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Motivation recipes for brand-related social media use:
A Boolean—fsQCA approach

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Abstract

Social media websites such as Facebook, Twitter and Instagram provide various means for users to interact with others, by creating, sharing and commenting on content about anything, including brands and products. Such online brand-related activities may significantly influence a firm's operations. To effectively manage these influences, marketers should understand consumer's motivations to engage in brand-related social media use. This paper is one of the very few efforts to come to such an understanding. In this direction, a set-theoretic comparative approach is implemented—namely, fuzzy-set qualitative comparative analysis—as a means to capitalize on the merits of both qualitative and quantitative techniques, and provide a more nuanced coverage of how motives and their combinations affect social media use. The results of the proposed approach are compared with the results derived from the implementation of a mainstream quantitative analytical technique (i.e., multiple regression analysis), as well as the results of the qualitative study of Muntinga et al. (2011)—the only study so far examining different types of brand-related social media use and their motivations. By examining motivations for the full spectrum of social media use types (i.e., consuming, contributing and creating), the paper provides marketers and brand managers with valuable insights into online consumer behaviour in a social media-dominated era.

Keywords: social media use; motivation; content consumption; content contribution; content creation; fuzzy-set qualitative comparative analysis

1. Introduction

The advent of high-speed internet access has led to the rise of social networking sites like Facebook, Instagram, and Twitter. These platforms provide opportunities for internet users to create and share content about anything, including brands and products. For example, commenting on Microsoft's product reviews on Twitter or uploading pictures of the favourite basketball team to Facebook are examples of different brand-related social media uses (or else, brand-related activities). Such interactions between social media users may have a much stronger impact on consumer behaviour than traditional forms of advertising (Villanueva et al., 2008); an issue that yields important implications for marketing managers.

Although the effects of different brand-related social media uses on consumer perceptions and behaviour have been examined to a satisfactory extent (e.g., Lee & Youn, 2009), limited attention has been given to the antecedents of brand-related social media uses – in particular online consumers' motivations for engaging with brand-related content on social media (Rodgers et al., 2007).

In the context of traditional media, motivations have been shown to influence attitudes towards brands and advertisements, and purchase behaviour (Ko et al., 2005). To date, however, people's motivations to engage in different types of brand-related social media use have been scarcely investigated (Burmann, 2010). To the best of our knowledge, only one study so far has examined different types of brand-related social media use and their motivations (i.e., Muntinga et al., 2011). Indeed, Muntinga et al. (2011) provide the first comprehensive understanding of consumers' motivations for

brand-related use of social media. In that article, the authors analyse a set of qualitative interviews, based on instant messaging, and classify motivations behind certain types of brand-related social media use.

The present study focuses on this neglected area of research and builds on the study of Muntinga et al. (2011), by examining the full spectrum of motivations and brand-related social media uses that Muntinga et al. (2011) identify through their qualitative interviews. More specifically, the present study expands on the existing research in three important ways: First, from a theoretical perspective, the study provides new additional insights into the qualitative findings of Muntinga et al. (2011) by showing that alternative routes and combinations of motives may lead to certain types of brand-related social media uses, in addition to those Muntinga et al. (2011) present. This brings us to the second contribution of our study. From a methodological perspective, this study demonstrates the value of fuzzy-set qualitative comparative analysis (fsQCA) as a bridge between qualitative and quantitative approaches, and identifies alternative complex conditions that give rise to different types of brand-related social media uses. Third, these complex interrelationships are examined within the sports industry context, in an attempt to identify the motivations of British Basketball League (BBL) followers to engage in brand-related activities on BBL's social media websites. Contrary to existing literature within the sports industry context, which focuses on one type of social media use–i.e., content consumption (e.g., Seo & Green, 2008), the aim of this study is to estimate the complex causal recipes that lead to all three types of social media uses (i.e., content consumption, content contribution, and content creation).

