

Institute for Media  
and Communications Management



University of St.Gallen

A horizontal banner image with a green tint. It is divided into three sections: the left section shows a person's face on a computer monitor; the middle section shows a hand holding a glowing green star; the right section shows a group of people in a meeting, with one person pointing at a laptop screen.

# Social Media Acceptance in the Workplace A Conceptual Model

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# Modeling Social Media Acceptance at the Workplace

- **The Research Objective:** To model how (techno-)stress impacts on Social Media Acceptance in the Workplace.
- **The Theoretical Basis:** Social Media Acceptance...
  - ...is highly relevant in today's knowledge professions
  - ...depends on perceived ease of use and perceived usefulness.
  - ...is not only influenced by cognitive aspects (e.g. job relevance), but also by emotional factors (e.g. overload, invasion and uncertainty).
- **The Data:** Online survey on Social Media Literacy among 1300 European marketing and communication professionals.
- **The Outcome:** Individual feelings of overload have a significant influence on Social Media Acceptance in the workplace.

*That is what we did...  
but why not tell you a little story  
on why it (may) actually matter*

*(do not worry, there is always the paper...)*



# Consider Gordon and Jake – and their respective media



1987



2010





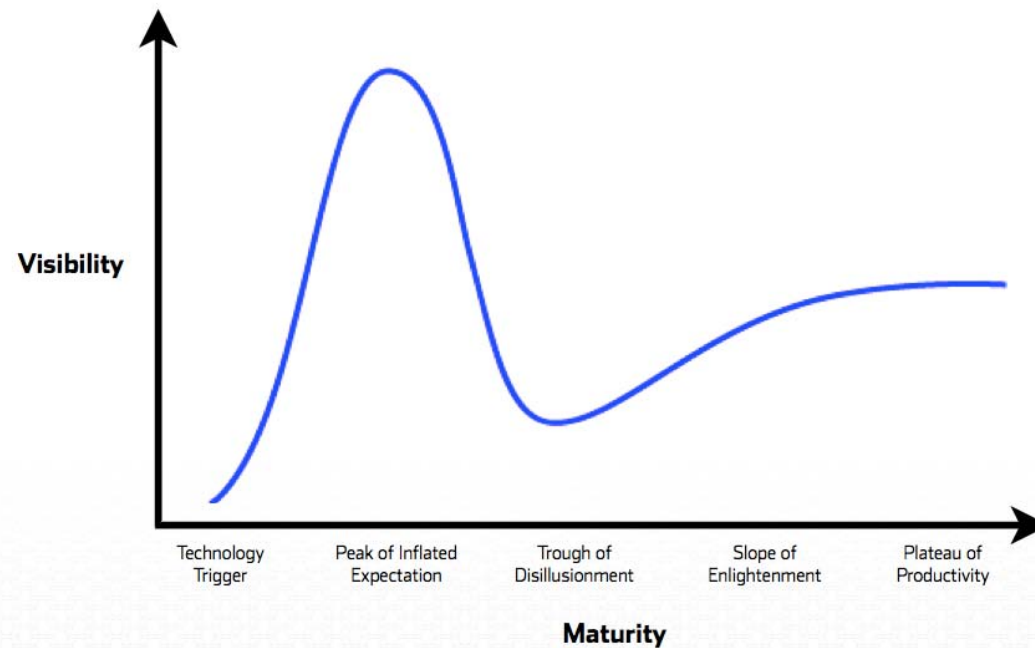
## **and why that may actually matter for their job...**

In early 2011, Johan Bollen, Huina Mao, and Xiao-Jun Zeng published a paper in the Journal of Computational Science, giving cause to believe that social media is quite possibly providing a service that goes far beyond real time news – astonishingly, **it may in fact be predicting price changes in the stock market.**

*“okay, so the acceptance of Social Media at the workplace may in fact be relevant. But **what drives this acceptance**, is it the same for the Gordons and the Jakes, and how to answer that scientifically?”*



**So this is what we did:** We asked 1383 communicators from 30 different European how Social Media change the way they conduct their daily work, and what drives their acceptance. For this, we adopted and extended the Technology Acceptance Model (TAM) models (Davis, 1989; Davis & Venkatesh, 2000; Venkatesh & Bala, 2008) to Social Media.



Source: Gartner Group

*to put it quite briefly, TAM is applicable to the Social Media context. The proper statistics are in the paper and quite interesting ...*

*but for today, we would really like to concentrate on our extended measurement model, that also accounts for **social media stress***





# It is about how (well) practitioners mentally cope with the changes brought by Social Media

The Environment

- Polylogue
- Immediacy
- Channel Explosion
- Content Proliferation

The Limits

Time?  
Attention?

