

## An Empirical Analysis of Chinas Social Media Talent Sharing Behavior Based on Self-Determination Theory

Jiang Weixiu\*

\*PhD Student, Department of International Chinese Education, The Catholic University of Korea, Seoul, Korea

### [Abstract]

This study investigates the motivational mechanisms behind personal talent sharing, defined as non-professional and hobby-oriented sharing of one's skills or creative outputs (e.g., music, drawing, performance clips) on general social media platforms, rather than commercialized paid services. Building on prior research, we propose an integrated framework combining the Theory of Interpersonal Behavior (TIB) and Self-Determination Theory (SDT), and categorize antecedents into three layers: micro-level (competence), meso-level (self-expression and belonging), and macro-level (entertainment/leisure). Using survey data from 387 social media users and structural equation modeling (SEM), we find that self-expression, belonging, and entertainment positively predict sharing willingness, and willingness mediates their relationships with actual sharing behavior. Notably, competence is not significant, and sharing habit does not moderate the intention-behavior link. These findings refine the understanding of user information behavior by highlighting that, in a relationship-driven social media context, personal talent sharing may be less competence-centered than SDT typically assumes.

▶ **Key words:** Self-Determination Theory, Talent Sharing Behavior, Social Media, Self-Expression, Entertainment, Structural Equation Modeling(SEM)

### [요 약]

본 연구는 소셜 미디어 이용자의 개인 재능 공유 행동에 영향을 미치는 요인과 그 작동 메커니즘을 탐색하는 데 목적이 있다. 국제 연구에 대한 체계적 고찰을 바탕으로, 대인행동이론과 자기결정이론(Self-Determination Theory)을 통합한 행동모형을 개발하였다. 본 연구는 영향 요인을 미시적 요인(역량), 중간 수준 요인(자기표현 및 소속감), 거시적 요인(오락 및 여가)이라는 세 가지 차원으로 구분하였다. 구조방정식모형(SEM)을 활용하여 387부의 설문자료를 실증 분석한 결과, 자기표현, 소속감, 오락 요인은 공유 의향에 유의한 정(+)의 영향을 미치며, 공유 의향은 이러한 요인들과 실제 공유 행동 간의 관계에서 매개효과를 나타내는 것으로 확인되었다. 반면 역량 요인은 유의한 영향을 보이지 않았고, 공유 습관은 조절효과를 나타내지 않았다. 본 연구는 이용자 정보행동에 대한 이론적 이해를 확장하고, 개인 재능 공유의 핵심 동인을 규명함으로써 소셜 미디어 플랫폼의 이용자 경험과 참여도 제고를 위한 이론적 기반을 제공한다.

▶ **주제어:** 자기결정이론(Self-Determination Theory), 재능 공유 행동, 소셜 미디어, 자기표현, 오락 동기, 구조방정식모형(SEM)

- 
- First Author: Jiang Weixiu, Corresponding Author: Jiang Weixiu
  - \*Jiang Weixiu (jiangweixiu123@163.com), Department of International Chinese Education, The Catholic University of Korea
  - Received: 2025. 12. 01, Revised: 2025. 12. 17, Accepted: 2025. 12. 23.

## I. Introduction

The rapid growth of social media in the Web 2.0 era has propelled social platforms into vital spaces for cultural exchange, entertainment, and emotional expression, fueled by the rise of information interaction and user-generated content (UGC). Personal talents, as a unique form of information carrier, possess distinctive artistic and social attributes. In the digital age, their dissemination methods have undergone profound transformations due to the widespread adoption of streaming media and social platforms. Digital talent sharing has evolved from physical transmission to digital dissemination, enabling widespread sharing of personal talents through platforms like WeChat and Weibo with just a single click. This convenience has lowered the user threshold, making talent sharing a new form of daily information behavior.

In this study, personal talent sharing refers to users voluntarily posting or reposting self-produced or personally performed content that reflects their skills or creative expressions (e.g., singing, playing instruments, drawing, editing short clips) within general-purpose social media environments. It is distinct from commercialized professional service provision or paid subscription-based talent platforms; the focal behavior here is primarily social and expressive, and its "cost" is mainly non-monetary (time, effort, and psychological exposure).

Against the backdrop of international competition increasingly emphasizing cultural soft power, China regards the cultural industry as an important component of its national strategy. Personal talents, as a significant manifestation of cultural soft power, not only meet diverse spiritual and cultural needs but also bear the mission of spreading Chinese culture on the international stage. The 2022 "China Digital Personal Talent Industry Report" shows that the number of Chinese digital personal talent users has reached 848

million, accounting for 79.5% of the total internet users, highlighting the important status of personal talents in the digital era. However, academic research on personal talent sharing behavior is relatively insufficient, mostly focusing on copyright and industrial impact of personal talents, with few discussions on the motivations and behavioral patterns of users sharing personal talents through legal means. Despite its growing prevalence, existing research has largely emphasized industrial/copyright issues or broad UGC sharing, leaving the psychological and relational mechanism of non-professional personal talent sharing on social media under-theorized. In particular, it remains unclear whether this behavior follows the same motivational logic as general information sharing or whether it constitutes a distinct subtype of UGC driven more strongly by relational needs and identity expression.

