

Public Abstract

First Name:Hannah

Middle Name:Huber

Last Name:Jones

Adviser's First Name:Shelly

Adviser's Last Name:Rodgers

Co-Adviser's First Name:

Co-Adviser's Last Name:

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Title:WHY DO PEOPLE POST ONLINE. AN ANALYSIS OF THE ONLINE REVIEW POSTING (ORP) SCALE AS AN EXTENSION TO THE WEB MOTIVATION INVENTORY (WMI)

Online motives are one of the most important starting points for understanding online consumer behavior (Rodgers & Thorson, 2000). The present research draws from existing research and the larger uses and gratifications literature in an effort to understand why consumers post product and service reviews online. The primary goal was to develop an online posting measure, the Online Review Posting (ORP) scale. This was accomplished by conducting a multi-phase study that helped to develop, refine, and validate the ORP. Phase one used 12 in-depth interviews to develop the initial pool of items that would comprise the scale. Phase two was a survey done in two stages. The first stage was a pre-test of initial scale items, and the second stage was the final survey.

To validate the newly developed ORP scale, the ORP scale was then administered alongside the Web Motivation Inventory (WMI), and multiple attitudinal and behavioral items. A total of seven online posting factors emerged from the final survey results (N=115). The predictive validity of the ORP scale was verified, in that certain online motives predicted attitudes toward eWOM and online reviews. Convergent validity was verified, as a significant correlation was found between the existing WMI and the ORP scale. Specifically, a significant correlation was found between the ORP inform/help motive and WMI research, surf, and communicate motives.