

Usage of Social Networking Sites; Interpersonal Communication Motives of Youth



Researcher

Yasir Waseem Iqbal

(48-SS/MSMC/F09)

Submitted in partial fulfillment of the requirements for the degree of MS in Media and Communication at the faculty of Social Sciences, International Islamic University Islamabad.

**DEPARTMENT OF MEDIA & COMMUNICATION STUDIES
FACULTY OF SOCIAL SCIENCES
INTERNATIONAL ISLAMIC UNIVERSITY
ISLAMABAD**

2012



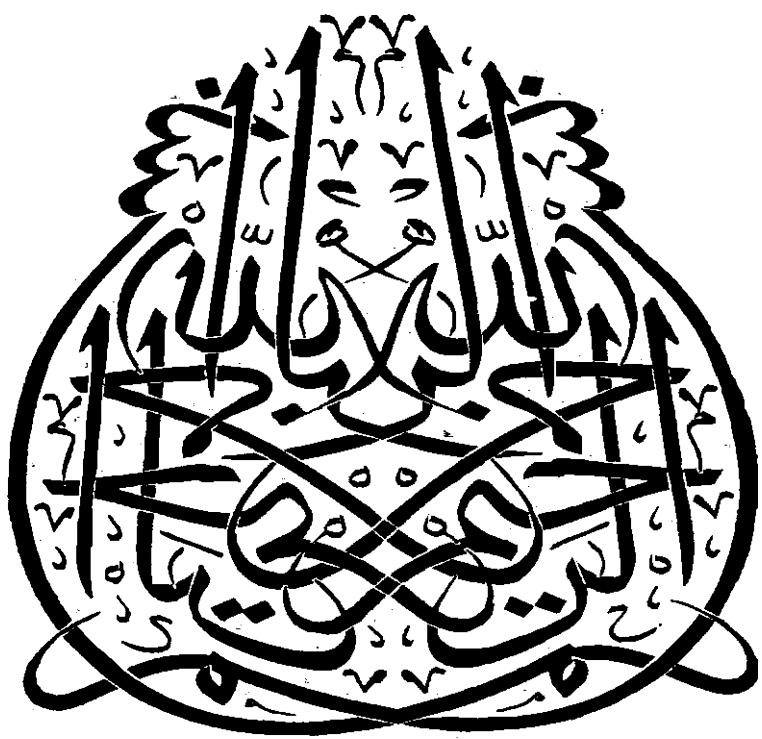
Accession No TH-9307

MS
302-23
1QV

1. Media
2. Journalism ; Social aspects

DATA ENTERED

Amrit
14/06/13



INTERNATIONAL ISLAMIC UNIVERSITY ISLAMABAD

FACULTY OF SOCIAL SCIENCES

Department of Media and Communication Studies

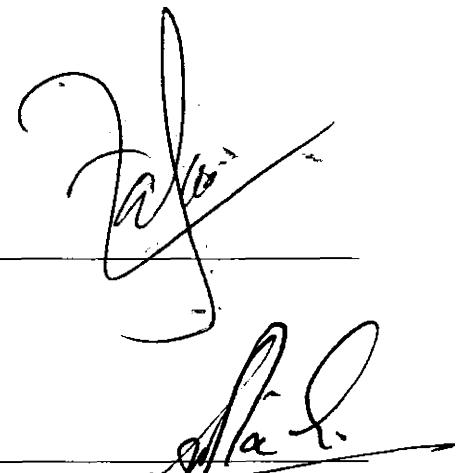
FINAL APPROVAL

It is certified that we have read this thesis submitted by Mr. Yasir Waseem Iqbal. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for MS Degree in Media and Communication.

COMMITTEE

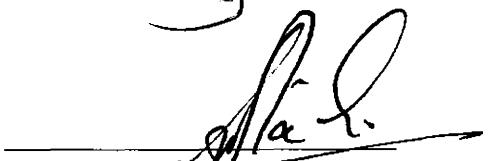
Supervisor

Dr. Zafar Iqbal



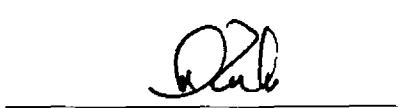
External Examiner

Dr. Shamim Mahmood Zaidi



Internal Examiner

Syed Inam-ur-Rehman



Chairman (DMCS)

Dr. Zafar Iqbal



Dean, FSS

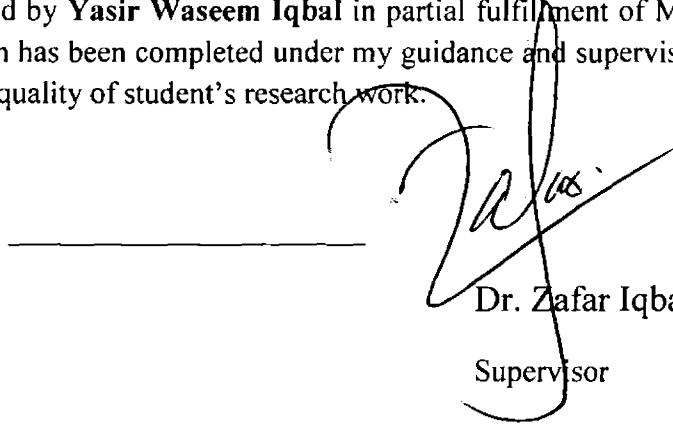
Prof. Dr. Nabi Bux Jumani



AWARD SHEET

Dated: 12/09/2012

This thesis entitled as "**Usage of Social Networking Sites: Interpersonal Communication Motives of Youth**" submitted by **Yasir Waseem Iqbal** in partial fulfillment of MS degree in Media and Communication has been completed under my guidance and supervision. I am satisfied with the efforts and quality of student's research work.


Dr. Zafar Iqbal

Supervisor

Dedicated
With
Love and affection
To
My Late Sister

ACKNOWLEDGEMENTS

Above all, I thank Almighty Allah for all the ways he continues to guide and bless my life. I would like to acknowledge the amazing efforts of my thesis supervisor Dr. Zafar Iqbal. Thank you, Dr. Zafar, for all of your help and for providing me with a wonderful learning experience. In addition, I would also like to thank Dr. Shamim Mahmood Zaidi, Prof.Dr. Nabi Bux Jumani, and Syed Inam-ur-Rehman for lending their time and expertise to this project by serving as members of my thesis committee.

I would also like to thank my elder brother Mr. Muhammad Nadeem Iqbal Virk for his utmost kindness.

Lastly I am also forever grateful to my whole family and all friends who encouraged and supported me throughout the completion of this research work.

Yasir Waseem Iqbal

ABSTRACT

A research conducted at International Islamic University Islamabad, sought to determine the motives for using the social network sites. An instrument based upon the Interpersonal Communication Motives (ICM) scale used in past uses and gratifications research measured motivations for SNS use, how students' individual differences (age, gender, and education) relate to their motives (gratifications sought) for SNS use., and to what extent motives and individual differences can predict attitudinal and behavioral outcomes of SNS use. In the light of the uses and gratification theory, the study found that people go to Social Networking Sites to fulfill needs traditionally fulfilled by other media but for their interpersonal communication needs "Pleasure" was the prime motive on Social Networking Sites 'Relaxation" and "Affection" also important motive for SNS use. Gender difference reflects women were more likely to go SNS to relax, to feel less tense and to get pleasant rest. On the other hand, men were more likely to go to SNS for "control" and "inclusion" motive. Differences based on age and education reflects equally. Motives of Young adults for using SNS attempted to predict attitudinal and behavioral outcomes of SNS use. "Pleasure", "escape" and "relaxation" did show statistically significant differences on behavioral and attitudinal descriptors the number of logs into account, frequency of profile change, and duration of use, and friend on SNS, unavailability of SNS networks and satisfaction with the duties of SNS. Females are more involved in interpersonal relationships than men. Therefore women tend to spend more time of Social Networking Sites than men; consequently females have more friends, are more satisfied with SNS jobs and would have missed the sites more if they suddenly disappeared.

TABLE OF CONTENTS

CHAPTER NO. 1

S. N.	Page No.
1. Introduction	1
1.1 Background of the Study	2
1.2 Statement of the Problem	6
1.3 Objective of the Study	6
1.4 Significance of the Study	6

CHAPTER NO. 2

2. Literature Review & Theoretical Framework	8
2.1 Literature Review	8
2.2 Theoretical Framework	23
2.3 Research Questions	24

CHAPTER NO. 3

3. Research Methodology	25
3.1 Population	26
3.2 Sampling	26
3.3 Rational for Selection of International Islamic University Islamabad	27
3.4 Data Collection	27
3.5 Data Analysis	27

3.6	Conceptual Definitions of Concepts	28
3.6.1	Social Networking Sites(SNS)	28
3.6.2	Youth	28
3.6.3	Demographics	28
3.6.4	Interpersonal Motives	28
3.6.5	Pleasure	29
3.6.6	Affection	29
3.6.7	Relaxations	29
3.6.8	Control	29
3.6.9	Inclusion	29
3.6.10	Escape	29
3.6.11	Social Networking Sites user and Attitude	30

CHAPTER NO. 4

4.	Analysis and Interpretation of Data	31
4.1	Social Networking Motives	32
4.1.1	Pleasure	32
4.1.2	Affection	33
4.1.3	Escape	34
4.1.4	Control	35
4.1.5	Relaxations	35
4.1.6	Inclusion	36
4.1.7	Summary of Interpersonal Communication Motives of Youth for SNS Use	37
4.2	Differences based on Demographics	38
4.2.1	Gender Differences	38
4.2.2	Summary of Gender Differences	40

4.3	Differences based on Age Groups	41
4.3.1	Pleasure	42
4.3.2	Affection	42
4.3.3	Escape	42
4.3.4	Control	43
4.3.5	Relaxations	43
4.3.6	Inclusion	43
4.4	Differences based on Educational Groups	44
4.4.1	Pleasure	44
4.4.2	Affection	45
4.4.3	Escape	45
4.4.4	Control	45
4.4.5	Relaxations	46
4.4.6	Inclusion	46
4.5	Attitudinal and Behavioral Outcomes:	46
4.5.1	Numbers of logs into the account	46
4.5.2	Frequency of profile change	48
4.5.3	Duration of use	50
4.5.4	Friend on SNS	52
4.5.5	Unavailability of SNS	54
4.1.6	Satisfaction	56

CHAPTER NO. 5

5. Conclusion and Recommendations	59
5.1 Conclusion	59
5.2 Recommendations	61
<i>Bibliography</i>	62
<i>Appendices</i>	66

LIST OF TABLES

No.	Title	Page
1	Regression Summary for logging behavior into SNS account	47
2	Regression Coefficients for logging behavior into SNS account	48
3	Regression Summary for respondent frequency of profile change	49
4	Regression coefficient for respondents frequency of profile change on SNS	50
5	Regression summary for youth duration of use	51
6	Regression coefficients for youth duration of use	51
7	Regression summary for youth amount of friends	52
8	Regression coefficient for youth number of friends	53
9	Regression coefficient for youth missed SNS	54
10	Regression coefficient for youth missed SNS	55
11	Regression coefficient for youth satisfaction with SNS	56
12	Regression coefficient for youth satisfaction with SNS	57

LIST OF FIGURES

No.	Title	Page
1	Interpersonal Communication Pleasure Motive	32
2	Interpersonal Communication Affection Motive	33
3	Interpersonal Communication Escape Motive	34
4	Interpersonal Communication control Motive	35
5	Interpersonal Communication relaxation Motive	35
6	Interpersonal Communication Inclusion Motive	36
7	Interpersonal Communication Motives of youth for SNS use	37
8	Gender Difference in Control Motive	38
9	Gender Difference in Relaxation Motive	39
10	Gender Difference in Inclusion Motive	40
11	Summary of Gender Difference	40
12	Age Groups Difference in Interpersonal Motives	41
13	Education level based Difference in Interpersonal Motives	44

CHAPTER - 1

INTRODUCTION

Social Networking Sites have gained popularity in recent years and opened new horizon of communication. These networks are not bounded by time and space as one can freely communicate at anytime from anywhere, it also enables people to form new relationships. Social networking also facilitates its members to communicate any kind of information with the liberty of quantity and security. People keep in touch with each other through an interactive process, which is not available in a face-to-face environment.

Social Networking sites facilitate users to interact easily with other users by combining other available channels, including private one to one messages, post messages on other walls, public, or private profile pages, which are generally comprise text, images, video, sound blogs, and public, or private profile pages. Networking site is the characteristics and ability to form or create associations between individual users' profile pages. In such site virtual community represents by series of live icons, such as

thumbnail photo portraits of another user on a profile page, and links directly to those other users' profile pages. By performing such methods a community has the potential to expand by proxy of association. Extension of your community depends number of people in your community, the more people in your community, the greater your ability to extend your community, which is the goal of the medium. Markus also states, "Effective use of an interactive medium is linked to the development of a critical mass of users" (Fulk et al., 1987, p. 539).

According to world researches and statistics young generation is major user of social networking sites. It is the most favorite and popular topic being talked about by the youth. There are many students all over the world always log in to their accounts on different social networks as a routine matter. It would be shocking figure if you count young adults logged in a single day. It would be millions of young adults logging in social networking sites. Here the question arises why million of adults are interested on these sites?

This study assessed the Usage of Social Networking Sites: Interpersonal Communication Motives of Youth. Specifically, it attempts to collect the individual difference (age, gender, and education related to their motives (gratification sought) for SNS use. It also seeks to find what extent gratification of SNS use and demographic predict attitudinal and behavioral outcomes.

1.1 Background of the Study:

Ruggerio, (2000) indicated the development of new form of communication due to rapid growth of computer mediated communication stimulates to research on mass communications theory.

