

Facebook use among students in Sweden

- Based on uses and gratifications theory and Stephenson' s the play theory of mass communication

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Master of Science Thesis

Media and Communication Studies

School of Social and Health Sciences

Halmstad, Spring term 2011

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CHAPTER ONE: Introduction

The aim of this research is to investigate how people in their twenties use the Facebook, one of the significant social network sites on the Internet. In this chapter, the overall explanation of Internet, social network sites, and Facebook is shown. Based on comprehension of these concepts, the research examines how the students use Facebook in Sweden.

1.1 Research Purpose

While the rapid increase of social network sites users, social network sites are immensely popular with young people. These sites have become the place to meet friends and begin to explore something more than online chatting. On these sites, people begin by describing his or her likes and dislikes in movies, television programs, books, and music. People post a photo of themselves and upload music files. People give general or particular information on age, sex, and city of residence and so on.

Social network sites have attracted millions of users and have been gradually assimilated into everyday life. Especially, Facebook, which is one of the most popular social network sites all around world, has numerous users. According to Social bakers (2011a), in Sweden, 45% of Facebook users are 18-34 years old, 15% are 13-17, and 29% are 35-54. Therefore, it is instructive to figure out the motives and satisfactions of Facebook 20s users. Also, it is necessary that the various motives and satisfactions are classified into categories through a theoretical approach. In addition, the relationship between motives and satisfactions should be analyzed obviously. Thus, first aim of this thesis is to identify the motives and satisfactions for Facebook.

Facebook which has dominated all social network sites of the world has distinct characteristics. Above all, it is based on the relationship that people already know from their offline. This is why anonymity cannot be utilized effectively on Facebook. Sveningsson (2009, pp87-103) studied the online community, Lunarstorm. It primarily used to interact with people who already know from their offline. Due to this feature, people express themselves as they are, without provocative or aberrant expression. Given this, people are also less likely to express themselves provocatively or exaggeratedly on Facebook. Rather, people are more likely to use Facebook by expressing themselves as they are or by supporting their image. Thus, the second aim of this research is to demonstrate how the self-disclosure is operated as use motive of Facebook.

In addition, another feature of Facebook is that it allows users to share the variety of enjoyable contents such as text, video, link, and photo rather than to share intended information or academic resources. These contents, which used to interact with other people on the Internet, give users enjoyment and pleasure of communication. Moreover, the fact that it provides lots of services based on relationship is expected to make enough amount of satisfaction. Therefore, this research attempts to hypothesize the use of Facebook is affected by communication pleasure.

In summary, as the research has the following purpose:

1. To classify the categories of use motives for Facebook, and analyze the relationship between motives and satisfactions.
2. To analyze how the self-disclosure is operated as use motive of Facebook (what service gives users the most satisfactions in presenting themselves, how much the self-disclosure affects use of Facebook as use motive and so on).
3. To analyze whether the communication pleasure of Facebook affect Facebook use or not.

In conclusion, this research attempts to provide a better understanding of use motives and satisfactions for Facebook, especially, it is focused to find intrinsic motivation such as self-disclose and communication pleasure, based on uses and gratifications theory and Stephenson's the play theory of mass communication.

1.2 Thesis Structure

This research mainly consists of 5 chapters. The first chapter is introduction. In this chapter, research purpose is explained first. Then, the research structure is followed and presented. Finally, background including Internet, social network sites, and Facebook is presented.

The second chapter is the research background which associated with this thesis. This chapter includes the reviews of uses and gratifications theory which is used over all, self-disclosure, and Stephenson's the play theory of mass communication. Based on these research backgrounds, hypotheses and research questions are shown.

The third chapter is about research method. The methodology is exposed. Also measurement, sampling design and data collection are included in this chapter.

The fourth chapter is data analysis. The analysis shows the overall basic findings. Then, the next section shows analysis of motive factors, satisfaction factors and hypotheses testing. Finally, the results are summarized.

The last chapter presents the conclusions. This chapter will begin with the results, research summary, and limitation. Finally, the recommendations for future research are presented.

1.3 Background

With the advent of Internet, various online communities have emerged. Social network sites, one of the main flows of online community, have been used by numerous people. Facebook especially is the most used social network site, and it has some features of both social network sites and traditional community. In this section, overall comprehension about Internet, social network sites, and Facebook is shown, including the features of Facebook.

1.3.1 Internet

Internet is a huge communications network connected with a large number of computers all over the world, in which users can exchange information with other people. The creation of the Internet resulted from the blending of military strategy, science cooperation, and technological ability on the twentieth century (Abbate, 1999). The initial Internet was used as the network for research purpose of Advanced Research Projects Agency (ARPA) which is one of the most advanced institutions in United State (Manuel, 2000). With the Information Age on a great scale, it developed some idea about designing the communications system which is impervious to nuclear attack. After all, the system was completed and it was independent of the control centers unlike previous systems. By and by, it started to exchange all kinds of messages including sounds, images, and video with several nodes.

In 1969, the first computer network was established called ARPANET at the University of California, Los Angeles, Standord Research Institute, Santa Barbara and University of Utah with four nodes of the network. . Although it was launched to cooperate with US Defense Department, the scientists used to communicate with other scientists. Thereby it was necessary to divide the network between military purpose and scientific purpose. After all, MILNET became the military application and ARPANET became the network of scientific purpose. Later on, several network created in the 1980s including CSNET and BITNET. In 1990, NSFNET was developed by the National Science Foundation as the main of Internet.

However, with the commercial pressure, the private network started to emerge increasingly as well as the government-operated network was disappeared in April 1995. The latest type of Internet is the network based on TCP/IP, which has spread all over the world since the end of 1980s. Now, there are 5000 computer network and 9 million host computers throughout 145 countries.

As the number of Internet users has increased, Internet has become a universal phenomenon. Furthermore, the Internet has been a natural, and it became a part of daily life (Manasian, 2003, pp1-26). According to KISA (2009), it is reported that the Internet using rate of nearly every countries is over 50%. This does not imply for China, India, Africa and Brazil. The whole Internet using rate has risen rapidly since the early 2000s. Children always live with the Internet, as if people has used television and mobile phone (Turow & Kavanaugh, 2003). Furthermore, the growth is still continuing.

The Internet, which has spread quickly, provides enormous amount of information and activities that can satisfy the users' needs and desires. In this reason, the amount of time people spend on the Internet has increased for several years (Heitner, 2003, pp4371). Moreover, the accessibility of online services for users has been improved and expanded constantly (Armstrong, Phillops, & Saling, 2000, pp537-550).

The services available on the Internet are various such as e-mails, file transfers, news, information seeking, chatting, discussion, hypertext, and online games. With the growth of information technology which has changed the world in fundamental ways, it has developed new services including real-time broadcast and video conference as well.

One of the biggest features of these services is interactive communication. According to Rafaeli (1988, pp531-550), interactive communication is to transmit the messages continuously and to give feedback to each other. It enables the users to talk to other

people and to exchange something such as texts and image files. Thereby people now mainly use the Internet by communicating with other people. According to Gross et al (2002, pp75-90), 13 year-olds children usually use the Internet to chat and exchange instant messages with friends through their personal computer. Hampton & Wellman (2001, pp476-495) explained that people sometimes use the Internet to connecting with friends and family, when they are far from each other. Moreover, the researchers suggested that the main reason why people use e-mail service of Internet is to communicate with other people and to maintain their personal relationships. Even people use message service of social network sites such as Facebook, instead of using e-mail.

As the influence of interactive communication, some researchers have still discussed the prospects of the interactive communication in different perspectives. Some researchers contended that the interactive communication on the Internet enables to increase one's social network – the collection of all relationships between people who are related each other – and enhances the social connectivity, so the interactive communication is valuable on the Internet.

For example, Katz, Rice and Aspden (2001) suggested that Internet users were more likely than non-users to meet friend offline and to have wide social network. Also, Howard, Rainie, and Jones (2001) analyzed that the using e-mail causes to strengthen social life and widen their social networks. According to Uslaner (Di maggio et al, 1999), the users of Internet have large social networks than non-users.

On the other hand, several scholars suggested that interactive communication on the Internet serve as a sterile form of social connectivity compared to face to face communication. As well, it causes the neighborhood and community ties to weaken and wane (McKenna & Bargh, 2000). As it produce negative results, the interactive communication on the Internet is not effective for the maintenance of relationship.

Although these uncertain prospects of the interactive communication co-exist, it is

obvious that interactive communication provides users with an environment where they can create, modify, and even re-connect to their information. In other words, the Internet allows users to choose the information that they want and enable them to set their environment on the Internet. It means that the users are active and positive in this environment. Due to this specific conception of users, the researches studying Internet media have been carried out by uses and gratifications theory.

1.3.2 Social Network Sites

Social network sites provide a virtual community (online community) for people. The users create their own online profile with information in relation to picture, likes, dislikes and interest they show. They communicate with other people by voice, chat, message, and video. These sites also serve as a vehicle for meeting in person. The social network sites are virtual community of the 21 century, which are used by those who communicate with each other. It is easy to find dating sites, friendship sites, and the sites for business.

Chayko (2008) explained that social network sites enable people to find other people and connect with them, helping people to socialize. In these sites, users share all kinds of information and thought to them. Also the users express their emotions, which are called self-presentation, impression management or self-disclosure. It is possible to interact with other people to maintain their relationship. Especially, most of social network sites primarily help to support existing social relations. According to Nicole, et al (2007), Facebook is used to maintain existing offline relationships or reinforce offline connections .

There are several features of social network sites. Firstly, it is not difficult to join in and to withdraw from social network sites. Furthermore, the entry cost of social network sites is not high with few limitations. Compared with face-to-face communication, communication in social network sites has the advantage of being

used without much sense of responsibility.

In social network sites, messages are spread between people interactively. For this reason, people may feel as if they are talking with other in the plaza such as Agora in real time. Interaction is the main point of social network sites. The information, conversation, and contents, which are made when users communicate with other people, can strengthen their social network.

At first, social network sites were started to serve services using through web sites on the Internet. Recently, it has expanded range of means to use them, even through mobile phone. The main representative social network sites are Facebook (www.facebook.com), Twitter (www.twitter.com) that provide relationship-centered services, and LinkedIn (www.linkedin.com) related to career. Sometimes, there are the dominant social network sites in some countries over Facebook, Twitter and LinkedIn. For example, Friendster (www.friendster.com) is popular site in pacific islands, Orkut (www.orkut.com) has been preferred in Brazil, Mixi (www.mixi.jp) is in favor in Japan, Cyworld (cyworld.com) is the biggest one of social network sites in Korea, Bebo (bebo.com) has spread throughout England, New Zealand, and Australia, and Lunarstorm(www.lunarstorm.se) was the main social network site in Sweden.

Many social network sites have grown dramatically since 2007. According to Alexa (2011), there are three ranked social network sites including Facebook, Twitter, and LinkedIn in the monthly most visited twenties web sites list. In addition, Forrest reported that about 60% of teenagers aged 12 to 17 and about 68% of young people aged 18 to 21 visit social network sites every day.

1.3.3 Facebook

One of the most noticeable social network sites is Facebook, which has surpassed MySpace since 2008, that had been popular in United States. Facebook, now became

a popular social network site in the world as well as United States. It is reported that the number of Facebook users in 2009 reached 350 million, and next year that rose to more than 500 million (Facebook, 2010). Recently, the director, David Fincher, released a movie based on Facebook story called Social Network. This is because it reflected the fact that Facebook became popular as much as to be a kind of culture.

The following table 1-1 shows top 10 websites for the industry all categories ranked by visits for the week ending May 5th 2011 (Experian Hitwise, 2011). The fact that Facebook have more visits than Google means people use Facebook to search the information and send messages rather than they do those things on other websites.

[Table 1-1. Top 10 of visits among websites (percentage)]

Rank	Website	Visit share [%]
1	Facebook	10.40
2	Google	7.94
3	Youtube	3.16
4	Yahoo! Mail	2.91
5	Yahoo!	2.47
6	Bing	1.50
7	Yahoo! Search	1.39
8	Gmail	1.08
9	Windows live mail	0.98
10	Msn	0.98

Source: Experian Hitwise (2011)

According to Experian Hitwise (2011), top of social networking websites is also Facebook. The table 1-2 shows the top 10 of social network sites ranked by visits for the week ending May 7th 2011. Facebook overwhelmingly occupied more than 60%.

[Table 1-2. Top 10 social networking websites (percentage)]

Rank	Website	Visit share (%)
1	Facebook	64.69
2	Youtube	19.64
3	Yahoo! Answers	1.15
4	Twitter	1.11
5	MySpace	0.79
6	Tagged	0.43
7	myYearbook	0.40
8	LinkedIn	0.32
9	Mylife	0.32
10	meebo	0.26

Source: Experian Hitwise (2011)

The origin of Facebook is from February 4th 2004 by Mark Zuckerberg studying at Harvard University. Initially, Facebook was limited to be able to use exclusively only for the students of Harvard University, but since on March in that year, it has allowed more students of other universities including Stanford, Colombia, Yale, MIT, Boston, and Northeastern. After that, it allowed all High school students in September 2nd 2005, and in the end of 2005 it included students of some countries such as England and Canada. Finally, in 2006 it allowed everyone over 13 (Jamal, 2010, pp16).

Facebook has served several simple services for users. First of all, the profile provides users to show themselves, so other people can know a considerable amount of information about them. People become informed of their name, date of birth, e-mail address, address, hometown, level of education, hobby, sexual orientation, relationship status, favorite movie, music, and main pictures. These things play an important role in interacting with other people on Facebook. Tufekci and Spence (2007) reported that more than half of the Facebook users tend to seek other users' information by looking over their profile to interact with other people effectively.

Secondly, Wall is one of the utilized services by almost all users. On this wall, users

leave message and express something. Then, regardless of where they leave message, the postings are shown to every friends through 'News Feed' which can inform friends what they do on Facebook and what they say to other people. However, if they are not friends to each other, those functions are not available. Being friends on Facebook means that users can completely utilize all services of Facebook. After being friends, users can be free to send message, make a group together, invite them to a event, and play games

Facebook has the infinite possibility to give the users a big network. This is because it enables the users not only to search other people easily but to request to be friend if they want. In addition, the users can always look at the friends list opened on their pages. It provides them the chance to turn it to account expanding their networks. 'As you may know' also helps them to make a big network. Moreover, Facebook provides the functions of photo, video and link with us even if the contents belong to other websites. Also, chatting shows the list of online friends and helps the users to talk their friends whenever they are online.

