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SABRINA TRINDADE ALVES

SOCIAL NETWORK SITES USES AND MOTIVATIONS: a systematic literature
review and directions for future research

RIO DE JANEIRO

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SABRINA TRINDADE ALVES

**SOCIAL NETWORK SITES USES AND MOTIVATIONS: a systematic literature review
and directions for future research**

Master and MBA dissertation presented to the Full-
Time MBA of COPPEAD Business School –
Universidade Federal do Rio de Janeiro

Supervisor: Roberto Nogueira

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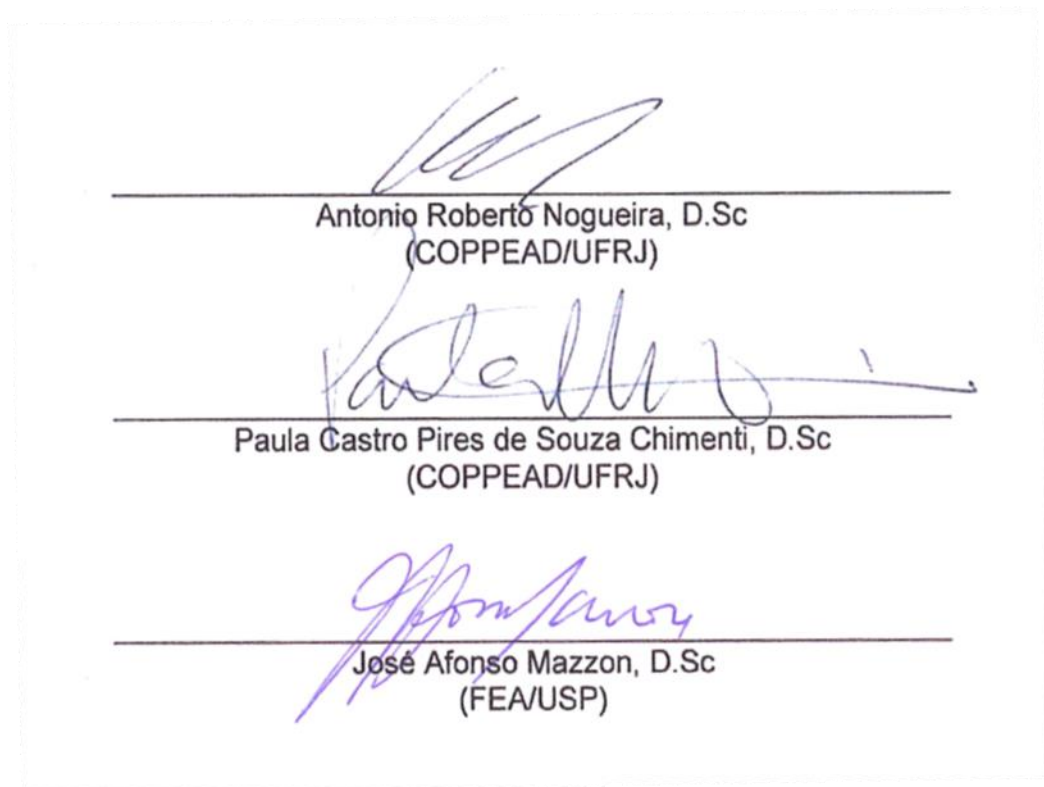
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Approved by



DEDICATÓRIA

Dedico esta dissertação aos meus pais, Antonio Alves e Elizabeth Fischer, e ao meu irmão, Gabriel Alves. Obrigada pelo apoio incondicional e constante incentivo nos últimos trinta anos.

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ABSTRACT

Social Network Sites are voluntary user-generated content with high diversity of motivations and uses. Those platforms have become a trend in the past years. Scholars have been creating models that explain different nuances of SNS use. However, few tried to create an integrative model, exploring the various dimensions that could influence SNS use. Hence, the aim of this study is to **(1) identify motivators for social network sites use (2) propose an integrative model using those dimensions.**

I adopted a systematic literature review approach, analyzed 106 peer-reviewed articles and selected 25 of them. Then I coded all the chosen articles using NVivo 12 Mac. Finally, I developed an integrated model.

Based on the constructs and theories emerged from the systematic literature review, I identified 3 main domains of Social Media Network uses and motivators: technology, social and individual. Accordingly, I have classified the selected constructs under those three domains and then I developed an integrative model. Future studies should operationalize, validate and test the proposed model.

Key words: *Social Network Sites; Use; Motivations; Integrated Model; Integrative Model.*

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1. INTRODUCTION

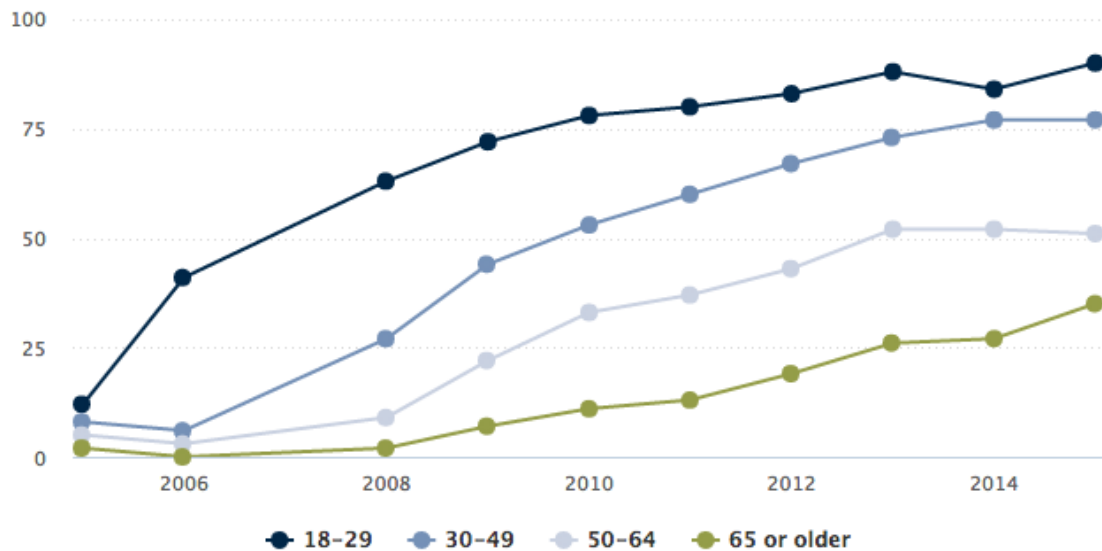
“Social media technologies have opened new possibilities for sharing personal information with online networks, and millions of people routinely self-disclose personal information on social network sites (SNSs)” (Bazarova & Choi , 2014, p. 635).

Online social media, or Social Network Site (SNS), is a network-based service that allows individuals to **“(1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within” the network (boyd & Ellison, 2008, p. 211). “Beyond profiles, friends, comments, and private messaging, SNSs vary greatly in their features and user base. Some have photo-sharing or video-sharing capabilities; others have built-in blogging and instant messaging [...] Some sites are designed with specific ethnic, religious, sexual orientation, political, or other identity-driven categories in mind” (boyd & Ellison, 2008, p. 214). In addition, “all participation in and contributions to social media are voluntary” (Oh & Syn, 2015, p. 2046). Social media thrived due to highly motivated users (Oh & Syn, 2015). Those networks have revolutionized human interaction, by creating new ways to communicate, self-disclose and information sharing. Entertainment industry has also been impacted by social network sites: at the United States, for instance, Facebook had more unique visitors online per month than The Walt Disney Company – the latter had 156,680,000 visits, while the former 211,184,000 visits on November/2018 (Comscore Media Metrix Multi-Platform, 2018).**

The sudden rise of online social platforms started in 1995 with Classmates, followed by SixDegrees in 1997 (Piskorski, 2014). None of them gained relevance and critical mass. Only in 2003, when Friendster was launched, SNS started to become a trendy, especially after the following launches: MySpace and then Facebook (Piskorski, 2014).

Online social media has become popular in the past decades. For instance, by analyzing data gathered from the United States, the growth American adults using social network sites can be seen since 2005 (for more details, see **Figure 1**).