The value of this study lies in the effort to describe combinatorial complexities assuming asymmetrical/non-linear relationships between various motivations and social media use types. FsQCA achieves this by developing an original "synthetic strategy" as a middle way between the case-oriented (or qualitative), and the variable-oriented (or quantitative) approaches. To demonstrate the unique benefits of the proposed approach, our results are compared with results derived from the application of a mainstream quantitative analytical tool (i.e., multiple regression analysis), as well as the results of the qualitative study of Muntinga et al. (2011). FsQCA results show that the proposed methodological approach offers much in terms of understanding causal relationships, by virtue of providing information that is unique in comparison with the information that conventional quantitative and qualitative methods provide.

2. Theoretical background

2.1. Typologies of social media use

Mathwick (2002) describes four types of internet users: lurkers, socializers, transactional community members, and personal connectors. Li and Bernoff (2008) elaborated on this typology and found that there are six types of users within the particular context of social media: inactives, spectators, joiners, collectors, critics, and creators. While a main limitation of user typologies is the fact that in many cases people take on more than one role, this literature was influential in the development of social media use typologies. In this direction, Shao (2009) elaborated on the Uses and Gratifications (U&G) theory to create a typology of social media use that ranged from most active to least active. Muntinga et al. (2011) investigated further this typology

within the context of online brand-related activities and suggested three basic usage types: content consumption, content contribution, and content creation. Those three social media use types represent different levels of activeness, and hence can be seen as a continuum from high to low brand-related activity.

Consumption of brand-related content represents the least active level of brand-related activity and represents situations where the user participates in social media without contributing or creating content (Muntinga et al., 2011). Examples of this include reading brand updates, watching brand-related videos or brand-related pictures, reading comments on brand profiles on social media sites etc. Brand-related content contribution falls between content consumption and content creation in the activeness continuum. This type of social media use brings in the two-way or multi-way aspects of social media, as it describes both brand-related user-to-content and user-to-user interactions (Muntinga et al., 2011). Examples of content contribution include engaging in branded-related conversations on social networking sites, commenting on brand-related social media uploads (e.g., pictures, text, video), or rating products/brands on social media. The highest level of brand-related social media activeness is content creation, which describes situations where users actively produce and publish brand-related content that others consume and contribute to (Muntinga et al., 2011). Examples of content creation include uploading brand-related content (e.g., pictures, videos, audio), writing product reviews or brand-related articles etc. These three types of social media use represent a more complex view of social media usage, which goes beyond content consumption, and accounts for the two-way and multi-way nature of social media, as described by Williams and Chinn (2010).

2.2. Motivations behind brand-related social media use

Potential motivations behind the use of social media can be narrowed down by using the generic and seminal categorization of media selection motivations outlined by McQuail et al. (1972). McQuail et al. (1972) argue that there are four main categories of motivation behind media selection: surveillance, personal identity, personal relationships, and diversion. These categories have evolved since then, in the U&G literature, to become information, personal identity, integration & social interaction, and entertainment motivation (Calder et al., 2009).

Gaining "information" as a motive itself has been found to influence internet usage (e.g., Park et al., 2009). The information motivation refers to aspects such as surveillance (i.e., staying up-to-date on one's environment), knowledge (i.e., consuming media to learn more about a product or brand), pre-purchase (i.e., information to facilitate purchase decision making process), and inspiration (i.e., engaging in online activities to get new ideas about brands or products).

Much like information, the desire for entertainment, as a motivation for interacting online, has been examined by McQuail et al. (1972) and later researchers (e.g., Shao, 2009; Park et al., 2009). Entertainment motivation refers to aspects such as enjoyment (i.e., engaging in online activities because it is enjoyable), relaxation (i.e., engaging in online activities because it helps escapism from everyday life), and pastime (i.e., engaging in online activities because there is nothing better to do) (Muntinga et al., 2011).

Personal identity motivation focuses on the self and has been examined as a motivation for online engagement (e.g., Nov, 2007). Muntinga et al. (2011) suggest that personal identity motivation refers to aspects such as self-presentation (i.e., participating in social media to provide others with an image of our personality), self-expression (i.e., participating in social media to show that brands or products are an extension of a person's personality or identity), and self-assurance (i.e., participating in social media to get positive feedback from others).