In the decade of 1990 internet grew approximately 100 percent every year. In January, 1998, it was noted that over 102 million people were using internet across the

globe (Bastian, 1998). Pew internet and American Life Project mention in their 2007 report that nearly 210 million user surfing the internet in USA alone (Fallows, 2007). A research was conducted by Pew Internet and American Life Project between two different time periods first was November 2006 and second was conduct December 2009 showed that young adults and teenagers are frequently used internet. 93 percent of teenagers between the ages of 12 to 17 were using the internet in September 2009 and in December 2009 indicated 93 percent adults 18 to 29 ages were using internet. At the same time 81 percent of people ages 30 to 50 were using internet and 39 percent of users over 65 ages were using internet (Lenhart, Purcell, Smith, & Zickuhr, 2010).

A study was conducted at University of California, Los Angeles (UCLA); in august 2000 results showed that internet was major source for information seeking then radio and television. Furthermore, In 2006 Valkenburg, Peter, and Schouten argue that internet offered a lot of opportunities to young adult to developed new relationships and maintain previous ones. As the new media quickly developed its new shape and as result online communication emerged. In 2008 Social networking sites were top ranked due to most visited websites. According to CBC News report Facebook jumped form the 60th position to 7th in 2008, of most visited Sites. Joinson, 2008 concluded that Uses and gratifications are the motives behind selection of specific media for obtaining satisfaction from their choices (Joinson, 2008).The assumption of Uses and Gratifications Theory based on that individuals use media to gratify wants or needs (Papacharissi & Rubin, 2000, p. 176). In audience activity, motives are fundament elements and are the universal dispositions as defined by uses and gratifications theorists. According to scholars user motives, influence users to take action to fulfill their want and needs (Papacharissi & Rubin, 2000, p. 178).

While studying internet using motives research indentified interpersonal needs were prime motive (Papacharissi & Rubin, 2000). Rubin, Perse, and Barbato (1988) developed (ICM) scale based on previous studies which explore six interpersonal communication motives, comprising on affection, pleasure, relaxation, escape, control

and inclusion. Flaherty, Pearce, and Rubin (1998) found that people use new media to seek their needs which sought by traditional media such as passing time, seeking information and entertainment. Sheldon (2008) study results showed that people use computer mediated communication to seek their similar needs including passing time, entertainment, and relationship maintenance and information seeking.

(Papacharissi & Rubin, 2000) argued that according to uses and gratification theory, social and psychological factors influence communication motives. Researches have attempted to find out how attitude influence audiences' behavior in addition to gratification obtained and sought. Papacharissi & Rubin (2000) that internet use is influenced by social and psychological factor and user perception of the internet.

Computer mediated communication influenced by demographic factor. In 2008 Sheldon indentified certain demographic features among student that influence communication motives on social network Facebook. These demographic were educational level, age and gender (Sheldon, 2008).

Papacharissi & Rubin (2000) concluded that exposure and attitudes are important factor for using media. Perse, Burton, Kovner, Lears, & Sen, (1992) showed link between amount of computer use with more optimistic attitude of computer use. Consistently computer use and social presence both are positive signs in higher level of mediated communication (Perse et al., 1992). In uses and gratification theory attitude and behaviors are very important because they influence patterns of media consumption (Papacharissi & Rubin, 2000).

Uses and gratification is fundamental approach while studying computer mediated communication (e.g. social networking sites such as MySpace, Facebook) Ruggerio (2000). In the light of past researches it emerges a framework to conduct research on new media also (Papacharissi & Rubin, 2000). Historically it has consistently provided a progressive theoretical foundation for the introductions of new mass communication

mediums that include newspapers, radio, television and subsequently the Internet (Ruggerio, 2000).

Social networking present plethora of way to interpersonal communication particularly provides an authoritative platform for studying developing forms of multidimensional communication (e.g., Bonds-Raacke & Raacke, 2010; Joinson, 2008). Increase in number of users and frequency of use continuously simulate to determine individual motives (Sheldon, 2008). Posting messages on friends' wall and uploading pictures, such features and functions open new form of communication on social networking sites. Further they provide flexibility in which people met their personal and social needs easily (Bonds & Bonds-Raacke, 2008).

Even there are numerous studied conducted on uses and gratification that users attain from internet, but there is little research specifically on social networking sites. To date most of researches of Social networking sites based on their usage such as (Choi, 2006; Ellison & Steinfield & Lampe, 2007; Lampe & Ellison & Steinfield, 2007) or studied on single social network such as (Govani & Pashley, 2005; Gross & Acquisti, 2005;Holme & Edling & Liljeros, 2004; Schaefer, 2008). However, very less work has been conducted to determine, what motive does gratify for using SNS (Schaefer, 2008). Most notably, it remains unclear what are the interpersonal communication motive does gratify for using social networking sites.

In this research the researcher tried to find out the answer of these questions: What are students' interpersonal motives (gratifications) for using SNS, based on the differences in demographics? How do students' individual differences (age, gender, and education) relate to their motives (gratifications sought) for SNS use? What extent gratifications of SNS use and demographics predict attitudinal and behavioral outcomes on SNS use?

1.2 Statement of the Problem:

The purpose of this study is to determine students' interpersonal communication motives for using social networking sites and how their individual differences relate to motives for SNS uses? Specifically, research determines the underlying structure of both male and female students' motives for using SNS. And to what extent individual differences and motives can predict attitudinal and behavioral outcome of SNS. It also determines differences in the behavioral and attitudinal descriptors between male and female students.

1.3 Objectives of the study

This study is focused on usage of social networking and interpersonal communication motives of youth and explores how people of different demographic group (age, gender, education) use the same media for different purposes to satisfy their psychological and social needs. The needs and gratifications people are looking for in SNS can be grouped into the following categories: pleasure, affection, inclusion, escapes, relaxation, and control in interpersonal communication. It also determines what extent individual differences and motives can predict attitudinal and behavioral outcome of SNSs

Significance of the Study

New patterns of constant communication in shorter periods of time that social network sites are capable of providing, may influence a number of elements typical of messages delivered via a computer. This act is even more poignant in the most recent trends of social networking communication. As this new technology gives students more types of media choices, satisfaction and motivation become even more critical to analyze.

The range of social networking that LinkedIn provides, the music community that MySpace has supported, the vast college and work network that Facebook has facilitated, and the romantic relational entities that Friendster was designed to provide create a

wealth of new information. This new array of knowledge suggests further research is necessary into the social communication patterns that influence offline and online connections. Some scholars believe that the social network sites have developed an online environment that provides a prosperous set of data researchers can access to study societal connections. An emergent trend in both Internet and social network site use seems to suggest a continued focus on their implications toward communications research. The online social network phenomenon presents just one new medium in which students correspond. The majority of these users are adults 18 to 26 years old. With such a large percentage of users in this age range accessing this content, it is important to determine their motivations for using it as well as their behavioral and attitudinal outcomes for using it. Furthermore, changes in the patterns of communication in student telecommunications require further consideration. Social network sites have become a progressively more vital element in the lives of students.

Singer also argues (1998) that the Uses and Gratifications theory is one of two equally valid theoretical constructs applied to interactive media from an audience perspective. In particular, this theory is correlated with viewing the Internet as a foundation with the capacity to empower the individual in regards to the information he or she seeks to acquire and the information he or she creates (Singer, 1998). Numerous scholars postulate that the uses and gratifications theory is well suited for studying the Internet (e.g., Stafford & Stafford, 2008; Ruggerio, 2000) and more specifically have applied its application to social network sites (e.g., Bonds & Bonds-Raacke, 2008; Joinson, 2008). It is important thing that whole researches which conducted on Social Networking Sites were conducted in abroad, but this research conducted on Pakistani youth which are high number of internet users. To conclude above discussion researcher found that Social Networking Sites are very important phenomena in the life of Pakistani youth, by identifying these motives we utilize youth in a better way.

Chapter- 2

Literature Review& theoretical framework

2.1 Literature Review:

Social networking website means the communication between friends through computer mediated communication initiated by user. This definition covers more types, such as journal writings and blogging (Sheldon, 2008) virtual places that fulfill communication need of similar interest of specific population that share and discuss ideas (Raacke, and Bond –Raacke, 2008, p. 169). Coley (2006) define cyber communities in three different categories. The first type of cyber world is chat system, second is social networking sites such as MySpace, friendster, Twitter and Facebook where people create their account with personal information and then revealing that information to their “cyber community”. Third category is blogs, personal website with frequently updated observation, commentaries recommended links and news (Coley, 2006).

Mazor, Murphy, and Simonds 2007 defines it in different means as “Virtual social networks”. The social network sites like Facebook, Twitter, Friendster ,Myspace etc. covers enlisted social networks. (Mazor et al., 2008).

Scholars redefined the social networking sites. According to them SNS are online services that facilitate individuals to (i) it builds a bounded system for public or semipublic profiles. (ii) A complete list of SNS users with whom they share a connection. (iii) To view and traverse their list of contacts and those made by others within systems Boyed and Ellison (2007).

After deep research Boyed (2004)a ; Boyed (2006)b Boyed (2007)c Boyed and Ellison 2007, Ellison, Steinfield, and Lamp 2006), Boyed and Ellison 2007 reproduce “social networking sites as new label of social network site”. There were two reasons for this deep clarification: scope and emphasize. The word networking means to focus on relationship which often takes place between strangers. Networking and other computer mediated communications are interlinked while networking is not primary practice of SNS Boyed and Ellison (2007).

SNS supports a vast range of online social environments. Most SNS users are friends having prior offline connections Boyed and Ellison (2007). Lampe, Ellison, and Steinfield (2008) found in their surveys in 2006, 2007 and 2008, that users frequently used SNS to maintain contact with the others, they had offline contact. SNS helps users in promoting pre-existing relationship rather than communication with complete strangers. Walther 1995 argues that computer mediated communication (e.g. social networks) provides extra opportunities for students to build relationship in limited time with other peers (Cited form Mazer Murphy and Simonds 2007).

Computer mediated communication and modern ways of communication offers new facilities which face to face don't. Further it helps to build student teacher relationship (Mazer et al, 2007).

The first SNS was developed by sixdegrees.com, in 1997 It features were like I seek you (ICQ), Instant Messaging (AIM) and classmate.com. One aspect for mixing with close ones is list friends which found on AIM & ICQ, whereas classmate.com further increased its ability to browse network for other usages containing various kinds of association. SixDegrees.com also extends its facilitation by giving access in creation of

users' own profile, enlisting friends and browsing. According to Boyed and Ellison 2007 the creation of profile is a newer thing which was not found in earlier communications ways. In the era of 1997 to 2001 different sites allowed their users to create their own profile like Asian Avenue, Black Point and Migente, beside this guestbook, journals, online diaries, privacy setting etc. were also offered to users.

In the start of 2001 tribe.net, Friendster and LinkedIn and Ryze.com were developed. Ryze.com and LinkedIn were offering facility to find jobs and advertisings portals to their users. LinkedIn becomes business tycoon with comparison to Ryze.com. only in 2010 there was 70 million members in over 200 countries increasing one member with each tick of the clock.

Boyed and Ellison argued that three SNS have largely contributed to research, culture, business and background of industry, Friendster, MySpace and Facebook. Within the fall of in the year 2002, Friendster launched its first beta edition online. Substitute and ordinary media have promoted the site growth, but it is largely considered as advertising site Boyed and Ellison (2007). In December 2009 the ownership of Friendster was moved to MOL Global Pte.Ltd and presently it has various exclusive rights on SNS. Friendster wants to provide a new system worldwide to be in touch with friends and to gather information and new relations as well. The aim is to provide user friendly network all over the world. According to them, it also provides help for internet ready mobile devices. Only Friendster has 115 million members across the world, it is contributing Asia's leading end-to-end contact delivery and commerce network with the partnership of MOL. (Friendster, 2010).

It was 2003, when in the world of SNS MySpace appeared as competitor with Asia Avenue and Friendster. According to survey it was noticed that SNS users were of the opinion that MySpace benefitted early to its customers with comparison to Friendster. Even after the journey of one year in 2004, MySpace become top listed popular website among teenagers, and it was July 2005 when News Corporation become the social

network giant for 580 million (Boyed and Ellison, 2007) within the age of two years MySpace had reached 20 million unique users (MYspace,2010).

The social network site Facebook offer individual's personal account during the same timeframe, through the Facebook was develop by the students of Harvard University for their university fellows in September of 2005, but soon it expand to professionals of corporate networks as well as high school students. An appropriate email address is required to be the member of Facebook. While Bebo is popular network medium in UK, Australia and New Zealand. On the other hand Luner Storm is frequently used in Sweden. Mixi is the most popular site in the citizens of Japan. German preferred Haves and European, Latin American and South American were attracted by Hi5. Orkut is frequently used in Brazil and India. QQ instant messaging quickly become the largest site in China Boyed and Ellison (2007).

In 2006, 2007 social networking sites grew rapidly across the world. It was 2006 when a survey was conduct by global leader in measuring digital world Com Score that was, MySpace was on top with 66 million users, Hi5 with 18 million visitors, Friendster with 14.9 million, Facebook with 14 million, Orkut with 13 million and Bebo was on the last step in competition ladder with 6.6 million users but just within a year there was an amazing change as MySpace grown from 66 to 114 millions with 72% increase, Facebook increased from 14 millions to 52 millions with 270% increase, Bebo increased from 6.6 millions to 18.2 millions with 172% increase of its users. Hi5, Friendster and Orkut grew 28 millions 24.6 millions and 24 millions respectively. But Tagged.com gained a very prominent increase with 774% in its users from 1.5million to 13.1% million (Com Score, 2007).

In spring 2010, Facebook become on the top of SNS in the world. In April 2010 a survey conduct by Google Ad planner with the result of Facebook most visited site across with 540 million visitor and 570 trillion page viewers, MySpace with 72 million visitors and 27 million page viewer MySpace stood on 26th number of the most visited

website across the world. QQ.com was on 9th position in the category of email and messaging.

