

## **Tie Strength Influence on Social Information Evaluation and Information Adoption in Online Environments**

Moran Meidan

Dr. Yaron Ariel, College of Jezreel Valley, Dr. Daphne Raban, University of Haifa

This study aims at examining the relationship between tie strength and online social information evaluation and adoption.

The use of online environments makes information flow between close people easy and accessible. Computer-mediated communication theories assume that closeness between participations depends on the bandwidth, direction and complexity of information transferred. In addition, strong ties lead to information richness. Theories about Interpersonal Adaptation and Exploitation of Media assume that it is important for users to have reliable information regarding offline characteristics of other users in same network. Theories about tie strength assume that weak ties tend to transfer information fast and wide, while, stronger ties have more impact individually. In addition, closeness and emotional strength affect the tie strength. Information evaluation theories assume that a person has a pre-evaluation about the information he deals with and the quality of this information is based on its content, relevancy and amount.

To examine the influence of tie strength on information evaluation and adoption two research settings will be conducted: (1) an experiment that will test information adoption. (2) An online questionnaire will be conducted base on organizational information evaluation questionnaire.

From a theoretical perspective, this research can contribute to understanding the social information evaluation and adoption in a variety of online environments beyond social networks. Practically, platforms who use tie strength as a factor for information use can gain from this research.



החוג לניהול מידע וידע  
The Department of Information  
and Knowledge Management