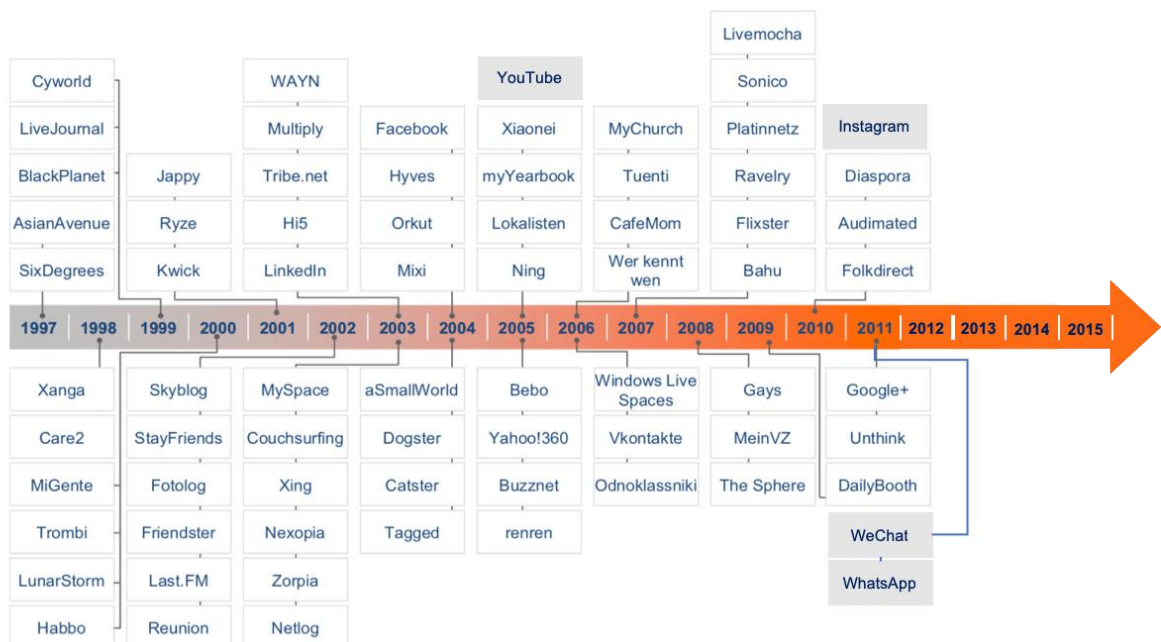
Figure 1: Among all American adults, % who use social networking sites, by age



Source: Perrin (2015)

Heidemann, Klier, & Probst (2012) illustrated a timeline of the most important SNS from 1997 to 2011.

Figure 2: A timeline of the foundation of selected online social networks from 1997 to 2011

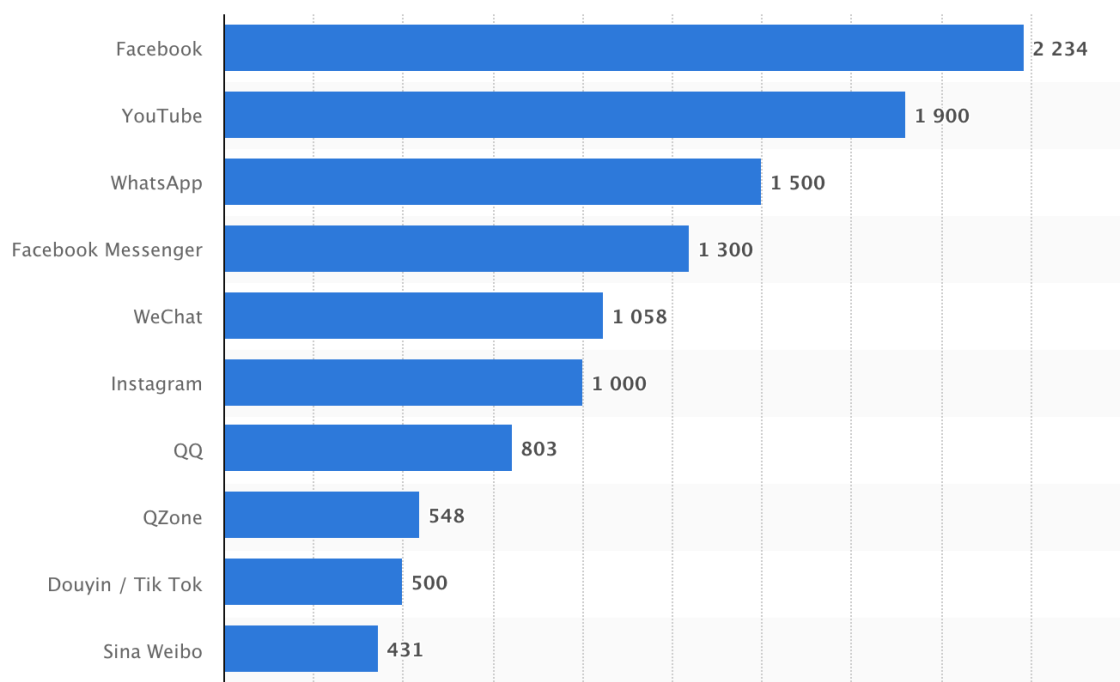


Source: Adapted from Heidemann, Klier, & Probst, 2012, p. 3871

There are some relevant social network missing at Heidemann, Klier, & Probst (2012) chart: **YouTube** (launched in 2005 and acquired by Google in 2006), **WhatsApp** (launched in

2011 and acquired by Facebook Company in 2014), **Instagram** (launched in 2010 and acquired by Facebook Company in 2012), **WeChat** (launched in 2011) and **Facebook Messenger** (mobile application for Facebook) (Facebook, 2018; Tencent 腾讯, 2018; WhatsApp, 2019; Graham, 2005; News from Google, 2006). Hence, I have added them on the chart in gray. Together with Facebook, those are the most popular Social Networks worldwide (for more details, see **Figure 3**).

Figure 3: Most popular social networks worldwide as of October 2018, ranked by number of active users (in millions)



Source: Statista (2018)

As illustrated by Heidemann, Klier, & Probst (2012), during the past decades, several SNS have been launched, however some of them may not exist anymore or may have lost its relevance. MySpace and Cyworld are good examples of the latter.

Launched in 1999, Cyworld started as the South Korean virtual world site, and only on 2001 became a SNS, by receiving specific features. On 2008, 90% of all Koreans registered at Cyworld. “What sets Cyworld apart from traditional blog sites is the “miniroom” which is the virtual room where the user’s cyberspace avatar or “mini me” lives [...] Cyworld has small, photobook or album-like features, unlike MySpace with its full screen wall posts. Cyworld also offers little clickable tabs with labels like photos, bio, music, and moving images. Cyworld gives each of their users a little character with its own “room” that users may choose to decorate [...] On the Cyworld site, users can build a personal space called a minihome and fill it with

animals, furniture, and miniature people. These minihomes also include photo galleries, videos, and personal message boards. Minihomes are the backdrop to the whole Cyworld experience. These are essentially virtual rooms that users can decorate and customize by purchasing objects” (Shin, Analysis of online social networks: a cross-national study, 2010, p. 477).

MySpace was released in 2003 by Chris DeWolfe and Tom Anderson. Before reaching its second year, the platform achieved 20 million users. Due to its success, the organization was acquired in sequence by different companies, and finally, on 2011 it was bought by Specific Media and Just Timberlake, whose are they currently owners (Piskorski, 2014). The website is still on air nowadays, but it’s not so successful as it was in the past.

As shown in Figure 3, Facebook is currently the most popular social network worldwide and it has called the attention from many scholars, whose have been studying the site since its creation, on 2004. Primarily, Facebook objective was to connect university students through an online social network, enhancing their university experience (Ellison, Steinfield, & Lampe, 2007). The goal was achieved with excellence: 94% of undergraduate students became Facebook users. Those users used to spend 10-30 minutes online every day, chatting with their Friends List – which had an average range of 150-200 people (Ellison, Steinfield, & Lampe, 2007). On 2005, the site allowed on its network high school students, reaching on December of the same year 6 million users (Facebook, 2018). Only on September 2006 the company allowed any individual to join the site, achieving 12 million people on December of the current year (Facebook, 2018). Nowadays, the site has 2.20 billion monthly active users on average (Facebook, 2018), which represents almost 30% of the current world population (United Nations, 2017) . **“Facebook’s mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what’s going on in the world and to share and express what matters to them”** (Facebook, 2018).