The fourth and final motivation that comes from McQuail et al.'s (1972) seminal categorization is integration & social interaction. This motivation focuses less on the self and more on outward to media gratifications that come from other people. Muntinga et al. (2011) classify previous literature on the role of integration and social interaction motivation (e.g., Kaye, 2007) and suggest that the particular motivation refers to aspects such as social interaction (i.e., participating in brand-related social media platforms to meet, interact and talk with like-minded others about a brand), social identity (i.e., engaging in brand-related social media platforms to create a demarcation between users of a given brand and users of other brands), and helping (i.e., engaging in brand-related social media platforms to help others and get help from others when it comes to brand-related questions).

This study explores the aforementioned motivations suggested by McQuail et al. (1972) in their generic categorization of media selection motivations, but also draws from the social media literature, to examine two additional relevant motivations, namely remuneration and empowerment. Remuneration is an important motive within the context of social media, as many users expect to gain a future reward for their participation

(Muntinga et al., 2011). The type of reward can vary from job-related benefits (e.g., Nov, 2007) to economic incentives (e.g., Wang & Fesenmaier, 2003). Empowerment is another relevant motivation within the context of social media and refers to situations where individuals use social media to exert their influence or power on other people or companies (Muntinga et al., 2011). This motivation was first uncovered by Wang and Fesenmaier (2003), in their study on online travel communities, and later by Kaye (2007), in his study on political blog readership.

Against this background, the aim of the present study is to investigate how combinations of motives may collectively lead to certain types of brand-related social media use (i.e., content consumption, content contribution and content creation). Contrary to previous research, this study claims that different motivations should not be seen as competing and in isolation with each other, but rather as coexisting that synergistically affect social media use (Figure 1).

Figure 1

3. Method

3.1. Data and sampling

The measures of social media use types, and motivations derived mainly from the work of Muntinga et al. (2011). The three social media use type constructs were operationalized so as to understand how actively a respondent engages in each type of social media use. For example, for the measurement of content contribution, respondents were asked to state their level of agreement with items like *"*I engage in conversations on

BBL social media sites*"* and *"*I comment on posts, pictures, or videos on BBL social media sites*"*. The six motivation constructs were operationalized so as to understand how strongly respondents felt about potential motivations to use BBL's social media websites. For the first four motivation constructs (i.e., information, entertainment, personal identity, and integration & social interaction), items were based on the study of Muntinga et al. (2011), while items for the last two constructs (i.e., empowerment and remuneration), were also based on the motivation literature (Wang & Fesenmaier, 2003; Kaye, 2007).

This study focuses on current BBL supporters. The particular context was chosen since the sports industry in Britain now ranks among the top 15 mainstream activities in the economy including telecommunications, legal services and utilities. Furthermore, relevant studies within the sports industry context have lagged behind those in other settings and mainly focus on one type of social media use–i.e., content consumption (see e.g., Seo & Green, 2008). This study identifies complex causal recipes that lead to all three types of social media use (i.e., content consumption, content contribution, and content creation). A random sample was created from BBL's database, which contained contact details of all individuals subscribed to its e-mail list and social media websites. The database contained in total 35,000 individuals. The identified respondents received an invitation e-mail requesting them to follow a link and participate in the survey. The online survey consisted of an introductory page, an instruction page, five pages of questions, and an ending page. The initial e-mail, together with one reminder e-mail, yielded 297 usable responses. Data collection was done online using Google Forms. The total sample of 297 respondents was 74.4% male and 25.6% female. The largest age groups were 46-55 (24.2%), 26-35 (23.6%), and 36-45 (22.9%), whereas the smallest age

groups were 56 and older (15.5%), 18-25 (9.1%), and under 18 (4.7%). The educational level of the respondents was almost evenly distributed with 31% of respondents' highest education level being college, 23.2% secondary school, 23.2% university undergraduate, and 22.6% university postgraduate. Most respondents were in full-time employment (68%). Retired, part-time employed, and students all made up between 8-10.5%, and unemployed made up 3.4%. The income distribution shows that most respondents (78.5%) earn £40,000 or less.

