

12-12-2022

## Perceived Need-Affordance Fit and Social Media Addiction

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### Recommended Citation

Zeng, Miaoyi and Armstrong, Deborah J., "Perceived Need-Affordance Fit and Social Media Addiction" (2022). *ICIS 2022 TREOs*. 5.  
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## Perceived Need-Affordance Fit and Social Media Addiction

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The term “social media” describes a variety of technologies that act as interactive platforms for individuals and communities to share, co-create, discuss, and modify user-generated content, and includes blogs, content communities, collaborative projects, virtual worlds, and crowdsourcing sites (Karahanna et al. 2018). Social media provided an important source of communication and leisure activities for many people during the COVID-19 pandemic, “not only are we learning the latest news updates, but we’re also using platforms like Facebook and Twitter to provide personal and business updates” (Kushner 2020, np). At the same time, social media may have adverse effects. This study focuses on social media addiction which is a psychological dependency manifested in social media-usage that undermines normal behavior (Turel et al. 2011). While it may seem harmless compared to other types of behavioral addiction (e.g., gambling), social media addiction has physically and psychologically negative consequences.

Although concerns about social media addiction are increasing, our understanding of the development mechanisms of social media addiction is still limited. Instead of arguing that social media addiction is different from other technology addictions, or that Facebook addiction is different from Instagram addiction, we believe the differences may be due to the salient affordances (i.e., action possibilities allowed by a technology) of the IT artifacts. It is the relationship between individuals’ needs (e.g., autonomy, identity) and the affordances provided by the technology (e.g., communication) that will affect the use of social media and related outcomes (Karahanna et al. 2018). But the nature of this relationship has not been well specified – and it is into this gap that our research steps. Person environment fit theory tells us that it is the level of match or correspondence between the person and the environment, that leads to positive outcomes (e.g., Edwards et al. 1998). Using the socio-technical perspective and drawing on fit theory, we assert that it is the fit (i.e., match) between the individual’s need and the affordance provided by the IT artifact (e.g., social media) – the perceived need-affordance fit - that ultimately influences addiction.

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