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Sincerely

Junaidi

Antecedents of information seeking and sharing on social networking sites: An empirical study of Facebook users'

The aim of this study is to validate an integrated research model with the aim of understanding the factors that influence users seek and share information on Facebook. The data were collected from 665 Facebook users. The empirical results indicate that cognitive/affective-based trust significantly and positively influences social capital (e.g., structural, cognitive, and relational), which has a significant and positive effect on information seeking and sharing. This study contributes to the U&G theory in two different ways. First, it indicates that trust influences social capital (structural, cognitive, and relational). Second, this study confirms the effect of social capital on information seeking and sharing.

Keywords: trust, social capital, information seeking and sharing

Nowadays, social networking sites (SNSs) (e.g., Facebook, Instagram or Twitter) have become multifunctional tools for users. Facebook represents a cheap, easy, and fast vehicle for frequent communication, and conveys opinions, social values and interaction between users to create reciprocal relationships. Prior studies indicate that information seeking and sharing is the main reason for SNSs users to interact with others. Recently, most countries worldwide faced to COVID-19 outbreak beside the spread information was faster. Some activities such as seeking information regarding community or health information occurred in some nation (Bento, Nguyen, Wing, Lozano-Rojas, Ahn, & Simon, 2020). The emerged of users communication and interaction makes Facebook as a source digital information (Bene, 2017; Jackson, Stromer-Galley, & Hemsley, 2020). Directly, Facebook has become an essential tool among the users participate in social media to use and gratification (Ferris & Hollenbaugh, 2018; Hossain, 2019; Whiting & Williams, 2013) and as digital support network for users (Udwan, Leurs, & Alencar, 2020) regarding information seeking (Bento et al., 2020; Docherty, 2020) and Information sharing (Engelmann, Kloss, Neuberger, & Brockmet, 2019; Rusmann & Hess, 2020).

Uses and gratifications (U&G) theory can be adapted to help develop an understanding of Facebook users' various needs and desires (Docherty, 2020; Smock, Ellison,

Lampe, & Wohn, 2011). Some prior studies applied U&G theory to understand the dynamics of social activities (Bene, 2017; Blumler, 2019; Hossain, 2019) toward information seeking (Basak & Calisir, 2015; Son, Lee, Cho, & Kim, 2016; Yi & Gong, 2013), and information sharing (Su and Chan, 2017; Yi & Gong, 2013), as well as the management of social capital (Docherty, 2020; Lee, 2017). Trust is a crucial variable to influence on social capital (Fu, 2004; Rusmann & Hess, 2020; Newman, Kiazad, Miao, & Copper, 2014) which subsequently stimulate information seeking (Ghahtarani, Sheikhmohammady, & Rostami, 2019; Johnson, 2004) and information sharing (Choo, Bergeron, Detlor, & Heaton, 2008; Kent, Rechavi, & Rafaeli, 2019; Li, Ye, & Sheu, 2014). However, no study examined the role of U&G theory on trust, social capital, information seeking and information sharing simultaneously. What are the relationships between affective-/cognitive-based trust and social capital among Facebook users? What is the relationship between social capital and information seeking and sharing among Facebook users?

This research provides several contributions in theoretical and practical as answer the research questions. First, this research links trust (i.e., cognitive-/affective-based trust) to influence users' retention in social media from the perspective of social capital (structural, cognitive, and relational). Second, this study confirms the effect of social capital on information seeking and sharing. Third, with the exception of very few studies (e.g., Bene, 2017; Kent et al., 2019; Udwan et al., 2020), prior studies on social media communication and interaction have neglected the role of mediating variables which can provide a more detailed view of the impact of trust on information seeking and sharing which useful for further exploration (Papacharissi & Mendelson, 2011). Specifically, the current study identifies mediating effects of social capital (e.g., cognitive, relational and structural) in regard to the relationship between cognitive-/affective-based trust and information seeking and sharing for SNSs users' social media usages.

Trust refers to the manner in which SNSs users act according to the rules of social interaction. For example, people expect that others will behave in a certain way. Thus, trust is a consequential component of normative structure for social capital (Reimer, Lyons, Ferguson, & Polanco, 2008). Cognitive-based trust and affective-based trust are two components of trust (McAllister, 1995). Both play critical roles in the social exchange relationship (Newman et al., 2014; Rusmann & Hess, 2020; Yeh & Choi, 2011).

There are two main classifications of social capital: Network perspective (e.g., bonding, bridging, and linking) and social structure (e.g., structural, cognitive, and relational) (Claridge, 2013). Despite these concepts is used to develop of strengthening ties within and across the groups (Andriani & Christoforou, 2016; Putnam, 2000). Bonding social capital does not provide useful network assets in some situations, whereas bridging social capital does not involve many shared norms but is associated with reciprocity and thin trust. However, structural, cognitive, and relational social capitals are commonly connected and mutually reinforcing. They facilitate collective action by making peoples' behavior more predictable and beneficial and encourage collaboration, exchange, and interaction (Claridge, 2013). The World Bank recognizes these as a "social capital initiative", and adopts this concept (Krishna & Shrader, 2002). In a digital era where social media accounts for a huge amount of communication and interaction in the virtual community context, structural, cognitive, and relational social capital are more visible in the literature which adopts in this study.

The interactive approach emphasizes the importance of both seeking and sharing information. They mutually influence each other. SNSs users play dual roles in online discussion forums as information providers and seekers (Jackson et al., 2020; Savolainen, 2019). Therefore, it is relevant to simultaneously examine information seeking and sharing (Case & Given, 2016; Savolainen, 2019) as key issues of online community success (Kent et al., 2019; Li & Su, 2020). The relation between information seeking and sharing is

conceptualized from a sequential point of view which followed by the sharing of information (Savolainen, 2019). Information seeking and sharing can alter and enhance the nature of social media effects (Docherty, 2020; Engelmann et al., 2019).

This study consists of six sections. Section 1 discusses the introduction, in which the background and rationale of the study are outlined. Section 2 covers the review of literature, of the relationship between religiosity, consumer commitment, materialism and preference. It also captures the background of Islamic banking and finance. Section 3 covers the detail of the data and research methodology employed in this study. Section 4 reports the findings and discussion. Section 5 outlines the conclusion, and finally, section 6 suggests directions for future research.

Literature Review

Uses and gratifications theory

The U&G theory refers to new information and communication technologies with different patterns of internet-based media adoption, and broadens individuals' communication channels, especially in terms of their social needs (Blumler, 2019; Liu, Min, & Han, 2020; Papacharissi & Mendelson, 2011). U&G theory identifies social needs, hedonic needs, and cognitive needs as three categories of social media use (Hossain, 2019; Smock et al., 2011; Whiting & Williams, 2013). The need to seek information and knowledge has been applied in recent studies, particularly among Facebook users regarding accessing, building, and seeking/sharing information produced by other users (Ali-Hassan, Nevo, & Wade, 2015).

U&G theory could elucidate the users' goals when engaging in social media to understand behaviors, outcomes, and perceptions toward two distinct needs: How needs are gratified and how gratifications reconstruct needs (Liu et al., 2020; Smock et al., 2011). Many researchers have examined users' motivations of using the internet because U&G theory effectively explains behavioral and psychological dimensions of mediating communication

(Ferris & Hollenbaugh, 2018; Papacharissi & Mendelson, 2011; Smock et al., 2011). It also explains the motives of Facebook users towards fulfilling their needs for information seeking/sharing, and developing or maintaining new friendships (Hollenbaugh & Ferris, 2014). U&G theory can help us to understand Facebook users' motives and relationships in order to predict the frequency of their visits through photographs, social interaction (e.g., seek or share information about specific issue and news), and status updates.

Trust

Trust is the expectation of a cooperative, honest, and regular behavior based on commonly shared norms within a community. These norms may be related to religion or the perception of justice, as well as the secular norms of behavioral codes or professional standards (Fukuyama, 1995b). There are two types of trust: cognitive-based trust and affective-based trust (McAllister, 1995; Yeh & Choi, 2011). Cognitive-based trust refers to individuals' beliefs about dependability and reliability. It includes three elements: competency, integrity and goodwill trust (Dowell, Morrison, & Heffernan, 2015; Yeh & Choi, 2011). However, affective-based trust refers to trustees' emotional elements, reciprocity, and social skills regarding interpersonal care and concern. It has two elements: relational and intuitive trust. This study applies intuitive trust in order to avoid confusion with relational social capital. This study adopts both cognitive-based trust and affective-based trust due to both being commonly used in social interaction, and having been validated in prior studies (Newman et al., 2014). On the other hand, cognitive-based trust includes calculative and rational characteristics such as benevolence, competence, integrity, reliability, and responsibility of trustees (Yeh & Choi, 2011). It also increases their willingness to use information from the perspectives of affective-/cognitive-based trust (McAllister, 1995).

The information exchange activities have increased in virtual community due to the trust each other among the members. It is a crucial effect in the process of information

seeking/sharing in Social media (Jackson et al., 2020; Kent et al., 2019; Lefebvre, Sorenson, Henchion, & Gellynck, 2016; Rusmann & Hess, 2020; Udwan et al., 2020). Hence, the social media users must be applying the various types of trust in their activities. In addition, the investigation of the relationships between trust and social capital is possible (Fu, 2004). A transformation of trust can alter social capital that exists in a virtual community. However, the importance of trust is acknowledged but rarely validated in prior studies.

Social capital

Social capital emanates from the prevalence of trust in a society. It can be embodied in the smallest and most basic social group (i.e., family) as well as in large groups (i.e., nation), and in any other grouping in between (Fukuyama, 1995a). Social capital consists of some aspects of social structure and facilitates certain actions of members within groups. It arises from "the prevalence of trust in a society or in certain parts of it" (Fukuyama, 1995a, p. 26). The rapid changes in the economic, organizations, social, and technological worlds make an understanding of social capital more essential specifically in social media field (Cohen & Prusak, 2001; Docherty, 2020; Kent et al., 2019). Trust and social capital create networks in a society while low-trust may never be able to take advantage of the efficiencies of information technology (Fukuyama, 1995a). The actual and potential resources of exchanging or sharing information for individuals within the virtual communities are intellectual capital or social capital, which includes structural, cognitive, and relational social capital (Docherty, 2020; Ghahtarani et al., 2019; Kent et al., 2019; Li et al., 2014; Nahapiet & Ghoshal, 1998; Son et al., 2016). This framework is mostly widely accepted and used (Claridge, 2018). People contribute with their resources for exchanging or sharing information and collectively resolve problems to maintain quality social relations for mutual benefit.

Social media users share a language and vision with cognitive social capital, which is related to attitudes and beliefs that faciliate mutual understanding among people (Docherty,

2020; Nahapiet & Ghoshal, 1998). People build relationships, spend time interacting socially, and maintain their social ties through the shared language of cognitive social capital (Son et al., 2016). They ask questions and exchange information using a common language to gain accurate, adequate, credible, and timely information (Engelmann et al., 2019; Jackson et al., 2020; Kent et al., 2019; Li et al., 2014). This study defines structural social capital as the ties resulting from frequent contact and connectivity. Cognitive social capital is defined as the meaningful context of communications, interaction, and shared language/vision, whereas relational social capital is defined as the underlying normative conditions of expectation, identity, and obligation of interpersonal relationships sources that guide network beneficial relationships between Facebook users.

Information seeking and sharing

In general, information seeking and sharing in social media is defined as how the users need, seek, give, share and use information (Bento et al., 2020; Engelmann et al., 2019). Many studies investigated information seeking, while few focused on information sharing (Wilson, 2000; 2010). The concept of seeking information has changed dramatically with advancements in technology, especially in social media contexts. Information seeking refers to information acquisition, opinions, or suggestions from credible source such as news, SNSs communities, and websites, which provide users with relevant and timely information related to topics. It involves meaningful content of application, recognition, and retrieval. SNSs are useful platforms for users to seek and share information about their daily lives (Engelmann et al., 2019). Facebook users ask for information or support to maintain weak ties with others via sharing their interests, mutual friends, or relational goals (Docherty, 2020; Jackson et al., 2020; Smock et al., 2011).

Information sharing is a set of activities where SNSs users provide information either proactively or upon request (Engelmann et al., 2019). They provide others with appropriate

and collaborative information (Choo et al., 2008; Docherty, 2020). There are two major perspectives of information sharing. It can be a one-way communication process in which information is disseminated or transferred from a sender to recipients or a two-way communication process in terms of mutual information exchange within small groups or online communities (Savoleinen, 2019). However, the gratification of Indonesian social media users is relatively unexplored, particularly regarding its economic and social value.

Research Model and hypotheses

The relationship between cognitive-/affective-based trust and social capital

Past studies revealed that an essential factor of building cooperation, relations, and positive outcome at interpersonal and team levels depends on trustworthiness. People are more willing to interact and contribute to others when mutual trust occurs (Engelmann et al., 2019; Kent et al., 2019; Li & Su, 2020; Rusmann & Hess, 2020; Udwan et al., 2020). Cognitive and affective trust is the foundation that triggers social interactions and improves efficiency among people (Jackson et al., 2020; Lewis & Weigert, 1985). With similar characteristics or common goals on SNSs, users' endorsements of trust increase their potential social capitals toward share common viewpoints and positive views. Thus, social media communities' members create communication and interaction frequency through endorsements of trust due to shared language and a vision. Moreover, trust strengthens social capital through facilitating access to resources and encouraging engagement in social exchanges and cooperative interaction. Higher trust levels often typify strong ties between individuals and communities in social capital. An alteration in trust and shared value triggers changes in the amount of social capital that exists in interactions. Trust strengthens norms of reciprocity (Fu, 2004). It also reduces the time spent in the expensive and slow process of defining, monitoring, and guaranteeing complying with the detailed process of enforcement (Engelmann et al., 2019; Jackson et al., 2020; Nahapiet & Ghoshal, 1998; Rusmann & Hess, 2020).

Structural social capital refers to contact connectivity between people that occur through interaction ties (Nahapiet & Ghoshal, 1998). It portrays the nature and quality of relationships among users (Claridge, 2018). Reciprocity occurs when people trust each other in an interpersonal domain (Kent et al., 2019; Rusmann & Hess, 2020; Udwan et al., 2020). The norm of reciprocity, as a relational social capital (Nahapiet & Ghoshal, 1998), refers to a sense of mutual indebtedness that ensures community members reciprocate the benefits they receive from others (Kent et al., 2019; Wasko & Faraj, 2000). People build up their social relationships and enhance their sharing experiences or values to establish interpersonal relationships (cognitive social capital) based on interaction and trust. Shared language and vision are two dimensions of cognitive social capital, which also include the dimensions of attitudes, beliefs, and perceptions of support (Claridge, 2018; Lefebvre et al., 2016). In the SNSs context, trust is an important factor of motivating virtual community members to use social technologies (Docherty, 2020; Li & Su, 2020; Kent et al., 2019; Rusmann & Hess, 2020). SNSs' members believe that they can obtain help from others if they help others to solve their problems. This relationship is based on trust. In addition, relational social capital exists when group members trust others in the group (Huang, Kim, & Kim, 2013). Hence, this study proposes the hypotheses:

H1:   *Cognitive-based trust has significant and positive effects on (a) structural social capital, (b) cognitive social capital, and (c) relational social capital.*

H2:   *Affective-based trust has significant and positive effects on (a) structural social capital, (b) cognitive social capital, and (c) relational social capital.*

The relationship between structural social capital and cognitive social capital

Social structure is the most important factor of social interaction. Network ties facilitate social interaction, which in turn stimulates the development of cognitive social capital

(Claridge, 2018). Structural social capital exists in any situation where there are relationships between SNSs members. It becomes the antecedent of cognitive dimensions and encourages and develops a shared language and vision (Claridge, 2018; Lefebvre et al., 2016). This represents cognitive social capital, and relies on the premise that social interaction plays an important role in sharing a common set of goals and values among Facebook users. Social interaction is important for individuals to learn about values and visions of others (Lu & Yang, 2011). The growth of modern technology enhanced of individuals' social connectedness (a feeling of belonging and relatedness) and their community beliefs, codes, languages, and visions through the process of social interaction (Lefebvre et al., 2016). This is one of the key important role in defining a common goal and value between users, and allows them to share experience (Tsai & Ghosal, 1998). Social interaction enables Facebook users to share language and a vision to increase their domain, opinion, and overlap of range and thoughts. Hence, this study proposes the following hypothesis:

H3: *Structural social capital has a significant and positive effect on cognitive social capital in Facebook users.*

The relationship between structural social capital and relational social capital

Social structure is the most important element in the nature and quality of social relationships (Claridge, 2018). Interaction leads to positive affect, then to interpersonal affection, followed by shared norms of reciprocity, and finally the development of mutual relationships among people (Claridge, 2018; Lefebvre et al., 2016). Alternatively, it has been suggested that frequent social interaction strengthens users' feelings of connectedness and therefore creates more relationships. Moreover, it facilitates the exchange of resources between users (Nahaphiet & Ghosal, 1998) within the group so that they are more willing to reciprocate favors or other social resources in the interaction process (Wasko & Faraj, 2000). Frequent

communication and interaction between Facebook users allow them to easily access more information and to evaluate their abilities and behavior. Structural social capital influences SNSs members' benefits and triggers sharing more information with others to create more reciprocal relationships. Thus, this study proposes the following hypothesis:

H4:   *Structural social capital has a significant and positive effect on relational social capital in Facebook users.*

The relationship between cognitive social capital and relational social capital

Shared vision and shared language, as the primary manifestation of cognitive social capital, lead to a harmony of interests and eliminates opportunistic behavior. People build trusting relationships toward a shared vision to create awareness of how others react in a given situation. It provides an advantage to produce intellectual capital through expectations, norms, obligations, and trust (Docherty, 2020; Engelmann et al., 2019; Kent et al., 2019; Udwan et al., 2020). Moreover, shared language and a vision encourage the development of reciprocal relationships between social media members. Shared language facilitates people to ask questions and do business together, whereas a shared vision binds community members together and creates the opportunity of benefiting from others or returning benefits to others. Members tend to respect each other and have more mutual reciprocity when they share a language and a vision (Lu & Yang, 2011). A low level of cognitive social capital leads to low level of relational social capital (Steinmo & Rasmussen, 2018). Hence, this study proposes the following hypothesis:

H5:   *Cognitive social capital has a significant and positive effect on relational social capital in Facebook users.*

The relationship between structural social capital and information seeking/sharing

Individuals search for and gather information from virtual learning communities in order to gain insights regarding information sharing, and to optimize the support of a social network with social capital (Engelmann et al., 2019; Huang et al., 2013; Kent et al., 2019; Li & Su, 2020; Son et al., 2016). This is highly related to social exchange behavior such as information seeking and sharing where people interact with others (Jackson et al., 2019; Savolainen, 2019). People are willing to share information when structural social capital occurs (Nahapiet & Ghoshal, 1998). Structural social capital is the social interaction regarding the configuration and pattern of connection between SNSs members and the process of building and forming social ties, which is the beneficial propensity of connections with others (Tsai & Ghosal, 1998).

During an interaction process, social structure plays an important role in the users' willingness to engage in seeking and sharing information. It erases users' concerns whether or not others are allies or are merely act opportunistically. Social interaction is a channel for information flow and sharing behavior. Information seeking and sharing behaviours often occur in collaborative setting, which is supported by connectivity and contact among users to exchange information and is highly dependent on social relationships in online environments. Close and frequent interaction between them creates common goals and enables the reciprocal exchange of information (Lefebvre et al., 2016).

Structural social capital plays a significant role in facilitating collaboration and information sharing in SNSs, which allows users to share information, participate in community activities, and form relationships with others (Ghahtarani et al., 2019). As part of information seeking and sharing behavior, users exchange their resources and create reciprocal relationships through frequent social interaction. This plays a crucial role in the shaping of a set of common goals and values in virtual communities. Individuals' social interaction influences information exchange in a virtual community (Huang et al., 2013). The exchange of

information is a type of social interaction which enhances the relationships between social capital and information seeking (Bento et al., 2020; Docherty, 2020; Son et al., 2016)/information sharing (Engelmann et al., 2019; Ghahtarani et al., 2019; Lee & Ha, 2018; Li et al., 2014). Thus, this study proposes the following hypothesis:

H6:   *Structural social capital has significant and positive effects on (a) information seeking and (b) information sharing.*

The relationship between cognitive social capital and information seeking/sharing

Social capital provides a framework to explain information seeking and sharing mechanisms through the dimensions of structures, contents, and relations (Docherty, 2020; Savolainen, 2019). Some degree of mutual understanding regarding shared language and vision between members affect their engagement in a community (Engelmann, 2019; Lu & Yang, 2011). Furthermore, it provides collaboration and information exchanges between SNSs members through their shared values or visions for interpersonal relationships (Ghahtarani et al., 2019; Jackson et al., 2020; Son et al., 2016). Individuals understand others and build common jargon through similar goals and the use of a shared vocabulary in their domains. Therefore, the use of a shared language motivates participants to become more proactive in information seeking and sharing, which subsequently enhances the quality and quantity of the information exchange. Shared values encourage members to get together, make cooperative actions possible, and eventually benefit communities (Cohen & Prusak, 2001; Docherty, 2020; Kent et al., 2019).

Users who have a common vision become partners to exchange information, which plays an important role in social media communities (Li et al., 2014; Rusman & Hess; 2020). Social network users browse the internet to seek information (Bento et al., 2020; Son et al., 2016) and to share information (Engelmann et al., 2019; Lee & Ha, 2018; Li et al., 2014), both

of which are influenced by social capital (Ghahtarani et al., 2019). It facilitates the establishment of common goals and appropriate ways of communicating within a social system on social media (Lu & Yang, 2011). The presence of a shared language and vision for information exchange enhances Facebook users' communications, since cognitive social capital emphasizes the availability of common beliefs, experiences, and information. Thus, this study proposes the following hypothesis:

H7:   Cognitive social capital has significant and positive effects on (a) information seeking and (b) information sharing.

The relationship between relational social capital and information seeking/sharing

The normative conditions of expectation, identification, obligation, and trust are reasons for exchanging information among social media members. Relational social capital influences the willingness of users to share information with others and to reduce their communication barriers (Ghahtarani et al., 2019). It is an essential mechanism for reciprocal exchange (Fukuyama, 1995a). Thus, relational social capital has an effect on information seeking and sharing (Bento et al., 2020; Engelman et al., 2019) as a benefit for individuals to engage in social exchange (Docherty, 2020; Engelmann et al., 2019; Kent et al., 2019; Rusmann & Hess, 2020). They participate in SNSs' communities to keep abreast of the most up-to-date ideas and innovations. The success of a virtual community depends on available information and knowledge that is helpful, useful, and timely (Bento et al., 2020; Wasko & Faraj, 2000; Son et al., 2016).

In the SNSs context, relational social capital motivates members searching for information to gain insights of knowledge in virtual communities (Huang et al., 2013). People gather information for community interest, moral obligation, and self-interest when they interact with families, friends, and others for information exchange. Social media interaction

fosters the exchange of information and prosperous interaction among users (Jackson et al., 2020; Kent et al., 2019). Information sharing refers to behavior including downloading, following, and liking information, news, and problem-solving within the social interaction of a computer-mediated community. Relational social capital influences information sharing behavior (Ghahtarani et al., 2019; Li et al., 2014). Thus, this study proposes the following hypothesis.

H8:   *Relational social capital has significant and positive effects on (a) information seeking and (b) information sharing.*

METHODOLOGY

Questionnaire design, pretest, and pilot study

In this study, we adopted the high reliability and validity for all multi-items scales the constructs from earlier study. Furthermore, pretest and pilot test conducted of the measurement items' for the Indonesian Facebook users to confirm the final wordings for the formal survey. The research framework is available in Figure 1.
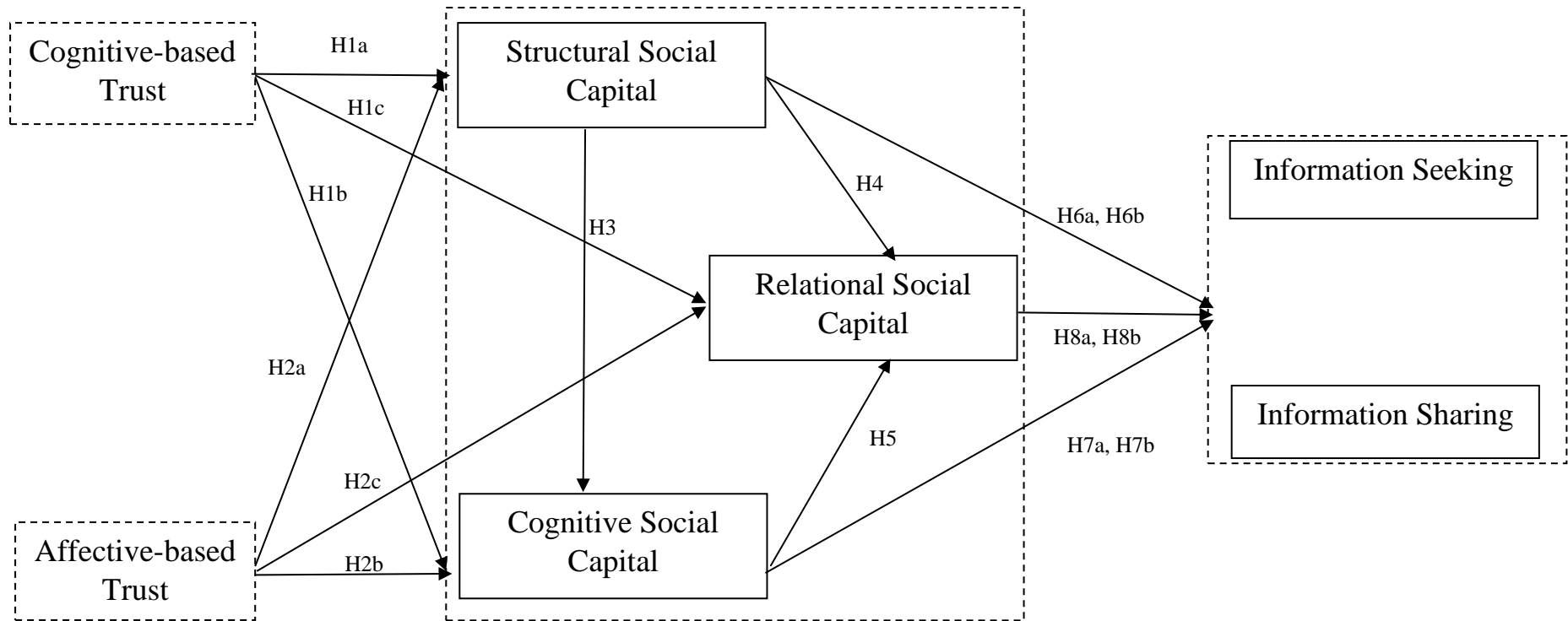
Figure 1. Proposed research mode

This study investigated the relationships between cognitive-based trust, affective-based trust, social capital, and information seeking and sharing in Indonesian Facebook users. Indonesia ranks third among Facebook users in the world with 123 million (Statista, 2019) active users. This study collected data from Facebook users via an online survey and offered vouchers as incentives to increase the response rate. There were 665 valid responses from a total of 697 collected samples, indicating a completion rate of 95.41 %. Table I shows the respondent demographics.

