Anonymously Social Networking: A Great Migration

Emergent Research Forum

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Abstract

While significant Information Systems research has focused on social network sites, little has explored emerging anonymous social networking applications. This new form of social networks generates new questions about their importance and their consequences. This research explores new avenues in understanding the intentional behavior to switch from traditional social network sites to anonymous social network applications. Specifically, through the lens of migration theory, we identify push, pull, and mooring factors that cause users to migrate towards anonymous social networking applications. To explain switching, we propose a research model and methodology that expands social network literature in important theoretical ways, but also has relevant practical value for businesses in understanding new ways consumers are engaging online.

Keywords

Social network sites, anonymity, migration theory, adoption