It is interesting to highlight that different from other social networks, **Facebook was not primarily a tool used to meet new people online, actually, it was a tool to meet individuals from the offline world.** In other words, most of all Facebook users used it to connect with previously existing social connection (Lampe, Ellison, & Steinfield, 2006; McCrae, 1992), rather than make new connections, demonstrating an **offline-to-online trend** (Ross, et al., 2009). Moreover, users also use this social network to **“digitally and socially interact with news and information”** (Lasorsa, Lewis, & Holton, 2011), **to develop and maintain interpersonal relationships, to entertainment, to relax, beyond others** (Lai & Yang, 2014).

Nevertheless, scholars have identified that Facebook use differs among users (Lampe, Ellison, & Steinfield, 2008; Burke, Kraut, & Marlow, 2011).

Instant Messaging (IM) is a social media tool which allows live message transmission. In recent times, this type of social media gained popularity due to its effective and efficient means of communication, drawing exceptional attention to younger generations (Correa, Hinsley, & de Zuniga, 2010). WeChat, WhatsApp and Facebook Messenger are an example of Instant Messaging applications.

Launched in 2011, WeChat – or Weixin in Chinese- is an IM mobile application developed by Tencent Holding Ltd. “The platform integrates instant messaging and social entertainment, bringing about a mobile digital lifestyle on an easy to use app. Users get to engage in real-time communications via free text and multimedia messages, make video calls or share photos on their “Moments”. Other lifestyle recreational features include “Games”, “Sticker Gallery”, and convenient friend-adding services such as “Shake” and “People Nearby”. Continuously evolving around users' needs, Weixin/WeChat also offers enterprises “Official Accounts” to create original consumer experiences through its open platform and extended services such as Weixin/WeChat Pay for a truly mobile digital lifestyle. Weixin/WeChat reached more than 938 million monthly active user accounts as of the first quarter of 2017. Weixin/WeChat has evolved into a connector and open platform across industries, connecting users with one another, with smart devices and with business services” (Tencent 腾讯, 2018).

In addition to IM, WeChat is also integrated with Tenpay, which is “an integrated payment platform launched by Tencent to meet the needs of its 1.1 billion users [...]. Tenpay commits to provide airlines, logistics, insurance, games, B2C business and other industries with professional and secure online payment solutions. At the end of 2011, the registered Tenpay users accounts amounted to 190 million” (WeChat Payment, 2018). In other words, WeChat also provides financial transactions.

Social network sites (SNS) have revolutionized the way we communicate and interact. However, that kind of technologies are much more than just “communicators”: they offer new possibilities for sharing almost all kinds of information on an online environment. For instance, WeChat offers the possibility of online payment, while Instagram offers the possibility of live transmission of user-generated content.

Scholars have studied different motivators for Facebook use during the past decade: personality (Ross, et al., 2009), Facebook features vs Facebook General (Smock, Ellison, Lampe, & Wohn, 2011), beyond others. However, none have tried to create an integrated

model, exploring the domains that I have selected based on the systematic literature review: technological domain, social domain and individual domain. Papacharissi & Mendelson (2011) for instance, created a model that is highly used by scholars, however, there are some technological aspects missing, such as privacy and customization. Hence, I understood that there was an opportunity to propose an integrative.

Based on the reviewed literature, this study explores the motivation drivers for using Social Network Sites, by (1) identifying the user's motivation factors of social media (2) creating an integrative model using those factors that could further explain Social Media use. It is expected to have a better understanding of the current literature in order to propose an integrative model which will support further studies.

2. METHODOLOGY

Social Media has become a very popular theme in academic research. Therefore, in order to choose the most relevant content, I followed a systematic approach on my literature review. I decided to adopt a systematic approach due to the huge number of articles regarding the theme: “social networks sites use and motivations”.

That being said, firstly, I defined Scopus (Elsevier) as my main database. I chose to adopt Scopus as my database due to a few reasons: (1) Wadovski, Nogueira, & Chimenti (2018) found that Scopus (Elsevier) is a very complete database: 72.2% of all articles found at their research were at Scopus (Elsevier), while WEB SCIENCE contemplated only 15%, PROQUEST 6.6% and EBSCO 6.2%; (2) “Scopus is the only one that clearly has “cited by” (number of citations of the article) as part of its metadata. This property, which is an indicative of relevance, allows sorting articles by a practical criterion” (Wadovski, Nogueira, & Chimenti, 2018, p. 4); and (3) Scopus is the world's largest abstract and citation database of peer-reviewed research literature. With over 22,000 titles from more than 5,000 international publishers” (Scopus, 2019). I selected only peer-reviewed articles at Scopus Platform. It is important to highlight that those peer-reviewed articles contain references that may not follow this rule but are relevant to the study, for instance, Papacharissi and Mendelson (2011). That being said, I have also mentioned those authors in our analysis.

Second, at Scopus Platform¹, I applied the following filters when defining our study: all documents that had in their textual content (abstract or title or key words) (1) words related to the universe of social media ("social media" or "social network" or "SNS" - which are variations of social media concept – or facebook or twitter or instagram or pinterest or snapchat or twitter or whatsapp or youtube – which are the most access SNS according to Pew Research Center (2018)), (2) “use” or “motivation” and (3) “model”². The objective of this first trial was to identify all documents that could explain the research question. This query resulted in 888 documents. Then, I applied both language (“English”) and document type (“journals” and “articles”) filters, generating 501 outcomes³. All journals titles considered at Scopus database are both peer-reviewed and have its description of the peer-review process

¹ <https://www.scopus.com/>. Accessed on June 11th of 2018.

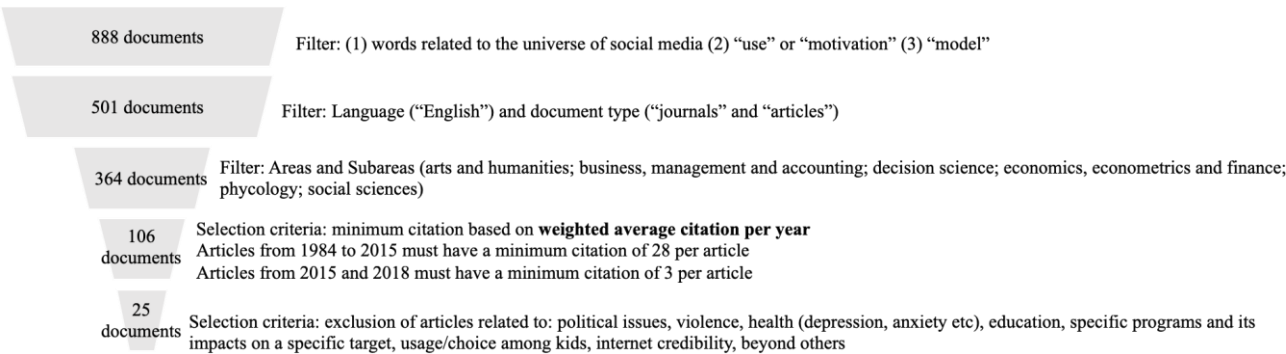
² Scopus Database Query (June 11th of 2018): TITLE-ABS-KEY ("social media" OR "social network" OR "SNS" OR facebook OR twitter OR instagram OR pinterest OR snapchat OR twitter OR whatsapp OR youtube) AND TITLE-ABS-KEY (model) AND TITLE-ABS-KEY (use OR motivation)

³ Scopus Database Query (June 11th of 2018): TITLE-ABS-KEY ("social media" OR "social network" OR "SNS" OR facebook OR twitter OR instagram OR pinterest OR snapchat OR twitter OR whatsapp OR youtube) AND TITLE-ABS-KEY (model) AND TITLE-ABS-KEY (use OR motivation) AND (LIMIT-TO (LANGUAGE,"English")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (SRCTYPE , "j"))

available publicly (Elsevier: Content Policy and Selection, s.d.). Formerly, I defined which areas and subareas were relevant for the study: all social sciences (arts and humanities; business, management and accounting; decision science; economics, econometrics and finance; psychology; social sciences) were chosen. Health Sciences, Life Sciences and Physical Sciences were excluded from the query⁴. The probe generated 364 documents.

