



# Motivations and usage patterns of social networking sites:

Exploring cultural differences between United States & Sri Lanka.

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*This Master's Thesis is carried out as a part of the education at the University of Agder and is therefore approved as a part of this education. However, this does not imply that the University answers for the methods that are used or the conclusions that are drawn.*

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Kristiansand

## Abstract

Cybernetics has experienced a major breakthrough and led to the utilization of computers at nearly all parts of daily life. The new technology created online social networking. Even though Social Networking Sites (SNS) are a global phenomenon, it is constrained by local conditions such as culture. Thus, the purpose of the study is to incorporate cultural dimensions to the motivations and usage patterns of the SNS considering SNS as a collection of features (chat, status updates, groups etc...). Present study replicates a study made in the United States in Sri Lanka, and identified differences, trace them to cultural reasons. Survey data collected from undergraduates in Sri Lanka (n= 262) were analyzed by Statistical Package for Social Sciences (SPSS) and then compared with Smock, Ellison, Lampe, & Wohn (2011). Both studies agree that there is a difference in motivations for both general Facebook use and use of specific features of the site. Further, findings revealed that while patterns of SNS usage do not differ across cultures, some of the motivations behind them do differ. Theoretical and practical implications of these findings, possible cultural reasons for differences and directions for further research are discussed.

**Key words:** Social Networking Sites (SNS), Facebook, Culture, US, Sri Lanka, Specific Facebook features, General Facebook use

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# Chapter 1

## 1. Introduction

From time immemorial human beings have been living in groups. In early days their basic requirements such as housing and food were fulfilled through group effort. Even though people started to live in different houses with progress of civilization, they still depend on other members in the society for different needs. Moreover, according to Maslow's need hierarchy love and belongingness are at the third level. Therefore it is understood that as a result of this human requirement, social networks occurred in the world. Sometimes social networks are developed for specific goals such as a natural disaster support group. On the other hand it can be for a general purpose of harmony such as families and friends (Clemons, 2009). The traditional social network is a “group of friends living within a city, or a group of college classmates who remain in frequent contact socially” (Clemons, 2009, p. 46).

In the last two decades cybernetics have experienced a major breakthrough. This led to the utilization of computers at nearly all parts of daily life. The new technology has changed the existing relationships among individuals and has created new forms of social networking. These virtual communities (VC) link people around the world in a virtual setting (Hsu, Ju, Yen, & Chang, 2007). A virtual community can be identified as a “groups of people with common interests and practices that communicate regularly and for some duration in an organized way over the internet through a common location or mechanism” (Ridings, Gefen, & Arinze, 2002, p. 273). According to Sproull and Faraj (1997) physical location is not relevant, numbers of participants are relatively invisible and logistical and social costs are lower in electronic communities. Social Network Sites (SNS) are a form of rapidly developing VC. It is an “individual web page which enables online, human-relationship building by collecting useful information and sharing it with specific or unspecific people” (Kwon & Wen, 2010, p. 254). Pempek, Yermolayeva, & Calvert (2009) mentioned SNS are designed to foster social contact in a virtual setting.

Through the last 10 years, millions of internet users around the world have visited a large number of social networking and social media sites (W. Kim, Jeong, & Lee, 2010). According to Moerdyck (2012) awareness of the SNS are very high. Facebook is close to 100%, Twitter reaches 80% awareness and Google+ is known by 70%. Further she mentioned that 7 out of 10 internet users are a member of at least 1 social network. This



indicates that more than 1.5 billion people are using social network sites. World internet penetration is 30% and social media penetration is 22% (Kemp, 2012). According to Moerdyck (2012) Mobile phone is the perfect accelerator for social media usage. Table 1 represents the world Social Networking penetration.

**Table 1: World Social Networking penetration**

Area	Penetration
North America	50%
Central and South America	25%
Western Europe	36%
Middle East	18%
Africa	4%
Central and Eastern Europe	47%
Asia	20%
Oceania	36%

Source: Kemp .S .We are social, January 2012

Word-of-mouth communication plays a vital role in marketing. Scope of word-of-mouth was limited to the people who interact on a daily basis. Undoubtedly the uptake of social media technology removes that barrier and creates new opportunities for marketers. Consumers around the globe are using social media. They learn about consumers' experiences and other relevant information through SNS. Search for information has become easier and amusing, and social media have expedited the data availability. Hence marketers can capture their target audience very easily and disseminate their message more efficiently through SNS. Further, they can customize their marketing programs according to the setting. Moreover, marketers can create brand communities and communicate with their customers very effectively. Especially those who are engaged in the international businesses, find this beneficial. All these perspectives conclude that SNS are a good medium for the business community to capture their target audience.

Apart from the fact that SNS users are customers or potential customers for the business community, they are good promoters. As explained earlier, they disseminate their brand related experience and other information via SNS. Further, SNS are good databases. Some users express their feelings in SNS, which helps marketers to understand consumer insights.

Since this is a two way communication, companies can recognize real consumer needs and how they respond to the present products and marketing cues.

### **1.1 Problem Statement and research questions**

SNS such as Facebook has different features and members will have different motivations to engage with these features. It can vary from the motivations for general Facebook use. For example a member may log on to the Facebook only to use a specific feature such as chat.

Even though SNS is a global phenomenon, it is constrained by local conditions such as culture. People who live in collective cultures give more importance to real world relationships than online relationships (Jackson & Wang, 2013). Members in collective cultures like Sri Lanka invest more on family, friends and other groups than members in individual culture. Therefore their SNS usage should be lesser than that in an individual culture.

Based on this explanation this study is attempting to find answers to the following research questions related to the most famous SNS, Facebook.

RQ1: What motivations predict the use of specific Facebook features among Sri Lankan undergraduates?

RQ2: Are the motivations that predict general Facebook use different from the motivations that predict use of specific Facebook features?

RQ3: Will culture make any difference in the motivations to use Facebook specific features and general use?

RQ4: Will Sri Lankans (representing a collective culture) use Facebook features less than United State (US) Facebook users (representing an individual culture)?

### **1.2 Significance of the study**

This study provides a broad framework about cultural impact on motivations and SNS usage patterns. While most previous researches studied about cultural impact of general Facebook use, this study goes one step further and analyzes the general use as well as use of specific features of Facebook.

As this study looks at SNS from a different perspective and social media marketing plays a significant role in contemporary marketing, both academics and business community will benefit from the findings.

### **1.3 Structure of Study**

This thesis consists of six chapters and is organized as follows.

#### **1.3.1 Chapter two**

Literature & Theoretical Review - This chapter consists of an overview of previous studies related to the history of SNS, Facebook, motivations and usage patterns of SNS and other influencing factors.

#### **1.3.2 Chapter three**

Research Design and Methodology - This chapter describes the research design, procedures and methods used in this study as well as reasons for selecting these procedures and methods.

#### **1.3.3 Chapter four**

Data analysis - This chapter will analyze collected data using appropriate statistical methods in order to find answers to the research questions.

#### **1.3.4. Chapter five**

Discussion - This chapter will compare the findings with the previous literature and provide explanations for differences.

#### **1.3.5 Chapter six**

Conclusion - This chapter includes the summary, contributions, implications and limitations.

# Chapter 2

## 2. Literature & Theoretical Review

*This chapter presents a literature review on the history of SNS, Facebook, motives and usage patterns of SNS and other influencing factors.*

### 2.1 Social Network Sites

SNS are the latest stages in the development of internet, further known as a Web 2.0. It is driven by the user and combined with others. This new trend goes beyond the personal web pages (Smith & Kidder, 2010). It provides an opportunity for users to present themselves and start or keep up connections with others. Nowadays SNS and blogs represent 10% of the total time spent on internet (Pallis, Zeinalipour & Dikaiakos, 2011). The most widely used SNS are Facebook, MySpace, LinkedIn, and Twitter (Smith & Kidder, 2010).

SNS can be defined as “Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system”(Boyd & Ellison, 2007, p. 211). Further Marcus & Krishnamurthi, (2009, P. 59) identified it as “Online communities that focus on bringing together people with similar interests or who are interested in exploring the interests and activities of others”. Social web sites are “Web sites that make it possible for people to form online communities, and share user-created contents” (Kim, Jeong, & Lee, 2010, p. 216). According to Kwon & Wen, (2010, p. 255) it is a “Web-based service which is based on certain meaningful and valuable relationships including friendship, kinship, interests and activities, etc.” Murray & Waller, (2007, p. 56) mentioned that “Social networking websites are virtual communities which allow people to connect and interact with each other on a particular subject or to just hang out together online”.

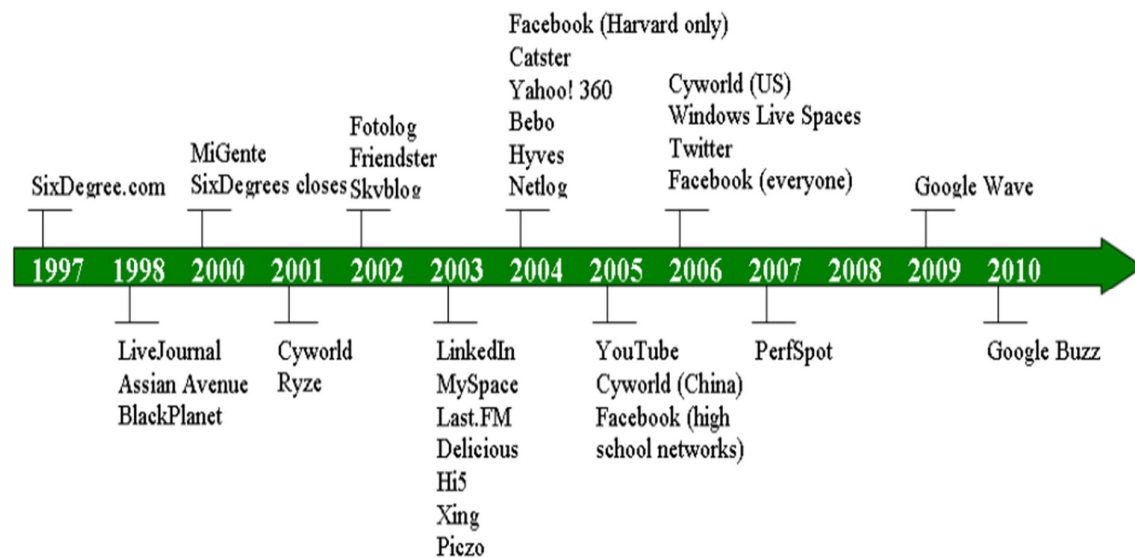
According to Smith & Kidder, (2010) SNS such as Facebook become popular since their goal is making and spreading of a users' community. Apart from that, it is a way to shape personal identities of young people. These sites do not rely upon face to face encounter such as traditional social networks. In the beginning, Facebook relied more on offline contacts, but now it has changed. Some friends are second-order friends (friends of friends) or more than that, sometimes they have never met (e.g., Political action groups). On the other hand,

members in Second Life, and YouTube may have never met or not have any idea to meet (Clemons, 2009).

SNS may have different purposes such as work-related (e.g., LinkedIn.com), initiating romantic relationships (Friendster.com), connecting people with shared interests (MySpace.com), or other (Facebook.com) (Ellison, Steinfield, & Lampe, 2007). When starting a new membership, the user has to provide answers (based on which the profile is developed) to the questions given by the site. Normally it comprises questions such as age, interests, about me section. Most sites ask users to upload a profile photo and the visibility of a profile depends on the site policy and user choice (Boyd & Ellison, 2007).

The first social networking site, SixDegrees.com, was introduced in 1997 and it later expanded into a number of sites. (Boyd & Ellison, 2007). Figure 1 represents the timeline of SNS.

**Figure 1: Timeline of Social Networking Sites**



Source: Pallis, Zeinalipour-Yazti, Dikaiakos, (2011)

## **2.2 Overview of Facebook**

An insight into the origin, functions and evolution of Facebook can be gained by looking at the following quotation.

Facebook is

“Developed in 2004 by former Harvard undergraduate student Mark Zuckerberg, which allows users to add friends, send messages, and update personal profiles in order to notify friends and peers about themselves. Facebook users can also form and join virtual groups, develop applications, host content, and learn about each other’s’ interests, hobbies, and relationship statuses through users’ online profiles.”(Quan-Haase & Young, 2010, p. 352).

Further Facebook is the largest multilingual SNS which can be accessed on both web and mobile devices (Grosbeck, Bran, & Tiru, 2011). It is the most interested SNS among researchers due to its high usage and technological feasibility (Ellison et al., 2007).

## **2.3. Social Network Sites Usage patterns and Infusing Factors**

A number of scholars have studied about different aspects of SNS such as motivations, usage patterns, demographic factors, personality etc. Table 2 summarizes some previous studies under the headings of author, independent variable, dependent variable, analytical method, setting, and results.

**Table 2: Summary of Prior Studies**

Author	Independent variable	Dependent variable	Analytical Method	Setting	Results
(Ellison, Steinfiel d, & Lampe, 2007)	Facebook Intensity	Social Capital - Bridging Social Capital - Bonding Social Capital - Maintained Social Capital	-Descriptive statics -Regression analyses	207 students from the Michigan State University	- Strong association exists between use of Facebook and the three types of social capital, with the strongest relationship being to bridging social capital.  -Facebook might provide greater benefits for users experiencing low self-esteem and low life satisfaction.
(Lin & Lu, 2011)	Network externalities - Number of members -Number of peers - Perceived complementarity  Perceived benefits - Usefulness	Perceived benefits -Usefulness -Enjoyment Continued intention to use	-Descriptive statics - Confirmatory factor analyses (CFA) - Correlations	402 randomly chosen users of Taiwan Facebook users	- Usefulness and enjoyment have positive direct effects on continued intention to use.  - Through usefulness , the number of members (direct network externalities) have positive indirect effect on continued intention to use.  - Both usefulness and enjoyment have a positive indirect effect on continued intention to use.  - Perceived complementarity (indirect network externalities) through both usefulness and enjoyment has positive indirect effect on continued intention to use.