Table 1. Respondent demographics

Demographics	Frequency	Percentage	Accumulated
Gender			
Male	315	47.4	47.4
Female	350	52.6	100.0
Age			
Under 26 years old	480	72.2	72.2
26~40 years old	129	19.4	91.6
41~55 years old	56	8.4	100.0
Education			
Bachelor	428	64.4	64.4
Master and PhD degree	237	35.6	100.0
Range time use FB			
Below 5 years	157	23.6	23.6
6~10 years	367	55.2	78.8
Over 10 years	141	21.2	100.0

Measures

The items used to measure each of the constructs are presented in the Appendix. A seven-point Likert scale was used for all scale items. Cognitive-based trust refers to the calculative and rational characteristics such as competence, reliability, and responsibility of trustees, affective-based trust refers to the emotional elements and social skills of the trustees were adapted from Yeh and Choi (2011). Structural social capital refers to communication, social interaction and relationship among Facebook users. Cognitive social capital refers to the

extent which resources provide a common understanding between users. Relational social capital refers to property embedded in interpersonal relationships, such as reciprocity, respect, and trust. These constructs were adapted from Lu and Yang (2011). Information seeking refers to browsing product information in a Facebook context and includes individual searching as well as interactive searching adapted from Basak and Calisir (2015) and Yi and Gong (2013). Information sharing refers to the Facebook users who visually share both form and content at Facebook. Measurement of information sharing was adapted from Choo et al. (2008) and Yi and Gong (2013).

Common method variance (*CMV*)

This study asked respondents to complete the questionnaire with anonymity, and it randomly arranged measurement items and hid the label of constructs to reduce respondents' concerns when completing the questionnaire (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). As for post-detection, this study applied the Harman's single-factor test proposed by Eichhorn (2014) and the common latent factor (CLF) to conduct post-detection is the inherent weakness of the Harman's single-factor test to detect the CMV (Eichhorn, 2014). The explained variance of the first factor is 20.87%. Besides, the factor loading of CLF was 0.65 that indicated a 42.65% variance of CMV. The EFA result shows no significant problem of CMV in the data.

RESULTS

Structural Equation Modeling (SEM) was used to test the proposed model and the research hypotheses. This study employed the two-stage approach suggested by Anderson and Gerbing (1988), namely CFA to test reliabilities and validities of the research constructs. Then, the structural model to test the strength and direction of the proposed relationships among research constructs including the hypothesized model.

Measurement model

This study conducted the measurement model by adopting the AMOS software with maximum likelihood estimation. Table 2 showed the CFA model reproduces the covariance matrix of the observed variables with an adequate fit (Bagozzi & Yi, 1988; Gefen, Straub, & Boudreau, 2000): $\chi^2/df = 4.676$, goodness-of-fit index (GFI) = 0.801, nonnormed fit index (NFI) = 0.863, comparative fit index (CFI) = 0.889, incremental fit index (IFI) = 0.889 and root mean square error of approximation (RMSEA) = 0.074, composite reliabilities (CR) and average of variance extracted (AVE) for each construct are above 0.836 and 0.618. In addition, each item's factor loading and square multiple correlations was larger than 0.6 and 0.2 as well as the Cronbach's α for all constructs were larger than 0.8 indicating a good reliability for all measurement items (Table 3), constructs, and convergent validity (Anderson & Gerbing, 1988; Fornell & Larcker, 1981).

Table 2. Analysis of measurement model

Constructs	MLE estimates factor loading/ measurement error		Squared multiple correlation (SMC)	Composite reliability (CR)	Average of variance extracted (AVE)	Cronbach's α
CBT				0.915	0.641	0.914
CBT1	0.766	0.413	0.587			
CBT2	0.820	0.328	0.672			
CBT3	0.815	0.336	0.664			
CBT4	0.779	0.393	0.607			
CBT5	0.820	0.328	0.672			
CBT6	0.803	0.355	0.645			
ABT				0.914	0.638	0.912
ABT1	0.848	0.281	0.719			
ABT2	0.789	0.377	0.623			
ABT3	0.817	0.333	0.667			
ABT4	0.802	0.357	0.643			
ABT5	0.751	0.436	0.564			
ABT6	0.783	0.387	0.613			
SSC				0.905	0.706	0.905
SSC1	0.798	0.363	0.637			
SSC2	0.835	0.303	0.697			

SSC3	0.882	0.222	0.778			
SSC4	0.843	0.289	0.711			
CSC				0.907	0.618	0.906
CSC1	0.743	0.448	0.552			
CSC2	0.807	0.349	0.651			
CSC3	0.800	0.360	0.640			
CSC4	0.790	0.376	0.624			
CSC5	0.770	0.407	0.593			
CSC6	0.805	0.352	0.648			
RSC				0.836	0.630	0.834
RSC1	0.779	0.393	0.607			
RSC2	0.832	0.308	0.692			
RSC3	0.768	0.410	0.590			
ISE				0.925	0.638	0.925
ISE1	0.745	0.445	0.555			
ISE2	0.809	0.346	0.654			
ISE3	0.775	0.399	0.601			
ISE4	0.826	0.318	0.682			
ISE5	0.818	0.331	0.669			
ISE6	0.817	0.333	0.667			
ISE7	0.800	0.360	0.640			
ISH				0.946	0.713	0.945
ISH1	0.847	0.283	0.717			
ISH2	0.855	0.269	0.731			
ISH3	0.848	0.281	0.719			
ISH4	0.820	0.328	0.672			
ISH5	0.870	0.243	0.757			
ISH6	0.848	0.281	0.719			
ISH7	0.821	0.326	0.674			

Fit statistics (N = 665)

$\chi^2/df = 4.676$, Goodness-of-Fit Index (GFI) = 0.801, Nonnormed fit index (NFI) = 0.863, Comparative Fit Index (CFI) = 0.889, Incremental fit index (IFI) = 0.889, and Root Mean Square Error of Approximation (RMSEA) = 0.074

CBT: Cognitive-based trust, ABT: Affective-based trust, SSC: Structural social capital, CSC: Cognitive social capital, RSC: Relational social capital, ISE: Information seeking, ISH: Information sharing.

Table 3. Correlation matrix for measurement scales

Constructs	Mean	SD	CBT	ABT	SSC	CSC	RSC	ISE	ISH
CBT	4.96	1.02	0.800						
ABT	5.21	1.05	0.669**	0.799					
SSC	5.43	1.04	0.516**	0.635**	0.840				
CSC	5.20	1.06	0.615**	0.723**	0.624**	0.786			

RSC	5.29	1.16	0.623**	0.673**	0.593**	0.668**	0.793		
ISE	5.18	1.07	0.662**	0.758**	0.690**	0.818**	0.676**	0.799	
ISH	5.07	1.16	0.545**	0.653**	0.729**	0.717**	0.633**	0.647**	0.844

Notes: SD: Standard Deviation

Diagonal elements are the square roots of the AVE for each construct

Pearson correlations are shown below the diagonal

*p<0.05, **p<0.01, ***p<0.001

Structural model

The model fit of data was adequate: χ^2 = 2559.35, df =661, χ^2/df = 3.872, GFI = 0.837, NFI = 0.890, CFI = 0.916, IFI = 0.916, and RMSEA= 0.066. The results support all research hypotheses as shown in Table 4. This study empirically validates that trust (cognitive/affective-based trust) has a significant and positive effect on Social capital (cognitive, relational and structural) then significant and positive effect on information seeking and sharing with significantly between 1%, 5% and 10%. Figure 2 shows the structural model of this research.

Table 4. Proposed model results

	Paths			Coefficients	Hypotheses	Test results
γ_{11}	CBT	→	SSC	0.116**	H1a	Supported
γ_{21}	CBT	→	CSC	0.206***	H1b	Supported
γ_{31}	CBT	→	RSC	0.262***	H1c	Supported
γ_{12}	ABT	→	SSC	0.608***	H2a	Supported
γ_{22}	ABT	→	CSC	0.541***	H2b	Supported
γ_{32}	ABT	→	RSC	0.227**	H2c	Supported
β_{21}	SSC	→	CSC	0.192***	H3	Supported
β_{31}	SSC	→	RSC	0.187***	H4	Supported
β_{32}	CSC	→	RSC	0.291***	H5	Supported
β_{41}	SSC	→	ISE	0.165***	H6a	Supported
β_{51}	SSC	→	ISH	0.417***	H6b	Supported
β_{42}	CSC	→	ISE	0.677***	H7a	Supported
β_{52}	CSC	→	ISH	0.414***	H7b	Supported
β_{43}	RSC	→	ISE	0.165**	H8a	Supported
β_{53}	RSC	→	ISH	0.102*	H8b	Supported

Significance threshold: *p < 0.05; **p < 0.01; ***p < 0.001
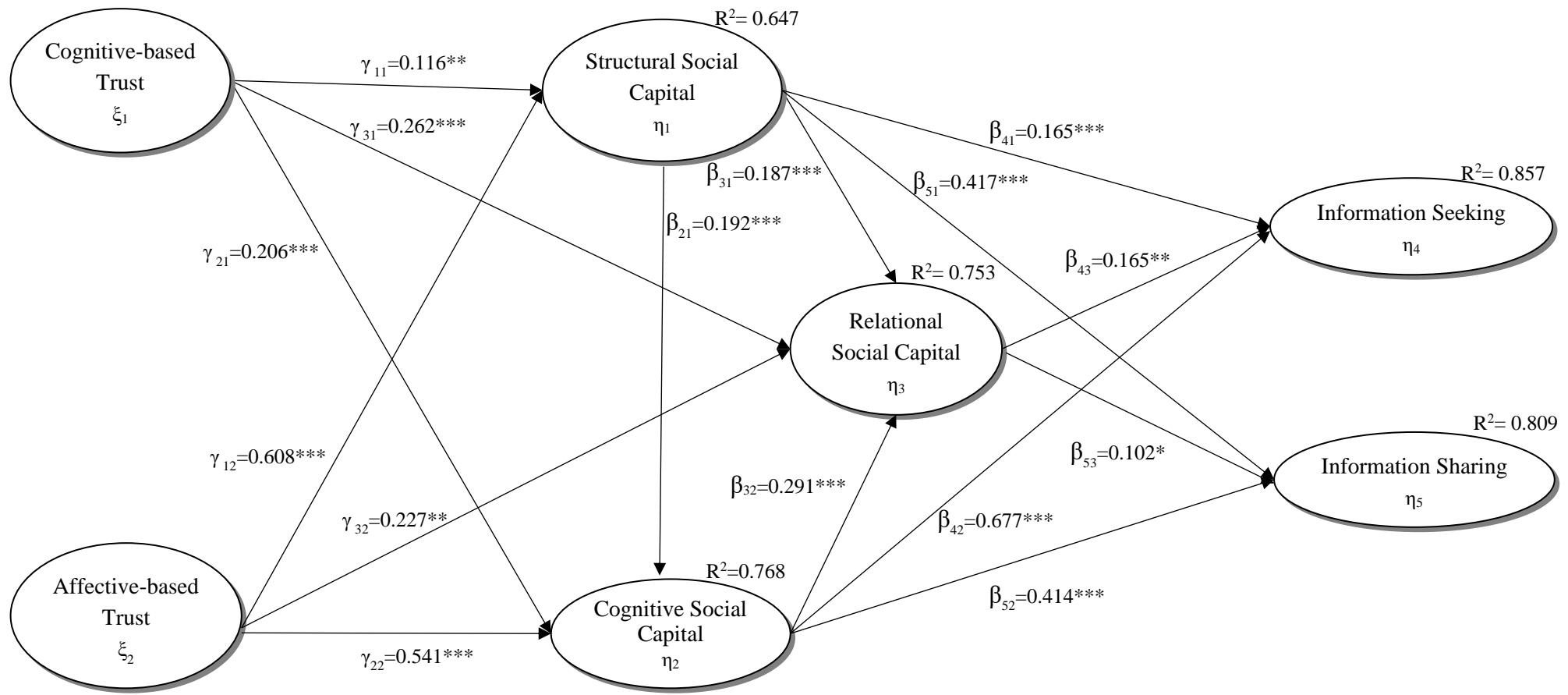
Notes: Model fit: $\chi^2 = 2559.35$, df =661, $\chi^2/\mathrm{df} = 3.872$, GFI = 0.837, NFI = 0.890, CFI = 0.916, IFI = 0.916, and RMSEA= 0.066

Figure 2. Structural model

Mediating effect

This study tested a range of mediating effects for the Bootstrapping method with 5000 simulations. Bootstrapping is a nonparametric statistical procedure in which the dataset is repeatedly sampled and indirect effects are calculated using such a nonparametric statistical procedure (Hayes, 2018). Table 5 shows that all ranges of both percentile method CIs and bias-corrected CIs exclude zero, indicating all mediating effects significant. The regression results indicate that all mediating effects are partial mediators.

Table 5. Mediation effects

IV	M	DV	IV->DV	IV->M	IV+M->DV		Bootstrapping 95% CI	
			(c)	(a)	IV (c')	M(b)	Percentile method	Bias-corrected
CBT	SSC	CSC	0.528***	0.414***	0.422***	0.638***	[0.036, 0.144]	[0.037, 0.146]
Standard Error (SE)			0.034	0.033	0.032	0.032		
CBT	SSC	RSC	0.528***	0.490***	0.409***	0.705***	[0.334, 0.611]	[0.341, 0.623]
Standard Error (SE)			0.034	0.037	0.036	0.034		
CBT	CSC	RSC	0.637***	0.387***	0.501***	0.705***	[0.334, 0.611]	[0.341, 0.623]
Standard Error (SE)			0.032	0.039	0.038	0.034		
ABT	SSC	CSC	0.633***	0.553***	0.279***	0.729***	[0.487, 0.676]	[0.618, 0.782]
Standard Error (SE)			0.030	0.033	0.033	0.027		
ABT	SSC	RSC	0.633***	0.547***	0.307***	0.740***	[0.473, 0.641]	[0.496, 0.673]
Standard Error (SE)			0.030	0.039	0.039	0.032		
ABT	CSC	RSC	0.729***	0.437***	0.416***	0.741***	[0.379, 0.641]	[0.397, 0.673]
Standard Error (SE)			0.027	0.043	0.043	0.032		
SSC	CSC	ISE	0.631***	0.301***	0.645***	0.708***	[0.281, 0.660]	[0.293, 0.690]
Standard Error (SE)			0.031	0.027	0.027	0.029		
SSC	CSC	ISH	0.631***	0.513***	0.472***	0.812***	[0.442, 0.698]	[0.462, 0.729]
Standard Error (SE)			0.031	0.033	0.033	0.030		
SSC	RSC	ISE	0.655***	0.458***	0.382***	0.708***	[0.427, 0.660]	[0.446, 0.690]
Standard Error (SE)			0.035	0.032	0.030	0.029		

SSC	RSC	ISH	0.655***	0.608***	0.311***	0.812***	[0.522, 0.698] [0.545, 0.729]
Standard Error (SE)			0.035	0.034	0.031	0.029	
CSC	RSC	ISE	0.730***	0.673***	0.216***	0.831***	[0.628, 0.775] [0.663, 0.819]
Standard Error (SE)			0.031	0.029	0.027	0.022	
CSC	RSC	ISH	0.730***	0.584***	0.280***	0.789***	[0.502, 0.678] [0.530, 0.717]
Standard Error (SE)			0.031	0.038	0.035	0.030	

Significance thresholds: *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$.

DISCUSSION

Key findings

The results of this study confirm that cognitive-/affective-based trust significantly and positively influences social capital (e.g., structural, cognitive, and relational), which has a significant and positive effect on information seeking and sharing. These are innovative findings that, to the authors' knowledge, have not been revealed by prior studies. This study also confirms that structural social capital has significant and positive effects on both cognitive and relational social capital (Docherty, 2020; Kent et al., 2019; Lefebvre et al., 2016). Both structural social capital and cognitive social capital are mediators between trust (e.g., cognitive-/affective-based trust) and relational social capital as well as information seeking/sharing in the social media context (e.g., Facebook). Specifically, the findings show that Indonesian Facebook users' trust is high when they have higher levels of communication and interaction as well as shared language, reciprocity, respect, and vision over their activities. It also corroborates that Facebook provides an effective two-way communication platform.

Moreover, the findings confirm the research hypotheses that U&G theory can explain the motives of Facebook users toward fulfilling their needs for information seeking and sharing (Bento et al., 2020; Ferris & Hollenbaugh, 2018; Hossain, 2019; Whiting & Williams, 2013). Both cognitive-based trust and affective-based trust are antecedents of social capital (Fu, 2004;

Engelmann et al., 2019; Newman et al., 2014; Yeh & Choi, 2011), which subsequently influence information seeking (Basak & Calisir, 2015; Johnson, 2004; Son et al., 2016) and information sharing (Choo et al., 2008; Engelmann et al., 2019; Ghahtarani et al., 2019; Lee & Ha, 2018; Li et al., 2014).

Conclusion

U&G theory has direct and significant effect on Facebook' users exchange information toward interaction for their differing social needs. This study strengthen the work of Hossain (2019), Savolainen (2019), and Whiting and Williams (2013). Trust and social capital both influence SNSs users' social needs. These factors contribute to the formation and maintenance of virtual communities' relationships through trust, shared interests, language and vision, reciprocity, sense of communion, and sociability, all of which subsequently influence information seeking and sharing. The social motivation of SNSs can be used as a predictor of general use of Facebook as a media to seek and share information. This study investigated social media usage using U&G theory in the SNSs context (e.g., Facebook). The results indicate that the primary motivators of U&G theory in this context are the seeking and sharing of information. Information seekers and sharers specifically engage in virtual communities to communicate and interact with others. Consequently, this behavior paves the way for the ultimate success of virtual communities in the maintenance of close relationships between SNSs users.

Academic implications

The findings contribute to the literature of Facebook subscribers, U&G theory, and social connection. First, this study proposes and tests a model that illustrates the formation of information seeking and sharing for Indonesian Facebook users. It provides an appropriate theoretical background. The study of information exchange on social media is a trendy issue

(Bento et al., 2020; Docherty, 2020; Engelmann et al., 2019; Jackson et al., 2020; Li & Su, 2020; Kent et al., 2019; Savolainen, 2019). Past studies have seldom established a model that simultaneously explains the antecedents of Facebook users' information seeking and sharing behaviors. On the other hand, this study extends U&G theory to explain Indonesian Facebook users' behavior of communication and interaction, and provides theoretical contributions to the literature on the virtual community in two ways. Firstly, the findings of this research demonstrate the effects of cognitive-based trust and affective-based on three dimensions of social capital, which subsequently influence information seeking and sharing in Facebook. Secondly, this research demonstrates that U&G theory can explains the mediating effects of structural, cognitive, and relational social capital to information seeking and sharing for SNSs users' social media usages. It provides a theoretical ground for future research.

Practical implications

Facebook is an effective platform by which users can exchange information and express their opinions in order to develop social interaction through trust and social capital. Facebook must aware and endeavor to identify objective and rational characteristics to increase users to discuss topics regarding trust, social capital, and exchange information, as well as addressing members' concerns for their welfare to improve their affective and cognitive based trust, as well as inviting everyone to participate in the interaction activities include a great deal of users' control with and between users, and timely response to their questions. In addition, users' interaction contents and processes to foster long-term relationships, create value propositions, and use innovative online platforms to maintain communication and interaction. This will provide cognitive- and affective-based trust between users as well as enhance members' connections.

Our research provided practical implications for virtual community management. Furthermore, SNSs replace the role of conventional media such as TV and newspaper and

provide appropriate platforms for users to seek and share information. SNSs managers or practitioners should focus on the major dimensions of U&G theory to maximize their users' interaction in social media. They should investigate what prompts users to create interesting posts or to discuss social issues in order that reliable information is provided to users. In addition, Facebook' managers should pay particular attention to their reference groups, most especially the active virtual communities' members in order to broaden their users' bases.

Limitations and future research directions

There are some limitations in this research. Firstly, this study conducted to examine Indonesian Facebook users' behavior. A longitudinal study could help researchers observe Facebook users' interaction under dynamic conditions in order to elaborate the content and impact of users' interaction based on social context and economic perspective. Secondly, it only considered the social capital factors on information exchange. Thirdly, this study looked at the relationships between cognitive-/affective-based trust and three dimensions of social capital from beneficial perspective in Facebook. Future research should also investigate internal factors (i.e., institution authority, economic cost, and information security) and external factors (i.e., operation ability, inter-organization relationship, and organizational comparability) from information seeking and sharing perspective.

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2. Bukti konfirmasi review dan hasil review pertama
(16 Juli 2020)

Re: [IJoC] 15742-am| Antecedents of Information Seeking and Sharing on Social Networking
Sites: An Empirical Study of Facebook Users - Editor Decision
Inbox

池文海 **<whchih@gms.ndhu.edu.tw>**

Thu, Jul
16, 2020,
1:30 PM

to Larry, bcc: me

Dear Editor/Professor Larry Gross:

Thanks for your information and invitation of revising our paper.

I will resubmit it based on Arlene Luck's guidance and instruction

once we revise it based on reviewers' comments.

Wenhai William Chih

On Thu, Jul 16, 2020 at 7:14 AM Larry Gross <lpgross@usc.edu> wrote:

Dear Wenhai William Chih,

We have reached a decision regarding your submission to International
Journal of Communication, "15742-am| Antecedents of Information Seeking and
Sharing on Social Networking Sites: An Empirical Study of Facebook Users".

Our decision is to invite you to revise in light of the reviews, and
resubmit. Arlene Luck will guide you on resubmitting.

Best wishes,

Larry Gross
Editor
International Journal of Communication| USC Annenberg School for
Communication & Journalism
Phone 2137403770

lpgross@usc.edu

Reviewer A:

Review - Antecedents of information seeking and sharing on social networking sites: An empirical study of Facebook users

This is a very well written paper, describing a very interesting study. The various constructs of trust, social capital and information and seeking & sharing behaviours are clearly laid out, the use of the U&G theory was very well placed and used and the findings are impactful.

The theoretical background and literature review were very strong, although the methodological part requires a bit of work for this to be published.

My main comment is about the lack of treatment of the very narrow context of this study. This study is limited in terms of the platform (Facebook), culture (Indonesia) and to some extent – age. There is a need to be some reference to that. For example - something is missing from a platform point of view. Is Facebook unique in implementing this relationship? What affordances of Facebook are related to any of the discussed constructs? To what extent do you believe this mediating relationship can be inferred on other online communities platforms? There as some references to that – like this sentence:

 "Facebook users ask for information or support to maintain weak ties with others via sharing their interests, mutual friends, or relational goals (Docherty, 2020; Jackson et al., 2020; Smock et al., 2011"

 but it would be good to have a section or sub-section relate to that.

The first mention of the Indonesian context appears too late and too sideways in the text. Again, this should be addressed more thoroughly, as the relationships discussed in the text could have been specific to the Indonesian context.

Here are a few comments that I would recommend the authors address:
• What is the purpose of investigating the relationships between the different components of social capital? I was not clear how do these hypotheses contribute.
• Figure 1 is an excellent figure. Would probably be good to bring it much

earlier in the transcript, for the sake of clarity and readability.
• Some of the references are used a bit too many times. Please make sure you use those exactly where they are needed.
• There are sometimes some duplications in the texts (for example:

"Firstly, it investigates the effect of trust (i.e., cognitive-/affective-based trust) on users' retention in social media from the perspective of social capital (structural, cognitive, and relational). Secondly, it confirms the effect of social capital on information seeking and sharing. Finally, it examines the mediating role of social capital (structural, cognitive, and relational) in the relationships between cognitive-/affective-based trust and information seeking and sharing for SNSs users' social media usages (Papacharissi & Mendelson, 201)" is kind of repeating itself.
• Reliability and validity of the questionnaire, can you please add some more details about how these were tested, and whether you have used any tests such as random clicking items?
• What language did you use in the survey? Was there any translation in place? If so – how was it validated?
• 95% is a very high completion rate. Can you add some details about the size of the monetary incentive, and where and how this survey was distributed?
• It seems most of the participants are very young and have a bachelor degree, this – along with the country, language and platform should be discussed and mentioned as a limitation.
• An appendix is mentioned which was not visible to me.

Reviewer B:

In general, this article characterises Facebook as a neutral tool of communication that allows users to gather information and fulfil their social goals and build trust in their social networks. From a social psychology perspective, this modelling of the user appears to be well-founded on existing research. However, from a Cultural Studies/STS perspective, the construction of users as motivated by distinct goals and needs on Facebook, prior to their mediation through the platform itself, is problematic. While such a framework is perhaps a little outside the theoretical parameters of this present article, engagement with this area of literature could help strengthen its findings by providing greater nuance to

the picture of Facebook provided. For instance, if there was some acknowledgment that the "needs" and "uses" of Facebook as a social media platform were in some way co-constructed through the coming together of both the motivations of the user and the materiality of the platform itself then the article's theoretical framing would be strengthened. Bruno Latour's work on mediation could be useful here, as well as work emanating from platform studies such as Tarleton Gillespie, as well as social psychology work on affordances (J.J. Gibson), persuasive computer design (B.J. Fogg) and material design as the communication between user and object (Don Norman). Facebook is described as "cheap" (p1) to use, yet it could be worth acknowledging how Facebook operates as a business, namely through datafication and targeting advertising, which construct users as "prosumers" of the platform. Engaging with this literature, as well as other research that looks at how Facebook profits from user activity (Fuchs, Van Dijck for instance) could nuance the characterisation of Facebook as a neutral space of communication. I think the discussion on social capital also requires some more work. For example, social capital is said to "emanate from the prevalence of trust in a society" (p.6). While trust does contribute to feeling supported in social networks, it does not offer a full account of what social capital constitutes. For instance, social capital also refers to the value to be found in the relations that exist between humans, both in terms of emotional and material support. As such, social capital is not a homogenous concept, often being defined in different ways for different purposes, the work of James S Coleman and Pierre Bourdieu demonstrate this. Moreover, the discussion of "bridging" and "bonding" social capital could be strengthened with a reference to Mark Granovetter. There is an issue with the characterisation of the literature referenced in article. For instance, (Docherty, 2020) is referenced as if it utilized U&G theory, which is inaccurate. Perhaps greater care is needed when referencing works to bolster the claims being made. Finally, sometimes the choice of language lacks accuracy. For instance, the use of "trendy" (p.24) to describe existing literature is unclear, and "nowadays" (p.1) perhaps could be exchanged for a more precise temporal designation.

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3. Bukti konfirmasi submit revisi pertama, respon kepada reviewer dan artikel yang diresubmit
(22 Juli 2020)

We would like to thank the Editor and Reviewers for their detailed and helpful feedback regarding our manuscript, and for providing us with the opportunity to revise our manuscript. We have revised the manuscript according to the Reviewers' recommendations. We did our best to give diligent and thoughtful consideration to each of the issues raised by the Reviewers in revising the paper.

Response to Reviewer A's Comment

Thanks so much for your thoughtful and helpful review. We have addressed your concerns below. If there were specific ways, you would like us to address any remaining concerns, please let us know.

1) My main comment is about the lack of treatment of the very narrow context of this study. This study is limited in terms of the platform (Facebook), culture (Indonesia) and to some extent – age. There is a need to be some reference to that. For example - something is missing from a platform point of view. Is Facebook unique in implementing this relationship? What affordances of Facebook are related to any of the discussed constructs? To what extent do you believe this mediating relationship can be inferred on other online communities platforms?
Response: Thank you so much for your positive comment. The construct which related to Facebook has been emphasized more in the Introduction section as suggested.

