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Social Media Research from Affordance Perspective

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Nowadays, social media such as blogs, microblogs, wikis, social networking sites, or social tagging, has been rapid proliferated and widespread adopted in people's daily life and work. Recently, some researchers have used affordance perspective to investigate the social media itself. For example, Boyd [1] pointed out that networked technologies introduce new affordances for amplifying, recording, and spreading information and social acts. And she identified persistence, replicability, scalability and searchability as four key affordances that emerge out of the properties of social network sites. Treem and Leonardi [2] reviewed previous studies of social media usage in organizations and uncovered four relatively consistent affordances enabled by these new technologies, including visibility, persistence, editability, and association. In addition, Mesgari and Faraj [3] focused on Wikipedia as a case and empirically identify and define six affordances as follows: contribution affordance, control affordance, management affordance, collaboration affordance, self-presentation affordance and broadcasting affordance. Current studies about social media using affordance perspective demonstrated the theoretical and practical value of identifying the affordances of social media. While current literature has not fully understood the affordance of the social media and hence presents different result. Hence, I suggest future studies can focus attention not only on any particular social media technology, but also on a cluster of social media using an affordance approach through both theoretical analysis and empirical validation to fully open the complex nature of the social media.

Acknowledgements

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