Orkut.com, LinkIn.com, Hi5.com were ranked 45 numbers with 45 million visitors, 56 with 38 million visitors, and 63 with 34 million visitors respectively (Google, 2010).

According to non-academic sources, Facebook.com is a social networking website which allows people who use it several advantages. It allows account holders to keep in touch with old friends and make new friend to create new groups and join new groups that fits in there own interest, creates events, advertise their parties, see pictures and new features that Facebook adds. Search for new friends who recently join site. Facebook began to expand its network in May 2006 keeping in view its rapid popularity in high school network according to the survey of 2005. In the beginning of 2007 there were 20 million active users of the said site but till fall of the year the users of the site were doubled. It was start of 2008 when Facebook started its social network site in Spanish, French and German Versions, in April, the Translation application were available in about 21 language and by all 2008, Facebook was available to general users. In 2009, the users of Facebook grew from 150 millions to 350 millions (Facebook, 2010).

The SNS were categorized into four respective groups on the behalf of recent studies by Raacke and Bonds-Raackee (2010).

Valkenburg et al., (2006) observed college students gratification and self-respect in effort to determine their result on SNS. According to different scholars adoption of SNS and its response are key elements to observe comfort and satisfaction of youngsters; they believe that both individual's adoption and personal interaction are basic factor of SNS. Study concludes that youngsters mostly believe on self-image and other's opinion toward them. SNS opens more information to its user.

Valkenburg et al., (2006) thought this environment tending to produce influence on youngsters self-esteem. Similarly, Ellison Steinfeld and lampe 2007 argued that

technological boom like friend list and photos are stimulus to build new relationship on SNS. Researchers explored the circumstance of self-satisfaction and well-being from its use. In previous research result shows position, negative and neutral results.

Valkenburg et al., (2006) argues that many studies showed that in the age of internet well-being and self-esteem has reduced. Researcher describes two reasons behind this particular internet usage, one dimensional construct, and also argued that uses of internet should be divided into two parts as non-social use and social use. Study was focused on the question that if the internet is used for communication rather than information well-being and self-esteem to be believes that many users fail to differentiate how internet use could be effects on self-esteem and well-being (Valkenburg et al, 2006).

Valkenburg et al., 2006, conduct research on youngsters aged 10-19. The study was conducted in the Netherland because a large number of internet users existed there. The study concludes that 96% of youngsters' 10-19 year olds had home access to internet, while 90% were practicing through instant messaging. When the study was being conducted, 10-19 years old were top most users of internet from general public. CU2 (see you too) a social networking site had a very vast range of online user with the digit 415000 profiles in the age of 10-19, which is 22% of Dutch population. Valkenburg et al, 2006 according to the study 78% of Netherland Youngsters frequently receive positive feedback. 71% receive negative feedback. Self-esteem depends upon the feedback to user profile. Valkenburg et al, 2006 argues SNS are raising the sense of gratification and self-respect for users who primarily receive positive feedback.

After the research, researcher who argues that societies can improve and social capital can be built through rapid use of new information technology. Studies conducted on the usage of internet have proved that social relationship could be improved through information technology. On and offline social get together flourish through new media. According to the researchers' quantity of neighborhood strengthened online experiences Hampton and Wellman (2003).

The researchers assumes while the studying Facebook that user do not search for unknown profile of persons to whom they are not in contact frequently (Lampe, Ellison, Steinfeld 2006). But it is not necessary for internet to cover all the aspects of communication Hampton and Wellman (2003).

It was August 2005 to January 2006 when longitudinal research conducted at Michigan State University and found that peers group view their profile more frequently than that of other groups. In the development of offline connection, prior class membership and other social interactions played a vital role in user's profile. Generally users considered information given in their profile is exact and real, as they view themselves. Researchers state that user could be as aware about his own action as about his friends. The researchers designed to increase knowledge about offline user in social networking site hemisphere as social searching (Lampe et al., 2006, p.169).

Adolescent relationship formation is distinct stimulus in the formation of offline benefits. The ages of 18-25 are psychologically important to development stages between childhood and adulthood. Researchers point out that social capital is a product of offline benefit of SNS and these applications help to increase or decrease social capital. Recent studies result shows that Facebook have found positive relationship between its rate of use and social capital. Some researchers argue that Facebook is influenced by some specific components of social capital and these play a role bonding and bridging social capital. (Ellison et al., 2007). Social capital refers to emotional attachments to friends and family (Lampe et al 2008, p.435). Bridging social capital refers to emphasize on informational benefits of all networks users (Lampe et al., 2008)

Ellison et al., 2007 conduct a study on undergraduate college students that Facebook Enhance and maintain old relationships and build new ones, while making his profile a user quotes all about his previous information which his buddies to find him out so easily. The same case observed in this piece of research because the high school classmates find their buddies from their profiles and it helps in promoting offline relationship. In the light of the above results researcher concludes that Facebook is

different than other computer mediated and SNS. Researcher adds that suggestions are responded on Facebook because of its structure, individual requires an email which Facebook uses to keep the user to sign in and using this email Facebook suggest individuals and group based upon this address. It helps the user to be in touch with its peer group (Ellison et al., 2007).

There is no doubt about the growth of SNS, but it's unable for researcher to define the reason behind this. According to the study of Harigittai in 2007 on 1060 first year college students, he found that 78% used Facebook 54% used MySpace and 3% Friendster. It was noticed that 99% students knows about Facebook, from this percentage only 3% use at just for one time and 14% never used. Similarly Harigittai (2007) in East Cost University form 116 samples and it was observed that 87.1% were either using MySpace or Facebook account. Within the users of general public 90.1% used Facebook account 83.2% MySpace account and some 74.3% were using both accounts on Facebook and MySpace sites.(Raacke& Bond Raacke 2008). Similar results were observed at East Cost University by Bond Raacke and Raacke (2010).

Stafford conducted a study on 172 students at southern Research University and found little higher rate of students as 93% on Facebook Account (Stafford, 2008). In spite of different trends in usage of SNS many demographic variables have shown significant result for users and non-users. Users and non-users are influenced by their education, social status, sex and age etc. Hargittai 2007 observed that male had less time and chance to use SNS than women. Stafford 2008 argues, women likes to use Facebook to be in contact with their loved ones, entertainment and to kill the time as compare to men, while men use Facebook to develop new relations. Raacke and Bond Raacke 2008 observed that women can easily change their networking account than men. Bonds and Raacke observed that women changed their profile 3.38 times while men change 2.26 times only. Women logged in less time than men despites of changing their networks. Men logged in 5 times per day but women 3.45 times per day Raacke, and Bond Raacke (2008).

Raacke and Bond Raacke 2008 observed a difference in security setting in men and women. The researcher observed that 63.5% women do not allow strangers to visit their profiles while 38.8% men do this. In this study it is observed that men had 280 friends' versus 193 of women (Raacke and Bond Raacke2008). Similarly Joinson 2008 concluded that mostly users change their default security settings except few of them.

Hargittai found a significant relationship between educations of user's parents. Children of educated parents used Facebook while children of less educated parents Myspace (Hargittai 2008). Raacke and Bond Raacke 2008 observed that students spend 1.10 hours on other account while 1.46 hours on their own account average times a day. Raacke, and Bond Raacke (2008).

It is important to understand history of research on traditional and new media before exploring motives for SNS use. Different motivational scales had developed in previous researches for internet use. In previous research mostly analysis conducted on qualitative data, such as essays, open-ended question and diaries (Vettehen, and Van Snippenburg, 2002). Morris and Ogan (1996), interpersonal and mediated need can be fulfill by internet. According to Flaherty, Pearce, and Rubin (1998) people use computer to gratify needs traditionally fulfilled by media. (i.e. habit pastime entertainment information social interaction), meeting people which are fulfilled by new media. Flanagin and Metzger (2001) included mediated interpersonal need in mass media such as persuasion, relationship maintenance, problem solving and feeling less lonely. Parker and Plank (2000) explore escape and relaxation factor for internet use. Charney and Greenberg (2001) identify eight gratification factors for internet use (coolness, career, sounds, sight, communication, good feelings, peer identity, keep informed and diversion, entertainment). Parks and Floyd (1996) argued in the light of uses and gratification that a person's social and psychological factors influence motives for communication their gratification obtained and sought Parks and Floyd (1996).

Uses and Gratification: audience activity

Audience activity is an indication of communication motives. Previous researches concluded that motives, the action taken by the individuals to fulfill his/her need or wants, so individual use internet to gratify them (papacharissi and Rubin 2000, p.179). Moreover Sheldon found similar results of SNS in 2008.

In 2008 Sheldon conduct a study on youngsters and found that Youngers and females visit Facebook particularly to maintain their existing relationships, while older students less motivated to use Facebook for the sake of existing relationship maintenance, entertainment, passing time, develop relationship and coolness are other reason to use Facebook.

In 2008 Joinson conducted a survey research on college students who used Facebook in UK, as mostly respondents replied that they use Facebook because they want to be in contact friend and Facebook is passive form of communication because they remain in touch through features of Facebook which it offer without communicating to each other. Users can monitor the events, uploading picture, and changing current status of profile and through browsing the data are such salient feature offered by Facebook (Facebook, 2010).

Joinson also observed that top ranking of Facebook is because of its salient features of posting comments on user's profiles, sending messages, changing current profile status (Joinson 2008). Facebook and MySpace have shown the similar of uses and gratification after conducting the research. Prominent motives of respondents were observed by Raacke and Bond Raacke in 2008. Result shows that 96% were in touch with old friend 97% stay in touch with new friends. The least reason of using Facebook is individual's uses and gratification dating 7.9% and academic 10.9% additionally posting pictures 57.4%, making new friend 56.4% and remain in touch with old ones 54.5% . The researcher predicted form the same data why non users of SNS are existed. He concluded that respondents do not want to have their own account 70.3%, not proficient in using SNS 34.7% ,having not internet access 51.5%, too busy people 63.4% and finally the

respondents who considered it the totally wastage were 60.4% .(Raacke, and Bond Raacke, 2008 p. 171).

Raacke and Bond Raacke 2010 identify different categories of SNS user. Vary Max rotation method is used in their study. They concluded three dimensions of uses and gratification. The first dimension is to get information which includes academic purposes, posting pictures and comments on walls, getting information about events, having approximately 22% of whole variance. Secondly friendship component was observed, the aim of second component was to be in contact with olds and new friends on the other hand to locate previous friends as well as having approximately 44% of total variance. Finally the third component was making new friends. Final component encompass 63% of total variance (Raacke, and Bond Raacke, 2010).

Coley (2006) found that most students use Facebook to organize events, find dates and for fun. They like to join groups of similar interest; old classmates feel a sense of community and connectedness while using Facebook. Withal (2005) concludes importance of Facebook for student as , "Facebook.com become social Bible for class fellow, peer group and others for students which they have not spoken to in who-know-how long for definitive information on there"

Scholars argue to supports the above study that SNS application allows user to get information from multiple users. SNS users gratify themselves by sharing information with them and its keeps in contact with each other.SNS aims to support the connection because of its vast arrangement of technology offers. Finally friendship dimension shows that social networking sites are beneficial because of its salient features. SNS could be a simplest and quickest way of locating friend, suggested by Raacke, and Bond Raacke, 2010.

Media scholars are hypothesizing that audiences are gratify by selection of media content. Effect of media consummation and exposure pattern can be calculated psychologically and socially needs (Garramaone 1984). Uses and gratification theory have found in previous study that pattern of use as well as attitudes including duration of

use, type of use and amount of use are associated elements for studying the internet and SNS (papacharissi& Rubin 2000, Sheldon 2008).

Sheldon (2008) conceptualizes attitudinal and behavioral result of SNS and Facebook in particular. Sheldon 2008 used amount, frequency and duration of somebody's use as well as through respondents' gratification, relationship building and addictive use to measure behavioral and attitudinal outcome of Facebook (Sheldon 2008).

Pervious study shows that internal relationship between media types and amount of use have shown positive results. Computer use and higher level of learning have a positive association with the pattern of use on computer mediated communications studies (Perse,Burton,Kovner, Lears&Sen 1992). Parse et al 1992observed that duration of computer use during a week is reciprocal with benefit from computer mediated communication. Despite of prior experiences, the student took advantage of computer mediated communication (Parse et al., 1992).

Papacharissi& Rubin (2000) concluded that the aim of seeking information and entertainment predicted email use. In the previous research it was observed the aim of maintenance of relationship and time passpredicted the time span which students spend of SNS Facebook (Sheldon, 2008).

Hecht 1978, papacharissi& Rubin 2000 found relationship building with communication gratification. Similarly, the use of computer for various task relates with computer user behavior, unskilled in use of computer mediated communication reflect negative attitudes of user anxiety (Perse at al 1992). Pervious researches on TV satisfaction hypothesized that gratification and satisfaction are sought (Palmgreen, & Rauburn, 1985).

Papacharissi, & Rubin, 2000 was of the view that internet use should be the outcome of variation and satisfaction. While in other researches it was measured that relationship building and user gratification on SNS. Sheldon 2008 observed that mutual relationship of amount of Facebook friend and relation building. In previous researches

on uses and gratification it was identified that internet addiction is a pathological behavior and its symptoms could be present in general population, explored (Song et al 2004). Internet is mild addiction of normal internet users' discovered (Song et al., 2004, p. 390) in his research.

Satisfaction from the study is positively related to the addiction. Sheldon, 2008 conducted the research that if the Facebook is disappeared whether its users will miss or not, so after his research he concluded that mostly Facebook user friends never met face to face but they build their relations on Facebook, it was found that aim to use Facebook was entertainment, pass of time and to maintain existing relation as well as to build new relations, in the end Sheldon 2008 found that women were more satisfied with the job of Facebook was doing and would miss more than men if it disappeared (Sheldon, 2008).

People engaged in interpersonal communication because it is goal directed. Communicators acquire particular communication behaviors to fulfill their needs, because they acknowledge their needs and motives.

