EXPLORING SOCIAL MEDIA USAGE AND SOCIAL WELL-BEING: INTEGRATION OF SOCIAL COMMUNITY THEORY AND SOCIAL HELP THEORY

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Abstract - In recent years, with the popularity of the Internet has led to the rapid development of social media. Social media has become an important part of our daily lives, people use social media to participate in community and get or give help or exchange discussion by SNSs. The study is to explore the factors of help each other on social communities. We base on theories of social support, social network, social capital, social presence and cooperation help network. The study explore the causal structure, whether the social community members feel social well-being by the interaction, let the members of the community members are willing to maintain the interaction between the members of the community. This study found the following consequences: (1) Social support, social capital and social presence has a positive impact on get-help network. (2) Social support and social capital has a positive impact on give-help network. (3) Get-help network and give-help network have a positive impact on social well-being. Based on the above findings, put forward the research meaning in academic and practice, for follow-up study reference.

Index terms - Social media, Social support, Social network, Social capital, Social presence, Social well-being.

I. INTRODUCTION

With the popularity of the Internet and fast, the transmission of information between people becomes very convenient, so the message needs platform for the social community. People can share their moods and knowledge with each other through interactive media by posting videos, photos, moods, and instant messages through the social community [1]. In the social community website, the users contribute the content frequently. Users can post other people's posts, add their own experiences to their posts, and others will respond directly to their thoughts and thoughts under the original post. In the study, the success of the social community was determined by members of help. Many of the social community's failures were attributable to the reduction of members-help, and relatively inaction. Members of social community help each other is very important. Users have different preferences on the SNSs by themselves and each user shares will be distinct. A number of studies and applications of social communities have been found in the published literature [3-4].

The social community provides a web platform that communicates with others and can successfully attract users [5]. [6] found that users' trust in the Internet community could increase the sharing of information and that users could have a good word-of-mouth in the sharing of information.In the social community platform, where you want to be successful, you must have interesting help to get the members. There are also experts surveying the value and well-being of members' participation in the social community [7].Social Support and Social network [8] are the motivations behind the social community's members to participate.In this study, according to [8] relevant papers, further study, the user contribution to the content of the impact of the network from a microscopic point of view. In addition, the social network theory is used to explain the follow-up behavior based on the influence of the user on the motive of use and satisfaction in the individual or group when using the social community website.

II. LITERATURE REVIEW

A. Social Media and Social community

On the Internet, people come together to do this in social communities. Social communities can be defined as groups of people with common interests and practices that communicate regularly for some duration in an organized way over the Internet through a common location or mechanism [4]. Social communities enable knowledge sharing to proceed without ever meeting the participants. Nowadays, more and more individuals participate in SCs to acquire knowledge to resolve problems at work [9]. SCs members who think knowledge sharing would increase the scope and depth of associations among SCs members tend to share knowledge with others. The flow of information in the Social community provides members with a platform for getting and giving help through discussions and interactive sharing. This sharing of help and information and experience is the critical factor for individual acceptance of help. Get-help or Give-help based on interpersonal relationships that has been explored previously [10].

Social Media is based on users sharing their opinions, ideas, experiences, and opinions through the Internet

[26]. [27] proposes a framework for the construction which combines seven different functional elements, according to the characteristics of different social media: identity, conversations, sharing, presence, relationships, reputation, and community or group.

B. Social network theory and Social support theory

[28] believes that social network is the same as social organization, and the link between the organization and individual relationship collection. [29] that the social network a group of people gathered through interpersonal relationship between the company and the business or family rooms, etc., and these people will interact with each other. [20], social network was seen as a set of relationships of individuals (ties) or contact between them (linkages), the relationship is sought on behalf of providing interactive communication or work assistance. [30] on the basis of social capital theory that social networks are present in the inside of a ring of social capital, members of the rapid growth of social networking, SCs enable people to connect and interact with each other . Social networks allow us to accomplish what we can't do on our own and offer great benefit to the whole community. Research shows that vibrant social networks help lower crime rates, increase public health, and reduce political corruption among other things. As such, they provide an essential tool to improve community well-being. Social networks influence us, but we also have a strong influence on others. [20] presents a large and varied body of evidence demonstrating that we all have a big impact on the people around us. So think about what behavior you are modeling in your social network. Choose to act in ways that increase the trust, reciprocity, and altruism in the community.