3.2. FsQCA: Bridging qualitative and quantitative approaches

FsQCA bridges qualitative and quantitative strategies, as it integrates the best features of the case-oriented (qualitative) approach with the best features of the variable-oriented (quantitative) approach (Ragin, 1987). More specifically, fsQCA embodies three strengths of the qualitative approach: First, it is a case-sensitive approach, in that each case is considered as a complex entity that needs to be comprehended (Ragin, 1987; Rihoux, 2003). Second, fsQCA develops a conception of causality that takes complexity into consideration (Ragin, 1987; Rihoux, 2003). FsQCA addresses complexity by multiple conjunctural causation, which implies that (i) it is a combination of conditions that produces a phenomenon—outcome; (ii) several different combinations of conditions (causal paths) may produce the same outcome (a property called equifinality); (iii) depending on the context, a given condition may have a different impact on the outcome (relationships are rarely linear-symmetric) (Rihoux, 2003). Third, by using fsQCA, the researcher does not specify a single causal model that fits the data (as quantitative

researchers do), but instead determine the number and character of the different causal models that exist among comparable cases (Ragin, 1987).

At the same time, fsQCA embodies three qualities of the quantitative approach: First, it allows the analysis of more than a few cases and from those cases to produce generalizations (Ragin, 1987; Rihoux, 2003). Second, it is based on Boolean algebra and requires that each case be reduced to a series of variables (called "conditions" and "outcome") (Ragin, 1987; Rihoux, 2003). Third, Boolean technique allows the identification of causal regularities that are parsimonious (i.e., they can be expressed with the fewest possible conditions within the whole set of conditions).

FsQCA offers to qualitative and quantitative approaches three benefits: (1) asymmetry (i.e., relationships between independent and dependent variables are treated as non-linear/asymmetric), (2) equifinality (i.e., multiple pathways may lead to the same outcome), and (3) causal complexity (i.e., combinations of antecedent conditions lead to the outcome, and hence, the focus is not on net-effects, but on combinatorial-synergistic effects) (Skarmeas et al., 2014).

4. Analysis

4.1. FsQCA implementation

Table 1 presents the complex solutions of causal recipes or pathways (i.e., sufficient conditions), which lead to high membership in the three outcome conditions (i.e., social media use types). Complex solutions, contrary to parsimonious and intermediate solutions, make no simplifying assumptions (Woodside, 2013). All three models

(solutions) are informative. Consistency values are higher than 0.75 and coverage values range between 0.25 and 0.65, as Woodside (2013) suggests.

Table 1

4.1.1. Causal paths to content consumption

The model examining content consumption suggests seven pathways. The first four pathways indicate that a combination of high levels of both information and empowerment motives may under certain conditions lead to high content consumption if a) personal identity motive is high and remuneration motive is low (pathway one: consistency = 0.91; coverage = 0.44), or b) entertainment and personal identity motives are also high (pathway two: consistency = 0.90; coverage = 0.53), or c) entertainment and integration motives are both high (pathway three: consistency = 0.88; coverage = 0.49), or d) personal identity and integration motives are both high (pathway four: consistency = 0.89; coverage = 0.52). Furthermore, the last three pathways indicate that a combination of entertainment, personal identity, and integration motives may under certain conditions also lead to high content consumption if a) empowerment motive is also present (pathway five: consistency = 0.88; coverage = 0.52), or b) information and remuneration motives are both absent (pathway six: consistency = 0.91; coverage = 0.31), or c) information and remuneration motives are both present (pathway seven: consistency = 0.91; coverage = 0.37). The solution as a whole has a high consistency of 0.85 and a very satisfactory coverage of 0.70.

The derived pathways to high social media content consumption suggest that information and remuneration motives can potentially have either a facilitating or a deleterious effect depending on the combination of the antecedent conditions that synergistically occur in the given causal recipe. This finding implies a nonlinear/asymmetric relationship between those two motives and content consumption. On the other hand, all other four motives (i.e., entertainment, personal identity, integration, and empowerment) seem to have a facilitating effect on content consumption as they appear to have high presence in most causal recipes. However, it must be emphasized that fsQCA did not identify any motives that represent necessary conditions for high content consumption.