Finally, social media are the best available and feasible online platforms which facilitates socialization among users'. However, the usage of social media is a double-edged swords which has pros and cons. On a positive side individual can enhance their communication skills (Li & Su, 2020; Steinmo & Rasmussen, 2018). On the other hand, fake information mislead people which is an ethical issues. Hence, the users' can to build trust and social capital in their communication. Trust and social capital is an essential foundation of effective interaction among users in weak ties context (Docherty, 2020; Jackson et al., 2020). Nevertheless, past studies on the context of social media (e.g., Facebook) remains scanty. In addition, earlier studies ignored to examine the factors which influence Facebook users' on information seeking and sharing.

2) "Facebook users ask for information or support to maintain weak ties with others via sharing their interests, mutual friends, or relational goals (Docherty, 2020; Jackson et al., 2020; Smock et al., 2011" but it would be good to have a section or sub-section relate to that.
Response: We have added one sentence in introduction part as suggested.

On Facebook, weak ties are connections between users' in different community and a powerful way to transfer information across large social distances and to wide segments of the population, whereas strong ties in same community (De Meo, Ferrara, Fiumara & Provetti, 2014). Despite the weak ties may not necessarily be heterogeneous, the evidence suggests that larger networks tend to be more diverse, linking people to different contacts and information sources. For instance social media (e.g. Facebook) has used to circulation information on political in US and COVID-19 pandemic outbreak in some countries (Bento et al., 2020; De Meo et al., 2014; Jackson et a., 2020). They seek and share novel information, which can diffuse rapidly through users' who may not know each other personally but may become connected through weaker ties influenced by social capital and trust (Docherty et al., 2020; Engelmann et al., 2019; Kent et al., 2019).

3) The first mention of the Indonesian context appears too late and too sideways in the text. Again, this should be addressed more thoroughly, as the relationships discussed in the text could have been specific to the Indonesian context.
Response: We have added one sentence as suggested in Introduction part.

Facebook is the most popular SNS worldwide (Basak & Calisir, 2015; Su & Chan, 2017). The number of daily active users of Facebook is 1,750 million (Statista, 2020b). Indonesia ranks third among Facebook users in the world with 130 million of them followed by Brazil with 120 million users. India claims the first place with 280 million users ahead of the United States which ranks second with 190 million users (Statista, 2020a). In addition, the majority Indonesia Facebook users are young people between 19 and 34 years old with 49.52 percent (Detik, 2017).

4) What is the purpose of investigating the relationships between the different components of social capital? I was not clear how do these hypotheses contribute.
Response: We have added a special part in the text as suggested.

Social capital refers to resources available included ideas and information. These resources are not a personal mine. Hence, the aim of investigating social capital simultaneously is the collaborative experiences of Facebook users' in a given context. In practice among the dimensions of social capital is interconnected and mutually reinforcing (Claridge, 2018). Moreover, structural social capital is a key important point to influence cognitive and structural social capital in interaction context among users'

in social media (Tsai and Ghosal, 1998). Finally, social media are the best available and feasible online platforms which facilitates socialization among users'. However, the usage of social media is a double-edged swords which has pros and cons. On a positive side individual can enhance their communication skills (Li & Su, 2020; Steinmo & Rasmussen, 2018). On the other hand, fake information mislead people which is an ethical issues. Hence, the users' can to build trust and social capital in their communication. Trust and social capital is an essential foundation of effective interaction among users in weak ties context (Docherty, 2020; Jackson et al., 2020). Nevertheless, past studies on the context of social media (e.g., Facebook) remains scanty. In addition, earlier studies ignored to examine the factors which influence Facebook users' on information seeking and sharing.

5) Figure 1 is an excellent figure. Would probably be good to bring it much earlier in the transcript, for the sake of clarity and readability.
Response: the figure 1 has been moved to earlier page as requested.

6) Some of the references are used a bit too many times. Please make sure you use those exactly where they are needed.
Response: Some of references with too cites have been removed as suggested.

7) There are sometimes some duplications in the texts (for example:
"Firstly, it investigates the effect of trust (i.e., cognitive-/affective-based trust) on users' retention in social media from the perspective of social capital (structural, cognitive, and relational). Secondly, it confirms the effect of social capital on information seeking and sharing. Finally, it examines the mediating role of social capital (structural, cognitive, and relational) in the relationships between cognitive-/affective-based trust and information seeking and sharing for SNSs users' social media usages (Papacharissi & Mendelson, 201)" is kind of repeating itself.
Response: The sentence has changed.

This research has several theoretical and practical implications. Firstly, it investigates the effect of trust (i.e., cognitive-/affective-based trust) on users' retention in social media from the perspective of social capital (structural, cognitive, and relational) on information seeking and sharing for SNSs users' social media usages (Papacharissi & Mendelson, 2011).

8) Reliability and validity of the questionnaire, can you please add some more details about how these were tested, and whether you have used any tests such as random clicking items?

Response: Response: We have condensed the discussion of testing the measurement properties as suggested.

The measurement model showed an adequate fit. Table 2 showed the CFA model reproduces the covariance matrix of the observed variables with an adequate fit (Bagozzi & Yi, 1988; Gefen, Straub, & Boudreau, 2000): $\chi^2/df = 4.676$, goodness-of-fit index (GFI) = 0.801, nonnormed fit index (NFI) = 0.863, comparative fit index (CFI) = 0.889, incremental fit index (IFI) = 0.889 and root mean square error of approximation (RMSEA) = 0.074, composite reliabilities (CR) and average of variance extracted (AVE) for each construct are above 0.836 and 0.618. In addition, each item's factor loading and square multiple correlations was larger than 0.6 and 0.2 as well as the Cronbach's α for all constructs were larger than 0.8 indicating a good reliability for all measurement items (Table 3), constructs, and convergent validity (Anderson & Gerbing, 1988; Fornell & Larcker, 1981). The results showed the evidence of convergent validity of this study.

9) What language did you use in the survey? Was there any translation in place? If so – how was it validated?

Response: We have added the description as suggested.

The wordings of the measurement items are reviewed by professors from the department of business administration, Ph.D. candidates, a professional English-Indonesian translator, master students, and 10 Facebook users. This study conducts twelve independent rounds (3 respondents for each round) to revise wordings based on Indonesia Facebook users' comments for pretest. These wordings are revised during the face-to-face interaction with Facebook users to assure that they fully understand the context in Indonesia. Subsequently, this study conducts a pilot test of the measurement items and constructs to ensure the final wordings for formal survey. This study collects 120 samples for pilot test to examine the reliability analysis, convergent validity, and discriminant validity with the suggested criteria before formal survey.

10) 95% is a very high completion rate. Can you add some details about the size of the monetary incentive, and where and how this survey was distributed?

Response: We have added one sentence in sample and data collection part.

This study offers fifty 50,000 Indonesia rupiah (IDR) a convenient store coupon as an incentive to increase their response rate. This study conducts an online survey from February 1 to March 30, 2020.

11 It seems most of the participants are very young and have a bachelor degree, this – along with the country, language and platform should be discussed and mentioned as a limitation.

Response: We have revised the conclusion and limitation parts.

The results of this study, based on U&G theory, suggest that Facebook users, specifically Indonesian young people, exchange information through their social interaction in order to meet their social needs.

Finally, majority participants are Indonesian young people with Bachelor degree. Future research should also investigate internal factors (i.e., institution authority, economic cost, and information security), external factors (i.e., operation ability, inter-organization relationship, and organizational comparability) and individual factors (age, education and income) from information seeking and sharing perspective.

12) • An appendix is mentioned which was not visible to me.

Response: The appendix has added in measures part

Appendix. Scale Items

Cognitive-based trust (Yeh & Choi, 2011)

1. Facebook users have relevant skills (e.g., photography, drawing, manipulation software, etc.) when discussing particular topics.
2. Facebook users have relevant knowledge (e.g., technology trends, industry development, information technology, etc.) when discussing particular topics.
3. Facebook users provide professional knowledge when discussing major topics.
4. Facebook users have the expertise to advance the community discussions (e.g., post messages, connect to other websites, etc.).
5. Facebook users provide feedback after discussions.
6. Facebook users possess the capability to accomplish tasks (e.g., proposals, suggestions, voting, leave messages, etc.).

Affective-based trust (Yeh & Choi, 2011)

1. Facebook users increase the interaction between members (e.g., share affection, experience of lives, and learning, etc.).

2. Facebook users do not intentionally interfere in discussions with malevolence.

3. Facebook users promote understanding between members (e.g., update personal information, share information, etc.).

4. Facebook users help other members within their capabilities.

5. Facebook users treat other members fairly (honestly).

6. Facebook users do not behave in a consistent manner

Structural Social Capital (Lu & Yang, 2011)

1. My friends and I maintain close social relationships on Facebook.

2. My friends and I spend a lot of time interacting with each other on Facebook.

3. My friends and I have frequent communication with each other on Facebook.

4. My friends know me on Facebook at a personal level.

Cognitive Social Capital (Lu & Yang, 2011)

1.   When interacting on Facebook, my friends and I use common terms or jargon (such as Facebook style).

2. During the discussion on Facebook, my friends and I use mutually-understandable communication patterns.

3. When communicating on Facebook, my friends and I use mutually-understandable narrative forms.

4. Facebook users care about the same issues.

5. Facebook users have common goals towards the social media.

6. Facebook users understand each other.

Relational Social Capital (Lu & Yang, 2011)

1. The relationship between my friends and I is characterized by mutual respect.

2. The relationship between my friends and I is characterized by high reciprocity.

3. The relationship between my friends and I is characterized by personal friendship.

Information seeking (Basak & Calisir, 2015; Yi & Gong, 2013)

1. I use Facebook because it gives quick and easy access to large amount of information

2. I use Facebook because I learn a lot from using it.

3. I use Facebook to find out useful knowledge and new information.

4. I use Facebook to obtain useful knowledge and new information.

5. I use Facebook so I can learn about things happening in the world

6. I use Facebook because it makes acquiring information inexpensive

7. Facebook makes me easy to retrieve information and knowledge when I need.

Information sharing (Choo, Bergeron, Detlor, & Heaton 2008; Yi & Gong, 2013)

1. I clearly explain what the information I need in Facebook.

2. I give Facebook users proper information.

3. I provide necessary information so that Facebook users can perform her/his duty.

4. I answer related questions to Facebook users.
5. I expect to share knowledge and information review contributed by other Facebook users.
6. I intend to share knowledge and information in Facebook in the future.
7. I plan to share knowledge and information in Facebook regularly.

Response to Reviewer B's **Comment**

Thanks so much for your thoughtful and helpful review. We have addressed your concerns below. If there were specific ways, you would like us to address any remaining concerns, please let us know.

From a social psychology perspective, this modelling of the user appears to be well-founded on existing research. However, from a Cultural Studies/STS perspective, the construction of users as motivated by distinct goals and needs on Facebook, prior to their mediation through the platform itself, is problematic. While such a framework is perhaps a little outside the theoretical parameters of this present article, engagement with this area of literature could help strengthen its findings by providing greater nuance to the picture of Facebook provided. For instance, if there was some acknowledgment that the "needs" and "uses" of Facebook as a social media platform were in some way co-constructed through the coming together of both the motivations of the user and the materiality of the platform itself then the article's theoretical framing would be strengthened. Bruno Latour's work on mediation could be useful here, as well as work emanating from platform studies such as Tarleton Gillespie, as well as social psychology work on affordances (J.J. Gibson), persuasive computer design (B.J. Fogg) and material design as the communication between user and object (Don Norman). Facebook is described as "cheap" (p1) to use, yet it could be worth acknowledging how Facebook operates as a business, namely through datafication and targeting advertising, which construct users as "prosumers" of the platform. Engaging with this literature, as well as other research that looks at how Facebook profits from user activity (Fuchs, Van Dijck for instance) could nuance the characterisation of Facebook as a neutral space of communication. I think the discussion on social capital also requires some more work. For example, social capital is said to "emanate from the prevalence of trust in a society" (p.6). While trust does contribute to feeling supported in social networks, it does not offer a full account of what social capital constitutes. For instance, social capital also refers to the value to be found in the relations that exist between humans, both in terms of emotional and material support. As such, social capital is not a homogenous concept, often being defined in different ways for different purposes, the work of James S

Coleman and Pierre Bourdieu demonstrate this. Moreover, the discussion of "bridging" and "bonding" social capital could be strengthened with a reference to Mark Granovetter:

Response: One sentence has added in social capital part.

There are three theoretical perspective regarding the relationship between social capital and trust. Firstly, the compositional element refers to trust as component of social capital. This concept refer to concept social capital as "obligations and expectations, which depend on trustworthiness of the social environment and information-flow capacity (Coleman, 1988). Secondly, functional equivalent refers to trust as social capital which enables engagement among the people (Fukuyama, 1995b). Finally, mutual independent recognized trust as independent from social capital. This context supported by three social network theorists from Granovetter (1973, 1974), Lin (1999, 2000) and Burt (2000) who revealed social capital can promote social capital as network resources and help discovered the value of weak ties as a channel of information flow. Prior studies revealed that social capital and trust only exist in United States, meanwhile individual social capital based on network diversity and resources is unrelated to generalized trust in neither country (Mou & Lin, 2017; Son & Feng, 2018).

The cultural is greater critical issue than technology that encourage people to active in information exchange process (Wasko & Faraj, 2000). However, it is not an obstacle on social capital in China (Mou & Lin, 2017), as well as comparation study between China and United State (Son & Feng, 2019).

There is an issue with the characterisation of the literature referenced in article. For instance, (Docherty, 2020) is referenced as if it utilized U&G theory, which is inaccurate. Perhaps greater care is needed when referencing works to bolster the claims being made.

Response: Response: We apologize for this mistake. The citation has been corrected as (Ferris & Hollenbaugh, 2018; Smock, Ellison, Lampe, & Wohn, 2011; Hossain, 2019)

Finally, sometimes the choice of language lacks accuracy. For instance, the use of "trendy" (p.24) to describe existing literature is unclear, and "nowadays" (p.1) perhaps could be exchanged for a more precise temporal designation.

Response:

Antecedents of information seeking and sharing on social networking sites: An empirical study of Facebook users

This study proposes an integrated research model to validate the antecedents of Facebook users' information seeking and sharing behaviors. It conducts an online survey to investigate the effects of affective-/cognitive-based trust on social capital, which subsequently influences information seeking and information sharing from the perspective of the uses and gratifications (U&G) theory. This study collects 665 valid samples and indicates that cognitive/affective-based trust significantly and positively influences social capital (e.g., structural, cognitive, and relational) which has a significant and positive effect on information seeking and sharing. This study contributes to the research on uses and gratifications (U&G) theory in three different ways. Firstly, it indicates that trust influences social capital (structural, cognitive, and relational). Secondly, it confirms the effect of social capital on information seeking and sharing. Thirdly, it validates the mediating roles of social capital in the relationship between affective-/cognitive-based trust and information seeking-/information sharing.

Nowadays, social networking sites (SNSs) (e.g., Facebook, Instagram or Twitter) have been developed into multifunctional tools for their users. Facebook is a cheap, easy, and fast vehicle for frequent communications and conveys interaction, opinions, and social values between users in ways which create reciprocal relationships. Prior studies have indicated that information seeking and sharing is the main rationale for SNSs users' interaction with others. The current COVID-19 pandemic has a global effect. People are forced to stay at home and conduct social interaction via SNSs in order to seek information regarding community-level policies or personal health strategies (Bento, Nguyen, Wing, Lozano-Rojas, Ahn, & Simon, 2020). Facebook is the most popular SNS worldwide (Basak & Calisir, 2015; Su & Chan, 2017). The number of daily active users of Facebook is 1,750 million (Statista, 2020b). Indonesia ranks third among Facebook users in the world with 130 million of them followed by Brazil with 120 million users. India claims the first place with 280 million users ahead of the United States which ranks second with 190 million users (Statista, 2020a). In addition, the majority Indonesia Facebook users are young people between 19 and 34 years old with 49.52 percent (Detik, 2017). Facebook provides a digital support network (Udwan, Leurs, & Alencar, 2020)

for users to seek information (Bento et al., 2020; Docherty, 2020) and share information (Engelmann, Kloss, Neuberger, & Brockmet, 2019; Rusmann & Hess, 2020). It is also a source of digital information for users' communications and interaction (Bene, 2017; Jackson, Stromer-Galley, & Hemsley, 2020) and an essential tool from the perspective of use and gratification (Ferris & Hollenbaugh, 2018; Hossain, 2019; Whiting & Williams, 2013).

Uses and gratifications (U&G) theory can be adapted to explain Facebook users' various needs and desires (Docherty, 2020; Ferris & Hollenbaugh, 2018; Smock, Ellison, Lampe, & Wohn, 2011; Hossain, 2019). Prior studies applied U&G theory to understand the dynamics of social activities (Bene, 2017; Blumler, 2019; Hossain, 2019) in relation to information seeking behavior (Basak & Calisir, 2015; Son, Lee, Cho, & Kim, 2016; Yi & Gong, 2013), information sharing behavior (Su and Chan, 2017; Yi & Gong, 2013), and the management of social capital (Docherty, 2020; Lee, 2017). Trust is a crucial variable of social capital (Fu, 2004; Newman, Kiazad, Miao, & Copper, 2014; Rusmann & Hess, 2020) which subsequently stimulates information seeking behavior (Ghahtarani, Sheikhmohammady, & Rostami, 2019; Johnson, 2004) and information sharing behavior (Choo, Bergeron, Detlor, & Heaton, 2008; Kent, Rechavi, & Rafaeli, 2019; Li, Ye, & Sheu, 2014). However, no study has examined the role of U&G theory on the relationships between trust, social capital, information seeking and sharing. This study fills that research gap. The two research questions are:

What are the relationships between affective-/cognitive-based trust and social capital among Facebook users?

What are the relationships between social capital and information seeking and sharing among Facebook users?

This research has several theoretical and practical implications. Firstly, it investigates the effect of trust (i.e., cognitive-/affective-based trust) on users' retention in social media from the perspective of social capital (structural, cognitive, and relational). Secondly, it confirms the

effect of social capital on information seeking and sharing. Finally, it examines the mediating role of social capital (structural, cognitive, and relational) in the relationships between cognitive-/affective-based trust and information seeking and sharing for SNSs users' social media usages (Papacharissi & Mendelson, 2011). This research has several theoretical and practical implications. Firstly, it investigates the effect of trust (i.e., cognitive-/affective-based trust) on users' retention in social media from the perspective of social capital (structural, cognitive, and relational) on information seeking and sharing for SNSs users' social media usages (Papacharissi & Mendelson, 2011). Social capital refers to resources available included ideas and information. These resources are not a personal mine. Hence, the aim of investigating social capital simultaneously is the collaborative experiences of Facebook users' in a given context. In practice among the dimensions of social capital is interconnected and mutually reinforcing (Claridge, 2018). Moreover, structural social capital is a key important point to influence cognitive and structural social capital in interaction context among users' in social media (Tsai and Ghosal, 1998). Finally, social media are the best available and feasible online platforms which facilitates socialization among users'. However, the usage of social media is a double-edged swords which has pros and cons. On a positive side individual can enhance their communication skills (Li & Su, 2020; Steinmo & Rasmussen, 2018). On the other hand, fake information mislead people which is an ethical issues. Hence, the users' can to build trust and social capital in their communication. Trust and social capital is an essential foundation of effective interaction among users in weak ties context (Docherty, 2020; Jackson et al., 2020). Nevertheless, past studies on the context of social media (e.g., Facebook) remains scanty. In addition, earlier studies ignored to examine the factors which influence Facebook users' on information seeking and sharing.

SNSs users conduct social interaction based on trust, which means that they expect that other users will behave in a certain way. There are two components of trust: cognitive-based trust and affective-based trust (McAllister, 1995), and both play critical roles in the social exchange relationship (Newman et al., 2014; Rusmann & Hess, 2020; Yeh & Choi, 2011). There are two main classifications of social capital: the network perspective (e.g., bonding, bridging, and linking) and social structure (e.g., structural, cognitive, and relational) (Claridge, 2013). Bonding social capital does not provide useful network assets in some situations and bridging social capital does not involve many shared norms. However, structural, cognitive, and relational social capitals are commonly connected and they mutually reinforce each other. They facilitate collective action through making peoples' behavior more beneficial and predictable, as well as encouraging collaboration, exchange, and interaction (Claridge, 2013). The World Bank recognizes social capital initiatives and adopts this concept (Krishna & Shrader, 2002). Structural, cognitive, and relational social capitals are more visible in a digital era where social media accounts for a huge amount of communication and interaction in the virtual community context.

This interactive approach emphasizes the important roles played by seeking and sharing behaviors. They mutually influence each other. SNSs users play dual roles as information providers and seekers in online discussion forums (Jackson et al., 2020; Savolainen, 2019). Therefore, it is necessary to simultaneously examine information seeking and sharing (Case & Given, 2016; Savolainen, 2019) as key issues of online community success (Kent et al., 2019; Li & Su, 2020). The relationship between information seeking and sharing is conceptualized from a sequential point of view which is followed by the sharing of information (Savolainen, 2019). Information seeking and sharing can alter and enhance the nature of social media effects (Docherty, 2020; Engelmann et al., 2019).

There are six sections in this study. Section 1 discusses the introduction, which highlights the background, rationale, and research questions of this study. Section 2 covers the literature review of U&G theory, trust, social capital, and information seeking and sharing as well as research hypotheses development. Section 3 describes the research methodology including questionnaire design, data collection, measurement items, and common method variance in this study. Section 4 reports the findings of the statistical analysis. Section 5 outlines the discussions and conclusion. Section 6 suggests future research directions.

Literature Review

Uses and gratifications theory

The U&G theory refers to new information and communication technologies with different patterns of internet-based media adoption, and broadens individuals' communication channels, especially in terms of their social needs (Blumler, 2019; Liu, Min, & Han, 2020; Papacharissi & Mendelson, 2011). U&G theory identifies social needs, hedonic needs, and cognitive needs as three categories of social media use (Hossain, 2019; Smock et al., 2011; Whiting & Williams, 2013). The need to seek information and knowledge has been applied in recent studies, particularly among Facebook users regarding accessing, building, and seeking/sharing information produced by other users (Ali-Hassan, Nevo, & Wade, 2015). U&G theory can clarify social media users' goals and can therefore help us understand their behaviors and perceptions toward two distinct needs: how needs are gratified and how gratifications reconstruct needs (Liu et al., 2020; Smock et al., 2011). Many researchers have examined users' motivations of using the internet because U&G theory effectively explains behavioral and psychological dimensions of mediating communication (Ferris & Hollenbaugh, 2018; Papacharissi & Mendelson, 2011; Smock et al., 2011). It also explains the motives of Facebook users towards fulfilling their needs for information seeking/sharing, and developing or maintaining new friendships (Hollenbaugh & Ferris, 2014). U&G theory can help us to

understand Facebook users' motives and relationships in order to predict the frequency of their visits through photographs, social interaction (e.g., seek or share information about specific issue and news), and status updates.

Trust

Trust is the expectation of a cooperative, honest, and regular behavior based on commonly shared norms within a community. These norms may be related to religion or the perception of justice, as well as the secular norms of behavioral codes or professional standards (Fukuyama, 1995b). There are two types of trust: cognitive-based trust and affective-based trust (McAllister, 1995; Yeh & Choi, 2011). Cognitive-based trust refers to individuals' beliefs about dependability and reliability. It includes three elements: competency, integrity and goodwill trust (Dowell, Morrison, & Heffernan, 2015; Yeh & Choi, 2011). However, affective-based trust refers to trustees' emotional elements, reciprocity, and social skills regarding interpersonal care and concern. It has two elements: relational and intuitive trust. This study applies intuitive trust in order to avoid confusion with relational social capital. This study adopts both cognitive-based trust and affective-based trust due to both being commonly used in social interaction, and having been validated in prior studies (Newman et al., 2014). On the other hand, cognitive-based trust includes calculative and rational characteristics such as benevolence, competence, integrity, reliability, and responsibility of trustees (Yeh & Choi, 2011). It also increases their willingness to use information from the perspectives of affective-/cognitive-based trust (McAllister, 1995).

Members of virtual communities increase their information exchange activities as a result of trust, which is a crucial factor in information seeking and sharing on social media (Jackson et al., 2020; Kent et al., 2019; Lefebvre, Sorenson, Henchion, & Gellynck, 2016; Rusmann & Hess, 2020; Udwan et al., 2020). Hence, social media users must apply several types of trust in their activities. The transformation of trust can influence social capital in a

virtual community. While prior studies have acknowledged the importance of trust, they have however rarely validated it. In addition, it has been identified that it is important to investigate the relationship between trust and social capital (Fu, 2004).

Social capital

There are three theoretical perspective regarding the relationship between social capital and trust. Firstly, the compositional element refers to trust as component of social capital. This concept refer to concept social capital as "obligations and expectations, which depend on trustworthiness of the social environment and information-flow capacity (Coleman, 1988). Secondly, functional equivalent refers to trust as social capital which enables engagement among the people (Fukuyama, 1995b). Finally, mutual independent recognized trust as independent from social capital. This context supported by three social network theorists from Granovetter (1973, 1974), Lin (1999, 2000) and Burt (2000) who revealed social capital can promote social capital as network resources and help discovered the value of weak ties as a channel of information flow. Prior studies revealed that social capital and trust only exist in United States, meanwhile individual social capital based on network diversity and resources is unrelated to generalized trust in neither country (Mou & Lin, 2017; Son & Feng, 2018).

Social capital emanates from the prevalence of trust in a society. It can be embodied in the smallest and most basic social group (i.e., family) as well as in large groups (i.e., nation), and in any other grouping in between (Fukuyama, 1995a). Social capital consists of some aspects of social structure and facilitates certain actions of members within groups. It arises from "the prevalence of trust in a society or in certain parts of it" (Fukuyama, 1995a, p. 26). The rapid changes in the economic, organizations, social, and technological worlds make an understanding of social capital more essential specifically in social media field (Cohen & Prusak, 2001; Docherty, 2020; Kent et al., 2019). Trust and social capital create networks in a

society while low-trust may never be able to take advantage of the efficiencies of information technology (Fukuyama, 1995a). The actual and potential resources of exchanging or sharing information for individuals within the virtual communities are intellectual capital or social capital, which includes structural, cognitive, and relational social capital (Docherty, 2020; Ghahtarani et al., 2019; Kent et al., 2019; Li et al., 2014; Nahapiet & Ghoshal, 1998; Son et al., 2016). This framework is mostly widely accepted and used (Claridge, 2018). People contribute with their resources for exchanging or sharing information and collectively resolve problems to maintain quality social relations for mutual benefit. The cultural is higer critical issue than technology that encourage people to active in information exchange process (Wasko & Faraj, 2000). However, it is not an obstacle on social capital in China (Mou & Lin, 2017), as well as comparation study between China and United State (Son & Feng, 2019).

