

USER'S INVOLVEMENT IN THE INFORMATION FLOW PARADIGM ON SOCIAL NETWORKING SITES DURING COVID-19: A STRUCTURAL EQUATION MODELLING APPROACH

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ABSTRACT

This study tries to determine if social media argument quality, social media source credibility and perceived usefulness can predict information adoption by the user shared through social media platforms. Data was collected from 376 social media users through online surveys that helped gauge user behavior. The results of the study revealed that perceived usefulness is not a predictor of information adoption. The results of the study revealed that perceived usefulness is not a predictor of information adoption but there is a significant relationship between information adoption and participatory behavior especially when the information is shared through social media networks. The study would help its stakeholders understand the predictors of information adoption. It reveals the importance of credibility of the source. Moreover, the central point at issue is still argument quality. Acceptance of the information would lead to the participatory behavior by the user. In this study information exchange and user-generated content have both benefited from social networking.

keywords: Social Networking Sites, Information Adoption, COVID-19, Source Credibility, Argument Quality

Introduction

Amidst the time of this major pandemic COVID-19, there has been growth in the social media usage platforms for sharing messages ranging from personal conversations to information about the pandemic (Janavi et al.; 2021). This has led to the sharing of potential remedies for affected people, goods and services (Lee et al., 2006; Arya et al., 2018) speculations about government policies, news, rumours (Steensen, & Eide, 2019) etc., in the form of videos, text messages, audios, images or even web links. Social networking sites

have increased in popularity to become one of the most popular websites on the internet (Sharma, 2021; Sharma et al., 2022a, 2022b). Facebook was the first social media platform to cross one billion registered accounts, and it now has over 2.85 billion monthly active users (Yang, et al, 2016; Global Web Index 2016). There has been 50 per cent increase in the usage rate of social media sites like Facebook, Instagram, and WhatsApp all over the world and users spend about two hours every day on the site, according to reports (Forbes, 2020). In order to alleviate user fear, several sites

even created restrictions to curb the spreading of COVID-19 rumours. Many studies have used different theories for technology adoption such as Technology Acceptance Model and Expectation Confirmation Model to predict the behaviour of the user (Bhattacharjee, A., 2001; Thong, J. Y et al., 2006; Liao, Chuttur, M. Y. ,2009). Even brands modifying their marketing plan and using SNSs as an advanced instrument for brand communication (Arya, V., Paul, J., & Sethi, D.,2021; Hanaysha et al., 2021; Rashid et al. 2022). Consumers' perceptions of SMS advertising have been demonstrated to have a considerable impact on their purchase intent, either directly or indirectly (Sharma et al., 2021). The emphasis now is on the adoption of information shared through social media by the user (Bruggeman et al., 2019). Interestingly, a user may get impacted by the information based on the quality of the argument, related issue, credibility of the source of message and the evaluative actions taken by the user itself to analyse the information (Petty and Cacioppo, 1986; Sundar et al., 2007; Jin, Yin, Zhou and Yu, 2021). These factors are important because the information available in the hands of user is so huge that evaluating the source and the quality of information has become a difficult task. The more quality oriented the information is, the more chances are there that the information will be adopted by the user (Xu and Chen, 2006; Zhang and Watts, 2008).

Users generally adopt the information if they consider it relevant and useful for the current scenario with credible source backing it. A credible source makes the information more trustworthy and reliant (Yoon, Pinkleton, & Ko, 2005; Sethi et al.,2021). Users especially youngsters are found to recheck the information for the evaluation purpose on various other social media platforms before adopting it (Kim, Sin, Yoo-Lee, 2014; Bruggeman et al., 2019) making evaluative action an important variable in understanding both perceived usefulness and information adoption. Furthermore, expectation confirmation model (ECM) is used to understand the ultimate behavior of the user once the information is accepted (Liao, Palvia and Chen, 2009). This model ascertains the continuance behavior and helps in predicting the participatory action taken by the user (Tadesse, A. W et al., 2020).