4.1.2. Causal paths to content contribution

The model examining content contribution suggests four pathways. The first one indicates that if personal identity, integration, and empowerment motives are all high, and remuneration motive is low, content contribution will be also high (consistency = 0.91; coverage = 0.43). The second pathway indicates that a combination of high information, personal identity, integration and empowerment motivations will also result in high content contribution (consistency = 0.91; coverage = 0.51). Also, social media users are expected to exhibit high levels of content contribution, provided that they have high entertainment, personal identity, integration and empowerment motivation (third pathway: consistency = 0.92; coverage = 0.52). Finally, the derived pathways suggest that, under certain conditions, low entertainment and remuneration motivations may also lead to high content contribution, as long as information, personal identity and

empowerment motivations are all high (fourth pathway: consistency = 0.93; coverage = 0.27). The solution as a whole has a high consistency of 0.90 and a very satisfactory coverage of 0.62.

Evidently, the high presence of both empowerment and personal identity motivations are necessary (though not sufficient) conditions for content contribution. At the same time, it seems that integration and information motivations have mostly a facilitating effect on content contribution (as they appear in thee and two out of four recipes, respectively), while remuneration seems to have a deleterious effect on content contribution (as low levels of remuneration appear in two recipes). Finally, entertainment motivation can be either present or absent depending on the combination of additional antecedent conditions that occur in the given causal recipe. Evidently, a non-linear relationship between entertainment motivation and content contribution seems to exist.

4.1.3. Causal paths to content creation

Two pathways lead to high levels of content creation. The first one indicates that low entertainment motivation, with high presence of information, personal identity, integration, and empowerment motivations relate to high membership scores for content creation. This pathway is fairly consistent (consistency = 0.80) and explains a satisfactory amount of cases with high content creation (coverage = 0.32). The second pathway indicates that high presence of entertainment, personal identity, integration, empowerment, and remuneration motivations may also result in high content creation. This pathway is slightly more consistent than the previous one (consistency = 0.81) and explains a satisfactory amount of cases with high content creation (coverage = 0.39). The

solution as a whole has a satisfactory consistency of 0.79 and an acceptable coverage of 0.48.

The solution suggests that there are three necessary (though not sufficient) simple antecedent conditions for high content creation, namely high presence of personal identity, integration and empowerment (all these thee simple conditions appear in both causal recipes). On the other hand, entertainment motivation can be either present or absent depending on the combination of additional antecedent conditions that occur in the given causal recipe. For example, if entertainment motivation is low, information motivation has to be high (pathway one), while if entertainment motivation is high, remuneration motivation has to be high too (pathway two). Again, a non-linear relationship between entertainment motivation and content creation seems to exist.

4.2. Illustration of ordinary least squares (OLS) regression results

Table 2 presents the results of a supplementary analysis of the proposed research model using conventional OLS regression models. OLS regression results suggest that information, entertainment, and personal identity motives relate to content consumption ($\beta = 0.229$, $p < 0.01$; $\beta = 0.187$, $p < 0.01$; $\beta = 0.395$, $p < 0.01$, respectively), while personal identity, integration, and empowerment motives relate both to content contribution ($\beta = 0.262$, $p < 0.01$; $\beta = 0.201$, $p < 0.01$; $\beta = 0.281$, $p < 0.01$, respectively) and content creation ($\beta = 0.214$, $p < 0.01$; $\beta = 0.165$, $p < 0.01$; $\beta = 0.117$, $p < 0.05$, respectively).

Table 2

5. Discussion and conclusions

A configurational-combinatorial analysis of how motivations collectively affect brand-related social media use can shed new light on the findings of existing literature, which mainly focuses on the examination of net/additive effects and treats motivations in isolation and as competing with each other in explaining social media use. Our fsQCA approach recognizes that although each motivation may vary independently, its actual effect on social media use also depends on the combination of the additional motivations that synergistically occur in the given causal recipe. The present study views information, entertainment, remuneration, personal identity, integration & social interaction, and empowerment as key motives that trigger various types of brand-related social media use, namely social media content consumption, content contribution and content creation. The study uses both conventional-quantitative OLS regression analysis and fsQCA to investigate the interrelationships among the study constructs. Our results are also compared with the qualitative findings of Muntinga et al., (2011). Table 3 illustrates the derived fsQCA causal recipes that associate with high membership scores in the three outcome conditions (i.e., social media use types).