Social media users share a language and vision with cognitive social capital, which is related to attitudes and beliefs that faciliate mutual understanding among people (Docherty, 2020; Nahapiet & Ghoshal, 1998). People build relationships, spend time interacting socially, and maintain their social ties through the shared language of cognitive social capital (Son et al., 2016). They ask questions and exchange information using a common language to gain accurate, adequate, credible, and timely information (Engelmann et al., 2019; Jackson et al., 2020; Kent et al., 2019; Li et al., 2014). This study defines structural social capital as the ties resulting from frequent contact and connectivity. Cognitive social capital is defined as the meaningful context of communications, interaction, and shared language/vision, whereas relational social capital is defined as the underlying normative conditions of expectation, identity, and obligation of interpersonal relationships sources that guide network beneficial relationships between Facebook users.

Information seeking and sharing

In general, information seeking and sharing in social media is defined as how the users need, seek, give, share and use information (Bento et al., 2020; Engelmann et al., 2019). Many studies investigated information seeking, while few focused on information sharing (Wilson, 2000; 2010). The concept of seeking information has changed dramatically with advancements in technology, especially in social media contexts. Information seeking refers to information acquisition, opinions, or suggestions from credible source such as news, SNSs communities, and websites, which provide users with relevant and timely information related to topics. It involves meaningful content of application, recognition, and retrieval. SNSs are useful platforms for users to seek and share information about their daily lives (Engelmann et al., 2019). Facebook users ask for information or support to maintain weak ties with others via sharing their interests, mutual friends, or relational goals (Docherty, 2020; Jackson et al., 2020; Smock et al., 2011).

On Facebook, weak ties are connections between users' in different community and a powerful way to transfer information across large social distances and to wide segments of the population, whereas strong ties in same community (De Meo, Ferrara, Fiumara & Provetti, 2014). Despite the weak ties may not necessarily be heterogeneous, the evidence suggests that larger networks tend to be more diverse, linking people to different contacts and information sources. For instance social media (e.g. Facebook) has used to circulation information on political in US and COVID-19 pandemic outbreak in some countries (Bento et al., 2020; De Meo et al., 2014; Jackson et a., 2020). They seek and share novel information, which can diffuse rapidly through users' who may not know each other personally but may become connected through weaker ties influenced by social capital and trust (Docherty et al., 2020; Engelmann et al., 2019; Kent et al., 2019).

Information sharing is a set of activities where SNSs users provide information either proactively or upon request (Engelmann et al., 2019). They provide others with appropriate and collaborative information (Choo et al., 2008; Docherty, 2020). There are two major perspectives of information sharing. It can be a one-way communication process in which

information is disseminated or transferred from a sender to recipients or a two-way communication process in terms of mutual information exchange within small groups or online communities (Savoleinen, 2019). However, the gratification of Indonesian social media users is relatively unexplored, particularly regarding its economic and social value.

Research Model and hypotheses

The relationship between cognitive-/affective-based trust and social capital

Past studies revealed that an essential factor of building cooperation, relations, and positive outcome at interpersonal and team levels depends on trustworthiness. People are more willing to interact and contribute to others when mutual trust occurs (Engelmann et al., 2019; Kent et al., 2019; Li & Su, 2020; Rusmann & Hess, 2020; Udwan et al., 2020). Cognitive and affective trust is the foundation that triggers social interactions and improves efficiency among people (Jackson et al., 2020; Lewis & Weigert, 1985). With similar characteristics or common goals on SNSs, users' endorsements of trust increase their potential social capitals toward share common viewpoints and positive views. Thus, social media communities' members create communication and interaction frequency through endorsements of trust due to shared language and a vision. Moreover, trust strengthens social capital through facilitating access to resources and encouraging engagement in social exchanges and cooperative interaction. Higher trust levels often typify strong ties between individuals and communities in social capital. An alteration in trust and shared value triggers changes in the amount of social capital that exists in interactions. Trust strengthens norms of reciprocity (Fu, 2004). It also reduces the time spent in the expensive and slow process of defining, monitoring, and guaranteeing complying with the detailed process of enforcement (Engelmann et al., 2019; Jackson et al., 2020; Nahapiet & Ghoshal, 1998; Rusmann & Hess, 2020).

Structural social capital refers to contact connectivity between people that occur through interaction ties (Nahapiet & Ghoshal, 1998). It portrays the nature and quality of

relationships among users (Claridge, 2018). Reciprocity occurs when people trust each other in an interpersonal domain (Kent et al., 2019; Rusmann & Hess, 2020; Udwan et al., 2020). The norm of reciprocity, as a relational social capital (Nahapiet & Ghoshal, 1998), refers to a sense of mutual indebtedness that ensures community members reciprocate the benefits they receive from others (Kent et al., 2019; Wasko & Faraj, 2000). People build up their social relationships and enhance their sharing experiences or values to establish interpersonal relationships (cognitive social capital) based on interaction and trust. Shared language and vision are two dimensions of cognitive social capital, which also include the dimensions of attitudes, beliefs, and perceptions of support (Claridge, 2018; Lefebvre et al., 2016). In the SNSs context, trust is an important factor of motivating virtual community members to use social technologies (Docherty, 2020; Li & Su, 2020; Kent et al., 2019; Rusmann & Hess, 2020). SNSs' members believe that they can obtain help from others if they help others to solve their problems. This relationship is based on trust. In addition, relational social capital exists when group members trust others in the group (Huang, Kim, & Kim, 2013). Hence, this study proposes the following hypotheses.

H1:   *Cognitive-based trust has significant and positive effects on (a) structural social capital, (b) cognitive social capital, and (c) relational social capital.*

H2:   *Affective-based trust has significant and positive effects on (a) structural social capital, (b) cognitive social capital, and (c) relational social capital.*

The relationship between structural social capital and cognitive social capital

Social structure is the most important factor of social interaction. Social network ties facilitate social interaction, which in turn stimulates the cognitive social capital (Claridge, 2018). Structural social capital exists in the relationships between SNSs members and becomes the antecedent of cognitive social capital and develops a shared language and vision (Claridge, 2018; Lefebvre et al., 2016). Thus, cognitive social capital relies on the premise that social

interaction plays an important role in sharing a common set of goals and values among Facebook users. Social interaction is important for individuals to learn about values and visions of others (Lu & Yang, 2011). Moreover, social interaction enhances SNSs members' feelings of belonging, social connections, and a sense of shared beliefs, codes, languages, and visions (Lefebvre et al., 2016). Thus, Facebook users share common goals and values with others through their social interaction. This study therefore proposes the following hypothesis.

H3:   *Structural social capital has a significant and positive effect on cognitive social capital in Facebook users.*

The relationship between structural social capital and relational social capital

Social structure is the most important element in the nature and quality of social relationships (Claridge, 2018). Interaction leads to positive affect, then to interpersonal affection, followed by shared norms of reciprocity, and finally the development of mutual relationships among people (Claridge, 2018; Lefebvre et al., 2016). Alternatively, it has been suggested that frequent social interaction strengthens users' feelings of connectedness and therefore creates more relationships. Moreover, it facilitates the exchange of resources between users (Nahaphiet & Ghosal, 1998) within the group so that they are more willing to reciprocate favors or other social resources in the interaction process (Wasko & Faraj, 2000). Frequent communication and interaction between Facebook users allow them to easily access more information and to evaluate their abilities and behavior. Structural social capital influences SNSs members' benefits and triggers sharing more information with others to create more reciprocal relationships. Thus, this study proposes the following hypothesis.

H4:   *Structural social capital has a significant and positive effect on relational social capital in Facebook users.*

The relationship between cognitive social capital and relational social capital

Shared vision and shared language, as the primary manifestation of cognitive social capital, lead to a harmony of interests and eliminates opportunistic behavior. People build trusting relationships toward a shared vision to create awareness of how others react in a given situation. It provides an advantage to produce intellectual capital through expectations, norms, obligations, and trust (Docherty, 2020; Engelmann et al., 2019; Kent et al., 2019; Udwan et al., 2020). Moreover, shared language and a vision encourage the development of reciprocal relationships between social media members. Shared language facilitates people to ask questions and do business together, whereas a shared vision binds community members together and creates the opportunity of benefiting from others or returning benefits to others. Members tend to respect each other and have more mutual reciprocity when they share a language and a vision (Lu & Yang, 2011). A low level of cognitive social capital leads to low level of relational social capital (Steinmo & Rasmussen, 2018). Hence, this study proposes the following hypothesis.

H5:   *Cognitive social capital has a significant and positive effect on relational social capital in Facebook users.*

The relationship between structural social capital and information seeking/sharing

Individuals search for and gather information from virtual learning communities in order to gain insights regarding information sharing, and to optimize the support of a social network with social capital (Engelmann et al., 2019; Huang et al., 2013; Kent et al., 2019; Li & Su, 2020; Son et al., 2016). This is highly related to social exchange behavior such as information seeking and sharing where people interact with others (Jackson et al., 2019; Savolainen, 2019). People are willing to share information when structural social capital occurs (Nahapiet & Ghoshal, 1998). Structural social capital is the social interaction regarding the configuration and pattern of connection between SNSs members and the process of building

and forming social ties, which is the beneficial propensity of connections with others (Tsai & Ghosal, 1998).

During an interaction process, social structure plays an important role in the users' willingness to engage in seeking and sharing information. It erases users' concerns whether or not others are allies or are merely act opportunistically. Social interaction is a channel for information flow and sharing behavior. Information seeking and sharing behaviours often occur in collaborative setting, which is supported by connectivity and contact among users to exchange information and is highly dependent on social relationships in online environments. Close and frequent interaction between them creates common goals and enables the reciprocal exchange of information (Lefebvre et al., 2016).

Structural social capital plays a significant role in facilitating collaboration and information sharing in SNSs, which allows users to share information, participate in community activities, and form relationships with others (Ghahtarani et al., 2019). As part of information seeking and sharing behavior, users exchange their resources and create reciprocal relationships through frequent social interaction. This plays a crucial role in the shaping of a set of common goals and values in virtual communities. Individuals' social interaction influences information exchange in a virtual community (Huang et al., 2013). The exchange of information is a type of social interaction which enhances the relationships between social capital and information seeking (Bento et al., 2020; Docherty, 2020; Son et al., 2016)/information sharing (Engelmann et al., 2019; Ghahtarani et al., 2019; Li et al., 2014). Thus, this study proposes the following hypothesis.

H6:   *Structural social capital has significant and positive effects on (a) information seeking and (b) information sharing.*

   The relationship between cognitive social capital and information seeking/sharing

Social capital provides a framework to explain information seeking and sharing mechanisms through the dimensions of structures, contents, and relations (Docherty, 2020; Savolainen, 2019). Some degree of mutual understanding regarding shared language and vision between members affect their engagement in a community (Engelmann et al., 2019; Lu & Yang, 2011). Furthermore, it provides collaboration and information exchanges between SNSs members through their shared values or visions for interpersonal relationships (Ghahtarani et al., 2019; Jackson et al., 2020; Son et al., 2016). Individuals understand others and build common jargon through similar goals and the use of a shared vocabulary in their domains. Therefore, the use of a shared language motivates participants to become more proactive in information seeking and sharing, which subsequently enhances the quality and quantity of the information exchange. Shared values encourage members to get together, make cooperative actions possible, and eventually benefit communities (Cohen & Prusak, 2001; Docherty, 2020; Kent et al., 2019).

Users who have a common vision become partners to exchange information, which plays an important role in social media communities (Li et al., 2014; Rusman & Hess; 2020). Social network users browse the internet to seek information (Bento et al., 2020; Son et al., 2016) and to share information (Engelmann et al., 2019; Li et al., 2014), both of which are influenced by social capital (Ghahtarani et al., 2019). It facilitates the establishment of common goals and appropriate ways of communicating within a social system on social media (Lu & Yang, 2011). The presence of a shared language and vision for information exchange enhances Facebook users' communications, since cognitive social capital emphasizes the availability of common beliefs, experiences, and information. Thus, this study proposes the following hypothesis.

H7:   *Cognitive social capital has significant and positive effects on (a) information seeking and (b) information sharing.*

The relationship between relational social capital and information seeking/sharing

The normative conditions of expectation, identification, obligation, and trust are reasons for exchanging information among social media members. Relational social capital influences the willingness of users to share information with others and to reduce their communication barriers (Ghahtarani et al., 2019). It is an essential mechanism for reciprocal exchange (Fukuyama, 1995a). Thus, relational social capital has an effect on information seeking and sharing (Bento et al., 2020; Engelman et al., 2019) as a benefit for individuals to engage in social exchange (Docherty, 2020; Engelmann et al., 2019; Kent et al., 2019; Rusmann & Hess, 2020). They participate in SNSs' communities to keep abreast of the most up-to-date ideas and innovations. The success of a virtual community depends on available information and knowledge that is helpful, useful, and timely (Bento et al., 2020; Wasko & Faraj, 2000; Son et al., 2016).

In the SNSs context, relational social capital motivates members searching for information to gain insights of knowledge in virtual communities (Huang et al., 2013). People gather information for community interest, moral obligation, and self-interest when they interact with families, friends, and others for information exchange. Social media interaction fosters the exchange of information and prosperous interaction among users (Jackson et al., 2020; Kent et al., 2019). Information sharing refers to behavior including downloading, following, and liking information, news, and problem-solving within the social interaction of a computer-mediated community. Relational social capital influences information sharing behavior (Ghahtarani et al., 2019; Li et al., 2014). Thus, this study proposes the following hypothesis.

H8:   *Relational social capital has significant and positive effects on (a) information seeking and (b) information sharing.*

Methodology

Questionnaire design, pretest, and pilot study

In this study, we adopted the high reliability and validity for all multi-items scales the constructs from earlier study. Furthermore, pretest and pilot test conducted of the measurement items' for the Indonesian Facebook users to confirm the final wordings for the formal survey. The wordings of the measurement items are reviewed by professors from the department of business administration, Ph.D. candidates, a professional English-Indonesian translator, master students, and 10 Facebook users. This study conducts twelve independent rounds (3 respondents for each round) to revise wordings based on Indonesia Facebook users' comments for pretest. These wordings are revised during the face-to-face interaction with Facebook users to assure that they fully understand the context in Indonesia. Subsequently, this study conducts a pilot test of the measurement items and constructs to ensure the final wordings for formal survey. This study collects 120 samples for pilot test to examine the reliability analysis, convergent validity, and discriminant validity with the suggested criteria before formal survey. The research framework is available in Figure 1.
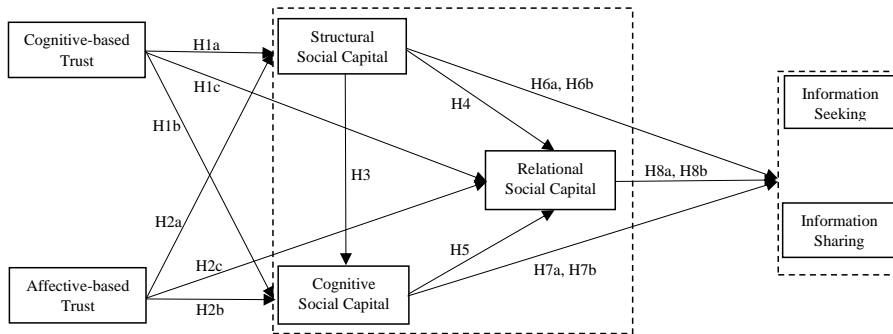
Figure 1. Proposed research model.

Sample and data collection

This study investigated the relationships between cognitive-based trust, affective-based trust, social capital, and information seeking and sharing in Indonesian Facebook users. Indonesia ranks third among Facebook users in the world with 123 million active users (Statista, 2019). This study offers fifty 50,000 Indonesia rupiah (IDR) a convenient store coupon as an incentive to increase their response rate. This study conducts an online survey from February 1 to March 30, 2020. There were 665 valid responses from a total of 697 collected samples, indicating a completion rate of 95.41 %. Table I shows the respondent demographics.

Table 1. Respondent demographics

Demographics	Frequency	Percentage	Accumulated
Gender			
Male	315	47.4	47.4
Female	350	52.6	100.0
Age			
Under 26 years old	480	72.2	72.2
26~40 years old	129	19.4	91.6
41~55 years old	56	8.4	100.0
Education			
Bachelor	428	64.4	64.4
Master and PhD degree	237	35.6	100.0
Range time use FB			
Below 5 years	157	23.6	23.6
6~10 years	367	55.2	78.8
Over 10 years	141	21.2	100.0

Commented [H1]: Moved to page 1

Measures

The items used to measure each of the constructs are presented in the Appendix. A seven-point Likert scale was used for all scale items. Cognitive-based trust refers to the calculative and rational characteristics such as competence, reliability, and responsibility of trustees, affective-based trust refers to the emotional elements and social skills of the trustees were adapted from Yeh and Choi (2011). Structural social capital refers to communication, social interaction and relationship among Facebook users. Cognitive social capital refers to the extent which resources provide a common understanding between users. Relational social capital refers to property embedded in interpersonal relationships, such as reciprocity, respect, and trust. These constructs were adapted from Lu and Yang (2011). Information seeking refers to browsing product information in a Facebook context and includes individual searching as well as interactive searching adapted from Basak and Calisir (2015) and Yi and Gong (2013). Information sharing refers to the Facebook users who visually share both form and content at Facebook. Measurement of information sharing was adapted from Choo et al. (2008) and Yi and Gong (2013).

Appendix. Scale Items

Cognitive-based trust (Yeh & Choi, 2011)
1. Facebook users have relevant skills (e.g., photography, drawing, manipulation software, etc.) when discussing particular topics.
2. Facebook users have relevant knowledge (e.g., technology trends, industry development, information technology, etc.) when discussing particular topics.
3. Facebook users provide professional knowledge when discussing major topics.
4. Facebook users have the expertise to advance the community discussions (e.g., post messages, connect to other websites, etc.).
5. Facebook users provide feedback after discussions.
6. Facebook users possess the capability to accomplish tasks (e.g., proposals, suggestions, voting, leave messages, etc.).

Affective-based trust (Yeh & Choi, 2011)
1. Facebook users increase the interaction between members (e.g., share affection, experience of lives, and learning, etc.).
2. Facebook users do not intentionally interfere in discussions with malevolence.
3. Facebook users promote understanding between members (e.g., update personal information, share information, etc.).
4. Facebook users help other members within their capabilities.

5. Facebook users treat other members fairly (honestly).
6. Facebook users do not behave in a consistent manner

Structural Social Capital (Lu & Yang, 2011)
1. My friends and I maintain close social relationships on Facebook.
2. My friends and I spend a lot of time interacting with each other on Facebook.
3. My friends and I have frequent communication with each other on Facebook.
4. My friends know me on Facebook at a personal level.

Cognitive Social Capital (Lu & Yang, 2011)
1. When interacting on Facebook, my friends and I use common terms or jargon (such as Facebook style).
2. During the discussion on Facebook, my friends and I use mutually-understandable communication patterns.
3. When communicating on Facebook, my friends and I use mutually-understandable narrative forms.
4. Facebook users care about the same issues.
5. Facebook users have common goals towards the social media.
6. Facebook users understand each other.

Relational Social Capital (Lu & Yang, 2011)
1. The relationship between my friends and I is characterized by mutual respect.
2. The relationship between my friends and I is characterized by high reciprocity.
3. The relationship between my friends and I is characterized by personal friendship.

Information seeking (Basak & Calisir, 2015; Yi & Gong, 2013)
1. I use Facebook because it gives quick and easy access to large amount of information
2. I use Facebook because I learn a lot from using it.
3. I use Facebook to find out useful knowledge and new information.
4. I use Facebook to obtain useful knowledge and new information.
5. I use Facebook so I can learn about things happening in the world
6. I use Facebook because it makes acquiring information inexpensive
7. Facebook makes me easy to retrieve information and knowledge when I need.

Information sharing (Choo, Bergeron, Detlor, & Heaton 2008; Yi & Gong, 2013)
1. I clearly explain what the information I need in Facebook.
2. I give Facebook users proper information.
3. I provide necessary information so that Facebook users can perform her/his duty.
4. I answer related questions to Facebook users.
5. I expect to share knowledge and information review contributed by other Facebook users.
6. I intend to share knowledge and information in Facebook in the future.
7. I plan to share knowledge and information in Facebook regularly.

Common method variance (CMV)

This study asked respondents to complete the questionnaire with anonymity, and it randomly arranged measurement items and hid the label of constructs to reduce respondents' concerns when completing the questionnaire (Podsakoff, MacKenzie, Lee, & Podsakoff,

2003). As for post-detection, this study applied the Harman's single-factor test proposed by Eichhorn (2014) and the common latent factor (CLF) to conduct post-detection is the inherent weakness of the Harman's single-factor test to detect the CMV (Eichhorn, 2014). The explained variance of the first factor is 20.87%. Besides, the factor loading of CLF was 0.65 that indicated a 42.65% variance of CMV. The EFA result shows no significant problem of CMV in the data.

Results

Structural Equation Modeling (SEM) was used to test the proposed model and the research hypotheses. This study employed the two-stage approach suggested by Anderson and Gerbing (1988), namely CFA to test reliabilities and validities of the research constructs. Then, the structural model to test the strength and direction of the proposed relationships among research constructs including the hypothesized model.

Measurement model

This study conducted the measurement model by adopting the AMOS software with maximum likelihood estimation. Table 2 showed the CFA model reproduces the covariance matrix of the observed variables with an adequate fit (Bagozzi & Yi, 1988; Gefen, Straub, & Boudreau, 2000): χ^2/df = 4.676, goodness-of-fit index (GFI) = 0.801, nonnormed fit index (NFI) = 0.863, comparative fit index (CFI) = 0.889, incremental fit index (IFI) = 0.889 and root mean square error of approximation (RMSEA) = 0.074, composite reliabilities (CR) and average of variance extracted (AVE) for each construct are above 0.836 and 0.618. In addition, each item's factor loading and square multiple correlations was larger than 0.6 and 0.2 as well as the Cronbach's α for all constructs were larger than 0.8 indicating a good reliability for all measurement items (Table 3), constructs, and convergent validity (Anderson & Gerbing, 1988; Fornell & Larcker, 1981). The results showed the evidence of convergent validity of this study.

Table 2. Analysis of measurement model

Constructs	MLE estimates factor loading/ measurement error		Squared multiple correlation (SMC)	Composite reliability (CR)	Average of variance extracted (AVE)	Cronbach's α
CBT				0.915	0.641	0.914
CBT1	0.766	0.413	0.587			
CBT2	0.820	0.328	0.672			
CBT3	0.815	0.336	0.664			
CBT4	0.779	0.393	0.607			
CBT5	0.820	0.328	0.672			
CBT6	0.803	0.355	0.645			
ABT				0.914	0.638	0.912
ABT1	0.848	0.281	0.719			
ABT2	0.789	0.377	0.623			
ABT3	0.817	0.333	0.667			
ABT4	0.802	0.357	0.643			
ABT5	0.751	0.436	0.564			
ABT6	0.783	0.387	0.613			
SSC				0.905	0.706	0.905
SSC1	0.798	0.363	0.637			
SSC2	0.835	0.303	0.697			
SSC3	0.882	0.222	0.778			
SSC4	0.843	0.289	0.711			
CSC				0.907	0.618	0.906
CSC1	0.743	0.448	0.552			
CSC2	0.807	0.349	0.651			
CSC3	0.800	0.360	0.640			
CSC4	0.790	0.376	0.624			
CSC5	0.770	0.407	0.593			
CSC6	0.805	0.352	0.648			
RSC				0.836	0.630	0.834
RSC1	0.779	0.393	0.607			
RSC2	0.832	0.308	0.692			
RSC3	0.768	0.410	0.590			
ISE				0.925	0.638	0.925
ISE1	0.745	0.445	0.555			
ISE2	0.809	0.346	0.654			
ISE3	0.775	0.399	0.601			
ISE4	0.826	0.318	0.682			
ISE5	0.818	0.331	0.669			
ISE6	0.817	0.333	0.667			
ISE7	0.800	0.360	0.640			
ISH				0.946	0.713	0.945
ISH1	0.847	0.283	0.717			
ISH2	0.855	0.269	0.731			

ISH3	0.848	0.281	0.719
ISH4	0.820	0.328	0.672
ISH5	0.870	0.243	0.757
ISH6	0.848	0.281	0.719
ISH7	0.821	0.326	0.674

Fit statistics (N = 665)

χ^2/df = 4.676, Goodness-of-Fit Index (GFI) = 0.801, Nonnormed fit index (NFI) = 0.863, Comparative Fit Index (CFI) = 0.889, Incremental fit index (IFI) = 0.889, and Root Mean Square Error of Approximation (RMSEA) = 0.074

CBT: Cognitive-based trust, ABT: Affective-based trust, SSC: Structural social capital, CSC: Cognitive social capital, RSC: Relational social capital, ISE: Information seeking, ISH: Information sharing.

Table 3. Correlation matrix for measurement scales

Constructs	Mean	SD	CBT	ABT	SSC	CSC	RSC	ISE	ISH
CBT	4.96	1.02	0.800						
ABT	5.21	1.05	0.669**	0.799					
SSC	5.43	1.04	0.516**	0.635**	0.840				
CSC	5.20	1.06	0.615**	0.723**	0.624**	0.786			
RSC	5.29	1.16	0.623**	0.673**	0.593**	0.668**	0.793		
ISE	5.18	1.07	0.662**	0.758**	0.690**	0.818**	0.676**	0.799	
ISH	5.07	1.16	0.545**	0.653**	0.729**	0.717**	0.633**	0.647**	0.844

Notes: SD: Standard Deviation

Diagonal elements are the square roots of the AVE for each construct

Pearson correlations are shown below the diagonal
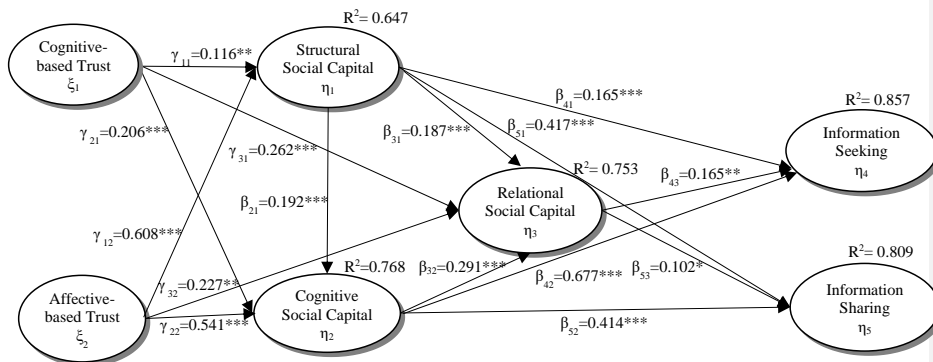
*$p<0.05$, **$p<0.01$, ***$p<0.001$

Structural model

The model fit of data was adequate: $\chi^2 = 2559.35$, df =661, χ^2/df = 3.872, GFI = 0.837, NFI = 0.890, CFI = 0.916, IFI = 0.916, and RMSEA= 0.066. The results support all research hypotheses as shown in Table 4. This study empirically validates that trust (cognitive/affective-based trust) has a significant and positive effect on Social capital (cognitive, relational and structural) then significant and positive effect on information seeking and sharing with significantly between 1%, 5% and 10%. Figure 2 shows the structural model of this research.