The majority part of researches focused on the factors that drive consumers for information sharing, but very few studies are there to assess participatory behavior. With increasing frequency, people are using social media sites to obtain timely information about the world's grand challenges (Mohammed, A., & Ferraris, A.,2021). Little research has determined how people participate and how their involvement can be promoted on these sites. The study found that attitude, perceived behavioral control and subjective norm affect Twitter users' active participation. In current study the communicative and community components of social media are highlighted. The goal of the study is to determine what counts as involvement when online users establish connections rather than content. This study tries to determine if social media argument quality, social media source credibility and perceived usefulness can predict information adoption by the user shared through social media platforms, especially in current scenario where COVID-19 has created information explosion in the hands of users. Moreover, it is important to understand whether information adoption leads to any participatory behavior by the receiver of such information, which also forms the part of this research. This will help the stakeholders such as government, researchers, and practitioners to unearth if the information adopted has led to any action in terms of use of the information by the user such as sharing the information, recommending to peers and following the subject matter on social media sites.

Literature review

COVID -19 pandemic drastically impacted the whole world and play a imperative role in generating information, spreading awareness, broadcasting, government communication channel for providing important information related to the virus as this considered to be the fastest communication tool in a emergence of the COVID-19 pandemic (Namisango and Kang, 2019, Gupta P & Srivastava, 2021). Usefulness of the content available on social networking sites is determined by the preference of user's view of the site and also depends upon the perceived value and perceived quality What makes social media so strong is its ability to connect and exchange information with anyone or a huge group of people at the same time - i.e. through the use of different channels such as Twitter,

Facebook, Instagram and other social networks (Hussain, et al., 2017; Solomon, 2018; Goyal et al., 2021, Prashar, A. & Gupta P., 2020) for sharing information.

2.1 Information adoption and argument quality

Information Adoption Model explains how people acquire information and, as a result, modify their intents and actions while using computer-mediated communication platforms and further (Sussman et al., 2003; Cheung, Lee, & Rabjohn, 2008) explained information adoption as a process of engaging individual in using information from the Internet and social networks. In the information adoption paradigm, argument quality is regarded the primary influence, while source trustworthiness is considered a secondary factor (Sussman et al., 2003; Cheung, Lee, & Rabjohn, 2008; Pal et al., 2019). Prior research on information seeking has also emphasized and strongly supported the importance of information source credibility and quality (Rieh, 2002; Sundar et al., 2007; Zhu, et al., 2016). Internet users, according to (Madu and Madu, 2002), people read web pages in depth and but rather check the information they want. In this (Nah and Davis, 2002) add on that users expect to be able to get the information they need quickly and with minimal effort. Further, (Salehi-Esfahani et al., 2016) have found out that source credibility and argument quality are determinants of information usefulness. Lin, Wu and Tsai, 2005 refute the previous found relationship between information usefulness and information adoption and state the impact of task environment also affects the relation.

As a consequence, a social networking site that delivers higher quality information should be seen as more valuable, and the quality of the material should encourage continued engagement on the social networking site (Lin, 2007; Solomon, 2018; Lin and Lu, 2000). SNSs providing higher quality of information influence usefulness of the information (Makri and Schlegelmilch, 2017) and information quality should also be influenced SNSs' users for participation in trending flow of information (Sigerson and Cheng, 2018).

H₁: Argument quality has a positive impact on information adoption

2.2 Source credibility and information adoption

SNSs as discussed above is considered to be one of the fastest communication channel for creating and delivering information, thus the high quality that it need to possess is information quality (Hussain, et al, 2017; Solomon, 2018). This is because any incorrect and delusive information can mislead or create misunderstanding among readers. The correctness, completeness, and timeliness of information, as well as its relation to actual information and the reliability of the source presented, can all be used to assess its quality. (De Lone and McLean, 2003). Information provided by this sources is apparent to be true, accurate, and up-to-date t and even recommend others (Cheung et al., 2008; Shariff, Zhang, & Sanderson, 2017). Consumers clearly examine the trustworthiness and amount of bias of online content (Cheung, Luo, Sia, & Chen, 2009; Atika, Kusumawati & Iqbal, 2017). According to previous study, the likeability, and reliability of the source might influence those who take the follow and found it convincing and source credibility have direct relationship with information adoption, (Jiang & Zhang, 2021).