Table 3

Interesting conclusions can be drawn from table 3. More specifically, the pattern of fsQCA results suggests that as social media users move through the stages of activeness, from content consumption (i.e., least active participation) - to content creation (most active participation), the number of derived causal recipes, that are sufficient to produce

the given outcome, decreases, whereas the number of simple necessary conditions, required for the given outcome to occur, increases. For example, although integration & social interaction motive seems necessary for content creation, this is not the case for content contribution. Similarly, although personal identity and empowerment motives seem necessary for content contribution and content creation, this is not the case for content consumption (no necessary antecedent conditions found for content consumption). Evidently, fsQCA results suggest that different combinations of motives may drive social media consumption at lower levels of activeness, but as users become more active (e.g., by producing and sharing their own brand-related material online), the role of certain motives becomes more apparent and influential. For example, it seems that users who participate in social media with the aim to provide an image of their personality (e.g., by showing that a brand is an extension of their identity) and get positive feedback from others (i.e., personal identity motive), or even when individuals use social media to exert their influence on other people or companies (i.e., empowerment motive), tend to be more active by engaging in branded-related conversations on social networking sites (i.e., content contribution) or by producing brand-related content or brand-related articles (i.e., content creation). Similarly, users who participate in social media platforms in order to meet, help, being helped, interact or talk with like-minded others (i.e., integration & social interaction motive), are also more prone to create brand-related content on social media.

Regarding content consumption, Muntinga et al., (2011) found that information, entertainment, and remuneration motives positively relate to content consumption. Our OLS regression results confirm to some extent these findings and suggest that

information, entertainment, and personal identity (rather than remuneration) motives positively relate to this type of social media use. FsQCA provides evidence in support of the facilitating role of all those four motives in content consumption, but also extends these findings, as it offers insight into those antecedent conditions under which the presence of those motives might not be necessary for content consumption. For example, pathway six suggests that users can participate in social media content consumption, even when they have low information and remuneration motives, as long as their behaviour is driven by entertainment, personal identity and integration & social interaction motives. In other words, fsQCA results reveal the existence of a non-linear/asymmetric relationship between certain motives (e.g., information and remuneration) and social media content consumption.

Regarding content contribution Muntinga et al., (2011) found that entertainment, personal identity, and integration & social interaction motives positively relate to content contribution. Our OLS regression results confirm the significant positive impact of personal identity, and integration & social interaction motives on content contribution, but contrary to entertainment (which was not found to have a significant effect), empowerment affects content contribution significantly. FsQCA results suggest that personal identity and empowerment are necessary conditions for content contribution (which is in line with OLS results), and also provides further evidence in the facilitating role of integration & social interaction (which is present in three out of four recipes). With regards to entertainment motive (which was found to be a significant driver of content contribution according to Muntinga et al., 2011), our fsQCA results provide certain conditions under which this motive can be either present (pathway three) or absent

(pathway four) for content contribution. FsQCA results reveal a nonlinear relationship between entertainment motive and content contribution. Interestingly, fsQCA results also suggest that remuneration motive may have a deleterious effect on content contribution (this motive has low presence in two out of four recipes).

Regarding content creation, Muntinga et al., (2011) suggest that entertainment, personal identity, integration & social interaction, and empowerment motives positively relate to content creation. Our OLS regression results confirm the positive effects of personal identity, integration & social interaction, and empowerment motives on content creation, but found no evidence for the entertainment motive. FsQCA results fully support OLS findings, by suggesting that personal identity, integration & social interaction, and empowerment motives are three necessary conditions for content creation (all three motives appear in both recipes for content creation). With regards to entertainment motive (which was found to be a significant driver of content creation according to Muntinga et al., 2011), our fsQCA results provide certain conditions under which this motive can be either present (pathway two) or absent (pathway one) for content creation. Again, as in the case of content contribution, fsQCA results reveal a nonlinear relationship between entertainment motive and content creation.

