EXPERIENCE AS AN ANTECEDENT TO TRUST IN SOCIAL NETWORK SITES

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ABSTRACT

The popularity of social network sites seems to grow exponentially. While there may be multitudes of social network sites, some of these sites are notably more trusted by users. Factors that can build a user’s loyalty and continuance have become the most desirable knowledge to SNS management. Among several factors, the user’s trust in SNS is considered the most fundamental factor to determine the SNS’ long term success.

Trust is a critical factor of the user’s online intention and behaviors. In the research of service based systems (e.g., e-commerce, online banking), findings from prior studies have shown that a user’s trust in a website does not only determine his/her adoption of the system but also strongly influences the intention to share sensitive information in the system (e.g., Gefen et al., 2006). Kim et al. (2008) presented that a user’s trust in an e-commerce site has a strong positive effect on the user’s intention to buy on the site. The trust can also positively influence the user’s behavior of using e-payment to place orders on the site.

So, what determines trust in social network sites (SNS)? This study explored the relationship between experience with SNS and trust in SNS. We defined experience based on three measures: longevity in using SNS, daily use of SNS and enjoyment derived from SNSs. Our preliminary results from Facebook users indicate that an inverted u-shape relationship exists between longevity with SNSs and trust. A positive relationship was established between enjoyment and SNS trust.

REFERENCES
