

12-12-2021

The Impact of Conflicting SNS Usage Outcomes on Continuance

Hossein Mohit
University of North Texas, hossein.mohit@unt.edu

Vess L. Johnson
University of North Texas, vess.johnson@unt.edu

Follow this and additional works at: https://aisel.aisnet.org/treos_icis2021

Recommended Citation

Mohit, Hossein and Johnson, Vess L., "The Impact of Conflicting SNS Usage Outcomes on Continuance" (2021). *ICIS 2021 TREOs*. 65.
https://aisel.aisnet.org/treos_icis2021/65

This material is brought to you by the TREO Papers at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICIS 2021 TREOs by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

TREO

Technology, Research, Education, Opinion

The Impact of Conflicting SNS Usage Outcomes on Continuance

Hossein Mohit; Hossein.Mohit@unt.edu

Vess Johnson; Vess.Johnson@unt.edu

Over the last two decades, online social network services (SNSs) have become increasingly popular (Kourouthanassis et al., 2015). According to a recent report from Kepios (2021), there are more than 4.33 billion active social media users worldwide accounting for more than 55 percent of the global population. Among the most popular, Facebook has more than 2.7 billion users, Instagram has more than 1.2 billion users, and TikTok and Twitter with approximately 690 and 350 million respectively. Also, LinkedIn, the largest online professional network, has more than 750 million users (Statista, 2020).

However, even given the wide-range acceptance of social networking and the apparent appeal of social networking sites, feelings about the impact these sites have had on society are mixed. According to a Pew Research Center poll, over two-thirds (64%) of Americans believe social media has had a largely negative impact on the country. Only 10% believe social networking sites have had a largely positive impact on society and 25% believe they have neither a positive nor a negative impact (Auxier, 2020). Thus, implying that the majority of social media users appear to have a love-hate relationship with their SNS of choice.

SNSs can be entertaining, enjoyable, and useful. They can be used to find information and further one's education, keep up with current events, and maintain connections with family and friends (Gawkroger, 2019; Habibi et al., 2018; Ku et al., 2013; Park et al., 2009). However, SNSs can also have a negative impact on individuals by leading to increased stress, depression, and concerns about privacy. Users can become addicted to SNSs, perhaps due to a fear of missing out (FOMO), which can lead to unhealthy comparisons to others which can result in jealousy and anxiety (Buglass et al., 2017; Fox & Moreland, 2015; Gezgin, 2018; Hawi & Samaha, 2017; Brook McCarthy, 2019; Munawaroh et al., 2020; Przybylski et al., 2013; Xu et al., 2013).

This study explores conflicting factors impacting SNS continuance intention by utilizing the theory of reasoned action and rational choice theory as the primary theoretical lenses. One of the goals of this study is to better understand how Americans can overwhelmingly negative view of the impact of SNSs on society (Auxier, 2020), but continue to remain users. Another perspective which we will study is about love-hate relationships with SNS and why people use it while they hate it? Based on around 500 respondents in our survey which we collected by Amazon M-Turk, more than 62 percent of the respondents have considered giving up social media but they are using it and around 38 percent haven't thought about quitting social networks. The study also performs a multigroup analysis by comparing the views of individuals who have considered abandoning SNSs and those who have not.

References

References are upon request.