H₂ Source credibility has a positive impact on information adoption.

2.3 Perceived information usefulness and information adoption via social media

Past studies have already been focused on numerous factors where people's behavior and attitude is influenced by the Social Networking Sites (Arya et al., 2018; Jain et al., 2021). Various models, such as Technology Acceptance Model have been established for understanding and studying the factors of technology acceptance and usage. TAM was originally developed by Davis, 1989. To recognize the consumer behavior in more in-depth, later (Teo, Lim, and Lai ,1999) added two more variable in TAM named perceived playfulness or feeling and found a positive relationship between these factors with respect to internet usage. Ramprathap & Gokulnath, 2021 perceived ease of use, and perceived usefulness social media were found to have a positive and substantial relationship with students' learning performance. Further (Fishbein and Ajzen, 1975) individual behavior is a predictor of intentions, and intentions are jointly controlled by an

individual's attitude, according to these findings. The researchers also found that individuals' attitudes can be used to predict their intentions, and in addition to this (Hsu, & Lin, 2008, Islam et al., 2020) found that people's attitudes to blogging and social factors influence their intention to continue to use blog. Ease of use is one of the strongest predictor of usage of social networking sites. More people found SNSs easy to use, more likely they will adopt it (Heinrichs, Lim, & Lim, 2011). The usage of social networking sites and Web technologies for content production and sharing may boost social networking site user involvement and sharing (Lim, Lim, and Heinrichs, 2008; Cheung, et al, 2015; Kumar and Asawa, 2016; Singh and Sinha, 2020).

H₃ Perceived information usefulness has a positive impact on information adoption

2.4 Information Adoption and Theoretical Background

The adoption process is a step of information sharing that takes place on a world basis (Zhou, T. ,2021). Exact information is converted to internalized significance and knowledge in this phase of knowledge transmission (Nonaka, 1994). Process of information adoption and impact on individual's behavior given in theory of reasoned action (TRA) and the technology of adoption model (TAM), among others (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and also a Theoretical model of adoption (ELM) proposed by (Sussman and Siegal,2003; Arya et al., 2018). Information quality might be just as important in social networking as it has been for corporate websites, according to prior studies. This may be seen in the rise of blogs, which post facts and/or opinions on a wide range of subjects (Hsu and Lin, 2008). As social networking sites provide a large platform for exchanging information and sharing views, opinion on any content and subject matter. This how it contributes in continues social networking sites usage (Hsu and Lin, 2008; Al-Daihani and Alhaji, 2018, Arya et al., 2019).

Researchers have defined SNSs as internet based service where individual can easily create their profile, can easily able to share their views, thoughts, blogs with the person that are connected with these sites and also able to view and go across with their profile

(Boyd and Ellison,2008; Namisango and Kang, 2019, Arya et al., 2018). SNSs can, along these lines, be considered as powerful centres through which data streams. The extending development of SNSs has implied that they have become useful and more active platform for many individual and mostly for youngsters (Hampton et al, 2011; Lenhart, 2015; Lee, Kang & Namkung, 2021).

Previous studies found that majority social networking sites utilized by the teenagers and among all the sites Facebook is the widely used Social Networking sites (Cardon and Delaunay Teterel, 2006; Duggan et al, 2015, Sharma et al., 2022a), but with the numerous benefits of social networking sites it also considered to be dangerous (Ito et al., 2010) because of the privacy and authenticity of the information and information provider (Livingstone 2008). An access by SNSs to share information with friends and large group of people but there are dangers sharing it with unknown audience.