In social network researches rarely emphasis on personal characteristics of community members, that is concerned about the relationship between the structure and mode of people, who are groups and organizations, as well as between the organizations [31], focusing on analysis of the social link level structural properties, as well as human interaction modes, including network structure, distance, density, central resource properties, as well as networks delivered. The study will explore for some network density and network centrality properties.Social community helps to build social support networks that encourage interactions between people and to promote a sense of online community [30]. The social support network is divided into three patterns: emotional support, information support and tangible support. In addition, the social network also can be divided into network density and network centrality. Network density refers to the degree of contact between network's members interact with each other; network centrality refers to the importance of the individual members of the network. [20] pointed out that under the multiplicity of organizational relationships, network density can be explained to the organizations for help that employees get, and network centrality may represent employees required to provide helps or advices to people.

C. Social Capital and Social Presence

[24-25] point out that social capital depends on the size of the social network it belongs to and the degree of social interaction between the members of the organization and the members of the organization. I am more willing to maintain a good relationship with other members.

Social presence has been used to explore the concept of interpersonal communication and the feelings of the community. In the discussion of distance online teaching, three dimensions of Social presence are proposed: social environment, online communication and interactivity [23], which means communicating with the member in the community environment that is on social media. The feeling of communication makes me feel good, kind, and feels like communicating face-to-face with members.

[23] scholars contribute to the research, members of the community use the social community to communicate with other members and feel the real social environment. In addition, it promotes knowledge sharing, and divides social presence three dimensions to measure the extent of knowledge contribution, namely: (1) Sensory: the personal feeling of social space. (2) Affective: The feelings of the virtual environment and (3) Cognitive: the belief of social actors in the mental model of the virtual environment. This study will explore the sensitivity of the Facebook Group's interaction with members through social presence.

D. Social Help Network and Social Well-being

[20] discusses the implementation of new information systems, how the employees achieve job performance, and recommended that regard network as the core, to see the key of the implementation behind the results of the work. As mentioned above among employees and business are interdependent relationship. Apart from relying on its employees work, and there is also should exist and important relationship.Thenetwork contains some recommendations such as workplace and employees that are to seek and provide message services and expertise in the workplace, and to perform their work to others. In the organization, to seek the availability of messages from each other, the proposed network can be further subdivided into the network for recommendations (Get-advice networks) and provide advice network (Give-advice networks). This study is based on researching the main virtual community interaction, and helping behavior. This study will be produced in a virtual community, through the concept of recommendations to help the network perform itself. [20] will help network divided into two categories, get-help and give-help. Assistance belongs to helping behavior, [21] said that if a person or group make it

useful, and have a positive impact on the behavior termed helping behavior, such as: assist, aid, share, donors, mutual will, cooperation and other acts. On the contrary, the assistance that is the face of difficulties provides for their own benefit to others, and has a positive impact on behavior.

[20] pointed out that help network divided into two categories, one is get-help network, and another is give-help network. Help network belongs to helping behavior. [5] proposes social well-being to explore individuals' social well-being and assess the adaptation of individuals to social interactions. In this study, according to social well-being research, [5] proposed that there is nothingabout the social well-being and the environment in assessing whether individual who have the function of individual feel happy.

III. RESEARCH QUESTION&HYPOTHESIS

This study uses social support, social networks, social capital, and social market sentiment as a component of mutual help for members of social community. Members of the social community platform, from the use of social media, under the influence factors of different social relationships, to help the network as a member of the social media community to provide get-help and give-help, the network structure will be assisted as: get-help network and give-help network.Finally, the mutual help of members of the social media help promotes social well-being.It is defined as shown in Figure 1.

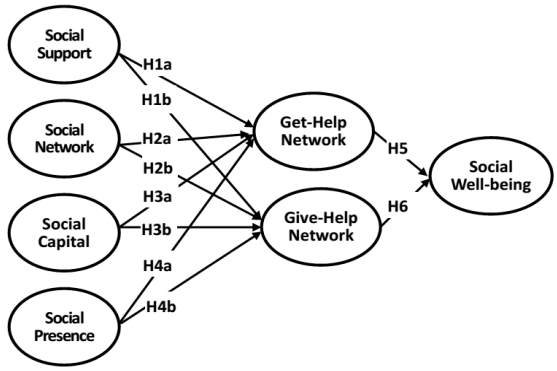


Figure 1: The research Model

H1a: Social support has a positive impact on get-help network.
H1b: Social support has a positive impact on give-help network.
H2a: Social network has a positive impact on get-help network.
H2b: Social network has a positive impact on give-help network.
H3a: Social capital has a positive impact on get-help network.
H3b: Social capital has a positive impact on give-help network.
H4a: Social presence has a positive impact on get-help network.
H4b: Social presence has a positive impact on give-help network.
H5: Get-help network has a positive impact on social well-being.
H6: Give-help network has a positive impact on social well-being.