Maslow (1954) indicates five levels of hierarchy of human needs. According to Maslow human psychological need (i.e. food, water and safety); he also identified three needs of social belonging ego, self-esteem and approval. Maslow hierarchy triangle model of ascending human needs has greatly influence scientific research into human behavior (Ruggiero, 1988).

According to Schutz , (1966) people communicate each other because they need affection, inclusion and control. These needs are discussed as feeling and behaviors, so needs gratify behaviorally and emotionally. To fulfill the needs of emotions, are to build or maintain mutual interest in and acknowledgement of others. On the other hand behavioral interactions build good relation with others. In interpersonal communication motives control is a behavioral need to influence and preserver power over others, and emotionally it is used to maintain mutual respect of others. Behaviorally affection based to maintain relationships love, adoration and devotion, while emotionally it is maintain mutual support and connection with others.

R.B Rubin, Perse, and Barbato, (1988) added to Schuutz's, (1966) explanation interpersonal communication motives that builds impersonal relation: pleasure, escape and relaxation. They added pleasure is used for entertainment and excitement motives for communicating. Escape represents to avoid unwanted activities through communication. An relaxation indicate the need to take rest through communication so control, inclusion, affection, relaxation, pleasure, and escape are important interpersonal communication motives.

Suchutz (1966) argued that interpersonal needs fulfilled through healthy relationship with others. Gratifications of motives depend on the degree to which the action acknowledged by others.

Graham, Barbato, and Perse, (1993) argued that communication motives are interlinked with certain frame of references. It is important to know that who we communicate, to whom we are communicating and how we choose to communicate our motives. Here how, why, and who are equally important and represented equally communication Grahamah et al., (1993).

Grahamah et al., (1993) highlight that different people are considered to be more relevant for fulfilling specific interpersonal communication needs. Also certain media channels are supposed to be gratified or specific motives.

A close relationship between two people has a strong influence on topic choice, amount of disclosure and ratio of interaction.

Types of interpersonal interaction become influential factor in determine the level of relationship if sender and receiver not in good relation it will effect the fulfillment of communication motives.

To convey particular interpersonal communication need depends on the quality of relationship which influences the channel to fulfill motives in close relationship. In close relationship people use face to face communication as compared to mediated channels.

But in personal relationship some people also use impersonal channel to communicate their motives.

Grahamah et al., (1993) conclude that interpersonal communication needs should be compatible with the method of gratification. The method of fulfilling interpersonal needs is modified as result of communicators personal approach, for example, people looking to fulfill need of inclusion (kill the time). By measuring the motives most often found in numerous mediated relationships, this study hopes to further explore the interpersonal communication motives of youth on social networking sites.

2.2 Theoretical Framework:

For this study, it has been found that uses and gratification approach propounded by Blumer and Katz is the most suitable theory to base the research and its finding.

According to uses and gratification theory different people use the same media messages for different purposes to gratify their social and psychological needs to attain their goal (Katz, 1959).

The theory explains how audience differ in the gratification they seek from the media. On the bases of needs and gratification, people can be classified or grouped into following categories which includes, personal relationship (social utility of information in conversation, substitute of the media for companionship), diversion (escape from problems emotional release), surveillance and personal identity (value reinforcement, self-understanding), (Mc Quail, Blumer, and Brown (1972). Recent study added few more categories.

Motives for media use, factor that influence motives and outcome from media related behavior is main focus of uses and gratification theory.

Haridakis and Rubin argued that many research conducted after 1972 indicate that different motives are linked different preferences, leading to different patterns of media exposure and use to different outcomes (Haridakis, and Rubin, 2003).

This theory applies because of rapid growth of new technology like internet, blogs and social networking sites. A person fulfills their goals with the help of different technologies. The SNS has multiple functions. The aim of this study is to dig out the motives of youths to satisfy their interpersonal needs via SNS, and social networking sites serve the communication function of media. There are six interpersonal needs more instead of above motives, these are inclusion, control, affection, escape, relaxation and pleasure will be taken in perspective of SNS.

Blumler and Katz winds up the model that different people use this method for their motives differently single media content may fulfill or satisfy themselves differently for their needs and people use media because of so many reason. One may use to interpersonal motives to satisfy his inclusion through using social networking sites. But maybe somebody use SNS for pleasure. Similarly, one may use to escape his worries while the other may use it for pleasure. Even social network sites may possibly gratify more than one interpersonal motive of users.

2.3 Research Question:

All the literature studies; helped in building certain research question.

1. What are youth interpersonal communication motives (gratify) for using SNS?
2. How do youth' individual difference (age, gender and education) related to their motives (gratification sought) for SNS use?
3. What extent gratification of SNS use and demographics predict attitudinal and behavioral outcomes on SNS use?

Chapter - 3

RESEARCH METHODOLOGY

To conducting the research on this phenomenon “Descriptive Survey Research Method” was used, because descriptive survey method was the most appropriate tool to inquire Usage of Social Networking Sites; Interpersonal Communication Motive of Youth. According to Wimmer and Dominick (1994, p.108) “A descriptive survey attempts to picture or document current condition or attitude – that is, to describe what exists at the moment.”

The aim of this study was to investigate the usage of social networking sites: interpersonal communication motives of youth. Data was collected in a survey by using a close-ended questionnaire.

The instrument was developed to explore what are youth interpersonal communication motives (gratify) for using SNS? The instrument was derived form interpersonal communication motives scals which was developed by Rubin, R. B., Perse, E. M., & Barbato in 1988.

How do youth’ individual difference (age, gender and education) related to their motives (gratification sought) for SNS use?

What extent gratification of SNS use and demographics predict attitudinal and behavioral outcomes on SNS use?

Behavioral and attitudinal outcome was measured as frequency of SNS use, duration of use, the number of friends on SNS, number of friend never met in person, missing SNS and Satisfaction of SNS, what is the reason behind not using Social networking Sites? Like most of researches, ordinal level of measurement wherein attributes were rank ordered and Likert scale were used to measure the interpersonal motives.

3.1 Population

“One goal of scientific research is to describe the nature of population –a group or class of subject, variable, concepts, or phenomena. In some research cases, this is achieved through the investigation of an entire class or group. The process of examination of every member of such a population is called a census” (Wimmer, & Dominick, 1994). In 1988 Smith also argued that “A population is a comprehensive and well defined group or universal set of the elements pertinent to a given research question or hypothesis” (1988, p.77). In the light of above scholar's views researcher tried to reach appropriate groups of people to investigate interpersonal motives of youth for social networking use. The population under investigation was Social Networking Sites users from International Islamic University Islamabad Capital of Islamic Republic of Pakistan. Therefore, both male and female students of International Islamic University have been selected to inquire about the phenomenon under investigation.

3.2 Sampling

Cluster sampling techniques selected for this research study. According to Wimmer and Dominick (1994, p.93) “the usual sampling procedure is to select one unit or subject at a time, but this requires the researcher to have a complete list of population. In some cases there is no way to obtain such list. One way to avoid this problem is to select the sample in group or categories; this procedure is known as cluster sampling.”

User of Social Networking Sites are diverse and discrete because it is almost impossible to investigate whole population , so researcher used cluster sampling technique to collect a sample of 200 students from International Islamic University Islamabad , 100 from each gender. Both genders divided into five faculties' social sciences, management sciences, language & literature, applied sciences, engineering & technology.

3.3 Rationale for selection of International Islamic University Islamabad:

Since, International Islamic university is the blend of different cultures, colors, creeds international as well as national students, therefore this university was selected for instant study.

3.4 Data Collection:

In this research, the researcher used field survey technique. Keeping in view the importance of phenomena under investigation, it was appropriate to approach the target sample of population through well designed research questionnaire to inquire their interpersonal motive which gratify through SNS use.

3.5 Data analysis:

Statistics (SPSS) by applying cross tab and multiple regressions were used for data analysis. In order to inquire attitudinal and behavioral outcome stepwise-multiple regression was used to determine the independent variables of youth interpersonal communication motives Pleasure, Affection, Escape, Control, Relaxation and Inclusion in predicting dependent variable. Dependent variables comprised on numbers of logs into account, frequency of profile change, duration of use, friends on SNS, unavailability of SNS and satisfaction form SNS use.

3.6 Conceptual definition of concept:

For this study, the variables that were conceptualized and operationalized include social networking site, youth, demographic, interpersonal motives and SNS use and attitudes.

3.6.1 Social Network Site (SNS)

Web-based services that allow individuals to create a profile within a restricted online system that can be either public or semi-public in nature develop a list of users that share connections, and track the activity of others within their lists of connections (Boyd & Ellison, 2007).

3.6.2 Youth

The researcher conceptualized young male and female adults between 18 to 26 years old as target population.

3.6.3 Demographics:

In demographics first respondents asked whether they were male or female, secondly respondents indicate their age and they were also asked their educational level (undergraduate, graduate, post graduate and others) and their field of study social science, management science, language and literature, applied science and engineering & technology

3.6.4 Interpersonal Motives:

Motives are something as a need or desire, emotion, physiological need or similar impulse that causes a person to act. To collect data on motives researcher replicate Rubin, et al.'s motive pleasure escape, affection, inclusion, control and affection in context of Social networking use. Interpersonal motive are define conceptualized and operationalized in the following way.

3.6.5 Pleasure:

According to Wikipedia “Pleasure describes the broad class of mental states that humans and other animals experience as positive, enjoyable, or worth seeking. It includes more specific mental states such as happiness, entertainment, enjoyment, ecstasy, and euphoria”. For this research point of view pleasure is operationalized as individual actions do for fun enjoyment and entertainment.

3.6.6 Affection:

Affection is fond feeling, attachment, devotion, or love but in this study affection is an act of showing appreciation and care for others.

3.6.7 Relaxation:

According to Wikipedia.org “Relaxation stands quite generally for a release of tension, a return to equilibrium”, and it is operationalized as an activity to chill out.

3.6.8 Control:

According to think dictionary “Power or authority to check or restrain; restraining or regulating influence” control is operationalized as a desire to gain compliance or obedience from other.

3.6.9 Inclusion:

According to world English dictionary “the provision of certain rights to all individuals and groups in society” and researcher conceptualized as the desire to be with someone.

3.6.10 Escape:

According to brainy quote escape is “To get free from that which confines or holds” and in this study we operationalized to pass the time to avoid other activities.

3.6.11 Social Networking Sites users' Attitudes & Behaviours:

To found the frequency of SNS use respondents were asked how many hours they spend on SNS on an average day how many time they log into their account, while measuring the duration of use , respondent were asked opening time of SNS and number of year and months they had used their SNS. Profile change ratio, uploading site ratio, friends on SNS, number of communities joined on SNS, SNS satisfaction were measured with a single items. Responses were collected on suddenly disappeared of SNS or temporary unavailable of SNS and lastly inquired about non user of SNS.

Chapter - 4

Analysis and Interpretation of Data

Descriptive survey was used for data collection, and a questionnaire used as tool of data collection. There were 200 respondents were selected for this research and male and female respondents got equal participation. Out of them 23% respondents were between the ages of 18-20, 47.5% were 21-23 and 23% were in 24-26 years age and 6.5% over 26 years age. Statistic results showed that 34% respondents were undergraduate 42.5% were graduate 18% were post graduate and 5.5 respondents were belong to other categories. With the help of cluster sampling whole university students divided in following categories, Social Sciences, Management Sciences, Language & Literature, Applied Sciences and Engineering & Technology and took 40 students (20 male and 20 female) from each faculty. 100% respondents was user of Social Networking Sites.

However in the response of preferred Social Networking sites researcher found significant difference between Facebook than other social networks. People are more likely to use Facebook as compared to any other social networking site. There were 75.5% respondents gave preference to Facebook while 9.5% to twitter, 5.5% to YouTube, 4% to Google Buzz and remaining 5.5% to other sites. When we look data gender wise we found that female respondents were more prone to using Facebook Network than male. Statistics results show that males try other networks more frequently than females.

According to the analysis more than 80% user spent less than hour to maximum 2 hours on Social Networking Sites everyday. Study sample reflect that 37.5 user logged in their account several time in a day, while 29% once in a day. Majority of students change

their profile occasionally, while 7% change on daily basis. Approximately 50% users logged in between 1800-2400 hours. Analysis indicates that 50% users used their SNSs account for 2 years. The majority of students have 50-100 SNSs friends and 53% people reported that they have more friend on SNSs as compare to real life. Students' responses reflect that 53.5% students' members of 1-5 groups or Social Networking Communities.

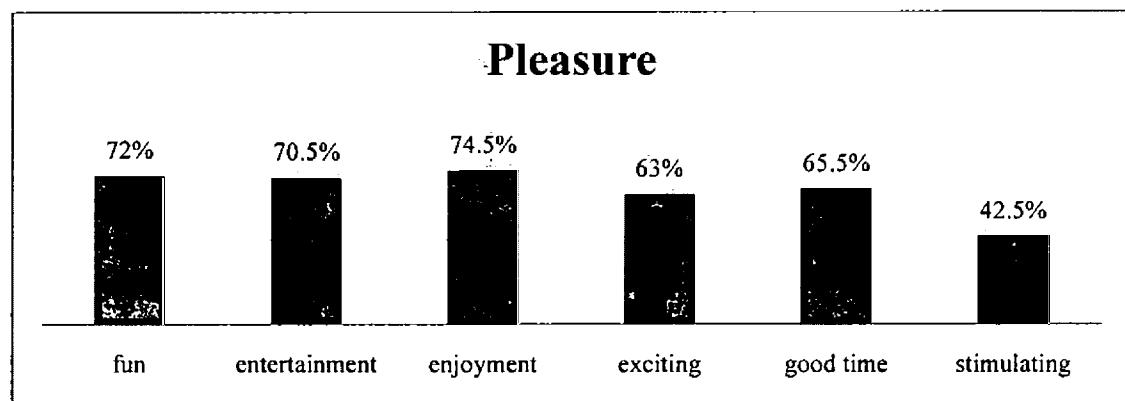
4.1 Social Networking Motives:

Interpersonal communication motives for SNS uses were calculated on the basis of Rubin's interpersonal communication motives scale (pleasure, Affection, escape, control, relaxation and inclusion). (As earlier mentioned in methodology)

4.1.1 Pleasure:

“Pleasure” is an individual action done for fun, enjoyment, entertainment, good time, exciting and stimulating.