Table 4. Proposed model results

	Paths			Coefficients	Hypotheses	Test results
γ_{11}	CBT	→	SSC	0.116**	H1a	Supported

γ_{21}	CBT	→	CSC	0.206***	H1b	Supported
γ_{31}	CBT	→	RSC	0.262***	H1c	Supported
γ_{12}	ABT	→	SSC	0.608***	H2a	Supported
γ_{22}	ABT	→	CSC	0.541***	H2b	Supported
γ_{32}	ABT	→	RSC	0.227**	H2c	Supported
β_{21}	SSC	→	CSC	0.192***	H3	Supported
β_{31}	SSC	→	RSC	0.187***	H4	Supported
β_{32}	CSC	→	RSC	0.291***	H5	Supported
β_{41}	SSC	→	ISE	0.165***	H6a	Supported
β_{51}	SSC	→	ISH	0.417***	H6b	Supported
β_{42}	CSC	→	ISE	0.677***	H7a	Supported
β_{52}	CSC	→	ISH	0.414***	H7b	Supported
β_{43}	RSC	→	ISE	0.165**	H8a	Supported
β_{53}	RSC	→	ISH	0.102*	H8b	Supported

Notes: *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$

Notes: Model fit: χ^2 = 2559.35, df =661, χ^2/df = 3.872, GFI = 0.837, NFI = 0.890, CFI = 0.916, IFI = 0.916, and RMSEA= 0.066
Figure 2. Structural model.

Mediating effect

This study tested a range of mediating effects for the Bootstrapping method with 5000 simulations. Bootstrapping is a nonparametric statistical procedure in which the dataset is repeatedly sampled and indirect effects are calculated using such a nonparametric statistical procedure (Hayes, 2018). Table 5 shows that all ranges of both percentile method CIs and bias-corrected CIs exclude zero, indicating all mediating effects significant. The regression results indicate that all mediating effects are partial mediators.

Table 5. Mediation effects

IV	M	DV	IV->DV (c)	IV->M (a)	IV (c')	M(b)	Percentile method	Bias-corrected
					IV+M->DV		Bootstrapping 95% CI	
CBT	SSC	CSC	0.528***	0.414***	0.422***	0.638***	[0.036, 0.144]	[0.037, 0.146]
Standard Error (SE)			0.034	0.033	0.032	0.032		
CBT	SSC	RSC	0.528***	0.490***	0.409***	0.705***	[0.334, 0.611]	[0.341, 0.623]
Standard Error (SE)			0.034	0.037	0.036	0.034		
CBT	CSC	RSC	0.637***	0.387***	0.501***	0.705***	[0.334, 0.611]	[0.341, 0.623]
Standard Error (SE)			0.032	0.039	0.038	0.034		
ABT	SSC	CSC	0.633***	0.553***	0.279***	0.729***	[0.487, 0.676]	[0.618, 0.782]
Standard Error (SE)			0.030	0.033	0.033	0.027		
ABT	SSC	RSC	0.633***	0.547***	0.307***	0.740***	[0.473, 0.641]	[0.496, 0.673]
Standard Error (SE)			0.030	0.039	0.039	0.032		
ABT	CSC	RSC	0.729***	0.437***	0.416***	0.741***	[0.379, 0.641]	[0.397, 0.673]
Standard Error (SE)			0.027	0.043	0.043	0.032		
SSC	CSC	ISE	0.631***	0.301***	0.645***	0.708***	[0.281, 0.660]	[0.293, 0.690]
Standard Error (SE)			0.031	0.027	0.027	0.029		
SSC	CSC	ISH	0.631***	0.513***	0.472***	0.812***	[0.442, 0.698]	[0.462, 0.729]
Standard Error (SE)			0.031	0.033	0.033	0.030		
SSC	RSC	ISE	0.655***	0.458***	0.382***	0.708***	[0.427, 0.660]	[0.446, 0.690]
Standard Error (SE)			0.035	0.032	0.030	0.029		
SSC	RSC	ISH	0.655***	0.608***	0.311***	0.812***	[0.522, 0.698]	[0.545, 0.729]
Standard Error (SE)			0.035	0.034	0.031	0.029		
CSC	RSC	ISE	0.730***	0.673***	0.216***	0.831***	[0.628, 0.775]	[0.663, 0.819]
Standard Error (SE)			0.031	0.029	0.027	0.022		
CSC	RSC	ISH	0.730***	0.584***	0.280***	0.789***	[0.502, 0.678]	[0.530, 0.717]
Standard Error (SE)			0.031	0.038	0.035	0.030		

Notes: *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$.

Discussions

Key findings

The results of this study confirm that cognitive-/affective-based trust significantly and positively influences social capital (e.g., structural, cognitive, and relational), which has a significant and positive effect on information seeking and sharing. These are innovative findings that, to the authors' knowledge, have not been revealed by prior studies. This study also confirms that structural social capital has significant and positive effects on both cognitive and relational social capital (Docherty, 2020; Kent et al., 2019; Lefebvre et al., 2016). Both structural social capital and cognitive social capital are mediators between trust (e.g., cognitive-/affective-based trust) and relational social capital as well as information seeking/sharing in the social media context (e.g., Facebook). Specifically, the findings show that Indonesian Facebook users' trust is high when they have higher levels of communication and interaction as well as shared language, reciprocity, respect, and vision over their activities. It also corroborates that Facebook provides an effective two-way communication platform.

Moreover, the findings confirm the research hypotheses that U&G theory can explain the motives of Facebook users toward fulfilling their needs for information seeking and sharing (Bento et al., 2020; Ferris & Hollenbaugh, 2018; Hossain, 2019; Whiting & Williams, 2013). Both cognitive-based trust and affective-based trust are antecedents of social capital (Fu, 2004; Engelmann et al., 2019; Newman et al., 2014; Yeh & Choi, 2011), which subsequently influence information seeking (Basak & Calisir, 2015; Johnson, 2004; Son et al., 2016) and information sharing (Choo et al., 2008; Engelmann et al., 2019; Ghahtarani et al., 2019; Li et al., 2014).

Conclusion

The results of this study, based on U&G theory, suggest that Facebook users, specifically Indonesian young people, exchange information through their social interaction in order to meet their social needs. This study strengthens the work of Hossain (2019), Savolainen (2019), and Whiting and Williams (2013). Furthermore, these results indicate that trust

influences SNSs users' social capital based on their social needs. These factors contribute to the formation and maintenance of virtual communities' relationships through trust, shared interests, language and vision, reciprocity, sense of community, and sociability, all of which subsequently influence information seeking and sharing. The social motivation of SNSs can be used as a predictor of general use of Facebook as a media to seek and share information. This study investigated social media usage using U&G theory in the SNSs context (e.g., Facebook). The results indicate that the primary motivators of U&G theory in this context are the seeking and sharing of information. Information seekers and sharers specifically engage in virtual communities to communicate and interact with others. Consequently, this behavior paves the way for the ultimate success of virtual communities in the maintenance of close relationships between SNSs users.

Academic implications

The findings contribute to the literature of Facebook subscribers, U&G theory, and social connection. First, this study proposes and tests a model that illustrates the formation of information seeking and sharing for Indonesian Facebook users. It provides an appropriate theoretical background. The study of information exchange on social media is a trendy issue (Bento et al., 2020; Docherty, 2020; Engelmann et al., 2019; Jackson et al., 2020; Kent et al., 2019; Li & Su, 2020; Savolainen, 2019). Past studies have seldom established a model that simultaneously explains the antecedents of Facebook users' information seeking and sharing behaviors. On the other hand, this study extends U&G theory to explain Indonesian Facebook users' behavior of communication and interaction, and provides theoretical contributions to the literature on the virtual community in two ways. Firstly, the findings of this research demonstrate the effects of cognitive-based trust and affective-based on three dimensions of social capital, which subsequently influence information seeking and sharing in Facebook. Secondly, this research demonstrates that U&G theory can explains the mediating effects of

structural, cognitive, and relational social capital to information seeking and sharing for SNSs users' social media usages. It provides a theoretical ground for future research.

Practical implications

Facebook is an effective platform by which users can exchange information and express their opinions in order to develop social interaction through trust and social capital. Facebook must aware and endeavor to identify objective and rational characteristics to increase users to discuss topics regarding trust, social capital, and exchange information, as well as addressing members' concerns for their welfare to improve their affective and cognitive based trust, as well as inviting everyone to participate in the interaction activities include a great deal of users' control with and between users, and timely response to their questions. In addition, users' interaction contents and processes to foster long-term relationships, create value propositions, and use innovative online platforms to maintain communication and interaction. This will provide cognitive- and affective-based trust between users as well as enhance members' connections.

Our research provided practical implications for virtual community management. Furthermore, SNSs replace the role of conventional media such as TV and newspaper and provide appropriate platforms for users to seek and share information. SNSs managers or practitioners should focus on the major dimensions of U&G theory to maximize their users' interaction in social media. They should investigate what prompts users to create interesting posts or to discuss social issues in order that reliable information is provided to users. In addition, Facebook' managers should pay particular attention to their reference groups, most especially the active virtual communities' members in order to broaden their users' bases.

Limitations and future research directions

There are some limitations in this research. Firstly, this study conducted to examine Indonesian Facebook users' behavior. A longitudinal study could help researchers observe Facebook

users' interaction under dynamic conditions in order to elaborate the content and impact of users' interaction based on social context and economic perspective. Secondly, it only considered the social capital factors on information exchange. Thirdly, this study looked at the relationships between cognitive-/affective-based trust and three dimensions of social capital from beneficial perspective in Facebook. Finally, majority participants are Indonesian young people with Bachelor degree. Future research should also investigate internal factors (i.e., institution authority, economic cost, and information security), external factors (i.e., operation ability, inter-organization relationship, and organizational comparability) and individual factors (age, education and income) from information seeking and sharing perspective.

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4. Bukti konfirmasi revisi kedua, respon kepada reviewer dan artikel yang diresubmit (27 September 2020)

On Sun, Sep 27, 2020 at 4:00 AM Arlene Luck <aluck@usc.edu> wrote:

Dear Wenhai William Chih,

Congratulations on the provisional acceptance of your paper to IJoC!

Please undertake the suggested comments by the reviewer(s) for your FINAL version. When ready to resubmit, please follow the attached paper preparation instructions CAREFULLY. I cannot emphasize enough the importance of your following these guidelines line-by-line lest your paper will be returned to you immediately. An APA reference guide is also attached as is a template for your revised version. It's very important that you follow the guidelines, please. ***Please do not resubmit until you've followed all the instructions from these files.***

Please alert Kady Bell-Garcia at bellgarc@usc.edu and Arlene Luck at aluck@usc.edu when you've uploaded your revised version for final review. Please specify the journal and ID# that your paper has been submitted. (A summary of revision is not needed.) You have a full year to complete and submit your final version.

Please let us know if you have any questions.

Sincerely,

Arlene Luck
IJoC Managing Editor
USC Annenberg Press
University of Southern California

-----Original Message-----
From: lpgross=usc.edu@mg.ijoc.org <lpgross=usc.edu@mg.ijoc.org> On Behalf Of Larry Gross
Sent: Saturday, September 26, 2020 11:55 AM
To: Wenhai William Chih <whchih@gms.ndhu.edu.tw>
Cc: Arlene Luck <aluck@usc.edu>
Subject: [IJoC] 15742-am| Antecedents of Information Seeking and Sharing on Social Networking Sites: An Empirical Study of Facebook Users - Editor Decision

Dear Wenhai William Chih,

We have reached a decision regarding your submission to International Journal of Communication, "15742-am| Antecedents of Information Seeking and Sharing on Social Networking Sites: An Empirical Study of Facebook Users".

Our decision is to tentatively accept the article, pending additional revisions in light of the reviewers' concerns and suggestions.

IJoC's Managing Editor will take you through the final steps.

Congratulations and best wishes,

Larry Gross
Editor
International Journal of Communication| USC Annenberg School for Communication & Journalism Phone 2137403770 lpgross@usc.edu
----
Reviewer A:

 I would like to thank the authors for responding thoughtfully to most of my comments. There are still a few points I would suggest addressing.
• The limitations section needs some editing, and more focused on the study limited ecological validation. The context of the study is based on both the subjects demographics and the platform, it cannot be generalised beyond that without further studies. Second, the subjects might have been influenced by an external motivation.
• Figure 1: I still think this should be moved much earlier, and that is would contribute to its readability. However, this is not crucial.
• The issue of H3,H4,H5 is still not clearly explained. Why are these relevant to the study?

Other than that, I think the paper is close to be appropriate for publication. Some editing on the new additions would be advised.

Reviewer B:

The authors have made some attempt to ameliorate the theoretical issues raised in the initial review, most notably by engaging further with the

social capital work of Granovetter, and by removing erroneous references to previous studies. Moreover, gestures are made toward the "techno-culture" of social media technologies as productive of modes of usership immanent to the platforms themselves, which should be applauded. However, the treatment of "culture" as a homogenous entity in the new sections of writing needs greater precision. While limited, such amendments do improve the theoretical integrity of the article and demonstrate a wider knowledge of related debates that are linked to the field of social capital studies and social media. Although my own theoretical biases still think that more work could be done to frame these debates in more detail, this is perhaps a little out of the range of the current article and would move it away from its focus on quantitative methods and the application of U&G theory. As a result, I am happy with the theoretical changes made to this article.

_____

5. Bukti konfirmasi submit revisi kedua, respon kepada reviewer dan artikel yang diresubmit
(3 Oktober 2020)

池文海 <whchih@gms.ndhu.edu.tw>

Sat, Oct 3,
2020,
10:42 PM

to Kady, Arlene, bcc: me

Dear Arlene/Kady:

I have uploaded our revised version for final review.
The journal and ID# ID# of our paper is "IJoC 15742".
Please check our files on your website and let me know if you need any further
information from me.
I also enclose our files in this email.

Wenhai Chih

We would like to thank the Editor and Reviewers for their detailed and helpful feedback regarding our manuscript. We have revised it according to their recommendations and given diligent and thoughtful consideration to each of the issues they raised.

Response to Reviewer A's Comment

Thanks for your thoughtful and helpful review. We have addressed your concerns below. If there were specific ways, you would like us to address any remaining concerns, please let us know.

1) I would like to thank the authors for responding thoughtfully to most of my comments. There are still a few points I would suggest addressing. The limitations section needs some editions, and more focused on the study limited ecological validation. The context of the study is based on both the subject demographics and the platform, which cannot be generalized beyond that without further studies.

Response: Thank you for your positive comments. We have added content related to limited ecological validation in the Limitation and Future Research section.

Lastly, the majority of participants were Indonesian young people with bachelor's degrees, so they cannot be considered representative of Indonesian Facebook users as a whole. Future research should also investigate internal factors (i.e., institution authority, economic cost, and information security), external factors (i.e., operation ability, inter-organization relationship, and organizational comparability) and individual factors (i.e., age, education and income) from an information seeking and sharing perspective (Lines 7-13 of the first paragraph on page 20).

2) Second, the subjects might have been influenced by an external motivation.

Response: Thanks for your comments. We have added a sentence to describe the external motivations of this study.

These facts provided the motivation to examine the relationships among trust, social capital and information seeking/sharing behaviors of Indonesian Facebook users from various socio-demographic backgrounds (Lines 11-13 of the first paragraph on page 2).

3) Figure 1: I still think this should be moved much earlier, and that is would contribute to its readability. However, this is not crucial.

Response: Thanks for your comments. We decided to leave Figure 1 in the current

place in order to maintain the readability and structure of this manuscript.

4) H3, H4, and H5 are still not clearly explained. Why are these relevant to the study?
Response: Thanks for your comments. We have added content to fit the research context of this study for H3, H4 and H5.

Structural social capital exists in the relationships among SNSs members. It becomes the antecedent of cognitive social capital and develops a shared language and vision (Lefebvre et al., 2016) among SNSs members (Lines 3-5 of the first paragraph on page 8).

Interaction leads to positive affect, then to interpersonal affection, followed by shared norms of reciprocity, and finally the development of mutual relationships in the SNSs context (Lefebvre et al., 2016). Alternatively, it has been suggested that frequent social interaction strengthens users' feelings of connectedness and therefore creates more relationships on Facebook (Lines 2-6 of the second paragraph on page 8).

Social media supports the development of trusting relationships and shared visions. People build trusting relationships toward a shared vision to create awareness of how others react in a given situation on social media. It benefits SNSs users through the production of intellectual capital including expectations, norms, obligations and trust (Lines 2-6 of the third paragraph on page 8).

Response to Reviewer B's Comments

Thanks for your thoughtful and helpful review. We have addressed your concerns below. If there were specific ways, you would like us to address any remaining concerns, please let us know.

However, the treatment of "culture" as a homogenous entity in the new sections of writing needs greater precision. While limited, such amendments do improve the theoretical integrity of the article and demonstrate a wider knowledge of related debates that are linked to the field of social capital studies and social media. Although my own theoretical biases still think that more work could be done to frame these debates in more detail, this is perhaps a little out of the range of the current article and would move it away from its focus on quantitative methods and the application of U&G theory. As a result, I am happy with the theoretical changes made to this article.
Response: Thanks for your positive comments and encouragement.

Antecedents of information seeking and sharing on social networking sites: An empirical study of Facebook users

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This study proposes an integrated research model to validate the antecedents of Facebook users' information seeking and sharing behaviors. It conducts an online survey to investigate the effects of affective-/cognitive-based trust on social capital, which subsequently influences information seeking and information sharing from the perspective of the uses and gratifications (U&G) theory. This study collects 665 valid samples and indicates that cognitive/affective-based trust significantly and positively influences social capital (e.g., structural, cognitive, and relational) which has a significant and positive effect on information seeking and sharing. This study contributes to the research on uses and gratifications (U&G) theory in three different ways. Firstly, it indicates that trust influences social capital (structural, cognitive and relational). Secondly, it confirms the effect of social capital on information seeking and sharing. Thirdly, it validates the mediating roles of social capital in the relationship between affective-/cognitive-based trust and information seeking and sharing.

Keywords: trust, social capital, information seeking and sharing

Introduction

In contemporary times, social networking sites (SNSs) (e.g., Facebook, Instagram, and Twitter) have been developed into multifunctional tools for their users. Facebook is a cheap, easy, and fast vehicle for frequent communications and conveys interaction, opinions,

and social values among users in ways which create reciprocal relationships. It provides a digital support network (Udwan, Leurs, & Alencar, 2020). The current COVID-19 pandemic is having a global effect. People are forced to stay at home and conduct social interaction via SNSs in order to seek information regarding community-level policies or personal health strategies (Bento, Nguyen, Wing, Lozano-Rojas, Ahn, & Simon, 2020) and share information (Engelmann, Kloss, Neuberger, & Brockmet, 2019). Facebook is the most popular SNS worldwide (Basak & Calisir, 2015) and is the primary source of information for millennials (Bene, 2017; Rusmann & Hess, 2020) to build their social capital (Docherty, 2020; Kent, Rechavi, & Rafaeli, 2019). For example, Indonesia ranks 3rd in the world in terms of Facebook users with 130 million users (Statista, 2020), of whom most (49.52%) are young people (Detik, 2018). These facts provided the motivation to examine the relationships among trust, social capital and information seeking/sharing behaviors of Indonesian Facebook users from various socio-demographic backgrounds.

Previous studies have applied U&G theory to understand the dynamics of social activities (Ferris & Hollenbaugh, 2018) in relation to information seeking (Basak & Calisir, 2015; Yi & Gong, 2013), information sharing (Su & Chan, 2017), and the management of social capital (Docherty, 2020). Trust is a crucial variable of social capital (Fu, 2004; Rusmann & Hess, 2020) which means that they expect that other users will behave in a certain way. However, no study has examined the role of the U&G theory on the relationships among trust, social capital and information seeking and sharing.

There are two main classifications of social capital: the network perspective (e.g., bonding, bridging, and linking) and social structure (e.g., structural, cognitive, and relational) (Claridge, 2018). Bonding social capital does not provide useful network assets in some situations and bridging social capital does not involve many shared norms. However, structural, cognitive, and relational social capitals are commonly connected and they mutually reinforce each other. They facilitate collective action through making peoples' behavior more beneficial and predictable, as well as encouraging collaboration, exchange, and interaction. The World Bank has recognized and adopts this concept (Krishna & Shrader, 2002) due to more visible in a digital era where social media accounts for a huge amount of communication and interaction in the virtual community context.

This interactive approach emphasizes the important roles played by exchange information. They mutually influence each other. SNSs users play dual roles as information providers and seekers in online discussion forums (Jackson, Stromer-Galley, & Hemsley, 2020). Therefore, it is necessary to simultaneously examine information seeking and sharing (Savolainen, 2019) as key issues of online community success (Kent et al., 2019; Li & Su,

2020). Information seeking and sharing can alter and enhance the nature of social media effects (Docherty, 2020; Engelmann et al., 2019).

Previous research has not investigated the relationships between cognitive-/affective-based trust and structural, cognitive and relational social capital, but not those relationships between information seeking and sharing behaviors (Lefebvre, Sorenson, Henchion, & Gellynck, 2016). Therefore, two research questions remain regarding these interactions. (1) What are the relationships between cognitive-/affective-based trust and social capital (e.g., structural, cognitive, and relational)? (2) What are the relationships between social capital and information seeking-/sharing among Indonesian Facebook users? To close this gap, this study addresses the different dimensions of trust and social capital to investigate these relationships. In doing so, it makes two fundamental contributions to the existing body of literature. First, it validates the different effects of cognitive-/affective-based trust and social capital (e.g., structural, cognitive, and relational). Second, it empirically examines the various effects of social capital and information seeking and sharing.

Literature Review
Uses and gratifications theory

The U&G theory refers to new information and communication technologies with different patterns of internet-based media adoption, and broadens individuals' communication channels, especially in terms of their social, hedonic, and cognitive needs (Hossain, 2019; Papacharissi & Mendelson, 2011). The need to exchange of information has been applied in recent studies, particularly among Facebook users regarding accessing, building, and seeking/sharing information produced by other users (Ferris & Hollenbaugh, 2018). U&G theory can clarify social media users' goals and can therefore help us understand their behaviors and perceptions toward two distinct needs: how needs are gratified and how gratifications reconstruct needs (Savolainen, 2019). Several researchers have examined the motivation for effectively accessing the Internet through the U&G theory, because it explains the behavioral and psychological dimensions of mediating communication (Ferris & Hollenbaugh, 2018; Papacharissi & Mendelson, 2011). It also explains the motives of Facebook users towards fulfilling their needs for information seeking/sharing, and developing or maintaining new friendships (Hossain, 2019). U&G theory can help us to understand Facebook users' motives and relationships in order to predict the frequency of their visits through photographs, social interaction (e.g., seek or share information about specific issue and news), and status updates.

Trust

Trust is the expectation of a cooperative, honest, and regular behavior based on commonly shared norms within a community. These norms may be related to religion or the perception of justice, as well as the secular norms of behavioral codes or professional standards (Fukuyama, 1995). There are two types of trust: cognitive-based trust and affective-based trust (McAllister, 1995). Cognitive-based trust refers to individuals' beliefs about dependability and reliability. It includes three elements: competency, integrity and goodwill trust (Yeh & Choi, 2011). However, affective-based trust refers to trustees' emotional elements, reciprocity, and social skills regarding interpersonal care and concern. It has two elements: relational and intuitive trust. This study applies intuitive trust in order to avoid confusion with relational social capital. This study adopts both cognitive-based trust and affective-based trust due to both being commonly used in social interaction, and having been validated in prior studies (Newman, Kiazad, Miao, & Copper, 2014). On the other hand, cognitive-based trust includes calculative and rational characteristics such as benevolence, competence, integrity, reliability, and responsibility of trustees (Yeh & Choi, 2011). It also increases their willingness to use information from the perspectives of affective-/cognitive-based trust (McAllister, 1995).

Members of virtual communities increase their information exchange activities as a result of trust, which is a crucial factor in information seeking and sharing on social media (Lefebvre et al., 2016; Udwan et al., 2020). Hence, social media users must apply several types of trust in their activities. The transformation of trust can influence social capital in a virtual community. While prior studies have acknowledged the importance of trust, they have however rarely validated it. In addition, it has been identified that it is important to investigate the relationship between trust and social capital (Fu, 2004).

Social capital

From a theoretical perspective, there are three different conceptualizations of the relationship between trust and social capital. First, trust is a component of social capital and refers to "obligations and expectations, which depend on trustworthiness of the social environment and information-flow capacity of the social structure, and norms accompanied by sanctions" (Coleman, 1988, p. S119). Second, trust is synonymous with social capital and enables the engagement among people for social capital (Fukuyama, 1995). Third, trust is independent from social capital, which does not include trust. The three theoretical approaches advanced by Burt (2000), Granovetter (1973; 1985), and Lin (1999; 2001) form a perspective and propose a mutual independency between trust and social capital due to their weak ties as channels of information flow. This study proposes that trust and social capital are not mutually independent. Conversely, we suggest that there is a relationship between

these two constructs because social media users rely on social capital to build up their relationships with others based on trust.

Culture is a critical issue greater than technology and encourages people to actively involve information exchange processes (Wasko & Faraj, 2000), especially for interpersonal collaboration among social media users under science and technology studies (STS). Prior studies focused more on complexity theory. However, interaction norms among users are essential engagement mechanisms in the "techno-cultural construct" on social media platform (Crawford & Gillespie, 2016; Gillespie, Boczkowski, & Foot, 2014; Van Dijck, 2013) and have become guidelines for users to express their concerns and exchange information. For example, some scholars confirmed that culture is not an obstacle to social capital, neither in China (Mou & Lin, 2017; Wang, McNally, & Lenihan, 2019) nor in the United States (Son & Feng, 2019). Thus, technology such as social media can reach the same level of information exchange across countries and cultures.

The rapid changes in the economic, organizations, social, and technological worlds make an understanding of social capital more essential specifically in social media field (Cohen & Prusak, 2001; Kent et al., 2019). The actual and potential resources of exchanging or sharing information for individuals within the virtual communities are intellectual capital or social capital, which includes structural, cognitive, and relational social capital (Ghahtarani, Sheikhmohammady, & Rostami, 2019; Li, Ye, & Sheu, 2014). This framework is mostly widely accepted and used (Claridge, 2018). People contribute with their resources for exchanging or sharing information and collectively resolve problems to maintain quality social relations for mutual benefit.

Social media users share a language and vision with cognitive social capital, which is related to attitudes and beliefs that faciliate mutual understanding among people (Docherty, 2020; Nahapiet & Ghoshal, 1998). People build relationships, spend time interacting socially, and maintain their social ties through the shared language of cognitive social capital (Son, Lee, Cho, & Kim, 2016). They ask questions and exchange information using a common language to gain accurate, adequate, credible, and timely information (Engelmann et al., 2019; Jackson et al., 2020).

Information Seeking and Sharing

In general, information seeking and sharing on social media is defined as how the users need, seek, give, share and use information (Bento et al., 2020). Many studies investigated information seeking, while few focused on information sharing (Wilson, 2010). The concept of seeking information has changed dramatically with advancements in

technology, especially in social media contexts. Information seeking refers to information acquisition, opinions, or suggestions from credible source such as news, SNSs communities, and websites, which provide users with relevant and timely information related to topics. It involves meaningful content of application, recognition, and retrieval. SNSs are useful platforms for users to seek and share information about their daily lives (Engelmann et al., 2019). Facebook users ask for information or support to maintain weak ties with others via sharing their interests, mutual friends, or relational goals (Jackson et al., 2020).

