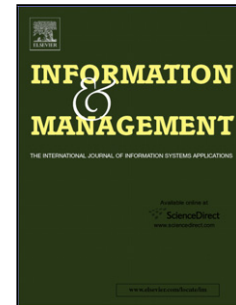
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What motivates health information exchange in social media? The roles of the
social cognitive theory and perceived interactivity

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Highlights

- A theoretical model integrating the perspectives of the social cognitive theory, and perceived interactivity was proposed.
- Human-to-human interaction and human-to-information interaction increase healthy information exchange.
- Outcome expectation of health self-management competence and social relationships increase healthy information exchange.
- Human-to-human interaction facilitates outcome expectation of health self-management competence and social relationships.
- Human-to-information interaction facilitates outcome expectation of health self-management competence.

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