Figure-1



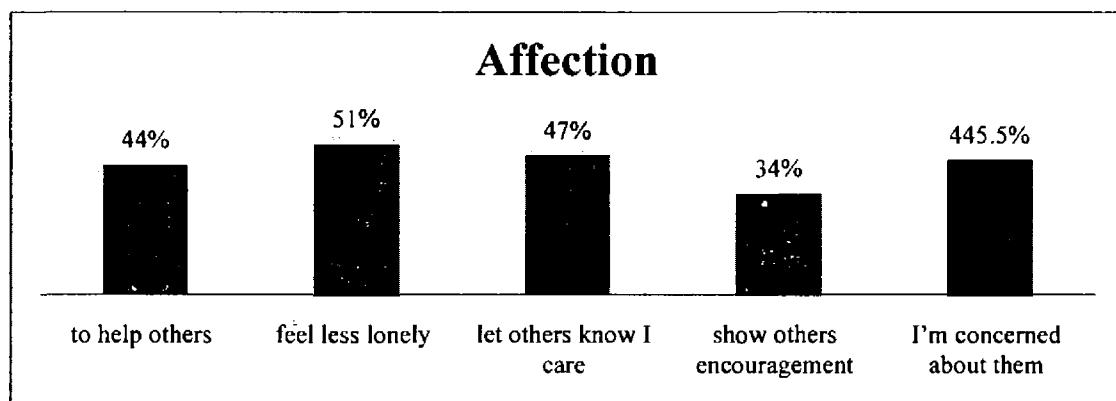
First interpersonal motive was labeled “Pleasure” it contains six indicators which have reflected in the above figure. The enjoyment is the most important indicator of the ‘pleasure’ motive. Similarly, fun and entertainment have found to be equally reflected indicators of ‘pleasure’ and exciting and good time also represents above 60% user. People are less interested in simulating indicator. Indicators like enjoyment entertainment

and fun depicts that people use SNS for “pleasure”, because our society, culture and religion give less freedom and opportunities to get pleasures in real life. So our youth spend most of their time on SNS to gratify their Pleasure needs.

4.1.2 Affection:

In this study “affection” is an act of showing appreciation and care for others.

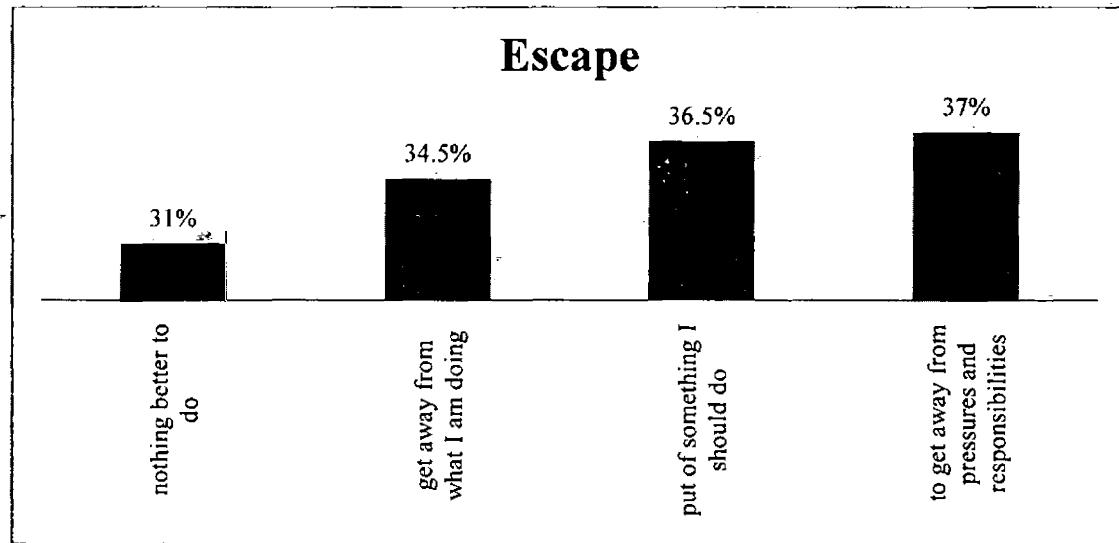
Figure -2



“Affection” Motive contains five indicators in which feel less lonely is the most important indicator, while help others, others know I care and concerned about them found equally reflected. Result shows that people are less interested in indicator show other encouragement of affection motive. “Affection” is closely associated with social feelings. Most of the users go on SNS to kill their loneliness, as in our society females are bound to spend their lives in homes. For this reason higher number of females uses SNS to kill their isolation. Nearly half of the respondents reported they use SNS to let other know we care. Research explores that people show care and concern about others, who are much closed to them, they may be bounded in blood relation or belongs to their peers groups.

4.1.3 Escape:

Figure 3

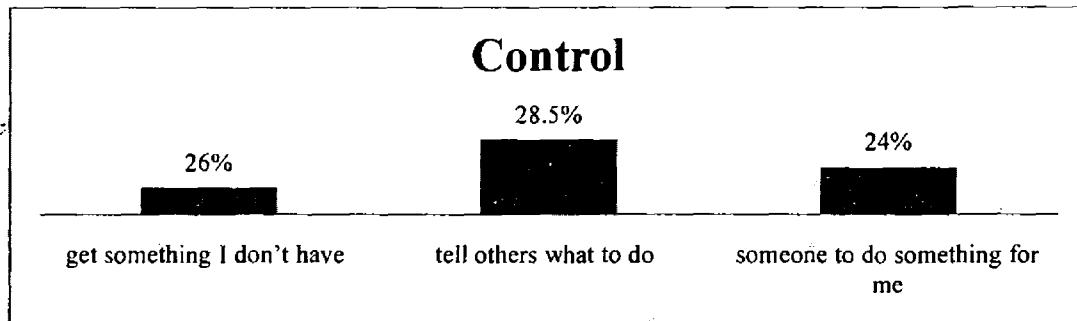


Third motive for this study was “escape” which included four indicators in which *(i) get away from pressures and responsibilities, (ii) and put of something I should do*, are the most important reason to use SNS for “Escape” motive. The world round the clock in evaluation and revolution, everyone is in the state of competition to win the race, meet the deadlines of different errands and this hustle and bustle of life creates stress, anxiety and mental agony. In order to get rid of pressures and responsibilities, people use SNS. Small number of people uses SNS because they have nothing better to do. Although, majority of People engaged in work uses SNS to get relief from fatigue and frustration.

4.1.4 Control:

“Control” is a desire to gain compliance or obedience from other.

Figure 4

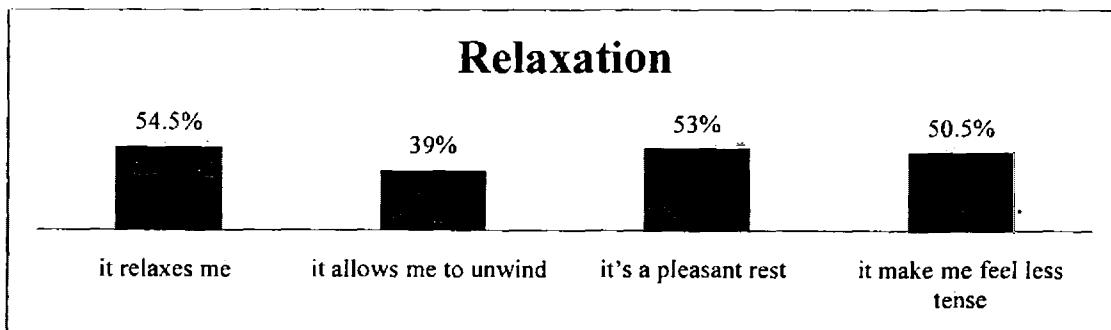


Fourth motive of interpersonal communication was labeled as “Control”. “Control” contains three indicators in which *tell to others what to do* is the most significant indicator. Rests of two indicators were also closely reflected. Data reveals that a large number of respondents were neutral while responding to control motive as they found uncertain about their feelings whether they use SNS to gratify their interpersonal motive “control” which was operationalized as a desire to gain compliance or obedience from others or vice versa.

4.1.5 Relaxation:

It is an activity to chill out.

Figure 5

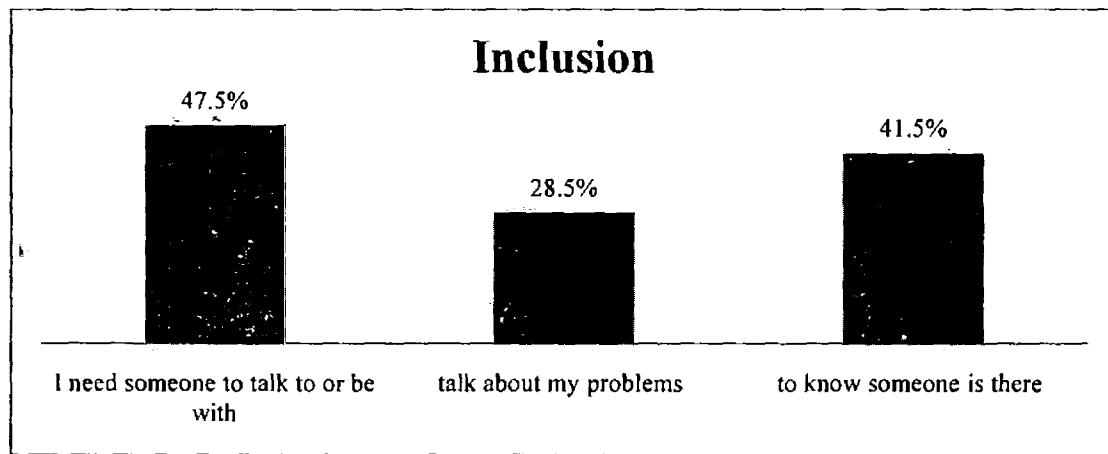


“Relaxation” motive consisted of four indicators in which *(i) it relaxes me, it, (ii) it's a pleasant rest (iii) and it make me feel less tense*, considerable number of population (more than 50%) has been found to be used SNS for relaxation motive. Social media offered a lot of opportunities for relaxation such as people can chat with their buddies; see shared links, which amused for a while.

4.1.6 Inclusion:

“Inclusion” conceptualized as the desire to be with someone

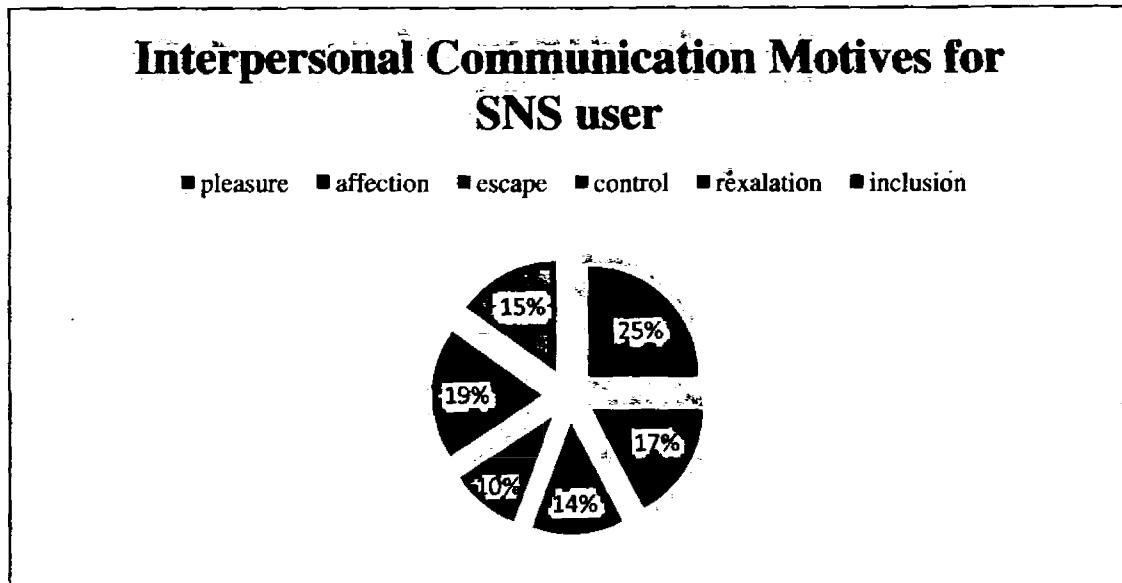
Figure 6



“Inclusion” was the last motive in interpersonal motives and it was also consisted of three indicators in which need someone to talk or be with is most important indicator and indicator to know someone is there, is also reflects important indicator but people are less interested to talk about their problem on SNS. Humans are social animal they can't live alone. Every human need to express their thoughts, emotions for catharsis and they talk each other to accomplish their goals. So our results also indicate that the more people are interested to talk with others or to know someone is there to whom they express their feelings.

4.1.7 Summary of Interpersonal Communication Motives of Youth for SNS Use.

Figure 7



When we look the overall picture of interpersonal motives for SNS users, we found that one forth of our total population practices SNS to gratify their “pleasure” need. “Relaxation”, “affection” and “inclusion” are reflected equally momentous, while people were less interested in “escape” and “control” on SNS use. Our society imposed certain restrictions on practicing things which are against our ethical, religious, regional & national and cultural norms, such as male female interaction without legal relationship. Beside this people are offered very less facilities from government, they have limited opportunities for get-to-gather to get “pleasure”, “affection” and “relaxation”. So, people prefer computer mediated communication like SNS to interact and communicate matters related to various aspects of every day life covers political, social, economic and personal issues freely and openly, because at the moment no country is capable enough to sensor online communication at a greater level. One other reason people are living in uncertainty, hustle bustle and traumatic situation, so they log in SNS to dig up some respite.