CHAPTER TWO: Research Background

In this chapter, the research background is introduced. In the first section, the uses and gratifications theory is identified. In the second sections, the reviews of self-disclosure in computer-mediated communication are presented. Finally, Stephenson's the play theory of mass communication is explored.

2.1 Uses and Gratifications Theory

There are opposing conceptions of users. In the early research of media effect, most researchers regarded the users as passive audience which is grey, uniform, anomic, faceless, gullible, and defenseless against the power of the media (Durkheim, 1963). This conception was based on hypodermic-needle. Since 1950s, however, the conception of active users was attracted by researchers. Active users are selective and reasonable media-consumer. This conception was based on uses and gratifications theory.

2.1.1 An overview of Uses and Gratifications Theory

Uses and gratifications theory is a common approach to understand mass-communication. The theory is that people use contents for varying purposes and regard these contents as functional for them. This point of view implies that audiences are active and selective in choosing certain contents that provide them with various gratifications. Including the active users, there are use motives and gratifications as the bones of uses and gratifications theory.

The study of Raymond Bauer in the 1960s is regarded to be the implication of uses

and gratifications theory. According to Berger (1995, pp99-101), the work of Bauer is considered to the tradition of uses of gratifications theory, meaning that uses and gratifications theory has developed based on the notion of media effect that he designed. The notion is that people select certain media related to their needs and desires. In other words, they expect the selected media to fulfill their needs. That is, he conceptualized that the users are not passive and impressionable but active, positive and goal-directed, which is in contrast to the existing notion at that time.

In fact, the initial origin comes from the early 1940s. The theory has continuously been developed regarding what factors attract users (Mcquail, 2008). In 1959, Elihu Katz who was the scholar of communication in United State, approached the relationship between media and users. He emphasized that the most important question related to the perspective of media is ‘what people do with the media?’ rather than ‘what the media do to people’. This is the same viewpoint in respect that the users are active. It means that the users can utilize the media actively for their needs, not the media influence the users unilaterally.

Moreover, uses and gratifications theory shows that it is important to review the process of communication by media. In this process, users select certain media according to the individual characteristics, reflecting their expectations about needs and desires. Sometimes, the users select the same media though each user has different occasion. Watson (2003) thought that it can be the evidence of the fact that the users are active.

The key point of the uses and gratifications theory is that the users accept the media according to their needs regardless of what the media is used. In this theory, there are three basic premises about the relationship between users and media: the users are active and selective, the users are aware of their needs, and the users select the media to satisfy their needs (Blumler, 1979, pp9-36).

In general, the uses and gratifications theory has three main purposes. The first

purpose is to know what people do with the media. For example, if people read a newspaper every morning, it is important to find what people read in the newspaper. The second is to figure out underlying motives in using the media. If it is found that people usually read the sports section of the newspaper, the next step is to find out why people read the sport section and what they read it for. Lastly, the third step is to identify the benefits of the use (Bela et. al., 2001).

2.1.2 Uses and Gratifications of Mass Media

According to Rafaeli (1988), interactivity can be classified as three categories: one-way communication, two-way communication and interactive communication. One-way communication includes most radio and television. In reactive communication, one side responds to the other side. Fully interactive communication requires that later messages take the context into account, not only messages that preceded them, but also the manner in which previous messages were reactive. In this research, the term of 'interactive' is used, based on Rafaeli's interactive communication.

The meaning of mass media is similar to traditional media such as television and radio. In comparison with digital media, it has not consisted of interactive communication defined by Rafaeli. Nevertheless, it is without question that it is still the most popular and famous among people. Several researchers have identified the motives and benefits of media use for several decades. The primary research is started from mass media. McQuail, Blumler and Brown (1972) identified the needs regarding to the television use as follows.

- **Diversion** - is related to the need of people to escape from their problems and the daily routines.
- **Personal relationships** - this means that the user learns to know the participators in the specific media.
- **Identification** - occurs when we take part of specific media content and is

influenced by the norms and values that are expressed and make those to our own..

- **Surveillance** - Surveillance means to acquire information. In many cases people use different media to get information about what happens in the world.

These needs are not based on interactive communication. The factor 'Personal relationships' has similar meaning to para-interaction. The interactivity is just based on one-sided communication.

McQuail (1973) classified the use motives and gratifications as four factors. First, there is factor of information that people want to find out about society and the world and people want to satisfy their curiosity. This would be suitable for the news and documentary program of television that give us information about what people want to learn. Second, personal Identity serves as a factor. People may watch the television program so as to find the models for their behaviors. For example, people identify with characters that they know in the programs such as soap opera. The characters help people to feel about themselves articulately. Third, there are integration and social interaction. It enables to find out more about the circumstances of other people. Finally, entertainment is sometimes that people simply use the media for enjoyment, relaxation or just to fill time.

Later on, Katz (1974) concretely suggested that the following factors are related to the motives and benefits: information, learning, self-improvement, identification, social connection, escape, and passing time (Katz et al. 1974, McQuail, 1974). These factors are general motives and benefits of the whole media use including Internet, TV and so on. McGuire (1974, pp167-196) suggested two types of psychological motives as cognitive motive and affective motives. Cognitive motives stress an individual's information seeking, and affective motives stress the individual's feelings such as entertainment.

Sjöberg (2002a, pp133-173) combined the research of Katz et al and that of McGuire, supplement by social and instrumental motives. Then she completed the nine-fold typology of motives and gratification of media uses: affective/social, cognitive and instrumental motives for exposure to medium per se, the content of exposure, and social context of exposure (look at p.24).

Greenberg (1974) examined television use motives with the fundamental hypotheses that people use the media to satisfy their needs. There are several factors of television use motives: learning, force of habit, escaping from reality, and passing time. Rubin (1981, pp141-165) at first analyzed the use motives for television as five factors: observation of environment, entertainment, identification, social relationship, and escaping from reality. Then, he (1983) subdivided the use motives for television more concretely: observation of environment, habit and pastime, entertainment and stimulation, calming tension and escaping from reality, social relationship, information and social interaction.

Rubin and Bantz (1989) examined VCR use motives. They found the use motives for VCR as library storage of movies and shows, watching music videos, using exercise tapes, renting movies, letting children view, time-shifting, socializing by viewing with other people, and critical viewing including TV watching and studying tapes.

2.1.3 Uses and Gratifications of the Internet

There are attempts to categorize a variety of usage on the Internet. It was thought that if there are varied activities on the Internet, the users who utilize the activities will also be diverse. This is to say, there are various types of users as people have different purposes, intentions and needs. Thus, it was considered it is impossible that all users are merely classified as 'the people who use Internet'. To classify users' category, first of all, it was regarded that it is necessary to categorize a variety of activities available on the Internet, as the users' categories can be classified diversely, depending on what

activity is used by which users.

Hamburger and Ben-Artzi (2000, pp441-449) classified the Internet use as social service, leisure service, and information service. First, social service is such as chat, group discussion, and address search. Second, leisure service includes web surfing and pornographic web sites. Lastly, information service is related to academic materials. These categories were classified by general Internet use.

Also, Hills and Argyle (2003, pp59-70) suggested that there are four categories as work, social use, use at home, and leisure. Swickert, Hittner, Harris & Herring (2002, pp437-451) separated the services as technical, information, exchange, and leisure. Landers and Liunsbury (2006) categorized as social, leisure, and academic use. These researches tried to classify the categories about Internet use, nevertheless, they have still used different terms each other. Not only that, but researchers could not find out a coherent opinion about the classification of Internet use.

Some researchers insisted that it is difficult to classify categories about Internet use. For instance, although the users utilize the service categorized of leisure or information, it is possible that they can get the benefits in relation to social service (Lisa and Chris, 2009, pp156). Moreover, Nithya & Julius (2007) suggested that it is impossible to separate Internet use into several categories. This is because each activity on the Internet appeals to individuals differently. Therefore, it is inappropriate to classify the category based on Internet use by analyzing 'use motive' of social network sites as well as that of Internet.

There is also the research about the use motives for Internet. Rafaeli (1986) found out the three use motives for Internet message board: entertainment for diversion and relaxing stress during spare time, learning, and communication. Rubin (1994) studied the use motives for Internet. There are several factors of use Internet; social identification, social interaction, relationship, escaping from reality, entertainment, observation of environment. It showed that compared with previous study of

television use motives, the outcomes are similar to each other.

December (1995) analyzed the comprehensive factors of Internet use as communication, interaction, and information. Barbara (1996) analyzed the six use motives for web sites as entertainment, passing time, social interaction, escape, information, and web site preference. Jeffer & Atkin (1995, pp318-330) found out four motives as interaction, escape, entertainment, communication, and observation.

Eighmay (1997) and Kogankar and Wolin (1999, pp53-68) contended that there are more important factors of Internet use motives including information. Then, they identified the use motives as enjoyment, escaping from reality, socialization, interaction and entertainment. Likewise, Lin (1999) analyzed as entertainment, escaping from reality, observation of environment, interaction, information, diversion, and social interaction.

In 2000s, researchers thought that the use motives for social network sites may be different from the use motives for mass media such as television and radio, as people actively used social network sites in different ways. Papacharissi and Rubin (2000) identified the motives of Internet use as interpersonal utility, information seeking, passing time, convenience, and entertainment. Information seeking and entertainment factors of them are the most effective factor of use motives for Internet, followed by convenience, pass time, and interpersonal utility.

Perse and Ferguson (2000) classified the motives of Internet use as entertainment, passing time, rest, escape. Also, Sangwan (2005) analyzed that there are five motives in relation to virtual community.

- **Cognitive needs** - These represent the wish to acquire information to create knowledge and understanding in our information compact society.
- **Affective needs** - These needs instead represent our emotional experiences and our wish for entertainment.

- **Personal integrating needs** - Such needs arise from the person's wish to be regarded as trustworthy, secure and with a high degree of self esteem, needs closely connected to personal values.
- **Social integrating needs** - These needs are related to the need for inclusion, to be permitted to belong to a group and be regarded as a part of the group.
- **Tension solving needs** - Such needs are related to our escapist wishes and needs to be diverted from problems and routines.

2.1.4 Uses and Gratifications of Social Network Sites

Every time new media appear in the world, the media are studied by uses and gratifications theory. Researchers identify the use motives for new media and examine the gratification. Recently, the research has been applied to find the motives and benefits in using social network sites such as blog, Twitter and Facebook.

Nadri et al (2004, pp41-52) explained what the users utilize for: to show their life, to comment, to feel catharsis, to ponder, and to use as community forum. Kaye (2005, pp73-95) found out the motives of blog use in United States: information seeking and media checking, convenience, personal fulfillment, political surveillance, social surveillance, expression, and affiliation. Pew (2006) surveyed the motives of blog use as follows: to express themselves creatively, to accumulate their works, to share their works, to contact with their friends, to acquire useful information, to amuse other people, to meet new friends, and to encourage other people to do something.

Some researchers analyzed uses motives for Cyworld (cyworld.com). Park & Choi (2004, pp243-270) included Cyworld in category of blog. Then, they analyzed the use motives for blog: identification (to express oneself), convenience, sharing, watching video, interaction, habit, escaping from reality and learning. Kwon & Woo (2005, pp93-134) also identified the use motives for Cyworld as three factors: social

interaction motive, information seeking motive, and identification motive.

Taken together, the factors of media use reflected the characteristic of each medium. For instance, the main factor of blog use was identification, reflecting the characteristic of blog that the users easily upload what they choose to show and write what they want to express. Moreover, the factor related to information was included as the use factors of almost all media. Thus, this thesis investigates the following factors of Facebook use: information, maintenance and extension of relationship, passing time, self-disclosure, and entertainment through application. As reflecting the characteristic of Facebook as social network site, maintenance and extension of relationship, self-disclosure, and entertainment through Facebook application was selected as the factors of Facebook use. Also, information and passing time was selected according to the analyses of Kaye (2005) and Pew (2006).

2.1.5 Media Use among Young People

There are various notions and terms about who are young. According to Baizerman & Magnusson (1996), youth means someone who is under 22 years old. The notion of adolescent is a period when young person grows up their independent personality and identity in life. The term of young people is a comprehensive word, which includes youth, childhood, teenager, adolescents, and children. This section shows why each group of young people - such as adolescents – uses media and what they satisfy.

Sjöberg (2002b, pp187) analyzed the uses of television among young people. In the table 2-1, the nine types are summarized.

[Table 2-1. Types of television use among young people]

		Sources of gratifications		
		Exposure to Television per se	The content of exposure	Social context of exposure
Types of motives	Affective /Social	- Wanting to relax	- Getting amused and entertained - Feeling of control and power - Insight into daily life	- Talking to family and friends - Watching together with family and friends
	Cognitive	X	- Watching the news documentaries and magazine programmes - Improving language skills	X
	Instrumental	- Background noise - Providing company - To late in the evening for being outdoor	X	X

Also, she studied the uses of computer game among young people such as the games Pong, Space Invaders, and Space War. The scholar analyzed the gratifications in the same way as the study of television uses. The nine types are also summarized in the table 2-2.

[Table 2-2. Types of computer game use among young people]

		Sources of gratifications		
		Exposure to Television per se	The content of exposure	Social context of exposure
Types of motives	Affective /Social	- Being bored or sad - Relaxing	- Using ones imagination - Feeling of control and power	- Playing with siblings, friends - Talking to siblings, friends about computer games - Visiting Internet cafes
	Cognitive	X	- Learning maths, geography, how one applies for jobs, playing football - Being challenged, solving problems - Finding special effects - Finding out how to cheat, hintbooks, walkingthroughs	X
		- Nothing to do - It's raining - No one to play with	X	X

	Instrumental	<ul style="list-style-type: none"> - Nothing on TV - Nobody to chat with - No good book to read 		
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According to McFadden (1999), students use the Internet primarily for personal interest information. 47% of students use the Internet to visit general sites including various sites relation to course activities, research, personal interests, health information, business statistics and more. Likewise, 28% of them used the Internet for E-mail and 6% of them visited sports related sites.