In the light of the entire discussion, fsQCA results seem to confirm, but also provide additional insights into the findings derived by purely quantitative-correlational (i.e., OLS regression analysis) or purely qualitative approaches. Indeed, fsQCA can provide new insights into the examined complex relationships, as it offers a more nuanced coverage of how different motives and their combinations affect actual social media use. The proposed approach, which triangulates merits from both qualitative and

quantitative research techniques, is more insightful than conventional main-effect approaches, and suggests that the relationships among variables are rarely linear or symmetric and should not be seen in isolation with each other. This study opens up directions for future research in the exciting area of social media. For example, while we examined what motivates individuals to participate in brand-related social media activities, limited attention has been given to the characteristics of those individuals. It is expected that highly educated, younger and more extrovert people will contribute more actively to brand-related content than their elder, introvert and less educated counterparts. Also, this study focuses on the consumer-side antecedents of brand-related social media use, but did not examine brand-side antecedents. It is expected that certain brands may elicit more creating behaviours, while others may predominantly elicit consuming behaviours. We hope that this research can serve as a foundation for additional follow-up studies.

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Table 1

FsQCA results

Complex solution	**Raw coverage**	**Unique coverage**	**Consistency**
Content consumption			
Model: f_cons=f(f_inform,f_entertain,f_persid,f_integr,f_empower,f_remun)			
f_inform*f_persid*f_empower*~f_remun	0.439963	0.011453	0.911435
f_inform*f_entertain*f_persid*f_empower	0.525110	0.018139	0.899257
f_inform*f_entertain*f_integr*f_empower	0.494664	0.025466	0.883384
f_inform*f_persid*f_integr*f_empower	0.517214	0.017143	0.887790
f_entertain*f_persid*f_integr*f_empower	0.519704	0.028525	0.884932
~f_inform*f_entertain*f_persid*f_integr*~f_remun	0.307298	0.014511	0.909091
f_inform*f_entertain*f_persid*f_integr*f_remun	0.365058	0.015009	0.910737
solution coverage: 0.695761; solution consistency: 0.852375			
frequency cutoff: 1.000000; consistency cutoff: 0.900529			
Content contribution			
Model: f_contr=f(f_inform,f_entertain,f_persid,f_integr,f_empower,f_remun)			
f_persid*f_integr*f_empower*~f_remun	0.432432	0.018156	0.908933
f_inform*f_persid*f_integr*f_empower	0.513445	0.018706	0.911599
f_entertain*f_persid*f_integr*f_empower	0.521285	0.024070	0.918120
f_inform*~f_entertain*f_persid*f_empower*~f_remun	0.273158	0.027577	0.926306
solution coverage: 0.617290; solution consistency: 0.901115			
frequency cutoff: 1.000000; consistency cutoff: 0.920631			
Content creation			
Model: f_creat=f(f_inform,f_entertain,f_persid,f_integr,f_empower,f_remun)			
f_inform*~f_entertain*f_persid*f_integr*f_empower	0.323536	0.088504	0.802040
f_entertain*f_persid*f_integr*f_empower*f_remun	0.39020	0.155176	0.809159

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solution coverage: 0.478712; solution consistency: 0.788737
frequency cutoff: 1.000000; consistency cutoff: 0.816077

Table 2
OLS regression results

	Beta	**t-value**	**p-value**	**Beta**	**t-value**	**p-value**	**Beta**	**t-value**	**p-value**
Constant	0.321	0.163	0.870	1.858	0.671	0.503	2.096	0.845	0.399
Information	0.229*	4.127	0.000	0.093	1.191	0.235	-0.068	-0.967	0.335
Entertainment	0.187*	4.183	0.000	0.078	1.244	0.215	0.060	1.069	0.286
Remuneration	-0.056	-1.245	0.214	-0.025	-0.439	0.661	0.031	0.608	0.544
Personal identity	0.395*	6.739	0.000	0.262*	3.175	0.002	0.214**	2.896	0.004
Integration & social interaction	-0.003	-0.061	0.951	0.201*	3.083	0.002	0.165**	2.823	0.005
Empowerment	0.006	0.140	0.889	0.281*	4.826	0.000	0.117**	2.258	0.025
Model Summary									
F-statistic	10.063			10.260			5.020		
p-value	0.000			0.000			0.000		
R^2	0.566			0.571			0.394		
Adjusted R^2	0.510			0.515			0.316		
Dependent Variable n=297	Content Consumption			Content Contribution			Content Creation		