4.2 Differences based on Demographics (gender, age, and educational levels):

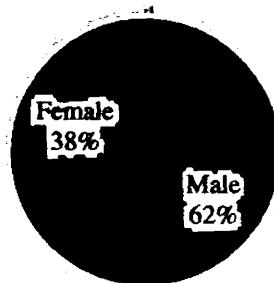
4.2.1 Are there differences in Male and Female interpersonal communication motives for Social Networking Sites?

Gender difference was found on Descriptive statistics. Data reflects that there is no significant difference in male and female on "Pleasure", "affection" and "escape" motives for SNS use. In all these three motives both gender equally (more the 50%) are interested while using SNS. However, when we talked about difference within about stated motives' indicators we found that responses were fluctuate on gender basis. In "pleasure" motive male respondents were more interested in fun, entertainment, enjoy and good time on the other hand female were more interested in excitement and stimulation. In "affection" motive we see female domination and when we look difference in indicator of "affection" on gender base we found that female are interested in help indicator in "affection" motive while male are interested in concerned indicator of "affection". Rest of the affection indicators reflect equally on gender differences. As earlier mention "escape" is also reflected equally on gender difference, but there is difference in their indicator.

Nevertheless, male segment has been found to use SNS largely (61.78%) than female (38.21%) to satisfy their interpersonal motive of control.

Figure 8

Gender difference in Control Motive



Interestingly, it was found in “control” motive that a large number of male participants used SNS for control motive. Contrarily, female representation was very small; because a large portion of population (particularly females) seemed confused while giving their statement in agreement and disagreement on this motive.

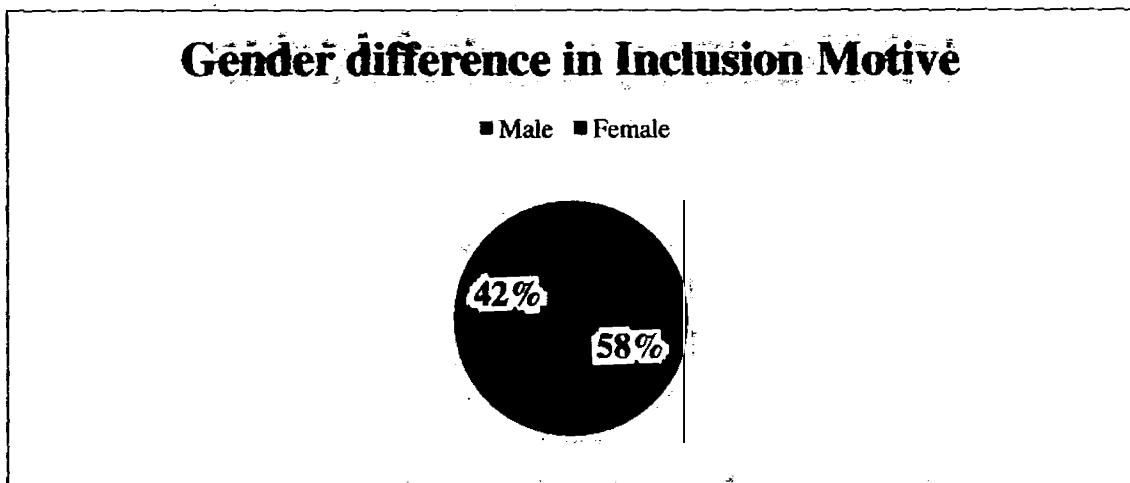
In “relaxation” motive we found 54% females, whereas 46% males used SNS to satisfy their interpersonal need of “relaxation”.

Figure 9



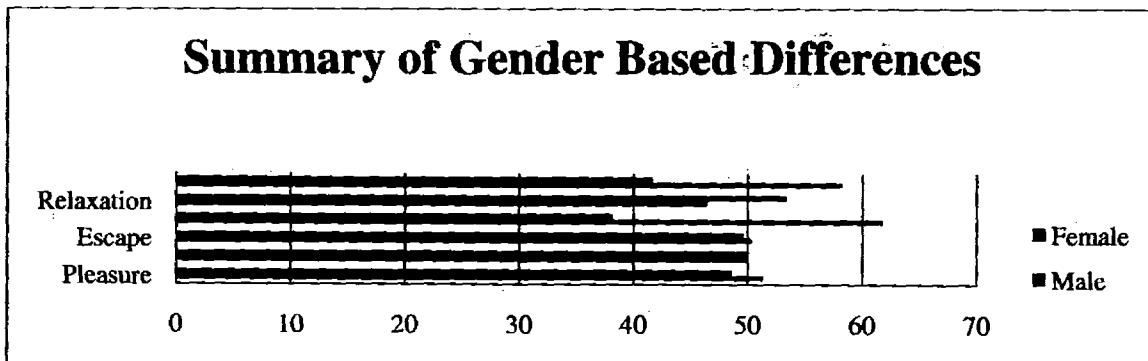
In “relaxation” motive we found female domination because society gives limited freedom to female population and they can't freely move in society, females face many hazard in outside environment. By using internet they can easily interact beyond the shell, so they use SNS to overcome that inequity and to get relaxation. On the other hand males have a lot of option to get relaxation indoor and outdoor.

“Inclusion” was the third motive in which we found difference on the gender bases. Nearly 60% male and 42% female use SNS for inclusion motive.

Figure- 10

In gender difference perspective, the male segment of population has been found to use SNS more for inclusion than female. The reason behind this difference is social interaction in real life communication, as society offers more opportunities to males for interaction as compare to females. Consequently females get very less or little opportunities of socializing so they are reserved and introvert. They feel hesitation in mingling and communicating to unknown people via SNS and only used them to maintain their existing relationships.

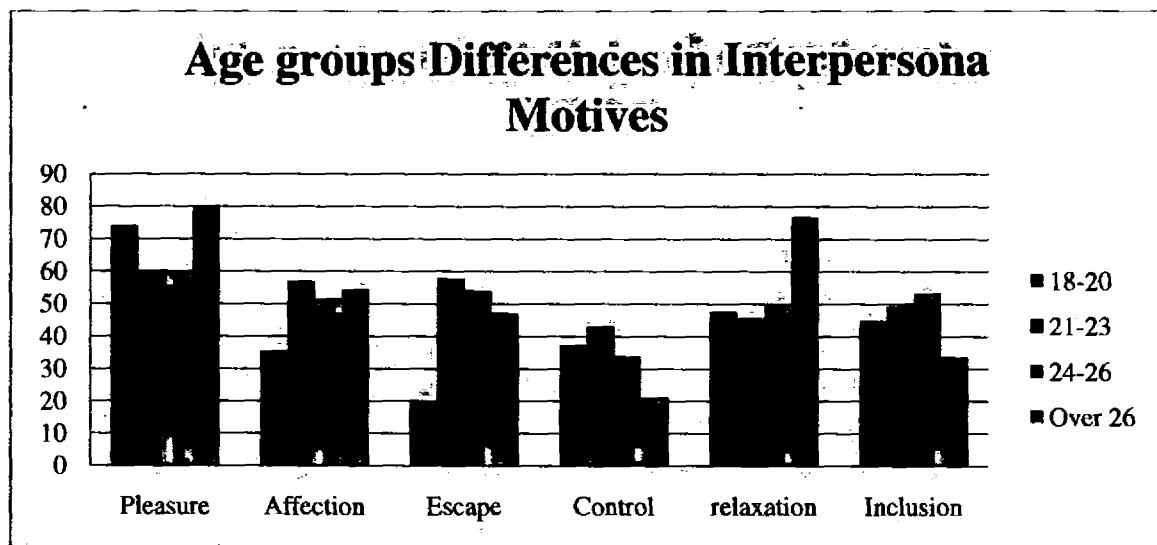
4.2.2 Summary of Gender Based Combined Difference:

Figure-11

Gender was the significant predictor of respondents' motivations to go on SNS. Female respondents went to SNS for "relaxation" more than males, whereas male respondents went to SNS for "control" and "inclusion" motives. Males insist their peers to do something e.g. Arrange parties, picnic, establish online groups/community pages due to fulfillment of their habit of socialization and need to talk someone. Graph result shows that three motives (pleasure, affection and escape) were reflected equally. More than 50% males and females user went for these motives but there are no significant differences.

4.3 Are there Differences in Interpersonal Communication Motives on the base of Age?

Figure 12



Apart from the gender variable we also attempt to find relationship between different age groups and interpersonal communication motives. Above graph represents the findings of data analysis. It was found that there were differences in communication motives due to difference of age.

Researcher analyzed every motive separately and explored the difference within motives' indicators with the view to dig out the difference occurred due to age distinction.

4.3.1 Pleasure:

Figure shows that over 26 years age respondents were prominent (79.48%) age group who went on SNS for “pleasure” motive. Respondents between 18-20 years ages were also high in numbers (74.1%) who use SNS for “pleasure” motive, while respondents lie in groups of 21-23 years and 24-26 years were equally reflected. Respondents of these two groups were about 60% who use SNS for pleasure. Here we find exclusive result that over 26 years age group was more interested in fun, entertainment, good time indicators while 18-20 years age groups largely interested in enjoyment indicator of pleasure motive. We found that people over 26 years more interested in seeking pleasure during SNS use because they have very limited time for pleasure in which they cannot afford to play in grounds or watching full days movie etc, so they prefer to go on SNS to gratify pleasure motive.

4.3.2 Affection:

When the “Affection” motive was investigated for age groups differences in context of SNS use, it revealed that 21-23 years age group respondents (57%) prefer SNS to show more affection while 24-26 year and over 26 year age groups respondents (more than 50 %) also show affection during SNS use. Though 18-20 year’s age group less in size (35.65%), who wish to convey affection to their friends through SNS. As 18-20 years age is immature age, so it was observed they give less importance to give encouragement to others, but with the passage of time they know the value of affection which also reflects in their Social Networking use.

4.3.3 Escape:

Similar results were found while studying “escape” motive as earlier we seen in “affection” motive. People belongs to 21-23 and 24-26 years age groups (above 50%) like to use SNS more for “Escape” motive while 45% respondents, belongs to over 26 years age group employ SNS for escape motive. Here we found only 20% respondents, belongs to 18-20 years age group apply SNS for escape from their real world. Researcher

found that people in the 18-20 years age group had fewer responsibilities limited to educational activities; hence they remained less in pressure situation, while other age groups apart from their studies had a lot to do for meeting every day pursuits, consisted of social and economics issues, so they find SNS as escaper for escapism from pressure and stressful feelings. Interestingly, a close observation revealed that age group of over 26 years feel less pressure because they seemed used to live in pressure and stressful situations, so escape is not their prime motive for using SNS.

4.3.4 Control:

In “control” motive excluding over 26 year’s age group the other age groups reflected sameness. Only 21% respondents of over 26 years age group use SNS to insist their peers to do something e.g. Arrange parties, picnic, establish online groups/community pages etc, while round about 40% respondents from rest of each age group use SNS for “control” motive. The reasons was that less than 26 years age group respondents frequently interact with the peers and classmates, so they are socially more closer, whereas over 26 year old group people were professional they had less opportunities for interaction with peers.

4.3.5 Relaxation:

“Relaxation” motive results reflected parity with pleasure motive results. People with the higher age groups more (above 50%) went on SNS for relaxation as compare to low age group. Low age group people avail so many opportunity for relaxation, they had enough time to spend on play games, watching movies, listening music and discussion & gossip etc. On the other hand people with high age had very limited time for such activity so they prefer to go on SNS for “relaxation”.

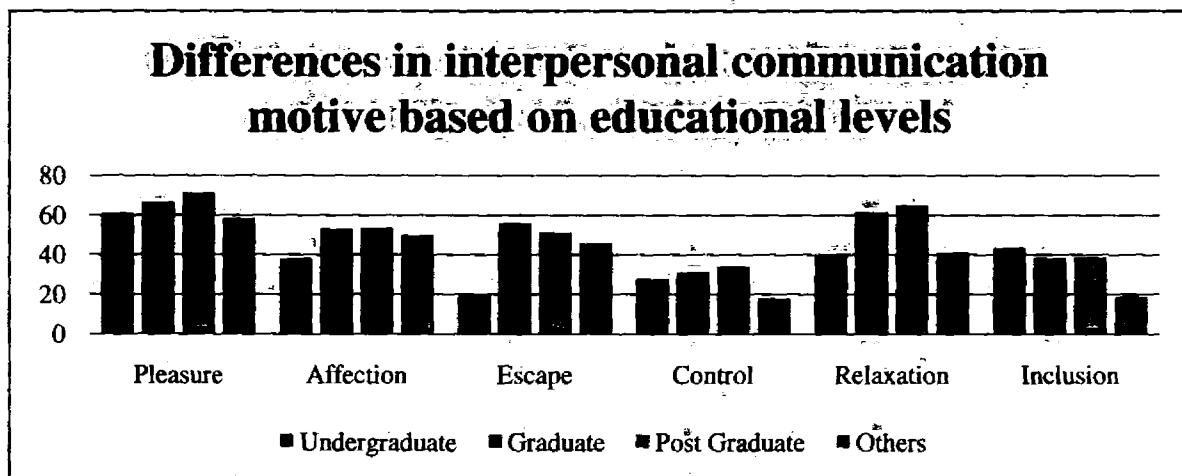
4.3.6 Inclusion:

Difference also found in “inclusion” motive due to difference of age of respondents. Respondents of 24-26 years age group were more interested in “inclusion”, but 50% respondents (from each group) of 18-20 and 21-23 years age groups were apply

SNS for “inclusion”. Over 26 years age group few in percentage (over 26%) employ SNS for “inclusion” motive, because people that age are mostly married in our society and they have opportunities for discussion of their personal matter with their spouses. While other age groups have no such opportunity, so lean towards inclusion motive at a greater rate.