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	- Enjoyment				<ul style="list-style-type: none"> <li>- Gender groups have a significant difference in the path “number of peers-continued intention to use” and the path “number of members-enjoyment.</li> <li>- Usefulness and enjoyment have direct influence on continued intension to use among men, while enjoyment, usefulness, and number of peers have direct influence on the same among women.</li> <li>- In women, all three sources of network externalities significantly relate to perceived benefit.</li> </ul>
(Kwon & Wen, 2010)	<ul style="list-style-type: none"> <li>-Social identity</li> <li>-Altruism</li> <li>-Telepresence</li> </ul>	Actual use	<ul style="list-style-type: none"> <li>-Confirmatory factor analysis using to test the measurement model</li> <li>- T-values</li> <li>- Multi-group analysis</li> <li>-Correlation</li> </ul>	229 individuals who are using commercial social network services run by Korean companies	<ul style="list-style-type: none"> <li>-perceived ease of use, perceived usefulness and perceived encouragement are positively affect actual use</li> <li>-Social identity has a positive effect on the perceived usefulness of a social network service</li> <li>-Social identity has a positive effect on perceived encouragement of a social network service.</li> <li>-Social identity does not affect positively on perceived ease of use of a social network service</li> <li>-Altruism has a positive effect on perceived ease of use of a social network service</li> </ul>
	<ul style="list-style-type: none"> <li>Mediate variables</li> <li>-Perceived ease of use</li> <li>-Perceived</li> <li>-Usefulness</li> <li>-Perceived encouragement</li> </ul>				

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- Altruism has a positive effect on the perceived encouragement of a social network service
  - Altruism does not affect positively on the perceived usefulness of a social network service
  - Telepresence has a positive effect on perceived ease of use of a social network service.
  - Telepresence have a positive effect on perceived encouragement of a social network service
  - Telepresence does not affect positively on perceived usefulness of a social network service.
  - Through positive effect of ease of use on perceived usefulness, perceived encouragement has a positive effect on actual use of a social network service.
  - Perceived encouragement has both indirect and direct affection to actually use.
  - Perceived encouragement is a significant construct to better explain the actual use of social network services.

(Brandtz æg, Lüders,	Younger (16-32) Older adults (40-	Use, awareness, and perceptions of Facebook user	Exploratory research	16 participants from Urban and rural locations in the Greater
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-Significant difference between younger and older adults in time completion and task

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<p>&amp; Skjetne, 2010)</p>	<p>64)</p>	<p>(privacy) settings</p>	<p>In-depth interviews and explorative usability tests</p>	<p>Oslo area, Norwegian and White.</p>	<p>completion related to Facebook settings.</p> <ul style="list-style-type: none"> <li>- Younger users are more skilled in their Facebook usage, whereas adults over the age of 40 have difficulties in understanding the navigation logic and privacy settings.</li> <li>- Younger and older adults display completely open public profiles without realizing it.</li> </ul>
<p>(Smock, Ellison, Lampe, &amp; Wohn, 2011)</p>	<p>Motives</p> <ul style="list-style-type: none"> <li>- Relaxing entertainment</li> <li>- Expressive information sharing</li> <li>- Escapism</li> <li>- Cool and new trend</li> <li>- Companionship</li> <li>- Professional advancement</li> <li>- Social interaction</li> </ul>	<p>Specific Facebook features</p> <p>Status updates, comments, Wall posts, private messages, chat and Groups</p>	<p>- Descriptive statics</p> <p>- Regression</p> <p>Control variables were used (Demographic)</p>	<p>267 undergraduate students from two entry-level telecommunication courses at a large Midwestern university.</p>	<ul style="list-style-type: none"> <li>- There is an association between the motivation of expressive information sharing and the use of status updates.</li> <li>- Use of comments, has three significant predictors (relaxing entertainment, companionship, and social interaction).</li> <li>- Three motives that positively predict writing on Facebook Friends' Walls: habitual pass time, professional advancement, and social interaction.</li> <li>- Private message use showed two motives as significant predictors: professional advancement and social interaction.</li> <li>- Social interaction was the only motive that predicted use of the chat feature.</li> <li>- Female and an out-of-state student were</li> </ul>

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- Habitual pass  
time  
- To meet new  
people

negatively associated with using chat feature.

- Facebook Groups were significantly predicted by expressive information sharing and social interaction (negative):

-Facebook Groups are used less by those who are motivated by social interaction, but more by those who are motivated by expressive information sharing.

- Motives of relaxing entertainment, expressive information sharing, and social interaction are all predictors of overall use.

- Use of the chat feature, do not have a significant relationship with companionship.

- Comments predicted, negatively, by companionship.

(Cheung  
, Chiu,  
& Lee,  
2011)

Social influence  
Values  
Social presence

We-Intention to use  
Facebook.

-Partial least  
square  
-Correlation

182 students from.  
Hong Kong

- Social presence has the strongest impact on We-Intention to use Facebook.

- Group norms also have a significant influence on We-Intention.

- Social identity does not have any significant relationships with We-Intention

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					- Maintaining interpersonal interconnectivity, social enhancement and entertainment value are significant.
(Valenzuela, Park, & Kee, 2008)	Intensity of Facebook Use  Intensity of Facebook Groups use	Life Satisfaction  Social Trust  Civic and Political Participation	-Descriptive Statistics  -Multivariate regressions	2,603: two large public universities in Texas, an undergraduate-dominated university in a small town and a commuter school in a large metropolitan area.	- Moderate, positive relationships between intensity of Facebook use and students' life satisfaction, social trust, civic participation and political engagement.  - Associations between Facebook usage and students' social capital are detectable even when taking demographic, socioeconomic and socialization variables into account.
Joinson, (2008)	Motives	Uses of Facebook	-Descriptive statistics  -Factor analysis  -Correlations	Study 1  137 Facebook users  Study 2  241 Facebook users	-Keep in touch is the most important motive.  -Social connection, shared identities, content, social investigation, social network surfing and status updating was identified by factor analysis.  - Demographics, site visit patterns and the use of privacy settings were associated with different uses and gratifications.
(Wang, Jackson, Zhang, & Su,	Personality  The Big Five  Personality Inventory (BFPI)	SNS use  -Use of specific features	-Descriptive Statistics  -Regression	265 undergraduate students from psychology Courses at a large	-Individual differences characteristics had significant effects on the use of SNS.  -Extraversion is positively related to number of friends, posting comments, posting self-photos,

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2012)	Neuroticism, Extraversion, agreeableness, Openness to experience, Narcissism, Sensation- seeking, self- esteem	-Number of friends -Making comments -Status updates -Posting photos -Playing games	university in southwestern China	and updating status, but negatively related to playing online games. -Neuroticism is positively related to updating one's status. -No relationship between agreeableness and comments on SNS. -Openness to experience was positively related to playing online games. -Narcissism is positively related to posting photos on SNSs. - Narcissism is positively related to using status update on SNS. -No relationship between narcissism and number of friends. -Sensation seeking will be positively related to playing online games was supported. -No relationship between sensation-seeking and number of SNS friends. -Self-esteem positively related to making comments on SNS.	
(Amicha	Personality	User information	-Analysis of	237 students at an	-Extroversion has a positive effect on the number

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i- Hambur ger & Vinitzky , 2010)	Neuroticism Extroversion Openness Agreeableness Conscientiousnes s	upload on Facebook -Basic information -Personal information -Contact information - Education, and work information	covariance, -Descriptive statics	Israeli university, Department of Economics and Business Management	of friends, but no effect on use of Facebook groups. -Highly extroverted personality may demonstrate lower use of personal information. -Introverts place more personal information on their profiles. -Individuals in the highly neurotic were found to be more inclined to post their photos on profile. -Individuals in the highly neurotic were less inclined to use the picture upload features. -Higher agreeableness used fewer page features -People who are more open are more expressive on their Facebook profile. -Higher conscientiousness would demonstrate a higher number of friends. -Higher conscientiousness was demonstrated less use of the picture upload.
(Moore & McElro y, 2012)	Personality Extraversion Agreeableness	Facebook usage	-Correlation -Descriptive statics	219 undergraduate students at a large Midwestern University	-More extraverted people have more Facebook friends and that they report less regret over Facebook content than less extraverted individuals.

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Conscientiousness	-Extraversion was not significantly related to time spent on Facebook, number of photos, or the number of wall postings.
Emotional	- Positive relationship between agreeableness and regret.
Openness	- People higher in agreeableness did make a greater number of postings about themselves than did less agreeable people.
	- People high in conscientiousness made significantly fewer wall postings, about either self or others, and expressed more regret than did less conscientious users.
	- Conscientiousness was not related to time spent, frequency of use, number of friends or number of photos.
	- Emotional stability was positively related to both how frequently they use Facebook to keep up with others and regret.
	- Openness proved to have no significant effect on either Facebook usage or content.
(Glynn, Age Huge, &	Used Facebook for news purposes -Independent samples t-test, 1050 students, staff, and faculty of a large,
	- Younger respondents were more likely to use Facebook for news purposes.

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Hoffman, 2012)	Self-satisfaction Extroversion Gender		-Pearson correlations. -Hierarchical regression analysis	Midwestern university.	- Life satisfaction has a significant effect on Facebook news use, such that those with lower life satisfaction were more likely to report using Facebook for news purposes. - Weak to moderate correlation between the degree of respondent extroversion and Facebook news use. - Women were more likely than men to use Facebook for news related purposes.
(Special & Li-Barber, 2012)	Motivations Relationship maintenance, passing time, virtual community, entertainment, coolness, and companionship	Using Facebook -Satisfaction	-Descriptive statistics (mean and SD) -One-way ANOVA	127 (N = 90 females) undergraduate students from a small southeastern university. Participants were Introductory Psychology students	- Relationship maintenance is the strongest motivator for using Facebook followed by passing time, and entertainment. - Less important motives are coolness , virtual community , and companionship - Users derive more satisfaction from relationship maintenance, passing the time, entertainment. -Users are less satisfied with Facebook's coolness factor, virtual community, and companionship. - Females were more satisfied with Facebook's ability to help maintain relationships than males.



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					<ul style="list-style-type: none"> <li>- Females were more satisfied with Facebook's ability to entertain than males.</li> <li>- Females were more satisfied with the coolness of Facebook.</li> <li>-Males disclosed more basic information than females. Males also disclosed more contact information.</li> <li>- Females were indicating having higher privacy settings than males.</li> <li>-No significant effect between privacy level and satisfaction across any of the six motives for using Facebook.</li> </ul>
(J. Lee, Lee, & Choi, 2012)	<ul style="list-style-type: none"> <li>Motivations</li> <li>Social interaction</li> <li>Self-presentation</li> <li>-Fantasy/role playing</li> <li>-Passing time/escapism</li> <li>-Entertainment</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>Playing social network games (SNG)</li> <li>Attitudes towards social network games</li> </ul>	<ul style="list-style-type: none"> <li>-Factor analysis</li> <li>-Regression</li> </ul>	324 college students at a large Midwestern university in the United States	<ul style="list-style-type: none"> <li>Factor analysis identified Motivations social interaction; self-presentation; fantasy/role playing; , passing time/escapism; entertainment; challenge/competition as main factors.</li> <li>- Passing time/escapism and self-presentation predicted the attitude toward playing SNG positively.</li> <li>- Entertainment and passing time/escapism have a positive impact on intention to play SNG.</li> <li>- Any motives do not predicted intention to</li> </ul>

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	Challenge/competition				invite friends to play SNG. - Entertainment and challenge/competition motives significantly predicts of intention to visit friends' spaces in SNG. - Challenge/competition motive influenced intention to send gifts for games to friends positively. - Self-presentation has positive effect on intention to purchase virtual goods.
(Baek, Holton, Harp, & Yaschur, 2011)	Motivations -Information sharing -Convenience and entertainment -Pass time -Interpersonal utility Control -Promoting work	Linking on Facebook -News Entertainment -Job related Organization	-Factor analysis, -Descriptive statics -Regression	217 US FB users	-Factor analysis identified information sharing; Convenience and entertainment, pass time, Interpersonal utility Control, Promoting work are motivations to link sharing. - Information sharing is the significant predictor of frequency of posting links. - The higher the education level, the more likely respondents were to post links of news content on Facebook. - Greater the motivations to share information, the more likely respondents are to typically post links of news contents. -The lower the motivation for posting links to

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(Seidman, 2012)	Personality -Extraversion -Agreeableness -Openness -Neuroticism Conscientiousness	Belongingness -Communication -Information-seeking -Acceptance-seeking -Connection/caring Self-presentation -Emotional disclosure -Attention-seeking -Actual self-presentation -Hidden self-presentation -Ideal self-	-Descriptive statistics, -Regression analyses	184 undergraduates	control others, the more likely respondents were to post links with entertainment content  - The greater a user's motivation to promote work, the more likely the user was to post links of job-related content on Facebook.  -Agreeableness is unrelated to information-seeking, but was positively correlated with communication.  - Extraversion is associated with communication.  - Openness is unrelated to information-seeking and communication.  - Neuroticism is not associated with acceptance-seeking  - Conscientiousness is unrelated with information-seeking and communication  - Extraversion is associated with actual self-presentation  - Extraversion is marginally positively related to emotional disclosure  - Extraversion is unrelated to hidden self-expression
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presentation

- Agreeableness is positively related to actual self-presentation and negatively related to attention-seeking
  - Neuroticism was positively associated with general self-disclosure, emotional disclosure, and presentation of actual, ideal, and hidden self-aspect
  - Conscientiousness is negatively associated with attention-seeking and hidden and ideal self-expression.
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(Hunt, Atkin, & Krishna n, 2012)	Computer-mediated communication apprehension (CMCA) Gender	Motivations ( As mediator) -Information seeking -Interpersonal -Self expression -Entertainment -Passing time  Use of interactive features	Descriptive statics Correlation Confirmatory factor analysis	The sample consisted of 417 undergraduate students who were recruited from a large introductory level course	-CMCA is not positively related to information seeking on Facebook. -CMCA inversely related to using Facebook for interpersonal communication. - CMCA inversely related to self-expression on Facebook. - CMCA inversely related to using Facebook for entertainment. - CMCA inversely related to the passing time motive. - The interpersonal motive is significant positive predictor of use of interactive features. -Self-expression, entertainment, information seeking and passing time motives are not significant predictors of use of interactive features.
(Quan-Haase & Young, 2010)	Factors -Pastime -Affection -Fashion	-Frequency of Facebook use -Frequency of profile updates	-Factor analysis - Descriptive statics -Regression	77 for survey large, research intensive university in Canada. 21 for the interview	-Factor analysis of gratifications identified pastime, affection, fashion, share problems, sociability, and social information. -Interviews found peer pressure, social connectivity, curiosity.