*p< 0.01
**p< 0.05

Table 3

Configurations for high levels of the outcome conditions.*

	Outcome condition															
	Content consumption								**Content contribution**					**Content creation**		
Antecedent condition	**1st**	**2nd**	**3rd**	**4th**	**5th**	**6th**	**7th**	**Conclusion**	**1st**	**2nd**	**3rd**	**4th**	**Conclusion**	**1st**	**2nd**	**Conclusion**
Information	●	●	●	●		○	●	Ø		●		●	Ø	●		Ø
Entertainment		●	●		●	●	●	Ø			●	○	Ø	○	●	Ø
Personal Id	●	●		●	●	●	●	Ø	●	●	●	●	●	●	●	●
Integration & social interaction			●	●	●	●	●	Ø	●	●	●		Ø	●	●	●
Empowerment	●	●	●	●	●			Ø	●	●	●	●	●	●	●	●
Remuneration	○					○	●	Ø	○			○	Ø		●	Ø

*Black circles indicate high presence of a condition, and white circles indicate low presence (i.e., absence) of a condition. Large black (white) circles indicate a core-necessary condition of presence (absence). "Ø" indicates a peripheral (not necessary) condition. Blank spaces in a pathway indicate "don't care".

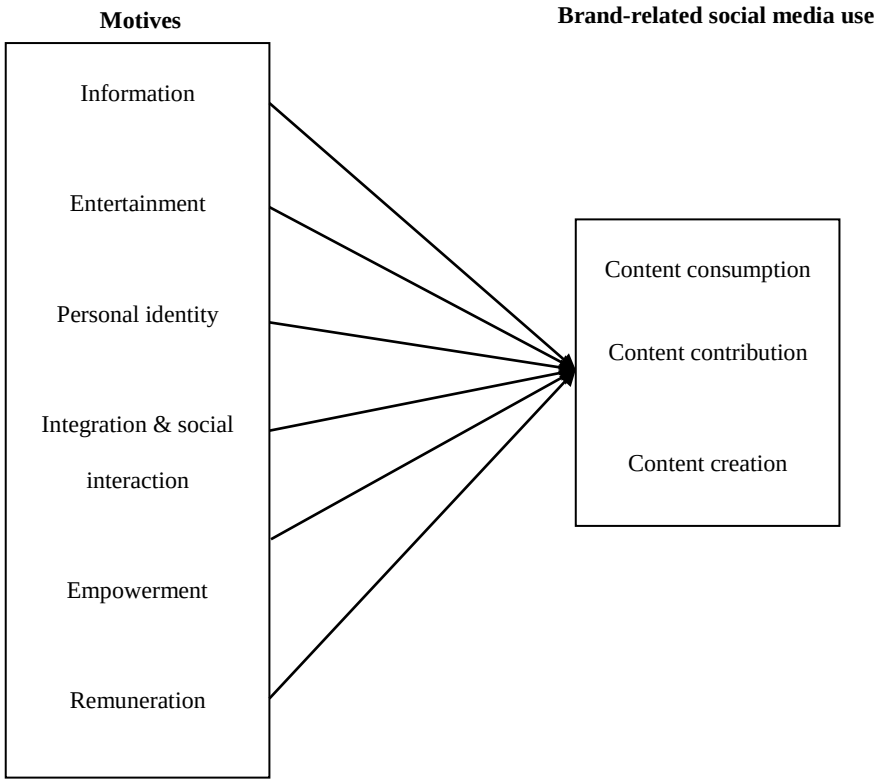

Figure 1 Conceptual model