Charney (1996) analyzed the factors of Internet use more particularly targeting on undergraduates. Although the students had a variety of needs (e.g. to widen their knowledge, to relax stress and to explore web sites), the crucial factor of them was diversion and entertainment. On the other hand, O'keefe & Spetnagel (1973, pp543-548), Henke (1985) and Vincent & Basil (1997, pp380-392) built the motives of media choice of college students. They found the dominant motive of news media choice as a need for learning and understanding. Boredom, entertainment and escape were less crucial factors.

There are comparative studies about Internet use among male and female college students. Odell (2000, pp855-863) found out that male undergraduates have better Internet skills and spend more time online than female undergraduates. Furthermore, males were more likely than females to use the Internet for the purposes for entertainment such as playing game and discussion forum. In that study, females were more likely than males to use the Internet for the purposes for connecting with other people such as e-mail.

In this section, the features of the media use of young people were explained diversely depending on each media. For example, one scholar insisted that the use of the Internet of young people result from entertainment motive, the other scholar contended that the Internet use motive is primarily information need rather than entertainment need.

This thesis is to identify the use motives of students for Facebook. When concerning the above researches, it is instructive to examine whether the students use Facebook for information or entertainment. Moreover, it is important to show the differences of usage among students according to age, gender and so on.

2.2 Self-disclosure in Computer-Mediated communication

This section explores self-disclosure as a use motive for Facebook. First of all, it is important to understand the definitions of self-disclosure. Jourard (1971) indicated that self-disclosure is to communicate with other people for private information of one's thought and experience. In this definition, the private information means the inner feeling and past experience which it is difficult to find. Wheelless & Grotz (1976) defined the meaning of self-disclosure as any messages about themselves that people communicate to another. Archer (1980) also similarly defined the self-disclosure that a person shows the personal information by communicating with other people.

Berg & Archer (1980) insist that interactive communication is important when people express themselves as it provides people with the environment where they can show themselves to other people in their network. According to McKenna (2000), this self-disclosure helps people to enter into a relation. Furthermore, Jourard (1964) commended that it enables people not only to identify themselves but also to better their life as the perception of self are partly made by interpreting the responses and reactions of other people. Allan (1989) noted that communication helps to provide us with the sense of identity and let us know our social worth. Likewise, there are wall services and comment services on Facebook. These services also provide the users with reactions and responses of other people, enabling to interpret them.

The self-disclosure is still seen to be influential in computer-mediated communication as well as offline communication. With countless amounts of the communication media, interactive computer-mediated communication has become important. At the first time, most scholars emphasize the significance of the face-to-face contact between friends in order to keep relationships alive. Allan (1989) maintain that the mediated communication such as letters and telephone may be important, but more importantly, face-to-face meetings are more essential. Likewise, Berger & Luckmann (1967) argue that the most important experience and lesson in life take place in face-to-face situations.

With the increasing number of media, however, the idea of the importance of face-to-face communication has been changed. Haythornthwaite (2002, pp385-401) notes that face-to-face communication may be a part of all communication like online communication. According to Lenhart (2005), young people do not think any more that face-to-face communication is superior in all situations. Furthermore, Livingstone & Bober (2005) argue that young people use the different forms of communication depending on their obvious needs. These researches imply the fact that online communication such as Facebook has replaced face-to-face communication. Then, the idea, which online communication has used for self-disclosure instead of face-to-face communication, can be followed.

In this computer-mediated communication, self-disclosure is characterized by a method of controllable presentation. According to Walther (2002, pp205-216), computer-mediated users can translate the effective messages so that they achieve the impression of self-disclosure although they spend more time and effort. Similarly, Herring & Martinson (2004, pp424-446) argue the users choose how to tell their friends to make the flow of information and enhance their image. Ellison, Heino & Gibbs (2006) also have same findings. They figured out that the users would manipulate the image of oneself and exaggerate the reputations. As the inflation of self-image, the online image is sometimes different from offline image. Jacobson (1999) found that the online image of individuals does not correspond with their offline image, regarding their looks. Thus, the users may utilize the Facebook to enhance their image and reputation.

In addition, Ho & McLeod (2008, pp190-207) reported that the users often show themselves more online than offline. This may result from the negative psychological and relational problems. McKenna, Green, & Gleason (2002) studied self-disclosure in online-only relationships. As the social skills are more needed in face-to-face communication than computer-mediated communication, those with poor social skills may prefer computer-mediated environment. Thereby, they feel better able to express their true self expression and develop close relationship. Caplan (2007, pp234-242)

also identified lack of social skills as a motive for computer-mediated communication, arguing that people who are with high social anxiety prefer computer-mediated communication, as less social risk than face-to-face communication. These studies show that computer-mediated communication provides the users with less social anxiety and the opportunity to foster social skills. Thus, it is believed that computer-mediated self-disclosure may be accompanied with beneficial outcomes of social relationship.

Moreover, this computer-mediated self-disclosure is shown in different ways depending on the types of personality. The types are categorized as extraversion and introversion. These are associated with the traits of sociability. Extrovert will be sociable person who like liveliness and excitement. On the other hand, introvert is more likely to be serious and prefer to isolated activities.

The two personality types show different computer-mediated communication behavior. Anoli, Villani, & Riba (2005, pp89-95) found that extroverts tended to spend less time online than introverts, especially chatting. Goby (2006, pp5-13) also investigated that although both two personality types prefer to use computer-mediated communication, introverts are significantly more likely to prefer computer-mediated communication than extroverts. In addition, Ebeling-Witte, Frank, & Lester (2007, pp713-716) disclosed that extroverts negatively preferred computer-mediated communication. Like this, introvert who are shy feel more comfortable in communicating online.

Some researchers considered that this tendency resulted from real me seeking (real me means identification). Extrovert usually find their real me through offline, that is, face-to-face communication. On the other hand, introvert find their real me through online, computer-mediated communication, as it is somewhat difficult for them to effectively transmit their idea to other people in face-to-face communication environment.

However, in social network sites where is one of the computer-mediated

communication applications, this tendency may be reduced. Social network sites are based on relational communication with people. So, extrovert may prefer social network sites, want to expand their existing networks, and use social network sites as a method of supplement to communicate with others.

The reason why the computer-mediated users focus on their self-disclosure on the Internet is that positive self-disclosure has touched on social survival (Hogan, Jones & Cheek, 1985, pp175-198). To maintain the relationship, people have a talk with friends and play with them. The space where they communicate with other people has been extended online as well as offline. With this appearance of computer-mediated communication, it is seen that the social relationships on the Internet are still important as much as offline.

The main feature of social network sites is interactive communication. In this space, people share their information, which they have on the Internet, for the relationships. Hua (2007) identified that the users use blog to interact with other people by expressing oneself. Also, Facebook, one of the social network sites, is based on interaction of the users. Several researchers have studied self-disclosure with interaction between users on Facebook.

Mazer, Murphy & Simonds (2007, pp1-7) suggested that some features of Facebook help people to express themselves. Facebook is used to interact with other people who already know from their offline context. Furthermore, the information is shared between those who are friends to each other on Facebook. Therefore, the users post their personal information such as e-mail, picture, and messages to communicate with their fellow students and instructors as well as friends and family. It means that self-disclosure is generally consistent with users' offline roles and personalities.

Walther, Van Heide, Kim, Westerman & Tong (2008, pp28-49) noted that not only general information of profile but also the self-provided information on other's wall co-occur in self-disclosure. Similarly, Vazire & Gosling (2004, pp123-132) argued

that the Facebook users take in the intentionally made profile material as well as unintentional information such as messages written by others. Wright, Craig, Cunningham, Igiel & Ploeger (2008) found that this is because the self-disclosure is related to increased interdependence.

To sum up, self-disclosure appeared not only in face-to-face communication but also in computer-mediated communication, as people started not to think any more that face-to-face is superior in all situations. Self-disclosure is important in the computer-mediated communication environment. It generates different features from self-disclosure in face-to-face communication. In addition, there are differences of how and where the users express themselves.

This self-disclosure is the important Facebook communication behavior. Countless amounts of users are in computer-mediated communication environment and they show their various pattern of self-disclosure according to personality and demographic factors. This research provides how the users express themselves on Facebook and what is the main feature of Facebook self-disclosure.

2.3 The Play Theory of Mass Communication

The researches of the relationship between media and users have been studied for several years: with hypodermic needle approach to mass communication effects, Marshall McLuhan's work of what people do with media from humanistic perspectives, the spiral of silence theory, and uses and gratifications theory. However, William Stephenson's the play theory of mass communication is primarily concerned with the subjective pleasures of media use. This pleasure is to be a motivation of media use. Also, people can select media according to subjective pleasure. In this regard, it has the similar perspective to uses and gratifications theory.

Some researchers have focused on certain questions such as 'What is the play', 'why people play something?' and 'what is the meaning of play behaviors', since Plato in ancient times. Johan Huizinga (1955), a culture history researcher argued that the purpose of play is in itself. Lowenfeld who was a psychologist identified that the basis of human behavior is play instinct. Thus, the factors of play including freedom, self-satisfaction, enjoyment, and expression are all basis of human behaviors.

Stephenson (1967) demonstrated that media consumptions are based on the play through Q-methodology. He applied the ideas from Schramm (1949) and Huizinga to his theory. In the study, Stephenson suggested that mass communication consists of communication pleasure and communication pain. Also, the communication pleasure was regarded as play and the communication pain was regarded as work. He identified those terms that the meaning of play includes purposelessness, pleasure and fantasy. On the other hand, that of play is related with purpose-directed, pain and reality.

The main point of Stephenson's theory is that the users behaviors are play in itself in mass communication. He explained this through example of politics and religion. According to the explanation, there are both play and work within one situation. Politics is work for politicians only, but it is play for the public. Politics provides the public with various stories, interesting events and communication pleasure. Religion

also gives them those benefits. People sing in the church and wear different clothes from daily life on Sunday, being free from their realities. Likewise, in mass communication, mass media 'work' for people. On the other hand, people 'play' with media. They seek to communication pleasure from play provided by media.

Although the start of the researches of mass communication focuses on the great impact of mass media, Stephenson thought that people derive the subjective pleasure from mass media. The media (i.e. movie and animation) do not show their content with certain purpose or objective. Though there are intensions or persuasions, people do not read those things directly. They do not accept their intensions seriously, and just enjoy the contents for pleasure. Even if people watch the news on the television, most people consume that not by communication pain but by communication pleasure.

Furthermore, the most important pleasure, which is derived from mass media, is simply plain and old-fashioned fun. Namely, the main effect of mass communication is mostly from communication pleasure. Although it does not give any useful materials and functional works, the communication pleasure provides people with 'certain elements of self-enchantment' (ibid, pp.59).

Stephenson divided the pleasures of media into two kinds of pleasures. Joy means absorbing the contents of media based on their interesting. On the other hand, enjoy means interacting itself with media regardless of rewards. All the pleasure of communicating with themselves through the contents, the pleasure of using media, and the pleasure of interacting with other people are included into joy and enjoy categories. Also, all those things are also based on play and communication pleasure.

Stephenson suggested the features of play as follows. First, play is in the pretending world where people escape from responsibility and obligation. Second, it is only interlude, not daily life and reality. Third, it is generated voluntarily, as it is not task or moral responsibility. Fourth, it gives instant satisfaction, and there are no interests. People do not need think whether it is productive or not, as it provides them with its

values and it is enough itself. Fifth, play is enjoyable thing. Sixth, play is secluded. Seventh, play has start and end. Eighth, people can play freely, but play can take sense of identity of player who feels pleasure. Ninth, play is fun.

Stephenson identified three dynamics to explain play effects of mass communication. First, much of mass communication provides enjoyable pleasures and experiences. That is, it means that the medium is a pleasant message. Secondly, people derive pleasures from the free by themselves, then, they spontaneously choose something between the media offerings. Third, mass media provide people informal information with such as gossip and casual conversation in a complex society.

Stephenson argued that people seek out in the media and find a high degree of simple pleasure concerning private and subjective things such as free of moral, existential, ideological or mental health problems. This is to say that people can gain the self-existing possibility through media.

In other words, play theory explains that making choice of media use allows people to express themselves, as it provides people with a feeling of individuality. It means that the individuality helps people to understand themselves. Also, people take advantage of the media to promote a feeling of individuality. This is because people have ability to select among a number of product, ideas, issues, and entertainment options from media.

Similarly, people make a decision what to choose among a countless number of media in computer-mediated communication environment on the Internet as well as mass communication environment. At this situation, people think about what is attraction of the media, what to need, and what contents is suitable. From the perspective of the play theory, it is possible to explain that:

When people choose a medium by several reasons, one of the primary reasons is play and pleasure. As the play is subjective person by person, each person selects the

medium by a variety of kinds of play. However, this play mostly occurs from the communication environment which provides the free. Through the communication, people not only feel free but have a feeling of individuality.

The explanation through the play theory helps to understand the comprehensive interpretation of the main use motive for Facebook. People use social network sites for various purposes. Facebook, one of the main social network sites, is also used for many purposes. However, according to the play theory, these various purposes and reasons are based on their pleasure. Therefore, it follows that Facebook is selected by people as it provides pleasure.

Moreover, according to the theory, the pleasure occurs in communication environment. The theory is based on mass communication environment, where there is one-sided and unilateral communication, but Facebook is a kind of social network site that enables people to interact with other people. Nevertheless, the fact that people choose the media by pleasure may be demonstrated to some degree. This is because Davis and Baran's concept are similar to social network sites' communication type.

They argued that there are two types of communication play: participatory play and elite dominated communication play. Participatory play means that people are free to alter interaction to achieve their purposes. In this play, people are active and selective. Furthermore, the content of play is determined by the people. On the other hand, elite dominated communication play is a passive activity. It is similar to dominant feature of mass communication. (Kuehn & Scott, 1990, pp8)

On Facebook, people can easily change what they create as well as choose the content like participatory play. Also, Facebook allows the users to be active and selective. In this sense, the possibility can be found. Elite dominated communication play, of course, is found from Facebook as it has the feature of elite dominated communication play such as what was already made by the founder. However, the point is a possibility to enable to explain Facebook use through the play theory.

According to the play theory, people feel pleasurable when the media serve as conversation providers. Similarly, there are lots of tellers on Facebook including oneself as well as friends. They freely tell other people about something, which is not difficult to communicate with other people. It means that is also a kind of pleasure.