Third, I only considered the articles that did not follow the subsequent criteria's: (1) minimum citation (2) titles and abstracts that support our research. In the former, I considered minimum citation taking into consideration the **weighted average citation per year**: articles from 1984 to 2015 must have a minimum citation of 28 per article, while articles from 2015 and 2018 must have a minimum citation of 3 per article. This produced an amount of 106 documents. Subsequently, I started analyzing all titles and abstracts in order to choose the one's that would support the study. Based on the readings, I have excluded from our analysis documents related to: political issues, violence, health (depression, anxiety etc), education, specific programs and its impacts on a specific target, usage/choice among kids, internet credibility, beyond others. After this process, my analysis ended up with 25 peer-reviewed articles.

Table 1: Filter and selection process at Scopus Site



To analyze and code my research, I have used the software NVivo 12 Mac. I coded all SNS uses or motivations dimensions to back our analysis and support the creation of an integrated SNS motivation model. Different authors apply similar interpretations for different dimensions. Thus, I have grouped together similar meanings by checking in each article the definition of each variable, dimension or construct. For instance, I have identified that one motivation driver for Social Media is "escapism". Smock, Ellison, Lampe, & Wohn (2011) names "escapism" as

⁴ Scopus Database Query (June 11th of 2018): TITLE-ABS-KEY ("social media" OR "social network" OR "SNS" OR facebook OR twitter OR instagram OR pinterest OR snapchat OR twitter OR whatsapp OR youtube) AND TITLE-ABS-KEY (model) AND TITLE-ABS-KEY (use OR motivation) AND SUBJAREA (arts OR busi OR deci OR econ OR psyc OR soci) AND (LIMIT-TO (SRCTYPE , "j ")) AND (LIMIT-TO (DOCTYPE , "ar ")) AND (LIMIT-TO (LANGUAGE , "English "))

“relaxing entertainment”, while Krasnova, Spiekermann, Koroleva, & Hildebrand (2010) as “enjoyment”. In my proposed model, I named the constructs and dimensions taking into account the original article’s definition. This aspect is going to be addressed when we discuss each dimension or construct. Furthermore, I have also coded theories embedded in the articles.

In addition, I have also created a spreadsheet with all selected articles, where I have identified their models, constructs, construct’s constitutive dimension and items, and its originality, such as in the following example extracted from Pi, Chou, & Liao (2013).

Table 2: Emerged analysis from selected articles

Authors	Title	Year	Construct	Constitutive Dimension	Item	New or Previous Scholars?	Who?
Pi S.-M., Chou C.-H., Liao H.-L.	A study of Facebook Groups members' knowledge sharing	2013	Expected relationships	The degree of individual's positive relationships being established with other members in Facebook Groups	If I share my knowledge in Facebook Groups, the tie between other members and me will be strengthened	Previous scholars	Hsu & Lin, 2008
					If I share my knowledge in Facebook Groups, the new tie between new friends in the Groups and me will be established		
					If I share my knowledge in Facebook Groups, I will make more friends		
					If I share my knowledge in Facebook Groups, I will establish future cooperation with those outstanding members		
					If I share my knowledge in Facebook Groups, the tie between members with the same interest and me will be strengthened		

Source: Created based on Pi, Chou, & Liao (2013)

Summarizing my methodology, I firstly identified through a systematic literature review the most relevant Social Media peer reviewed articles. Then I coded all the chosen articles using NVivo 12 Mac. Finally, I analyzed all of them and afterwards I developed an integrative model.

3. FINDINGS

The motivations for using SNS are very complex, especially due to its diversity of uses and features. That being said, it's important to highlight that researchers have followed different approaches for studying and analyzing those motivations. Smock, Ellison, Lampe, & Wohn (2011) researched what drives individuals to use Facebook, while other researchers studied the relations between Social Media Use and Personality (Ross, et al., 2009; Chen, Pan, & Guo, 2016). Others have focused on why individual's self-disclosure or seek information at this kind of network and why they are doing it. The most important nuances identified by me are going to be further explored in this paper.

I have highlighted all selected articles on **Table 3**, where I have identified the number of citations, social networks studied and what were the variables adopted by the researchers to create their models. Based on these constructs and models, I have created an integrative model, as I am going to further explain on the next session.

Table 3: *Selected articles x Variables*

Authors	Year	Cited by	SNS	Variables
Ross C., Orr E.S., Sisc M., Arseneault J.M., Simmering M.G., Orr R.R.	2009	717	Facebook	Competency (knowledge, motivation and efficacy), attitude , online sociability and personality
Krasnova H., Spiekermann S., Koroleva K., Hildebrand T.	2010	266	StudyVZ and Facebook	Convenience of maintaining relationship , Relationship Building , Self-presentation , Enjoyment , Perceived Privacy Risks , Trust in OSN provider , Trust in OSN members , Perceived Control and Self-disclosure
Vasalou A., Joinson A.N., Courvoisier D.	2010	126	Facebook	Motivations for using Facebook (Social searching and Social Browsing); True Commitment - "create value and content" and "involve others" (Groups, Games Applications, Status Updates and Photographs) and True Commitment - "stay active and loyal" (time investment)
Wise K., Alhabash S., Park H.	2010	66	Facebook	Social browsing and social searching through observation (Time spent, Skin conductance and corrugator supercilii=orbicularis oculi activation)
Shin D.-H.	2010	58	Myspace, Cyworld and Facebook	Attitude , Extrinsic Motivation (Perceived Usefulness and Perceived Connectedness), Intrinsic Motivation (Perceived Enjoyment and Perceived Involvement), Flow and Intention to Use/Adopt .
Yang C., Hsu Y.-C., Tan S.	2010	35	YouTube	TAM (Perceived usefulness and Perceived ease of use), Attitude toward using YouTube to share video , Social Influence (Perceived network externalities, Interpersonal norms and Social norms) and Intention to use YouTube to share video

Smock A.D., Ellison N.B., Lampe C., Wohn D.Y.	2011	288	Facebook	Facebook Feature (status updates, comments, Wall posts, private messages, chat, and Groups) and Facebook Motivation Scale (habitual pass time, relaxing entertainment, expressive information sharing, escapism, cool and new trend, companionship, professional advancement, social interaction and meeting new people)
Baek K., Holton A., Harp D., Yaschur C.	2011	85	Facebook	Motives Scale (Information sharing, Convenience and entertainment, Pass time, Interpersonal utility, Control and Promoting work) and Genre of Content (news, entertainment, job-related, organization)
Tang Q., Gu B., Whinston A.	2012	49	YouTube	Content Contribution, Revenue Sharing and Reputation
Agrifoglio R., Black S., Metallo C., Ferrara M.	2012	30	Twitter	Perceived Usefulness, Enjoyment, Playfulness, IS continuance Intention
Toubia O., Stephen A.T.	2013	81	Twitter	Image-Related Utility, Intrinsic Utility and Post Motivation
Pi S.-M., Chou C.-H., Liao H.- L.	2013	40	Facebook	Reputation, expected relationships, Sense of self-worth, Attitude toward knowledge sharing, Subjective Norm, Fairness, Identification, Openness and Intention to knowledge sharing
Bazarova N.N., Choi Y.H.	2014	78	Facebook	Disclosure Goal Category: Identity clarification, Relational development, Social validation, Social control and resource gain, Self-expression and relief of distress, Information sharing to benefit others and Information storage and entertainment
Lien C.H., Cao Y.	2014	55	WeChat	Psychological Motivations (Entertainment, Sociality and Information), Trust, Attitude and Positive Word of Mouth
Ma W.W.K., Chan A.	2014	47	Facebook (89%)	Perceived online attachment motivation (POAM), Perceived online relationship commitment (PORC), online knowledge sharing behavior (OKSB) and Altruism
Oh S., Syn S.Y.	2015	32	Facebook, Twitter, Youtube, Flickr and Delicious	Enjoyment, self-efficacy, learning, personal gain, altruism, empathy, social engagement, community interest, reciprocity, and reputation
Bareket- Bojmel L., Moran S., Shahar G.	2016	18	Facebook	Motives Performance of Goals, Mastery of Goals (Desire for enhancement and Desire for verification), Behavior (Self-enhancement on Facebook and Self-derogation on Facebook) and Feedback (Facebook Likes and Facebook Comments)
Cramer E.M., Song H., Drent A.M.	2016	8	Facebook	Social comparison activity, Social comparison perception, Motives for social comparison (Self-improvement, Self-enhancement, Self-evaluation, Self-destruction), Facebook Fatigue and Self-esteem
Chen X., Pan Y., Guo B.	2016	8	Facebook	Structural Dimension (Centrality), Relational Dimension - formative (Trust and Reciprocity), Cognitive Dimension - formative (Shared Vision and Social Norms), Self-Disclosure (Amount and Accuracy) and Personality (Extraversion and Neuroticism)
Ng M.	2016	6	Facebook	Trust, Control, Convenience, Self-presentation, Enjoyment, Perceived Risks, Social Influence, Self-disclosure and Participation