This study investigates users talent-sharing behaviors on social media platforms. Using the interpersonal behavior theory and self-determination theory as theoretical frameworks, we examine the motivations and behavioral mechanisms driving such sharing. From an interdisciplinary perspective, our research addresses previous limitations in studies that primarily focused on the characteristics of personal talent information. It highlights the unique attributes of personal talents as information carriers and their relationship with user behavior.

The core of this research lies in decoding the psychological motivations and social significance behind individuals talent-sharing behaviors. When users share personal talents on social media, they not only express emotions and strengthen friendships, but also build a sense of belonging and identity through shared interests. Moreover, the role of personal talents in disseminating public information cannot be overlooked. For instance, the "Wuhan Melody Project" during the COVID-19 pandemic effectively conveyed critical messages through individual talents, demonstrating their

unique value in cross-cultural communication.

This study makes three contributions. First, it clarifies personal talent sharing as a relationship-driven, non-professional, and hobby-oriented sharing behavior on general social media, thereby differentiating it from broad UGC and commercial service provision. Second, by integrating TIB and SDT, it explains both motivational antecedents (needs and enjoyment) and the intention-behavior process (including habit as a boundary condition). Third, the findings reveal a theoretically informative pattern: competence is not a significant predictor in this context, suggesting potential contextual variation of SDT in relationship-oriented social media environments, which refines how SDT is applied to online creative participation.

## II. Literature Review and Theoretical Basis

### 1. Literature Review

Since the rise of the Web2.0 era, social media has evolved into a vital platform for users to share information and engage in interactive communication. While academic definitions vary, there is broad consensus that social media is an internet-based service platform enabling users to create, share, and comment on content. Research from both domestic and international studies indicates that the interactive nature of social media and the user-generated content it produces have made it a focal point in multiple disciplines, including communication studies and information science.

Currently, domestic scholars primarily focus on defining social media concepts, analyzing user behavior patterns, and examining their impact on traditional industries. International research, however, emphasizes technological applications, user psychology, and the effects of social media on education, health, and consumer behavior. Despite

the broad scope of studies, there remains limited research on specific media content such as personal talents, particularly in exploring the relationship between their informational attributes and user sharing behaviors—a gap that still exists in academic discourse.

User behavior is central to social media research, particularly in examining self-presentation and interactive behaviors. Studies have demonstrated that demographic characteristics (e.g., age, gender) and psychological factors (e.g., emotions, personality traits) significantly influence users' behavioral decisions. For instance, research indicates that users share information on social media not only for emotional expression but also for impression management and social interaction motives.

Moreover, domestic research primarily focuses on young users' information behaviors on social media, such as profile picture changes, comment interactions, and content sharing. In contrast, international studies have conducted more in-depth comparative analyses of user behaviors across different cultural contexts. For instance, pandemic-era research on information dissemination reveals that user behavior is influenced by multiple factors including situational context, group identity, and emotional contagion.

As the core of human communication activities, information sharing has been studied by many disciplines for a long time. Studies show that information sharing is usually driven by social capital, reciprocity and emotional satisfaction. In virtual communities, trust and reciprocity are considered as the key factors of information sharing.

In recent years, research on information sharing behaviors on social media platforms has been increasing, particularly focusing on the relationships between information dissemination motivations, user needs, and sharing behaviors. However, studies specifically addressing the sharing of personal talents remain scarce. Existing literature predominantly focuses on copyright

issues related to personal talents, failing to thoroughly explore the motivations behind legitimate sharing behaviors and their societal impacts.

As a form of information dissemination on social media, personal talent sharing demonstrates strong social and personalized characteristics. Research shows that users express emotions, manage impressions, and build connections through sharing their talents. Moreover, the private nature of personal talents makes their sharing behavior closely tied to the users' personality and cultural background.

With the development of digital talent-sharing platforms, personal talent sharing has gradually shifted from physical to virtual, driven by both technical accessibility and social needs. Existing studies indicate that self-expression, social recognition, and interactivity are the primary motivations for personal talent sharing, yet relevant research has not yet systematically established a theoretical model for this behavior.

Overall, prior studies on social media sharing have offered valuable insights into information sharing, self-presentation, and UGC engagement; however, two limitations remain. First, personal talent sharing is often treated as a generic form of UGC, without clarifying whether it is primarily performance-oriented or relationship-oriented in everyday social media settings. Second, existing work rarely integrates a motivational needs perspective (e.g., SDT) with an intention-behavior process perspective (e.g., TIB) to explain why users want to share and how willingness translates into actual sharing. Addressing these gaps, the present study conceptualizes personal talent sharing as a distinct subtype of UGC and develops an integrated model to test its motivational and behavioral mechanism.