4.4 Education based Differences in Interpersonal Communication Motives for SNS Users.

Figure 13



In attempt to find out differences in interpersonal communication motives for SNS use on the basis of educational level, we found significant differences in their motives preference. Researcher also found an interesting thing that educational differences and age groups differences were equally reflected. Motives preferences of respondent of higher age groups have great similarity with the group of higher educated respondents. When researcher looked in detailed found that:-

4.4.1 Pleasure:

When we explored the “pleasure” motive with educational variable we found that respondents with higher education were more interested in fun, entertainment and enjoyment by using SNS. Undergraduate respondents were also not less than 60%

interested in “pleasure” via SNS use. As told above, there is a great resemblance in results of group of higher educated respondents with higher age group and found enormous association between them. Higher educated people afford limited time for enjoyment like high age group respondents.

4.4.2 Affection:

Respondents with high education show more affection on SNS as compare to low education or undergraduates respondents. There was also positive association between higher educated respondents with higher age groups, both shows more affection to their colleagues during SNS use.

4.4.3 Escape:

An attempt was made to see any difference in escape motive due to difference in educational levels. Researcher found significant difference; respondents with higher education were (above 50%) use SNS to get away from their pressure and responsibilities. Whereas, got a low percentage of undergraduate respondents who use SNS for escape motive. Here we also see the sameness in high education group and high age group as both have more responsibilities as compare to low age education groups.

4.4.4 Control:

While exploring “control” motive on different education groups we found that undergraduate and graduates are equally reflected, while respondent belongs to others categories very few in percentage interested to use SNS for “control” motive. Researcher found an interesting fact that nearly 60% respondents of every educational level had been found uncertain/neutral in their feelings whether they use SNS to gratify their interpersonal motive of “control” or otherwise.

4.4.5 Relaxation:

More than 60% graduate respondents were apply SNS for “relaxation” motive, but undergraduate are also not less than 40% who employ SNS to get relaxation. Indicator of ‘others’ also reflect nearly 40% respondents, interested in “relaxation” motive while using SNS.

4.4.6 Inclusion:

In “inclusion” motive apart from ‘others’ category all respondents of different educational level were equally interested (above 40%) to talk or be with someone.

The final and third question asked, what extent gratification of SNS use predicts attitudinal and behavioral outcomes on SNS use?

4.5 Attitudinal and Behavioral Outcomes:

Third and last research question was asked “what extents can gratifications of social networking sites use and demographics predict attitudinal and behavioral outcomes of SNS use? Stepwise-multiple regression was used to determine the independent variables of youth interpersonal communication motives “Pleasure”, “Affection”, “Escape”, “Control”, “Relaxation” and “Inclusion” in predicting dependent variable. Dependent variables comprised on numbers of logs into account, frequency of profile change, duration of use, friends on SNS, unavailability of SNS and satisfaction form SNS use.

4.5.1 Numbers of logs into the account:

Stepwise-multiple regression was used to determine the validity of independent variables of youth interpersonal communication motives “Pleasure”, “Affection”, “Escape”, “Control”, “Relaxation” and “Inclusion” in predicting dependent variable. Multicollinearity was checked by tolerance value of each independent variable. Tolerance value of each variable exceeded from 0.1. The highest tolerance value is .993 for pleasure

and lowest value .717 for "control". The result indicates that model significantly predicts for logging into SNS accounts, $R^2 = .069$, $R^2_{adj} = .59$, $F (2,194) = 7.26$, $p = .004^a$. This model accounts for 6.9% of the variance for students logging behavior of SNS account. Table shows regression summary for students logging attitude and behavior for SNS, summarizes the result of the model:

Table 1 Regression Summary for logging behavior into SNS account

Model Summary					ANOVA	
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate	F	Sig.
1	.202 ^a	.041	.036	1.391	8.404	.004 ^a
2	.262 ^b	.069	.059	1.374	7.268	.001 ^b

a. Predictors: (Constant), Escape

b. Predictors: (Constant), Escape, Control

Two out of six SNS motives were significantly contribute to final model. These included "escape" $\beta = -.307$, $t (194) = -3.77$, $p = .000$ and "control" $\beta = .198$, $t (194) = 2.43$, $p = .16$. Regression coefficients for student SNS logging outline the regression coefficient.

Table 2 Regression Coefficients for logging behavior into SNS account

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.416	.347		9.832	.000
	Escape	-.082	.028	-.202	.004
2 (Constant)	3.092	.368		8.403	.000
	Escape	-.125	.033	-.307	.000
	Control	.102	.042	.198	.016

a. Dependent Variable logging into SNS account

Result shows that “escape” and “control” positively predicted the numbers of logs into account. People who logged more than one in a day they mostly went for “control” and “escape” Motives on SNS.

4.5.2 Frequency of profile change:

Stepwise –multiple regressions was run to determine the relation between interpersonal motive and frequency of changing profile. Multicollinearity of every independent variable

exceeded from 0.1. Result showed that model was significantly predicting the frequency of profile change on SNS for interpersonal communication motives, $R^2=.060$, $R^2_{adj}=.056$, $F(1,197)=12.70$, $p=.000^a$. This model accounts for 6% of the variance for respondents' frequency of profile change on SNS while SNS use.

Table 3 Regression Summary for respondent frequency of profile change

Model Summary					ANOVA	
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate	F	Sig.
1	.246 ^a	.060	.056	1.313	12.708	.000 ^a

a. Predictors: (Constant), "Relaxation"

b. Dependent Variable: Frequency of profile change

One of the six SNS motive significantly contributed to final model. This included "relaxation" $\beta = -2.46$, $t(197) = -3.565$, $p = .000$

Table 4 Regression coefficient for respondents frequency of profile change on SNS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	5.159	.395		13.057	.000
Relaxation	-.103	.029	-.246	-3.565	.000

a. Dependent Variable: Frequency of profile change

“Relaxation” motive was the significant predictor of profile change behavior. Researcher found that mostly those students change profile that were bored and wanted to get pleasant from SNS.

4.5.3 Duration of use:

Duration of use was explored by question when you are using SNS? Stepwise-multiple regression was run to determine the accuracy of independents variables of youth interpersonal motives “pleasure”, “affection”, “escape”, “control”, “relaxation” and “inclusion” in predicting the dependent variable of duration of students SNS use. Multicollinearity of every independent exceeded from 0.1.control was lies on lowest tolerance value with .717.accorditing to statistic result the model was significant predicts the duration of SNS use, $R=.072$, $R^2_{adj}=.063$, $F (2,194) =7.684$, $p= .001$.this model reflect 7.2% of the variance for respondents duration of SNS use.

Table 5 Regression summary for youth duration of use

Model Summary					ANOVA	
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate	F	Sig.
1	.199 ^a	.039	.035	1.457	8.131	.005 ^a
2	.269 ^b	.072	.063	1.436	7.684	.001 ^b

a. Predictors: (Constant), "Escape"

b. Predictors: (Constant), "Escape", "Pleasure"

Two out of six motives reflect significant for final model. These included "escape" $\beta = -.214$ $t(194) = -3.103$, $p = .002$ and "pleasure" $\beta = .182$ $t(194) = 2.644$, $p = .009$.

Table 6 Regression coefficients for youth duration of use

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1	(Constant)	4.465	.364	12.269	.000
	Escape	-.085	.030		
2	(Constant)	3.194	.600	5.325	.000
	Escape	-.091	.029		

Pleasure	.061	.023	.182	2.644	.009
----------	------	------	------	-------	------

a. Dependent Variable: duration of use

4.5.4 Friend on SNS:

To find out relationship between amount of friends on SNS and interpersonal communication motive, stepwise-multiple regression was used. Tolerance values for each variable greater than 0.1, so result significantly predicts the amount of SNS friends, $R^2 = .066$, $R^2_{adj} = .056 = F(2,194) = 6.953$, $p = .001$. this model accounts for 6.6% of the variance for numbers of SNS friends.

Table 7 Regression summary for youth amount of friends

Model Summary					ANOVA	
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate	F	Sig.
1	.153 ^a	.023	.018	1.355	4.751	.030 ^a
2	.257 ^b	.066	.056	1.328	6.953	.001 ^b

a. Predictors: (Constant), Pleasure

b. Predictors: (Constant), Pleasure, Relaxation

Two out of six SNS interpersonal motives reflect in the final model, these two included "pleasure" $\beta=.240$, $t (194)= 3.213$, $p= .002$ and "relaxation" $\beta=-.224$, $t (194)= -2.994$, $p=.003$

Table 8 Regression coefficient for youth number of friends

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant) 1.111	.488		2.274	.024
	Pleasure .047	.022	.153	2.180	.030
2	(Constant) 1.780	.528		3.368	.001
	Pleasure .074	.023	.240	3.213	.002
	Relaxation -.095	.032	-.224	-2.994	.003

a. Dependent Variable: number of friends

Result indicates that people who went SNS for "pleasure" and "relaxation" have more friend, while seeking pleasure and relaxation they play games, share videos and discussed ideas with others and offered more opportunities to interact with unknowns which helps to new friends.

4.5.5 Unavailability of SNS

“Pleasure” and “escape” predicted how much student miss SNSs if they suddenly unavailable or disappeared for virtual world. Table result shows significantly relationship between missing SNSs and interpersonal motives $R^2=.235$, $R^2_{adj} = .228$, $F (2,194) = 30.339$, $p=.000$. This model accounts for 23.5% of the variance for youth missed SNS while disappeared.

Table 9 Regression coefficient for youth missed SNS

Model Summary					ANOVA	
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate	F	Sig.
1	.422 ^a	.178	.174	1.184	43.013	.000 ^a
2	.485 ^b	.235	.228	1.145	30.339	.000 ^b

a. Predictors: (Constant), “Pleasure”

b. Predictors: (Constant), “Pleasure”, “Escape”

Two out of six SNS interpersonal motives reflect in final model these two included “pleasure” $\beta= -.403$, $t (194) = -6.441$, $p= .000$ and “control” $\beta= -.240$, $t (194) = -3.833$, $p=.000$

Table 10 Regression coefficient for youth missed SNS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1	(Constant)	5.354	.427		12.548 .000
	Pleasure	-.123	.019	-.422	-6.558 .000
2	(Constant)	6.280	.478		13.134 .000
	Pleasure	-.117	.018	-.403	-6.441 .000
	Escape	-.090	.023	-.240	-3.833 .000

a. Dependent Variable: missed SNSs

It seems that students who missed a lot SNSs were those who went to SNS to see other picture, reads profile, watch videos to get pleasure and relief from responsibilities.

4.5.6 Satisfaction:

“Pleasure”, “affection” and “escape” motives were significant predictor’ satisfaction of youth with SNS, $R^2=.278$, $R^2_{adj}=.267$, $F (3,191) =25.110$, $p= .000$. This model accounts for 27.8% of the variance for youth satisfaction with SNS.

Table 11 Regression coefficient for youth satisfaction with SNS

Model Summary					ANOVA	
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate	F	Sig.
1	.418 ^a	.174	.170	.931	41.821	.000 ^a
2	.495 ^b	.245	.237	.893	31.921	.000 ^b
3	.527 ^c	.278	.267	.876	25.110	.000 ^c

a. Predictors: (Constant), “Pleasure”

b. Predictors: (Constant), “Pleasure”, “Escape”

c. Predictors: (Constant), “Pleasure”, Escape, “Relaxation”

Three out of six SNS interpersonal motives reflect in final model these three included pleasure $\beta = -.474$, $t(191) = -7.145$, $p = .000$, escape $\beta = -.356$, $t(191) = -5.239$, $p = .000$ and relaxation $\beta = .219$, $t(191) = 2.987$, $p = .003$

Table 12 Regression coefficient for youth satisfaction with SNS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant) 4.770	.336		14.202	.000
	Pleasure -.096	.015	-.418	-6.467	.000
2	(Constant) 5.577	.373		14.948	.000
	Pleasure -.091	.014	-.396	-6.367	.000
	Escape -.078	.018	-.266	-4.284	.000
3	(Constant) 5.358	.373		14.360	.000
	Pleasure -.108	.015	-.474	-7.145	.000

Escape	-.104	.020	-.356	-5.239	.000
Relaxation	.069	.023	.219	2.987	.003

a. Dependent Variable: satisfaction with SNS

People who use SNS to communicate with friends, entertainment, watch videos, reads profile comments, kill time when bored, get relief to overcome pressure of responsibilities were more satisfied with SNS jobs which these doing.

Researcher also inquired attitudinal and behavioral outcomes with demographic and found no significance between them. Results showed that females were more satisfied with SNSs job, and they had more friends on SNS as compare to males. Female respondents spend more time on SNS and would miss SNSs more if disappeared. This reflects that female show more involve in Social network interpersonal relations as compare to males.

Chapter-5

Conclusion and Recommendations

5.1 Conclusion:

Young adults spend more time on Social networking Sites as compared to any other generation. With the extensive use of SNS by youth it is important to know what motives they gratify from these online networks. Media experts and researcher indicate about "Digital Natives" addiction to the SNS. However, there are few researchers who put light on social networking users to assess, why they use, and what outcome of their SNS use. To explore what motives of youth (gratification sought) for using SNS, how individual differences (gender, age, education) relate to interpersonal motives for SNS use, and predict attitudinal and behavioral outcome of SNS on the basis of individual differences and motives, the researcher conducted a survey with 200 students at International Islamic University Islamabad.

Of the sample surveyed, 75.5% of students had Facebook account while 9.5% had Twitter, 5.5% had YouTube, 4% had Google Buzz and remaining 5.5% had other sites accounts. Student sample reflected that 80% users spent daily 1-2 hours on Social Networking Sites, and 67% students logged into SNS on daily basis. The majority of students had between 50-100 SNS friends and 53% people reported that they have more friend on SNS as compare to real life. Students' responses reflect that 53.5% students had a member of 1-5 groups or Social Networking Communities.