Information Seeking

Connections among users in different communities are weak ties on Facebook, and these are powerful ways to transfer information across social distances and segments of the population (De Meo, Ferrara, Fiumara, & Provetti, 2014). Larger networks tend to be more diverse and link people together for the purpose of information exchange. For instance, social media (e.g., Facebook) is used to circulate information on the COVID-19 pandemic outbreak in some countries (Bento et al., 2020). People seek and share information to rapidly diffuse messages through users who may not know each other personally but become connected through weaker ties by trust and social capital (Engelmann et al., 2019). The interaction among social media users encourages them to seek and share information in the communities (Russmann & Hess, 2020; Savolainen, 2019). Thus, social capital is an essential component for SNSs users' information seeking and sharing under weak ties.

Information Sharing

Information sharing is a set of activities where SNSs users provide information either proactively or upon request (Engelmann et al., 2019). They provide others with appropriate and collaborative information (Choo, Bergeron, Detlor, & Heaton, 2008; Docherty, 2020). There are two major perspectives of information sharing. It can be a one-way communication process in which information is disseminated or transferred from a sender to recipients or a two-way communication process in terms of mutual information exchange within small groups or online communities (Savoleinen, 2019). However, the gratification of Indonesian social media users is relatively unexplored, particularly regarding its economic and social value.

Research Model and Hypotheses
The Relationship between Cognitive-/Affective-based Trust and Social Capital

Past studies revealed that an essential factor of building cooperation, relations, and positive outcome at interpersonal and team levels depends on trustworthiness. People are

more willing to interact and contribute to others when mutual trust occurs (Kent et al., 2019; Udwan et al., 2020). Cognitive and affective trust is the foundation that triggers social interactions and improves efficiency among people (Jackson et al., 2020). With similar characteristics or common goals on SNSs, users' endorsements of trust increase their potential social capitals toward share common viewpoints and positive views. Thus, social media communities' members create communication and interaction frequency through endorsements of trust due to shared language and a vision. Moreover, trust strengthens social capital through facilitating access to resources and encouraging engagement in social exchanges and cooperative interaction. Higher trust levels often typify strong ties between individuals and communities in social capital. An alteration in trust and shared value triggers changes in the amount of social capital that exists in interactions. Trust strengthens norms of reciprocity (Fu, 2004). It also reduces the time spent in the expensive and slow process of defining, monitoring, and guaranteeing complying with the detailed process of enforcement (Nahapiet & Ghoshal, 1998; Rusmann & Hess, 2020).

Structural social capital refers to contact connectivity among people that occur through interaction ties (Nahapiet & Ghoshal, 1998). It portrays the nature and quality of relationships among users (Claridge, 2018). Reciprocity occurs when people trust each other in an interpersonal domain (Kent et al., 2019; Udwan et al., 2020). The norm of reciprocity, as a relational social capital (Nahapiet & Ghoshal, 1998), refers to a sense of mutual indebtedness that ensures community members reciprocate the benefits they receive from others (Wasko & Faraj, 2000). People build up their social relationships and enhance their sharing experiences or values to establish interpersonal relationships (cognitive social capital) based on interaction and trust. Shared language and vision are two dimensions of cognitive social capital, which also include the dimensions of attitudes, beliefs, and perceptions of support (Claridge, 2018; Lefebvre et al., 2016). In the SNSs context, trust is an important factor of motivating virtual community members to use social technologies (Li & Su, 2020; Rusmann & Hess, 2020). SNSs' members believe that they can obtain help from others if they help others to solve their problems. This relationship is based on trust. In addition, relational social capital exists when group members trust others in the group (Huang, Kim, & Kim, 2013). Hence, this study proposes the following hypotheses.

H1:   Cognitive-based trust has significant and positive effects on (a) structural social capital, (b) cognitive social capital, and (c) relational social capital.

H2:   Affective-based trust has significant and positive effects on (a) structural social capital, (b) cognitive social capital, and (c) relational social capital.

The Relationship between Structural Social Capital and Cognitive Social Capital

Social structure is the most important factor of social interaction. Social network ties facilitate social interaction, which in turn stimulates the cognitive social capital (Claridge, 2018). Structural social capital exists in the relationships among SNSs members. It becomes the antecedent of cognitive social capital and develops a shared language and vision (Lefebvre et al., 2016) among SNSs members. Thus, cognitive social capital relies on the premise that social interaction plays an important role in sharing a common set of goals and values among Facebook users to learn about values and visions of others (Lu & Yang, 2011). Moreover, social interaction enhances SNSs members' feelings of belonging, social connections, and a sense of shared beliefs, codes, languages, and visions (Lefebvre et al., 2016). Thus, Facebook users share common goals and values with others through their social interaction. This study therefore proposes the following hypothesis.

H3: Structural social capital has a significant and positive effect on cognitive social capital on Facebook users.

The Relationship between Structural Social Capital and Relational Social Capital

Social structure is the most important element in the nature and quality of social relationships (Claridge, 2018). Interaction leads to positive affect, then to interpersonal affection, followed by shared norms of reciprocity, and finally the development of mutual relationships in the SNSs context (Lefebvre et al., 2016). Alternatively, it has been suggested that frequent social interaction strengthens users' feelings of connectedness and therefore creates more relationships on Facebook. Moreover, it facilitates the exchange of resources among users (Nahaphiet & Ghoshal, 1998) within the group so that they are more willing to reciprocate favors or other social resources in the interaction process (Wasko & Faraj, 2000). Frequent communication and interaction among Facebook users allow them to easily access more information and to evaluate their abilities and behavior. Structural social capital influences SNSs members' benefits and triggers sharing more information with others to create more reciprocal relationships. Thus, this study proposes the following hypothesis.

H4: Structural social capital has a significant and positive effect on relational social capital on Facebook users.

The Relationship between Cognitive Social Capital and Relational Social Capital

Shared vision and shared language, as the primary manifestation of cognitive social capital, lead to a harmony of interests and eliminates opportunistic behavior. Social media supports the development of trusting relationships and shared visions. People build trusting relationships toward a shared vision to create awareness of how others react in a given situation on social media. It benefits SNSs users through the production of intellectual capital including expectations, norms, obligations and trust (Engelmann et al., 2019; Kent et al.,

2019). Moreover, shared language and a vision encourage the development of reciprocal relationships among social media members. Shared language facilitates people to ask questions and do business together, whereas a shared vision binds community members together and creates the opportunity of benefiting from others or returning benefits to others. Members tend to respect each other and have more mutual reciprocity when they share a language and a vision (Lu & Yang, 2011). A low level of cognitive social capital leads to low level of relational social capital (Tsai & Ghoshal, 1998). Hence, this study proposes the following hypothesis.

H5:   Cognitive social capital has a significant and positive effect on relational social capital on Facebook users.

The Relationship between Structural Social Capital and Information Seeking/Sharing

Individuals search for and gather information from virtual learning communities in order to gain insights regarding information sharing, and to optimize the support of a social network with social capital (Huang et al., 2013; Li & Su, 2020). This is highly related to social exchange behavior such as information seeking and sharing where people interact with others (Jackson et al., 2019; Savolainen, 2019). People are willing to share information when structural social capital occurs (Nahapiet & Ghoshal, 1998). Structural social capital is the social interaction regarding the configuration and pattern of connection among SNSs members and the process of building and forming social ties, which is the beneficial propensity of connections with others (Tsai & Ghoshal, 1998).

During an interaction process, social structure plays an important role in the users' willingness to engage in seeking and sharing information. It erases users' concerns whether or not others are allies or are merely act opportunistically. Social interaction is a channel for information flow and sharing behavior. Information seeking and sharing behaviours often occur in collaborative setting, which is supported by connectivity and contact among users to exchange information and is highly dependent on social relationships in online environments. Close and frequent interaction among them creates common goals and enables the reciprocal exchange of information (Lefebvre et al., 2016).

Structural social capital plays a significant role in facilitating collaboration and information sharing in SNSs, which allows users to share information, participate in community activities, and form relationships with others (Ghahtarani et al., 2019). As part of information seeking and sharing behavior, users exchange their resources and create reciprocal relationships through frequent social interaction. This plays a crucial role in the shaping of a set of common goals and values in virtual communities. Individuals' social

interaction influences information exchange in a virtual community (Huang et al., 2013). The exchange of information is a type of social interaction which enhances the relationships between social capital and information seeking (Bento et al., 2020; Docherty, 2020)/information sharing (Engelmann et al., 2019; Li et al., 2014). Thus, this study proposes the following hypothesis.

H6: Structural social capital has significant and positive effects on (a) information seeking and (b) information sharing.

The Relationship between Cognitive Social Capital and Information Seeking/Sharing

Social capital provides a framework to explain information seeking and sharing mechanisms through the dimensions of structures, contents, and relations (Docherty, 2020; Savolainen, 2019). Some degree of mutual understanding regarding shared language and vision among members affect their engagement in a community (Engelmann et al., 2019; Lu & Yang, 2011). Furthermore, it provides collaboration and information exchanges among SNSs members through their shared values or visions for interpersonal relationships (Ghahtarani et al., 2019; Jackson et al., 2020). Individuals understand others and build common jargon through similar goals and the use of a shared vocabulary in their domains. Therefore, the use of a shared language motivates participants to become more proactive in information seeking and sharing, which subsequently enhances the quality and quantity of the information exchange. Shared values encourage members to get together, make cooperative actions possible, and eventually benefit communities (Cohen & Prusak, 2001).

Users who have a common vision become partners to exchange information, which plays an important role in social media communities (Li et al., 2014; Rusman & Hess, 2020). Social network users browse the internet to seek information (Bento et al., 2020; Son et al., 2016) and to share information (Engelmann et al., 2019; Li et al., 2014), both of which are influenced by social capital (Ghahtarani et al., 2019). It facilitates the establishment of common goals and appropriate ways of communicating within a social system on social media (Lu & Yang, 2011). The presence of a shared language and vision for information exchange enhances Facebook users' communications, since cognitive social capital emphasizes the availability of common beliefs, experiences, and information. Thus, this study proposes the following hypothesis.

H7: Cognitive social capital has significant and positive effects on (a) information seeking and (b) information sharing.

The Relationship between Relational Social Capital and Information Seeking/Sharing

The normative conditions of expectation, identification, obligation, and trust are reasons for exchanging information among social media members. Relational social capital influences the willingness of users to share information with others and to reduce their communication barriers (Ghahtarani et al., 2019). It is an essential mechanism for reciprocal exchange (Fukuyama, 1995). Thus, relational social capital has an effect on information seeking and sharing (Bento et al., 2020) as a benefit for individuals to engage in social exchange (Engelmann et al., 2019; Rusmann & Hess, 2020). They participate in SNSs' communities to keep abreast of the most up-to-date ideas and innovations. The success of a virtual community depends on available information and knowledge that is helpful, useful, and timely (Wasko & Faraj, 2000; Son et al., 2016).

In the SNSs context, relational social capital motivates members searching for information to gain insights of knowledge in virtual communities (Huang et al., 2013). People gather information for community interest, moral obligation, and self-interest when they interact with families, friends, and others for information exchange. Social media interaction fosters the exchange of information and prosperous interaction among users (Jackson et al., 2020). Information sharing refers to behavior including downloading, following, and liking information, news, and problem-solving within the social interaction of a computer-mediated community. Relational social capital influences information sharing behavior (Ghahtarani et al., 2019; Li et al., 2014). Thus, this study proposes the following hypothesis.

H8: *Relational social capital has significant and positive effects on (a) information seeking and (b) information sharing.*
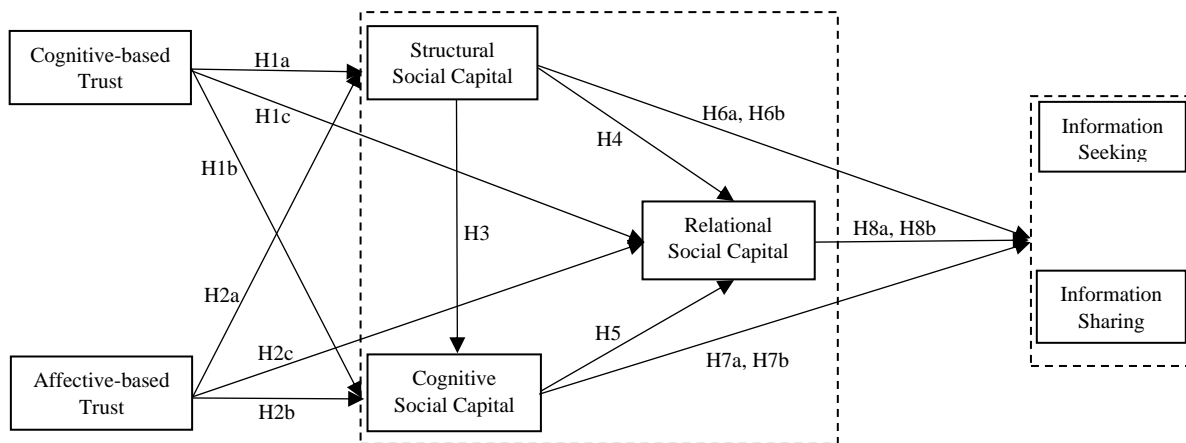

Figure 1. *Proposed research model.*

Methodology
Questionnaire Design, Pretest, and Pilot Study

We adopted the high reliability and validity of the scales for all multi-items of the constructs from prior studies. We used the technique of back-translation and invited a professional translator to translate the English questionnaire into Indonesian language to make sure the meaning of the measurement items remained the same for each construct. We then tried a pretest and these wording were revised during the face-to-face interaction to ensure they were fully embedded within the Indonesian context. Subsequently, we conducted a pilot test of the measurement items and constructs to examine the reliability analysis, convergent validity, and discriminant validity with the suggested criteria before conducting the formal survey.

Sample and Data Collection

This study invited Indonesian Facebook users to fill out the online survey by offering a random prize draw of 50,000 Indonesia rupiahs (IDR) from a convenience store as an incentive to increase their response rate. This online survey was conducted through Google Forms from February 1 to March 31, 2020. There were 665 valid responses from a total of 697 collected samples, indicating a completion rate of 95.41 %. Table 1 shows the respondent demographics.

Table 1. Respondent Demographics.

Demographics	Frequency	Percentage	Accumulated
Gender			
Male	315	47.4	47.4
Female	350	52.6	100.0
Age			
Under 26 years old	480	72.2	72.2
26~40 years old	129	19.4	91.6
41~55 years old	56	8.4	100.0
Education			
Bachelor	428	64.4	64.4
Master and PhD degree	237	35.6	100.0
Range time use FB			
Below 5 years	157	23.6	23.6
6~10 years	367	55.2	78.8
Over 10 years	141	21.2	100.0

Measures

The items used to measure each of the constructs are presented in the Appendix. A 7-point Likert scale was used for all scale items. Cognitive-based trust refers to the calculative and rational characteristics such as competence, reliability, and responsibility of trustees. Affective-based trust refers to the emotional elements and social skills of the trustees. Both

constructs were adapted from Yeh and Choi (2011). Structural social capital refers to communication, social interaction and relationship among Facebook users. Cognitive social capital refers to the extent which resources provide a common understanding among users. Relational social capital refers to property embedded in interpersonal relationships, such as reciprocity, and respect. These constructs were adapted from Lu and Yang (2011). Information seeking refers to browsing product information in a Facebook context and includes individual searching as well as interactive searching adapted from Basak and Calisir (2015) and Yi and Gong (2013). Information sharing refers to the Facebook users who visually share both form and content on Facebook. Measurement of information sharing was adapted from Choo et al. (2008) and Yi and Gong (2013).

Common Method Variance (CMV)

This study asked respondents to complete the questionnaire with anonymity, and it randomly arranged measurement items and hid the label of constructs to reduce respondents' concerns when completing the questionnaire (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). As for post-detection, this study applied the Harman's single-factor test proposed by Eichhorn (2014) and the common latent factor (CLF) to conduct post-detection is the inherent weakness of the Harman's single-factor test to detect the CMV. The explained variance of the first factor is 20.87%. Besides, the factor loading of CLF was 0.65 that indicated a 42.65% variance of CMV. The EFA result shows no significant problem of CMV in the data.

Results

Structural Equation Modeling (SEM) was used to test the proposed model and the research hypotheses. This study employed the two-stage approach suggested by Anderson and Gerbing (1988), namely CFA to test reliabilities and validities of the research constructs. Then, the structural model to test the strength and direction of the proposed relationships among research constructs including the hypothesized model.

Measurement Model

This study conducted the measurement model by adopting the AMOS software with maximum likelihood estimation. Table 2 showed the CFA model reproduces the covariance matrix of the observed variables with an adequate fit (Anderson & Gerbing, 1988; Gefen, Straub, & Boudreau, 2000): $\chi^2/df = 4.676$, goodness-of-fit index (GFI) = 0.801, nonnormed fit index (NFI) = 0.863, comparative fit index (CFI) = 0.889, incremental fit index (IFI) = 0.889 and root mean square error of approximation (RMSEA) = 0.074. Table 2 shows that the factor loadings and square multiple correlations for each item are larger than 0.6 and 0.2.

Composite reliabilities (CR) and average of variance extracted (AVE) for each construct are above 0.836 and 0.618 which exceed the criteria of 0.6 and 0.5. In addition, the values of Cronbach's α for all constructs were larger than 0.8. The results show a good convergent validity for all measurement items and constructs (Anderson & Gerbing, 1988; Gefen et al., 2000). Table 3 shows that the square root of the AVE for each construct is greater than the coefficient of correlation of between this construct and other constructs. As per Fornell and Lacker (1981), the results showed evidence of convergent validity and discriminant validity.

Table 2. Analysis of Measurement Model.

Constructs	MLE Estimates Factor Loading/ Measurement Error		Squared Multiple Correlation (SMC)	Composite Reliability (CR)	Average of Variance Extracted (AVE)	Cronbach's α
CBT				0.915	0.641	0.914
CBT1	0.766	0.413	0.587			
CBT2	0.820	0.328	0.672			
CBT3	0.815	0.336	0.664			
CBT4	0.779	0.393	0.607			
CBT5	0.820	0.328	0.672			
CBT6	0.803	0.355	0.645			
ABT				0.914	0.638	0.912
ABT1	0.848	0.281	0.719			
ABT2	0.789	0.377	0.623			
ABT3	0.817	0.333	0.667			
ABT4	0.802	0.357	0.643			
ABT5	0.751	0.436	0.564			
ABT6	0.783	0.387	0.613			
SSC				0.905	0.706	0.905
SSC1	0.798	0.363	0.637			
SSC2	0.835	0.303	0.697			
SSC3	0.882	0.222	0.778			
SSC4	0.843	0.289	0.711			
CSC				0.907	0.618	0.906
CSC1	0.743	0.448	0.552			
CSC2	0.807	0.349	0.651			
CSC3	0.800	0.360	0.640			
CSC4	0.790	0.376	0.624			
CSC5	0.770	0.407	0.593			
CSC6	0.805	0.352	0.648			
RSC				0.836	0.630	0.834
RSC1	0.779	0.393	0.607			
RSC2	0.832	0.308	0.692			
RSC3	0.768	0.410	0.590			
ISE				0.925	0.638	0.925

ISE1	0.745	0.445	0.555
ISE2	0.809	0.346	0.654
ISE3	0.775	0.399	0.601
ISE4	0.826	0.318	0.682
ISE5	0.818	0.331	0.669
ISE6	0.817	0.333	0.667
ISE7	0.800	0.360	0.640

ISH				0.946	0.713	0.945
ISH1	0.847	0.283	0.717			
ISH2	0.855	0.269	0.731			
ISH3	0.848	0.281	0.719			
ISH4	0.820	0.328	0.672			
ISH5	0.870	0.243	0.757			
ISH6	0.848	0.281	0.719			
ISH7	0.821	0.326	0.674			

Fit statistics (N = 665)

χ^2/df = 4.676, Goodness-of-Fit Index (GFI) = 0.801, Nonnormed fit index (NFI) = 0.863, Comparative Fit Index (CFI) = 0.889, Incremental fit index (IFI) = 0.889, and Root Mean Square Error of Approximation (RMSEA) = 0.074

CBT: Cognitive-based trust, ABT: Affective-based trust, SSC: Structural social capital, CSC: Cognitive social capital, RSC: Relational social capital, ISE: Information seeking, ISH: Information sharing.

Table 3. Correlation Matrix for Measurement Scales.

Constructs	Mean	SD	CBT	ABT	SSC	CSC	RSC	ISE	ISH
CBT	4.96	1.02	0.800						
ABT	5.21	1.05	0.669**	0.799					
SSC	5.43	1.04	0.516**	0.635**	0.840				
CSC	5.20	1.06	0.615**	0.723**	0.624**	0.786			
RSC	5.29	1.16	0.623**	0.673**	0.593**	0.668**	0.793		
ISE	5.18	1.07	0.662**	0.758**	0.690**	0.818**	0.676**	0.799	
ISH	5.07	1.16	0.545**	0.653**	0.729**	0.717**	0.633**	0.647**	0.844

Notes: SD: Standard Deviation

Diagonal elements are the square roots of the AVE for each construct

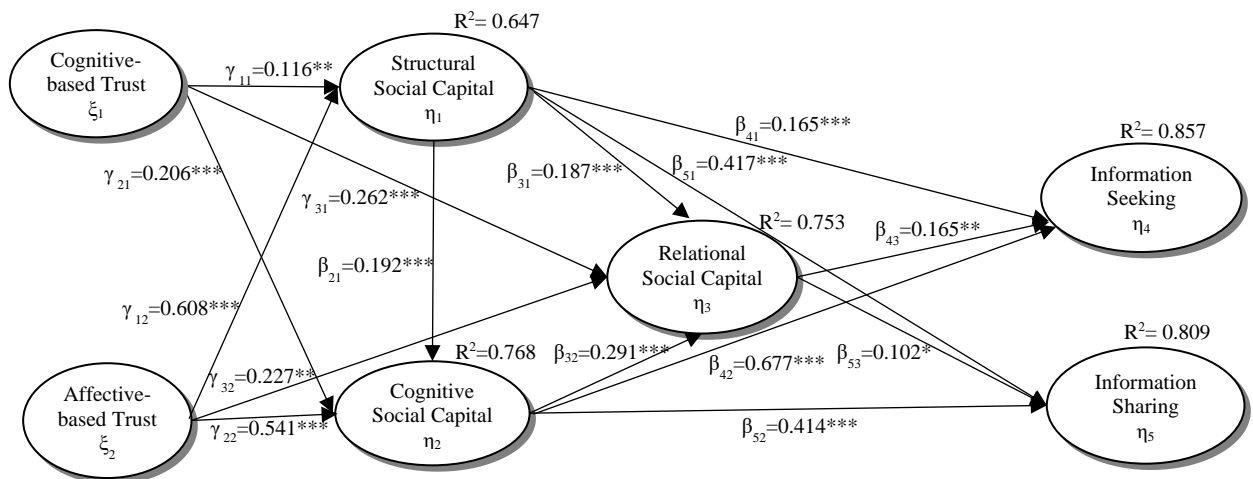Pearson correlations are shown below the diagonal

*p<0.05, **p<0.01, ***p<0.001

Structural Model

The model fit of data was adequate: χ^2 = 2559.35, df =661, χ^2/df = 3.872, GFI = 0.837, NFI = 0.890, CFI = 0.916, IFI = 0.916, and RMSEA= 0.066. The results support all research hypotheses as shown in Table 4. This study empirically validates that trust (cognitive/affective-based trust) has a significant and positive effect on Social capital (cognitive, relational and structural) then significant and positive effect on information seeking and sharing with significantly among 1%, 5% and 10%. Figure 2 shows the structural model of this research.

Table 4. Proposed Model Results.

Symbol	Paths			Coefficients	Hypotheses	Test Results
γ_{11}	CBT	→	SSC	0.116**	H1a	Supported
γ_{21}	CBT	→	CSC	0.206***	H1b	Supported
γ_{31}	CBT	→	RSC	0.262***	H1c	Supported
γ_{12}	ABT	→	SSC	0.608***	H2a	Supported
γ_{22}	ABT	→	CSC	0.541***	H2b	Supported
γ_{32}	ABT	→	RSC	0.227**	H2c	Supported
β_{21}	SSC	→	CSC	0.192***	H3	Supported
β_{31}	SSC	→	RSC	0.187***	H4	Supported
β_{32}	CSC	→	RSC	0.291***	H5	Supported
β_{41}	SSC	→	ISE	0.165***	H6a	Supported
β_{51}	SSC	→	ISH	0.417***	H6b	Supported
β_{42}	CSC	→	ISE	0.677***	H7a	Supported
β_{52}	CSC	→	ISH	0.414***	H7b	Supported
β_{43}	RSC	→	ISE	0.165**	H8a	Supported
β_{53}	RSC	→	ISH	0.102*	H8b	Supported

Notes: *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$

Notes: Model fit: χ^2 = 2559.35, df =661, χ^2/df = 3.872, GFI = 0.837, NFI = 0.890, CFI = 0.916, IFI = 0.916, and RMSEA= 0.066

Figure 2. Structural model.

This study tested a range of mediating effects for the Bootstrapping method with 5000 simulations. Bootstrapping is a nonparametric statistical procedure in which the dataset is repeatedly sampled and indirect effects are calculated using such a nonparametric statistical procedure (Hayes, 2018). Table 5 shows that all ranges of both percentile method CIs and bias-corrected CIs exclude zero, indicating all mediating effects significant. The regression results indicate that all mediating effects are partial mediators.

Table 5. Mediation Effects.

IV	M	DV	IV->DV	IV->M	IV+M->DV		Bootstrapping 95% CI	
			(c)	(a)	IV (c')	M(b)	Percentile method	Bias-corrected
CBT	SSC	CSC	0.528***	0.414***	0.422***	0.638***	[0.036, 0.144]	[0.037, 0.146]
Standard Error (SE)			0.034	0.033	0.032	0.032		
CBT	SSC	RSC	0.528***	0.490***	0.409***	0.705***	[0.334, 0.611]	[0.341, 0.623]
Standard Error (SE)			0.034	0.037	0.036	0.034		
CBT	CSC	RSC	0.637***	0.387***	0.501***	0.705***	[0.334, 0.611]	[0.341, 0.623]
Standard Error (SE)			0.032	0.039	0.038	0.034		
ABT	SSC	CSC	0.633***	0.553***	0.279***	0.729***	[0.487, 0.676]	[0.618, 0.782]
Standard Error (SE)			0.030	0.033	0.033	0.027		
ABT	SSC	RSC	0.633***	0.547***	0.307***	0.740***	[0.473, 0.641]	[0.496, 0.673]
Standard Error (SE)			0.030	0.039	0.039	0.032		
ABT	CSC	RSC	0.729***	0.437***	0.416***	0.741***	[0.379, 0.641]	[0.397, 0.673]
Standard Error (SE)			0.027	0.043	0.043	0.032		
SSC	CSC	ISE	0.631***	0.301***	0.645***	0.708***	[0.281, 0.660]	[0.293, 0.690]
Standard Error (SE)			0.031	0.027	0.027	0.029		
SSC	CSC	ISH	0.631***	0.513***	0.472***	0.812***	[0.442, 0.698]	[0.462, 0.729]
Standard Error (SE)			0.031	0.033	0.033	0.030		
SSC	RSC	ISE	0.655***	0.458***	0.382***	0.708***	[0.427, 0.660]	[0.446, 0.690]
Standard Error (SE)			0.035	0.032	0.030	0.029		
SSC	RSC	ISH	0.655***	0.608***	0.311***	0.812***	[0.522, 0.698]	[0.545, 0.729]
Standard Error (SE)			0.035	0.034	0.031	0.029		
CSC	RSC	ISE	0.730***	0.673***	0.216***	0.831***	[0.628, 0.775]	[0.663, 0.819]
Standard Error (SE)			0.031	0.029	0.027	0.022		
CSC	RSC	ISH	0.730***	0.584***	0.280***	0.789***	[0.502, 0.678]	[0.530, 0.717]
Standard Error (SE)			0.031	0.038	0.035	0.030		

Notes: *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$.