Gu R., Oh L.-B., Wang K.	2016	5	SNS in general	User loyalty, Satisfaction, User-to-user Social Influence, Operator-to-User (financial bonds, social bonds and structural bonds)
Yuan C.L., Kim J., Kim S.J.	2016	3	SNS in general	Motivations to use SNS (Information Seeking, Entertainment and Relationship Building), Source Credibility (Attractiveness, Expertise and Trustworthiness), Parasocial Relationship (Proximity, Similarity and Attraction), Attitude, Customer Equity Drivers (Value equity, Brand equity and Relationship equity), Customer Lifetime value
Lai C.-Y., Yang H.-L.	2016	3	Facebook	Interpersonal Needs, Enjoyment Needs, Immersion Needs, Achievement Needs, Pursuit of Fashion, Social Interaction Features Use, Social Games Features Use and Social Ties (Strong Ties and Weak Ties)
Herrero Á., San Martín H., Garcia-De los Salmones M.D.M.	2017	6	Facebook	Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Habit, Privacy Concerns and Behavioral Intention.
Shan S., Liu M., Xu X.	2017	3	WeChat	Information Source Credibility (CR), Information Emotional Tendency (ET), Information Sensitivity (SE) , Social Motivation (SM) ,Emotional Motivation (EM) and Willingness to spread (WS)

Based on the **Table 3**, I analyzed the relevance of each variable, by creating a list with 136 variables where I have summed the number of times each one has appeared (*Appendix-A*). Attitude, enjoyment, entertainment, perceived usefulness, reputation and trust were the most adopted variable throughout the studies. As I am going to further explore on the next session, I have tried to englobe all those variables at the proposed model.

Table 4: *Variables x Appearances (for complete list access Appendix-A)*

Variable	Total
Attitude	4
Enjoyment	4
entertainment	3
Perceived Usefulness	3
Reputation	3
Self-disclosure	3
Trust	3

Our findings and our model are primarily, but not exclusively, based on Media, Social and Information System Theories. That theoretical background emerged from the articles mentioned on **Table 3** – which were selected from the systematic literature review- and support the constructs gathered by the researchers.

One of the most used theoretical frameworks throughout those studies is **Uses and Gratification (U&G) Theory**, which studies how media are used to fulfill different needs of

the individual (Katz, Gurevith, & Haas, 1973). “Scholars have employed the U&G perspective to answer foundational questions about the motivations for using social media. For example, Lampe and colleagues (2010) used U&G to explain motivations to **contribute to a content-generation online community and showed that different motivations for use were tied to different patterns of contribution by site members and to intentions to contribute in the future**” (Smock, Ellison, Lampe, & Wohn, 2011, p. 2323). In addition, scholars have tried to understand how Social Media could fulfill different needs and desires, revealing various motivations for Social Media use: **habitual pass time, relaxing entertainment, expressive information sharing, escapism, cool and new trend, companionship, professional advancement, social interaction and meeting new people** (Papacharissi & Mendelson, 2011).

According to the **Social Exchange Theory**, **individuals are motivated to engage in certain behavior, if the gains are bigger than the losses** (Bateman & Organ, 1983). Hence, this theory analyses human interaction as an “exchange of benefits and costs” (Homans, 1958). At SNS environment, users may compare the advantages and disadvantages of engaging on these online platforms, defining their participation level (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010). In addition, Blau (1964) also stated that individuals expect rewards from others due to their actions. These rewards can be material goods or non-material ones.

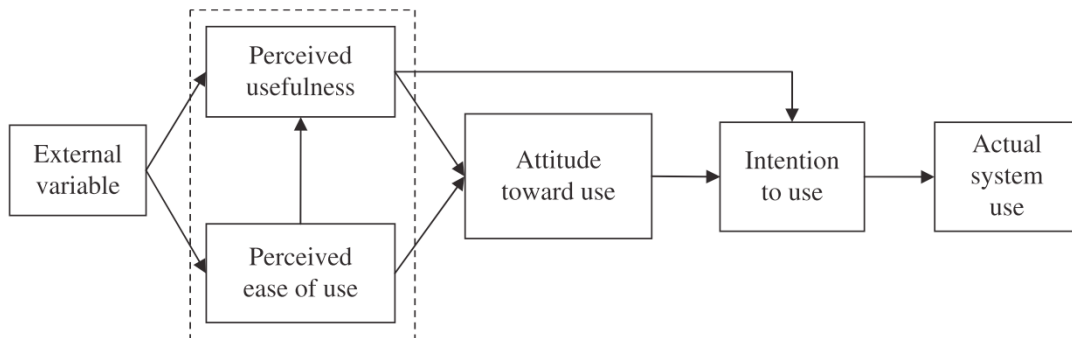
Another relevant theory that emerged from the systematic literature review is the **Social Comparison Theory** (Festinger, 1954), **which states that individuals appraise abilities and opinions by comparing themselves with other individuals**.

In addition, individual behavior may be explained by the **Social Capital Theory**, which helps to support the explanation of “societal factors of self-disclosure”. According to this theory, **all interaction established by individuals, or structural links developed through social intercommunication influences collective action** (Putnam, 1995b). Chow and Chan (2008), proposed multiple dimensions for Social Capital: **(1) structural; (2) relational; (3) cognitive**. The first dimension relates to the “pattern, density, connectivity, and hierarchy of networks” (Tichy, Tushman, & Fombrun, 1979). The second one measures the “level of trust between people developed during interactions and raises people’s awareness of collective goals (Huysman & De Wit, 2004). The third one refers to “resources that increase understanding of the commonalities between parties, such as shared goals, values, attitudes, beliefs, and perceptions of support” (Chow & Chan, 2008).