IV. METHODOLOGY

An empirical study was conducted to test the relationship between the constructs and a questionnaire was developed for this purpose. This study conducted a survey to collect the data, which is described below.

A. Instrument development

This study has four main aspects: uses and gratification, social network, social network benefit and content contribution. We have nine constructs. Our questionnaire was created by adapting measures had been validated by prior literature, or converting the definition of items developed based on the relevant theory and prior studies into questionnaire format. The research used a five point Likert-scale from 1, strongly disagree to 5, strongly agree, total has 60 problems asked items, the frame surface of development process and variable number of operation type defined points said following.

B. Data Collection

This study uses Facebook social media community members as the survey objects. The survey method by Internet questionnaire, the online questionnaire is built on the network cloud space through the Google Drive form, and through Facebook social community and PTT(BBS). The data was collected through a survey conducted from members of social community sites in Taiwan in April 2016. A total of 541 responses were received. Some of the questionnaires were dropped as they were incomplete. Members with Facebook use experience were invited to support this survey. At the end of data collection, a total of 506 questionnaires were collected for further data analysis.

V. RESULTS OF ANALYSIS

A. Data analysis and hypotheses test

Partial Least Squares (PLS) was used as the structural equation modeling tool for the analysis. PLS is chosen because PLS has minimum restriction on measurement scales, sample size and residual distribution. PLS also allows researchers to assess measurement and structural model simultaneously, including indirect and direct effects. Following a two-stage methodology recommended by [18], this study assessed reliability and construct validity by conducting conformation factor analysis (CFA) in the

first step. Then, the structure model was examined in the second step.

B. Measurement Model

The adequacy of the measurement model was evaluated in terms of reliability, convergent validity, and discriminant validity. Reliability was examined using the composite reliability values. As listed in Table II, all of these values were greater than 0.87, well above the commonly acceptance levels of 0.70 [18]. The results indicate adequately composite reliability.Convergent validity was evaluated for the measurement scales using two criteria suggested by [19]: (1) all indicator factor loadings should be significant and exceed 0.70, and (2) average variance extracted (AVE) by each construct should exceed the variance due to measurement error for that construct (i.e., should exceed 0.50). As shown in Table III, standardized CFA loadings for all items were significant and exceed the minimum criteria of 0.7. Furthermore, as can be seen in Table IV all AVE values of all constructs are greater over the minimum threshold value of 0.5. As a result, results indicate the adequate convergent validity. Discriminant validity was evaluated using the criteria recommended by [19] that the square root of the AVE should exceed the correlation shared between the construct and other constructs in the model. Table II lists the correlations among constructs, with the square root of the AVE on the diagonal. The results demonstrate the accepted discriminant validity.

Table I. CR. AVE and Correlations of Latent Variables

Constructs	Composite Reliability	Cronbach's Alpha	Discriminate Validity	AVE	R Square
Social Support (SS)	0.947	0.935	0.847	0.718	
Social Network (SN)	0.936	0.919	0.822	0.675	
Social Capital (SC)	0.903	0.872	0.780	0.608	
Social Presence (SP)	0.937	0.920	0.845	0.713	
Get-Help Network (GEHN)	0.926	0.893	0.870	0.758	0.629
Give-Help Network (GIHN)	0.905	0.961	0.840	0.706	0.630
Social Well-being (SWE)	0.925	0.892	0.870	0.756	0.684

TableII. The Constructs of Structure Analysis& Result

Hypothesis	Constructs Structure Relation	Path coefficient	*t* value	Result
H1a	SS→GEHN	0.258	3.730***	Accept
H1b	SS→GIHN	0.194	3.409***	Accept
H2a	SN→ GEHN	0.041	0.767	Reject
H2b	SN→ GIHN	0.108	1.800	Reject
H3a	SC→ GEHN	0.396	6.340***	Accept
H3b	SC→ GIHN	0.517	9.533***	Accept
H4a	SP→GEHN	0.165	2.406**	Accept
H4b	SP→GIHN	0.035	0.584	Reject
H5	GEHN→SWE	0.527	11.046***	Accept
H6	GIHN→SWE	0.343	7.336***	Accept

*p<0.05; **p<0.01;***p<0.001

C. Result of Structural Equation Model

The theoretical model and hypothesized relationships were estimated using the bootstrap approach with a sample size of 500 to generate t-values and standard errors for determining the significance of paths in the structural model. Figure 2 summarized the results of structural model test.