Discussions
Key Findings

The results of this study confirm that cognitive-/affective-based trust significantly and positively influences social capital (e.g., structural, cognitive, and relational), which has a significant and positive effect on information seeking and sharing. These are innovative findings that, to the authors' knowledge, have not been revealed by prior studies. This study also confirms that structural social capital has significant and positive effects on both cognitive and relational social capital (Docherty, 2020; Kent et al., 2019). Both structural social capital and cognitive social capital are mediators between trust (e.g., cognitive-/affective-based trust) and relational social capital as well as information seeking/sharing in the social media context (e.g., Facebook). Specifically, the findings show that Indonesian Facebook users' trust is high when they have higher levels of communication and interaction as well as shared language, reciprocity, respect, and vision over their activities. It also corroborates that Facebook provides an effective two-way communication platform.

Moreover, the findings confirm the research hypotheses that U&G theory can explain the motives of Facebook users toward fulfilling their needs for information seeking and sharing (Ferris & Hollenbaugh, 2018; Hossain, 2019). Both cognitive-based trust and affective-based trust are antecedents of social capital (Fu, 2004; Newman et al., 2014; Yeh & Choi, 2011), which subsequently influence information seeking (Basak & Calisir, 2015; Son et al., 2016) and information sharing (Choo et al., 2008; Engelmann et al., 2019).

Conclusion

The obtained results based on U&G theory, suggest that Facebook users, specifically Indonesian young people, exchange information through their social interaction in order to meet their social needs. This study strengthens the work of Hossain (2019) and Savolainen (2019). Furthermore, these results indicate that trust influences SNSs users' social capital based on their social needs. These factors contribute to the formation and maintenance of virtual communities' relationships through trust, shared interests, language and vision, reciprocity, sense of community, and sociability, all of which subsequently influence information seeking and sharing. The social motivation of SNSs can be used as a predictor of general use of Facebook as a media to seek and share information. This study investigated social media usage using U&G theory in the SNSs context (e.g., Facebook). The results indicate that the primary motivators of U&G theory in this context are the seeking and sharing of information. Information seekers and sharers specifically engage in virtual communities to communicate and interact with others. Consequently, this behavior paves the way for the ultimate success of virtual communities in the maintenance of close relationships among SNSs users.

Academic Implications

The findings contribute to the literature of Facebook subscribers, U&G theory, and social connection. First, this study proposes and tests a model that illustrates the formation of information seeking and sharing for Indonesian Facebook users. It provides an appropriate theoretical background. The study of information exchange on social media is a trendy issue (Bento et al., 2020; Engelmann et al., 2019). Past studies have seldom established a model that simultaneously explains the antecedents of Facebook users' information seeking and sharing behaviors. On the other hand, this study extends U&G theory to explain Facebook users' behaviors of communication and interaction and provides theoretical contributions to the literature on the virtual community in two ways. Firstly, the findings of this research demonstrate the effects of cognitive-based trust and affective-based on three dimensions of social capital, which subsequently influence information seeking and sharing on Facebook. Secondly, this research demonstrates that U&G theory can explains the mediating effects of structural, cognitive, and relational social capital to information seeking and sharing for SNSs users' social media usages. It provides a theoretical ground for future research.

Practical Implications

Facebook is an effective platform by which users can exchange information and express their opinions in order to develop social interaction through trust and social capital. Facebook must aware and endeavor to identify objective and rational characteristics to increase users to discuss topics regarding trust, social capital, and exchange information, as well as addressing members' concerns for their welfare to improve their affective and cognitive based trust, as well as inviting everyone to participate in the interaction activities include a great deal of users' control with and among users, and timely response to their questions. In addition, users' interaction contents and processes to foster long-term relationships, create value propositions, and use innovative online platforms to maintain communication and interaction. This will provide cognitive- and affective-based trust among users as well as enhance members' connections.

Our research provided practical implications for virtual community management. Furthermore, SNSs replace the role of conventional media such as TV and newspaper and provide appropriate platforms for users to seek and share information. SNSs managers or practitioners should focus on the major dimensions of U&G theory to maximize their users' interaction on social media. They should investigate what prompts users to create interesting posts or to discuss social issues in order that reliable information is provided to users. In addition, Facebook managers should pay particular attention to their reference groups, most especially the active virtual communities' members in order to broaden their users' bases.

Limitations and Future Research

There are some limitations in this research. Firstly, this study conducted to examine Indonesian Facebook users' behaviors. A longitudinal study could help researchers observe Facebook users' interaction under dynamic conditions in order to elaborate the content and impact of users' interaction based on social context and economic perspective. Secondly, it only considered the social capital factors on information exchange. Thirdly, this study looked at the relationships between cognitive-/affective-based trust and three dimensions of social capital from beneficial perspective on Facebook. Lastly, the majority of participants were Indonesian young people with bachelor's degrees, so they cannot be considered representative of Indonesian Facebook users as a whole. Future research should also investigate internal factors (i.e., institution authority, economic cost, and information security), external factors (i.e., operation ability, inter-organization relationship, and organizational comparability) and individual factors (i.e., age, education and income) from an information seeking and sharing perspective.

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Appendix.
Scale Items
Cognitive-based Trust (Yeh & Choi, 2011)
1. Facebook users have relevant skills when discussing particular topics.
2. Facebook users have relevant knowledge when discussing particular topics.
3. Facebook users provide professional knowledge when discussing major topics.
4. Facebook users have the expertise to advance the community discussions.
5. Facebook users provide feedback after discussions.
6. Facebook users possess the capability to accomplish tasks (e.g., suggestions).
Affective-based Trust (Yeh & Choi, 2011)
1. Facebook users increase the interaction among users.
2. Facebook users do not intentionally interfere in discussions with malevolence.
3. Facebook users promote understanding among users.
4. Facebook users help other members within their capabilities.
5. Facebook users treat other members fairly (honestly).
6. Facebook users do not behave in a consistent manner.
Structural Social Capital (Lu & Yang, 2011)
1. Facebook users and I maintain close social relationships.
2. Facebook users and I spend a lot of time interacting with each other.
3. Facebook users and I have frequent communication with each other.
4. Facebook users know me at a personal level.
Cognitive Social Capital (Lu & Yang, 2011)
1. When interacting, Facebook users and I use common terms or jargon.

2. During the discussion, Facebook users and I use mutually-understandable communication patterns.
3. When communicating, Facebook users and I use mutually-understandable narrative forms.
4. Facebook users care about the same issues.
5. Facebook users have common goals towards the social media.
6. Facebook users understand each other.

Relational Social Capital (Lu & Yang, 2011)
1. The relationship among Facebook users and I is characterized by mutual respect.
2. The relationship among Facebook users and I is characterized by high reciprocity.
3. The relationship among Facebook users and I is characterized by personal friendship.

Information Seeking (Basak & Calisir, 2015; Yi & Gong, 2013)
1. I use Facebook because it gives quick and easy access to large amount of information.
2. I use Facebook because I learn a lot from using it.
3. I use Facebook to find out useful knowledge and new information.
4. I use Facebook to obtain useful knowledge and new information.
5. I use Facebook so I can learn about things happening in the world.
6. I use Facebook because it makes acquiring information inexpensive.
7. Facebook makes me easy to retrieve information and knowledge when I need.

Information Sharing (Choo, Bergeron, Detlor, & Heaton, 2008; Yi & Gong, 2013)
1. I clearly explain what the information I need on Facebook.
2. I give Facebook users proper information.
3. I provide necessary information so that Facebook users can perform her/his duty.
4. I answer related questions to Facebook users.
5. I expect to share information review contributed by other Facebook users.
6. I intend to share information on Facebook in the future.
7. I plan to share information on Facebook regularly.

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- *Los Angeles Times* Style Guide

- Publication Manual of the American Psychological Association (APA) Sixth Edition

- Merriam-Webster Dictionary http://www.merriam-webster.com/

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Antecedents of Information Seeking and Sharing on Social Networking Sites: An Empirical Study of Facebook Users

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This study proposes an integrated research model to validate the antecedents of Facebook users' information-seeking and information-sharing behaviors. We conducted an online survey to investigate the effects of affective-/cognitive-based trust on social capital, which subsequently influences information seeking and information sharing from the perspective of uses and gratifications theory. This study collected 665 valid samples and indicates that cognitive-/affective-based trust significantly and positively influences social capital (e.g., structural, cognitive, and relational), which has a significant and positive effect on information seeking and sharing. This study contributes to the research on uses and gratifications theory in three ways. First, it indicates that trust influences social capital (structural, cognitive, and relational). Second, it confirms the effect of social capital on information seeking and sharing. Third, it validates the mediating roles of social capital in the relationship between affective-/cognitive-based trust and information seeking and sharing.

Keywords: trust, social capital, information seeking, information sharing

　　　　In contemporary times, social networking sites (SNSs; e.g., Facebook, Instagram, and Twitter) have developed into multifunctional tools for their users. Facebook is a cheap, easy, and fast vehicle for frequent communications and conveys interactions, opinions, and social values among users in ways that create reciprocal relationships. It provides a digital support network (Udwan, Leurs, & Alencar, 2020). The current COVID-19 pandemic is having a global effect. People are forced to stay home and conduct social interaction via SNSs to seek information regarding community-level policies or personal health strategies (Bento et al.,

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2020) and share information (Engelmann, Kloss, Neuberger, & Brockmann, 2019). Facebook is the most popular SNS worldwide (Basak & Calisir, 2015) and is the primary source of information for millennials (Bene, 2017; Russmann & Hess, 2020) to build their social capital (Docherty, 2020; Kent, Rechavi, & Rafaeli, 2019). For example, Indonesia ranks third in the world in terms of Facebook users with 130 million users (Statista, 2020), most of whom (49.52%) are young people (Detik, 2018). These facts gave us the motivation to examine the relationships among trust, social capital, and information-seeking and information-sharing behaviors of Indonesian Facebook users from various sociodemographic backgrounds.

Previous studies have applied uses and gratifications (U&G) theory to understand the dynamics of social activities (Ferris & Hollenbaugh, 2018) in relation to information seeking (Basak & Calisir, 2015; Yi & Gong, 2013), information sharing (Su & Chan, 2017), and the management of social capital (Docherty, 2020). Trust is a crucial variable of social capital (Fu, 2004; Russmann & Hess, 2020), which means that people expect that other users will behave in a certain way. However, no study has examined the role of U&G theory on the relationships among trust, social capital, and information seeking and sharing.

There are two main classifications of social capital: the network perspective (e.g., bonding, bridging, and linking) and social structure (e.g., structural, cognitive, and relational; Claridge, 2018). Bonding social capital does not provide useful network assets in some situations and bridging social capital does not involve many shared norms. However, structural, cognitive, and relational social capitals are commonly connected and they mutually reinforce each other. They facilitate collective action through making peoples' behavior more beneficial and predictable, as well as encouraging collaboration, exchange, and interaction. The World Bank has recognized and adopts this concept (Krishna & Shrader, 2002) because of more visibility in a digital era in which social media account for a huge amount of communication and interaction in the virtual community context.

This interactive approach emphasizes the important roles played by exchange information. SNSs users mutually influence each other, playing dual roles as information providers and seekers in online discussion forums (Jackson, Stromer-Galley, & Hemsley, 2020). Therefore, it is necessary to simultaneously examine information seeking and sharing (Savolainen, 2019) as key issues of online community success (Kent et al., 2019; J. Li & Su, 2020). Information seeking and sharing can alter and enhance the nature of social media effects (Docherty, 2020; Engelmann et al., 2019).

Previous research has not investigated the relationships between cognitive-/affective-based trust and structural, cognitive, and relational social capital, but not those relationships between information-seeking and information-sharing behaviors (Lefebvre, Sorenson, Henchion, & Gellynck, 2016). Therefore, two research questions remain regarding these interactions: (1) What are the relationships between cognitive-/affective-based trust and social capital (e.g., structural, cognitive, and relational)? (2) What are the relationships between social capital and information seeking/sharing among Indonesian Facebook users? To close this gap, this study addresses the different dimensions of trust and social capital to investigate these relationships. In doing so, it makes two fundamental contributions to the existing body of literature. First, it validates the different effects of cognitive-/affective-based trust and social capital (e.g., structural, cognitive, and relational). Second, it empirically examines the various effects of social capital and information seeking and sharing.

Literature Review

Uses and Gratifications Theory

U&G theory refers to new information and communication technologies with different patterns of Internet-based media adoption, and broadens individuals' communication channels, especially in terms of their social, hedonic, and cognitive needs (Hossain, 2019; Papacharissi & Mendelson, 2011). The need to exchange information has been applied in recent studies, particularly among Facebook users regarding accessing, building, and seeking/sharing information produced by other users (Ferris & Hollenbaugh, 2018). U&G theory can clarify social media users' goals and can therefore help us understand their behaviors and perceptions toward two distinct needs: how needs are gratified and how gratifications reconstruct needs (Savolainen, 2019). Several researchers have examined the motivation for effectively accessing the Internet through U&G theory because it explains the behavioral and psychological dimensions of mediating communication (Ferris & Hollenbaugh, 2018; Papacharissi & Mendelson, 2011). It also explains the motives of Facebook users toward fulfilling their needs for information seeking/sharing and developing or maintaining new friendships (Hossain, 2019). U&G theory can help us understand Facebook users' motives and relationships to help predict the frequency of their visits through photographs, social interaction (e.g., seek or share information about specific issue and news), and status updates.

Trust

Trust is the expectation of cooperative, honest, and regular behavior based on commonly shared norms within a community. These norms may be related to religion or the perception of justice, as well as the secular norms of behavioral codes or professional standards (Fukuyama, 1995). There are two types of trust: cognitive-based trust and affective-based trust (McAllister, 1995). Cognitive-based trust refers to individuals' beliefs about dependability and reliability. It includes three elements: competency, integrity, and goodwill trust (Yeh & Choi, 2011). However, affective-based trust refers to trustees' emotional elements, reciprocity, and social skills regarding interpersonal care and concern. It has two elements: relational and intuitive trust. This study applies intuitive trust to avoid confusion with relational social capital. This study adopts both cognitive-based trust and affective-based trust because both are commonly used in social interaction and have been validated in prior studies (Newman, Kiazad, Miao, & Copper, 2014). On the other hand, cognitive-based trust includes calculative and rational characteristics such as benevolence, competence, integrity, reliability, and responsibility of trustees (Yeh & Choi, 2011). It also increases their willingness to use information from the perspectives of affective-/cognitive-based trust (McAllister, 1995).

Members of virtual communities increase their information-exchange activities as a result of trust, which is a crucial factor in information seeking and sharing on social media (Lefebvre et al., 2016; Udwan et al., 2020). Hence, social media users must apply several types of trust in their activities. The transformation of trust can influence social capital in a virtual community. Although prior studies have acknowledged the importance of trust, they have rarely validated it. In addition, it has been identified that it is important to investigate the relationship between trust and social capital (Fu, 2004).

Social Capital

From a theoretical perspective, there are three different conceptualizations of the relationship between trust and social capital. First, trust is a component of social capital and refers to "obligations and expectations, which depend on trustworthiness of the social environment and information-flow capacity of the social structure, and norms accompanied by sanctions" (Coleman, 1988, p. S119). Second, trust is synonymous with social capital and enables the engagement among people for social capital (Fukuyama, 1995). Third, trust is independent from social capital. The three theoretical approaches advanced by Burt (2000), Granovetter (1973, 1985), and Lin (1999, 2001) form a perspective and propose a mutual independency between trust and social capital because of their weak ties as channels of information flow. This study proposes that trust and social capital are not mutually independent. Conversely, we suggest that there is a relationship between these two constructs because social media users rely on social capital to build their relationships with others based on trust.

Culture is a critical issue greater than technology and encourages people to actively use information-exchange processes (Wasko & Faraj, 2000), especially for interpersonal collaboration among social media users under science and technology studies. Prior studies have focused more on complexity theory. However, interaction norms among users are essential engagement mechanisms in the "technocultural construct" on social media platforms (Crawford & Gillespie, 2016; Gillespie, Boczkowski, & Foot, 2014; van Dijck, 2013) and have become guidelines for users to express their concerns and exchange information. For example, some scholars have confirmed that culture is not an obstacle to social capital in China (Mou & Lin, 2017; Wang, McNally, & Lenihan, 2019) or the United States (Son & Feng, 2019). Thus, technology such as social media can reach the same level of information exchange across countries and cultures.

The rapid changes in the economic, organizations, social, and technological worlds make an understanding of social capital more essential specifically in the social media field (Cohen & Prusak, 2001; Kent et al., 2019). The actual and potential resources of exchanging or sharing information for individuals within virtual communities are intellectual capital or social capital, which includes structural, cognitive, and relational social capital (Ghahtarani, Sheikhmohammady, & Rostami, 2019; Y. Li, Ye, & Sheu, 2014). This framework is mostly widely accepted and used (Claridge, 2018). People contribute with their resources for exchanging or sharing information and collectively resolve problems to maintain quality social relations for mutual benefit.

Social media users share a language and vision with cognitive social capital, which is related to attitudes and beliefs that faciliate mutual understanding among people (Docherty, 2020; Nahapiet & Ghoshal, 1998). People build relationships, spend time interacting socially, and maintain their social ties through the shared language of cognitive social capital (Son, Lee, Cho, & Kim, 2016). They ask questions and exchange information using a common language to gain accurate, adequate, credible, and timely information (Engelmann et al., 2019; Jackson et al., 2020).

Information Seeking and Sharing

In general, information seeking and sharing on social media is defined as how users need, seek, give, share, and use information (Bento et al., 2020). Many studies have investigated information seeking,

whereas few have focused on information sharing (Wilson, 2010). The concept of seeking information has changed dramatically with advancements in technology, especially in social media contexts. Information seeking refers to information acquisition, opinions, or suggestions from credible source such as news, SNS communities, and websites, which provide users with relevant and timely information related to topics. It involves meaningful content of application, recognition, and retrieval. SNSs are useful platforms for users to seek and share information about their daily lives (Engelmann et al., 2019). Facebook users ask for information or support to maintain weak ties with others via sharing their interests, mutual friends, or relational goals (Jackson et al., 2020).

Information Seeking

Connections among users in different communities are weak ties on Facebook, and these are powerful ways to transfer information across social distances and segments of the population (De Meo, Ferrara, Fiumara, & Provetti, 2014). Larger networks tend to be more diverse and link people together for the purpose of information exchange. For instance, social media (e.g., Facebook) is used to circulate information on the COVID-19 pandemic outbreak in some countries (Bento et al., 2020). People seek and share information to rapidly diffuse messages through users who may not know each other personally but become connected through weaker ties by trust and social capital (Engelmann et al., 2019). The interaction among social media users encourages them to seek and share information in the communities (Russmann & Hess, 2020; Savolainen, 2019). Thus, social capital is an essential component for SNS users' information seeking and sharing under weak ties.

Information Sharing

Information sharing is a set of activities through which SNSs users provide information either proactively or on request (Engelmann et al., 2019). They provide others with appropriate and collaborative information (Choo, Bergeron, Detlor, & Heaton, 2008; Docherty, 2020). There are two major perspectives of information sharing. It can be a one-way communication process in which information is disseminated or transferred from a sender to recipients or a two-way communication process in terms of mutual information exchange within small groups or online communities (Savolainen, 2019). However, the gratification of Indonesian social media users is relatively unexplored, particularly regarding its economic and social value.

Research Model and Hypotheses

The Relationship Between Cognitive-/Affective-Based Trust and Social Capital

Past studies have revealed that an essential factor of building cooperation, relations, and positive outcome at interpersonal and team levels depends on trustworthiness. People are more willing to interact and contribute to others when mutual trust occurs (Kent et al., 2019; Udwan et al., 2020). Cognitive and affective trust is the foundation that triggers social interactions and improves efficiency among people (Jackson et al., 2020). With similar characteristics or common goals on SNSs, users' endorsements of trust increase their potential social capitals toward sharing common viewpoints and positive views. Thus, social media communities' members create communication and interaction frequency through endorsements of

trust because of shared language and vision. Moreover, trust strengthens social capital through facilitating access to resources and encouraging engagement in social exchanges and cooperative interaction. Higher trust levels often typify strong ties between individuals and communities in social capital. An alteration in trust and shared value triggers changes in the amount of social capital that exists in interactions. Trust strengthens norms of reciprocity (Fu, 2004). It also reduces the time spent in the expensive and slow process of defining, monitoring, and guaranteeing compliance with the detailed process of enforcement (Nahapiet & Ghoshal, 1998; Russmann & Hess, 2020).

Structural social capital refers to contact connectivity among people that occurs through interaction ties (Nahapiet & Ghoshal, 1998). It portrays the nature and quality of relationships among users (Claridge, 2018). Reciprocity occurs when people trust each other in an interpersonal domain (Kent et al., 2019; Udwan et al., 2020). The norm of reciprocity, as relational social capital (Nahapiet & Ghoshal, 1998), refers to a sense of mutual indebtedness that ensures that community members reciprocate the benefits they receive from others (Wasko & Faraj, 2000). People build their social relationships and enhance their sharing experiences or values to establish interpersonal relationships (cognitive social capital) based on interaction and trust. Shared language and vision are two dimensions of cognitive social capital, which also includes the dimensions of attitudes, beliefs, and perceptions of support (Claridge, 2018; Lefebvre et al., 2016). In the SNS context, trust is an important factor of motivating virtual community members to use social technologies (J. Li & Su, 2020; Russmann & Hess, 2020). SNSs' members believe that they can obtain help from others if they help others solve their problems. This relationship is based on trust. In addition, relational social capital exists when group members trust others in the group (Huang, Kim, & Kim, 2013). Hence, we proposed the following hypotheses:

H1:   *Cognitive-based trust has significant and positive effects on (a) structural social capital, (b) cognitive social capital, and (c) relational social capital.*

H2:   *Affective-based trust has significant and positive effects on (a) structural social capital, (b) cognitive social capital, and (c) relational social capital.*

The Relationship Between Structural Social Capital and Cognitive Social Capital

Social structure is the most important factor of social interaction. Social network ties facilitate social interaction, which in turn stimulates cognitive social capital (Claridge, 2018). Structural social capital exists in the relationships among SNS members. It becomes the antecedent of cognitive social capital and develops a shared language and vision (Lefebvre et al., 2016) among SNS members. Thus, cognitive social capital relies on the premise that social interaction plays an important role in sharing a common set of goals and values among Facebook users to learn about values and visions of others (Lu & Yang, 2011). Moreover, social interaction enhances SNS members' feelings of belonging, social connections, and a sense of shared beliefs, codes, languages, and visions (Lefebvre et al., 2016). Thus, Facebook users share common goals and values with others through their social interaction. We therefore proposed the following hypothesis:

H3:   *Structural social capital has a significant and positive effect on cognitive social capital on Facebook users.*

The Relationship Between Structural Social Capital and Relational Social Capital

Social structure is the most important element in the nature and quality of social relationships (Claridge, 2018). Interaction leads to positive affect, then to interpersonal affection, followed by shared norms of reciprocity, and finally the development of mutual relationships in the SNS context (Lefebvre et al., 2016). Alternatively, it has been suggested that frequent social interaction strengthens users' feelings of connectedness and therefore creates more relationships on Facebook. Moreover, it facilitates the exchange of resources among users (Nahaphiet & Ghoshal, 1998) within the group so that they are more willing to reciprocate favors or other social resources in the interaction process (Wasko & Faraj, 2000). Frequent communication and interaction among Facebook users allow them to easily access more information and to evaluate their abilities and behavior. Structural social capital influences SNS members' benefits and triggers sharing more information with others to create more reciprocal relationships. Thus, we proposed the following hypothesis:

H4:   *Structural social capital has a significant and positive effect on relational social capital on Facebook users.*

The Relationship Between Cognitive Social Capital and Relational Social Capital

Shared vision and shared language, as the primary manifestation of cognitive social capital, lead to a harmony of interests and eliminate opportunistic behavior. Social media support the development of trusting relationships and shared visions. People build trusting relationships toward a shared vision to create awareness of how others react in a given situation on social media. It benefits SNS users through the production of intellectual capital, including expectations, norms, obligations, and trust (Engelmann et al., 2019; Kent et al., 2019). Moreover, shared language and a vision encourage the development of reciprocal relationships among social media members. Shared language facilitates people asking questions and doing business together, whereas a shared vision binds community members together and creates the opportunity of benefiting from others or returning benefits to others. Members tend to respect each other and have more mutual reciprocity when they share a language and a vision (Lu & Yang, 2011). A low level of cognitive social capital leads to a low level of relational social capital (Tsai & Ghoshal, 1998). Hence, we proposed the following hypothesis:

H5:   *Cognitive social capital has a significant and positive effect on relational social capital on Facebook users.*

The Relationship Between Structural Social Capital and Information Seeking/Sharing

Individuals search for and gather information from virtual learning communities to gain insights regarding information sharing and to optimize the support of a social network with social capital (Huang et al., 2013; J. Li & Su, 2020). This is highly related to social exchange behavior such as information seeking and sharing where people interact with others (Jackson et al., 2019; Savolainen, 2019). People are willing to share information when structural social capital occurs (Nahapiet & Ghoshal, 1998). Structural social capital is the social interaction regarding the configuration and pattern of connection among SNS members

and the process of building and forming social ties, which is the beneficial propensity of connections with others (Tsai & Ghoshal, 1998).

During an interaction, social structure plays an important role in the users' willingness to engage in seeking and sharing information. It erases users' concerns about whether others are allies or are merely acting opportunistically. Social interaction is a channel for information flow and sharing behavior. Information-seeking and information-sharing behaviors often occur in collaborative settings, which are supported by connectivity and contact among users to exchange information and are highly dependent on social relationships in online environments. Close and frequent interaction among them creates common goals and enables the reciprocal exchange of information (Lefebvre et al., 2016).

