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Information sharing on social media sites

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This study reports on an exploratory survey conducted to investigate the use of social media technologies for sharing information. This paper explores the issue of credibility of the information shared in the context of computer-mediated communication. Four categories of information were explored: Sensitive, sensational, political and casual information, across five popular social media technologies: Social networking sites, micro-blogging sites, wikis, online forums, and online blogs. One hundred and fourteen active users of social media technologies participated in the study. The exploratory analysis conducted in this study revealed that information producers use different cues to indicate credibility of the information they share on different social media sites. Organizations can leverage findings from this study to improve targeted engagement with their customers. The operationalization of how information credibility is codified by information producers contributes to knowledge in social media research.

Biography

Babajide Osatuyi earned his PhD in the Information Systems department from New Jersey Institute of Technology. Upon completion of his PhD program he joined the College of Business Administration at The University of Texas-Pan American as an Assistant Professor of Computer Information Systems. His research centers on the use of technologies for communication. His work has been published in Information Systems and Computer Mediated Communication journals especially in the areas of Social Media, Group Decision Making, and Emergency Response.

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