Moreover, as the process that people select various contents is continuously repeated, the consequence of the process shows the fact that the process is a way of self-disclosure on Facebook. In this research, an aim is to investigate whether people derive pleasure from Facebook or not. If it is demonstrated, what is the attraction of use for Facebook and what type of pleasure exists on Facebook will be next question.

2.4 Hypotheses & Research Questions

2.4.1 First Purpose:

To classify the categories of use motives for Facebook and analyze the relationship between motives and satisfactions.

According to Maddox (1998), the most important reason for people to use the Internet is gathering various kinds of information. Chen & Wells (1999, pp27-37) found that information is positively related. Furthermore, several researchers included the informative need into use motives for the media: December (1995), Barbara (1996), Eighmay (1997, pp59-66), Kogankar & Wolin (1999), Lin (1999, pp341-352), Papacharissi & Rubin (2000, pp175 & pp22), Sangwan (2005), Kaye (2005) and Pew (2006).

Hypothesis 1: Information affects the use for Facebook.

Hypothesis 2: Facebook positively satisfies the Information need.

Furthermore, communication and interaction are main purpose of new media use. Most works about uses and gratifications of media demonstrate the fact that communication and interaction are important reasons, including Rafaeli (1986), Rubin (1994), December (1995), Jeffers & Atkin (1996), Eighmay (1997), Korgankar & Wolin (1999), Lin (1999), Papacharissi & Rubin (2000), Sangwan (2005), Nadri et al (2004), Kaye (2005) and Pew (2006). However, there are two different features on Facebook. One is the fact that Facebook maintains and strengthen the relationships of users, as the networks on Facebook are based on existing relationships offline or those who already know. The other is that Facebook helps the users to meet new friends.

Hypothesis 3: Maintenance of relationships affects the use for Facebook.

Hypothesis 4: Facebook positively satisfies the maintenance of relationships need.

Hypothesis 5: Extension of relationships affects the use for Facebook

Hypothesis 6: Facebook positively satisfies the extension of relationships need.

Research question 1: Which is the dominant motive for Facebook, the maintenance of relationships or extension of relationships?

Research question 2: Which motive satisfies the users of Facebook, the maintenance of relationships or extension of relationships?

Another factor of Facebook use is passing time. It is one of the remarkable factors of Internet use. Researchers found passing time as the factor of media use, including Barbara (1996), Papacharissi & Rubin (2000), and Perse & Ferguson (2000, pp343-359). The term of passing time includes all kinds of times to spend talking with friends, playing games, chatting, watching photo and video, and so on. Therefore, passing time is comprehensive term as a factor of Facebook use, as a lot of works show various type of passing time. Rafaeli (1986) found out the factor as relaxing stress during spare time. In addition, Rubin (1994) includes escaping from reality, entertainment, and observation of environment into the factors.

Regardless of whatever people use the media in their spare time, the important point is the fact itself that people choose to use the media to spend their spare time. In this study, the question is whether people choose Facebook in their spare time or not, as they used Internet or television in their spare time.

Research question 3: Is it possible that passing time is a factor of Facebook use?

According to the answer of this question, whether passing time is a factor of Facebook use or not will be decided.

Entertainment is also one of the main factors of Facebook use. Most researchers included entertainment or diversion into the factors of media use such as Rafaeli (1986), Rubin (1994), Barbara (1996), Jeffer & Atkin (1995), Eighmay (1997), Kogankar & Wolin (1999), Lin (1999), Papacharissi & Rubin (2000), and Perse &

Ferguson (2000). In this research, however, entertainment means comprehensive pleasures based on the play theory of mass communication. According to the theory, the pleasures imply various things derived from social interaction and communication. It means that pleasures do not simply refer to entertaining things such as playing games. In this research, it needs to ask the question about what kind of pleasure is more significant in using Facebook. Thus, this research distinguishes between pleasure derived from utilizing applications and pleasure from communication with others. Then, it reveals the dominant pleasure in using Facebook.

Research question 4: What is the more dominant pleasure in using Facebook between the pleasure of entertainment services or applications and the pleasure of communication with other people.

In addition, the next question is whether self-disclosure can be a factor of Facebook use. Several researchers found out identification need as factor of media use. Also, they revealed that the users express themselves in social network sites. Likewise, in Facebook, there are various ways to express the users by themselves such as profile, wall, and photo. These services may attract their needs to express themselves. Thus, self-disclosure affect Facebook use as a satisfaction factor as well as motive.

Hypothesis 7: Self-disclosure affects the use for Facebook.

Hypothesis 8: Facebook positively satisfies the self-disclosure need.

The final research aim is to find out the most important factor of Facebook use.

Research question 5: What factor is the most influential factor of Facebook use?

2.4.2 Second Purpose:

To analyze how the self-disclosure is operated as use motive of Facebook (what

service gives users the most satisfactions in presenting themselves, how much the self-disclosure affects use of Facebook as use motive and so on).

In this purpose, it is important to analyze the relationships between demographic factors, Facebook use patterns, the most used services of Facebook and self-disclosure.

Research question 6: How are the relationships between demographic factors and self-disclosure?

Research question 7: How are the relationships between Facebook use patterns and self-disclosure?

Research question 8: How are the relationships between the most preferred services of Facebook and self-disclosure?

Also, the users utilize the Facebook to enhance their image. Some researchers suggest that in Facebook the users tend to show them without deceiving, as it provides the networks among those who already know offline. Nevertheless, the users may continuously improve their image.

Research question 9: Do the users enhance their image through Facebook? (Then, what service satisfies those who have enhanced their image?)

In addition, the features of self-disclosure in Facebook will be identified as well as the relationships between self-disclosures and others.

2.4.3 Third Purpose:

To analyze whether the communication pleasure of Facebook affect Facebook use or not.

According to the play theory, the pleasures include communication pleasure as well as entertaining pleasure. In social network site, especially, the communication pleasure is one of the noticeable features. People use Facebook to talk with their friends, share their interest, and show themselves. Without the difficult understanding or needed information, they interact with each other, thereby feel delighted. It means that not only playing game but also communication itself provides considerable pleasures.

Hypothesis 9: The most influential factor of Facebook use is communication pleasure.

Hypothesis 10: Communication pleasures are more influential than the pleasure provided from application.

2.4.4 Purposes Summary

Table 2-3 shows all hypotheses and research questions .

[Table 2-3. Hypotheses & research questions]

<p style="text-align: center;">Hypotheses</p>	<ol style="list-style-type: none"> 1: Information affects the use for Facebook. 2: Facebook positively satisfies the Information need. 3: Maintenance of relationships affects the use for Facebook. 4: Facebook positively satisfies the maintenance of relationships need. 5: Extension of relationships affects the use for Facebook 6: Facebook positively satisfies the extension of relationships need. 7: Self-disclosure affects the use for Facebook. 8: Facebook positively satisfies the self-disclosure need. 9: The most influential factor of Facebook use is communication pleasure. 10: Communication pleasures are more influential than the pleasure provided from application.
<p style="text-align: center;">Research questions</p>	<ol style="list-style-type: none"> 1: Which is the dominant motive for Facebook, the maintenance of relationships or extension of relationships? 2: Which motive satisfies the users of Facebook, the maintenance of relationships or extension of relationships? 3: Is it possible that passing time is a factor of Facebook use? 4: What is the more dominant pleasure in using Facebook between the pleasure of entertainment services or applications and the pleasure of communication with other people. 5: What factor is the most influential factor of Facebook use? 6: How are the relationships between demographic factors and self-disclosure? 7: How are the relationships between Facebook use patterns and self-disclosure? 8: How are the relationships between the most preferred services of Facebook and self-disclosure? 9: Do the users enhance their image through Facebook? (Then, what service satisfies those who have enhanced their image?)

CHAPTER THREE: RESEARCH METHODS

The first aim of this research is to classify the use motives of users for Facebook based on uses and gratifications theory. The second aim of this research is to analyze self-disclosure which is one of the use motives of users for Facebook. Then, the third aim of this research is to examine whether the dominant use motives is related to pleasure and play. As this chapter is a step to achieve the aims of research, it explains research method, measurements, and sampling design & data collection.

3.1 Research Method

This research is primarily based on uses and gratifications theory. The theory is to investigate use motives and satisfactions of users for the media. Therefore, it is appropriate to use the methods to collect each answer of the users. One of the methods is survey.

Survey is a kind of quantitative research. Quantitative research methods are usually used by positivist researchers. Positivist research is a widely used approach in social sciences. It is based on Comte's major work in an early nineteenth century. His work <The course of positive philosophy> is used as theoretical foundation of positivism. Positivist research is associated with many quantitative social research methods including experiment, statistics, and survey.

Survey is the most widely used research technique in sociology. It has been developed largely within the positivist approach to social science. As asking questions and recording answers, it is possible to acquire quantitative information of people about the how people think and feel. In addition, it reflects the characteristics of social

world and people. Therefore, it is considered that the method is suitable for this research.

In this research, it is used sampling method not completed survey. Completed survey is the way to investigate all members, and it usually is used when the population is small. On the other hand, sampling method is the way to examine the features of population based on the sample's information. This method is divided into probability sampling and purposive sampling. Probability sampling techniques are primarily used in quantitatively oriented studies and involve "selecting a relatively large number of units from a population, or from specific subgroups of a population, in a random manner where the probability of inclusion for every member of the population is determinable" (Tashakkori & Teddlie, 2003a, pp713). Probability samples aim to achieve representativeness, which is the degree to which the sample accurately represents the entire population. On the other hand, Maxwell (1997) defined purposive sampling as a type of sampling in which, particular settings, persons, or events are deliberately selected for the important information they can provide that cannot be gotten as well from other choices. In this research, purpose sampling, especially convenience sampling, was selected as the sampling method. Convenience sampling is to involve drawing samples that are both easily accessible and willing to participate in a study. To access the samples easily and to analyze the data according to students' major, this research adopted the convenience sampling method.

Also, the questionnaires were given directly to respondents to get more exact responses not by mail, as the mail questionnaires may cause a low response rate. According to professor's advice, the number of respondents was set over 180. The final number of respondents is 203. Of the 9 people answered they had never used Facebook. of the 7 people answered inappropriately. After eliminating those respondents, 187 valid questionnaires were analyzed in this study. To accurate analysis, statistics program, SPSS program for windows version 17.0, was used. The questionnaires were constructed by theoretical background. The number of the questions is 38.

3.2 Measurements

Table 3-1 shows the components of questionnaire.

[Table 3-1. Items of questionnaire]

Constructs	Contents	Questions
Demographic factors	Age, gender, social status, major, the number of siblings, frequency of meeting friends	6
Use behaviors	Length of Facebook usage, length of Facebook usage per day, frequency of visit, normal purpose, whether belong to group	5
Use motives	Information, maintenance of relationships, self-disclosure, passing time, entertainment of application, extension of relationship	6
Satisfactions	Information, maintenance of relationships, self-disclosure, passing time, entertainment of application, extension of relationship	6
Self-disclosure	Service to express, attention to profile, whether enhance image, whether profile show oneself	5
Preference of services	Profile, news feed, photo/video, application, game, group, events, message, chat, other	10

The questionnaire (see Appendix) was composed by the following premises.

- Facebook provides various services.
- The users recognize the services of Facebook.
- The users utilize the services by their needs and desires.

In this research, first of all, whether the respondents are using Facebook ever or not is asked. Next, there are the questions about the general demographic information and use pattern of Facebook. Demographic questions include age, gender, social status, major field of study, the number of siblings, and the frequency of meeting friends. These questions help to indicate the features of respondents. As the respondents' age

are limited in twenties, unnecessary questions such as income level were not included into the questionnaire. In the questions about use patterns of Facebook, the Length of Facebook usage, length of Facebook usage per day, frequency of visit, normal purpose, and whether the respondents belong to group or not are composed.

In addition, it is required to score about use motives and satisfactions - Information, maintenance of relationships, self-disclosure, passing time, entertainment of application, and extension of relationship - of Facebook use.. Then, the concrete questions about Self-disclosure are asked. Finally, the respondents check their preferring services.

3.3 Sampling Design and Data Collection

3.3.1 Gathering Participants

The target of research is people who use Facebook ever. The conditions of participants of this research are as follows: 1) they can choose the media actively by their purpose and need. 2) they use Facebook ever. 3) they are fully aware of Facebook service.

In this condition, the students were selected as participants of this research. They are studying at Halmstad University in Sweden, including Swedish students and foreign students. According to Social bakers (2011b), early 30 % of the new account registrations in the first quarter of 2011 have been made by users in the age group of 18–24 years of age. This age group constantly remains the strongest one on Facebook. They represents over 210 million Facebook users overall. Second biggest gain has been spotted in the age group of 25–34 years of age with almost 20 million new account registrations. This age group is the second strongest on Facebook with total of 174 million Facebook accounts. This is to say that the students among twenties can be suitable to show the Facebook users patterns.

Thus, this research selected the students studying Halmstad University, especially majoring in communication and media, political sciences, business administration and so on. This is because of the assumption that the students studying communication and media may pay much attention to this research and show different findings compared with other students.

3.3.2 Sampling Method

The period of survey is from April 11th, 2011 to May 2nd 2011 about three weeks. The collected samples were drawn from offline survey. In collecting data, the students

studying political science and media & communication cooperated to give their information. Also, those who live in the dormitory helped to collect information.

The total number of respondents was 196. Of the 9 answered they had never used Facebook. After eliminating the inappropriate responses, 187 valid questionnaires were analyzed in this study by utilizing statistics program SPSS for window version 17.0.

3.3.3 Collected Data

The survey collects six basic characteristics of each respondent, including (1) age, (2) gender, (3) social status, (4) the major field of study, (5) the number of siblings, (6) the frequency of meeting friend. Table 3-2 shows the results of analysis of the respondents.

