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Social media network behavior: A study of user passion and affect

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ABSTRACT

Social media technologies are described as an ensemble IS artefact composed of technical, informational and relational subsystems that interact distinctly according to the context of use. With an emphasis on these dimensions, we build a conceptual framework to examine the influence of user affect and passion for an activity on social media networks, specifically Facebook and Twitter. The research model is based on Affective Events Theory and tested using the responses of 328 attendees of a National Association for Stock Car Auto Racing (NASCAR) event. The results indicate that excitement may not be sufficient to motivate content creation and sharing activities in social media. However, in the context of a meaningful event, excitement interacts with user passion to facilitate social media use. One strategic insight is the knowledge that user (or customer) passion is a condition favorable for social media engagement, representing a lucrative opportunity for organizations to meaningfully engage with consumers.

Introduction

Social media technologies have been characterized as an ensemble or IS artefact consisting of three subsystems – the technological, the informational and the social (Spagnoletti et al., 2015). The technology component may support or hinder social interactions (Faraj et al., 2011), the informational dimension consists of user generated digital content (Culnan et al., 2010), and the social subsystem involves communication and collaboration activities (Chui et al., 2012). These components are incorporated into the structure of popular social technologies (e.g., Facebook and Twitter) and interact in distinct ways. For example, the technical component that facilitates social interactions may constrain digital content to a specific amount of text (e.g., Twitter) that limits content creation activities in the informational dimension. Twitter also incorporates asymmetric ties that deter two-way social interaction; one user may 'follow' or have access to another user's shared content (i.e., tweets) without reciprocation. Thus, distinct attributes of the technical component of the various social technologies interact with the informational and social subsystems to create unique social relationships. A Twitter user may have access to the digital content of a celebrity user in a one-way relationship that limits communication and deters collaboration. In contrast, the technical structure of Facebook functions predominately with relational tie reciprocity and supports many types of digital content (e.g., text, video, audio, picture files) to enhance and encourage the communication and collaboration

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activities of the social subsystem. Despite unique attributes that distinguish among social media, the three subsystems typify a class of technologies that facilitate diverse forms of associations in popular culture and business.

The strategic use of social media in organizations enable value creation in business via engagement with internal and external stakeholders that may result in consumer insights, unfiltered feedback, consumer behavior data, crowdsourcing product ideas, co-creation of product features, instant supply chain communication, and the lowering of barriers between functional silos (Chui et al., 2012). It has been estimated that the potential value created when businesses implement social technologies could exceed $1 trillion annually, with major productivity gains (20–25%) attributed to high-skill knowledge workers using this medium (Chui et al., 2012). A McKinsey global survey shows that 82% of responding businesses use at least one social technology tool with videoconferencing (61%) and social networking (58%) leading the way (Bughin et al., 2013). Social technology use in popular culture has experienced tremendous growth with nearly three-quarters of the adult population maintaining a social media profile (Edison Research, 2015) and Facebook boasting more than 1.49 billion monthly active users as of July 2015 (Smith, 2015).

Despite indications that the interrelationships among social media subsystems (technical, informational, social) contribute to a diversity of relationships among users, little research emphasis has been given to the notion of social media as an emergent IS artefact shaped by the context of its use (Spagnoletti et al., 2015). That is, user context is likely to determine how users interact with the dimensional attributes of social media to achieve specific outcomes. For example, in the context of a support network for the elderly, the technical and informational attributes of Facebook were utilized by knowledge workers to assist the elderly in creating videos to teach Italian (Spagnoletti et al., 2015). Creating video content is an activation of the informational component which then interacted with activities of the social component (communication, collaboration) to establish new social relationships that were a positive contribution to the psycho-social needs of elderly participants. When we identify factors important in the activation and interactivity of social media's dimensions, we can begin to understand how context shapes social media use and leads to the diversity of user associations. The overarching question of our study is: What factors related to the user or the context of social media use influences the activities of the technical, informational and social subsystems? To address this question, we position our study within the individual's use of social media in an environment that elicits user emotion (affect) because affect is a significant factor in social interaction (Zajonc, 1980), and thus is likely an important factor influencing social media's subsystems.

Affective components of human–computer interactions have garnered sustained interest in the IS literature. The intersection of user affect and technology has generally been studied in a context where technology is the stimulus of users' feelings, in order to understand the role of user emotion in technology use behavior. For example, interacting with technology may evoke anxiety (Venkatesh et al., 2003), pleasure and arousal (Kim et al., 2007), irritation (McCoy et al., 2008), joy and fear (Li et al., 2008) as well as excitement, happiness, or anger (Beaudry and Pinsonneault, 2010). Research suggests that users anxious about a technology or system are less likely to use it (Beaudry and Pinsonneault, 2010), users who enjoy a website will exhibit greater usage intentions (Wakefield et al., 2011), greater intentions to disclose information (Wakefield, 2013), and users annoyed by online ads will hold negative attitudes toward the website (McCoy et al., 2008). Organizational technology and IT events (e.g., implementation) are often studied as the stimulus of user affect because the emotional reaction to IT in the workplace influences task and tool adaptation behaviors (Stein et al., 2015; Beaudry and Pinsonneault, 2005), attitude toward use (Kim et al., 2007), habit formation (Lankton et al., 2010) and coping behaviors (Beaudry and Pinsonneault, 2010) that have performance-related outcomes. Importantly, these studies emphasize the effects of *technology-derived* affect because the relationships between user feelings and technical factors have implications for the design and use of organizational technology.

However, over time and with continuous technology interactions (e.g., internet, e-mail, social media platforms), we argue that user feelings about the technology (i.e., technology-derived affect) will have little influence on use. For example, a user initially fearful about implementing e-mail is likely to experience little fear as the frequency of e-mail use increases. Social cognitive theory posits reciprocal determinism (Wood and Bandura, 1989) in which the individual's cognitions cause emotion (or behavior) and those emotions (or behavior) make adjustments to cognitions over time, in a cyclical process. Thus, *initial* technology use may be influenced to a greater extent by user affect toward the technology (e.g., fear), in contrast to an oft-used technology for which the user has modified initial feelings. The growth and frequent use of social media suggest that *technology-derived* affect would be less important in explaining user behavior. Moreover, technology users today are increasingly digital natives (Prensky, 2001) born into a digital world and raised using computers, video games and the Internet, suggesting that emotions toward technology (e.g., fear, trepidation) may not influence usage to the extent they may have in the past.

Nonetheless, "Affect dominates social interactions, and it is the major currency in which social intercourse is transacted" (Zajonc, 1980: p. 153). Hence, we expect user affect is an important factor in social media use because social technologies provide a platform for social interactions. However, we posit that the affect influencing social media use is not technology-derived, but is stimulated in the user by the environment. While interactions with social technologies may also induce feelings in the user toward the technology (e.g., pleased, satisfied), we contend that the affect driving use is environmentally-sourced. For example, excitement about the creation of a new app may be the motivation for developers to use social technologies (e.g., social networks, video conferencing, blogs) for collaboration. Similarly, grief over an employee's untimely death might motivate social media use (e.g., posting, tweeting) to express sympathy. In each case, the affect driving use does not result from how the technology makes the user feel.