2.5 Information adoption and Participatory behavior of SNSs Users

As information suppliers, SNS play a significant role in enhancing the participation of the users in social and political discussion and trends on social media sites (Ali, et al, 2019; Saiphoo and Vahedi, 2019). Past studies shows that how influencing is social media sites are information provided over it, ongoing discussion on political and sensitive issues, debates on different issues can result in negative consequence in form of riots, strikes and misunderstanding (Shirazi, 2013). Besides, ongoing works bring up that SNSs could be utilized as immediate data sources expressly by youngster (Brandtzæg and Heim, 2009; Willemse et al, 2014; Tan et al., 2012). As a result, according to (Delli, Carpini and Keeter,1996), levels of current-events knowledge, and involvement will increase as a result of this enhanced understanding. An interactive information electronic media appears to be capable of bringing various groups or communities together to form a "electronic commonwealth (Scheufele, 2002).

SNSs users not only sharing and creating content (Thomas, Orme& Kerrigan,2020), they looking for information on it (Williamson and colleagues, 2012; Whiting and Williams 2013) and also rely on the information available on

it. They found it trustworthy, which is a big concern because the information trustworthiness of the information available on social networking is doubtful (Flanagin and Metzger, 2010; Biddix, 2011). Some researchers have examined SNSs precisely as information sources (Aillerie and McNicol, 2018; Brandtzæg and Heim, 2009, Gupta et al., 2020).

H₄ Information adoption significantly impacts participatory behavior of the user via social media.

3. Methodology

SNSs sites are considered as the fastest way of communicating any information (Sharma, 2021). With this facility it also comes as one of the dangerous source if wrong, unauthentic and fake information is spreading among people via SNSs. It can lead to riots, misunderstanding and also can mislead the reader. If we talk about current scenario in current situation of COVID 19 again so many fake news is being forwarded through these modes. Thus to measure the participatory behavior of the user in adopting and spreading information this study is conducted.

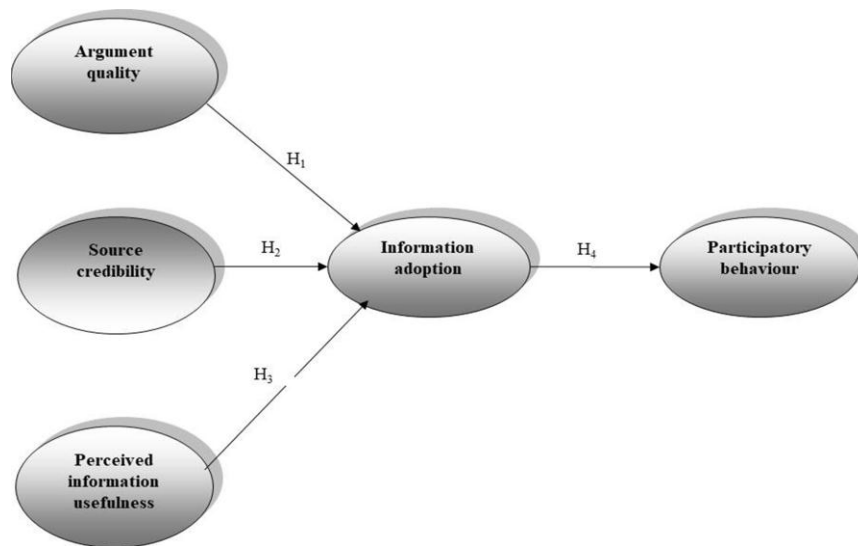
3.1 Instrument's validity and reliability

Validity and Reliability of the instrument were measured through KMO and Cronbach alpha. Cronbach's alpha >0.7, according to Nunnally (1978) is considered as acceptable. MO value between .5-.7 considered as average, between 0.7-.08 as good and. above 0.8 extremely good (Kaiser, 1974).