[Table 3-2. Descriptive statistics]

Measure	Value	Frequency	Percentage (%)
Age	Less than 21	52	27.8
	21-23	84	44.9
	24-26	36	19.3
	More than 26	15	8.0
Gender	Male	86	46.0
	Female	101	54.0
Social status	Single	114	61.0
	Have a partner	73	39.0
Major field of study	Media and communication	74	39.6
	Marketing & Business	28	15.0
	Political science	38	20.3
	Others	47	25.1
The number of siblings	None	21	11.2
	1-2	122	65.2
	More than 2	44	23.5
Frequency of meeting friends	More than 4 times per week	98	52.4
	2-4 times per week	57	30.5
	Once a week	27	14.4
	I have no friends here	5	2.7

CHAPTER FOUR: Data Analysis

In this chapter, findings of this research are shown, based on uses and gratifications theory. First of all, the concepts in this research are revealed, and the validity and reliability are tested. Second, the basic findings and analyses are presented such as use patterns and preference of Facebook services. Finally, the analyses of hypotheses and research questions are explored.

4.1 Operationalization, Reliability and Validity

This section describes the concepts of this research. In addition, the testing of reliability and validity is followed. The testing is based on exploratory factor analysis.

4.1.1 Operationalization

This section specifies several norms to examine hypotheses and research questions exactly. By the operationalization of definitions, it is possible to make the terms more tangible.

First of all, the number of friend was used to investigate the network size and notify how much the respondents are social. To assess social networks offline, the question of ‘how many times do you meet your friend’ was required in the questionnaire.

Second, use motives and satisfactions were assessed by 6 questions based on the work of Pew (2006). The questions were to calculate information, maintenance of relationship, self-disclosure, passing time, entertainment through application, and extension of relationship as a motive and satisfying factor.

Information is an explicitly constructed message, always ultimately constructed by a sentient being. Maintenance of relationship means that that they maintain their networks with those who already know. Passing time means that people spend time in their daily life. Entertainment through application means the pleasure of using application provided by Facebook and others such as game. Extension of relationship assesses whether people use Facebook to make new friends online, regardless of the methods including the service ‘people you may know’ and friend search service.

4.1.2 Reliability and Validity

Exploratory factor analysis is frequently used as the first step to assess the validity of survey. In this research, principal components analysis of exploratory factor analysis was used, and Varimax rotation was used. For the test of reliability, cronbach’s alpha was utilized. Table 4-1 shows the results of testing.

Four factors were exposed: entertainment through application and extension relationship, passing time, maintenance of relationship, and information. All factors’ cronbach’s alpha was over .700. According to these results, the validity and reliability were demonstrated.

[Table 4-1. Exploratory factor analysis and reliability]

	Factors			
	Entertainment through application and extension of relationship	Passing time	Maintenance of relationship	Information
To acquire information quickly	.053	.109	.069	.893
To maintain relationship with someone that I already know	-.179	.006	.799	.172
To pass time	-.033	.828	-.084	.165
To utilize applications (i.e. games)	.725	.128	-.277	-.086
To make new friends	.786	-.205	.084	.183
Facebook serves me information quickly	.009	.181	.226	.848
Facebook helps me to maintain my personal relationship	.057	.017	.875	.087
Facebook is good for me to pass time	-.117	.847	.078	.034
Facebook provides me funny contents such as games	.682	.147	-.066	-.352
Facebook enables me to meet new friends	.714	-.176	.157	.270
Reliability	.730	.740	0.743	.831

4.2 Basic Findings and analyses

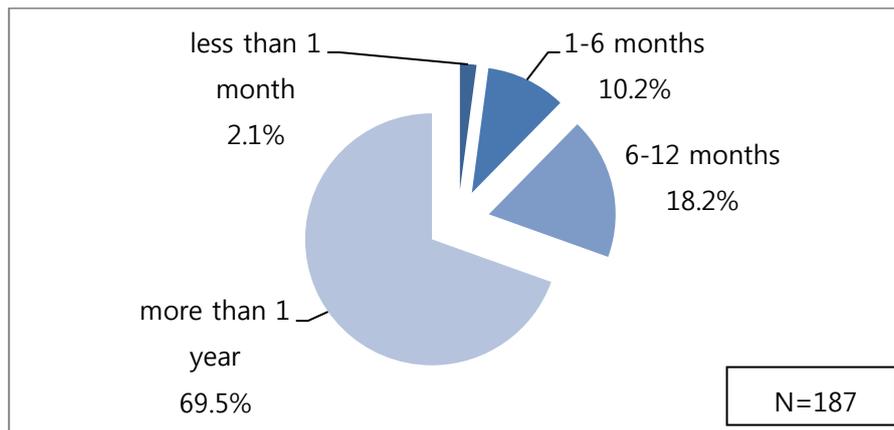
This section explains the basic findings and analyses, such as the use pattern of students as the Facebook users and the preference of Facebook services. In addition, it reveals the relationship among these factors (i.e. relationship between demographic factors and use patterns).

4.2.1 Use patterns of the Facebook users

How do young people use the Facebook? To answer this question, both table and figure is shown based on frequency analysis. The first answer is about length of Facebook usage. According to figure 4-1, only 4 respondents (2.1%) have used less

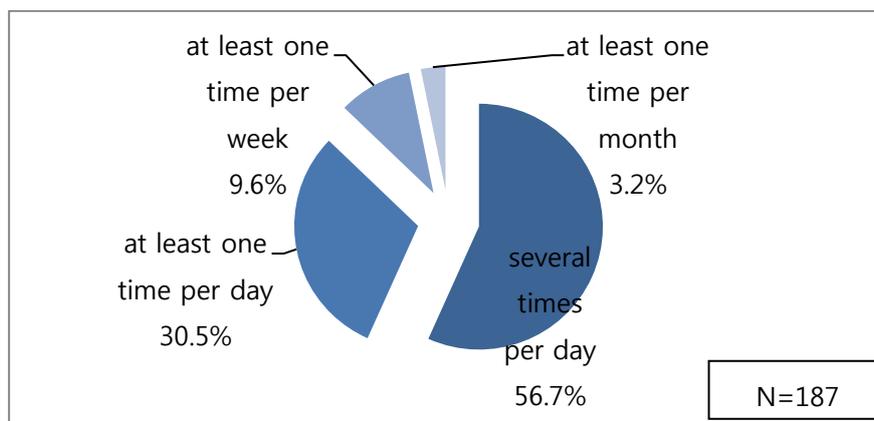
than 1 month. The respondents who have used Facebook for 1-6 months are barely 19 people (10.2%). Almost respondents have used the Facebook more than 6 months. Nearly 70% of respondents have used it more than 1 year. Therefore, there is no worry about their lack of understanding of Facebook services.

[Figure 4-1. Length of Facebook usage (percentage)]



As shown in figure 4-2, 56.7% of respondents log on Facebook several times a day, 30.5% of respondents log on Facebook at least one time a day and 9.6% of respondents log on Facebook at least one time a week. Only 3.2% of respondents visit Facebook at least one time each month. This result explains that the young people using Facebook have higher frequency on using service.

[Figure 4-2. Frequency of Facebook visit (percentage)]



How long do the respondents use Facebook per day? The data from figure 4-3

indicate that almost all respondents do not spend time too much on using Facebook. Nearly 45% of respondents use Facebook for 1-3 hours and 36.9% of respondents use Facebook less than 1 hour. Those who spend more time on Facebook compared with other group are only 18.1%.

However, 1-3 hours is also a considerable time on the Internet. According to Nielsen company report (2009), the Internet users spent an estimated 68 hours online. Harris Interactive Poll (2009), the Internet users spent an average 13 hours per week online. It means that the Internet users usually spend about 2 hours online. As these reports were based on the Internet condition of 2009 and Internet is continuously spreading all over the world, it is possible to suppose that the length of Internet usage has been increased. In addition, the respondents are young people who use Internet more than people of all different ages. Therefore, it is obvious that the length of Facebook usage occupies most of the Internet usage. It is shown that young people spend considerable time of Internet use on using social network sites, especially Facebook.

[Figure 4-3. Length of Facebook usage per a day (percentage)]

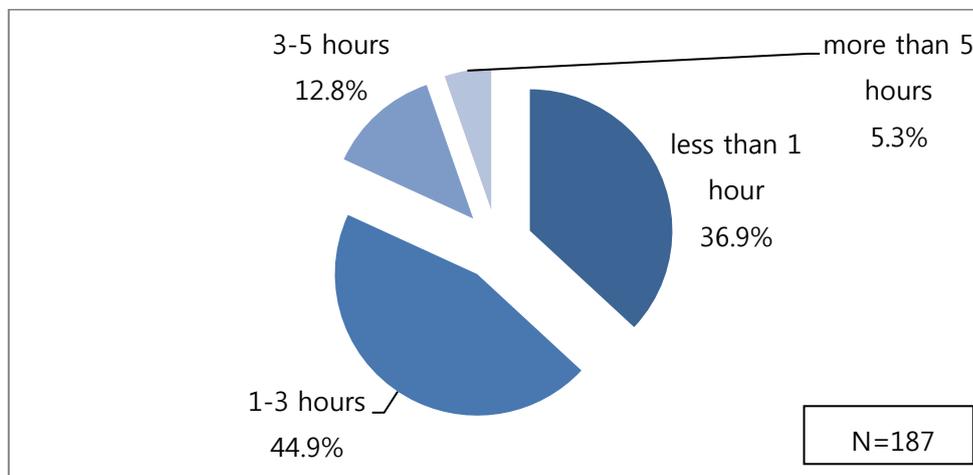


Figure 4-4 illustrate the reason why young people visit Facebook. The respondents were allowed to give several answers of the question ‘what is the purpose of a normal visit?’ 155 of all respondents use Facebook for attention to friends (68.6%), 26 of them use it for share interest with friends (11.5%), 23 of them use for publish entries

(10.2%). Only 7 of the respondents have purpose for application use (3.1%). Furthermore, 14 of them use Facebook for upload photos or videos. It is shown that the almost of all respondents thought attention to friends as the most primary purpose of Facebook use. The answer 'attention to friends' reflects the feature of social network sites. This feature is not available in traditional online community such as message board and online chat rooms.

[Figure 4-4. Normal visit purposes (frequency)]

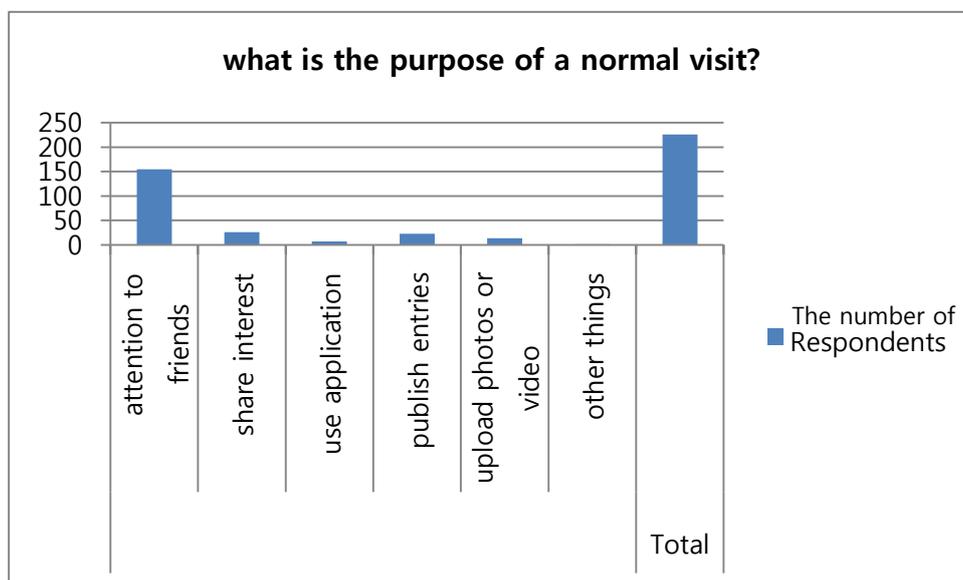
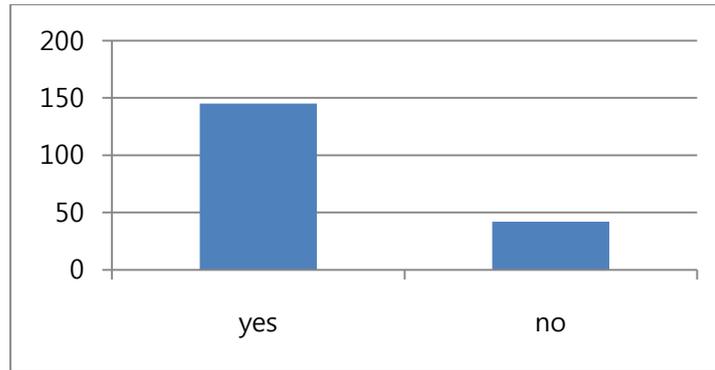


Figure 4-5 show how many respondents have attended a group on Facebook. Nearly 80% of the respondents have a group on Facebook. The service 'group' is to gather a few people whom the users already know. The users of a group share their interest and opinion about what they want to communicate. In group, the information can be opened or closed according to their setting. In this sense, the fact which many young people belong to a group means that they use Facebook as the space of small interactive community rather than the big space with anonymous people.

[Figure 4-5. Whether belongs to group (frequency)]



4.2.2 Preference of Facebook Services

Table 4-2 shows the preference of respondents for Facebook services. The questionnaire let the respondents score the preference from 1 to 5. 1 means strongly non-preference and 5 means strongly preference. The scores in the statistics are average of all responses.

As shown the statistics, the most preferred service is News feed (3.74 points). News feed is information sharing service, where users can see all updated contents posted by friends as well as oneself in real time. In this service, the users check several types of private activities and information. The second most preferred service is message (3.72 points). The next is chat (3.68 points). The scores of three services are similar to each other. While News feed is a significant service of social network sites, message and chat are general service of traditional online community. It means that Facebook satisfies various needs, as Facebook has the main features of social network sites and traditional online community both. Thereby the users may not have to use other traditional online community for message services or chat room services.

The fourth most preferred service is photo/video (3.53 points), followed by event (3.42 points), profile (3.47 points), group (2.86 points), application (2.11 points), and game(1.86 points). Compared with figure 4-5, 77.5% of respondents have attendant

group, but they are not much satisfied with the group service. According to this result, the users still prefer interactive services rather than non-interactive services such as application or game. Although there are non-interactive services such as photo/video and profile, these things have a specific feature that the users use the services to show something to other people like profile. Photo/video also is updated by the users to share other people. In this sense, these services partially include interactive features.