## 2. Theoretical Basis

Proposed by Triandis, Theory of Interpersonal Behavior (TIB) extends Rational Behavior Theory

(TRA) and Planned Behavior Theory (TPB). Building upon traditional models, TIB incorporates variables such as emotion, habit, and convenience, highlighting the multifaceted influence of social environments on individual behavior. The theory posits that behavioral intention is shaped by attitudes, social factors, and emotions, while actual behavior is moderated by intention, habit, and external conditions.

The Theory of Interpersonal Behavior (TIB) has been widely applied in research on technology use, health behavior, and information-related behaviors to explain how intention, habit, and contextual conditions jointly shape behavior. In the present study, TIB is used to model the intention-behavior link in personal talent sharing and to examine whether habit conditions the translation of willingness into actual behavior. For instance, research demonstrates that users' habits and convenience factors significantly influence their information-sharing behaviors in digital environments. Building on this theory, this paper develops a comprehensive model to explain social media users' personal talent-sharing behaviors.

Self-Determination Theory (SDT), developed by Deci and Ryan, focuses on the intrinsic drivers of individual motivation. It highlights the role of three core psychological needs—autonomy, competence, and relatedness—in decision-making. Research shows that fulfilling these needs can enhance intrinsic motivation, thereby promoting positive behaviors.

Self-Determination Theory (SDT) has been widely applied in fields such as education and management, but its application in personal talent-sharing behaviors remains in its infancy. Existing research indicates that competence and belonging significantly influence the willingness to share information, while autonomy shows less pronounced effects. Therefore, this study incorporates competence and belonging into the research model to explore their roles in personal talent-sharing behaviors. Given the study's focus on

observable sharing behavior in general social media settings and to maintain model parsimony, we operationalize SDT primarily through competence and relatedness/belonging, which have been most consistently linked to online participation and sharing. Autonomy is conceptually relevant but was not included in the current model due to measurement scope and the need to limit construct overlap with self-expression.

### III. Research Design

#### 1. Construction of the theoretical model

##### 1.1 Theoretical Model

This study develops a theoretical framework for social media users talent-sharing behaviors by integrating Triandis' Theory of Interpersonal Behavior (TIB) with Self-Determination Theory (SDT). TIB identifies three core variables—habit, intention, and behavior—as key determinants of behavioral decisions, while SDT's Competence (CF) and Relatedness (RF) dimensions provide additional insights into the underlying motivational mechanisms.

Through literature review and variable screening, this study excluded social factors and facilitating conditions, while introducing two motivational variables—entertainment (EV) and self-expression (SE)—to provide a more comprehensive explanation for individual talent-sharing behaviors in social media environments. The model analyzes the motivations for sharing behavior at micro, meso, and macro levels, encompassing individual psychology, social relationships, and cultural background. These components were excluded to reduce model complexity and to focus on a theoretically coherent explanation centered on motivational drivers and the intention-behavior mechanism, which constitute the primary research objective of this study.

#### 2. Hierarchical Motivation Analysis

This study adopts a three-layer motivation lens to improve conceptual clarity. The micro level captures individual psychological resources and perceived capability (competence). The meso level emphasizes relational and identity-oriented motivations that are inherently social on platforms (self-expression and belonging). The macro level reflects the broader leisure-oriented media environment in which sharing is embedded (entertainment/leisure motivation). This structure helps distinguish personal talent sharing from low-effort information sharing by highlighting its higher involvement and stronger relational signaling.

At the micro level, information sharing provides individuals with opportunities for self-presentation and emotional expression. Research indicates that young users tend to showcase themselves through social media, gaining feedback and emotional support by sharing personal life details. Meanwhile, anonymity enhances users' desire for self-expression in unfamiliar relationships.

At the meso-level, sharing behavior is driven by trust and reciprocity. According to the two-factor theory, community members gain a sense of achievement and respect through interaction, which motivates them to participate in collaborative creation and sharing. Moreover, the social recognition users derive from sharing further enhances their enthusiasm for information dissemination.

At the macro level, the entertainment-driven trend of the internet era has fueled the widespread adoption of sharing behaviors. The sharing of personal talents, as a form of social media carnival, reflects the social characteristics of participation and equality. Through entertaining information sharing, users not only fulfill their personal needs but also engage in interactive co-creation within virtual communities.

This research model aims to integrate multi-level variables to reveal the complex motivations of

social media users talent sharing behaviors, and provide theoretical support for digital talent platforms and social media optimization of user experience.

