



Innovation Diffusion: The Influence of Social Media Affordances on Complexity Reduction for Decision Making

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Social media is a prominent communication platform. Its active usage permeates all generations and it is imperative that the platform be fully optimized for knowledge transfer and innovation diffusion. However, there are several considerations regarding platform usage, including media affordances. Social media affordances enable users to interact with the world around them through features of modality, agency, interactivity, and navigation. Previous studies have indicated that social media affordances significantly influence user behavior and usage. However, research exploring the effect of social media affordances on knowledge acquisition and the reduction of decision-making complexities is limited. Therefore, focusing on 179 paddy farmers in Malaysia, this study examined the effect of social media affordances on information quality, knowledge acquisition, and complexity reduction regarding innovation adoption decisions using a quantitative approach. This study's findings reveal that social media affordances have a significant effect on perceived information quality, knowledge acquisition, and complexity reduction.

Keywords: social media, uses and gratifications theory, knowledge management, information quality, farmer, innovation diffusion, Facebook (FB)

INTRODUCTION

The flourishing popularity of social media has allowed its diffusion in all strata of society. At present, more than half (approximately 53.6%) of the global population uses at least one type of social media platform, including Facebook, Twitter, and Instagram (Smart Insight, 2021). With an average use of approximately two and a half (2.5) hours per day, social media has become an essential part of daily life, used mainly for information seeking (Smart Insight, 2021). The function of media as an information hub traces back to various communication or mass media models, such as the hypodermic model or the two-step model (Katz and Lazarsfeld, 1955; Bineham, 1988). Recently, the frequency of information-seeking behavior via social media has increased because it allows individuals from all backgrounds to share content or opinions without being limited by traditional mass media gatekeepers (Hargittai et al., 2018). This trend has gained prominence, particularly during the COVID-19 pandemic crisis, which began early 2020. Although the crisis has affected decision-making processes (Al Eid and Arnout, 2020), social media continues to grow significantly as the mainstream platform for communication in daily life (Saud et al., 2020).