Firms across industries, irrespective of their size, are becoming increasingly dependent on the Internet to allow them to connect to their customers, be it through websites, e-mail, or social media. Social media has become an especially lucrative option for these firms owing to the possibility of not only reaching out to a wide audience through broadcast messages, but also the possibility to hear back from this audience. As a result, scholars have termed social media as a ïa Uh\WX\a U_YfÐVYHk YYb˙Z]fa g˙UbX˙h\Y]r current and prospective customers. The intent of this h\Yg]g˙]g˙hc˙ïcdYb˙h\Y˙V˙UW_˙Vcl ÐcZˈh\YgYˈïa Uh\WX]b[˙˙ZUW]˙]h]YgÐh\Uhˈ\Vcbb\YWhiˈY-business websites k]h\˙h\Y]f˙dchYbh]U˙W ghca YfgžˈUbX˙hc˙dfcj]XY˙U˙bi UbWX i bXYfghUbX]b[˙˙cZˈk \Uh˙ïfYUWX]b[˙˙ci hÐ to an interested audience on social media entails.

Since social media as a context implies that the *social* and the *material* are fundamentally co-constitutive, a sociomaterial lens is used in this thesis to understand the affordances offered by social media to e-business firms. A review of extant literature on social media affordances reveals that, hitherto, scholars have espoused a notion of affordances which are static, dyadic and proximal. Here, static implies that affordances pre-exist the action of a user, dyadic implies that affordances are actualized in the relationship of a user and a technological object, and proximal implies that the affordances require proximity between a user and a technological object to actualize. However, certain social media affordances may be more complex, due to their being dynamically actualized in action, their actualization involving multiple human and material agents, and/or their actualizing even when the user is at a distance from the technological object. b(th)-7(te.)-7(A)8(r)-2(-)-4(te)5)Faequir , 97m(ant eifria. th9(r)-2(1)5)-4)-3(-so)4(ci)(e)5x)5)-

rising and falling when using Facebook for reaching out to interested audience. By providing an endogenous explanation for the experience of the firm, this thesis also delineates how certain managerial levers that drive algorithmic and human agency can be used to affect a more desirable behavior of the social media platform when firms use it to reach out to individual users.

This thesis contributes to the current theoretical understanding of affordances in general, and social media affordances in particular. Firstly, it makes a case for an ontological shift in affordance studies from a substantialist emphasis towards process orientation. Secondly, it suggests a methodological departure from the current interpretive studies that espouse a