[Table 4-2. Preference of Facebook services (average on scale 0-5)]

Services	Average
Profile	3.47
News feed	3.74
Photo/Video	3.53
Application	2.11
Game	1.86
Group	2.86
Events	3.42
Message	3.72
Chat	3.68

4.2.3 Relationships between Demographic factors and Use Patterns

Table 4-3 shows the relationship between major field of study and length of Facebook usage. There are four groups according to the major field of their study. As shown the table, 90.5% of the respondents who study media and communication have used Facebook more than 1 year. 73.7% of the respondents studying political science have used Facebook more than 1 year. The percentage of respondents, who study marketing, business or other major and have used Facebook more than 1 year, was under 50%. It explains that those who are related to media tend to access Facebook earlier.

[Table 4.3. Relationship between major field of study and length of Facebook usage (percentage)]

(%)	Media & communication	Marketing, business	Political science	Others	Total
< 1 month	1.4	3.6	.0	4.3	2.1
1-6 months	1.4	17.9	2.6	25.5	10.2
6-12 months	6.8	35.7	23.7	21.3	18.2
> 1year	90.5	42.9	73.7	48.9	69.5
Total	100.0	100.0	100.0	100.0	100.0
Number	74	28	38	47	187

Table 4-4 illustrates the relationship between civic status and length of Facebook usage per a day. According this table, single people is more likely to spend their time on Facebook than those who have a partner.

Considering both Nielsen company report (2009) and Harris interactive poll (2009) – reporting that people usually spend around 2 hours on Internet - , it does not matter to distinct how many respondents are there among 1-3 hours, 3-5 hours, and more than 5 hours. Then, it is possible to regard the all groups of length of Facebook usage per a day as a group 'spending more than 1 hour'. The percentage of single spending more than 1 hour is 72.8%. On the other hand, the percentage of those who have a partner spending more than 1 hour is 47.9%.

When considering the percentage of each group spending less than 1 hour and the percentage of single spending more than 1 hour, single people are more likely to spend their times on Facebook than those who have a partner. It is speculated that the reason - why they single is more likely to spend their times on Facebook – is loneliness. According to a research, loneliness affects media use. Amichai-Hamburger & Ben-Artzi (2003, pp71-80) suggested that lonely people spend more time on Internet. Morahan-Martin & Schumacher (2003, pp659-671) also found the same result. It was believed that people reduce the negative emotions of loneliness during while using Internet. This result will be proven not only by the relationship between social status and length of Facebook usage per a day but also by the relationships among the number of siblings, the frequency of meeting friends and length of

Facebook usage per a day.

[Table 4-4. Relationship between civic status and length of Facebook usage per day (percentage)]

(%)	Single	Have a partner	Total
< 1 hour	27.2	52.1	36.9
1-3 hours	55.3	28.8	44.9
3-5 hours	12.3	13.7	12.8
> 5 hours	5.3	5.5	5.3
Total	100.0	100.0	100.0
Number	114	73	187

Unlike the relationship between civic status and length of Facebook usage per a day, table 4-5 derived similar results. Compared with the Facebook usage of those who have two siblings, that of those who do not have sibling is higher.

[Table 4-5. Relationship between the number of siblings and length of Facebook usage per a day (percentage)]

(%)	None	1-2	>2	Total
<1 hour	42.9	32.8	45.5	36.9
1-3 hours	38.1	46.7	43.2	44.9
3-5 hours	4.8	16.4	6.8	12.8
>5 hours	14.3	4.1	4.5	5.3
Total	100.0	100.0	100.0	100.0
Number	21	122	44	187

Table 4-6 shows the relationship between frequency of meeting friends and length of Facebook usage per a day. Those who meet friend more than 4 times spend less time than those who do not meet friends and meet them once. Thus, this result indicates those who do not meet friends frequently are more likely use Facebook.

**[Table 4-6. Relationship between frequency of meeting friends and length of Facebook usage per day
(percentage)]**

(%)	>4times	2-4times	Once & None	Total
<1 hour	38.8	36.8	31.2	36.9
1-3 hours	41.8	50.9	43.8	44.9
>3 hours	19.4	12.3	25.0	18.2
Total	100.0	100.0	100.0	100.0
Number	98	57	32	187

4.3 Analysis of Hypotheses & Research Questions

4.3.1. First Purpose: Use motives and satisfactions for Facebook

Table 4-7 shows the analysis results of use motives for Facebook. The respondents gave scores from 1 to 5. 1 point means strongly disagree and 5 point means strongly agree. Hypothesis 1, 3, 5, and 7 predicted that information, maintenance of relationship, extension of relationship, and self-disclosure are positively associated with Facebook use. In addition, research question 3 asked whether passing time is a factor of Facebook use or not.

Results show that maintenance is a significant factor and attraction of Facebook use. Also, information, passing time and self-disclosure affect Facebook use as motives. However, it turned out that entertainment through application and extension of relationship are not positively related to use motives for Facebook. Therefore, hypothesis 1, 3, and 7 were accepted by the data excluding hypothesis 5, and research question 3 was solved.

[Table 4-7. Use motives (average on scale 0-5)]

Use motives	Average
To acquire information quickly	3.37
To maintain relationship with someone that I already know	3.73
To express yourself	2.99
To pass time	3.21
To utilize applications (i.e. games)	1.76
To make new friends	2.37

Hypothesis 2, 4, 6, and 8 predicted that information, maintenance of relationship, extension of relationship, and self-disclosure satisfy Facebook users. Table 4-8

illustrates the satisfactions of respondents for Facebook. It was answered by scores from 1 to 5. The average of maintenance of relationship satisfaction is the highest scored factor. The next are information, self-disclosure, passing time, extension of relationship and entertainment through application. The results are similar to those of use motive. There is a difference that self-disclosure satisfaction is higher than passing time satisfaction, but it is slight difference. Like use motives, maintenance of relationship, information, self-disclosure, and passing time satisfy the users in using Facebook. Therefore, hypothesis 2, 4 and 8 were accepted by the data excluding hypothesis 6.

[Table 4-8. Satisfactions (average on scale 0-5)]

Satisfactions	Average
Facebook serves me information quickly	3.37
Facebook helps me to maintain my personal relationship	3.43
Facebook gives me free self-expression	3.11
Facebook is good for me to pass time	3.09
Facebook provides me funny contents such as games	1.82
Facebook enables me to meet new friends	2.57

Table 4-9 analyzes the relationship between use motives and satisfactions for Facebook. According to the table, entertainment through application rarely affects Facebook use. While extension of relationship gives high satisfactions, it does not affect use motives.

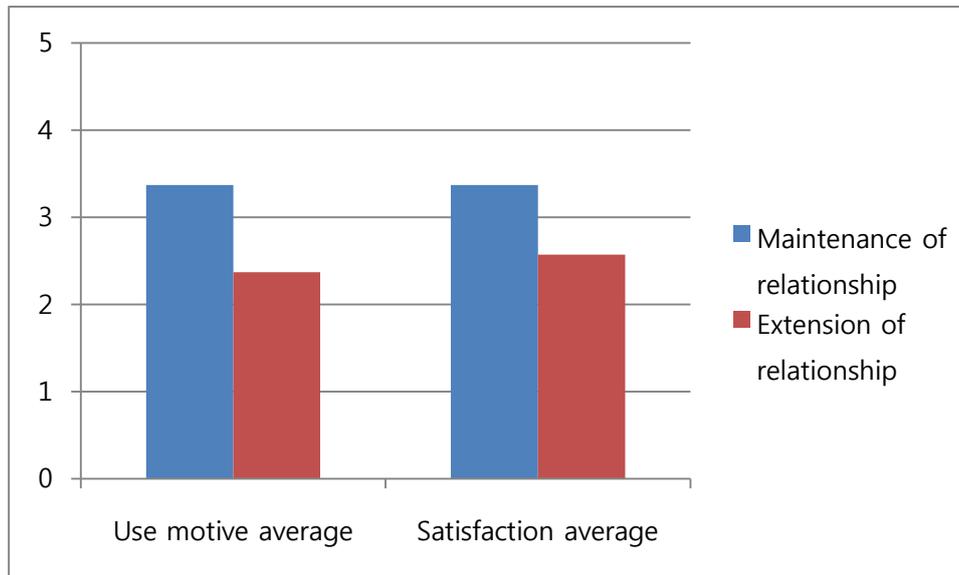
[Table 4-9. Relationship between use motives and satisfactions]

	Low motives	High motives
Low satisfactions	Entertainment through application	Information, maintenance of relationship, self-disclosure, passing time
High satisfactions	Extension of relationship	

This table solved the research question 1 and 2. Figure 4-6 is condensed of the comparison of maintenance of relationship and extension of relationship. As shown

the figure, maintenance of relationship is more dominant factor than extension of relationship. Both motive and satisfaction average of maintenance of relationship are much higher than those of extension of relationship.

[Figure 4-6. Average comparison of factors about relationship (average on scale 0-5)]



Research question 4 is about what is dominant pleasure among the factors. In this question, pleasure of communication with other people is relevant to factors such as information, maintenance of relationship, self-expression, and passing time. Compared with entertainment through application, both motive average and satisfaction average of those are higher than averages of entertainment through application. Therefore, entertainment through application affects less than other factors.

Finally, research question 5 asked what is the most influential factor for Facebook use. Concerning results by the table 4-7 and 4- 8, the most influential factor for Facebook is maintenance of relationship, as the respondents gave the highest point of 3.74 (motive) and 3.43 (satisfaction).

4.3.2 Second Purpose: Self-disclosure

Figure 4- show what service gives the greatest satisfaction when the respondents express themselves. The respondents could give answer more than 1 items. The number of responses is 195 and the number of respondents is 187. As 91 of responses answered Newsfeed (46.7%), it was the most satisfied service. The next are profile (31.8%), photo/video (19.5%), and other (2.1%).

[Figure 4-7. Services for self-disclosure (percentage)]

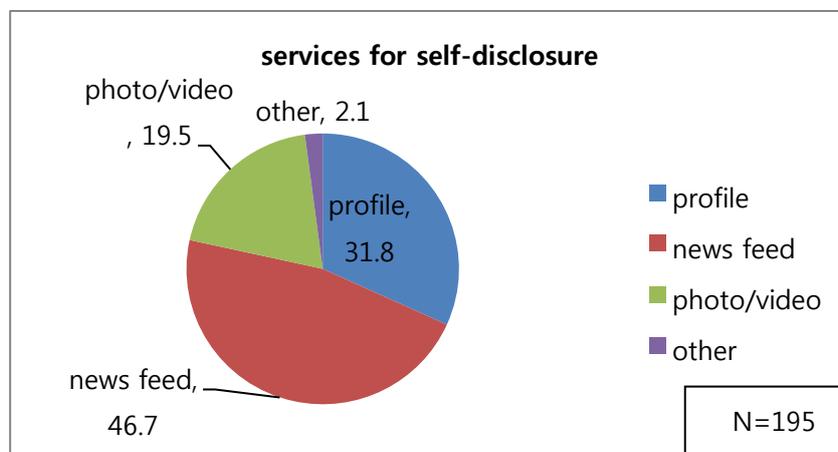
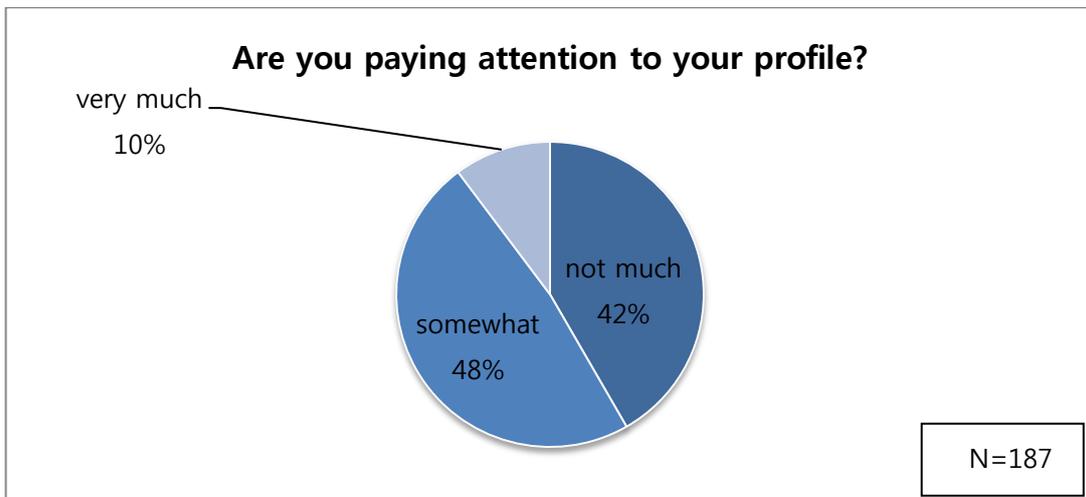


Figure 4-8 show about how much people pay attention to their profile. According to the table below, the number of who pay attention to profile is similar to that of who do not pay attention to profile. While more than half of respondents (58.3%) pay attention to profile, 41.7% of respondents do not. Thus, it shows that people do not pay much attention to their profile.

[Figure 4-8. Are you paying attention to your profile? (percentage)]



Likewise, figure 4-9 shows that the respondents did not fill much items of their profile. More than half of respondents (55.6%) answered 'a little bit'. Also, above 80% of respondents filled less than half of their profile.