Most of the students go to SNS for “pleasure” motive, because it contain fun, entertainment, enjoyment, excitement , a good time and stimulating. Female respondents went to SNS for relaxation more than males, whereas male respondents went to SNS for “control” and “inclusion” motives. A large number of students, females than males, go to SNS for “relaxation” when they are bored. A significant number of males and females students use SNS for “pleasure”, “affection” and “escape”. A small number of people operate SNS for “Control” Motive, more so male and younger respondents than female and older respondents. These finding strengthen what Althaus and Tewksbury suggested in 2000 that “pleasure” and “relaxation”-gratification generally associated with TV and newspaper prove to be significant predictors of using SNS. Parks and Floyd also reported similar finding in 1966, that females are more involved in interpersonal relationships than men. Number of hours spend of SNS is correlated to “escape” and “pleasure” motives. Students who often log into their SNS account are ones who go there to gratify “escape” and “control” motives. Young adults and females who interested in “pleasure: and “relaxations” through SNS have more friends than others. In 1996 parks and Floyd observed that who used SNS for “affection” motive had developed greater number of personal relationships. The data of this research also reflected that people did not go to SNS for “escape” from real world problem, but “affection”.

Generally, the results of this study are similar with finding of Flaherty, Pearce and Rubin (1998). Finding of above researchers suggested that people use online communication to gratify needs fulfilled by traditional media (i.e. entertainment, Pleasure, fun and affection).(La Rose et al., 2001), arguments also support present study that people spend lot of time to do enjoyable activity.

According to uses and gratification model people use social media under the influence of social and psychological factor. In this study researcher found that gender and to lesser extent age & education, were important predictors of using SNS. Males use SNS for “Control” & “Affection”, whereas females use for “Relaxation”. Therefore women tend to spend more time of Social Networking Sites than men; consequently females have more friends, are more satisfied with SNS jobs and would have missed the

sites more if they suddenly disappeared. According to prior researchers and instant study found that social Networking Sites facilitate people to be in touch with old buddies who studies in other institutes check their personal messages/walls posts they received from friends, see others profiles and many more features that SNS continually adds. Withal, 2005 argued which proved in this study that people try to find those people on SNS whom they might know or want to meet.

In the light of uses and gratification theory, this study found that people go to SNS to fulfill their needs by new media as they attaint through traditional media. People use SNS to gratify their interpersonal communication needs and use SNS use SNS for "Pleasure", "relaxation", "affection" and "escape" Motives.

5.2 Recommendation:

- Researcher suggests following grounds where future studies could be conducted.
- Comparison of users and non users of SNS Demographic characteristics.
- Social capital (bridging and bonding) in online and offline contexts.
- Motive Comparison for sites' use between high school and college students.
- what extent mass communication is a substitute for interpersonal communication and how people use false identities to communicate on SNS.
- Studied on SNS should be conducted using other theoretical approaches, such as the social penetration theory and agenda-setting theory.

References:

Bibliography.

Bonds-Raacke, J., & Raacke, J. (2010). Myspace and Facebook: Identifying dimensions of uses and gratifications for friend networking sites. *Individual Differences Research*, 8(1), 27-33.

Boyd, D.M. (2004, April 24-29). Friendster and publicly articulated social networks: Conference on Human Components and Computing Systems. Vienna, Austria. Retrieved from <http://www.danah.org/papers/CHI2004Friendster.pdf>

Boyd, D.M. (2006, December). Friends, friendsters, and myspace top 8: Writing community into being on social network sites. *First Monday*. 11 (12). Retrieved from <http://www.danah.org/papers/FriendsFriendsterTop8.pdf>

Boyd, D. M. (2007). Why youth (heart) social network sites: The role of networked publics 160 in teenage social life. MacArthur Foundation Series on Digital Learning – Youth, Identity, and DigitalMedia Volume (ed. David Buckingham). Cambridge, MA: MIT Press. Retrieved from <http://www.danah.org/papers/WhyYouthHeart.pdf>

Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1). Retrieved from <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>

Ellison, N., Lampe, C., & Steinfield, C. (2009). Social network sites and society: Current trends and future possibilities. *Interactions Magazine* 16(1).doi: 10.1145/1456202.1456204

Ellison, N., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook “friends:” Social capital and college students’ use of online social network sites. *Journal of Computer-Mediated Communication*, 12 (3).

Facebook.(n.d.) Retrieved on May 16, 2009 from <http://www.Facebook.com>

Facebook.(n.d.). Company Timeline. Retrieved on June 7, 2010 from <http://www.Facebook.com/press/info.php?timeline>

Facebook.(n.d.). Facebook Factsheet. Retrieved on June 7, 2010 from <http://www.Facebook.com/press/info.php?factsheet>

Friendster.(n.d.). Retrieved June 2, 2010 from <http://www.friendster.com/info/index.php>

Google.(2010, April). The 100 most-visited sites on the web. Retrieved June 7,

2010 from <http://www.google.com/adplanner/static/top1000/>

Hampton, K., & Wellman, B. (2003). Neighboring in netville: How the internet supports community and social capital in a wired suburb. *City & Community*, 2(4), 277-311.

Hargittai, E. (2007). Whose space? Differences among users and non-users of social network sites. *Journal of Computer-Mediated Communication*, 13(1), article 14.

Hecht, M. (1978). Toward a conceptualization of communication satisfaction. *Quarterly Journal of Speech*, 64(1), 47.

Joinson, A. (2008, April 5-10). „Looking at“, „looking up“ or „keeping up with“ people?: Motives and uses of Facebook. *Proceedings of the twenty-sixth annual SIGCHI conference on Human components in computing systems*, (pp. 1027-1036). Florence, Italy. doi: 10.1145/1357054.1357213

Katz, E., & Foulkes, D. (1987). Communications research since Lazarsfeld. *Public Opinion Quarterly*, 51, S25-S45.

Katz, E., Blumler, J., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, 37(4), 509.

Katz, E., & Foulkes, D. (1962). On the use of mass media as escape: Clarification of a concept. *Public Opinion Quarterly*, 26, 377–388.

Klapper, J. (1963). Mass communication research: An old road resurveyed. *Public Opinion Quarterly*, 27, 515–527.

Lampe, C., Ellison, N., & Steinfield, C. (2006). A face(book) in the crowd: Social searching vs. social browsing. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems* (pp. 435-444). New York, NY: ACM Press.

Lampe, C., Ellison, N., & Steinfield, C. (2008). Changes in use and perception of Facebook. *Proceedings of the 2008 Conference on Computer-Supported Cooperative Work*. Retrieved from <https://www.msu.edu/~nellison/LampeEllisonSteinfield2008.pdf>

LinkedIn. (n.d.). Retrieved June 1, 2010 from <http://press.linkedin.com/about>.

Mazer, J., Murphy, R., & Simonds, C. (2007, January). I'll see you on "Facebook": The effects of computer-mediated teacher self-disclosure on student motivation, affective learning, and classroom climate.

Communication Education, 56(1), 1-17.

MySpace.(n.d.).Timeline. Retrieved June 3, 2010 from
<http://www.myspace.com/pressroom?url=/timeline/>

Palmgreen, P., & Rayburn, J. D., II. (1978, August 13-16). Uses and Gratifications and Exposure to Public Television. Paper presented at the Annual Meeting of the Association for Education in Journalism. Seattle, WA.

Palmgreen, P., & Rayburn, J. D., II. (1979). Uses and gratifications and exposure to public television. *Communication Research*, 6, 155-180.

Palmgreen, P., & Rayburn II, J. (1985). A comparison of gratification models of media satisfaction. *Communication Monographs*, 52(4), 334.

Papacharissi, Z., & Rubin, A. (2000). Predictors of internet use. *Journal of Broadcasting & Electronic Media*, 44(2), 175.

Perse, E., Burton, P., Kovner, E., Lears, M., & Sen, R. (1992). Predicting computer-mediated communication in a college class. *Communication Research Reports*, 9(2), 161-170.

Perse, E., & Dunn, D. (1998, Fall). The utility of home computers and media use: Implications of multimedia and connectivity. *Journal of Broadcasting & Electronic Media*, 42(4), 435.

Pierce, T. A. (2007). X-Posed on MySpace: A content analysis of "MySpace" social networking sites. *Journal of Media Psychology*, 12(1). Retrieved from http://www.calstatela.edu/faculty/sfischo/X_posed_on_%20MySpace.htm

Raacke, J., & Bonds-Raacke, J. (2008, April). Myspace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites. *CyberPsychology & Behavior*, 11(2), 169-174.

Rayburn, J. D. (1996). Uses and gratifications. In M. B. Salwen & D. W. Stacks (Eds.), *An integrated approach to communication theory and research* (pp. 97-119). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

Rayburn II, J., & Palmgreen, P. (1984). Merging uses and gratifications and expectancy-value theory. *Communication Research*, 11(4), 537.

Rubin, R., Perse, E., & Barbato, C. (1988). Conceptualization and measurement of interpersonal communication motives. *Human Communication Research*, 14(4), 602-628. doi:10.1111/j.1468-2958.1988.tb00169.x.

Ruggiero, T. (2000, Winter). Uses and gratifications theory in the 21st century. *Mass Communication & Society*, 3(1), 3-37.

Sheldon, P. (2008). Student favorite: Facebook & motives for its use. *Southwestern Mass Communication Journal*, 23, 39-55.

Song, I., Larose, R., Eastin, M., & Lin, C. (2004, August). Internet gratifications and internet addiction: On the uses and abuses of new media. *CyberPsychology& Behavior*, 7(4), 384-394.

Stafford, T. F., Stafford, M. R., and Schkade, L. L. (2004). Determining uses and gratifications for the internet. *Decision Sciences*, 35(2):259-288.

Steinfield, C., Ellison, N.B., & Lampe, C. (2008). Social capital, self-esteem, and use of online network sites: A longitudinal analysis. *Journal of Applied Developmental Psychology*, 29(6), pp. 434-445.

Valkenburg, P., Peter, J., & Schouten, A. (2006, October). Friend networking sites and their relationship to adolescents' well-being and social self-esteem. *CyberPsychology&Behavior*, 9(5), 584-590.

Appendix – A**Questionnaire****Usage of social networking sites: Interpersonal Communication Motives of Youth****Supervisor: Dr. Zafar Iqbal****Researcher: Yasir Waseem Iqbal****International Islamic University Islamabad****Please give answer to the entire question and tick (✓) the appropriate choice.****Demographic variable****1. Gender:**

- i) Male
- ii) Female

2. Age:

- i) 18-20
- ii) 21-23
- iii) 24-26
- iv) Over 26

3. Education:

- i) Under-graduate
- ii) Graduate
- iii) Post-graduate
- iv) Others

4. Field of Study:

- i) Social Sciences
- ii) Management Sciences
- iii) Language & Literature
- iv) Applied Sciences
- v) Engineering & Technology

5. Are you member of Social Networking Site:

- i) Yes
- ii) No

6. Preferred Network:

- i) Facebook
- ii) Twitter
- iii) Youtube
- iv) MySpace
- v) Google Buzz
- vi) Others

Interpersonal Communication Motives:

I use SNS Because?

Sr. #	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7	I use SNS because it is fun					
8	I use SNS because it's thrilling					
9	I use SNS because it's entertaining					
10	I use SNS because I enjoy it					
11	I use SNS because it pep's me up					
12	I use SNS because it's exciting					
13	I use SNS to have a good time					
14	I use SNS because it is stimulating					
15	I use SNS just need to talk about my problems					
16	I use SNS to help others					
17	I use SNS because it makes me feel less lonely					

18	I use SNS to let others know I care					
19	I use SNS because to show others encouragement					
20	I use SNS because I'm concerned about them					
21	I use SNS because I have nothing better to do					
22	I use SNS to get away from what I am doing					
23	I use SNS to put off something I should do					
24	I use SNS to get away from pressures and responsibilities					
25	I use SNS to get something I don't have					
26	I use SNS to tell others what to do					
27	I use SNS because I want someone to do something for me					
28	I use SNS because it relaxes me					
29	I use SNS because it allows me to unwind					
30	I use SNS because it's a pleasant rest					
31	I use SNS because it make me feel less tense					
32	I use SNS because I need someone to talk to or be with					
34	I use SNS because I just need to talk about my problems sometimes					
35	I use SNS because it makes me feel less lonely					

36	I use SNS because it is reassuring to know someone is there						
----	---	--	--	--	--	--	--

Behavioral & Attitudinal outcome

37	How many hours you spend on SNS on an average day?	less than Hr	1-2 Hrs	3-4 Hrs	5-6 Hrs	more than 6 Hrs
38	How often you log into your SNS account?	Once a day	several time a day	once in few day	once a week	occasionally
39	How often you change your profile?	Everyday	once in few day	once a week	once in a month	occasionally
40	what time of the day one uses SNS?	1.00-6.00	6.01-12.00	12.01-18.00	18.01-24.00	
41	Since when u r using sns?	less than a month	1-6 month	6- 1 year	1-2 year	more than 2 years
42	Do you have more friends on your social networking sites than you do in your real life?	Yes	No			
43	How many SNS friends you have?	less than 50	50-100	101-150	151-200	more than 200
44	How many social networking sites communities/ groups are you a member of?	None	1-5	6-10	11-15	more than 15
45	If SNSs are suddenly disappeared how much would you miss them?	Miss a lot	miss	neither miss nor neglect	not miss	not miss at all
46	Do you become frustrated or angry when a social networking site goes down or is unavailable?	extremely frustrate	frustrated	neutral	not frustrated	not at all frustrated
47	How satisfied are you with the job SNS do in providing you with the things you are seeking?	extremely satisfied	satisfied	neutral	Un-satisfied	not at all satisfied