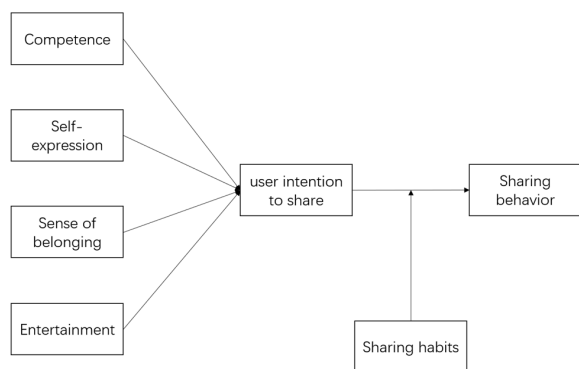


Fig. 1. Model design

## IV. Research Questions and Hypotheses

This study aims to explore the motivation and mechanism of social media users personal talent sharing behavior. Through the conceptual model, the relationship between variables such as competence, belonging, self-expression, entertainment, willingness to share personal talent and sharing habit is revealed. The following hypotheses are put forward:

### 1. Sense of Competence and Willingness to Share Personal Talents

Competence refers to an individuals self-assessment of their ability to accomplish tasks. Research indicates that when users perceive their capabilities as strong, they are more inclined to engage in knowledge sharing or express their perspectives. In the context of talent sharing, competence enhances users confidence and motivates them to share their skills. Therefore, we propose the following hypothesis:

H1: Competence perception positively correlates with users willingness to share personal talents.

### 2. Willingness to express oneself and share personal talents

Social media provides users with a platform for self-expression. By sharing personal talents, users can shape their unique identities and connect with others. Self-expression is widely regarded as one of the core motivations driving social media sharing behaviors. Therefore, we propose the following hypothesis:

H2: Self-expression is positively correlated with users willingness to share personal talents.

### 3. Sense of Belonging and Willingness to Share Personal Talents

A sense of belonging is an individuals psychological need to integrate into social groups. Research shows that social media users tend to maintain social relationships and share information when they perceive a sense of belonging. Based on this, we propose the following hypothesis:

H3: A sense of belonging positively correlates with users willingness to share personal talents.

### 4. Willingness to Share Entertainment and Personal Talents

The entertainment and emotional value of personal talents can satisfy users needs of escaping reality and pleasure, thus promoting sharing behavior. Based on this, the hypothesis is proposed:

H4: Entertainment positively correlates with users' willingness to share personal talents.

### 5. Willingness to Share Personal Talents and the Behavior of Sharing Personal Talents

Based on the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB), willingness serves as a key predictor of actual behavior. Research indicates that willingness to share directly motivates users to share their personal talents. Therefore, we propose the following hypothesis:

H5: Individuals willingness to share their talents is positively correlated with their actual

talent-sharing behavior.

## 6. Mediating Effect and Moderating Role

The willingness to share personal talents plays a mediating role in the relationship between the sense of competence, the sense of belonging, the recreation and self-expression and the behavior of sharing personal talents.

In the proposed framework, motivational antecedents (competence, self-expression, belonging, and entertainment/leisure motivation) are expected to influence actual sharing behavior primarily through willingness to share, consistent with intention-based accounts (TRA/TPB) and the intention component of TIB. Therefore, willingness is modeled as a mediator explaining how motivations translate into behavior. In addition, TIB suggests that the intention-behavior relationship may depend on habit strength, because habitual tendencies can either facilitate automatic enactment or weaken the role of deliberate intention. Accordingly, sharing habit is modeled as a moderator of the willingness-behavior link.

H6a-d: The willingness to share personal talents mediates the relationship between independent variables and sharing behavior.

H7: The relationship between personal talent sharing willingness and sharing behavior, as moderated by sharing habits.

This study further validates the theoretical model through these hypotheses, providing theoretical support for the optimization of social media and digital talent platforms.

## V. Research Data Analysis

The questionnaire was administered from September to October 2025 using an online survey approach. Participants were recruited via [your recruitment channels, e.g., WeChat/Weibo groups, university communities, online forums]. Prior to participation, respondents were informed about the

academic purpose of the study, anonymity, and voluntary participation, and they provided informed consent before proceeding. To improve data quality, we implemented screening procedures including [e.g., attention-check items / minimum completion time / duplicate IP restriction / logical consistency checks]. After excluding 47 responses from individuals who reported no personal talent sharing experience, a total of 387 valid questionnaires were retained for further analysis (validity rate: 89.1%).

## 1. Descriptive Statistical Analysis of Samples

### 1.1 Demographic Variables

The gender distribution shows 64.1% female participants (248) and 35.9% male participants (139), indicating a moderately unbalanced gender distribution. Age-wise, 76.7% of users are aged 18-30, 17.3% are 31-45, while those under 18 and over 45 account for 2.1% and 6.9% respectively. The sample predominantly consists of users under 30, aligning with the core demographic for talent-sharing platforms. Educational background reveals 45.0% hold masters degrees, 45.2% bachelors degrees, 6.2% associate degrees or below, and 3.6% PhD holders, reflecting a high-education profile. Occupationally, students (61.5%) and corporate employees (18.6%) dominate, collectively comprising 80.1% of the sample.