[Figure 4-9. How much did you fill in items of your profile? (percentage)]

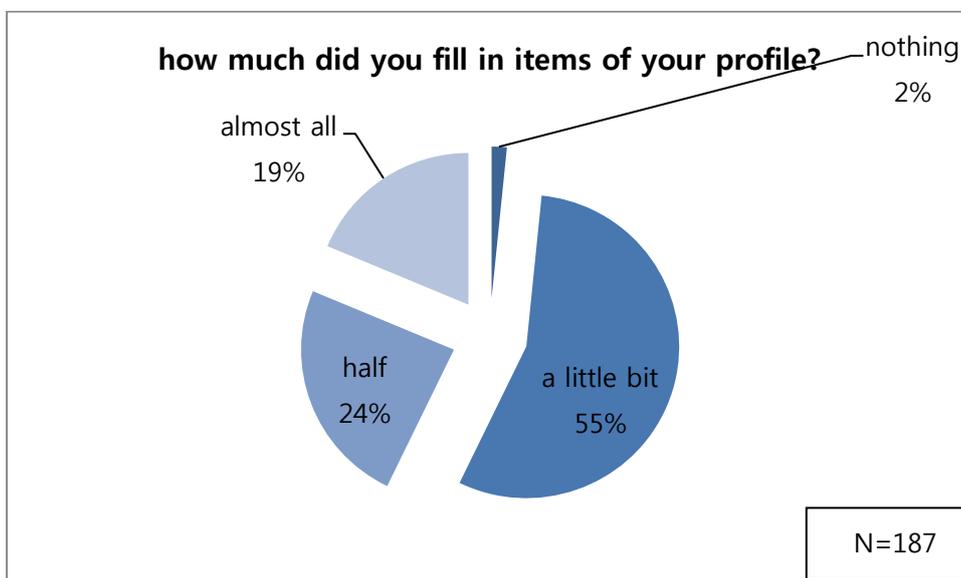
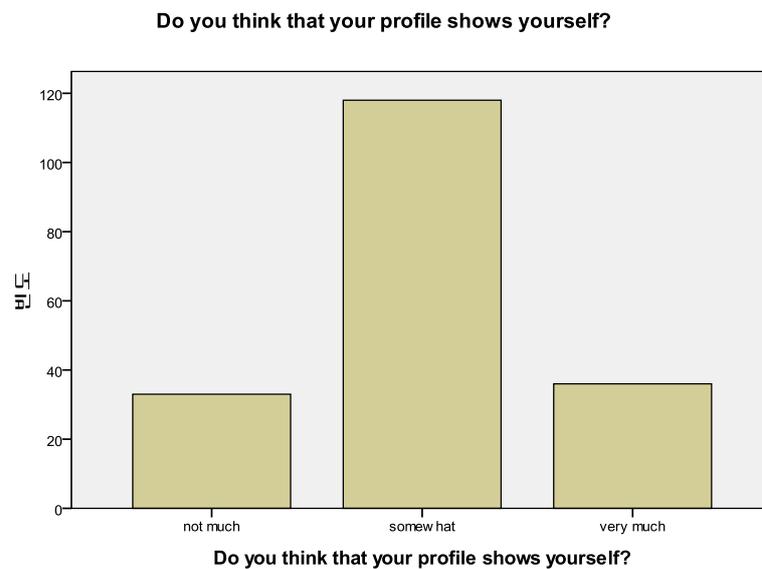


Figure 4-10 illustrates the views of respondents towards self-disclosure in profile. The question was 'do you think that your profile shows yourself?' Excluding 17.6% of

respondents, 63.1% of respondents answered that their profiles show themselves to some degree. Also, about 20% of respondents agreed that profile shows oneself very much. Although both results that the respondents do not pay much attention to their profile and they did not fill much items of their profile, the respondents thought that profile shows themselves in some extent.

[Figure 4-10. Do you think that your profile shows yourself? (frequency)]



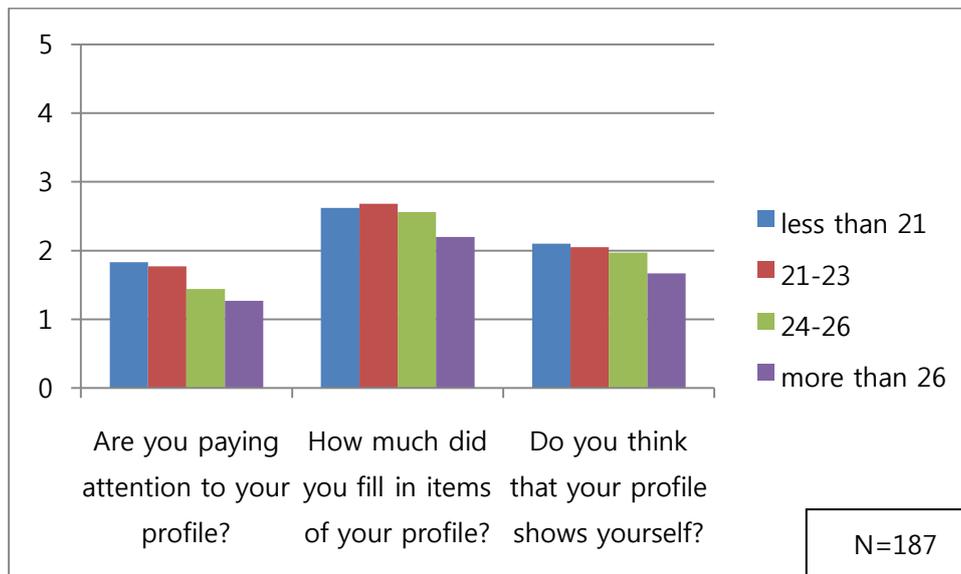
Research question 6 is about the relationship between demographic factors and self-disclosure in profile. First, the table 4-10 shows the relationship between gender and self-disclosure. It indicates there are slight differences between male and female, related to self-disclosure. According to the table below, female respondents pay attention to their profile a little more than the male respondents. In contrast, male filled their profile a little more than female. There is no difference of view towards self-disclosure in profile.

[Table 4–10. Relationship between gender and self-disclosure (average on scale 0-5)]

	Are you paying attention to your profile?	How much did you fill in items of your profile?	Do you think that your profile shows yourself?	Respondents
Male	1.59	2.69	2.01	86
Female	1.76	2.52	2.02	101
Total	1.68	2.60	2.02	187

Figure 4-11 illustrates the relationship between age and self-disclosure in profile. The younger respondents, the more pay they pay attention to their profile, the more they filled in their items of their profile, and the more they think that profile shows oneself. The respondents less than 21 years-old gave answers of the highest point of 2 questions, excluding one question. Nevertheless, the younger tend to give attention to profile.

[Figure 4-11. Relationship between age and self-disclosure (average on scale 0-5)]



Research question 7 is about the relationship between Facebook use pattern and self-disclosure in profile. According to table 4-11, those who spend 3-5 hours on Facebook gave the highest points about self-disclosure of profile. The more people spent their time on Facebook, the more they tend to pay attention to their profile. Rather, those who spend more than 5 hours on Facebook, however, paid low attention to their profile.

[Table 4-11. Relationship between length of Facebook usage per a day and self-disclosure (average on scale 0-5)]

Length	Are you paying attention to your profile?	How much did you fill in items of your profile?	Do you think that your profile shows yourself?	Respondents
less than 1 hour	1.52	2.45	1.87	69
1-3 hours	1.68	2.56	2.02	84
3-5 hours	2.17	3.17	2.38	24
more than 5 hours	1.70	2.60	2.10	10
Total	1.68	2.60	2.02	187

Table 4-12 shows the relationship between frequency of Facebook usage and self-disclosure in profile. Those who visit several times per a day paid more attention to their profile than other respondents did. This table shows the frequently visiting people tend to pay more attention and fill in more items of their profile. However, the view towards self-disclosure in profile is not related to frequency of Facebook usage.

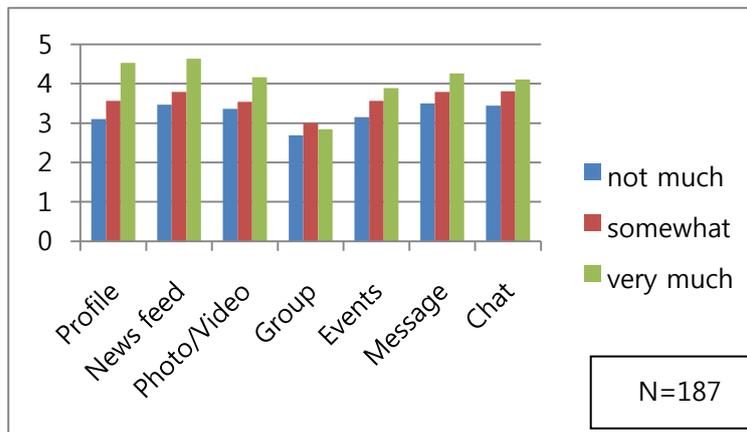
[Table 4-12. Relationship between frequency of Facebook usage and self-disclosure (average on scale 0-5)]

Frequency of Facebook usage	Are you paying attention to your profile?	How much did you fill in items of your profile?	Do you think that your profile shows yourself?	Respondents
several times per day	1.83	2.80	2.09	106
at least one time per day	1.56	2.39	1.89	57
at least one time per week	1.39	2.28	1.94	18

at least one time per month	1.17	2.00	2.00	6
Total	1.68	2.60	2.02	187

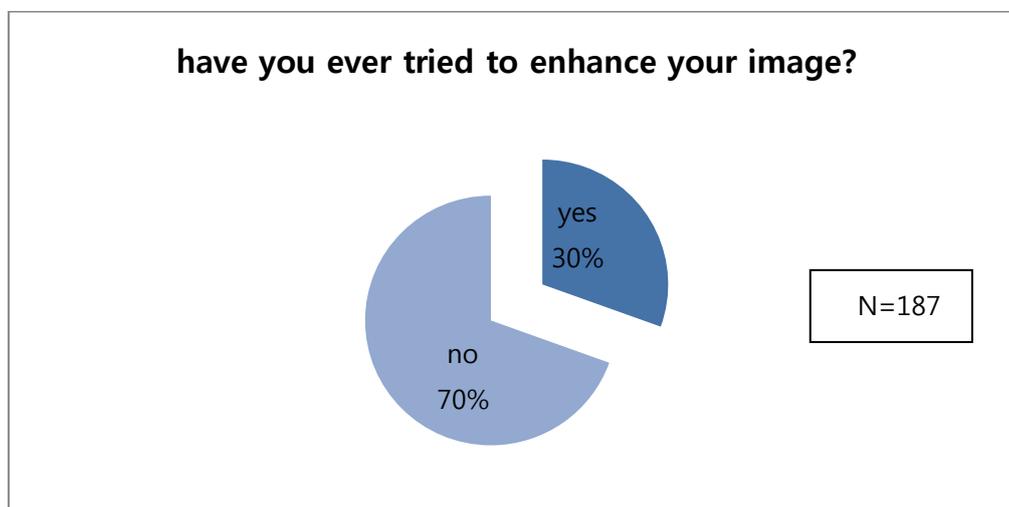
Research question 8 is about the relationship between the most preferred service and self-disclosure. According to the figure 4-12 below, those who pay more attention to profile prefer almost all services such as profile, News feed, photo/video, events, message, and chat, excluding group more than other people. Furthermore, the respondents, who pay attention to profile very much, gave much more points for profile and News feed than other respondents did.

[Figure 4–12. Attention to profile and service preference (average on scale 0-5)]



Lastly, research question 9 is about whether Facebook users have enhanced their image or not. According to figure 4-13, about 70% of the respondents have never enhanced their image. It means that people maintain their image offline on Facebook, as Facebook is based on the networks consisted of those who already know offline. Therefore, the result shows that people do not enhance their image on Facebook.

[Figure 4-13. Have you ever tried to enhance your image? (percentage)]

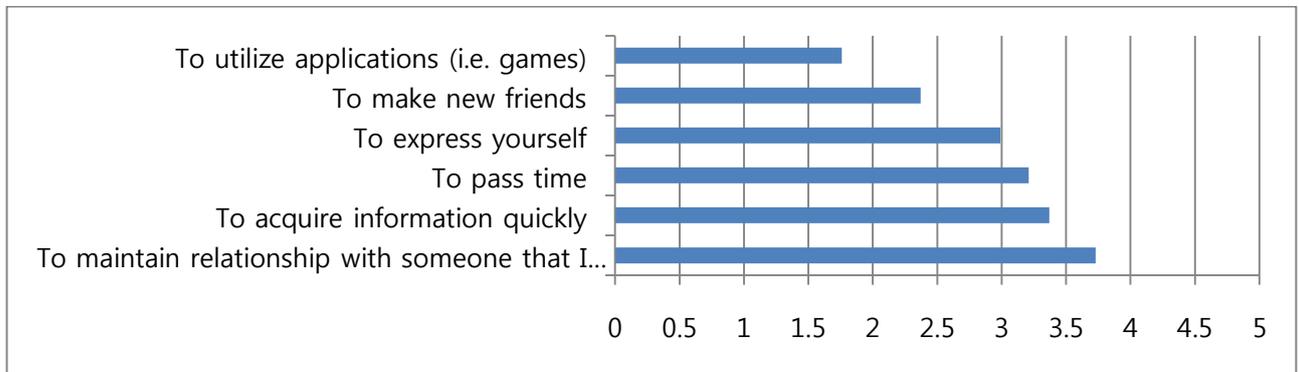


4.3.3 Third Purpose: Pleasure of Facebook Use

Hypothesis 9 and 10 predicted that the most influential factor of Facebook use is communication pleasure, and communication pleasures are more influential than the pleasure provided by using application. To examine these hypotheses, use motives, satisfactions, and preference of services were compared. The factors are arranged in the most scored order.

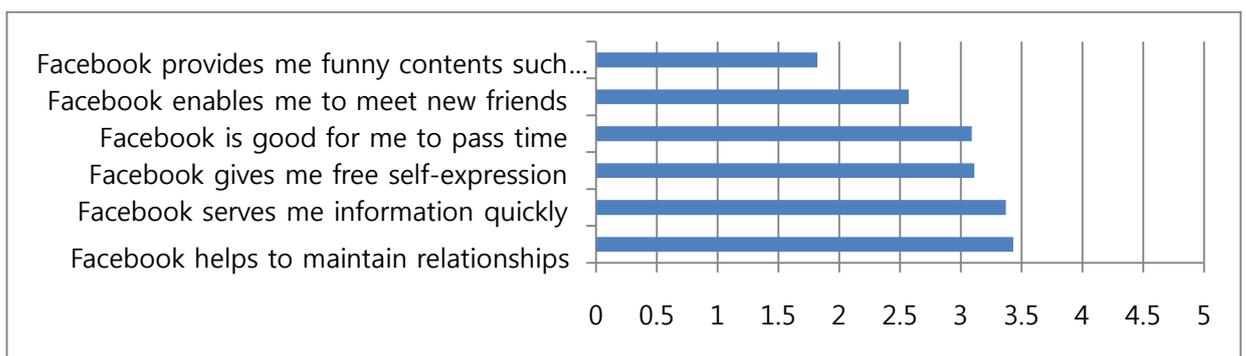
On top of that, figure 4-14 shows the use motives for Facebook. The factor, 'to utilize application (i.e. games), means entertainment through application. It is the lowest factor of use motives. Compared with other factors, especially factors related to communication pleasures - such as 'to maintain relationship someone that I already know (3.73 point)', 'to acquire information quickly (3.37 point)', 'to express yourself' and 'to pass time (3.21 point)' - , it does not provide people with use motive. Furthermore, the point of the factor (1.76 point) did not reach 2.5 point, half of total point.