As hypothesized, the results pointed out that Social support has a positive impact on get-help network (H1a: t-value=3.730, p<0.001, and path-coefficient of 0.258). Social support has a positive impact on give-help network (H1b: t-value=3.409, p<0.001, and path-coefficient of 0.194). Social network has a positive impact on get-help network (H2a: t-value=0.767, p>0.05, and path-coefficient is 0.041). Social network has a positive impact on give-help network (H2b: t-value=1.800, p>0.05, and path-coefficient is 0.108).

Social capital has a positive impact on get-help network (H3a: t-value=6.340, p<0.001, and path-coefficient is 0.396). Social capital has a positive impact on give-help network (H3b: t-value=9.533, p<0.001, and path-coefficient is 0.517). Social presence has a positive impact on get-help network (H4a: t-value=2.406, p<0.01, and path-coefficient is 0.165). Social presence has a positive impact on give-help network (H4b: t-value=0.584, p>0.05, and path-coefficient is 0.035).

Get-help network has a positive impact on social well-being (H5: t-value=11.046, p<0.001, and path-coefficient is 0.527). Give-help network has a positive impact on social well-being (H6: t-value=7.336, p<0.001, and path-coefficient is 0.343).

Based on the statistical analysis and path-coefficient and t values were significant, the hypothesis has been supported by this study, all detailed results summary follow below. PLS analysis results put in Table I, Table II. This study presents the analysis of frame structure model, verified results of Figure 2.

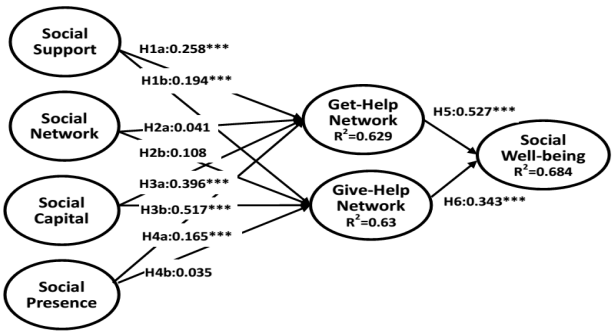


Figure 2: Results of the Research SEM

CONCLUSION & LIMITATION

With the rapid development of the Internet, social community website has become a part of the daily life of many SC's users. People use information technology or the final purpose of the social community, we hope that technology can bring better living environment, improve the quality of life and promote communication and use getting or give something for others. This study explores integration of social community theories and social help network as a blueprint, through research model to analyze the impact of user motivation on the social community, such research results, can make the social community website developers a better

understanding of the needs of users, the other proposed community website developers, users can benefit for further reward mechanism, So the contribution of the practice can also show the importance of this study.

According to [9], the help each other of cognitive using SC and social integration evolve over time as a result of social relationships, with SC's members as a sense of belonging or personal identity. In other words, the behavioral elements of the environment in which the individual participates in the social community, as in status, reputation or prestige in the group. In addition, [30] proposed the social network; the structure is connected by nodes through the way to illustrate the relationship between people. Therefore, this paper combines the benefits of the network with the social network, and uses the connection relations generated by the social network to illustrate the members'help in the community website, which is called the social network social help network.

Few scholars apply the benefits of the web to the social help networking that people make on the web. In addition, scholars have explored social help network for SC's member of social well-being.The results of the analysis of this study are empirical evidence, social support,social network, social capital, and social presenceto get-help networkexplanatory of poweris 62.9%; social support, social network and social presence of give-help networkexplanatory of poweris 63.0%.The influence of get-help and give-help network to social well-being explanatory of power is 68%. The study get result social help network is more effective than the behavior of social well-being.They lead us to the idea that people can turn self-needs into words, voice, video, so that the participants in the community to get information and feedback or to meet people's helps, this phenomenon in the academic discussion is worthy of attention.Through different theories, we can effectively understand the motivation of members of the community to be willing to help and communicate with each other. In addition, through the process of helps and communication between members of the community, members have a sense of belonging and trust in the community. Social well-being makes users more willing to maintain and share information with their communities.

While the results of this study provide several interesting findings, it is necessary to recognize its limitations. This research in Taiwan, we use variety social community and it is most often using of user for research object. First, the questionnaires test on PTT(BBS) and Facebook and participants almost are young students that subjects may limit the generalizability of the findings to other types of Social Communities in other countries. Further study is needed to examine the extent to which the findings of this study can be applicable in various types of social communities in different countries. Second, this study only focuses on Facebook users and not taking into account other social community platform that this research is limit. Finally, this research maybe need to expand more constructs. The future research can analysis and discussion of the other factors that can also identify the respective construct model of high and low. It can make this research more complete.

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