## 2. Validity and Reliability Testing of the Questionnaire

The Cronbachs  $\alpha$  coefficients of the questionnaire all exceeded 0.70, with an overall reliability coefficient of 0.920. The reliability coefficients across all dimensions ranged from 0.710 to 0.873, indicating strong reliability. Regarding structural validity in validity analysis, confirmatory factor analysis (CFA) demonstrated excellent model fit ( $\chi^2/df$  ratio=2.339, RESEA=0.059, TLI/CFI/IFI all>0.9). For convergent validity and composite reliability, factor loadings ranged from 0.53 to 0.908, with composite reliability (CR)

between 0.719 and 0.880. Most AVE values exceeded 0.45, confirming compliance with convergent validity standards. In terms of discriminant validity, under Fornell-Larkers criteria, the square roots of AVE values for all variables surpassed the squared correlation coefficients, demonstrating robust discriminant validity.

### 3. Hypothesis Test Results and Analysis

#### 3.1 Overall Fit Evaluation of the Equation Model

Building upon existing research and grounded in interpersonal behavior theory and self-determination theory, this study constructs a structural equation model (SEM) to examine the factors influencing social media users personal talent sharing behaviors. The model comprises seven latent variables: competence, belongingness, sharing habits, recreational engagement, self-expression, willingness to share personal talents, and actual talent sharing behaviors, with measurements derived from 24 observed variables.

Table 1. Indicators of Equation Model Fit

fitting index	Recommended value	fitted value
$\chi^2$	Smaller is better	444.620
$\chi^2 / df$	< 3.0	2.484
GFI	> 0.9	0.897
AGFI	> 0.8	0.867
RMSEA	< 0.08	0.062
TLI	> 0.9	0.903
IFI	> 0.9	0.918
CFI	> 0.9	0.918

To validate the scientific validity of the theoretical model, this study processed and analyzed the survey data using AMOS 26.0 software. Specifically, standardized regression coefficients were employed to calculate the relationships between variables, and path correlation diagrams were constructed to clarify the significant connections among independent variables, mediating variables, and dependent variables.

The model fit assessment indicates that all primary metrics in Table 1 meet or approach the recommended thresholds. Key indicators including the Chi-square Freedom Ratio (CMIN/DF), Root Mean Square Error (RMSEA), Improvement Fit Index (IFI), Comparative Fit Index (CFI), and Total Likelihood Index (TLI) demonstrate excellent fit. Although the GFI value is marginally below the 0.9 threshold, the overall fit remains robust, supporting the models reliability and practical applicability.

Overall, the model fit indices suggest an acceptable fit to the data. While GFI (0.897) is slightly below the commonly cited 0.90 threshold, the combination of other indices (e.g., CFI, TLI, RMSEA) indicates that the model provides a reasonable approximation and can be used for hypothesis testing with appropriate caution.

#### 3.2 Path analysis of latent variables

The model test results in Table 2 are used to test the research hypothesis.

H1: Competence is positively correlated with users intention to share personal talents. Structural equation modeling results show a standardized coefficient of 0.088 and a non-standardized coefficient of 0.062 ( $p=0.209 > 0.05$ ), indicating no significant correlation between social media users competence and their willingness to share personal talents. Therefore, Hypothesis H1 is rejected. H2: Self-expression positively correlates with users intention to share personal talents. The results reveal a standardized coefficient of 0.303 and a non-standardized coefficient of 0.242, demonstrating that self-expression significantly enhances the willingness to share personal talents. Thus, Hypothesis H2 is supported. H3: Belonging positively correlates with users intention to share personal talents. The model shows a standardized coefficient of 0.484 and a non-standardized coefficient of 0.303 ( $p < 0.01$ ), confirming that social

media users sense of belonging significantly influences their willingness to share personal talents. Hypothesis H3 is therefore validated. H4: Entertainment positively correlates with users intention to share personal talents. The results indicate a standardized coefficient of 0.219 and a non-standardized coefficient of 0.15 ( $p < 0.01$ ). The results indicate a standardized coefficient of 0.219 and a non-standardized coefficient of 0.15 ( $p < 0.01$ ), demonstrating that entertainment/leisure motivation significantly enhances users' willingness to share personal talents. Therefore, Hypothesis H4 is supported. Hypothesis H5: There is a positive correlation between individuals willingness to share personal talents and their actual sharing behavior. The structural equation modeling results show that the standardized coefficient between willingness and behavior is 0.913, while the non-standardized coefficient is 1.631 ( $p < 0.01$ ). This indicates that social media users willingness to share personal talents significantly positively influences their sharing behavior, thus confirming Hypothesis H5.