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	-Share problems Sociability -Social information				- Pastime activity, sociability and social information are positively associated with frequency of Facebook use.  - Pastime, affection, and social information are positively associated with Facebook profile updates.
(Raacke & Raacke, 2010)	Dimensions of using SNS	-Descriptive statics  -Factor analysis	201 students from East coast university		-Information dimension, the friendship dimension, and the connection dimension are the uses and gratifications for users of friend networking sites.  -Men are more likely to report using friend networking sites for dating purposes and men were more likely to have a larger number of friends linked to their accounts, whereas women are more likely to set their websites to private.
(Tosun, 2012)	Express true self on internet	Motivations to use Facebook	Descriptive statics  Factor analysis	143 students large state universities in the two cities of Turkey - METU in Ankara and UU in Bursa.	-Main motive is to maintain long-distance friendships. Next game-playing/entertainment, active forms of photo-related activities, organizing social activities, passive observations, establishing new friendships, and initiating and/or terminating romantic relationships.  - High tendency to express their true self on the internet reported to use Facebook for establishing

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				new friendships and for initiating/terminating romantic relationships more than the individuals' with low and medium levels.
(Morada badi, Gharehs hiran, & Amrai, 2012)	Motives for using FB	-Descriptive statics	396 Tehran University Iran 241 BA, 98 MA and 52 PH.D, 5 not mentioned	-Motives for using Facebook are information sharing, freedom of communication, free flow of information, control of information, principles of equality and require for information and entertainment.
(Giannakos, Choriantopoulos, & Vlamos, 2012)	Uses and gratifications	-Factor analysis -Analysis of Variances	Exploratory stage, 70 users, 222 Facebook users for validity in Greece	-Social Connection, Social Network Surfing, Wasting Time and Using Applications are the factors to use Facebook.  -Women are more likely than men to use Facebook for its applications.  -Men are more likely than women to use Facebook in order to search for something.
(Basiri, Rahman & Iahad, 2012)	-Keeping in touch -Presenting self -To make new friends	Communication application of SNS  -Descriptive statics -Correlations	360 students of University Teknologi Malaysia	-Keeping in touch' and 'presenting self is highly positively associate with communication.  -To make new friends, to seek information and knowledge', friends and society popular topics are positively correlated to communication at significant level.

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- To seek information and knowledge'  
-Friends and society popular topics

(Pai & Arnott, 2012)		Motives for adopting and using social networking sites	Means–end approach	24 soft laddering interviews in summer 2010 in Taipei, Taiwan, using a snowball sampling method	Belonging, hedonism, self-esteem, and reciprocity are the four main values users attain through SNS adoption.
(Dogruer, Menevis, & Eyyam, 2011)		Motivation for using Facebook	-Descriptive statics	302 English Preparatory School of Eastern Mediterranean University	Self-expression, Media Drenching and Performance, Passing Time, Information Seeking, Personal Status, Relation Maintenance, Entertainment.
(C. S. Lee & Ma, 2012)	Information Seeking Socializing Entertainment Status Seeking	Intention to share news Prior social media sharing experience (mediate variable for information seeking	Factor analysis -Descriptive statics -Path coefficients	203 undergraduate and graduate students at a large university Singapore	-Information seeking is positively associated with users' intention to share news in social media.  - Socializing is positively associated with users' intention to share news in social media.



	Prior social media sharing experience	and status seeking)			<ul style="list-style-type: none"> <li>- Status seeking is positively associated with users' intention to share news in social media</li> <li>- Prior social media sharing experience is positively associated with users' intention to share news in social media.</li> <li>- Status seeking is positively associated with prior social media sharing experience.</li> <li>- Information seeking is not positively associated with prior social media sharing experience.</li> <li>- Entertainment is not positively associated with users' intention to share news in social media.</li> </ul>
(Nadkarni & Hofmann, 2012)		Factors contributing to Facebook use.	Theory Paper		<p>Facebook use is motivated by: the need to belong and the need for self-presentation.</p> <p>Demographic and cultural factors contribute to the need to belong, whereas neuroticism, narcissism, shyness, self-esteem and self-worth contribute to the need for self-presentation.</p>
(Ryan & Xenos, 2011)	Facebook usage	<ul style="list-style-type: none"> <li>-Personality</li> <li>-Extraversion</li> <li>-Agreeableness</li> <li>-Conscientiousness.</li> </ul>	<ul style="list-style-type: none"> <li>-Descriptive statistics</li> <li>-Pearson's product-moment correlation</li> </ul>	1635 self-selected Australian Internet users	<ul style="list-style-type: none"> <li>-There is a significant positive correlation between time spent on Facebook per day and neuroticism, loneliness.</li> <li>- There is a significant negative correlation between time spent on Facebook per day and</li> </ul>

	-Neuroticism.	coefficient		conscientiousness.
	-Openness	-Factor analysis		- No significant relationship between time spent on Facebook per day and shyness.
	-Shyness			- Extraversion is significantly positively correlated with preferences for all of the communicative features of Facebook: Chat, Messages, Comments and the Wall.
	-Narcissism			- Significant positive correlations between preference for Photos and narcissism.
	- Loneliness			- Significant positive correlation between preference for the status update feature and exhibitionism.
				Factor analysis identifies Facebook features under four factors active social contributions, passive engagement, news and information, and real-time social interaction.
(Pemppek, Yermolayeva, & Calvert, 2009)	Why do students use Facebook	-Open-ended question, Descriptive statics	92 undergraduate students from two psychology classes at a private university in a large metropolitan area USA	Major reason is to communicate with friends. Others Looking at or posting photos, Entertainment (to pass time, to fight boredom, to procrastinate, etc.) ,Finding out about or planning events ,Sending or receiving messages ,Making or reading wall posts, Getting to know people

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					better (friends or people recently met),,Getting contact information (email address, phone number, etc.),Presenting oneself to others through the content in one's profile.
Bumgarner, B. A. (2007).	Motivations to use FB	-Factor analysis -Descriptive statics	1,049 students University of North Carolina		-The most prevalent motivation for using Facebook is as a social activity -Facebook operates primarily as a tool for the facilitation of gossip.
(Greenhow & Robelia, 2009)	Role of a social network site	-Qualitative analysis	Winter 2007 (n = 852) and spring of 2008 (n = 600) of 11 high school teenagers from low-income families in the U.S		-SNSs facilitated emotional support, helped maintain relationships, and provided a platform for self-presentation. - Students used their online social network to fulfill essential social learning functions - Students engaged in a complex array of communicative and creative endeavors.
(Gangadharbatla, 2010)	Internet self-efficacy -Need for Cognition -Need to belong, -Collective self-	-Attitude toward SNS -Willingness to join the SNS	-Multiple regression analyses 237 undergraduate students large southwestern university		- Users' attitude toward SNS is related to their level of Internet self-efficacy, their need to belong, and their collective self-esteem. - Need for cognition has no influence on attitude towards SNS. - Users' willingness to join SNS is related to their level of Internet self-efficacy, their need to

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	esteem				belong, and their collective self-esteem.  -Need for cognition has no influence on willingness to join SNS.  - Internet self-efficacy, need to belong, and collective self-esteem all positively affect attitudes and willingness to join SNS.
(Burke, Lento,2010)	Direct communication consumption	Bonding social capital  Loneliness  Bridging social capital	-Descriptive statics  -Correlation	1193 English-speaking adults	-Bonding social capital is increasing with the amount of direct communication.  -Loneliness is decreasing with the amount of direct communication  -Bridging social capital is not increasing with consumption.  -Consumption is associated with loneliness.
(Steinfeld, Ellison, & Lampe, 2008)	Facebook Intensity	Bridging Social Capital	-Regression analysis,  -Descriptive statics, Interview analysis	286 Students first survey, 277 respondents from the previous year (longitudinal analysis) US	-Intensity of Facebook use in year one strongly predicted bridging social capital outcomes in year two.  -Lower self-esteem gained more from their use of Facebook in terms of bridging social capital than higher self-esteem participants.
(Parra-	Perceived	Intentions of	-Structural	404 Canary Islands	-There is a positive relationship between the

López, Bulchand-Gidumal, Gutiérrez-Taño, & Díaz-Armas, (2011)	benefits of using social media Perceived costs of use Perceived incentives to use	Using Social media in organizing and taking vacation trips.	equations method, using the Partial Least Squares (PLS) technique	who met the two requisites of habitual Internet use and having traveled for vacations in the previous 12 months	perceived incentives to use and the intentions of using social media in organizing and taking vacation trips. -There is no any relationship between the perceived costs of use and the intentions of using social media in organizing and taking vacation trips -There is a positive relationship between the perceived benefits of using social media and the intentions of using them in organizing and taking vacation trips.
(Pfeil, Arjan, & Zaphiris, 2009)		Use of the social networking website	-Content analysis	6000 MySpace user profiles Old (<60 ) and young (13-19	-Teenagers have larger networks of friends compared to older users of MySpace -Teenage users' friends are in their own age range (age $\pm$ 2 years). -Older people's networks of friends tend to have a more diverse age distribution. -Teenagers tend to make more use of different media (e.g. Video, music) within MySpace and use more self-references and negative emotions when describing themselves on their profile compared to older people.

(Lampe, Wohn, Vitak, Ellison, & Wash, 2011)	<p>Intensity of Facebook</p> <p>-Self-esteem</p> <p>-Satisfaction with life</p> <p>-Use Facebook to view the profile of an instructor, (b) contact an Instructor through Facebook, and (c) “Friend” an instructor</p> <p>-Willingness to ask a professor for help through Facebook</p> <p>- Willingness to ask a teaching assistant</p>	<p>- Propensity to use Facebook for classroom collaboration</p> <p>- Facebook for course organizing</p>	<p>-Descriptive Statistics</p> <p>-Regression</p>	<p>1996 students large, Midwestern university</p>	<p>-Intensity of Facebook use positively associated with the propensity to use Facebook for classroom collaboration.</p> <p>- Self-esteem is not positively associated with the propensity to use Facebook for classroom collaboration.</p> <p>Satisfaction with life at the university is not positively associated with the propensity to use Facebook for classroom collaboration.</p> <p>- Willingness to (a) use Facebook to view the profile of an instructor, (b) contact an instructor through Facebook positively associated with the propensity to use Facebook for course organizing.</p> <p>- “Friend” an instructor is not positively associated with the propensity to use Facebook for course organizing.</p> <p>-Willingness to ask a professor for help through Facebook is not positively associated with the propensity to use Facebook for classroom collaboration.</p> <p>- Willingness to ask a teaching assistant for help</p>
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through Facebook is positively associated with the propensity to use Facebook for classroom collaboration.

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## **2.4 Characteristics of previous studies**

As per above Table, many are US based studies (Eg. Ellison, Steinfield, & Lampe, 2007; Glynn, Huges, & Hoffman, 2012; Junco, 2012; Lee, Lee, & Choi, 2012 etc..). There are few studies in the Asian context, such as Lin and Lu's (2011) study about Taiwan Face Book users, Korean based study by Kwon & Wen in (2010), and Cheung, Ching & Lee's (2012) study of Hong Kong students. Following are some examples from other parts of the world. Personality impact on SNS usage among Israel students was studied by Amichai-Hamburger & Vinitzky, in (2010). Tosun (2012) selected Turkey as his research setting. Moradabadi, Gharehshiran, & Amrai (2012) described about motivations to use Facebook among Iranian students.

Most researches selected students as their respondents (Cheung et al., 2011; Ellison et al., 2007; Glynn et al., 2012; Lampe, Wohn, Vitak, Ellison, & Wash, 2011; Smock et al., 2011; Wang et al., 2012). However there are few studies about general SNS users too. Lin & Lu, (2011) selected Taiwan Facebook users as his population. People those who are using commercial social network services run by Korean companies were selected by Kwon & Wen, (2010). Ryan & Xenos, (2011) studied about Australian internet users.

When referring to the previous studies most of them are quantitative studies (Cheung et al., 2011; Kwon & Wen, 2010; Lampe et al., 2011; Lin & Lu, 2011; Smock et al., 2011). There are few qualitative studies too (Brandtzæg et al., 2010; Pai & Arnott, 2012).

## **2.5 Social network site usage (General use and specific features)**

Internet self-efficacy, need to belong, and collective self-esteem positively affect the attitudes towards SNS and willingness to join it (Gangadharbatla, 2010). On the other hand, usefulness and enjoyment have positive direct effect on continued intention to use (Lin & Lu, 2011). According to Kwon & Wen (2010) perceived ease of use, perceived usefulness and perceived encouragement have positive effects on actual use of SNS. Social presence has the strongest impact on We-Intention to use Facebook (Cheung et al., 2011).

Passing time/escapism and self-presentation are affecting the attitude towards playing Social Network Games (SNG) positively (Lee et al., 2012). As has been shown by Quan-Haase & Young, (2010) pastime, affection, and social information are positively related to Facebook profile updates. Socializing, status seeking, prior social media sharing experience are positively associated with users' intention to share news in social media (Lee & Ma, 2012). Moreover



entertainment and challenge/competition motives significantly predict the intention to visit friends' spaces in a SNG. (Lee et al., 2012). Facebook groups are used less by individuals those who are motivated by social interaction, and more by those who are motivated by expressive information sharing (Smock et al., 2011).

## **2.6 Influencing Factors**

According to the Table 2; motivations, demographic factors and personality have an impact on SNS usage. However, this study focused only on motivations and demographic factors.

### **2.6.1 Motivations**

Scholars have studied the impact of motivation on use of SNS. As per US based studies, Smock et al., (2011) highlighted that relaxing and entertainment, expressive information sharing, companionship, professional advancement, social interaction and habitual pass time are the main motives to use general Facebook and specific features. Relationship maintenance is the strongest motivator for using Facebook followed by passing time and entertainment. Coolness, virtual community and companionship are less important in this matter (Special & Li-Barber, 2012). Information dimension, the friendship dimension, and the connection dimension are the main dimensions to use SNS (Raacke & Raacke, 2010). Major reason to join with SNS is to communicate with friends. Others reasons are looking at or posting photos, entertainment, finding out about or planning events ,sending or receiving messages ,making or reading wall posts, getting to know people better ,getting contact information , presenting oneself to others through the content in one's profile (Pempek et al., 2009).

Following are some examples from studies in other parts of the world than US. Joinson (2008) pointed out that keep in touch plays a key role to use Facebook. Further he has identified that social connection, shared identities, content, social investigation, social network surfing and status updating as other factors. According to Quan-Haase & Young (2010) pastime, affection, fashion, share problems, sociability, and social information are the main motives to use Facebook. Tosun, (2012) mentioned that main motive is maintaining long-distance friendships. Others are; game-playing/entertainment, active forms of photo-related activities, organizing social activities, passive observations, establishing new friendships, and initiating and/or terminating romantic relationships. Moradabadi, Gharehshiran, & Amrai, (2012) mentioned that motives for using Facebook are information sharing, freedom of communication, free flow of

information, control of information, sense of equality and requirement for information and entertainment. According to Giannakos, Chorianopoulos, Giotopoulos, & Vlamos, (2012) social connection, social network surfing, wasting time and using applications are the factors to use Facebook. Self-expression, media drenching and performance, passing time, information seeking, personal status, relationship maintenance, entertainment are the motives to join with SNS (Dogruer et al., 2011). According to Pai & Arnott (2012) belonging, hedonism, self-esteem, and reciprocity are the four main values related with SNS.