Furthermore, considering that SNS are technological applications, most of all papers analyzed have based its research on technological theories. The most used one is the **Technology Acceptance Model (TAM)**, primarily introduced by Davis (1989). This theory

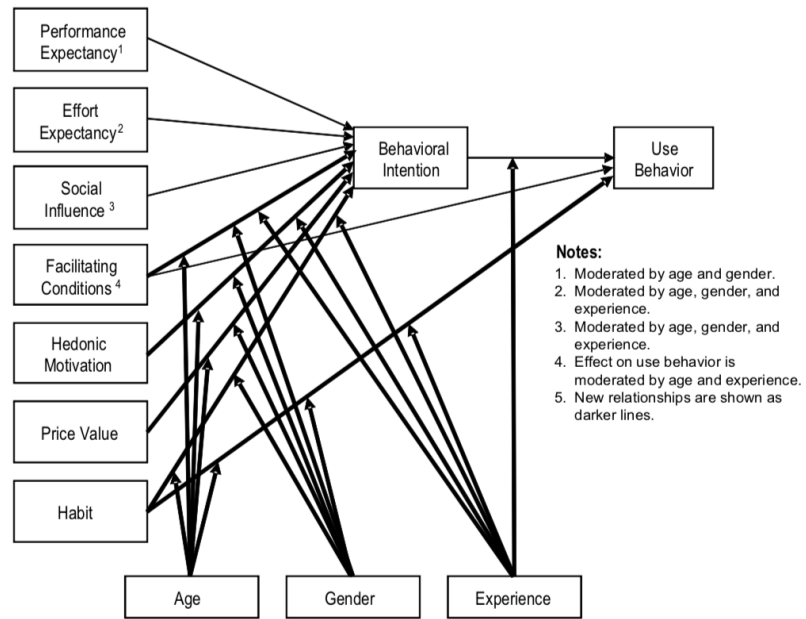
intents to measure the user acceptance of technology (information systems) based on: perceived usefulness (PU) and perceived ease of use (PEOU). The former construct is the degree in which the individual believes that his life or job performance would be improved by using a specific technology (Davis, 1989). The latter is the degree in which the individual believes that adopting a technology would be free of effort (Davis, 1989). Recently, Herrero, Martin, & Salmones (2017) proposed a new approach to study SNS, by adopting the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), established by Venkatesh, Thong, and Xu (2012). The UTAUT2 is a review of the theoretical model Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh, Morris, Davis, & Davis, 2003). Both of them “study acceptance and use of technology in a consumer context” (Venkatesh, Thong, & Xu, 2012, p. 157). However, UTAUT2 “incorporates three constructs into UTAUT: **hedonic motivation, price value, and habit**” (Venkatesh, Thong, & Xu, 2012, p. 157) to the existing framework – **performance expectancy, effort expectancy, social influence, and facilitating conditions** (Venkatesh, Morris, Davis, & Davis, 2003; Venkatesh, Thong, & Xu, 2012).

Figure 4: TAM Research Model Framework



Source: (Davis, 1989) adapted by (Yang, Hsu, & Tan, 2010, p. 142)

Figure 5: UTAUT2 Research Model



Source: (Venkatesh, Thong, & Xu, 2012, p. 160)

4. DISCUSSION

4.1. INDEPENDENT VARIABLES

Based on the dimensions, constructs and theories that emerged from on our systematic literature review, I have identified 3 main domains that motivates the use of Social Network Sites:

- a. Technological domain: motivators associated to technological aspects. As I've already stressed, social media is a technological application. In order to explain its uses and motivations, it's important to comprehend what the literature states about the motivation drivers for technology use and how the user interact with technology.
- b. Social environment domain: motivators associated to the individual's social environment. This domain aggregates all constructs associated with the social and external environment in which the individual is submitted to.
- c. Individual domain: motivators associated to the individual's characteristics, or in other words, motivators that are intrinsic to the individual.

Accordingly, I have classified the selected constructs under those three domains.

4.1.1. TECHNOLOGICAL DOMAIN: ACCESSIBILITY

The constructs that gave rise to "accessibility" are: **(1) Perceived ease of use; and (2) Perceived connectedness**. Both dimensions are originated from TAM. **Perceived Ease of Use** refers to how using certain technology is free of efforts, both physical and mental (Davis, 1989), while **Perceived Connectedness** is the user's perception regarding its connection with the world, with its resources and people (Shin D.-H. , 2010). According to Cambridge Dictionary, "**accessibility**" is "the quality of being easy to understand" or "the fact of being able to be reached or obtained easily" (Cambridge Dictionary, 2018). Hence, I define accessibility as "easy to be used and obtained".

Table 5: *Accessibility construct*

Concept	Dimensions	Dimensions References
Easy to be used and obtained.	Perceived ease of use	The perceived ease of use refers to "the degree to which a person believes that using a particular system would be free of effort. "This follows from the definition of "ease": "freedom from difficulty or great effort. "Effort is a finite resource that a person may allocate to the various activities for which he or she is responsible (Radner & Rothschild, 1975). All else being equal, we claim, an application perceived to be easier to use than another is more likely to be accepted by users" (Davis, 1989, p. 320)

	Perceived connectedness	“Users’ perception of connectedness is that users are emotionally connected with the world, its resources and people. Users can be gratified or comforted with psychological connectedness via SNSs and may experience a strong illusion of presence while using them (Shin, 2008). It is reported that SNS sites allow users to stay connected with other users (boyd & Ellison, 2007). This feeling of connectedness or closeness is represented by the notion of perceived connectedness.” (Shin D.-H. , 2010, p. 481)
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Table 6: *Accessibility preliminary scale proposal*

1.	I feel good because I can access services any time via [SNS]
2.	I feel like being connected to external reality because I can search for information that I want.
3.	I feel emotionally comforted because I can do something interesting with SNSs at my convenience.
4.	It is easy to learn to use [SNS]
5.	It is easy for me to become skillful at using [SNS]
6.	It is easy to use [SNS's feature]
7.	My interaction with [SNS] is clear and understandable
8.	Interacting with [SNS] does not require lot of my mental effort

4.1.2. TECHNOLOGICAL DOMAIN: PERCEIVED USEFULNESS

Perceived Usefulness is the degree in which the user believes that certain technology will enhance their performance (Davis, 1989). Oh & Syn (2015) associated the idea of “learning” with “information sharing on social media”. Based on their definition for this concept, I concluded that it complements “perceived usefulness”: “social media users may want to learn from others by exchanging information with one another and want to be informed with updated information about topics in which they are interested” (Oh & Syn, 2015, p. 2049). I developed this construct based on two dimensions: (1) Information Sharing and (2) Information Seeking (social browsing or social searching).

The growth of social network use with the objective of sharing knowledge (or information) has called the attention of many scholars in the past years (Osatuyi, 2013). Sharing information is when users are interacting digitally and socially with news and information (Lasorsa, Lewis, & Holton, 2011).

In the observation study conducted by Wise et al. (2010), the authors unfold Facebook use through the following theories: (1) Uses and Gratifications (Wise & Kim, 2008) (2) social information-seeking strategies (Rubin A. , 1994) and (3) self-report accounts of online social-networking use (Lampe, Ellison & Steinfield, 2006). It was suggested that this social network served two fundamental goals: **passive social browsing** and **social searching**. The former is defined as the “selection of general pages, when participants were not looking at information about a particular person but rather browsing through a pool of information that involved more than one person or type of information (e.g., the newsfeed page, all events page, all friends

page, etc)”, while the latter is when users are looking for some specific information while browsing on Facebook (Wise, Alhabash, & Park, 2010). The research found that **social searching is more pleasant than social browsing**, reinforcing the Lampe et. al (2006) findings. They’ve concluded that users spend more time on social searching rather than social browsing by self-report measurement. **In addition, Wise at. al (2010) also found that there “was no meaningful difference between social browsing and social searching on psychological evidence of unpleasantness”.**

Moreover Vasalou, Joinson, & Courvoisier (2010) compared social browsing and social searching in a range of new and experienced Facebook users: no meaningful difference was found in either constructs. “The higher means in social searching compared to social browsing show that overall, maintaining offline ties is the chief motivation for visiting Facebook for users of all stages” (Vasalou, Joinson, & Courvoisier, 2010, p. 724).

Table 7: Perceived Usefulness Construct

Concept	Dimensions	Dimensions References
“The degree to which a person believes that using a particular system will enhance their” performance. (Davis, 1989, p. 320)	Information Sharing	When users are interacting digitally and socially with news and information (Lasorsa, Lewis, & Holton, 2011).
	Information Seeking - Social Browsing	Social browsing, or passive social information-seeking strategy, “is conceptualized as the selection of general pages, when participants were not looking at information about a particular person but rather browsing through a pool of information that involved more than one person or one type of information (e.g., the newsfeed page, all events page, all friends page, etc.)” (Wise, Alhabash, & Park, 2010, p. 556).
	Information Seeking - Social Searching	Social Searching, or extractive information seeking strategy, “is more concerned with goal-oriented surveillance, where participants moved from the general content to the pages belonging to a particular person” (Wise, Alhabash, & Park, 2010, p. 556).