[Figure 4–14. Comparison of use motives (average on scale 0-5)]



Likewise, satisfaction shows similar results. Figure 4-15 illustrates satisfaction of Facebook. The factor ‘Facebook provides me funny contents such as games’ means entertainment through application. Its point also was lower than other factors, especially the factors related to communication pleasure such as ‘Facebook helps me to maintain my personal relationship (3.43 point)’, ‘Facebook serves me information quickly (3.37 point)’, ‘Facebook gives me free self-expression (3.11 point)’ and ‘Facebook is good for me to pass time (3.09 point)’. Therefore, it turned out that entertainment through application does not fully satisfy people on Facebook.

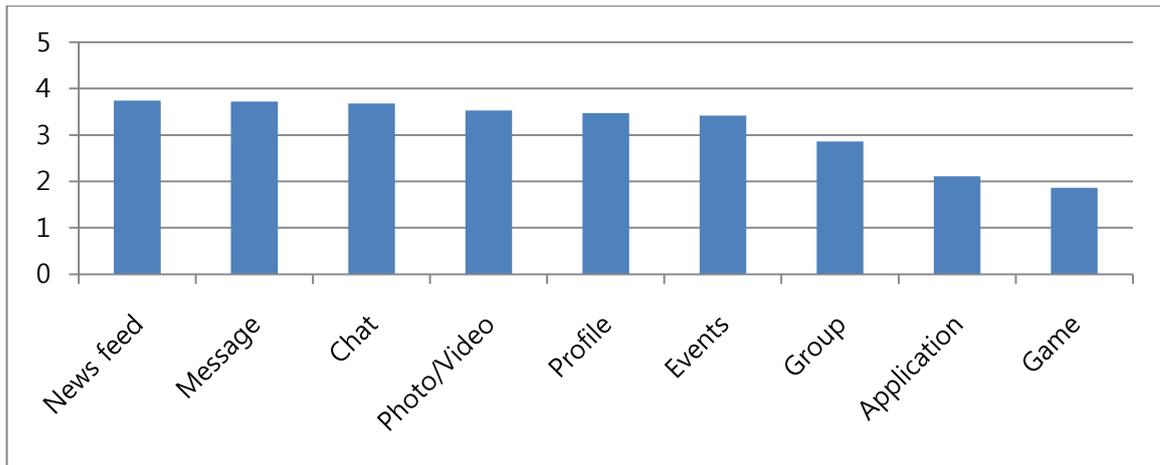
[Figure 4–15. Comparison of satisfactions (average on scale 0-5)]



Finally, figure 4-16 indicates the preference of Facebook services. The services related to communication pleasures are mainly News feed, message, and chat. On the other hand, the services related to entertainment through application include

application and game. Compared with two services, application and game took low points, while News feed, message, chat took high points. Like the results of use motive and satisfaction, people tend to prefer the services providing communication pleasure.

[Figure 4-16. Comparison of preference of Facebook services (average on scale 0-5)]



In summary, people are more affected by use motives related to communication pleasure, more satisfy the factors providing communication pleasure, and more prefer to use the services related to communication pleasure than entertainment through application. Therefore, the hypotheses 9 and 10 are accepted by the data above.

CHAPTER FIVE: Conclusions

The results of this research are interpreted in this chapter. This chapter is divided into three parts: results, research summary and limitation & recommendation for future research. First, the results of data analysis are explored. Second, the summary of this research are presented. Finally, the limitation and future researchers are summarized.

5.1 Results

In the first chapter, it reveals the aim of this research, how people in their twenties use Facebook. Also, the chapter addresses several theoretical questions about self-disclosure and communication pleasure of Facebook. In chapter two, several factors of media use were presented, such as cognitive needs, affective needs, and personal integrating needs. Referring these factors and Facebook's features, the factors of Facebook use could find out. In this survey, first of all, the use motives and satisfactions were revealed among people in their twenties in Sweden.

The purposes of this thesis is to classify the categories of use motives for Facebook, and analyze the relationship between motives and satisfactions, to analyze how the self-disclosure is operated as use motive of Facebook, and to analyze whether the communication pleasure of Facebook affect Facebook use or not.

The three purposes solved as follows.

Maintenance of relationship is the most influential factor of Facebook use. It means that people in their twenties are affected by maintenance of relationship need in using Facebook. This is because the networks on Facebook are based on relationships

among those who already know each other. Compared with extension of relationship, maintenance of relationship is much more influential. It means that Facebook still helps people to enhance their networks. Also, the result shows that maintenance of relationship is the most significant feature of Facebook.

Furthermore, information is one of the most influential factors. Through Facebook, they can know not only the recent events of friends but also the news of what they like, such as companies and entertainers. Passing time and self-disclosure were also important factors of Facebook use. However, entertainment through application and extension of relationship were not included in Facebook use motives and satisfactions.

Facebook have services of both traditional online community and social network sites (i.e traditional online community services mean message, chat and photo/video and social network site services mean News feed). All those things are preferred by people in their twenties and are popular among them. Nevertheless, the entertainment through application, one of the services of social networking services, does not affect Facebook use of people in their twenties.

As a factor of Facebook use, self-disclosure is shown by people on Facebook. This research identified that the most preferred service for self-disclosure is News feed, followed by profile and photo/video. Furthermore, people in their twenties agreed that their profiles show themselves to some degree. However, it turned out that people in their twenties do not pay much attention to their profile and they tend not to fill in the items of their profile. Also, female tend to pay attention to their profile more than male. The younger pay attention to their profile than the older. In addition, those who are interested in self-disclosure tend to prefer the almost services of Facebook than people who are not interested in self-disclosure.

Finally, this research analyzed that the factors of Facebook use are related to communication pleasure, based on Stephenson's the play theory of mass communication. While the factor related to entertainment through application was low

point, the factors related to communication pleasure, - such as maintenance of relationship, information, self-disclosure, and passing time -, was high point. Moreover, in preference of Facebook services, the services related to communication pleasure are higher than others, including News feed, message, and chat. Therefore, use motives are satisfactions are relevant to communication pleasure on Facebook.

In summary, the factors of Facebook use were found out as information, maintenance of relationship, passing time, self-disclosure, and extension of relationship. Top of those things was maintenance of relationship. In self-disclosure, the users tend to focus on News feed rather than profile in expressing themselves. Also, they use Facebook to feel communication pleasure.

5.2 Research Summary

This research aimed at examining the use motives and satisfactions for Facebook, analyzing self-disclosure as a factor of Facebook use, and identifying how many factors belong to communication pleasure. Research followed uses and gratification approach to accomplish the research purpose by reviewing the precedent studies and by analyzing the quantitative data about information of 20s users for Facebook.

Social network sites are an extremely important topic, and this study represents the first step toward analysis of why the people in their twenties use Facebook, one of the most popular social network sites, with uses and gratifications theory and Stephenson's the play theory of mass communication. Uses and gratifications theory has been identified that it is appropriate to examine for what people use the media. Also, the theory can be used explain the psychological needs that shape why people use the media and that motivates them to engage in certain media use behaviors for gratifications that fulfill those needs. Stephenson's the play theory of mass communication helps to describe why people use pleasure-directed media. Therefore, this research adopts these theories to enhance persuasion.

This research proposes some hypotheses and research questions to examine the relationships between the motivations for using Facebook, satisfactions, use patterns and preference of services. The results show that maintenance of relationship is the most significant motive of people in their twenties on Facebook. Information, passing time and self-disclosure are also not to be neglected. Furthermore, those things have significantly impact on satisfactions.

In self-disclosure, as the factor of Facebook use, people in their twenties think that the profiles show themselves to some degree. This result shows that people extend their private domain to public domain. Public means 'open' or 'available to the public'. To be concrete, the meaning of public includes visible, observable, what is performed in front of spectators, and what is open for all to see and hear (Thompson, 1995, pp123). Namely, on Facebook all people can make their private stories open to other people

by publishing photos and posts. In the past, a few people, especially politicians, usually can utilize media for image-making through television and radio. With the development of media, however, Internet enables people to express themselves to other people. Thus, people can show their private domain on Facebook.

Facebook has two kinds of services, those of traditional online community and social network site. People in their twenties are satisfied with the representative things of those services, such as News feed, message, and chat. However, it turned out that they were not satisfied with entertainment through application including games. This fact that people in their twenties are not satisfied with application entertainment also shows another result, based on preference of Facebook services. The result illustrates that people have communication pleasure more than the pleasure of application services in using Facebook.

Furthermore, another thing that shows in this thesis is that Facebook as a new medium recreate old traditions such as chatting, messages and email. According to Thompson (1995, pp 197), the uprooting of tradition means re-embedding of tradition in new context. However, Facebook absorbs the features of old traditions, thereby it became new tradition.

Through this research, it was revealed how people in their twenties use Facebook which is the most dominant social network site in 2010s. By utilizing interactions, Facebook allows people to communicate with those who already know, maintain the networks, and feel communication pleasure. The interaction services are derived from the services combined by both traditional online communities and social network sites such as Newfeed, message, and chat room.

Finally, I wish the results will give some positive suggestion to researchers. I am also hopeful that the technical and social affordance of Facebook may contribute to positive social outcomes by enabling individual to talk, act, and connecting with diverse acquaintances.

5.3 Research Limitation and Recommendation for Future

Research

This research has several limitations that qualify the findings and present opportunities for further research.

Firstly, the survey was conducted by face to face survey. Although there was the advantage that almost all respondents filled in the items of the questionnaire, there was the disadvantage that they were not fully covered with anonymous. Thereby the respondents could give wrong information in the questionnaire. Therefore, future research may improve this method and consider better method of survey.

Secondly, although the research provided several important outcomes and findings of Facebook adoption, other variables may have been excluded. For example, involvement, privacy and etc, these factors may affect the users' adoption of Facebook services. Future research may focus on these aspects of factors.

Thirdly, not all Facebook activities are positive. For example, personal information about others in profile or News feed may be used to productive interaction. However, personal information may be misused by marketing agents or used for bad purpose such as stalking, so it could also reinforce existing stereotypes, making them more intractable. Future research may examine the effect of privacy on Facebook in more detail.

Fourthly, this research used convenience sampling method. It indicated that the outcome of this research may differ from the outcome about the usage of other students (i.e. well-educated students). Thus, this research may not be generalized and represent the usages of all students. Future research should be required to have larger samples.

Fifthly, the number of sampling needs to be widened. In this research, the number of respondents is 187. To more exact findings, it should more widen the number of respondents.

Sixthly, the application of Facebook, especially games, was produced by other companies not by Facebook. For this reason, it could not be appropriate to consider the entertainment through application as a factor of Facebook use. Thus, future research should distinguish between the factors affected by Facebook and outside for better research to find use factors of media.

Seventhly, other sites such as LinkedIn and dating sites may satisfy the desire of 'extension of relationships'. To make exact research, future research should compare the use factors of Facebook and those of other sites.

Finally, this research targeted on the students studying at Halmstad University in Sweden. Though some of the respondents included others from other countries, the results cannot be applied globally. Different culture background may have different motivations and gratifications toward Facebook. Therefore, future research should examine users' perceptions of the relationships between these constructs within different cultural contexts.

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APPENDIX

Facebook User Behaviors Questionnaires

I am Leekyung Kim, studying Media and communication at Halmstad University as exchange student from South Korea. I have decided on my thesis subject as 'analysis of Facebook users'. For the study, I would like to get your information through this questionnaire. I would be very grateful if you could help me to get your information.

Please take a few minutes to answer the following questions. These questions are asking for your perception about what you have gathered, experienced, and perceived during the experience of Facebook. There is no right or wrong answer. So, please answer all questions honestly to the best of your knowledge. Do not skip any question. Your answer will be treated anonymous, and all information you provide below is for this research/experiment purpose only, and will not be shared with or distributed to third parties without your consent.

Halmstad University, Media and Communication Studies, Master Course, LeeKyung Kim

I. Do you ever use Facebook?

- 1) Yes (Please continue to answer) 2) No (Please quit, thank you)

II. Demography

1. Age

- 1) Less than 21 2) 21-23 3) 24-26 4) More than 26

2. Gender

- 1) Male 2) Female

3. Social status

- 1) Single 2) Have a partner

4. What main subject do you study at Halmstad University?

(*Please write.*)

5. How many siblings do you have?

- 1) None 2) 1-2 3) More than 2

6. How often do you meet your friends?

- 1) More than 4 times per week 2) 2-4 times per week
3) Once a week 4) I have no friends here

5	Facebook provides me funny contents such as games					
6	Facebook enables me to meet new friends					

V. Please check your options from following items that are applicable to you.

1. What service gives the greatest satisfaction when you express yourself?

- 1) Profile 2) News feed 3) Photo/Video 4) Other

2. Are you paying attention to your profile?

- 1) Not much 2) Somewhat 3) Very much

3. How much did you fill in items of your profile?

- 1) Nothing 2) A little bit 3) Half 4) Almost all 5) All

4. Have you ever tried to enhance your image?

- 1) Yes 2) No

5. Do you think that your profile shows yourself ?

- 1) Not much 2) Somewhat 3) Very much

VI. What features of Facebook do you prefer? Please state your preference/non-preference by putting a sign on the box below 1-5, where 1 means strongly non-preference, 5 means strongly preference.

No.	Questions	1	2	3	4	5
1	Profile					
2	News feed					
3	Photo/Video					
4	Application					
5	Game					
6	Group					
7	Events					
8	Message					
9	Chat					
10	Others (<i>Please write</i>)					

Thank you very much for your participation. Your help is very much appreciated. Should you have any question regarding this study and/or its result, please send your queries to leekyung1171@hotmail.com, I will reply your queries promptly. Thank you very much for your support and cooperation.