Structural social capital plays a significant role in facilitating collaboration and information sharing in SNSs, which allows users to share information, participate in community activities, and form relationships with others (Ghahtarani et al., 2019). As part of information-seeking and information-sharing behaviors, users exchange their resources and create reciprocal relationships through frequent social interaction. This plays a crucial role in the shaping of a set of common goals and values in virtual communities. Individuals' social interaction influences information exchange in a virtual community (Huang et al., 2013). The exchange of information is a type of social interaction that enhances the relationships between social capital and information seeking (Bento et al., 2020; Docherty, 2020)/information sharing (Engelmann et al., 2019; Y. Li, Ye, & Sheu, 2014). Thus, we proposed the following hypothesis:

H6:   *Structural social capital has significant and positive effects on (a) information seeking and (b) information sharing.*

The Relationship Between Cognitive Social Capital and Information Seeking/Sharing

Social capital provides a framework to explain information-seeking and information-sharing mechanisms through the dimensions of structures, contents, and relations (Docherty, 2020; Savolainen, 2019). Some degree of mutual understanding regarding shared language and vision among members affects their engagement in a community (Engelmann et al., 2019; Lu & Yang, 2011). Furthermore, it provides collaboration and information exchanges among SNS members through their shared values or visions for interpersonal relationships (Ghahtarani et al., 2019; Jackson et al., 2020). Individuals understand others and build common jargon through similar goals and the use of a shared vocabulary in their domains. Therefore, the use of a shared language motivates participants to become more proactive in information seeking and sharing, which subsequently enhances the quality and quantity of the information exchange. Shared values encourage members to get together, make cooperative actions possible, and eventually benefit communities (Cohen & Prusak, 2001).

Users who have a common vision become partners to exchange information, which plays an important role in social media communities (Y. Li et al., 2014; Russmann & Hess, 2020). Social network users browse the Internet to seek information (Bento et al., 2020; Son et al., 2016) and to share information (Engelmann et al., 2019; Y. Li et al., 2014), both of which are influenced by social capital (Ghahtarani et al., 2019). It facilitates the establishment of common goals and appropriate ways of communicating within

a social system on social media (Lu & Yang, 2011). The presence of a shared language and vision for information exchange enhances Facebook users' communications given that cognitive social capital emphasizes the availability of common beliefs, experiences, and information. Thus, we proposed the following hypothesis:

H7:   *Cognitive social capital has significant and positive effects on (a) information seeking and (b) information sharing.*

The Relationship Between Relational Social Capital and Information Seeking/Sharing

The normative conditions of expectation, identification, obligation, and trust are reasons for exchanging information among social media members. Relational social capital influences the willingness of users to share information with others and to reduce their communication barriers (Ghahtarani et al., 2019). It is an essential mechanism for reciprocal exchange (Fukuyama, 1995). Thus, relational social capital has an effect on information seeking and sharing (Bento et al., 2020) as a benefit for individuals to engage in social exchange (Engelmann et al., 2019; Russmann & Hess, 2020). They participate in SNS communities to keep abreast of the most up-to-date ideas and innovations. The success of a virtual community depends on available information and knowledge that is helpful, useful, and timely (Son et al., 2016; Wasko & Faraj, 2000).

In the SNS context, relational social capital motivates members searching for information to gain insights of knowledge in virtual communities (Huang et al., 2013). People gather information for community interest, moral obligation, and self-interest when they interact with families, friends, and others for information exchange. Social media interaction fosters the exchange of information and prosperous interaction among users (Jackson et al., 2020). Information sharing refers to behavior including downloading, following, and liking information, news, and problem solving within the social interaction of a computer-mediated community. Relational social capital influences information-sharing behavior (Ghahtarani et al., 2019; Y. Li et al., 2014). Thus, we proposed the following hypothesis:

H8:   *Relational social capital has significant and positive effects on (a) information seeking and (b) information sharing.*

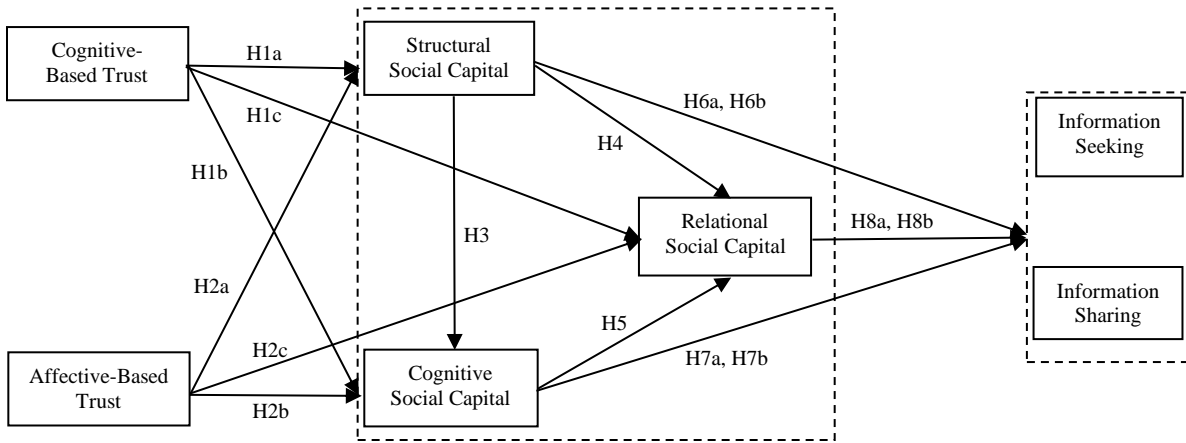The proposed relationships and hypotheses are illustrated in Figure 1.

Figure 1. Proposed research model.

Method

Questionnaire Design, Pretest, and Pilot Study

We adopted the high reliability and validity of the scales for all multi-items of the constructs from prior studies. We used the technique of back-translation and invited a professional translator to translate the English questionnaire into the Indonesian language to make sure that the meaning of the measurement items remained the same for each construct. We then tried a pretest and these wordings were revised during the face-to-face interaction to ensure that they were fully embedded within the Indonesian context. Subsequently, we conducted a pilot test of the measurement items and constructs to examine the reliability analysis, convergent validity, and discriminant validity with the suggested criteria before conducting the formal survey.

Sample and Data Collection

This study invited Indonesian Facebook users to fill out the online survey by offering a random prize draw of 50,000 Indonesia rupiahs from a convenience store as an incentive to increase their response rate. This online survey was conducted through Google Forms from February 1 to March 31, 2020. There were 665 valid responses from a total of 697 collected samples, indicating a completion rate of 95.41%. Table 1 shows the respondent demographics.

Table 1. Respondent Demographics (N = 665).

Demographics	n	Percentage (%)	Accumulated Percentage (%)
Gender			
Male	315	47.4	47.4
Female	350	52.6	100.0
Age (years)			
<26	480	72.2	72.2
26–40	129	19.4	91.6
41–55	56	8.4	100.0
Education			
Bachelor's degree	428	64.4	64.4
Master's and PhD degrees	237	35.6	100.0
Time using Facebook (years)			
<5	157	23.6	23.6
6–10	367	55.2	78.8
>10 years	141	21.2	100.0

Measures

The items used to measure each of the constructs are presented in the Appendix. A 7-point Likert scale was used for all scale items. Cognitive-based trust refers to calculative and rational characteristics such as competence, reliability, and responsibility of trustees. Affective-based trust refers to the emotional elements and social skills of the trustees. Both constructs were adapted from Yeh and Choi (2011). Structural social capital refers to communication, social interaction, and relationships among Facebook users. Cognitive social capital refers to the extent to which resources provide a common understanding among users. Relational social capital refers to property embedded in interpersonal relationships, such as reciprocity and respect. These constructs were adapted from Lu and Yang (2011). Information seeking refers to browsing product information in a Facebook context and includes individual searching as well as interactive searching adapted from Basak and Calisir (2015) and Yi and Gong (2013). Information sharing refers to the Facebook users who visually share both form and content on Facebook. Measurement of information sharing was adapted from Choo and colleagues (2008) and Yi and Gong (2013).

Common Method Variance

We asked respondents to complete the questionnaire anonymously, and randomly arranged measurement items and hid the label of constructs to reduce respondents' concerns when completing the questionnaire (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). As for postdetection, we applied Harman's single-factor test proposed by Eichhorn (2014), and the common latent factor to conduct postdetection is the inherent weakness of the Harman's single-factor test to detect the common method variance. The explained variance of the first factor was 20.87%. In addition, the factor loading of common latent factor was .65, which indicated 42.65% of common method variance. The exploratory factor analysis result showed no significant problem of common method variance in the data.

Results

        Structural equation modeling was used to test the proposed model and the research hypotheses. We used the two-stage approach suggested by Anderson and Gerbing (1988), namely confirmatory factor analysis, to test reliabilities and validities of the research constructs. Then, we used the structural model to test the strength and direction of the proposed relationships among research constructs.

Measurement Model

        We conducted the measurement model by adopting the AMOS software with maximum likelihood estimation. Table 2 shows that the confirmatory factor analysis model reproduced the covariance matrix of the observed variables with an adequate fit (Anderson & Gerbing, 1988; Gefen, Straub, & Boudreau, 2000): χ^2/df = 4.676, goodness-of-fit index (GFI) = 0.801, nonnormed fit index (NFI) = 0.863, comparative fit index (CFI) = 0.889, incremental fit index (IFI) = 0.889, and root mean square error of approximation (RMSEA) = 0.074.

Table 2. Analysis of Measurement Model.

Construct	Maximum likelihood estimation		Squared multiple correlation	Composite reliability	Average variance extracted	Cronbach's α
	Factor loading	Measurement error				
CBT				0.915	0.641	0.914
CBT1	0.766	0.413	0.587			
CBT2	0.820	0.328	0.672			
CBT3	0.815	0.336	0.664			
CBT4	0.779	0.393	0.607			
CBT5	0.820	0.328	0.672			
CBT6	0.803	0.355	0.645			
ABT				0.914	0.638	0.912
ABT1	0.848	0.281	0.719			
ABT2	0.789	0.377	0.623			
ABT3	0.817	0.333	0.667			
ABT4	0.802	0.357	0.643			
ABT5	0.751	0.436	0.564			
ABT6	0.783	0.387	0.613			
SSC				0.905	0.706	0.905
SSC1	0.798	0.363	0.637			
SSC2	0.835	0.303	0.697			
SSC3	0.882	0.222	0.778			

SSC4	0.843	0.289	0.711			

CSC				0.907	0.618	0.906
CSC1	0.743	0.448	0.552			
CSC2	0.807	0.349	0.651			
CSC3	0.800	0.360	0.640			
CSC4	0.790	0.376	0.624			
CSC5	0.770	0.407	0.593			
CSC6	0.805	0.352	0.648			
RSC				0.836	0.630	0.834
RSC1	0.779	0.393	0.607			
RSC2	0.832	0.308	0.692			
RSC3	0.768	0.410	0.590			
ISE				0.925	0.638	0.925
ISE1	0.745	0.445	0.555			
ISE2	0.809	0.346	0.654			
ISE3	0.775	0.399	0.601			
ISE4	0.826	0.318	0.682			
ISE5	0.818	0.331	0.669			
ISE6	0.817	0.333	0.667			
ISE7	0.800	0.360	0.640			
ISH				0.946	0.713	0.945
ISH1	0.847	0.283	0.717			
ISH2	0.855	0.269	0.731			
ISH3	0.848	0.281	0.719			
ISH4	0.820	0.328	0.672			
ISH5	0.870	0.243	0.757			
ISH6	0.848	0.281	0.719			
ISH7	0.821	0.326	0.674			

Note. CBT = cognitive-based trust; ABT = affective-based trust; SSC = structural social capital; CSC = cognitive social capital; RSC = relational social capital; ISE = information seeking; ISH = information sharing. Fit statistics ($N = 665$): $\chi^2/df = 4.676$, goodness-of-fit index = 0.801, nonnormed fit index = 0.863, comparative fit index = 0.889, incremental fit index = 0.889, root mean square error of approximation = 0.074.

Table 3. Correlation Matrix for Measurement Scales.

Construct	Mean	*SD*	CBT	ABT	SSC	CSC	RSC	ISE	ISH
CBT	4.96	1.02	0.800						

ABT	5.21	1.05	0.669**	0.799			
SSC	5.43	1.04	0.516**	0.635**	0.840		
CSC	5.20	1.06	0.615**	0.723**	0.624**	0.786	
RSC	5.29	1.16	0.623**	0.673**	0.593**	0.668**	0.793
ISE	5.18	1.07	0.662**	0.758**	0.690**	0.818**	0.676**	0.799
ISH	5.07	1.16	0.545**	0.653**	0.729**	0.717**	0.633**	0.647**	0.844

Note. CBT = cognitive-based trust; ABT = affective-based trust; SSC = structural social capital; CSC = cognitive social capital; RSC = relational social capital; ISE = information seeking; ISH = information sharing. Diagonal elements are the square roots of the average variance extracted for each construct. Pearson correlations are shown below the diagonal. $*p < 0.05$, $**p < 0.01$, $***p < 0.001$.
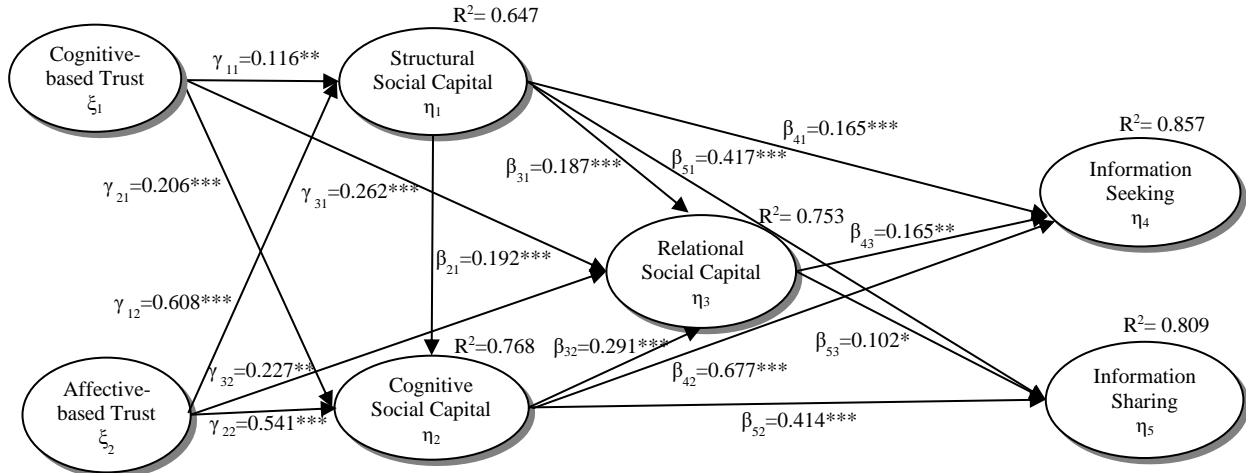
Structural Model

The model fit of data was adequate: χ^2 = 2559.35, df = 661, χ^2/df = 3.872, GFI = 0.837, NFI = 0.890, CFI = 0.916, IFI = 0.916, and RMSEA= 0.066. The results supported all research hypotheses, as shown in Table 4.

Table 4. Proposed Model Results.

Symbol	Path			Coefficient	Hypothesis	Test results
γ_{11}	CBT	→	SSC	0.116**	H1a	Supported
γ_{21}	CBT	→	CSC	0.206***	H1b	Supported
γ_{31}	CBT	→	RSC	0.262***	H1c	Supported
γ_{12}	ABT	→	SSC	0.608***	H2a	Supported
γ_{22}	ABT	→	CSC	0.541***	H2b	Supported
γ_{32}	ABT	→	RSC	0.227**	H2c	Supported
β_{21}	SSC	→	CSC	0.192***	H3	Supported
β_{31}	SSC	→	RSC	0.187***	H4	Supported
β_{32}	CSC	→	RSC	0.291***	H5	Supported
β_{41}	SSC	→	ISE	0.165***	H6a	Supported
β_{51}	SSC	→	ISH	0.417***	H6b	Supported
β_{42}	CSC	→	ISE	0.677***	H7a	Supported
β_{52}	CSC	→	ISH	0.414***	H7b	Supported
β_{43}	RSC	→	ISE	0.165**	H8a	Supported
β_{53}	RSC	→	ISH	0.102*	H8b	Supported

Note. CBT = cognitive-based trust; ABT = affective-based trust; SSC = structural social capital; CSC = cognitive social capital; RSC = relational social capital; ISE = information seeking; ISH = information sharing. Model fit: χ^2 = 2559.35, df = 661, χ^2/df = 3.872, goodness-of-fit index = 0.837, nonnormed fit index = 0.890, comparative fit index = 0.916, incremental fit index = 0.916, root mean square error of approximation = 0.066. $*p < 0.05$, $**p < 0.01$, $***p < 0.001$.

This study empirically validated that trust (cognitive-/affective-based trust) has a significant and positive effect on social capital (cognitive, relational, and structural) and then a significant and positive effect on information seeking and sharing. Figure 2 shows the structural model of this research.

Notes. Model fit: χ^2 = 2559.35, df =661, χ^2/df = 3.872, GFI = 0.837, NFI = 0.890, CFI = 0.916, IFI = 0.916, and RMSEA= 0.066
p < 0.05, **p* < 0.01, ***p* < 0.001.

Figure 2. Structural model.

Mediating Effect

We tested a range of mediating effects for the bootstrapping method with 5,000 simulations. Bootstrapping is a nonparametric statistical procedure in which the data set is repeatedly sampled and indirect effects are calculated using such a nonparametric statistical procedure (Hayes, 2018). Table 5 shows that all ranges of both the percentile method confidence intervals and bias-corrected confidence intervals excluded zero, indicating that all mediating effects were significant. The regression results indicate that all mediating effects were partial mediators.

Table 5. Mediation Effects.

	IV → DV (c)	IV → M (a)	IV + M → DV	Bootstrapping 95% CI

Independent variable (IV)	Mediator (M)	Dependent variable (DV)			IV (c')	M (b)	Percentile method	Bias-corrected
CBT	SSC	CSC	0.528***	0.414***	0.422**	0.638***	[0.036, 0.144]	[0.037, 0.146]
	SE		0.034	0.033	0.032	0.032		
CBT	SSC	RSC	0.528***	0.490***	0.409**	0.705***	[0.334, 0.611]	[0.341, 0.623]
	SE		0.034	0.037	0.036	0.034		
CBT	CSC	RSC	0.637***	0.387***	0.501**	0.705***	[0.334, 0.611]	[0.341, 0.623]
	SE		0.032	0.039	0.038	0.034		
ABT	SSC	CSC	0.633***	0.553***	0.279**	0.729***	[0.487, 0.676]	[0.618, 0.782]
	SE		0.030	0.033	0.033	0.027		
ABT	SSC	RSC	0.633***	0.547***	0.307**	0.740***	[0.473, 0.641]	[0.496, 0.673]
	SE		0.030	0.039	0.039	0.032		
ABT	CSC	RSC	0.729***	0.437***	0.416**	0.741***	[0.379, 0.641]	[0.397, 0.673]
	SE		0.027	0.043	0.043	0.032		
SSC	CSC	ISE	0.631***	0.301***	0.645**	0.708***	[0.281, 0.660]	[0.293, 0.690]
	SE		0.031	0.027	0.027	0.029		
SSC	CSC	ISH	0.631***	0.513***	0.472**	0.812***	[0.442, 0.698]	[0.462, 0.729]
	SE		0.031	0.033	0.033	0.030		
SSC	RSC	ISE	0.655***	0.458***	0.382**	0.708***	[0.427, 0.660]	[0.446, 0.690]
	SE		0.035	0.032	0.030	0.029		
SSC	RSC	ISH	0.655***	0.608***	0.311**	0.812***	[0.522, 0.698]	[0.545, 0.729]
	SE		0.035	0.034	0.031	0.029		
CSC	RSC	ISE	0.730***	0.673***	0.216**	0.831***	[0.628, 0.775]	[0.663, 0.819]
	SE		0.031	0.029	0.027	0.022		
CSC	RSC	ISH	0.730***	0.584***	0.280**	0.789***	[0.502, 0.678]	[0.530, 0.717]
	SE		0.031	0.038	0.035	0.030		

Note. CBT = cognitive-based trust; ABT = affective-based trust; SSC = structural social capital; CSC = cognitive social capital; RSC = relational social capital; ISE = information seeking; ISH = information sharing. SE = Standard Error.
*p < 0.05, **p < 0.01, ***p < 0.001.

Discussion

Key Findings

The results of this study confirm that cognitive-/affective-based trust significantly and positively influences social capital (e.g., structural, cognitive, and relational), which has a significant and positive effect on information seeking and sharing. These are innovative findings that, to our knowledge, have not been revealed by prior studies. This study also confirms that structural social capital has significant and positive effects on both cognitive and relational social capital (Docherty, 2020; Kent et al., 2019). Both structural social capital and cognitive social capital are mediators between trust (e.g., cognitive-/affective-based trust) and relational social capital as well as information seeking/sharing in the social

media context (e.g., Facebook). Specifically, the findings show that Indonesian Facebook users' trust is high when they have higher levels of communication and interaction as well as shared language, reciprocity, respect, and vision over their activities. It also corroborates that Facebook provides an effective two-way communication platform.

Moreover, the findings confirm the research hypotheses that U&G theory can explain the motives of Facebook users toward fulfilling their needs for information seeking and sharing (Ferris & Hollenbaugh, 2018; Hossain, 2019). Both cognitive-based trust and affective-based trust are antecedents of social capital (Fu, 2004; Newman et al., 2014; Yeh & Choi, 2011), which subsequently influences information seeking (Basak & Calisir, 2015; Son et al., 2016) and information sharing (Choo et al., 2008; Engelmann et al., 2019).

The obtained results based on U&G theory suggest that Facebook users, specifically Indonesian young people, exchange information through their social interactions to meet their social needs. This study strengthens the work of Hossain (2019) and Savolainen (2019). Furthermore, these results indicate that trust influences SNS users' social capital based on their social needs. These factors contribute to the formation and maintenance of virtual communities' relationships through trust, shared interests, language, vision, reciprocity, sense of community, and sociability, all of which subsequently influence information seeking and sharing. The social motivation of SNSs can be used as a predictor of general use of Facebook as a medium to seek and share information. This study investigated social media usage using U&G theory in the SNS context (e.g., Facebook). The results indicate that the primary motivators of U&G theory in this context are the seeking and sharing of information. Information seekers and sharers specifically engage in virtual communities to communicate and interact with others. Consequently, this behavior paves the way for the ultimate success of virtual communities in the maintenance of close relationships among SNS users.

Academic Implications

The findings contribute to the literature on Facebook subscribers, U&G theory, and social connection. First, this study proposed and tested a model that illustrates the formation of information seeking and sharing for Indonesian Facebook users. It provides an appropriate theoretical background. The study of information exchange on social media is a trendy issue (Bento et al., 2020; Engelmann et al., 2019). Past studies have seldom established a model that simultaneously explains the antecedents of Facebook users' information-seeking and information-sharing behaviors. On the other hand, this study extends U&G theory to explain Facebook users' behaviors of communication and interaction and provides theoretical contributions to the literature on the virtual community in two ways. First, the findings of this research demonstrate the effects of cognitive-based trust and affective-based trust on three dimensions of social capital, which subsequently influence information seeking and sharing on Facebook. Second, this research demonstrates that U&G theory can explain the mediating effects of structural, cognitive, and relational social capital to information seeking and sharing for SNS users' social media usages. It provides a theoretical ground for future research.

Practical Implications

Facebook is an effective platform by which users can exchange information and express their opinions to develop social interaction through trust and social capital. Facebook must be aware of and endeavor to identify objective and rational characteristics that encourage users to discuss topics regarding trust and social capital, and to exchange information, as well as address members' concerns for their welfare to improve their affective- and cognitive-based trust. In addition, Facebook should invite everyone to participate in the interaction activities and include a great deal of control for and among users and timely responses to their questions, as well as users' interaction content and processes to foster long-term relationships, create value propositions, and use innovative online platforms to maintain communication and interaction. This will provide cognitive- and affective-based trust among users as well as enhance members' connections.

Our research provides practical implications for virtual community management. Furthermore, SNSs replace the role of conventional media such as TV and newspapers and provide appropriate platforms for users to seek and share information. SNS managers and practitioners should focus on the major dimensions of U&G theory to maximize their users' interactions on social media. They should investigate what prompts users to create interesting posts or to discuss social issues so that reliable information is provided to users. In addition, Facebook managers should pay particular attention to their reference groups, especially the active virtual communities' members, to broaden their users' bases.

Limitations and Future Research

There are some limitations in this research. First, this study examined only Indonesian Facebook users' behaviors. A longitudinal study could help researchers observe Facebook users' interactions under dynamic conditions to elaborate the content and impact of users' interaction based on social context and economic perspective. Second, we only considered the social capital factors on information exchange. Third, this study looked at the relationships between cognitive-/affective-based trust and three dimensions of social capital from a beneficial perspective on Facebook. Last, the majority of participants were Indonesian young people with bachelor's degrees, so they cannot be considered representative of Indonesian Facebook users as a whole. Future research should also investigate internal factors (e.g., institution authority, economic cost, and information security), external factors (e.g., operation ability, interorganization relationship, and organizational comparability), and individual factors (e.g., age, education, and income) from an information-seeking and information-sharing perspective.

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Appendix
Scale Items

Cognitive-based trust (Yeh & Choi, 2011)
1. Facebook users have relevant skills when discussing particular topics.
2. Facebook users have relevant knowledge when discussing particular topics.
3. Facebook users provide professional knowledge when discussing major topics.
4. Facebook users have the expertise to advance the community discussions.
5. Facebook users provide feedback after discussions.
6. Facebook users possess the capability to accomplish tasks (e.g., suggestions).

Affective-based trust (Yeh & Choi, 2011)
1. Facebook users increase the interaction among users.
2. Facebook users do not intentionally interfere in discussions with malevolence.
3. Facebook users promote understanding among users.
4. Facebook users help other members within their capabilities.
5. Facebook users treat other members fairly (honestly).
6. Facebook users do not behave in a consistent manner (reversed scored)

Structural social capital (Lu & Yang, 2011)
1. Facebook users and I maintain close social relationships.
2. Facebook users and I spend a lot of time interacting with each other.
3. Facebook users and I have frequent communication with each other.
4. Facebook users know me at a personal level.

Cognitive social capital (Lu & Yang, 2011)
1. When interacting, Facebook users and I use common terms or jargon.
2. During the discussion, Facebook users and I use mutually understandable communication patterns.
3. When communicating, Facebook users and I use mutually understandable narrative forms.
4. Facebook users care about the same issues.
5. Facebook users have common goals toward the social media.
6. Facebook users understand each other

Relational social capital (Lu & Yang, 2011)

1. The relationship among Facebook users and me is characterized by mutual respect.

2. The relationship among Facebook users and me is characterized by high reciprocity.

3. The relationship among Facebook users and me is characterized by personal friendship.

Information seeking (Basak & Calisir, 2015; Yi & Gong, 2013)

1. I use Facebook because it gives quick and easy access to large amounts of information.

2. I use Facebook because I learn a lot from using it.

3. I use Facebook to find out useful knowledge and new information.

4. I use Facebook to obtain useful knowledge and new information.

5. I use Facebook so I can learn about things happening in the world.

6. I use Facebook because it makes acquiring information inexpensive.

7. Facebook makes it easy for me to retrieve information and knowledge when I need to.

Information sharing (Choo et al., 2008; Yi & Gong, 2013)

1. I clearly explain the information I need on Facebook.

2. I give Facebook users proper information.

3. I provide necessary information so that Facebook users can perform their duty.

4. I answer related questions for Facebook users.

5. I expect to share information contributed by other Facebook users.

6. I intend to share information on Facebook in the future.

7. I plan to share information on Facebook regularly.