We investigate environmentally-sourced affect as an antecedent of social media use with emphasis on how it influences the informational and social subsystems. We also draw on the concept of passion studied for over 30 years in the social science literature (see Vallerand, 2012), but has yet to be explored in tandem with technology use. We incorporate the construct called "passion for an activity" because this type of passion is an intrinsic motivator that propels individuals toward happiness and optimal functioning (Vallerand et al., 2003; Vallerand, 2010). We believe that passion for an activity is an important contextual use of social media because social technology generally promotes relationships and associations rather than productivity, and activities are occasions that facilitate social interaction. The research model is constructed using a modification of Affective Events Theory (AET) along with Self-Determination Theory (SDT) to test how users' passion for an activity and users' affect influence the informational and social dimensions of two popular social technologies, Facebook and Twitter. Excitement is the specific affect examined because it is a precise emotion, subjectively experienced, and has a common meaning. Our primary research questions are: How does affect (excitement) drive social media technology use? What is the role of user passion for an activity in motivating social media use?

Our research model is tested using the responses of 328 attendees of a National Association for Stock Car Auto Racing (NASCAR) event. In this context, we examine how user passion and affect influence the creation of digital content (informational subsystem) and the sharing of digital content (social subsystem) in Facebook and Twitter. Contrary to expectations, we found that excitement alone may not be sufficient to induce users to actively create and share digital content. However, excitement appears to function as a facilitator of social media use in the context of a meaningful event. That is, one's passion for an activity is key to activating the informational subsystem and initiating social media content creation that begins the process of social interaction. The role of excitement is to then regulate the relationship between the informational and social components; excitement controls the rate of content creation and sharing. As excitement increases the frequency and/or duration of users' interactions, digital content is likely to diffuse more broadly and deeply within a network thereby fostering new user associations around the content (or activity). Thus, unique or diverse associations of social media users develop when the interactions of the informational and social subsystems are shaped by user context. One contribution of our study to the IS literature is extending AET to a social media context and adapting it to include user passion and its relationship to user affect. The spanning of disciplinary boundaries (e.g., social sciences) supports the call of strategic IS researchers to consider underlying processes in the interplay of physical and social technologies that facilitate competitive advantage in complex social environments (Merali et al., 2012). One strategic insight for organizations that implement a social media strategy is the knowledge that customer passion is a condition favorable for relational engagement, representing a lucrative opportunity for organizations to meaningfully engage with consumers. By leveraging the social media context we also advance a mature research stream (i.e., technology acceptance and use) that has the potential to influence social media research in other fields such as organizational behavior, marketing, and sociology. To assist in the reading of our paper, we use the word "passion" synonymous with passion for an activity.

Background

Affect and the measurement of affect

Affective phenomena may be described in terms of emotions, feelings, moods and attitudes (Scherer, 2005). Affect is described as a complex, referential state of being that is not easily separated from emotion (Clough and Halley, 2007) although emotions may be regarded as everyday *representations* of affect (Griffiths, 1997). Thus, affect and emotions are often used interchangeably in the social psychology literature. Affect is described as involuntary and having a precognitive nature; a semiconscious phenomenon which may guide physical movement and may arise from suggestion (Wegner, 2002). When one experiences affect (or emotion), a physiological response is involved that may be measured (e.g., blood pressure, heart rate), and as a precognitive experience it is not willful or at the discretion of the individual (Wilson, 2002). At its core, affect (or emotion) is a biological phenomenon that involves a number of organismic subsystems such as the neuro-endocrine system and central nervous system (Scherer, 2005) which influence hormones, muscular changes, vocal expression and body language among other biological processes that respond to an encounter between an individual and a stimulus. In sum, an affective experience is involuntary and arises in response to an affect-generating stimulus, it is evidenced by a physiological response, and emotional expressions (e.g., shame, embarrassment, grief, hope, love) are noticeable evidence that an affective reaction to a stimulus has occurred.

Core affect is experienced both *objectively* as non-specific physiological responses (Cacioppo et al., 1996) and *subjectively* as a sense of energy or mobilization (Russell and Barrett, 1999). Core affect is described as a consciously accessible process and in its *subjective* role is modeled on a circumplex of emotions surrounding the bipolar dimensions of pleasure and activation (Russell and Barrett, 1999), as shown in Appendix A. On the horizontal axis, pleasure is a subjective indication of how well one 'is' and references the continuum of bad to good (Storebeck and Clore, 2008). The vertical axis of the circumplex models activation, which has been denoted using various terms including arousal, energy, tension or activity. Whereas pleasure references one's well-being, activation refers to a feeling of energy or mobilization that may range from sleepiness to frenetic excitement (Russell and Barrett, 1999). The circumplex shows that at any point subjective affect is a combination of the (dis)pleasure and (de)activation experienced by an individual, which is interpreted as a specific emotion. Excitement, for example, is described as the combination of high activation and high pleasure (Russell, 1980).

We discuss the objective and subjective nature of core affect in order to clarify how affect is measured in our study. Our study and model are based on the *subjective* portion of core affect that is defined in terms of the bipolar dimensions of pleasure and activation, rather than as a biological response. A subjective affective response to a stimulus is not obscure but is identifiable by the individual as a specific emotion (Russell and Barrett, 1999) and some emotions (e.g., excitement) have a common cultural meaning (White, 1993). Thus, we can reliably model and measure the affective response of excitement in our study. In contrast, prior IS studies have generally operationalized excitement as a component of positive affect (Zaman et al., 2010), arousal (Kim et al., 2007) or website enjoyment (Jiang and Benbasat, 2007). When users were aroused by interactions with a mobile internet service then some level of excitement is implied in the interaction episode (Kim et al., 2007) because arousal is the degree to which one feels excited, stimulated or active (Holbrook et al., 1984). Beaudry and Pinsonneault (2010) operationalized excitement using a one-item measure that related user excitement to an IT implementation event.

The affective response model (ARM) (Zhang, 2013) is constructed in the context of an information and communication technology (ICT) interaction episode. The ARM considers ICT broadly as technologies "for personal, organizational, and societal communications" (Zhang, 2013: p. 248) and integrates several theories to diagram the sources of user affect in conjunction with user technology interactions. Consequently, the affective antecedents of an ICT interaction are posited as originating from either the ICT stimulus or from the user's mood or temperament. However, absent from ARM is the influence of external affective events experienced by the user and their influence on technology use. For example, individuals encounter a variety of affective situations, in and out of the workplace, which may motivate technology (or ICT) use for personal, organizational or societal purposes. Why would one individual witnessing a tornado post a picture on Facebook, while another record a video, another Tweet, and yet another alert an emergency communication system? Affective events unrelated to technology also comprise the life experiences of technology users and those events may influence users to adopt and adapt technology in distinct ways.

Passion for an activity

The psychology literature differentiates between a romantic-type passion (e.g., Hatfield and Walster, 1978) and a passion for activities that increases life's meaning and enjoyment (Vallerand et al., 2003). Passion for an activity refers to activity engagement in which individuals will invest more time and resources compared to other activities because the interest has personal meaning (Vallerand, 2012). Thus, passion for an activity goes beyond a general preference or interest in a particular area. For example, an interest or activity may become a passion when the activity begins to define the individual (Vallerand, 2012) and the individual identifies with the activity to a greater extent compared to other people (Mageau et al., 2009). An activity for which one is passionate is perceived as especially meaningful to the individual (Mageau et al., 2009; Vallerand, 2012) and is described as a strong inclination to participate in a self-defining activity that includes an investment of time and energy (Vallerand et al., 2003). Thus, the individual with a passion for tennis does not just play tennis, but *is* a tennis player (Vallerand, 2012).

Passion for an activity motivates engagement or participation and may be categorized as obsessive or harmonious according to how the activity is internalized and the positive or negative outcomes that result from involvement (Vallerand et al., 2003; Vallerand, 2012). Our study does not differentiate between obsessive and harmonious passion for an activity because both types of passion are indicative of activity engagement, which is of primary interest in our study. We explore *how* the affect elicited from the environment and related to an activity of passion will motivate the use of social media. Thus, the positive or negative life consequences related to an obsessive or harmonious passion within our study's context (i.e., NASCAR) are beyond the scope of our present research interest. We operationalize the general conceptualization of passion for an activity, recognizing future research might find it valuable to examine the differential effects of harmonious and obsessive passion for an activity on the use of social media.