### **2.6.2 Demographic Factors**

Users' gender, race and ethnicity, and educational background are associated with the use of SNS. Individuals with more experience and independence of use are more likely to be engaging with these sites (Hargittai, 2007). Further, there is an impact of prior experience on news sharing intention on SNS (Lee & Ma, 2012). Moreover, experience with the site and culture change the nature of true commitment (Vasalou, Joinson, & Courvoisier, 2010). According to Valenzuela et al., (2008) relationship between Facebook use and students' social capital can be seen even when considering demographic, socioeconomic and socialization variables.

There is a significant difference between younger and older adult behavior in time completion and task completion in Facebook settings. Further, youngsters are more skilled in Facebook usage, whereas adults face problems in understanding privacy settings. And yet, both younger and older adults show fully open profiles (Brandtzæg et al., 2010). Younger users are more likely to use Facebook for news purposes (Glynn et al., 2012). Teenagers have a larger number of friends compared to older users and their friends are in their own age range (age  $\pm$  2 years) (Pfeil, Arjan, & Zaphiris, 2009).

The number of peers is a key factor on the continued intention to use SNS for women. The number of members has no significant effect on enjoyment for men (Lin & Lu, 2011). Men are mainly using friend networking sites for dating purposes and relatively they have a larger number of friends (Rack & Raacke, 2010). Females are negatively associated with using chat feature (Smock et al., 2011). Women are more likely than men to use Facebook for news related purposes (Glynn et al., 2012). Females are more satisfied with Facebook's ability to help maintain relationships, entertain and coolness of Facebook than males. Further males revealed more basic information and contact information than female. Females have higher privacy

settings than males (Special & Li-Barber, 2012). Moreover, women are favored with privacy (Rack & Raacke, 2010). Women like Facebook applications than men and men use Facebook to search something than women (Giannakos et al., 2012).

## **2.7 Cross cultural studies**

### **2.7.1 Culture**

“Culture is the collective programming of the mind that distinguishes the members of one category of people from those of another” (Hofstede, 2001, p. 9). Further, it can be identified as “A generalized and organized conception influencing behavior, of nature, of man's place in it, of man's relation to man, and of the desirable and non-desirable as they may relate to man-environment and inter human relations” (Kluckhohn, 1969 as cited in Henry , 1976: 122).

There are six widely used cultural models at present. These were developed by Kluckhohn and Schwartz, Hall, Schwartz, Trompenaars, House and his GLOBE association and Hofstede (Bhagat & Steers, 2009, p 3-21). Most dimensions are the same across the different models. However for the analysis in this study, Hofstede cultural dimensions were used while other models have been explained in brief.

#### ***2.7.1.1 Kluckhohn and Schwartz (1961)***

This model was developed in 1961 and it is one of the earliest cultural models. According to these scholars, main cultural dimensions can be identified as follows. Relationship with nature (thoughts about the need or duty to control nature), relationship with people (thoughts about structure of the society), human activities (thoughts about proper objectives), relationship about time (present, past and future) and human nature (thoughts about good, neutral or evil human nature).

### *2.7.1.2 Hall (1981-1990)*

According to Hall, cultural dimensions are context (degree to which context of a message is important as the message itself), space (degree to which members feel at ease sharing physical space with other members) and time (degree to which members doing tasks at a time, one task at one time or multiple tasks at a time)

### *2.7.1.3 Schwartz (1992-1994)*

According to Schwartz (1992- 1994) cultural dimensions are conservatism - autonomy (degree to which members are incorporated in groups.), hierarchy – egalitarianism (degree to which equality is accepted.), mastery – harmony (degree to which members try to change the natural and social world for personal or group interests).

### *2.7.1.4 Trompenaars (1993)*

This model suggests seven dimensions: universalism-particularism, individualism-collectivism, specific- diffuse, neutral - affective, achievement-ascription, time perspective, relationship with environment. The first five dimensions relate to relationship among members and the next two relate to society's relationship with nature respectively.

### *2.7.1.5 Globe (2004)*

Power distance, uncertainty avoidance, human orientation, individualism collectivism, in-group collectivism, assertiveness, gender egalitarianism, future orientation, performance orientation are the main dimensions of this model.

### *2.7.1.6 Hofstede (Model used in this study)*

This cultural model, developed in 1980 with four dimensions and another dimension added in 1991, is the most widely used model and was therefore selected for analysis in this study. Those five dimensions are as follows.

#### *2.7.1.6.1 Power distance*

The extent to which, members think how institutional and organizational power should be distributed. It can be equal or unequal. Members in high power distance cultures are much happier with a larger status differential. They accept an unequal power distribution. Further there is a hierarchical system and downward communication flow. On the other hand, in low power

distance cultures, power is collective and people think themselves as equals, and members are willing to share their ideas.

#### 2.7.1.6.2 Uncertainty Avoidance

Uncertainty avoidance refers to the degree to which a society feels about the challenges arising from uncertain situations and attempts to avoid them. High uncertainty avoidance cultures wish formal rules and detest any uncertainty while low uncertainty avoidance cultures have a high tolerance for uncertainty, believe in taking risks and trying new things.

#### 2.7.1.6.3 Individualism-Collectivism

Individualism-Collectivism describes the extent to which a culture believes in and has loyalty to the self or to the groups normally around the family. In high individualistic cultures there is little connection among the members and they have less shared responsibilities than collective cultures. They use "I" instead of "WE". However in collective cultures, there is a strong group unity and harmony while they prefer to use the "WE" instead of "I".

#### 2.7.1.6.4 Masculinity-Femininity

Masculinity-Femininity indicates the extent to which a culture values assertiveness and the quality of life. It mainly denotes expected gender roles in a culture. People in high masculinity cultures believe in achievement and material possessions. Consequently they expect different roles from males and females in the society. On the other hand, feminine cultures trust less in achievements and more in quality of life while they favor equality between male and female.

#### 2.7.1.6.5 Long term Vs Short term orientation (LT/ST)

Long term vs. Short term refers to the societies' time horizon. Long term oriented societies give more importance to the future. They exhibit values as such as dedications, hard work and more saving. However, values of short term oriented cultures are related to the past and the present. And also they have a strong recognition for traditions.

### 2.7.2 Cross cultural studies about SNS

As SNS is an emerging field, there are only a few cross cultural studies about SNS. Some of them compare many cultures while others compare only two cultures. Table 3 summarizes some of the cross cultural studies related to SNS.

**Table 3: Summary of cross cultural studies about SNS**

Author	Context and Respondents	Findings
(Vasalou et al., 2010)	423 FB users from US UK Italy Greece France	Experience with the site and culture, have an impact on users' intention for using Facebook, as well as their instrumental uses and the time they spent on the site.
(Kim, Sohn, & Choi, 2011)	349 US and 240 Koreans Under Graduates	Major motives for using social network sites: seeking friends, social support, entertainment, information, and convenience are same between the two countries.  Korean college students put more weight on gaining social support from current social relationships, but American students give comparatively higher importance on looking for entertainment. American college students' networks are bigger than Korean student.
(Jackson & Wang, 2013)	400 college student participants from a Southwestern University In Chongqing, China -490 college participants from a Midwestern	There is a cultural difference in SNS use.  US respondents invest more time in SNS, believe it is more important and have more friends in SNSs than Chinese respondents.  Personal characteristics are less effective in forecasting SNS use in China than in the US.

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University in the US

(Chapman & Lahav , 2008)

Young adults, aged 18-34, interviews of 36 respondents, 8-10 in each of the US, France, China and South Korea.

There are three aspects of cultural difference in social networking behaviors: the users' goals, the typical pattern of self-expression, and common interaction behavior.

(Marshall, Cardon, Norris, Goreva, D'Souza, (2008)

245 Indian university students and 241 American university students

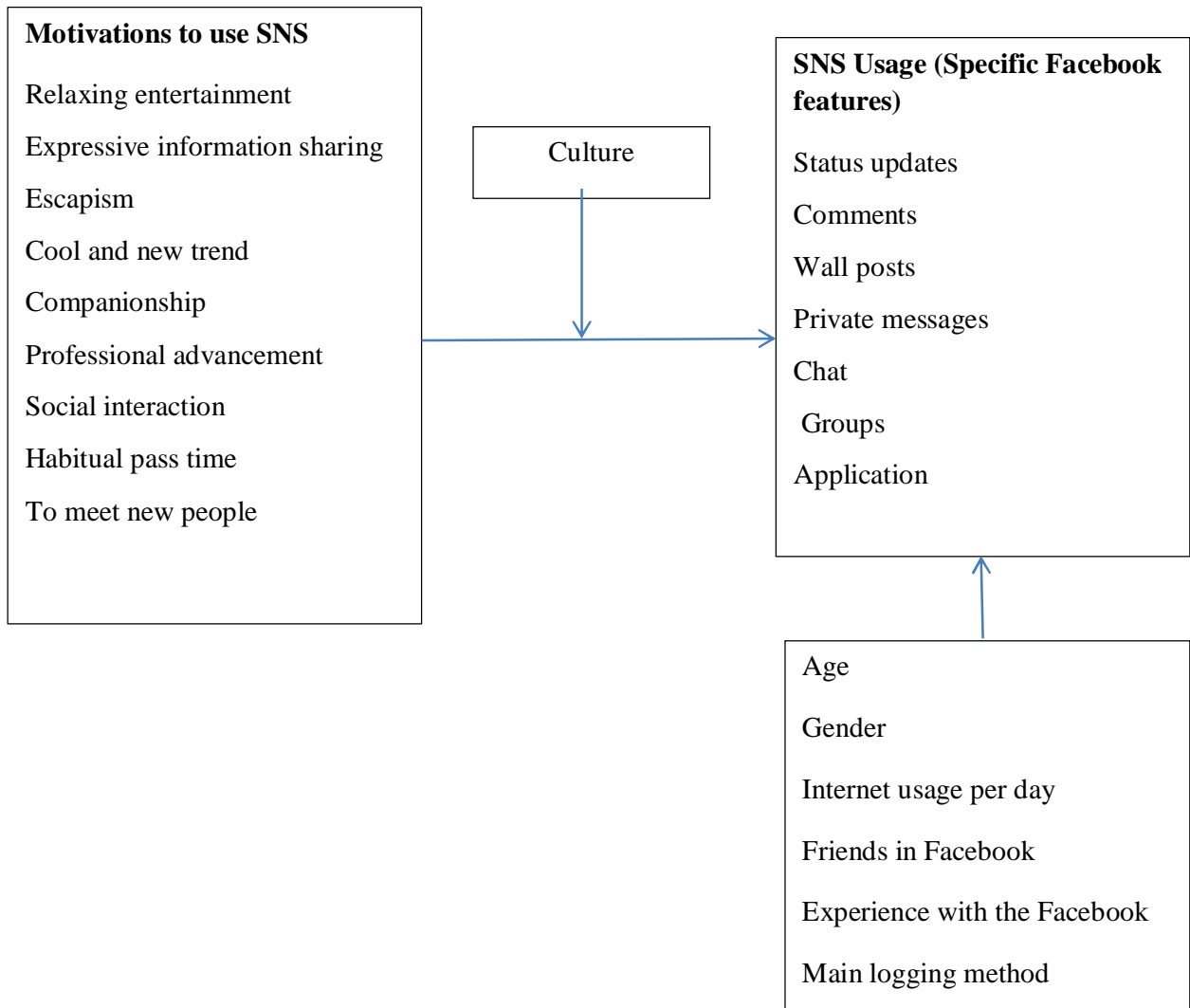
Indian students, from a collective culture, and American students, who are from an individual culture, showed number of common communication forms. "Indian students reported communication behaviors considered significantly more individualist than the American students" (P: 87).

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## 2.8 Conceptual Framework

Conceptual framework was developed after reviewing literature, based on Smock et al., (2011) and culture was included as a moderating variable.

**Figure 2: Conceptual Framework**





# Chapter 3

## 3 Research Design and Methodology

*This chapter describes the research design, procedures and methods used in this study together with the reasons for selecting these procedures and methods.*

### 3.1 Research paradigms

The research methodology is “the general approach the researcher takes in carrying out the research” (Leedy & Ormrod, 2005, p. 12). For the last two decades, number of discussions in social science focused on the difference between qualitative research and quantitative research methods. (Morgan, 2007). According to Bryman (1984) the debate over the quantitative and qualitative methodology has gained substantial attention among social researchers. Discussions of research methods in the social sciences are associated with assumptions about ontology, epistemology, and human nature. Based on these assumptions, researchers say that the difference between quantitative and qualitative methods is a rough and oversimplified one (Morgan & Smircich, 1980).

Qualitative research is “any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification” (Strauss & Corbin, 1990: 17). Quantitative research began around 1250 A.D and studied about the phenomena by quantifying data (Williams, 2007). Logical positivism or quantitative studies used experimental and quantitative measures.

“hypothetico-deductive assumes quantitative measurement, experimental design, and multivariate, parametric statistical analysis to be the epitome of “good” science. the alternative to the dominant hypothetico-deductive paradigm is derived from the tradition of anthropological field studies. Using the techniques of in depth, open-ended interviewing and personal observation, the alternative paradigm relies on qualitative data, holistic analysis, and detailed description derived from close contact with the targets of study” (Patton, 1980, p. 219) .

Quantitative studies find the causal determination, prediction, and generalization of findings. While qualitative studies find illumination, understanding, and extrapolation to similar situations (Hoepfl, 1997). Quantitative paradigm accepts social observations as entities such as physical scientists treat in physical phenomena. According to quantitative method,

observer is separate from the entities that are subject to observation. It believes that social scientific inquiry should be objective (Johnson & Onwuegbuzie, 2004).

Table 4 represents the Subjective-Objective debate within social science.



It is more useful to consider that no research approach is “better” than another, they are “better” at doing different stuff (Saunders, Lewis, & Thornhill, 2009) .Both of these paradigms have strengths and weaknesses inherent to it. We cannot say which one is the superior. It depends on the situation and the researcher. Some scholars are preferred with quantitative methods and some are preferred with qualitative research.

### 3.1.1 Quantitative research paradigm

This study will use quantitative methods because it deals with theory testing and not theory development. When referring to the previous studies about SNS, most of the researchers used this method in their studies. Quantitative studies start with a problem statement and are followed by the development of hypothesis, a literature review, and a quantitative data analysis (Williams, 2007). Table 5 represents the strengths and weaknesses of the quantitative method.