3.2. Instrument development

To collect data for this exploratory study, a questionnaire (quantitative treatment) is used. Questionnaires are an important tool for gathering information from a large population with in a small piece of time. This study's there are two sections to the questionnaire. First section includes a question related to demographic profile of respondents and general question related to usage of SNSs. On the other hand, in third section a five-point Likert-type scale ranging from strongly agree to strongly disagree was used to assess the factors related to participatory behavior of respondent impacted by information adopted from SNSs. Questionnaire was prepared on

Fig1: Conceptual Framework



This study is an attempt to answer the questions such as social networking site users find SNSs useful and do they find information provided on social networking sites authentic, reliable, do they check the source credibility of the information they find on social networking sites, if users adopt the information from SNSs do they forwarded it to others or how information adoption can impact the participatory behavior of the users.

basis of literature review and some statements were adapted from previous studies.

3.3 Items development

Items of the questionnaire were adapted from the previous studies but modification is done as per the need of the current study.

TABLE 1: Items adapted for study and its source

Construct	Source
Source credibility	Wixom and Todd,2005;Junjiao Zhang et al.,2017; Solomon, 2018
Argument quality	Junjiao, et al, 2017
Perceived information usefulness	Sussman and Siegal,2003;Junjiao et al,2017
Information adoption	Sussman and Siegal ,2003; Junjiao et al, 2017;Namisango and Kang, 2019

3.4. Measurement development

Frame work of the current study included six variables such as perceived information usefulness Argument-quality, Information adoption, Source-credibility, Participatory behavior. Which were measured through multi-item scale. Statement of the studies adopted from the previous studies. Some changes were made as per the requirement of the study. Response to an item is captured using a Likert scale rating at 5 point and containing response level from “Strongly Disagree to Strongly Agree”.

TABLE 2: Construct description

Constructs “Source credibility, argument quality, perceived information usefulness, information adoption, participatory behavior” as defined by various authors.

Constructs	Author
Source credibility	Wu and Shaffer, 1987; Lafferty and Goldsmith, 1999; Junjiao Zhang , Naoya Ito, WenxiWuandZairong Li, 2017; Traberg 2022
Argument quality	Cheung, et al., 2016; Junjiao Zhang , Naoya Ito, Wenxi Wuand Zairong Li, 2017
Perceived information usefulness	Junjiao, et al, 2017; Kumar & Asawa, 2016; Singh & Sinha, 2020 Heinrichs, J. H., Lim, J. S., & Lim, K. S., 2011
Information adoption	Junjiao Zhang , Naoya Ito, WenxiWuandZairong Li,2017; Sussman and Siegal ,2003 ; Namisango and Kang, 2019; Lee, et al., 2021.
Participatory behavior	Nwafor, C. U., Ogundeji, A. A., & van der Westhuizen, C. (2020)Saiphoo and Vahedi, 2019; Thomas, L., Orme, E., & Kerrigan, F. ,2020

3.5 Data Collection

All respondent had prior experience with social networking sites. Data was gathered online, and a cover letter was included with the questionnaire link to tell respondents about the survey's goal and to assure them that the information they gave would be kept private (Sharma et al., 2021, 2022a, 2022c). Link of questionnaire were shared in different websites through various social media sources such as WhatsApp, LinkedIn, Facebook, Twitter and Instagram. Survey was continued for 3 months and in total 376 responses was collected. Due to time constraint and low rate of responses data collection process was ended after 3 months. Low response rates and non-response bias found in online surveys (Meese, Swart, Vidgen, Powell & McMahan, 2010, Sharma et al., 2019). There are no monetary or other incentives offered to respondents, and the survey displayed a message to participate in the survey, which is solely for academic purposes. Each respondent is required to provide his/her e-mail address in the survey to reduce the possibility of a respondent participating in the survey more than once.