Theory

Originating in the organizational behavior literature, Affective Events Theory (AET) describes the structure, causes and consequences of affective work experiences (Weiss and Cropanzano, 1996). This framework focuses on workplace *events* as proximal causes of workers' affective responses that result in affect-driven behavior. In short, the macro structure of AET shows that workplace happenings or events elicit emotional reactions from workers and these reactions have behavioral implications (e.g., worker productivity) that are not mediated by overall work attitudes. Although the context of our study is not the workplace but a NASCAR event, the concepts and terms depicting AET are applicable. For example, we define an event similarly as "something that occurs in a certain place during a particular period of time" (Weiss and Cropanzano, 1996: p. 31) that denotes a change of experience or circumstance. An individual's attendance at NASCAR fits the definitional criteria of an event. While not all events generate affective responses, events that are goal relevant or goal congruent do because they are associated with the personal desires or concerns of the individual (Lazarus, 1991). An event representative of an activity of passion would likely be goal relevant. Furthermore, the goals associated with an emotional appraisal of an event are not solely performance-oriented goals (Weiss and Cropanzano, 1996); thus, AET lends itself to other contexts in which an event is meaningful to the individual and encompasses the individual's goals.

In AET, the affect stimulated in an individual by an event is a focused, explicit emotional response obvious to others, in contrast to the individual's unfocused mood states (Weiss and Cropanzano, 1996). Thus, an affective response to an event results in what is called a control precedence (Frijda, 1993); the individual is preoccupied by the emotion and persistent in behaviors to manage the emotion. For example, an employee might be required to use a new technology or system and the implementation event may elicit an affective reaction of fear for the employee. The employee may then become preoccupied with the emotion of fear which would lead to behaviors to manage the fear, such as avoidance of the system or the workplace.

Weiss and Cropanzano (1996: p. 55) posit that "behaviors in the emotion domain are those behaviors driven by the emotional state," thus differentiating between emotion-driven and cognitive-driven behavior. It is plausible that affective reactions to events outside of the workplace for which one holds a passion would also lead to goal-oriented affect-driven behaviors, such as social media use, because individuals are prone to capitalize on emotional experiences by seeking out others and sharing the experience (Langston, 1994). In sum, while the AET framework was developed for understanding the influence of workplace events on workers' affective reactions and behaviors, AET would also describe how events outside of the workplace elicit individual affect that drives affect-driven behaviors having a goal-orientation.

In addition to affect-driven behavior, the macro structure of AET (Weiss and Cropanzano, 1996) models work attitudes and judgment-driven behaviors as consequences of affective responses to a workplace event. Our research model is constructed using a simplified AET structure that does not consider attitude toward the NASCAR event or judgment-driven behaviors (e.g., future NASCAR attendance) because our focus is on passion and how social media use is a response to user affect. However, this does not preclude the notion that user judgments influence social media use via cognitive mechanisms or that affect may interact with judgment. Future studies might find it beneficial to include these constructs to show how the macro structure of AET functions to produce attitude and judgment behaviors related to events of passion.

We use Self-Determination Theory (SDT) to model passion and its relationship with behavior. SDT is a motivational theory that explains how goals lead to behaviors in order to satisfy the psychological needs of competence, relatedness and autonomy that result in a sense of well-being (Deci and Ryan, 2000). For example, an individual with a great liking (i.e., passion) for classic cars may participate in a regional classic car show to connect with others of similar liking in order to discuss and share classic car knowledge. Such behaviors meet psychological needs of competence and relatedness. Video game players' basic psychological need satisfaction was found to foster their passion for video game play (Przybylski et al., 2009) and team members' passion for work was instrumental in the relationship between members' autonomy and work creativity (Liu et al., 2011). SDT posits that goals associated with passions are generally need-based relational goals, which may explain why social media use would be triggered by events for which one has passion. Individuals participate in activities for which they are passionate because those activities are meaningful and enable the meeting of social needs (Deci and Ryan, 2000; Deci and Vansteenkiste, 2004). Thus, if an individual participates in an event related to a passion, the event is likely to elicit affective reactions (e.g., excitement, pleasure) that should motivate behaviors (e.g., socializing, sharing) to satisfy psychological needs (e.g., competence and relationship), because humans are designed to engage in interesting activities and to pursue relational connection in social groups (Deci and Ryan, 2000).

Hypotheses

The research model and relationships shown in Fig. 1 are modeled based on the theories discussed above. Using AET, the affective response of excitement is directly related to social media use and SDT supports the linkage between passion and social media use. Age, gender, and event attendance are included as control variables to account for the variance related to demographic traits. We operationalize social media use with respect to Facebook and/or Twitter usage.

Social media technologies have been classified in terms of the level of social presence/media richness and self-presenta tion/self-disclosure (Kaplan and Haenlein, 2010). Others classify social media according to structural attributes such as web-based platforms, profiles, relational links, and transparency (Ellison and Boyd, 2013). A recent definition of social media and social networks refers to social media networks as specific types of social media platforms and Internet sites with common attributes such as (1) a user profile, (2) user access to digital content, (3) a user list of relational ties, and (4) user ability to view and traverse relational ties (Kane et al., 2014). Our study adopts the Kane et al. (2014) definition to classify the specific social technologies in our study (Twitter and Facebook) as social media networks. This enables us to explore user passion and affect in a defined class of social technologies which may then be generalized to other social media possessing these four traits. In discussions to follow, the terms social media and social media networks are used interchangeably to represent the technologies having the above four attributes.

Affective response: excitement and social media use

A variety of emotions may be generated by attending an event related to one's passion. We focus on one specific affective response (i.e., excitement) for several reasons. First, the use of specific affect will increase the reliability of our findings because explicit emotions are expected to have a more targeted influence on responses or outcomes (Clore and Huntsinger, 2009). Additionally, specific emotions are recognizable to those experiencing them (Russell and Barrett, 1999) and often have a common cultural meaning (White, 1993). Importantly, an underlying premise of AET is the formation of

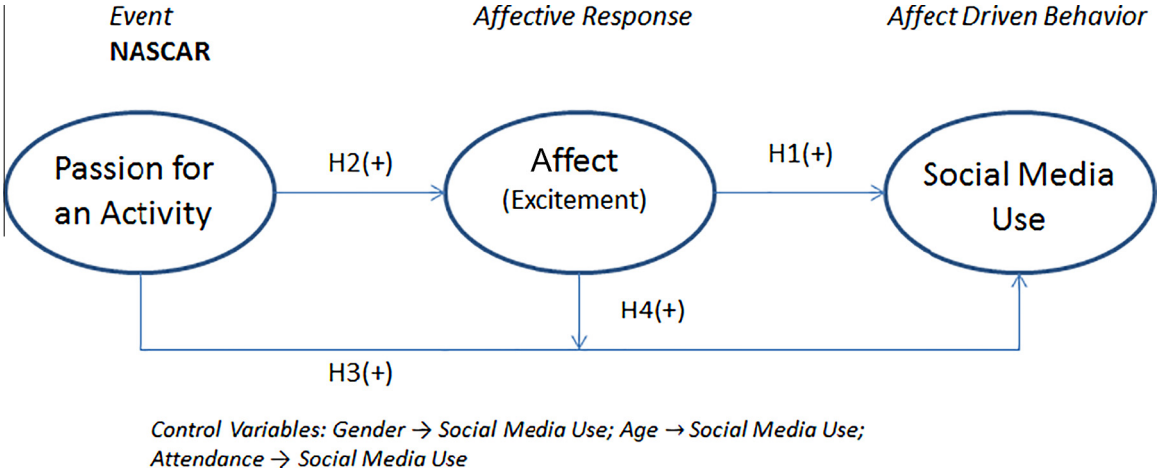

Fig. 1. Research model.

discrete emotional reactions to an event, rather than general appraisals (Weiss and Cropanzano, 1996). These considerations were influential in deciding how to explore affect in a basic framework related to social media use.