Table 8: Perceived Usefulness preliminary scale proposal

1	Using [SNS] to [performance of certain action] enables me to accomplish my work=learning=life more quickly.
2	Using [SNS] to [performance of certain action] would improve my work=learning=life performance.
3	Using [SNS] to [performance of certain action] would enhance my work=learning=life effectiveness.
4	Using [SNS] improves my performance.
5	Using [SNS] increases my productivity.
6	Using [SNS] enhances my effectiveness.
7	I find [SNS] useful.
8	I use [SNS] to learn what is going on in society.
9	I use [SNS] to search social events.
10	I use [SNS] to get useful information about products or services.
11	I use [SNS] to learn about things related to my interests.
12	I use [SNS] to understand current trends.
13	I use [SNS] to understand new subjects.

4.1.3. TECHNOLOGICAL DOMAIN: HABIT

The concept “habit” firstly appeared on Social Network studies as an item at the “motivations scales” proposed by Papacharissi & Mendelson (2011), which were employed on Smock, Ellison, Lampe, & Wohn (2011), Baek, Holton, Harp, & Yaschur (2011) and (Herrero, Martin, & Salmones (2017) researches. The meaning of “habit” overlaps with the idea of “pass time” proposed by Baek, Holton, Harp, & Yaschur (2011). In my model, I employed the definition of “habit” defined by Venkatesh, Thong, & Xu (2012) and employed at Herrero, Martin, & Salmones (2017) research model: “The extent to which people tend to perform behaviors automatically because of learning” (Herrero, Martin, & Salmones, 2017, p. 210).

Table 9: Habit construct

Concept
“The extent to which people tend to perform behaviors automatically because of learning” (Herrero, Martin, & Salmones, 2017, p. 210).

Table 10: Habit preliminary scale proposal

1	Because I just like to play around on [SNS].
2	Because it is a habit, just something I do.
3	When I have nothing better to do.
4	Because it passes the time away, particularly when I’m bored.
5	Because it gives me something to do to occupy my time.
6	I am addicted to using [SNS] to [performance of certain action].

4.1.4. TECHNOLOGICAL DOMAIN: PRIVACY

One of the most cited negative aspects of SNS are related to privacy. Kraznova et. al (2010) found that “perceived risk factors were a factor discouraging users from disclosing information” (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010, p. 111), therefore, users would be less motivated to use SNS. In addition, Kraznova et. al (2010) also found that “risk hinders self-disclosure, it is often offset by benefits and mitigated by trust and control beliefs” (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010, p. 123). Hence, I propose to split this construct into three dimensions: (1) Perceived control; (2) Perceived Privacy Risks and (3) Trust.

Table 11: Privacy construct

Concept	Dimensions	Dimensions References
Beliefs about the potential uncertain negative consequences related to individual self-disclosure on OSNs (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010, p. 112)	Perceived Control	Perceived control is when the user believe that he owns the appropriates abilities and knowledge to manage the disclosure of personal information online (Malhotra, Kim, & Agarwal, 2004).

	Perceived Privacy Risks	“Beliefs about the potential uncertain negative consequences related to individual self- disclosure on OSNs” (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010, p. 112)
	Trust	Trust is when the user believe that the other party would not in opportunistic behavior (Dinev & Hart, 2006).

Table 12: Privacy preliminary scale proposal

1	Overall, I see no real threat to my privacy due to my presence on [SNS]
2	I fear that something unpleasant can happen to me due to my presence [SNS]
3	I feel safe publishing my personal information on [SNS]
4	Overall, I find it risky to publish my personal information on [SNS]
5	The [SNS] is trustworthy
6	I feel in control over the information I provide on [SNS]
7	Privacy settings allow me to have full control over the information I provide on the [SNS]
8	I feel in control of who can view my information on [SNS]

4.1.5. TECHNOLOGICAL DOMAIN: CUSTOMIZATION

The dimension “customization” emerged from the construct “perceived involvement” adopted by Shin D.-H. (2010). I propose the following definition for “customization”: when the user is able to personalize its own social media. For example, users at Cyworld platform can decorate their mini-homepages and design Cyworld portals. On a customizable environment, users are likely to show higher involvement than those on a non-customized environment. That happens, because the former is “more interesting and important to them than non-customized. Customized SNSs can foster a sense of engagement or involvement by giving users access to information that they want, and this can result in users adopting a positive stance toward the SNS sites” (Shin, 2010, p. 481).

Table 13: Customization construct

Concept
Customization is when the user is able to personalize its own social media.

Table 14: Customization preliminary scale proposal

1	I got emotionally involved in [SNS].
2	I can participate in the activities in [SNS].
3	I can customise the content and services in [SNS].

4.1.6. TECHNOLOGICAL DOMAIN: PERSONAL GAIN

According to Social Exchange Theory (Blau, 1964), people that give much to others try to get much from them. Such expected rewards can be material goods or non-material ones. The nonmaterial reward includes symbols of approval, prestige, or respect from others. More specifically, individuals would be willing to share their knowledge when they have perceived promotion of their social status and reputation.

Users may be motivated to use SNS in order to obtain personal gain. **Personal gain is a tangible benefit, commercially driven, that social media users may expect to obtain by sharing knowledge (Emerson, 1976).** This construct was created based on two dimensions: (1) Reputation and (2) Financial Incentive. The former is well explored in the literature; however, the latter didn't appear on the systematic literature review. Digital or social influencers are those users who have the ability to influence other people through digital platforms (Sassine, 2017). Brands are using those influencers to leverage their products and services: it is expected that influencer marketing global spend reaches over U\$ 10 billion on 2020 (+ 1900% x 2015) (Mediakix Team, 2018). Thus, I believe that it's important to analyze users under "digital influencer" perspective: is obtaining financial rewards or reputation a social network use motivation? That being said, I have added both dimensions to guarantee that this kind of motivation would show up on future researches.

Table 15: Personal Gain construct

Concept	Dimensions	Dimensions References
Personal gain is a tangible benefit, commercially driven, that social media users may expect to obtain by sharing knowledge (Emerson, 1976)	Reputation	"The degree of individual's perception of earning respect or enhancing status through participation in" [SNS] (Pi, Chou, & Liao, 2013, p. 1973)
	Financial Incentive	Monetary reward by sharing knowledge on SNS.

Table 16: Personal Gain preliminary scale proposal

1	I feel that I earn respect from members by [performance of certain action] in [SNS]
2	I feel that [performance of certain action] in [SNS] improves my status in the [SNS]
3	I feel that [performance of certain action] in [SNS] can enhance my reputation in the [SNS]
4	I feel that I can earn some feedback or rewards through [performance of certain action] in [SNS] that represent my reputation and status in the [SNS]
5	I feel that I can financially benefit from [SNS]

4.1.7. SOCIAL ENVIRONMENT DOMAIN: SOCIAL INFLUENCE

“A social influence process involves behavior by one person that has an effect on, or the intention of changing, the way another person behaves, feels, or thinks about a stimulus” (Yang, Hsu, & Tan, 2010, p. 142).

Yang, Hsu, & Tan (2010) studied “the impact of technology acceptance and social influence on user intention to use YouTube to share video” found that **all social influence factors significantly affect the intention to use YouTube with the objective of sharing videos. The researchers have built this construct based on the following constructs: “perceived network externalities”, “interpersonal norms” and “social norms”**. The former happens when the value of **a product or service** increases not because of the quality of the product or service itself, **but because of the increase in the number of its user** (Katz & Shapiro, 1985 *apud* Yang, Hsu, & Tan, 2010). Interpersonal norms is **“the degree to which a person believes that important others such as friends, family members, colleagues, superiors, and experienced individuals expect him or her to use”** (Yang, Hsu, & Tan, 2010, p. 144) certain media in a certain way. Social norms may work as a form of “guide and pressure”, by motivating “participants to modify their own actions and catch up with their network members to disclose more accurate information through SNSs. (Chen, Pan, & Guo, 2016, p. 572)

Based on the systematic literature review, I have added four new dimensions to the construct “Social Influence”: **(4) Social Comparison, (5) Cool and New Trend, (6) Expected Relationship and (7) Reciprocity**.