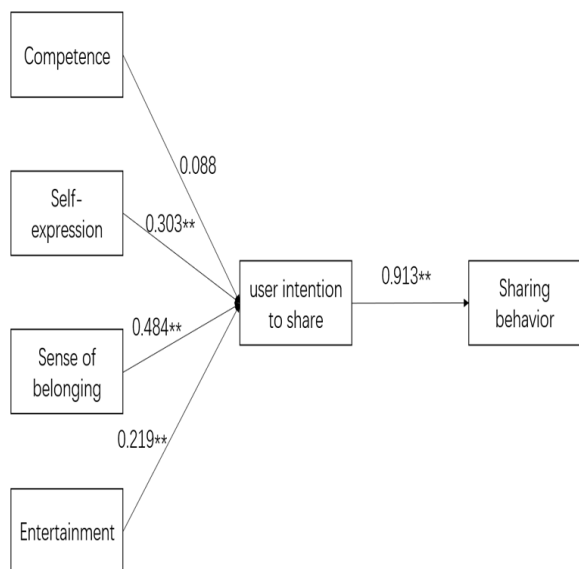


Fig. 2. Structural Equation Model of Social Media Talent Sharing Behavior

Table 2. Path relationship test results

way	Non-standar rdized coefficients	standardiz ation coefficient	S.E.	C.R.	P
CF→MSI	0.062	0.088	0.049	1.257	0.209
SE→MSI	0.242	0.303	0.064	3.789	**
RF→MSI	0.303	0.484	0.058	5.183	**
EV→MSI	0.15	0.219	0.038	3.993	**
MSI→MSB	1.631	0.913	0.163	10.017	**

### 3.3 Testing for the Mediation Effect

The self-sampling method calculation results related to the mediating effect were extracted from the AMOS output results (Table 4-14). The 95% confidence intervals derived from Bias-Corrected and Percentile methods serve as primary indicators for effect testing. If the confidence interval of an effect does not contain zero between its lower and upper bounds, it is considered statistically significant and valid. As shown in Table 4-12, we can test hypotheses H6a, H6b, H6c, and H6d. Hypothesis H6a: The willingness to share personal talents mediates between competence and personal talent sharing behavior. In the total effect test of CF on MSB, the effect size was 0.101 with a standard error (SE) of 0.098. The 95% confidence intervals obtained through bootstrap sampling were (-0.096, 0.286) and (-0.105, 0.278), respectively. The 95% confidence intervals included zero, indicating that the mediating effect is not statistically significant; therefore, H6a is not supported. Hypothesis H6b: The willingness to share personal talents mediates between self-expression and personal talent sharing behavior. In the total effect test of SE on MSB, the effect size was 0.394 with a SE of 0.142. The 95% confidence intervals from bootstrap sampling were (0.143, 0.688) and (0.15, 0.718), respectively, excluding zero, confirming a significant mediating effect. This demonstrates that higher self-expression leads to greater willingness to share personal talents and increased sharing behavior, thereby validating H6b. Hypothesis H6c: The willingness to share personal talents mediates the relationship between sense of

belonging and the behavior of talent sharing. RFs overall effect on MSB is examined. In the test, the effect size was 0.494 with a standard error (SE) of 0.127. The 95% confidence intervals obtained through bootstrap sampling were (0.267, 0.767) and (0.263, 0.751), respectively, excluding zero. This indicates a significant mediating effect, suggesting that higher user belongingness correlates with increased willingness to share personal talents and subsequent behavioral engagement, thereby confirming Hypothesis H6c. Hypothesis H6d: Personal talent sharing willingness mediates the relationship between recreational activities and talent-sharing behavior. In the test of EVs total effect on MSB, the effect size was 0.394 with a SE of 0.245. The 95% confidence intervals from bootstrap sampling were (0.114, 0.393) and (0.113, 0.392), respectively, excluding zero. This confirms a significant mediating effect, demonstrating that heightened recreational needs correlate with increased willingness to share personal talents and subsequent talent-sharing behaviors, thus validating Hypothesis H6d.

### 3.4 Testing for the Adjustment Effect

This study employs process theory to examine the moderating role of sharing habits in the relationship between willingness to share personal talents and actual sharing behavior. To avoid collinearity issues, all data were processed using a centralized method. The moderation test results (Table 4-15) indicate that willingness to share personal talents (MSI) significantly predicts sharing behavior (MSB) ( $\beta=0.4823$ ,  $t=10.636$ ,  $p<0.001$ ), and Sharing habits (HAB) showed a positive main effect on sharing behavior, although the statistical strength was marginal ( $p\approx 0.059$ ). Importantly, the interaction term (HAB $\times$ MSI) was not significant ( $p>0.05$ ), indicating that sharing habit does not moderate the willingness-behavior relationship. Therefore, H7 is not supported.