Excitement was selected as the affective response because its relationship with passion for an activity was deemed most appropriate in our study's context. To the extent one has a passion for NASCAR one would be likely to experience excitement while attending a NASCAR event, as discussed below. We model and test one affective response with the understanding that distinct effects may occur for other positive and negative emotions. Hence, the model lends itself to further development in future studies of the affective motivators of social media use.

The circumplex in Appendix A shows excitement as a subjective affective state that is a combination of high pleasure and high activation resulting from a stimulus. As subjective affect (e.g., excitement) intensifies, the readiness to act on thoughts and inclinations increases (Hamm et al., 2003) as bodily activation is stimulated (Barrett, 1998). Action readiness is considered an indication of the actual state of behavioral readiness of one who is willing to interact with the environment (Frijda et al., 1989). Positive emotions (e.g., pride, happy, enthusiasm) were found to activate the action tendency of *approach* – to make contact, in contrast to avoidance that is associated with negative emotions (Frijda et al., 1989). Thus, the greater one's excitement the more willing and ready one is to engage or interact.

When an individual is in a state of excitement (i.e., high activation and pleasure), the individual is primed to take action and interact. Individuals experiencing an emotional event demonstrate an imperious need to share it (Rime, 2009) since affect is the major currency of social intercourse (Zajonc, 1980). Affect is transmitted in social interactions via verbal and non-verbal channels (Zajonc, 1980) and individuals are likely to turn to social media to inform, share, or disseminate affect because of the ability of the technology to effectively transfer affect (Stieglitz and Dang-Xuan, 2013). Furthermore, AET posits that the emotional significance of the event is an important factor in the affect-driven behavior that results (Weiss and Cropanzano, 1996). Therefore, we expect an event related to an individual's passion will elicit the affective response of excitement; a readiness to act or interact (Hamm et al., 2003; Frijda et al., 1989). Behavior may be determined by the presence or absence of facilitating conditions (Triandis, 1980); thus, the accessibility of social media networks via cellular networks enables social media use in any environment that supports mobile technology. The above discussion leads to the following hypothesis:

H1. Excitement elicited by an event is positively related to the use of social media networks.

The effect of passion on excitement and social media use

An individual's level of engagement in an activity may be defined by the extent of time and energy given to the activity (Emmons, 1999) as well as the extent of liking for the activity (Csikszentmihalyi et al., 1993). When these attributes are extreme they constitute a *passion* which is considered a strong attraction to an activity that is liked, valued, and to which one dedicates personal resources (Vallerand et al., 2003). High levels of passion for an activity are associated with a high level of importance attributed to the activity and greater time invested in the activity (Vallerand et al., 2003) or high involvement in the activity (Vallerand, 2012). Thus, the more passionate one is about an activity the more resources are likely to be expended on that activity signifying a deeper level of engagement.

Passion for an activity is significantly related to positive affect (Csikszentmihalyi, 1982) described as high energy and pleasure (Watson and Tellegen, 1985) that characterizes the affective response of excitement. When individuals engage in an activity for which they have passion, positive affect (viz., joy or happiness) is often experienced (Mageau and

Vallerand, 2007) as well as a sense of excitement (Vallerand, 2012). An underlying assumption of the relationships in AET is that the event is of emotional significance to the individual (Weiss and Cropanzano, 1996). A meaningful event is more likely to elicit an affective or emotional response; thus, we posit that one's passion for an activity signifies the meaningfulness of the event and will motivate an affective reaction. One can encounter an event online that is arousing or stimulating (e.g., video of a professional athlete making a great play), but those more passionate about the activity (viz., the sport) will more likely be excited about the event. In sum, we expect that as an individual's passion for an activity increases, the individual attributes greater meaning to the event which fuels the affective response of excitement, leading to the following hypothesis.

H2. Passion for an activity is positively related to the excitement elicited by an event.

Those with a passion for an activity will attribute greater value and importance to that activity and will make greater investments of resources in that area (Vallerand et al., 2003; Emmons, 1999). SDT posits that passions engage individuals to satisfy human psychological needs including the need for competence, relatedness or affiliation (Deci and Ryan, 2000). Thus, one's passion for an activity may motivate one to attend events in order to pursue or gain information about the topic because of the liking for the subject and/or to fulfill relational and competence needs.

The Internet provides the infrastructure for individuals to access and participate in areas of interest for which they have great liking or passion. For example, individuals may engage with passions via websites devoted to a specific topic (e.g., Siamesecatz.com) or electronic communities of interest where one may directly interact (e.g., blogs, messaging) with individuals of similar interest. Even though electronically mediated, the interaction with like-minded individuals is likely to fulfill the psychological needs of relationship posited in SDT. Thus, an individual at an event that is personally meaningful would use social media in order to relate and share with others of similar interest, because individuals often define themselves by their passions (Vallerand, 2012) and connecting with others enables the individual to satisfy relatedness needs. Moreover, a passion for an activity is more than a surface level involvement (Vallerand et al., 2003) and represents a deeper level of engagement. Thus, social media networks would facilitate connections with like-minded but geographically dispersed others. It is expected that individuals involved in an event for which they have passion would be motivated to use social media because it expedites interactions with others that will satisfy affiliation needs. Therefore, we hypothesize the following:

H3. Passion for an activity is positively related to the use of social media networks.

The moderating effect of excitement

One's passion for an activity results in the integration of a meaningful activity into one's life such that it becomes part of the person's identity (Vallerand et al., 2003). For example, one who enjoys baking more than most may describe him/herself as a baker. Individuals often identify closely with an activity they find enjoyable (Vallerand, 2012); thus, greater positive affective responses (e.g., happiness, excitement) will be experienced when engaged in the activity. Interestingly, research posits that positive emotion increases social sharing, although it is unknown why some emotions generate greater sharing than others (Berger, 2011). We suggest that while passion for an activity is likely to directly influence social interaction via social media use, that relationship will be influenced by the extent of the affective reaction experienced by the individual. Because a state of excitement increases action-related behaviors (Gaertner and Dovidio, 1977), we expect that when one is involved with an activity for which there is passion, the extent of social sharing is facilitated by the level of excitement. Conversely, even though one may be passionate about an activity, absent excitement, less motivation exists to share with others.

Researchers suggest that an emotional stimulus is likely to elicit increased cognitive involvement such as attention (Bayer et al., 2012) that may result in more extensive information sharing (Heath, 1996; Rime, 2009). Additionally, individuals may capitalize on the positive emotions experienced in a goal-reaching situation by sharing the experience, which works to augment the positive affect they are already experiencing (Langston, 1994). This suggests that social sharing may proliferate in response to experiencing a positive emotion such as excitement in order to prolong and enhance the positive affect. Thus, we expect that the extent of social media use is dependent on the level of excitement experienced by the individual. The greater the excitement level, the more extensive the social media use. In sum, those in the midst of an activity for which they have passion would be inclined toward using social media; however, that relationship will be governed by the individual's level of excitement.