**Table 5: Strengths and weakness of the quantitative method**

<b>Strengths</b>	<b>Weaknesses</b>
Testing and validating already constructed theories about how (and to a lesser degree, why) phenomena occur.	The researcher’s categories that are used may not reflect local constituencies’ understandings
Testing hypotheses that are constructed before the data are collected. Can generalize research findings when the data are based on random samples of sufficient size.	The researcher’s theories that are used may not reflect local constituencies’ understandings
Can generalize a research finding when it has been replicated on many different populations and subpopulations	The researcher may miss out on phenomena occurring because of the focus on theory or hypothesis testing rather than on theory or hypothesis generation (called the confirmation bias).
Useful for obtaining data that allow quantitative predictions to be made	The researcher may miss out on phenomena occurring because of the focus on theory or hypothesis <i>testing</i> rather than on theory or hypothesis <i>generation</i> (called the <i>confirmation bias</i> ).

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The researcher may construct a situation that eliminates the confounding influence of many variables, allowing one to more credibly assess cause-and-effect relationships. Data collection using some quantitative methods is relatively quick (e.g., telephone interviews). Provides precise, quantitative, numerical data. Data analysis is relatively less time consuming (using statistical software). The research results are relatively independent of the researcher (E.g., effect size, statistical significance). It may have a higher credibility with many people in power (e.g., administrators, politicians, people who fund programs). It is useful for studying large numbers of people.

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Source: Johnson, R. B., & Onwuegbuzie, A. J. (2004).

### **3.2 Research Strategy- Survey**

There are several research strategies that can be used in the research such as; experiment, survey, case study, grounded theory, ethnography and action research. The strategy should be linked with research questions, objectives, current knowledge of researcher and, available resource (Saunders et al., 2009). Quantitative research “employ strategies of inquiry such as experimental and surveys, and collect data on predetermined instruments that yield statistical data” (Creswell, 2003:18 in Williams, 2007, p. 66). This study uses survey as the research strategy because this is a quantitative study and survey is the most convenient way.

### 3.3 Research context - Indian subcontinent

The Indian subcontinent denotes a main part of the world's population. It consists of eight countries (India, Pakistan, Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, and Maldives). Indian subcontinent comprises more than 1.3 billion people, which makes it one of the most populous parts of the world (Khan, 2002). Historically, the Indian subcontinent has been a geographical and cultural unity. This uniqueness has been strengthened by natural barriers.

This study replicates a study made in US in Sri Lanka, will identify differences, and will later try to trace them to cultural reasons. Since no scores on cultural dimensions were available for Sri Lanka, India is used as a proxy due to historical, religious and cultural similarities. Table below indicates the differences between India and US according to the Hofstede cultural dimensions.

**Table 6: US and India (Comparison of Hofstede dimensions)**

	Power Distance		Uncertainty Avoidance		Individualism/Collectivism		Masculinity/Femininity		LT/ST	
	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank
India	77	10-11	40	45	48	21	56	20-21	61	7
United States	40	38	46	43	91	1	62	15	29	27

Source: Hofstede, G. (2001).

In global setting, key dimension of cultural differences is the individualism and collectivism (Triandis, 1990 in Fujimoto, Bahfen, Fermelis, & Härtel, 2007). Based on previous literature, Jackson & Wang (2013) mentioned that collectivism and individualism is the most important dimension for uniqueness among national cultures. Therefore this study mainly focuses on collectivism and individualism. Power distance dimension will be used to explain professional advancement motivation.

#### 3.3.1 Sri Lanka

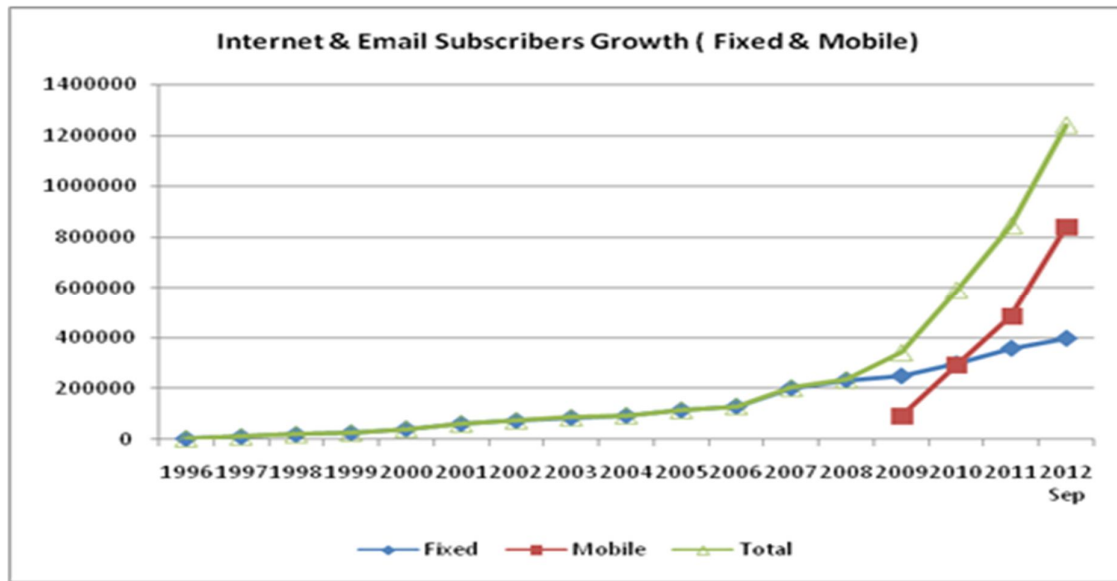
The Democratic Socialist Republic of Sri Lanka, previously known as Ceylon, is a small island in the Indian Ocean, south to the India. The country covers an area of 65,610 square kilometers. ("The world factbook,"). Sri Lanka is an emerging economy with a 20,869,000 population ("Ease of Doing Business in Sri Lanka,"). After the civil war in 2008, many

business opportunities emerged in North and North East areas. Country targets a 7.5 percent growth in the GDP and an overall budget deficit reduced to 5.8 percent of GDP while maintaining inflation at mid-single digit levels for 2013(" Sri Lanka targets 7.5 percent GDP growth and mid-single digit inflation in 2013,").

### 3.3.2 ICT and Facebook Usage among Sri Lankans

The Networked Readiness Index 2012 indicates that Sri Lanka is placed 71 while India is placed 69 (Dutta & Bilbao-Osorio, 2012). According to the Telecommunications Regulatory Commission of Sri Lanka, Internet & Email subscribers (Fixed & Mobile) increased rapidly in the last few years.

**Figure 3 : Internet and email subscription growth in Sri Lanka**



Source: ("Telecommunications Regulatory Commission of Sri Lanka,")

Currently, there are 1526360 Facebook users in Sri Lanka and the country is placed 72 in all Facebook statistics by Country rankings. It grew by more than 76780 in the last 6 months. The population penetration rate is 7.10%. And it is above India, which is the superpower in Indian subcontinent. In relation to the number of Internet users, it is 60.98 %. The majority of Facebook users are between 18-24 (640 160 users), followed by the users in age range 25-34. There are 68% male users and 32% female users ("Sri Lanka Facebook Statistics,").

### **3.4 Sampling**

#### **3.4.1 Population**

Population is the “entire group of people, events, or things of interest that researcher wish to investigate” (Sekaran, 1992, p. 225). According to Saunders et al., (2009) it includes all the set of cases which sample is taken. In this study, population is undergraduates in Sri Lankan universities and it is not specified to a specific academic discipline.

#### **3.4.2 Population Frame**

The population frame is a “listing of all the elements in the population from which the sample is to be drawn” (Sekaran, 1992, p. 225). Approximately 22110 seats were available for the academic year 2011/2012 in Sri Lankan universities (University Grants commission Sri Lanka). Practically it was difficult to take the full list of all undergraduates.

#### **3.4.3 Selection of Sample**

The sample is a “subset of a population. It comprises some members selected from the population” (Sekaran, 1992, p. 226). In the sampling process an element is selected from the population in order to give a conclusion about the larger group. Sampling techniques can be divided into two parts. That is probability sampling and none probability sampling (Saunders et al., 2009). Simple random sampling, systematic sampling and stratified sampling are the examples of probability sampling. None probability sampling include convenience samples, judgment samples, quota samples and snowball samples.

Convenience sample which represents none probability sampling procedure was used in this study. This sampling method has both advantages and disadvantages. Likelihood of sample being representative is very low and variations in the population being very little are some disadvantages. While cost being low and control over sample contents being low are some advantages. (Saunders et al., 2009). The sample is undergraduates from the University of Ruhuna Sri Lanka. It is located in the Southern province and one of the leading Universities in the country. Its rank for 2013 is third among the Sri Lankan universities. ("Top 30 Universities of Sri Lanka,"). The university has seven faculties: Agriculture, Engineering, Fisheries and Marine Science and Technology, Humanities and Social Sciences, Management and Finance, Medicine, and Science. Table 7 shows the number of students according to the faculties.



**Table 7 : Number of students in the university by faculty**

Faculty	No of students
Agriculture	520
Medicine	991
Engineering	789
Fisheries and Marine Science and Technology	162
Humanities and Social Sciences	1521
Science	937
Management and Finance	1262
Total	6182

Source: Department of welfare, University of Ruhuna

### **3.4.5 Sample size**

There are no rules for sampling size for none probability sampling. It depends on the research questions and objectives (Saunders et al., 2009). Further, researcher has to consider about time, money and other factors when deciding the sample size. According to Gaur & Gaur, (2009) sample size of less than 100 is not appropriate if there is a factor analysis. Above 500 is excellent. As a rule of thumb sample size “between” 200-300 is considered as adequate for proper analysis. In this study sample size is 262 undergraduates.

## **3.5 Data collection**

### **3.5.1 Primary data**

#### **3.5.1.1 Questionnaire**

The questionnaire is an “efficient data collection mechanism when researcher knows exactly what is required and how to measure the variables of interest” (Sekaran, 1992, p. 200). Self-administered questionnaire and interviewer –administrated questionnaire are the main two types of questionnaires (Saunders et al., 2009). Open ended questions let respondents to answer independently. But in closed questions respondents have to make a choice according to the alternatives given by the researcher (Sekaran, 1992).

In this study, researcher used self –administered questionnaire which includes closed questions. It consists of three parts. The first part is demographic factors (e.g. age, gender) and Facebook usage (e.g. experience with the Facebook, the number of friends). Next part includes the use of specific features. And the third part includes questions relating to motivations to use Facebook. Second and third part includes Likert type scale questions

where respondents had to make their level of agreement such as; Strongly Agree, Agree, No idea, Disagree and Strongly Disagree. Scores of 5, 4, 3, 2, and 1 were assigned respectively for above mentioned categories.

The native languages of Sri Lanka are Sinhala and Tamil. But most universities provide courses in English language. And in Sri Lanka, Facebook is operated in English not in native languages. Therefore questionnaire was not translated into native languages.

### **3.5.2 Secondary data**

To compare Sri Lanka with US, secondary data were taken from the main article Smock et al (2011). Mean, standard deviation and the number of respondents were taken from this source.

### **3.5.3 Data collection method**

Questionnaires were distributed in main cafeterias, in front of the university library and at the main gate. The respondents were asked to fill in the questionnaires and submit them, the next day. Consequently the questionnaires were collected from the same places, the following day. This data collection was carried out by the members of Faculty of Management and Finance, University of Ruhuna.

## **3.6 Measurement**

Measurement is “the assignment of numerals to objects or events according to rules” (Steven, 1946, p. 677). For some variables measurement properties are high. Therefore researcher can measure the variables in a straight forward way (e.g. age). But some variables are abstract concepts. E.g. motivations to use Facebook, use of specific features. In quantitative research, researcher has to convert variables into numerical figures. When assigning the values researcher has to determine the properties of scale. Nominal, Ordinal, Interval and Ratio are the four scales used in measuring objects.

“The nominal scale represents the most unrestricted assignment of numerals. The numerals are used only as labels or type numbers, and words or letters would serve as well” (Stevens, 1946, p 678).

“The ordinal scale arises from the operation of rank-ordering” (Stevens, 1946, p 679).

“With the interval scale we come to a form that is "quantitative" in the ordinary sense of the word. Almost all the usual statistical measures are applicable here, unless they are the kinds that imply knowledge of a 'true' zero point (Stevens, 1946, p 679).

“Ratio scales are those most commonly encountered in physics and are possible only when there exist operations for determining all four relations: equality, rank-order, equality of intervals, and equality of ratios.”(Stevens, 1946, p 679).

### **3.6.1 Dependent variable (Use of Specific features)**

The dependent variable is “the variable of primary interest to the researcher. The researcher’s goal is to explain or predict the variability in the dependent variable” (Sekaran, 1992, p. 65). Dependent variable changes according to the changes in other variables (Saunders et al., 2009). In this study, “use of specific Facebook features” is the dependent variable and measured by items about frequency of use. Respondents had to rank how much they agreed with these statements on a 5 point Likert-type scale. The scale was directly adapted from Smock et al., (2011).

### **3.6.2 Independent variable (Motivation to use Facebook)**

The independent variable is “one that influences the dependent variable is either a positive or negative way” (Sekaran, 1992, p 66). The independent variable is the reason for changes in dependent variable (Saunders et al., 2009). Motivations for use Facebook is the independent variable and was measured by using scales developed by Papacharissi & Mendelson (2011). Smock et al., (2011) used the same scale to measure the motivation to use Facebook. Respondents had to rank how much they agreed with this statement on a 5 point Likert-type scale.

### **3.6.3 Moderating Variable (Culture)**

The moderating variable is “one that has a strong contingent effect on the independent variable- dependent variable relationship” (Sekaran, 1992, p. 67). In this study, culture acts as the moderating variable.

### **3.6.4 Control variables**

Internet usage can be affected by factors such as age and gender (Valkenburg & Soeters, 2001). Following variables were used as controlled variables. Age, gender, and internet usage per day were adapted from the Smock et al., (2011). Further, friends in Facebook, experience with the Facebook and main logging method were used.