Table 3. Moderation Effect Test

	MSB		MSB	
	MSI	0.483	10.636	0.478
HAB	0.268	5.899	0.267	5.876
HAB $\times$ MSI			-0.016	-0.394
R	0.447		0.447	
F	155.315		103.367	

## VI. Research Conclusions, Discussion and Enlightenment

### 1. Research Conclusions

This study explores the influencing factors and mechanisms of personal talent sharing behavior on social media from both theoretical and empirical perspectives. Through theoretical analysis and data validation, the main findings are as follows: The primary demographic for personal talent sharing on social media is young groups, particularly users under 30 years old. This characteristic reflects the strong appeal and influence of personal talents as an emerging communication medium among younger generations. The motivations behind personal talent sharing can be interpreted at three levels: micro (self-presentation), meso (social relationships), and macro (entertainment). At the micro level (self-presentation), self-expression significantly positively influences the willingness to share personal talents (standardized coefficient 0.303), as personal talents serve as an important medium for users to showcase their individuality and cultural identity. At the meso level (social relationships), a sense of belonging significantly enhances the willingness to share personal talents (standardized coefficient 0.484), as users strengthen social connections and group identity through talent sharing. At the macro level (entertainment), entertainment significantly influences the willingness to share personal talents (standardized coefficient 0.219), reflecting the carnival-like characteristics of social media sharing behavior. The willingness to share personal talents significantly positively impacts actual talent-sharing

behavior (standardized coefficient 0.913), indicating that willingness serves as the direct driving force behind such behavior. Additionally, personal talent sharing...Willingness to share acts as a mediator between self-expression, sense of belonging, leisure activities, and personal talent sharing behaviors. Competence did not significantly influence willingness to share personal talents ( $P > 0.1$ ), indicating that such sharing behaviors are more emotion- and relationship-driven than ability-based. Sharing habits failed to significantly moderate the relationship between willingness and actual behavior, Sharing habits failed to significantly moderate the relationship between willingness and actual behavior, which may be related to the fact that personal talent sharing is often time- and emotion-intensive, making it less routinized than low-effort information sharing, and thus habit strength may be insufficient to condition the intention-behavior link. making it less routinized than low-effort information sharing, and thus habit strength may be insufficient to condition the intention-behavior link."

This non-significant finding is theoretically informative. In a relationship-oriented social media context, users may share talents less as a demonstration of mastery and more as a means of maintaining social bonds and signaling group affiliation. Such a pattern is consistent with discussions of cultural variation in SDT, where relatedness needs can become more salient than competence needs in collectivistic or guanxi-oriented settings. Another possibility is construct-measurement mismatch: if competence items emphasize professional skill, they may not capture the "low-pressure, playful ability" that users associate with casual talent sharing.

## 2. Influencing Factors and Mechanism of Social Media Users Personal Talent Sharing Behavior

Self-expression, as a key motivation for sharing personal talents, significantly influences users

willingness to share. Through showcasing their talents, users express emotions, demonstrate individuality, and shape their social media personas. Forms like original playlists further reinforce the cultural symbolism of user-generated content. A sense of belonging profoundly impacts both the willingness and actual behavior of talent sharing. Sharing personal talents has become a vital way for users to gain group recognition. Particularly among younger users, this practice helps establish social connections, strengthening their social identity and sense of belonging. Entertainment and leisure, as manifestations of "carnival" characteristics, play a significant role in talent sharing. Users alleviate stress, satisfy sensory needs, and achieve emotional release and social interaction through sharing. Although competence plays a crucial role in certain behaviors, it shows no significant impact on talent-sharing behavior. This may be related to the personalized nature of personal talents and the diverse needs of social media users. The willingness to share personal talents serves as the direct driving force. When users possess high self-expression willingness, strong sense of belonging, and entertainment needs, their willingness to share significantly increases, leading to more frequent sharing behaviors. Sharing habits do not significantly influence the relationship between willingness and actual behavior in talent sharing. This may be related to the lack of user habit cultivation and the effortful behavior of personal talent platforms.

## 3. Practical Implications

Platforms can lower barriers by providing creation and editing tools, easy-to-use templates, and supportive community features that reduce users' perceived time and effort costs. In addition, features that enhance psychological safety (e.g., flexible privacy controls, audience selection, and anti-harassment mechanisms) may help users feel more comfortable sharing talent-related content that

involves personal exposure. Community challenges and interest-based groups can further strengthen belongingness and encourage sustained engagement.

#### 4. Limitations and Prospects

##### 4.1 Limitations and Future Research

This study has several limitations. First, the sample is skewed toward younger and student respondents, which may constrain the generalizability of the findings to broader populations. Second, the study relies on self-reported survey data collected at a single time point, which may raise concerns about common method bias; future studies could adopt multi-wave designs or incorporate behavioral log data where feasible. Third, the current model focuses on a parsimonious set of motivational variables; additional factors such as perceived risk, privacy concerns, or cultural orientation may further refine the explanation of personal talent sharing.

Future research may explore similarities and differences in personal talent sharing behaviors across linguistic and cultural contexts. Longitudinal designs could be adopted to examine dynamic changes and long-term effects of talent sharing behaviors. In addition, qualitative approaches such as in-depth interviews may provide deeper insights into the emotional and psychological motivations underlying personal talent sharing.