H4. Excitement elicited by an event moderates the effect of passion for an activity on the use of social media networks.

Methodology

A NASCAR event in the United States was chosen to empirically test the hypotheses because attendance represents a considerable investment of time, energy and monetary resources by the attendee that is likely to be motivated by a greater liking or a greater degree of passion for NASCAR. However, because such events also attract corporate buyers and variety seekers, we expect sufficient variance among attendees. Motor speedways, including the one studied, frequently provide wireless

mobile networks that encompass the grandstands, parking lots and campgrounds for the convenience of race fans. Accordingly, respondent access to social media networks during the event was assured. The speedway owners agreed to cooperate with the field study in return for a statistical analysis of the respondent demographic data and data about fan participation in other speedway promotional events during the race.

In the week following the NASCAR event, an invitation to participate in an online survey was distributed to event attendees via an e-mail containing a link to the survey. The speedway has a capacity of 65,000 fans and speedway owners provided a pool of random subjects ($N = 2073$) who attended the event and who did not receive other post-race surveys. An incentive ($10 gift card) was offered to all potential respondents upon completion of the survey. The e-mail link to the survey was open for 10 days following the NASCAR event. The survey was developed for use on both PC and mobile devices (i.e., tablets and smartphones).

A total of 328 respondents (15.8%) successfully completed the survey. This response rate compares favorably with other online surveys (Hansen and Smith, 2012). Respondent demographics appear in Table 1. The respondents were generally male (59%), over the age of 30 (73%), with income levels greater than $60,000 (70%).

No significant relationship was found between the time/date of survey completion and any of the model's variables indicating that the responses were not influenced by time. The responses of those completing the survey at the beginning of the 10-day time period were not significantly different from those completing the survey at the end of 10 days. These findings are consistent with evidence that discrete positive emotions and related details associated with events remain in clear recall even years after the event (Talarico et al., 2009).

Measures

Gender, age and attendance were included as control variables to account for variance in the use of social media. Attendance refers to respondents' appearance at NASCAR events over the previous ten months. The items measuring passion for an activity originate with the work of Vallerand et al. (2003) and measure the extent to which one devotes heart (affect), mind (cognition), body (time), and soul (life) to an activity. Four items (exciting, stimulating, sensational and interesting) were selected from the work of Russell and Pratt (1980) to measure the excitement associated with the event. Each of these items would be categorized as high activation and high pleasure on the schematic map of emotions in Appendix A. The frequency of event-specific social media usage was measured by asking respondents to consider their most recent experience at the race and indicate how frequently they (a) write posts on Facebook during the race, and (b) post tweets on Twitter during the race.

Model analysis

The research model was tested using partial least squares structural equation modeling (PLS-SEM) and SmartPLS 3 software (Ringle et al., 2015) to simultaneously assess the psychometric properties of the measurement model and estimate the parameters of the structural model. We chose PLS-SEM since it is intended to aid the discovery-oriented or theory development process (Wold, 1985) for research seeking to identify key drivers of a construct (Hair et al., 2011). In PLS-SEM, sample size is important in order to achieve the power to detect relationships in the model. Using the method of Cohen (1992), a sample size of 110 is required to attain statistical power of 80% with a minimum R^2 of .10 in the dependent variable (i.e., social media use) at a 5% significance level. Our sample size of 328 indicates that statistical power of 80% is achieved.

Measurement model

The bootstrap method was used with the recommended 5000 bootstrap samples (Hair et al., 2014). The measurement model results appear in Table 2. The composite reliabilities ranged from .81 to .94, indicating good internal consistency as each exceeded the recommended threshold value of .70 (Nunnally, 1978). Cronbach's alpha measures were acceptable ranging from .92 to .96 for the independent variables, while it was .54 for the social media use variable. Since no single diagnostic is a perfect measure of a construct's soundness, other diagnostics were used that validate the internal consistency for social media use. The inter-item correlation among the two social media use measures for Facebook and Twitter is significant ($r = .37$, $p < .01$) as is the item-to-total correlations ($r = .90$ and $r = .74$; $p < .01$, respectively), with the inter-item correlations exceeding .30 and the item-to-total correlations exceeding .50 (Hair et al., 1998). Given an acceptable composite reliability (.81) for social media use, acceptable correlation results and the known sensitivity of Cronbach's alpha to the number of scale items, we retained the social media use construct.

The average variance extracted (AVE) for each measure exceeded .50 indicating that the constructs account for at least half of their items' variance (Fornell and Larcker, 1981) which indicates sufficient convergent validity. The construct correlations in Table 3 contain the square root of the AVE in bold on the diagonal to support the discriminant validity of the scales. In all cases, the elements bolded in the matrix diagonal are greater than the off-diagonal elements in the corresponding row and column. Table 4 presents the loadings and cross-loadings and provides additional evidence of discriminant validity as all items load highest on the assigned construct. Overall, each construct shares more variance with its own indicators than with the other constructs in the model.

Table 1
Respondent statistics.

Demographic category		Percentage
Gender	Male	59
	Female	41
Age	⩽20	13.4
	21–30	14.0
	31–40	31.4
	41–50	26.0
	51–60	14.3
	>60	0.9
Household Income	<$20,000	5.5
	$20,000–39,999	10.1
	$40,000–59,999	14.3
	$60,000–79,999	26.3
	$80,000–99,999	12.9
	$100,000–119,999	12.5
	$120,000–139,999	6.7
	$140,000+	11.7

Table 2
Reliability and consistency of measures.

Construct	AVE	Composite reliability	Cronbach alpha
Excitement	.80	.94	.92
Passion	.81	.95	.92
Social media use	.69	.81	.54

Table 3
Correlations and discriminant validity.

Construct	Excite	Passion	SM use	Age	Gender	Attend
Excitement	**.89**					
Passion	.30	**.90**				
Social Media Use	.11	.17	**.83**			
Age (control)	−.12	.01	−.26	N/A		
Gender (control)	.13	.05	.11	−.07	N/A	
Attendance (control)	.06	.15	.17	−.02	.09	N/A

Bolded numbers on the diagonal are the square root of the AVE.

Table 4
Loadings and cross-loadings.

	Excitement	Passion	Social media use
Excite 1	0.90	0.24	0.05
Excite 2	0.91	0.26	0.13
Excite 3	0.92	0.31	0.12
Excite 4	0.85	0.24	0.08
Passion 1	0.27	0.90	0.11
Passion 2	0.29	0.93	0.15
Passion 3	0.22	0.91	0.10
Passion 4	0.27	0.87	0.21
SM use 1	0.08	0.13	0.87
SM use 2	0.09	0.14	0.78

Structural model

The collinearity of the constructs was first assessed using the variance inflation factor (VIF) diagnostics. Excessive collinearity was not indicated as the VIF tests ranged from 1.1 to 1.2, lower than the 5.0 threshold (Hair et al., 2014). The data for the excitement and passion constructs were standardized to create the interaction term for the moderator variable in the research model.