**Table: 8 Summary of the variable, level of measurement and manifest variables.**

Variable	Level of measurement	Manifest variables
Age	Scale	Years
Gender	Nominal	Male/Female
Internet usage per day	Ordinal	Hours (categories)
Availability of Facebook account	Nominal	Yes/No
Experience with the Facebook	Ordinal	Years (Categories)
Friends in Facebook	Ordinal	Number (Categories)
Main Logging method	Nominal	Computer, Your own computer or a Public place (eg. University Computer Lab), Mobile Phone
Use of Specific features	Ordinal	Level of agreement to given features. Strongly Disagree to Strongly Agree
Motivation to use Facebook	Ordinal	Level of agreement to given motivations .Strongly Disagree to Strongly Agree

### 3.7 Factor Analysis

Factor analysis is a “prototypical multivariate interdependence technique that statistically identifies a reduced number of factors from a large number of measured variables” (Zikmund, Babin, Carr, & Griffin, 2010, p 593). It provides the tools for analyzing the structure of the correlations with many variables and highly correlated variables are called as factors (Hair, 2006). Kaiser-Meyer-Olkin (KMO) value measures the sampling adequacy. If it is in the .90s — marvelous, in the .80s — meritorious, in the .70s — middling, in the .60s — mediocre, in the .50s — miserable, below .50 — unacceptable (Dziuban & Shirkey, 1974). Bartlett test of sphericity is “statistical test for the overall significance of all correlations within a correlation matrix factors” (Hair, 2006, p 102).

The Table 9 shows the result of KMO and Bartlett’s test of Sphericity (BTS) for motivation scale.

**Table 9 : KMO and Bartlett's test of Sphericity (BTS) for motivation scale.**

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Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.879
Bartlett's Test of Sphericity	Approx. Chi-Square	3215.668
	Sig.	.000

---

KMO value is .879 and Bartlett's Test of Sphericity is significant. In this case, the results of each method give evidence that the data were generally appropriate for factor analysis.

After considering the normality of the data, principle axis factoring method was used to find the correlated items. Two items were below 0.5 (to provide information, to present information about a special interest of mine). Another three items did not load to any factor (to share information that may be of use or interest to others, because I just like to play around on Facebook, to meet new people were did not load to any factor). Therefore these five items were eliminated from the list. Even though two items were below 0.5 (because it is cool showed 0.479 and because it is a habit, just something I do showed 0.491), they were not removed from the list due to high reliability.

**Table 10 : Rotated Factor Matrix**

	Factor					
	1	2	3	4	5	6
Because it's enjoyable		.673				
Because it's entertaining		.665				
Because it relaxes me		.785				
Because it allows me to unwind		.597				
Because it is a pleasant rest		.656				
To provide personal information about myself						.703
To tell others a little bit about myself						.754
So I can forget about school, work, or other things			.663			
So I can get away from the rest of my family or others			.792			
So I can get away from what I'm doing			.761			
Because everybody else is doing it			.625			
Because it is the thing to do			.566			
Because it is cool		.479				
So I won't have to be alone	.512					
When there's no one else to talk or be with	.596					
Because it makes me feel less lonely	.589					
It is helpful for my professional future				.573		
To post my resume and/or other work online				.673		
To help me network with professional contacts				.728		
To keep in touch with friends and family					.698	
To communicate with distanced friends					.774	
Because it is a habit, just something I do	.491					
When I have nothing better to do	.602					
Because it passes the time away, particularly when I'm bored	.695					
Because it gives me something to do to occupy my time	.675					

In the original scale ,there were nine factors called relaxing entertainment, expressive information sharing, escapism, cool and new trend, companionship, professional advancement, social interaction, habitual pass time, to meet new people with a single item. But after the factor analysis, data collected from Sri Lanka were divided into six factors as follows (see Table 10).

### 3.7.1 Passtime and Companionship (Factor 1)

- So I won't have to be alone
- When there's no one else to talk or be with
- Because it makes me feel less lonely

- Because it is a habit, just something I do (In original scale this item was included in Habitual pass time)
- When I have nothing better to do (In original scale this item was included in Habitual pass time)
- Because it passes the time away, particularly when I'm bored (In original scale this item was included in Habitual pass time)
- Because it gives me something to do to occupy my time (In original scale this item was included in Habitual pass time)

### **3.7.2 Relaxing Entertainment (Factor 2)**

- Because it's enjoyable
- Because it's entertaining
- Because it relaxes me
- Because it allows me to unwind
- Because it is a pleasant rest
- Because it is cool ( In original scale this item was included in Cool and new trend)

### **3.7.3 Escapism and Trend (Factor 3)**

- So I can forget about school, work, or other things
- So I can get away from the rest of my family or others
- So I can get away from what I'm doing
- Because everybody else is doing it (In original scale this item was included in Cool and new trend)
- Because it is the thing to do (In original scale this item was included in Cool and new trend)

### **3.7.4 Professional Advancement (Factor 4, same as original scale)**

- It is helpful for my professional future
- To post my resume and/or other work online
- To help me network with professional contacts

### **3.7.5 Social interaction (Factor 5, same as original scale)**

- To keep in touch with friends and family
- To communicate with distanced friends

### **3.7.6 Expressive Information Sharing (Factor 6)**

- To provide personal information about myself

- To tell others a little bit about myself

### 3.8 Reliability

Reliability is “extent to which a sample’s patterns of responses to items or objects are consistent or repeatable across items (i.e., internal consistency), forms of a test intended to measure the same construct (i.e., alternate form), measurement occasions (i.e., test-retest), or raters (i.e., interrater agreement)” (Helms, 2006, p. 632). Coefficient alpha (Cronbach, 1951) is the widely used reliability coefficient in social-science research due to easiness and no need to make any decisions about how to divide a measure into equivalent parts, as with split-half reliability (Green, 2003). Cronbach’s alpha reliability coefficient is usually in between 0 and 1. Higher value for Cronbach’s alpha means good internal consistency of the items in the scale (Gliem & Gliem, 2003).

#### 3.8.1 Reliability Statistics

Cronbach's Alpha value for the use of specific features was .790. Table 11 represents the reliability statistics for the new motivation scale.

**Table 11 : Reliability data for motivation scale**

Factor	No of items	Cronbach's Alpha value
Relaxing Entertainment	6	0.862
Passtime and Companionship	7	0.822
Escapism and Trend	5	0.873
Expressive Information Sharing	2	0.805
Professional Advancement	3	0.768
Social interaction	2	0.764

Cronbach's alpha was found to be high value indicating a higher level of internal consistency of the variables used in the study.

### 3.9 Validity

Validity is the accuracy of measures or the extent which scores truthfully represents a concept (Zikmund, Babin, Carr, & Griffin, 2010, p 307). Validity includes several components such as face validity, content validity, criterion validity, construct validity (convergent validity, discriminate validity). Expert opinion, literature review are used to establish face validity. Construct validity can be achieved through factor analysis. Scope of this study is defined by the literature and above factor analysis indicates the construct validity of the study.



### 3.10 Multicollinearity

Multicollinearity is the extent to which variable can be explained by other variables in the analysis. As multicollinearity increases, it complicates the interpretation of the cluster variable because it is more difficult to ascertain the effect of any single variable, owing to the variables 'interrelationship' (Hair, 2006, p 557). According to Zikmund et al., (2010) if there is high multicollinearity it is difficult to interpret individual parameter. Variance Inflation Factor (VIF) and tolerance can be used measure the multicollinearity. Variables with low tolerance likely to have high VIF, therefore variables with low tolerance and large VIF means, that they have a collinearity (Liu, Kuang, Gong, & Hou, 2003), If VIF is above 5.0 it suggests the problems with multicollinearity (Zikmund et al., 2010). According to Hair, (2006) tolerance value of 0.10 and corresponds VIF value of 10 can be considered as common cutoff level. Table 12 represents the Tolerance and VIF values for the independent variables.

**Table 12 : VIF value and tolerance value**

Independent variables	Tolerance	VIF
Relaxing and Entertainment	.554	1.804
Expressive Information Sharing	.650	1.538
Escapism and Trend	.549	1.823
Passtime and Companionship	.496	2.018
Professional Advancement	.667	1.499
Social Interaction	.807	1.240

Results suggest that there is no issue on multicollinearity. Tolerance values were above 0.1 and VIF values were below 10.

### 3.11 Statistical Methods

Statistical Package for Social sciences (SPSS) was used to analysis the data collected from the respondents. Factor analysis and reliability statistics were used to achieve the validity and reliability. General information was analyzed using descriptive statistics. To compare the differences between countries, T test was used. First, mean and standard deviation for primary data were calculated from SPSS. Then secondary data were taken from the main article. T value was calculated manually using the following formula.

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

Regression analysis was used to find predictive motivations.

## Chapter 4

*The chapter focuses on the analysis of the data. Furthermore, the significant motivations and cultural impact were identified to answer the research questions.*

### 4 Data analysis

#### 4.1 Descriptive Statistics

Descriptive statistics were used to present the general information about the respondents. The sample was 262 undergraduates from university of Ruhuna Sri Lanka. Mean age was 24. 33.6% were male and 66.4% were female (Table 13).

**Table 13 : Gender**

Gender	Frequency	Percent
Male	88	33.6
Female	174	66.4
Total	262	100.0

Source: survey data

Following Table indicates the number of students as per their study disciplines. Large percentage of students (37.8%) represents the Faculty of Management.

**Table 14: Study Disciplines**

Study discipline	Percent
Management	37.8
Arts	9.2
Science	31.7
Engineering	13.0
Medicine	6.5
Agriculture	1.5
Other	.4
Total	100.0

Source: survey data

Table 15 represents the internet usage per day among the respondents. The majority of students (53.4%) use internet less than one hour per day.

**Table 15 : Internet usage per day**

Internet usage per day	Frequency	Percent
Less than 1 hour	140	53.4
1-3 hours	98	37.4
3-6 hours	17	6.5
More than 6 hours	7	2.7
Total	262	100.0

Source: survey data

When it comes to the experience with Facebook 45.8% of the respondents use Facebook for 1-3 years and 34% use more than three years (Table 16).

**Table 16: Experience with the Facebook**

For how many years do you use Facebook	Frequency	Percent
Less than one year	53	20.2
1-3 years	120	45.8
More than 3 years	89	34.0
Total	262	100.0

Source: survey data

Table 17 represents the number of Facebook friends that respondents have. According to the Table, majority of them (25.2%) have friends “between” 251 to 500. Few of them (8.8%) have more than 1000 friends.

**Table 17 : Number of friends in Facebook**

How many friends do you have on Facebook	Frequency	Percent
Less than 50	33	12.6
51-100	28	10.7
101-250	60	22.9
251-500	66	25.2
501-1000	51	19.5
More than 1000	23	8.8
Total	261	99.6

Source: survey data

24.8% students use mobile phone as their main logging method. Others use computer (Own computer or university computer lab) to log in to Facebook (Table 18).

**Table 18 : Main logging method**

Main logging method	Frequency	Percent
Mobile phone	65	24.8
Computer	197	75.2
Total	262	100.0

Source: survey data

#### 4.2 Predicting use of features

In order to answer the first research question, regression analysis was used. Table 19 represents the results of the regression analysis.

In regards to the status updates ( $R^2 = .224$ ) there were two significant motives. Expressive information sharing ( $\beta = .240, p < 0.01$ ) and professional advancement ( $\beta = .272, p < 0.01$ ), indicating an association between these two motives and use of status updates. (all beta values are unstandardized).

Comments ( $R^2 = .304$ ) had three significant predictors. Expressive Information Sharing ( $\beta = .239, p < 0.001$ ), Passtime and Companionship ( $\beta = .221, p < 0.05$ ) and Social Interaction ( $\beta = .214, p < 0.05$ ).

Two motives positively predicted the writing on Facebook Friends' Walls ( $R^2 = .287$ ). Expressive information sharing ( $\beta = .239, p < 0.01$ ) and professional advancement ( $\beta = .196, p < 0.05$ ). Further, number of friends had a positive impact on wall posts ( $\beta = .144, p < 0.10$ ).

For the use of private messages ( $R^2 = .286$ ), there were two significant predictors. Expressive information sharing ( $\beta = .256, p < 0.01$ ) and professional advancement ( $\beta = .360, p < 0.001$ ). Additionally, number of friends ( $\beta = .132, p < 0.05$ ) and experience (number of years) in the Facebook ( $\beta = .289, p < 0.01$ ) had a positive impact on the use of private messages.

Using the chat in Facebook ( $R^2 = .217$ ) was predicted by relaxing and entertainment motivation only ( $\beta = .522, p < 0.001$ ). Further, there was a positive impact of the number of friends on using the chat feature ( $\beta = .215, p < 0.001$ ).

Using Facebook Groups ( $R^2 = .189$ ) was positively predicted by; relaxing and entertainment ( $\beta = .320, p < 0.05$ ), expressive information sharing ( $\beta = .158, p < 0.05$ ), and professional

advancement ( $\beta = .119, p < 0.05$ ). Additionally, age ( $\beta = -.116, p < 0.05$ ) negatively and number of friends ( $\beta = .122, p < 0.05$ ) positively influence on using Facebook groups.

Facebook application ( $R^2 = .309$ ) had three significant predictors. Relaxing and entertainment ( $\beta = .523, p < 0.001$ ), escapism and trend ( $\beta = .268, p < 0.01$ ), and professional advancement ( $\beta = .234, p < 0.05$ ).

To find whether motivations that predict general Facebook use differ from the motivations that predict use of specific Facebook features, regression analysis was used. Smock et al (2011) used time spent on Facebook per day as the dependent variable and the nine motivations as independent variables. According to the collected data, majority of them use internet less than one hour per day. Therefore, in this study experience with Facebook was used as the dependent variable and six motives were used as independent variables. Control variables were same. According to Vasalou et al., (2010) experience with the site has an impact on users' intention for using Facebook. Table 20 represents the results on experience with Facebook. General Facebook use (experience with the Facebook,  $R^2 = .33$ ) predicted only one motive, expressive information sharing ( $\beta = -.132, p < 0.01$ ). Additionally, internet usage per day ( $\beta = .203, p < 0.001$ ) and the number of friends ( $\beta = .156, p < 0.001$ ) were also predictors.

**Table 19 : Predicting use of Facebook features (Unstandardized coefficients)**

	Status updates	Comments	Wall Posts	Private messages	Chat	Groups	Application
(Intercept)	2.798	.448	1.991	.122	.664	3.284	2.451
Age	-.074	-.030	-.077	-.047	.004	-.116*	-.085
Gender	-.111	.175	.027	.134	-.067	-.106	-.046
How many hours do you use internet per day	.014	.062	.034	-.004	-.036	-.133	-.102
How many friends do you have in Facebook	.063	.086	.144**	.132*	.215***	.122*	.033
How do you log on to the Facebook account	.072	.080	.116	.163	-.165	.058	.107
For how many years do you use Facebook	-.052	.110	-.108	.289**	-.137	.093	-.082
Relaxing and Entertainment	.202	.149	.166	-.017	.522***	.320*	.523***
Expressive Information Sharing	.240**	.239***	.239**	.256**	.063	.158*	-.034
Escapism and Trend	.041	-.058	.003	.046	.081	-.075	.268**
Passtime and Companionship	.101	.221*	.190	.166	-.093	-.019	.085
Professional Advancement	.272**	.096	.196*	.084***	.134	.199*	.234*
Social Interaction	-.144	.214*	.015	.360	-.044	.110	-.170
R <sup>2</sup>	.224	.304	.287	.286	.217	.189	.309

\* P < 0.05.

