



Social Media Self-Efficacy

A factor reducing intention to share hoax
Kunto Adi Wibowo

Why social media and hoax

- Massive social media users in Indonesia as a fertile ground for the spread of hoax, particularly in the 2019 election's cycles.
- Social media made us vulnerable psychologically of our peer and network system based on higher level of trust than faceless media institutions (Sundar, 2016).
- The design of media literacy based on the 90's television culture producing a low trust on media institutions (boyd, 2017).
- What are factors:
 - increasing people ability to identify hoax
 - reducing people intention to share hoax

Social media self-efficacy

- Self efficacy: a person's judgment of his or her ability to execute a behavior (Bandura, 1977; Bandura 1997)
- Social media self-efficacy is “a person's beliefs about his or her capabilities to perform desired functions specifically in the social media environment” (Hocevar, Flanagin, & Metzger, 2014, p.
- Social media functions as content consumption and content production.

Social media self-efficacy and misinformation

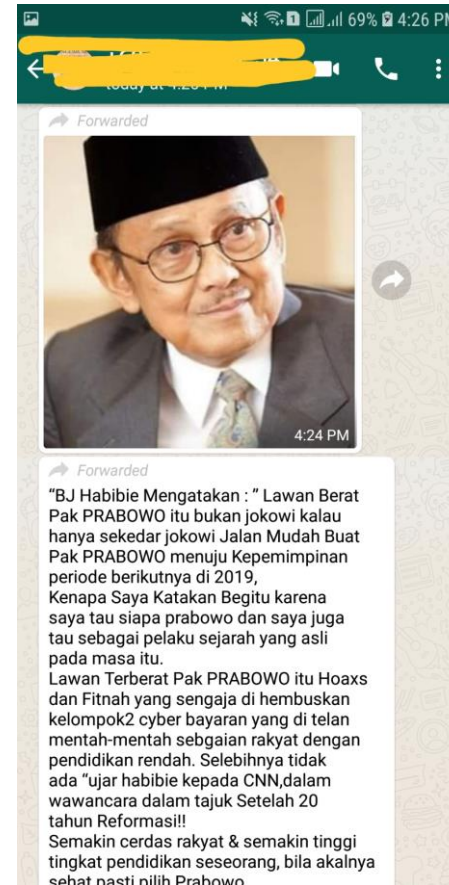
- Content consumption self-efficacy enables individual to identify hoax on social media.
 - Higher social media self-efficacy, the greater ability to identify hoax
- Content production self-efficacy enables people to create their own content to share on social media.
 - Higher social media self-efficacy, the lower intention to share hoax

Measures

- Social media efficacy (modified from Hocevar, Flanagin, & Metzger, 2014) ($\alpha = .83$, $M = 2.43$, $SD = 1.39$)
 - Saya mampu menggunakan fitur-fitur di media sosial
 - Saya mampu menemukan informasi yang saya butuhkan di media sosial
 - Memproduksi konten (tulisan, foto, video) untuk diunggah ke sosial media adalah hal yang mudah bagi saya
 - Orang seperti saya tidak punya apapun yang menarik untuk diunggah ke media sosial
 - Media sosial bukanlah tempat mencari informasi penting bagi saya
 - Menurut saya, aktivitas media sosial hanyalah buang-buang waktu

Methods

- A face-to-face survey in the West Java province from October 3rd until October 10th, 2018 (n=488 weighted into 471; $MoE = \pm 4.52\%$, 95% CI)
- Coincided with Ratna Sarumpaet's scandal



Dependent Variables

- Id hoax (Spearman-Brown = .709, M = .366, SD = .271)
 - Menurut anda, apakah berita/informasi tersebut hoax atau berita benar? (benar, hoax, tidak tahu)
- Intention to share hoax (α = .78, M = 1.68, SD = .650)
 - Dari skala 1 - 4 (1=pasti tidak akan menyebarkan, 4=pasti akan menyebarkan), apakah anda akan membagikan berita tersebut melalui media sosial (Facebook, Twitter, Instagram, dsb.)?
 - Dari skala 1 - 4 (1=pasti tidak akan menyebarkan, 4=pasti akan menyebarkan), apakah anda akan membagikan berita tersebut melalui aplikasi pesan online (WhatsApp, Line, Telegram, dsb.)?

Semua Platform (n=290)

Variables	Id hoax	Share hoax
Intercept	.283 (.195)	2.074 (.422)***
Kemampuan identifikasi hoaks		.204 (.131)
Pendukung Jokowi 2019	.081 (.044)	.109 (.095)
Pendukung Prabowo 2019	.089 (.046)	.010 (.099)
Usia	.000 (.001)	.004 (.003)
Jenis kelamin	-.013 (.029)	.032 (.062)
Pendidikan	.009 (.019)	-.064 (.040)
Pengeluaran internet	.015 (.007)*	.036 (.015)*
SES	.026 (.010)**	-.033 (.021)
Literasi media	.031 (.267)	.596 (.575)
Efikasi diri media sosial	-.014 (.014)	-.097 (.031)**
Kepercayaan agama	-.041 (.020)*	-.128 (.043)**
Opinion leader	.004 (.012)	.062 (.026)*
Kepercayaan konspirasi	.000 (.013)	.079 (.027)**
Frekuensi berita online	.076 (.015)***	.055 (.035)
Frekuensi sharing di medsos	-.060 (.015)***	.049 (.034)
Cognitive reflection	-.302 (.130)*	-.274 (.283)
Urban	-.121 (.031)***	-.010 (.068)
R ²	.294 (.232)***	.269 (.498)***

Faktor id & share hoax (all platform)

Variabel	Id hoax	Share Hoax
Pengeluaran Internet	↑	↑
SES	↑	
Urban	↓	
Efikasi diri media sosial		↓
Kepercayaan agama	↓	↓
Opinion leader		↑
Kepercayaan konspirasi		↑
Refleksi kognitif	↓	
Frekuensi baca berita online	↑	
Frekuensi sharing di medsos	↓	

Social Media Self-Efficacy

- Identify hoax
 - Did not predict individual's ability to identify hoax.
 - Those who have high social media self-efficacy perceive information on social media more trustworthy therefore increasing people reliance on information they find on social media (Hocevar et al., 2014).

Social Media Self-Efficacy

- Intention share hoax
 - Higher social media self-efficacy produces lower intention to share hoax.
 - People who believe their capabilities to produce social media content are less likely to share information from others.
 - Because they capable to produce content and post their own opinion without depending on contents in social media, that probably hoax.

Social Media Literacy

- Skills to produce content is more important in social media environment than skills to read behind the texts.
- Be an expert in a field and produce contents to be shared with the world!



Thank You

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