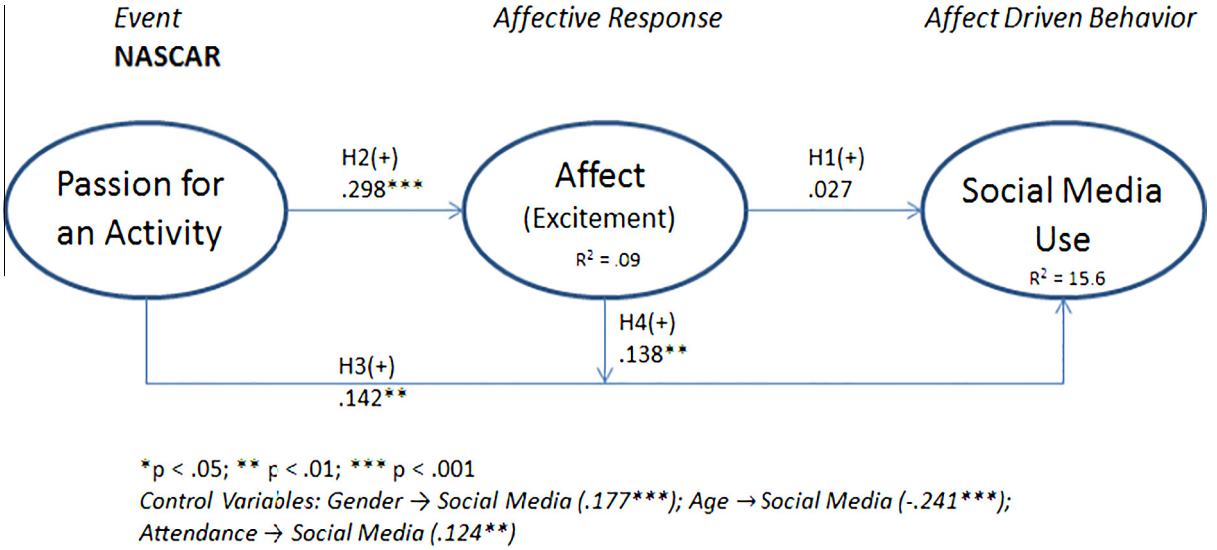

Fig. 2. Structural model results.

Table 5
Summary of hypotheses tests.

Hypothesis	Path coeff.	*t*-value	Results
H1: Excitement → Social media use	.027	0.458	Not supported
H2: Passion → Excitement	.298	5.849	Supported
H3: Passion → Social media use	.142	2.605	Supported
H4: Excitement moderates passion → SM use	.138	2.037	Supported

The structural model results shown in Fig. 2 and Table 5 provide a summary of the hypotheses tests. Unexpectedly, H1was not supported indicating a non-significant relationship between event excitement and the use of social media. Passion for an activity was significantly related to excitement (.298, $p < .001$) and social media use (.142, $p < .01$) supporting H2 and H3, respectively. A significant moderation effect was demonstrated supporting H4 (.138, $p < .01$) and 15.6% of the variance in social media use was explained by the moderation model. The effect size (f^2) of the research model was evaluated to determine the substantive contribution of the model when compared to a model composed of only the control variables. The research model demonstrates a small effect ($f^2 = .04$), according to the thresholds of Cohen (1992).

All of the control variables were significantly related to social media use and were retained in the model. Gender was related to social media use (.177, $p < .001$) with females tending to use Facebook and Twitter to greater extent. Age had a significant negative effect on social media use (−.241, $p < .001$) with younger respondents more likely to use social media networks; the mean age was 37.2 years and the median was 38 years. Moreover, those who attended more NASCAR events over the prior ten months used social media to a greater extent (.124, $p < .01$).

Discussion

The research questions addressed include: How does affect (excitement) drive social media technology use? What is the role of user passion for an activity in motivating social media use? The results of our analysis indicate that a significant direct relationship does not exist between a social media user's affective response (excitement) to an affective event stimulus (NASCAR) and social media use (Facebook and Twitter). This was a surprising outcome given that in workplace contexts, AET predicts a direct relationship between a worker's affective response to an important workplace event and affective-driven behavior. However, our result is consistent with a recent IS study in which employee excitement at the announcement of a new banking system was not directly related to the use of the new technology (Beaudry and Pinsonneault, 2010). Beaudry and Pinsonneault (2010) show that excitement indirectly influences technology use via task adaptation and explain that excitement invokes problem-solving through which users evaluate system benefits prior to technology use. Our study's outcome is similar in that excitement demonstrates a substantive, indirect influence on technology use behavior. This gives credence to the idea that affective responses to the environment may prompt cognitive processes (e.g., problem solving) that directly influence technology use.

The original macro AET model describes two categories of behavior that may result from an individual's affective responses: affect-driven behaviors and judgment-driven behaviors (Weiss and Cropanzano, 1996). Whereas the relationship between a worker's affective reactions and affect-driven behaviors is direct, the relationship between affective reactions and judgment-driven behaviors is mediated by attitude (e.g., work satisfaction). In AET, worker satisfaction clarifies why an affective workplace event influences workplace behaviors related to worker productivity or performance. For example, the affect related to a job promotion or bonus may not motivate the worker's productivity if it does not first influence the worker's overall satisfaction. Our study focused specifically on user passion in relation to excitement and social media use in a model that does not consider the cognitive side of AET. However, it is plausible that a mediating factor between excitement and social media use would take into account perceptions as to how one's psychological needs are met by the event, because passions are pursued to meet needs (Vallerand, 2012). Hence, the excitement generated at a NASCAR event may not induce social media use directly but may contribute to a mindset (attitude) that the situation is conducive to meeting needs (e.g., relatedness, community), which then leads to social media use. Research indicates that emotions may function as motivators that drive one toward goal-oriented behaviors (Scherer and Tran, 2001). Although our parsimonious model does not show that social media use is a primarily affect-driven behavior, affect (i.e., excitement) plays a substantive role in explaining the degree or extent of social media use.

Consistent with our hypotheses, the results indicate that high pleasure and activation (i.e., excitement) were experienced during a meaningful event (NASCAR). That is, the individuals experienced a pleasant emotional response characterized by an approach tendency or action readiness (Frijda et al., 1989). While the individuals were in a primed action state, it was their passion that directly influenced the use of social media. Self-Determination Theory (SDT) allows us to infer that this relationship exists because the nature of passion is directed toward satisfying an individual's relational, autonomy and competency needs (Deci and Ryan, 2000) and it is likely that social media use accommodates that goal. In a study using SDT to explain the motivation underlying team member creativity, autonomy was shown to significantly influence individual creativity through its influence on team member passion (Liu et al., 2011). When autonomy needs were satisfied, team members' passion energized their creative efforts. Additionally, researchers found that users' basic need satisfaction was positively related to their passion for video game play (Przybylski et al., 2009). Consistent with these studies, we believe social media facilitates the meeting of individuals' psycho-social needs and thus SDT explicates the underlying mechanisms regarding *how* passion for an activity motivates social media use. Additionally, while the individual's passion was the key motivator of social media use, the role of excitement as a moderator was to regulate that relationship. Thus, a high level of excitement facilitates the effect of one's passion on social media use, whereas in situations where excitement is low, then one's passion is less of a driver of social media use. Overall, we find that excitement alone may not be sufficient to prompt social media use; however, excitement appears to function as a facilitator of use in the context of a meaningful event.

Theoretical implications and future research

The study of affect in the IS literature continues to draw research interest due to the intertwining of the cognitive and affective processes of technology users, and the significance of user emotion in technology use behavior (e.g., Beaudry and Pinsonneault, 2010; Zhang, 2013; Stein et al., 2015). Affective concepts are complex and a haphazard inclusion of affect in IS research may result in unconvincing outcomes (see review Zhang, 2013). Our study offers a parsimonious model using the framework of AET to study a specific affective antecedent that originates from the environment, rather than as a response to a technology, and how that affect influences social media use. One of the central ideas of AET is that events or *happenings* are proximal causes of affective reactions (Weiss and Cropanzano, 1996). Importantly, AET supports the inclusion of an event that is meaningful to the user as a determinant of user affect and affect-driven behavior (i.e., technology use). Thus, we extend AET by including passion for an activity as a motivator of affect and by introducing the direct relationship between passion and social media use. Despite its long tenure in social science research (Vallerand, 2012), the passion construct has been overlooked in the IS literature but offers an interesting dynamic for technology adoption and use research in a number of ways.

First, the integration of user passion for an activity with AET extends the usefulness of AET into areas outside of the workplace into the realm of the consumer's acceptance and use of technology. Individuals use technology for a multitude of purposes unrelated to personal productivity or performance, such as entertainment, information, or consumerism. Thus, the inclusion of user passion as an intrinsic motivator is likely to apply to other types of technology and would provide insights into *how* and *why* certain technologies are used.

Second, because involvement in an activity of passion is related to the satisfaction of psychological needs (Deci and Ryan, 2000), our model provides a framework for identifying additional motivators or inhibitors of technology use in and out of the workplace. For example, the AET framework using passion would be useful to examine the role of an individual's identity in the use of social or work place technologies, because one's passions have an undeniable link with one's identity (Vallerand, 2012). Examining the use of technology for meeting users' psychological needs would also be a novel extension to consumer-based technology acceptance and use models.

Third, relatedly, some individuals are passionate about their work and find their identities in their jobs. Yet the understanding of how job passion or work passion operates in technology use contexts and the organizational implications of this motivator are relatively unexplored. Does an employee with a passion for the job use technology differently? How is technology use influenced by the positivity or negativity (affect) of workplace events?

Fourth, our modification of AET with the passion construct lends itself to diverse applications in combination with other affect-based responses. A study of different types of affect and how they interact with passion has implications for motivating technology use. For example, distress (arousal combined with displeasure) may interact with passion to exacerbate negative responses to events. Similarly, passion may moderate the effects of boredom (low arousal combined with displeasure) on technology acceptance and use. Because organizations implement social media in the workplace (e.g., LinkedIn Navigator) the study of job passion related to using social technologies for productivity or performance purposes would also be a relevant undertaking.

In addition, AET is concerned with the formation of discrete emotional reactions to an event, not a general affective evaluation of a situation. Thus, a discrete affective response is likely distinct from the individual's mood state or temperament. Prior IS research has proposed that three affective antecedents, two human-based stimuli (i.e., mood, temperament) and one technology-based stimulus, influence the induced affective states of technology users (Zhang, 2013). However, absent is consideration of the contribution of environmental stimuli to users' emotions and technology interactions. Our study helps fill this gap. We examined the influence of a discrete emotion provoked by the environment and found that social media users are not insulated from the environment, but that environmental stimuli may stimulate and/or facilitate technology use. Future research in this area should consider the variety of discrete emotional responses (e.g., joy, surprise, sadness, grief) that may originate in a given context, in or out of the workplace, and their role in social media use.

Technical–informational–social subsystems

Social media subsystems include the technology tool used to solve problems or achieve goals (technical), human activity that produces information (informational) and a social structure that involves interactions (social) (Lee et al., 2015). In regard to the technical, our model was operationalized using a specific class of technologies that have four distinct attributes: a user profile, access to content, a list of relational ties, and the ability to traverse ties (Kane et al., 2014). Upon this technical subsystem we examined the interplay of the informational and social components in the context of an affective event.

The informational aspects of social media include activities to create various types of digital content (e.g., text, video, pictures) and we found that user passion plays a significant role in activating users' involvement in the informational subsystem. Passion was key to motivate the activities (creating digital content) that begin the process of social interaction. This suggests that a social media strategy that emphasizes users' particular passions would stimulate the creation of digital content necessary for social media engagement. For example, a business sponsoring a local football team might create events on-site during a game (e.g., contests, pictures with players) to attract fans passionate about football or the team. Passionate individuals would be more likely to participate in on-site events and utilize social media to share (text, pictures, tweets, or video) with other users as well as with the sponsoring business. In the context of special events, an opportunity is presented to establish B2C social media relationships that did not exist prior.

Self-Determination Theory (SDT) offers insight into *why* users involved with their passions undertake informational activities (creating content) in social media. Individuals engage in meaningful activities to meet inherent needs that lead to a sense of well-being (Deci and Ryan, 2000; Przybylski et al., 2009). Thus, to achieve relational goals it is necessary for social media users to intentionally activate the informational dimension, create content, and then engage the social component to determine with whom the content will be shared. A variety of direct and indirect online associations (e.g., one-way vs. reciprocal, interactive vs. passive, intimate vs. casual) may be initiated by the user to achieve a relational goal. Future researchers might find that event context influences different informational activities (e.g., text, video, pictures) that have implications for establishing and/or sustaining different types of social media relationships.

Nevertheless, an affective event related to one's passion is a contextual use of social media that influences the interaction of users' informational and social activities. In our study, the NASCAR stimulus was critical to elicit user affect that was environmentally sourced. As the user engages in a passion, excitement greases the wheel or facilitates the connection between the informational and social components. User excitement augments the influence of passion and has a significant effect on the interaction of informational and social activities. As excitement rises social media use increases, implying that the amount and frequency of content creation increases with similar implications for the depth and breadth of social interactions.

Digital content created and shared under the management of affect is likely to have an affective *nature* because the nature of a stimulus permeates the individual (Brennan, 2004) and the theory of excitation transfer suggests that arousal cues can transfer from one source to another (Zillman, 1971). Researchers have shown that emotions are successfully diffused via computer-mediated communication (Harris and Paradice, 2007) and the emotion in digital content is associated with information diffusion in Twitter (Stieglitz and Dang-Xuan, 2013). This suggests that a user's affect may also infuse the digital content of the user, with unknown implications regarding how deep the content may penetrate network ties or the longevity of the content across social networks.

Research that clarifies how the technical, informational and social dimensions operate to promote or hinder affective content would further the understanding of the contextual use of social media, because affect may be amplified or stifled in a social system (Wissinger, 2007). Importantly, positive and negative affective events are not symmetrical and negative events tend to result in stronger affective reactions (Taylor, 1991). This has implications for *how* the affective nature of digital content might influence the social subsystem to strengthen or hinder social relationships. While the affective nature of the social media content created and shared was not a topic in our study, researchers suggest that content which induces arousal or

activation in another is more likely to be viral (Berger and Milkman, 2012) and is expected to have similar effects on those interacting with the content (Borgatti and Foster, 2003). Researchers admit to a robust strength and permanence to affect (Ross et al., 1975), suggesting that affect and affective content have the potential to be a strong inducement for extensive or continuous activation of the informational–social subsystems. In sum, the nature and role of user affect in social media use is complex and warrants thoughtful consideration to clarify how affect influences the technical, informational and social dimensions to hinder or ignite content diffusion.

Limitations

This study is limited by the boundary conditions that surrounded the study. The content validity and reliability of the model's constructs are strengthened by collecting data from respondents that experienced the same environment (NASCAR) and using the same types of social media (Facebook and Twitter). However, generalizing the results to other events associated with user passion or other social media platforms may be limited. Similarly, the modeling of one type of affect (excitement) served the purposes of our study but does not explain how other types of affect may influence social media users or the relationships between the technical, informational and relational subsystems. The affective state we focus on is one that is highly recognizable and culturally identifiable. Thus, individuals understand what it means to be excited and would be expected to process it similarly, whereas other types of emotion on the circumplex in Appendix A (e.g., alertness, arousal) may be less commonly discerned and/or identified. While this enhances the robustness of our model it also offers the opportunity for researchers to explore the influences of other types of affect in social media contexts.