\*\* P < 0.01.

\*\*\* P < 0.001.

**Table 20 : Regression model of general Facebook use**  
**This table is based on experience on Facebook (N = 262)**

	Experience with the Facebook
(Constant)	1.971
Age	.000
Gender	-.197
How many hours do you use internet per day	.203 <sup>***</sup>
How many friends do you have in Facebook	.156 <sup>***</sup>
How do you log on to the Facebook account	-.160
Relaxing and Entertainment	.111
Expressive Information Sharing	-.132 <sup>**</sup>
Escapism and Trend	-.086
Passtime and Companionship	-.050
Professional Advancement	-.048
Social Interaction	.092
R <sup>2</sup>	.300

\* P < 0.05.

\*\* P < 0.01.

\*\*\* P < 0.001

### 4.3 Supplementary analysis

**Table 21 : Correlation analysis of Facebook features use**

	Status update	Comments	Wall posts	Private messages	Chat	Groups
Status Updates	1	.491 <sup>**</sup>	.451 <sup>**</sup>	.204 <sup>**</sup>	.265 <sup>**</sup>	.227 <sup>**</sup>
Comments		1	.529 <sup>**</sup>	.420 <sup>**</sup>	.424 <sup>**</sup>	.335 <sup>**</sup>
Wall posts			1	.337 <sup>**</sup>	.386 <sup>**</sup>	.318 <sup>**</sup>
Private messages				1	.349 <sup>**</sup>	.320 <sup>**</sup>
Chat often					1	.449 <sup>**</sup>
Groups						1

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Correlations of dependent variables are presented in the above Table. Factor analysis with promax rotation was performed. There was only one factor, so this could not be continued. There is no any impact of correlation on the objective of this study.

#### 4.4 Motivations to use Facebook (Us and Sri Lanka)

T test was used to answer the third research question. Using the mean values and standard deviation from Smock et al (2011) and survey data, t value was calculated manually. After factor analysis, nine dimensions were broken into six dimensions. Only two dimensions contain the same items as in the original scale. Those were professional advancement and social interaction. T values were calculated only for these two dimensions (Table 22).

According to the t values, there was no significant difference between the two countries on professional advancement motivation ( $t = -10.78 < t_{0.01, \infty} = 2.58$ ) and social interaction motivation ( $t = -0.96 < t_{0.01, \infty} = 2.58$ ).



**Table 22: Motivation to use Facebook (Us and Sri Lanka)**

Dimension	US			Sri Lanka			T value
	Mean	Std. Deviation	N1	Mean	Std. Deviation	N2	
<b>Relaxing Entertainment</b>	3.39	0.78	267	<b>Relaxing Entertainment</b>	3.65	0.72	262
Because it's enjoyable	3.67	0.88	267	Because it's enjoyable	3.90	0.91	262
Because it's entertaining	1.71	0.84	267	Because it's entertaining	3.89	0.85	262
Because it relaxes me	1.13	1.01	267	Because it relaxes me	3.67	1.00	260
Because it allows me to unwind	3.16	1.03	267	Because it allows me to unwind	3.36	0.97	260
Because it is a pleasant rest	3.29	0.98	267	Because it is a pleasant rest	3.53	0.93	258
				Because it is cool	3.55	0.99	262
<b>Expressive Information</b>				<b>Expressive Information</b>			
<b>Sharing</b>	3.41	0.75	267	<b>Sharing</b>	3.61	1.08	262
To provide information.	3.45	0.96	267				
To present information about a special interest of mine.	3.34	0.98	267				
To share information that may be of use or interest to others.	3.45	0.89	267				
To provide personal information about myself.	3.24	0.98	267	To provide personal information about myself	3.00	1.22	262

To tell others a little bit about myself	3.57	0.87	267	To tell others a little bit about myself	3.35	1.13	262
<b>Escapism</b>	2.99	0.78	267	<b>Escapism and new Trend</b>	2.70	1.01	262
So I can forget about school, work, or other things.	3.20	1.02	267	So I can forget about school, work, or other things	2.86	1.29	261
So I can get away from the rest of my family or others	2.41	0.96	267	So I can get away from the rest of my family or others	2.64	1.24	261
So I can get away from what I'm doing	3.37	1.03	267	So I can get away from what I'm doing	2.97	1.19	260
				Because everybody else is doing it	2.54	1.23	261
				Because it is the thing to do	2.51	1.24	261
<b>Cool and new trend</b>	2.95	0.94	267				
Because everybody else is doing it	2.95	1.11	267				
Because it is the thing to do.	2.89	1.07	267				
Because it is cool.	3.00	1.11	267				
<b>Companionship</b>	2.78	0.91	267	<b>Pass time and Companionship</b>	3.27	0.81	262
So I won't have to be alone	2.56	1.06	267	So I won't have to be alone	3.29	1.08	261

When there's no one else to talk or be with.	3.13	1.12	267	When there's no one else to talk or be with	3.24	1.12	260	
Because it makes me feel less lonely	2.65	1.10	267	Because it makes me feel less lonely	3.37	1.05	261	
				Because it is a habit, just something I do	3.10	1.17	261	
				When I have nothing better to do	3.10	1.19	261	
				Because it passes the time away, particularly when I'm bored	3.48	1.13	258	
				Because it gives me something to do to occupy my time	3.28	1.05	261	
<b>Professional advancement</b>	2.57	0.83	267	<b>Professional advancement</b>	3.35	0.83	261	-10.78
It is helpful for my professional future.	2.71	1.01	267	It is helpful for my professional future	3.27	1.08	260	-6.09
To post my resume and/or other work online	2.36	0.93	267	To post my resume and/or other work online	3.23	0.98	259	-10.43
To help me network with professional contacts	2.63	1.01	267	To help me network with professional contacts	3.54	0.95	261	-10.71

<b>Social interaction</b>	4.14	0.74	267	<b>Social interaction</b>	4.20	0.71	261	-0.96
To keep in touch with friends and family	4.14	0.84	267	To keep in touch with friends and family	4.13	0.83	261	0.14
To communicate with distanced friends	4.13	0.81	267	To communicate with distanced friends	4.28	0.75	259	-2.17
<b>Habitual pass time</b>	3.61	0.78	267					
Because I just like to play around on Facebook	3.52	0.93	267					
Because it is a habit, just something I do.	3.57	1.00	267					
When I have nothing better to do.	3.68	1.02	267					
Because it passes the time away, particularly when I'm bored	3.65	1.01	267					
Because it gives me something to do to occupy my time	3.60	1.01	267					
<b>To meet new people</b>	2.99	1.18	267					

**Table 23 : Use of specific features and predictors between two countries**

**(In the US, the authors have not mentioned about the application and general use was measured by time spend on Facebook, in Sri Lanka general use were measured by experience with the Facebook)**

Country	Facebook features Motivations	Status updates	Comments	Wall posts	Private messages	Chat	Groups	Application	General use
<b>US</b>	Relaxing entertainment		X						X
	Expressive information sharing	X					X		X
	Escapism								
	Cool and new trend								
	Companionship		X						
	Professional advancement				X	X			
	Social interaction		X	X	X	X	X		X
	Habitual pass time				X				
	To meet new people								
<b>Sri Lanka</b>	Relaxing and entertainment					X	X	X	
	Expressive information Sharing	X	X	X	X		X		X
	Escapism and trend							X	
	Passtime and companionship		X						
	Professional advancement	X			X	X	X	X	
	Social interaction		X						

#### 4.5 Facebook usage between two countries

T value was used to find the answer to the fourth research question. Table 24 represents the t values for the use of specific features for two countries.

**Table 24 : Use of specific features (US and Sri Lanka)**

	US			Sri Lanka			Calculated T- value	value according to the table (sig, 0.01)
	Mean	Std. Deviation	N	Mean	Std. Deviation	N		
I update my status on Facebook often	2.96	1.19	267	3.19	1.23	262	-2.19	2.58
I use the comments feature on Facebook often	3.62	1.06	267	3.70	1.05	262	-0.87	2.58
I write Wall posts on my friends' pages often.	3.42	1	267	3.18	1.16	262	2.55	2.58
I use the private messages feature on Facebook often	3.24	1.04	267	3.41	1.19	262	-1.75	2.58
I use Facebook chat often	3.32	1.29	267	3.44	1.24	262	-1.09	2.58
I use Facebook Groups often	2.53	1.04	267	3.29	1.17	262	-7.89	2.58
I use Facebook applications often	2.77	1.19	267	2.95	1.21	261	-1.72	2.58

Source: survey data and Smock et al (2011)

Result suggests that there is no significant difference between US and Sri Lanka in use of Facebook features. According to the above Table, there is no significant difference between the two groups on status update on Facebook ( $t = -2.19 < t_{0.01}, \infty = 2.58$ ). When it comes to the comments feature on Facebook, no significant difference between US and Sri Lanka was identified ( $t = -0.87 < t_{0.01}, \infty = 2.58$ ). In relation to the wall posts result shows that there is no significant difference between the two groups ( $t = 2.55 < t_{0.01}, \infty = 2.58$ ). Results suggest that there is no significant difference between US and Sri Lanka in using private message on Facebook ( $t = -1.75 < t_{0.01}, \infty = 2.58$ ). When it comes to the Facebook chat feature no significant difference between the two groups can be seen ( $t = -1.09 < t_{0.01}, \infty =$

2.58). Further, there is no significant difference between US and Sri Lanka on Facebook groups and application usage ( $t = -7.89 < t 0.01, \infty = 2.58$ ) and ( $t = -1.72 < t 0.01, \infty = 2.58$ ).

#### 4.6 Summary of the findings

Summary of the findings are presented according to the research questions.

RQ1: What motivations predict the use of specific Facebook features among Sri Lankan undergraduates?

As per above analysis five motivational factors significantly predicted the use of specific Facebook features. They are relaxing and entertainment, expressive information sharing, passtime and companionship, professional advancement and social interaction. Expressive information sharing and professional advancement were the most obvious motivations to use specific Facebook features. Status updates, comments, wall posts, private messages and groups were predicted by the expressive information sharing. Status updates, wall posts, private messages, groups and application were predicted by the professional advancement.

RQ2: Are the motivations that predict general Facebook use different from the motivations that predict use of specific Facebook features?

Findings indicate that motivations which significantly predict general use of Facebook were different from the specific features. Only one motivation (expressive information sharing) significantly predicts general use (see Table 23) but five motivations (relaxing and entertainment, expressive information Sharing, passtime and companionship, professional advancement and social interaction) significantly predict use of specific features. Further expressive information sharing was a significant positive predictor of use of status updates, comments, wall posts, private messages and groups. In the general use, this motivation was found to be a significant negative predictor of use.

RQ3: Will culture make any differences in the motivations to use Facebook specific features and general use?

In US (Individual culture) social interaction predicted comments, wall posts, private messages, chat and groups. But in Sri Lanka (collective culture) only comments was predicted by the social interaction. Further in Sri Lanka status updates, comments, wall posts, private messages and groups were predicted by the expressive information sharing. In US only status updates and groups were predicted by the expressive information sharing. When it

comes to the general use, three motivation factors (relaxing entertainment, expressive information sharing and social interaction) were significant in US. In Sri Lanka only expressive information sharing significantly predicted the general use (see Table 19).

RQ4: Will Sri Lankans (from collective culture) use Facebook features less than United State (US) Facebook users (from individual culture)?

Following specific features were tested between the two cultures .Status updates, comments, wall posts, private messages, chat and groups. Findings indicate that there is no significant difference between the two cultures in specific Facebook features usage patterns.



## Chapter 5

*This chapter discusses the findings with previous literature by comparing the most obvious similarities and differences. Further, possible explanations are discussed for the similarities and differences between the two cultures.*

### 5. Discussion

#### 5.1 Motivations to use Facebook features and general use

As per Smock et al (2011), six motivational factors significantly predict the use of specific features and general use (relaxing entertainment, expressive information sharing, companionship, professional advancement, social interaction and habitual pass time). In Sri Lanka, use of specific features and general use were predicted by five motivations (relaxing and entertainment, expressive information sharing, passtime and companionship, professional advancement and social interaction). This may be due to several reasons. In US, study sample consisted of 267 undergraduates from two entry-level telecommunication courses. In this study, sample included 262 undergraduates from different study disciplines (see Table 14). Further in US, 65% of the participants were male with an average age of 20. But in Sri Lanka, 66.4% were female with an average age of 24. Moreover, in Sri Lanka high percentage of respondents use internet less than one hour per day (see Table 15). Due to the technological advancement, internet usage should be higher in US. E-readiness ranking indicate that Sri Lanka is in the place 63 while US in 3 (Digital economy rankings 2010).

**Predicted motivations to use Facebook features and general use slightly differ in the two studies. Age, gender, study discipline, internet usage per day are the possible reasons for the difference.**

#### 5.2 Comparing general use versus feature use

Expressive information sharing was a significant positive predictor of specific features but significant negative predictor in general use in both countries. Findings of this study support the arguments developed by Smock et al (2011) that “examining specific communication behaviors on the site, as opposed to aggregated measures of use (P, 2327).

But three motivations (relaxing entertainment, expressive information sharing and social interaction) significantly predicted the general use in US. In Sri Lanka it was predicted only by one motivation (expressive information sharing). This may be due to the different measurements in general use. In US it was measured by time spent on Facebook, but in this study general use was measured by experience with the Facebook.

**Both studies agree that motivations affecting general use are different from those effecting on specific feature use. But motivations that predict the general use are not the same in two studies due to different measurements.**

### **5.3 Cultural impact on motivations and usage patterns**

Firstly, findings of this study indicate that motivations for SNS use differ between cultures. This is concurring with Jackson & Wang (2013) and Vasalou et al., (2010), but contradicting with Y. Kim et al. (2011); motivations to use SNS were same between US (Individual culture) and Korea (Collective culture). This may be due to the different measurements in the two studies. In Y. Kim et al. (2011), amount of use, number of friends and attitude towards the SNS were predicted by the motivations. But in current study, specific Facebook features were predicted by the motivations.

Secondly, current study suggests that there is no significant difference between the two cultures in using specific Facebook features. It is agreed with Marshall et al (2008); Indian students, from a collective culture, and American students, who are from an individual culture, have a number of common communication forms.

