Explaining social media engagement on partaking collective intelligence

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Abstract

It is remarkable how some social media users are contributing to collective intelligence, that is, the synergistic and cumulative shared knowledge now available over the internet. However, little is known about the reasons behind this behaviour. This paper explores the impact of online user`s perceived value of partaking on collective intelligence on user`s social media engagement. In this context, engagement refers to the state of being involved, occupied, retained, and intrinsically interested in contributing to collective intelligence through social media. Data gathered from a sample of 229 participants will underline the influence of user's perceived value of enhancing interpersonal relationships and improving personal reputation. Managerial implications are also provided.

Keywords: *Social media; collective intelligence; engagement*

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