## REFERENCES

- [1] Laplante A, Downie J S, "The utilitarian and hedonic outcomes of music information-seeking in everyday life," *Library & Information Science Research*, 2011, 33(3): 202-210. DOI: 10.1016/j.lisr.2010.11.002
- [2] Hargreaves D J, North A C, "The functions of music in everyday life: Redefining the social in music psychology," *Psychology of Music*, 1999, 27(1): 71-83. DOI: 10.1177/0305735699271007
- [3] Håkansson M, Rost M, Holmquist L E, "Gifts from friends and strangers: A study of mobile music sharing," *ECSCW 2007: Proceedings of the 10th European Conference on Computer-Supported Cooperative Work*, Limerick, Ireland, 24-28 September 2007. Springer London, 2007: 311-330.
- [4] Brown B, Sellen A J, Geelhoed E, "Music sharing as a computer supported collaborative application," *ECSCW 2001: Proceedings of the Seventh European Conference on Computer Supported Cooperative Work*, Bonn, Germany, 16-20 September 2001. Dordrecht: Springer Netherlands, 2001: 179-198.
- [5] Kaplan A M, Haenlein M, "Users of the world, unite! The challenges and opportunities of Social Media," *Business Horizons*, 2010, 53(1): 59-68. DOI : 10.1016/j.bushor.2009.09.003
- [6] Zhao Yunze, Zhang Jingwen, Xie Wenjing, et al., "'Social Media' or 'Socialized Media'? Translation and analysis of the concept," *Journalist*, 2015(06): 63-66. DOI:10.16057/j.cnki.31-1171/g2.2015.06.010.
- [7] Liu Linlin, Zhang Hanxiao, "Analysis of New Media Users' Behavior of Sharing Personal Annual Reports-Based on the Perspective of Interaction Ritual Chain," *Young Journalist*, 2020(29): 22-23. DOI:10.15997/j.cnki.qnjz.2020.29.011.
- [8] Cunningham S J, Bainbridge D, Bainbridge A, "Exploring personal music collection behavior," *Digital Libraries: ICADL 2017 - 19th International Conference on Asia-Pacific Digital Libraries*, Bangkok, Thailand, November 13-15, 2017. Springer International Publishing, 2017: 295-306.
- [9] Lee D, Yejean Park J, Kim J, et al., "Understanding music sharing behavior on social network services," *Online Information Review*, 2011, 35(5): 716-733. DOI: 10.1108/14684521111176462
- [10] Zhang Xingbo, *College Students Share Their Talents in WeChat Moments [D]*. Hebei University, 2018.
- [11] Li Ting, *User Behavior Analysis of Talent APP in Social Media Promotion [D]*. Beijing Jiaotong University, 2017.
- [12] Yu Xiao, Wang Xiaohua, "The Research on the Influencing Factors of the Personal Talent Sharing of College Students in WeChat Moments from the Perspective of Information Ecology," 2018(12): 88-92. DOI:10.13556/j.cnki.dncb.cn35-1274/j.2018.12.031.
- [13] Hu Yuwei, *Research on the Driving Factors of Users' Personal Talent Sharing Behavior [D]*. Wuhan University, 2022. DOI:10.27379/d.cnki.gwhdu.2019.000545.
- [14] Huang Yudie, *Research on the Sharing Behavior of Mobile Talents on Online Social Platform [D]*. Yanshan University, 2020. DOI:10.27440/d.cnki.gysdu.2019.000306.
- [15] Qin Min, Li Ruonan, "Research on the Formation Mechanism of User Contribution Behavior in Online User Community: From the Perspective of Online Social Support and Self-Determination Theory," *Management Review*, 2020, 32(09): 168-181. DOI:10.14120/j.cnki.cn11-5057/f.2020.09.014.
- [16] Sheldon K M, Abad N, Hinsch C, "A two-process view of Facebook use and relatedness need-satisfaction: disconnection drives use, and connection rewards it," *Journal of Personality and Social Psychology*, 2011, 100(4): 766. DOI:10.1037/a0022640
- [17] Deng Yinhua, *The Research on the Influencing Factors of the Information Sharing Intention of College Students in WeChat*

Moments [D]. Xiangtan University, 2016.

- [18] Wei Hua, Gao Jinsong, Dai Fang, "The Influence of Social Support on Knowledge Sharing Intention of Users in Virtual Health Community: A Moderated Chain Mediation Model," *Intelligence Science*, 2021, 39(12): 146-154+173. DOI:10.13833/j.issn.1007-7634.2021.12.022.

## Authors



Jiang Weixiu is currently a PhD student in International Chinese Education at The Catholic University of Korea. Enrolled in September 2024 and has since completed courses in Chinese language education theory

and international Chinese textbook evaluation. Interested in the research and development of textbooks, teaching methods, and teaching design.