THE UNIVERSITY OF NEWCASTLE, AUSTRALIA

Social Media in e-Government

An Empirical Study of Adoption Factors and Consequences

By

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DECLARATION

This dissertation contains no material which has been accepted for the award of any other degree or diploma in any university or other tertiary institution and, to the best of my knowledge and belief, contains no material previously published or written by another person, except where due reference has been made in the text.

Joseph, Wai Fung LEUNG

30th June 2014
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ABSTRACT

Information and communications technology (ICT) has been offering enormous opportunities for individuals, business and society to enhance efficiency. There is increasing attention paid to the adoption and use of ICT in various disciplines from researchers, for example in e-Government. By learning from the successful cases of ICT utilization on the public sectors of developed countries, developing countries could also investigate the technology more and utilize the potential from it in the development in their own public services. Past studies that have researched the contribution of ICT to e-Government are rather limited in terms of the distinct of technology and scope of the studies. Therefore, it is crucial to understand the adoption factors and consequences of ICT in e-Government services, especially when social media has become a disruptive agent and has penetrated across the world. This research will be examining the diffusion of ICT in e-Government, with respect to the typical stages from adoption to post-adoption in analysing the actual adoption factors and its consequences.

This study has employed a quantitative method research approach. Its framework is developed through an extensive literature review and is refined by results from the survey analysis. The research model is composed of 13 reflective constructs. Partial least square (PLS)-based structural equation modelling is employed to test a data set of 473 out of 512 valid respondents from the theoretical model. Survey data were collected through a structured questionnaire that was issued to members from five renowned ICT organisations in Hong Kong. The structural equation modelling utilises a
two-step procedure for data analysis. Prior to an estimation of the structural model, the measurement model examines the construct validity, which is convergent and the discriminant validity of the study.

The study found that perceived usefulness, trust and compatibility are important antecedents of attitudes towards using social media in e-Government. In addition to attitude, subjective norms and perceived behavioural control both contribute significantly to the intentions of citizens to use social media. The findings also revealed that the constructs are notably impacting the level of trust and transparency of e-Government services and the government in general.

The result suggested that the HKSAR Government is encouraged to study citizens’ adoption factors, in order to move away from the current low penetration of social media in e-Government services, and to increase the level of trust in and transparency of the government.
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