We suggested that user affect toward or about a technology may decrease or cease to be a significant factor in predicting technology use with continuous use of the technology over time. Our study did not measure user emotion about Facebook and Twitter; therefore, the validity of this statement was not tested in our study. Future researchers can easily address this issue with the concurrent modeling of technology-derived affect in addition to an environmental affect.

Common method bias is also a potential limitation in survey research when the independent and dependent variables are captured in the same instrument and may influence the relationships in the model. To reduce this bias, the online survey was distributed to the respondents with randomization in the order of the measurement items. Moreover, we applied Harman's single-factor test. Factor extraction showed 3 factors having eigenvalues greater than 1.0 with the first factor accounting for 37% of the variance. Because multiple factors emerged in the factor analysis and no single factor accounted for a majority of the covariance (Podsakoff et al., 2003) we concluded that common method bias was limited. Overall, the limitations of our study do not undermine its purpose to provide a basic framework and begin a discussion around the phenomena of user affect and social media use.

Conclusion

The growth of social media suggests that concerns about *if* individuals will use the technology are evolving into *how* individuals will use *what types* of technologies. This has implications for the strategic use of organizational social media as we begin to understand how user context governs social technologies' subsystems to achieve diverse associations of users. For example, we show that an individual's social media use is facilitated by a context that is particularly important to the user (i.e., passion). Attendees of NASCAR are consumers of a specific sporting event in which social media use is driven by their level of interest. Moreover, the depth and breadth of social media reach in the context of the event is governed by environmental affect. We can only conjecture about the nature of the social interactions during the NASCAR event (e.g., one-way, two-way, B2C, relatives, friends). However, businesses that seek to develop a vibrant social media strategy with external stakeholders should realize that online relationships may depend on how well the organization taps into stakeholders' passions. Businesses that host events or activities to leverage customer passions are more likely to drive positive social media exposure that increases relational capital and other forms of business value. Additionally, new B2C social media associations may emerge when organizations consider the context of their relationships with customers and clients.

Researchers have traced the evolution of the strategic IS (SIS) domain to show how the field's scope is expanding in several dimensions including integration with global networks, engagement with society, and using social and relational capital as a strategic resource base (Merali et al., 2012). The SIS field exhibits boundary-spanning capabilities that have led to the field's characterization as ambidextrous (Taylor et al., 2010), and having the capacity to embrace social science concepts that contribute to the field's progression (Merali et al., 2012). Thus, with the growth of Web 2.0 organizations may now complement existing business knowledge with social network technologies that result in "individual-based IS strategies" as users create and develop their own roles with the organization (Ward, 2012). We suggest that user motivation is key to understanding how an individual-based social media strategy would develop, be sustained and contribute to business value. Hence, the study of user passion as a source of intrinsic motivation that aids social media engagement between an organization and consumer conforms to the current SIS trajectory.

Our study also addresses the interaction of the physical technology and social technology espoused by Nelson (2003) and endorsed by Merali et al. (2012) as essential for economic growth. Social media represents the information and communication technology (ICT) that comprise the physical platform upon which business practices, people and social structures (i.e.,

social technology) are organized to leverage ICT for competitive advantage and organizational performance. The strategic use of social media by organizations shifts the integration focus of IS outward to global networks and social systems for innovative combinations of business practices and stakeholders that are socially relevant and competitively advantageous. Ward (2012) argues that the future of IS strategy is inclusive of individual connectivity and informal organizational relationships that are replete with disruption, security concerns and inefficiency. Our study addresses this relatively new direction of SIS characterized by the complex intertwining of business, technology and social environments.

The emergence of social media capabilities has energized researchers that seek to untangle the complexity surrounding networks of individuals and the social dynamics that lead to innovation (Boudreau and Lakhani, 2013), unique user associations (Spagnoletti et al., 2015), business transformation (Dong and Wu, 2015), and the reshaping of intra-organizational communication (Huang et al., 2015, 2013). Our study contributes to the SIS call to examine the phenomena underlying the competitive structures of the digitally connected social environments in which organizations are now operating. By emphasizing the technical, informational and relational dimensions of social media, we illuminate the underlying processes that may be leveraged by an organization's social technologies (i.e., people, business practices, social structures, work design) for effective participation in the dynamic, competitive business environment.

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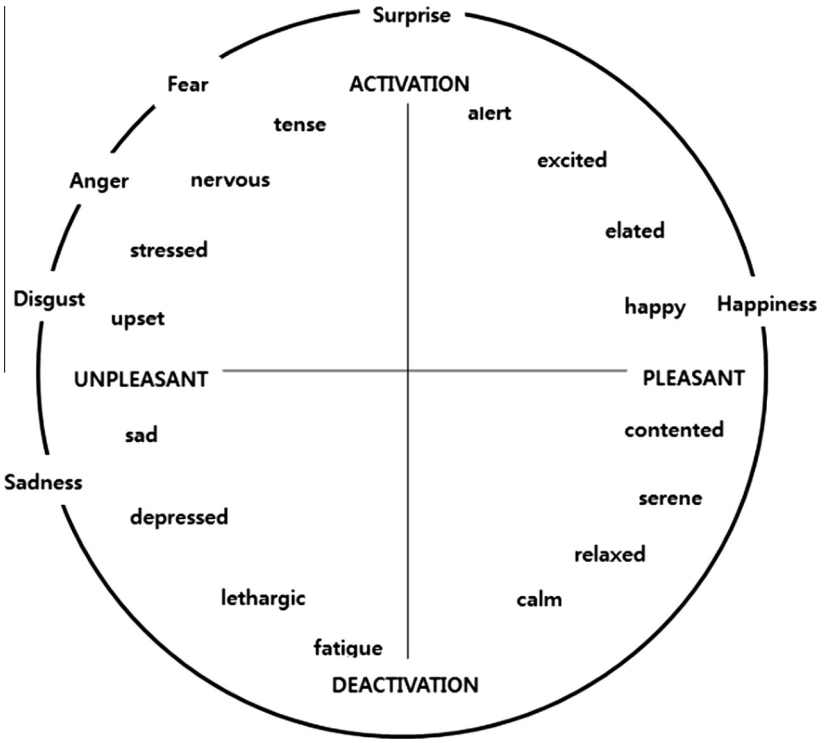
Appendix A. Schematic map of core affect (Russell and Barrett, 1999)



Appendix B. Measurement items and statistics

Construct	Source/Items	Mean	SD	Outer model	
				t-value	loading
Passion (0–100 Scale)	We are interested in learning about your passion for watching, attending, and following NASCAR.				
P1	How passionate are you about NASCAR? *No passion . . .. . .Ultimate Passion*	82.3	20.3	91.49	.897
P2	During the season, to what degree does NASCAR occupy your mind? *Never on my mind . . .. . .Always on my mind*	67.0	27.8	106.21	.912
P3	During the season, how much do you prioritize your time so that you can follow NASCAR? *Not at all . . .. . . Completely*	67.5	29.1	97.71	.917
P4	I can't live without NASCAR. *Strongly Disagree . . .. . . Strongly Agree*	65.5	30.2	40.35	.848
Excitement (1–7 Scale)	How accurately do the following words describe your feelings about your experience at the [event]?				
Excite1	Exciting	5.95	1.29	49.19	.897
Excite2	Stimulating	5.60	1.47	48.41	.913
Excite3	Sensational	5.57	1.49	75.77	.916
Excite4	Interesting	5.80	1.29	32.80	.849
Social Media (0–10 Scale)	Please consider your current or most recent use. How frequently do you ____? *Never. . ...Very Frequently*				
SMedia1	Facebook: Write posts during a race	3.20	3.93	25.37	.859
SMedia2	Twitter: Tweet during a race	1.14	2.56	17.40	.796

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