

Social Media Platform and Green IS Awareness: An Empirical Investigation

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Abstract

Green information systems (IS) can have positive effects on environmental sustainability through its implementation and the ability to engage citizens. Social movement organizations (SMOs) with a focus on the environment and climate change are influencing social change and norms. Partnerships among cities with shared sustainability goals have formed to share resources and practices. In IS literature, there are limited studies in examining the social media-based influence of a network of sustainable cities and SMOs on sustainable development norms and green IS awareness. Using a multi-disciplinary view, we aim to understand how these organizations influence norms to create or promote green IS awareness over social media. We will analyze over 185,106 Twitter tweets on sustainability and from SMOs to understand their impact. Our proposed model can provide a theoretical foundation to understand the relationships between the network of sustainable cities and SMOs in the context of social media and green IS.

Keywords

Green IS, social media, smart cities, social movement organizations, sustainable development norms