**Patterns of SNS usage do not differ across cultures; some of the motivations behind them do differ. Contradictions occur with some previous studies due to the different measurements used.**

### **5.4 Explaining relaxing and entertainment**

Relaxing and entertainment was predictive motivation only for status updates in US. But when it comes to the Sri Lankan context it was a predictive motivation for one- to- one communication (chatting) as well as one- to-many communication (groups). Possible reasons may be collectivism and gender. Sri Lanka has a collective culture, in which people try to relax and entertain with other members. Gossiping is a way of entertaining in Sri Lanka and members like to know about day today gossip (such as meals, love affairs) of their families and friends. Further, females spend more time on gossip than males and females are more likely than male to gossip about close friends and family members (Jack Levin & Arluke, 1985). According to the data 66.4% were females. Bumgarner, B. A, (2007) mentioned that Facebook operates primarily as a tool for the facilitation of gossip. Chat provides good platform for one to one communication and allow members to share day today life gossip while groups is a media to entertain as a group.

**Findings of this study do not agree with Smock et al (2011) because in Sri Lanka relaxing and entertainment predicts both one - to - many and one - to - one communication. Possible reason may be the collective culture and having more females in the sample.**

### **5.5 Explaining expressive information sharing**

In US, expressive information sharing significantly predicts use of one-to-many communication not one-to-one communication. But when it comes to Sri Lanka, expressive information sharing predicts use of one- to- many (status updates, wall posts, comments, group) communication as well as one to one (private message) communication. One -to – many - communication is the easiest way to provide information to the entire network.

Expressive information sharing is the most important predictor for use of specific features in Sri Lanka. This might be a result of limited opportunities available for self-expression. Political parties and big companies influence public media. As a result of this influence, people are usually deprived of the opportunities to express their ideas as they wish in the mass media. Facebook removed that barrier and created a good platform for information sharing. Following are some incidents happened in the data collection period.

There was a big discussion in Sri Lanka about Halal products. Some groups argued against the way of issuing halal certificate in Sri Lanka. But mass media gave little involvement in this issue. Consumer rights are not strong and they have very few opportunities to express their brand related experience. There are court orders against some brands because of some harmful ingredients. Still these brands are sold in the open market and are advertised in the mass media. Public media do not address these kinds of controversial issues because it directly affects their advertising income. Further, kidney disease is a serious problem in Sri Lanka. World Health Organization pointed out that “arsenic” is the main reason for this. Matters like non-enforcement of prescribed standards in food industry such as agricultural chemicals with arsenic are not discussed in mass media. In all these issues Facebook was the strongest platform for people to express their ideas.

**Because expressive information sharing predicts one - to - one and one - to - many communication, findings do not concur with Smock et al (2011). This may be due to the limited opportunities available for self-expression in Sri Lanka.**

### 5.6 Explaining social interaction

Even though there is no significant difference between the two cultures on social interaction, it predicts specific features in different ways. Comments, wall posts, private messages, chat and groups were predicted by social interaction in US but it predicts only comments in Sri Lanka. This indicates that in Sri Lankan culture, social interaction is a motivation to use Facebook but not significant in using specific features especially one to one communication. According to Jackson & Wang, (2013) collective cultures give more importance to real world relationships than online relationships. Further, members in collective cultures used to have more stress and tension in online communication and prefer to communicate in person (Fujimoto et al, 2007). Collective culture may be the reason for contradiction between the two cultures.

**Social interaction motivation gains less importance in predicting specific Facebook features in Sri Lanka than US. This may be due to the members in collective culture give less importance to online relationships than real world relationships.**

### 5.7 Explaining professional advancement

There was no significant difference between countries on professional advancement. But it predicts specific features in different ways. Wall posts and private messages were predicted by the professional advancement in US. In Sri Lanka it was the predictive motivation for status updates, wall posts, private messages and groups. This may be due to the power distance in the two cultures. US culture is a lower power distance culture than Sri Lanka (see Table 6). Members of the high power distance cultures have to publicize their achievements in order to gain respect. As an example entering in to the university is a great achievement in Sri Lanka and hence a commonly announced social event. Few percentages of students get an opportunity to enter the university from those who are facing the Advanced Levels (Final exam in the school). In 2010, it was 15.25% (Wijesooriya, 2012). Most of the students mention their university and field of study in the Facebook profile. After finishing the degree they update it in the Facebook with their graduation photos. Even some students mention about their thesis in the wall. Entire network can see the new status and qualifications of the individual, which is beneficial for them in finding career opportunities.

**Professional advancement motivation is important in predicting specific Facebook features in Sri Lanka. This may be due to the high power distance in Sri Lanka.**

## 5.8 Demographic and other predictive variables

**Table 25: Demographic and other variables**

Variable	US	Sri Lanka	Explanations
Age	Not significant	Negative on groups	Younger people feel more comfortable using group functions for communications than more mature people in collectivistic environments.
Gender	Females use less chat features	Not significant	In collectivistic cultures both male and females prefer offline chats. Hence, no gender difference in Sri Lanka.
Internet use per day	Positive on general use	Positive on general use	No difference between two cultures.
Number of friends	Not checked by Smock et al (2011). -US have more friends in SNSs than Chinese respondents (Jackson & Wang, 2013) - American college students' networks are larger than Korean student (Y. Kim, Sohn, & Choi, 2011).	Positive on wall posts, private messages, chat, groups and general use	Cannot compare directly because Smock et al (2011) have not mentioned about it.
Experience with the Facebook	Not checked by Smock et al (2011).	Positive on private messages	Cannot compare directly because Smock et al (2011) have not mentioned about it.

In Sri Lanka there are 68% male and 32% female Facebook users ("Sri Lanka Facebook Statistics,"). But our findings were opposite 33.6% were male and 66.4% female. This may be due to the convenience sampling method.

## Chapter 6

### 6. Conclusion

*This chapter is focusing on summary of the study, contribution, implications, limitations and future research.*

#### 6.1 Summary

The main objective of this research was to identify the effects of motivations on Facebook usage patterns and cultural impact on it. In order to achieve this objective, 262 undergraduates were selected as the sample from Sri Lanka (collective culture) and findings were compared with Smock et al (2011), US (Individual culture). Motivation to use Facebook (Relaxing entertainment, expressive information sharing, escapism, cool and new trend, companionship, professional advancement, social interaction, habitual pass time, to meet new people) was the independent variable, use of specific Facebook features (status updates, comments, wall posts, private messages, chat, groups, application) was the dependent variable. These variables were selected based on Smock et al (2011). Further, culture acts as the moderate variable and some control variables (age, gender, internet usage per day, friends in Facebook, experience with the Facebook, main logging method) also were used. Quantitative method was used because this study deals with theory testing. As such data were analyzed by descriptive statistics, t test and regression analysis.

Findings suggest that motivations which predict the specific Facebook features are different in the two cultures. Further, motivations that predict general Facebook use were different from the motivations that predict the specific Facebook features. Moreover, there is no significant difference between the two cultures on usage patterns.

#### 6.2 Contribution of the study

Current research contributes some useful insights to the existing literature on SNS and extends the uses and gratifications theory. Further, this study introduces cultural dimension to the model developed by Smock et al (2011). Another contribution of this study is adjusting SNS usage motivations by applying it in to a new cultural context. Apart from that, the present study compares the phenomenon in an emerging and developed economy and explores the similarities and differences in the two contexts. Finally, this study shows that patterns of SNS usage do not differ across cultures; some of the motivations behind them do differ.

Social media marketing plays a significant role in modern marketing. Marketers need cross cultural data in order to design their marketing strategy. This study compares SNS usage in an emerging and developed economy which enables marketers to develop better social media strategy across different cultures.

### **6.3 Implications and Future research**

#### **6.3.1 Implications for research**

Findings of this study will help to see “uses and gratifications theory” which assumes that “people communicate to satisfy personal goals (Katz, Blumler, & Gurevitch, 1974 in Perse & Courtright, 1993, p 485) from cultural perspective. Current study showed some differences as well as some similarities in the two cultures. For example, predictive motivations for use of specific features are different. But there is no significant difference in using specific features. This suggests that some aspects of SNS are universal across-cultures. In order to prove this argument will require more large scale cross-cultural studies since members in different cultures maintain relationships in different ways. This may enable researchers to find relationships between SNS use, social capital outcomes, and loneliness across cultures.

This study proves the argument developed by Smock et al (2011) “dividing general use into different features accounts for a more detailed explanation of how motivations are related to use and, in some cases, pinpoints different positive and negative associations between motivations and uses that would not emerge in a study of general use” (p, 2328). As a growing field of study, scholars can conduct more studies to explore above mentioned positive and negative associations.

#### **6.3.2 Implications for practice**

Social media plays a major role in current marketing environment. Marketers can communicate with their target audience very effectively through social media. Especially this is a good opportunity for international marketers. Findings of this study will provide useful insights about social media usage in Sri Lanka to marketers who use Facebook as a communication tool.

Penetration rate of Facebook use is 7.09% (“Sri Lanka Facebook Statistics,”) Especially Sri Lankan economy is rapidly growing after the 30 year civil war. This will create good business opportunities for people those who are willing to invest in emerging economies. If someone is interested in using Facebook as a marketing tool in Sri Lanka, he should be aware of the motivations that drive Facebook use. Especially members in Sri Lanka like to express



themselves in the Facebook. As above findings it is easy to understand that if members think that a particular brand is prestige, they will promote it by themselves.

Next important finding is that social interaction is not a very important motivation in Sri Lanka. Thus members will not join with Facebook to interact with others. As it has already been illustrated, it may be due to collective culture and they value real world relationships. As such, Facebook brand communities will not be a good marketing idea in Sri Lanka.

As Table 24 shows, applications are the least used specific Facebook feature. Therefore application based marketing strategy will not be effective in Sri Lanka. They can use other features for the marketing campaign such as promote members to share positive brand related information on their walls by arranging competition. For example, one will be getting a gift from those who share certain brand information.

#### **6.4 Limitations**

The study presented above is limited by some factors. In Hofstede study, he has not mentioned about Sri Lanka. Since no scores on cultural dimensions were available for Sri Lanka, India was used as a proxy due to historical, religious and cultural similarities. There are many SNS such as LinkedIn, Twitter, and Facebook. But in this study, researcher selected only Facebook. Due to none probability sampling method it is difficult to generalize the findings. For generalizability will require larger cross-cultural data collection.

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## Appendix - Questionnaire

This survey collects data about individuals' usage and motivations to use Facebook. response will be kept anonymous and in absolute confidence. All data will only be used : academic purposes.

1. What is your Age

**Please put (X) on the relevant box**

2. What is your Gender            Male             Female

3. What is your field of study

Management	<input type="checkbox"/>
Arts	<input type="checkbox"/>
Science	<input type="checkbox"/>
Engineering	<input type="checkbox"/>
Medicine	<input type="checkbox"/>
Aggriculture	<input type="checkbox"/>
Other	<input type="checkbox"/>

4. How many hours do you use internet per day

Less than 1 hour	<input type="checkbox"/>
1-3 hours	<input type="checkbox"/>
3-6 hours	<input type="checkbox"/>
More than 6 hours	<input type="checkbox"/>



5. Do you have a Facebook account Yes  No

**If yes**

6. For how many years do you use Facebook

Less than one year	<input type="checkbox"/>
1-3 years	<input type="checkbox"/>
More than 3 years	<input type="checkbox"/>

7. How many friends do you have in Facebook

Less than 50	<input type="checkbox"/>
51-100	<input type="checkbox"/>
101-250	<input type="checkbox"/>
251-500	<input type="checkbox"/>
501-1000	<input type="checkbox"/>
More than 1000	<input type="checkbox"/>

8. How do you log on to the Facebook account

Your own computer	<input type="checkbox"/>
Public place (Eg. University Computer Lab)	<input type="checkbox"/>
Above both	<input type="checkbox"/>
Mobile Phone	<input type="checkbox"/>

**Please indicate to what extent do you agree with each of the following statements.**

1-Strongly Disagree

2-Disagree

3-No idea

4-Agree

5-Strongly Agree

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>No Idea</b>	<b>Agree</b>	<b>Strongly Agree</b>
9. I update my status on Facebook often.	1	2	3	4	5
10. I use the comments feature on Facebook often.	1	2	3	4	5
11. I write Wall posts on my friends' pages often.	1	2	3	4	5
12. I use the private messages feature on Facebook often	1	2	3	4	5
13. I use Facebook chat often.	1	2	3	4	5
14. I use Facebook Groups often.	1	2	3	4	5
15. I use Facebook applications often.	1	2	3	4	5

Please indicate to what extent do you agree with each of the following statements.

**I use Facebook**

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>No Idea</b>	<b>Agree</b>	<b>Strongly Agree</b>
16. Because it's enjoyable.	1	2	3	4	5
17. Because it's entertaining.	1	2	3	4	5
18. Because it relaxes me.	1	2	3	4	5
19. Because it allows me to unwind (Calm down).	1	2	3	4	5
20. Because it is a pleasant rest.	1	2	3	4	5
21. To provide information.	1	2	3	4	5
22. To present information about a special interest of mine	1	2	3	4	5
23. To share information that may be of use or interest to others.	1	2	3	4	5
24. To provide personal information about myself.	1	2	3	4	5
25. To tell others a little bit about myself.	1	2	3	4	5
26. So I can forget about school, work, or other things.	1	2	3	4	5
27. So I can get away from the rest of my family or others.	1	2	3	4	5
28. So I can get away from what I'm doing.	1	2	3	4	5
29. Because everybody else is doing it.	1	2	3	4	5
30. Because it is the thing to do.	1	2	3	4	5

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>No Idea</b>	<b>Agree</b>	<b>Strongly Agree</b>
31. Because it is cool.	1	2	3	4	5
32. So I won't have to be alone.	1	2	3	4	5
33. When there's no one else to talk or be with.	1	2	3	4	5
34. Because it makes me feel less lonely.	1	2	3	4	5
35. It is helpful for my professional future.	1	2	3	4	5
36. To post my resume and/or other work online	1	2	3	4	5
37. To help me network with professional contacts.	1	2	3	4	5
38. To keep in touch with friends and family.	1	2	3	4	5
39. To communicate with distanced friends.	1	2	3	4	5
40. Because I just like to play around on Facebook.	1	2	3	4	5
41. Because it is a habit, just something I do.	1	2	3	4	5
42. When I have nothing better to do.	1	2	3	4	5
43. Because it passes the time away, particularly when I'm bored.	1	2	3	4	5
44. Because it gives me something to do to occupy my time.	1	2	3	4	5
45. To meet new people	1	2	3	4	5

**Thank You**