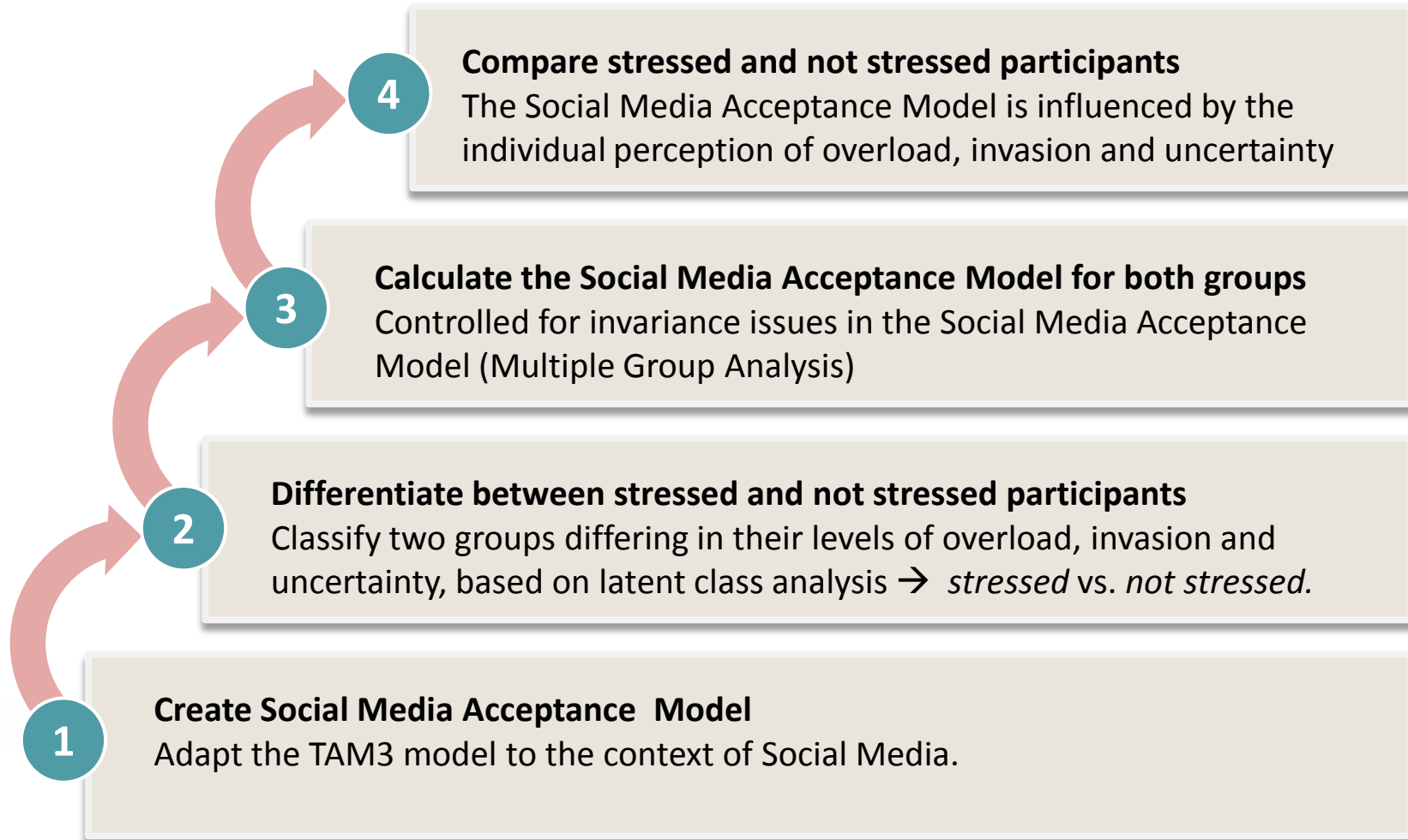
The Outcome

- Overload
- Invasion
- Uncertainty

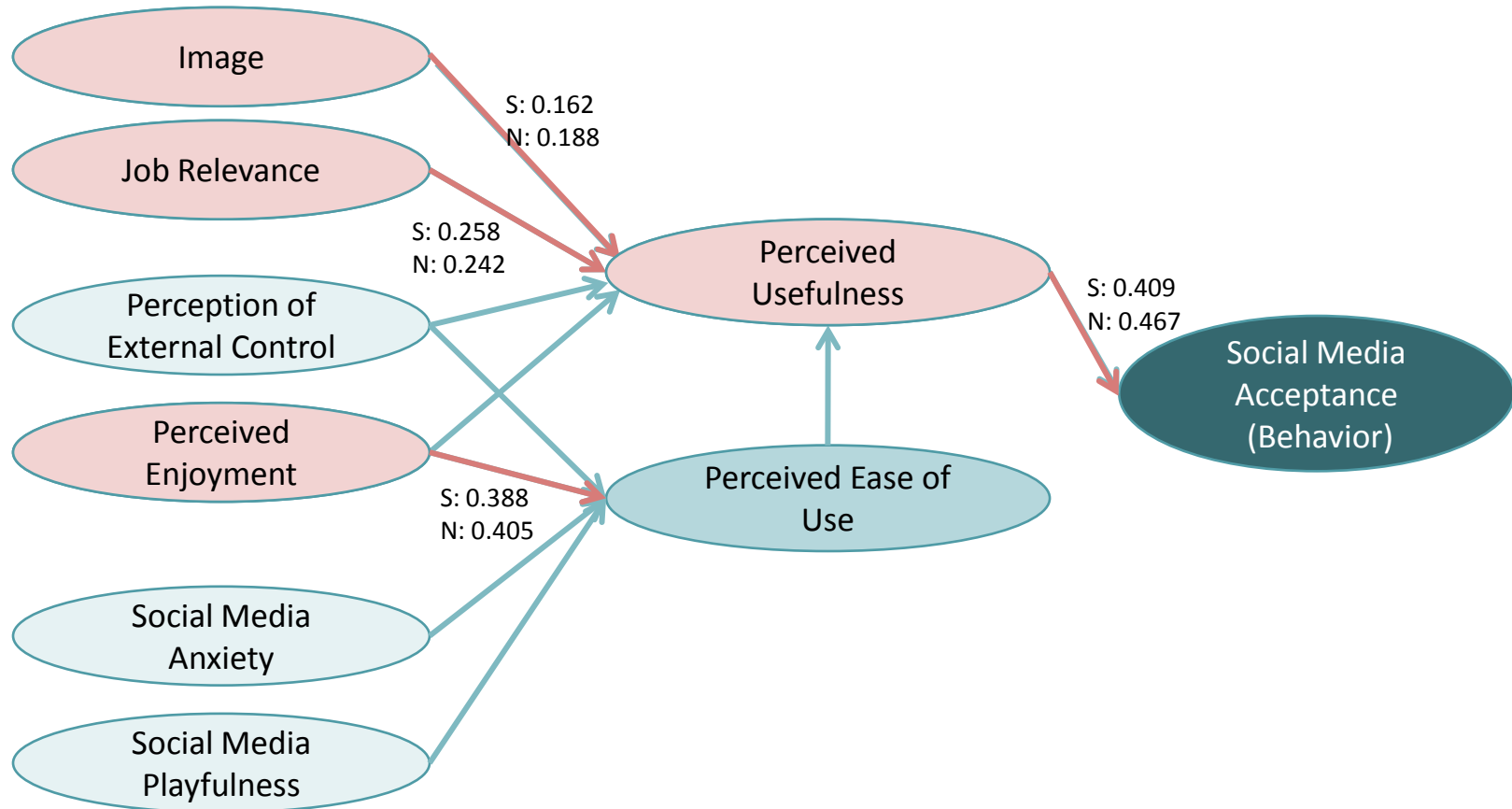
**Stress  
Potential**

In how far does this decide upon  
**Acceptance?**

# We used Multiple Group Analysis to compare Acceptance among stressed and unstressed Participants



# And here is the proper SE-Model showing the Influence of Stress on Social Media Acceptance



# Which shows – Stress impacts on Social Media Acceptance at Work

- **Stressed Participants**
  - Participants who are stressed, find a Social Media application or platform more useful when it is **relevant** to their actual job (REL).
  - Stressed individuals are less likely to accept Social Media, even if they find it useful.
  
- **Not Stressed Participants**
  - Participants who are not stressed or overwhelmed by the new Media environment find Social Media platforms more easy to use if they are **fun** (ENJ).
  - Participants who are not stressed find a platform more useful if **their superiors or their peers** think that they should use it (IMG).

*“Show me the money in it and I may find it useful  
what you are doing. But for me – no thank you”*

*A (hypothetically) stressed Gordon, 2011*



*“Hey, it is fun to use, and I take it as a “use it”  
from you – so I am going tweeting now, brb.”*

*A pretty relaxed Jake, 2011*

## Summary

**Social Media Acceptance (SMA)** can be modelled based on the Technology Acceptance Model (TAM).

**Stress influences Social Media Acceptance** at work and thus should be accounted for in the SMA-Model.

**Overload, Invasion and Uncertainty** need to be reckoned with in knowledge professions.





# Thank You For Your **Attention**

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