4. Data analysis

To measure the reliability of the constructs Cronbach’s alpha was calculated by using SPSS software. It’s believed that Cronbach’s alpha should be greater than 0.7 to be considered acceptable. Demographics suggest 98.5 % of respondents use social media usually on mobile phones (93.7%) and check notifications approximately 5-6 times per day for information seeking purposes. Interestingly, respondents use Facebook to get most reliable information regarding their country. As mentioned in the above table values of Cronbach's alpha is acceptable for all five constructs.

TABLE 3: Construct’s Cronbach’s Alpha

Construct	Cronbach’s Alpha
Source Credibility (SC)	.90
Argument Quality (AQ)	.87
Perceived Information Usefulness (PU)	.72
Information Adoption (IA)	.86
Participation Behavior	.93

4.1. Assessment of the measurement model

The most used software IBM AMOS is applied to calculate measurement model and structural model. Measurement model explains relationship between the indicators while structural model focuses on the relationship between the latent constructs. Reliability and Convergent validity were measured by various calculations like factor loading, composite reliability and average variance extracted. Factor loading represents variability among the observed variables. It represents weight and each statements correlation value. Composite Reliability is an important measure to check the reliability in structural equation model process. The composite reliability measures the internal consistency of observed variable s loading on the latent variables.

In this analysis author tested a structural equation model using SPSS and AMOS and represented descriptive statistics of the indicators.

There are several tests that may be used to determine validity and reliability: CR is for Composite Reliability and it should be). CR >

0.7, AVE stands for Average Variance Extracted and it should be AVE > 0.5, MSV stands for Maximum Shared Variance, and ASV stands for Average Shared Variance it should MSV < AVE ASV < AVE. Square root of AVE greater than inter-construct (Hair et al., 1998). All required conditions are satisfied for the discriminant validity.

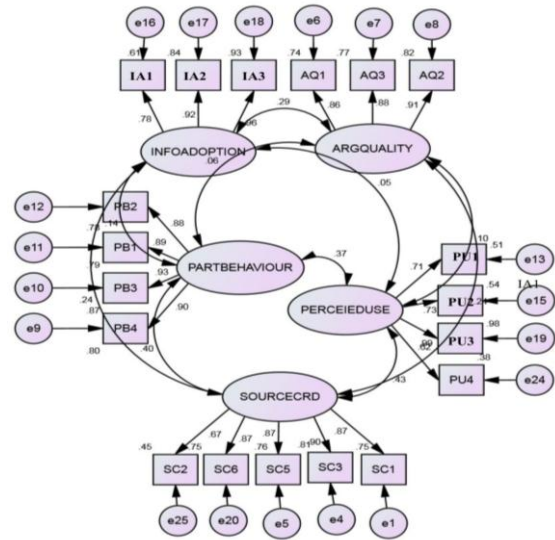


TABLE 4: Constructs Reliability and Validity

Constructs	Items	Factor Loading	Cronbach's alpha value	Composite reliability	AVE
Source Credibility (SC1)	SC1	0.866	0.918	0.922	0.704
	SC2	0.67			
	SC3	0.899			
	SC5	0.872			
	SC6	0.868			
Argument Quality (AQ)	AQ1	0.859	0.913	0.913	0.704
	AQ2	0.908			
	AQ3	0.878			
Perceived Information Usefulness (PU)	PU1	0.781	0.752	0.854	0.602
	PU2	0.918			
	PU3	0.964			
	PU4	0.617			
Information Adoption (IA)	IA1	0.714	0.832	0.92	0.794
	IA2	0.734			
	IA3	0.99			
Participation Behaviour	PB1	0.891	0.945	0.945	0.812
	PB2	0.881			
	PB3	0.935			
	PB4	0.896			

