

TWITTER USAGE IN ORGANIZATIONAL CONTEXT

Ook Lee, Department of Information System, Hanyang University, Seoul, Korea

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ABSTRACT

This study investigated whether cultural tradition can influence employee behavior in choosing an electronic medium including a Social Network Service (SNS), for intra-organizational communication. A survey questionnaire was conducted in a chosen South Korean company and 100 employees participated in this study. The results showed that most SNS users still hesitate to communicate with their boss within the SNS space because they feel the urge to add words of respect to their communications, which are limited in length. This indication supported the hypothesis that cultural tradition plays an important role in cyberspace communication, thus showing that cultural tradition does affect behavior in choosing SNSs for organizational communication.

Keywords: