

Information Needs of Korean Immigrants in the United States: Selection and Use of Social Media

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ABSTRACT

This mixed-method study aimed to explore the information needs of Korean immigrants on social media and their selection and use of social media platforms for information seeking in the United States. The research encompassed six research questions and employed questionnaires, diaries, and interviews to collect data. 111 Korean immigrant participants completed the questionnaires, and 16 individuals were selected for diaries and interviews. The quantitative and qualitative analysis incorporated descriptive analysis, Chi-Square test, and open coding. The study revealed that education is the top information need on social media. Social Network Services were the most frequently used platforms, with YouTube being popular for specific information needs. The relationship between social media types, demographic factors, information communication technology experience, cultural factors, and information needs was examined using the Chi-Square test, uncovering significant associations. Through open coding, various factors influencing social media selection were identified, such as social network influence, cultural preference, information needs, quantity, and format. Keyword searches and subscriptions were the primary methods for information gathering. Algorithms, features, result relevance, and information delivery speed were key factors in using social media. The study uncovered information needs among Korean immigrants and shed light on their predominant needs on social media. Moreover, the study presented a theoretical model for Korean immigrants' selection and use of social media platforms. It offered practical recommendations to cater to the information needs of Korean immigrants, such as algorithm optimization, improved search functionality, and language support. The study's limitations were acknowledged, and recommendations for future research were provided.

ALISE RESEARCH TAXONOMY TOPICS

Social media; Information needs; Information seeking.

AUTHOR KEYWORDS

Korean immigrants; Social media selection; Social media use.

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