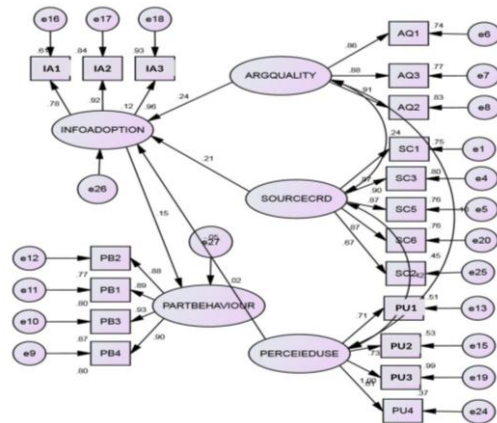
TABLE 5: Discriminant Validity

Factors	Sourcecrd	Argquality	Part Behaviour	Perceieduse	Infoadoption
Sourcecrd	0.839				
Argquality	0.242	0.882			
Partbehaviour	0.395	0.061	0.901		
Perceieduse	0.426	0.096	0.372	0.776	
Infoadoption	0.238	0.286	0.144	0.054	0.891

From the **TABLE 5**, The shared variance between the factors was found to be lower than the average variance extracted from the individual factors. As a result, discriminant validity is established.

4.2 Assessment of the structural model

In structural model R square value (Coefficient of Determination) measure is used to examine structural model. This coefficient helps in finding model’s predictive accuracy. The model fit indicators of the structural model were satisfactory. In this model CMIN/DF value was 2.071 and its accepted because its below 3 (accepted range). RMSEA value was .063 also laying in the acceptable range i.e., less than .08. Other indicators also reflecting positive values like CFI .961, GFI .899, AGFI .867 and TLI .954 all values found satisfactory. Total number of hypotheses in this model were four, out of four hypotheses, three were found significant.



thus not supporting hypothesis H₃. Further, PARTBEHAVIOUR (PB) is significantly influenced by INFOADOPTION ($\beta = 0.22, p < .001$) thus supporting hypothesis H₄.

5. Discussion and Conclusion

The main objective of the current study was to find out User’s involvement in the information

TABLE 6: A summary of hypothesis testing results presented in a given table-

Results of Structural model					
H	Relationship	Path	p-value	Magnitude	Result
H ₁	ARGQUALITY---> INFOADOPTION	0.19	0.001	Positive	Accepted
H ₂	SOURCECRD ---> INFOADOPTION	0.18	0.001	Positive	Accepted
H ₃	PERCIEVEDUSE ---> INFOADOPTION	-0.05	0.408	Negative	Not Accepted
H ₄	INFOADOPTION ---> PARTBEHAVIOUR	0.22	0.001	Positive	Accepted

On the basis of data analysis Hypotheses H₁, H₂, H₄ were supported by the empirical data but H₃ was not supported hence rejected. The results show ARGQUALITY (AQ) significantly influenced INFOADOPTION ($\beta = 0.19, p < .001$) and supporting hypothesis H₁. SOURCECRD (SC) significantly influenced INFOADOPTION ($\beta = 0.18, p < .001$), supporting H₂ but PERCIEVEDUSE does not significantly influence INFOADOPTION ($\beta = -0.05, p < .001$),

flow paradigm on social networking sites during COVID-19. This was achieved through application of structural equation modelling technique. Social media has shown immense growth amid pandemic situation and has been used to reduce distances virtually by becoming a platform for fastest communication. Factors that determine helpfulness of SNSs are number of views of the site by the user, value of the information to the user and the perceived quality of the information. Based on Information Adoption Model, this study aims to determine if source

credibility, perceived usefulness and argument quality are predictors of information adoption using social media as an information source. Current study makes a significant contribution to the current knowledge as it implores the relationship of information adoption and evaluation action and further participatory behavior through social networking sites.

Previous studies have shown that users of social media evaluate the information by assessing the credibility of the source (Sussman and Siegal, 2003; Cheung, Luo, Sia and Chen, 2009; Sharma et al.2022c). Credibility is a versatile factor, not only it affects the information adoption but also the quality of the information. Credibility of the information source determines the likeability and the reliability of the information. Credibility of the source is important to user because there is various fake news forwarded by people on social media (Talwar et al., 2020). The study is in mark with theoretical model of information adoption proposed by (Sussman and Siegal, 2003) which emphasized on argument quality and source credibility to be most important factors facilitating information adoption. Finding of the study is corresponded to previous researches.

In our study, we discovered that those with fewer educational qualifications are more likely to spread bogus news than those with greater education. An expert judgement of material is required for social media users to assess if the information they got is accurate or fraudulent. This is because fake news creators tend to exploit the non-intellectual characteristics of some people.

Further, relevance of the information increases when it is useful to the user, which in turn also increases the chance of information adoption (Sharma et al., 2022c; Venkatesh, Thong, & Xu, 2012; Zhang, Zhao, & Xu, 2016). Usability of the information on social networking sites renders the user the ability to make better decision (Dong, et al., 2018). People who use social media as their primary source of information may assume that material shared on the platform is accurate and trustworthy. This was the third most important element in predicting the spread of bogus news. One possible explanation for this is that social media allows users to gain fame, which

encourages them to share information. According to previous research, people who have a high level of trust for online information are more likely to distribute actual news, but they may also accidentally spread bogus news. Our data reveal a favourable relationship between confidence in online information and fake news spreading related to the COVID-19 epidemic among Indian social media users, according to the researchers. However, our findings imply that status is important.

The results of the study revealed that perceived usefulness is not a predictor of information adoption. Past researches have shown information from social media impacts the participatory behavior of the information receiver (Shirazi, 2013; Aillerie & Mcnicol, 2017; Ali et al, 2019). The current study's findings also support the link between information adoption and participatory behavior, particularly when the information is shared via social media networks.

6. Implications for research

Theoretical Implication

This study has numerous consequences from the perspective of social media used as information gathering medium. The study would help its stakeholders understand the predictors of information adoption. It reveals the importance of credibility of the source as this acts as a peripheral cue in persuading the user about the trustworthiness of the information. Moreover, the central point at issue is still argument quality. The quality of the argument which is determined by the completeness, accuracy, relevance and timeliness of the information has the major impact on information adoption. Marketers must use quality information backed by credible source to increase the chances of information adoption by the user. Acceptance of the information would lead to the participatory behavior by the user. This could ultimately translate into participatory behavior, which stakeholders are interested in. This study will also contribute in literature related to information adoption, online communities, perceived usefulness and participatory behavior of people.

Managerial Implications

This study has several managerial implications that can help a policy maker to

develop their related strategies. As per results of the study gives a better understanding of social media users' behaviour when it comes to spreading false information. It gives a better grasp of how false content spreads on social media as a result of this study. As a result, boosting media literacy could be a significant technique for preventing the inadvertent spread of false information on social media. There is a lot of unsubstantiated information on social media about the COVID-19 epidemic; as a result, social media users should not only believe anything as it is. But should try to verify it before sharing it. In general, we urge health-care providers and the Nigerian government to offer timely information about the present pandemic. That is, accurate information should be broadly disseminated. That is, accurate information should be extensively disseminated to the public via traditional and online media. This will reduce the spread of false information about online cures and preventative tips. Because combating the virus necessitates everyone following medical advice, accurate information is critical now. Without clear and rapid effort to dispel disinformation online, the COVID-19 pandemic will be much more difficult. We also advise social media users to always check the news that is shared, regardless of who is sharing it. Finally, we discovered a relationship between status seeking and the spread of bogus news. Social media user's status and reputation in online social groups can be sustained if they are mindful of what they share.

7. Limitations

Because the sample size for the study analysis was very small, the only constrained limit is the generalizability of our findings. To assess the long-term impacts of online risk exposure, we rational suggestion that use a bigger sample size along with longer duration in future studies. To give more evidence on the influence of SNS engagement on users' participative behavior, prospective studies can be undertaken by analyzing the data from other growing economies, like China, United States of America, and other highly SNSs sites users.

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