The former was added, because social media environment is a place where users “present optimized versions of themselves” (Cramer, Song, & Drent, 2016, p. 739), therefore, it’s crucial to analyze social comparison on SNS. Cramer, Song & Dent (2016) found that comparing “oneself to others in a common practice on Facebook; most (69%) study participants agreed they engage in social comparison on Facebook” (Cramer, Song, & Drent, 2016, p. 743).

“Cool and new trends” represents those individuals who adopt certain online applications because others are doing so (Papacharissi & Mendelson, 2011).

Social Media Networks helps individuals improve social ties, by maintaining and building relationship with others (Pi, Chou, & Liao, 2013). Facebook, for example, offers countless features to support communication and interaction between users, like Facebook Messenger, Facebook Groups and Facebook News Feed. Krasnova et. al (2010) found in their focus group research that “convenience of relationship Maintenance was by far the most important factor leading users to share information through the OSN platform” (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010, p. 111), and that “users are also motivated to use OSNs to build

and support new relationships” (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010, p. 113).

Wasko & Faraj (2005) suggested that users who share information in online communities believe in reciprocity, influencing the accuracy of self-disclosure behavior. Reciprocity is when the individual feels obligated to self-disclose information with the same level of intimacy to answer others self-disclosed information (Derlaga & Berg, 1987).

Table 17: Social Influence Construct

Concept	Dimensions	Dimensions References
<p>“A social influence process involves behavior by one person that has an effect on, or the intention of changing, the way another person behaves, feels, or thinks about a stimulus” (Yang, Hsu, & Tan, 2010, p. 142).</p>	Perceived network externalities	Perceived network externalities happen when the value of a product or service increases not because of the quality of the product or service itself, but because of the increase in the number of its user (Katz & Shapiro, 1985 apud Yang, Hsu, & Tan, 2010)
	Interpersonal norms	Interpersonal Norms, or peer-to-peer influence, are “the degree to which a person believes that important others such as friends, family members, colleagues, superiors, and experienced individuals expect him or her to use” (Yang, Hsu, & Tan, 2010, p. 144) certain media in a certain way.
	Social norms	“Social norm refers to influence from colleagues, classmates, and friends” (Yang, Hsu, & Tan, 2010, p. 142). Social norms may work as a form of “guide and pressure”, by motivating “participants to modify their own actions and catch up with their network members to disclose more accurate information through SNSs. (Chen, Pan, & Guo, 2016, p. 572)
	Social Comparison	According to social comparison theory (Festinger, 1954), individuals compare themselves with others, to evaluate their abilities and opinions, when “objective, non-social” means are not available.
	Cool and New Trend	Individuals that adopt certain online applications because others are doing so (Papacharissi & Mendelson, 2011)
	Expected Relationship	“The degree of individual’s positive relationships being established with other members” (Pi, Chou, & Liao, 2013, p. 1973) in SNS. Social Media Networks helps individuals improve social ties, by maintaining and building relationship with others (Pi, Chou, & Liao, 2013). Relationship building is “The value users derive from being able to build up new connections to others on OSNs” (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010, p. 112). Relationship maintenance is “the value users derive from being able to efficiently and easily stay in touch

		with each other on OSNs (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010, p. 112).
	Reciprocity	Reciprocity is when the individual feels obligated to self-disclose information with the same level of intimacy to answer others self-disclosed information (Derlaga & Berg, 1987).

Table 18: Social Influence preliminary scale proposal

1	Because everybody else is doing it.
2	Because it is the thing to do.
3	Because it is cool.
4	To meet new people.
5	I can find old friends through [SNS]
6	I can keep in touch with my friends through [SNS]
7	I believe I can also find information I need from others' [SNS].
8	I want to return the favor because I found interesting [posts] from others.
9	It may encourage people to "pay it forward" by sharing their [posts/photos/videos] with others.
10	I often compare myself with others with respect to what I have accomplished in life.
11	If I want to learn more about something, I try to find out what others think about it.
12	I always pay a lot of attention to how I do things compared with how others do things.
13	I often compare how my loved ones (boy or girlfriend, family members, etc.) are doing with how others are doing.
14	I always like to know what others in a similar situation would do.
15	I am not the type of person who compares often with others.
16	If I want to find out how well I have done something, I compare what I have done with how others have done.
17	I often try to find out what others think who face similar problems as I face.
18	I often like to talk with others about mutual opinions and experiences.
19	I never consider my situation in life relative to that of other people.
20	I often compare how I am doing socially (e.g., social skills, popularity) with other people.
21	I feel [SNS] motivates people to compare themselves to others.
22	I feel [SNS] makes it easier to compare oneself to other people.
23	The number of people using [SNS] to share their will increase the value of my [videos/posts/photos].
24	[SNS] is convenient to inform all my friends about my activities.
25	[SNS] allows me to save time when I want to share something I find.
26	[SNS] efficient in sharing information with my friends.
27	I think that self-disclosing and making comments on others' [SNS] can be mutually beneficial.
28	During my self-disclosure, I hope my friends on [SNS] will do the same thing.
29	If my friends self-disclose on a [SNS], I will self-disclose too.
30	If my friends disclose real, deep-seated, comprehensive information, I will have the same degree of self-disclosure.
31	I hope my friends' self-disclosure can have the same level of authenticity, depth or comprehensiveness as mine.
32	If my friends disclose information about themselves on SNSs, I will do it too.
33	If my family members disclose information about themselves on SNSs, I will do it too.
34	In my opinion, most of my friends consider self-disclosure on SNSs a good thing.
35	The [SNS] helps me to expand my network
36	Using Facebook features allows me to become trendy among my friends.
37	I think that using Facebook features are cool.
38	I think that using Facebook features are fashion.
39	I use [SNS] to communicate with others.
40	I use [SNS] to talk to people I like.
41	I use [SNS] to get along with people who have the same lifestyle.
42	I use [SNS] to talk to friends in private settings.
43	I use [SNS] to have close relationships with friends.
44	I use [SNS] to get in touch with friends I haven't contacted for a while.

4.1.8. SOCIAL ENVIRONMENT DOMAIN: ESCAPISM

In the systematic literature review, I saw that different authors had employed the same meaning for what we will denominate "escapism". Based on my systematic literature review, I define "escapism" as the use of SNS to fill time through entertainment, derive hedonistic pleasure, relax, and stimulate fun. Thus, in my perspective, the construct "escapism"

comprehends in its definition: relaxing entertainment (Smock, Ellison, Lampe, & Wohn, 2011), escapism (Smock, Ellison, Lampe, & Wohn, 2011), convenience and entertainment (Baek, Holton, Harp, & Yaschur, 2011), perceived enjoyment (Shin, 2010), information storage and entertainment (Bazarova & Choi, 2014), entertainment (Lien & Cao, 2014; Yuan, Kim, & Kim, 2016), enjoyment (Oh & Syn, 2015; Ng, 2016; Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010; Agrifoglio, Black, Metallo, & Ferrara, 2012), enjoyment needs (Lai & Yang, 2014), playfulness (Agrifoglio, Black, Metallo, & Ferrara, 2012) and hedonic motivation (Herrero, Martin, & Salmones, 2017).

Table 19: Escapism construct

Concept
The use of SNS to fill time through entertainment, derive hedonistic pleasure, relax, and stimulate fun.

Table 20: Escapism preliminary scale proposal

1	Because it's enjoyable.
2	Because it's entertaining.
3	Because it relaxes me.
4	Because it allows me to unwind.
5	Because it is a pleasant rest.
6	So I can forget about school, work, or other things.
7	So I can get away from the rest of my family or others.
8	So I can get away from what I'm doing.
9	Because it provides a distraction
10	When I am bored I often login to [SNS]
11	I use SNS to fill my free time.

4.1.9. SOCIAL ENVIRONMENT DOMAIN: SHARING CULTURE

Users who share a vision are more “likely to become partners who disclose more accurate information about themselves to other network members” (Chen, Pan, & Guo, 2016, p. 571). Sharing vision means sharing goals, values, attitudes, beliefs and perceptions at some level among other users (Chow & Chan, 2008). According to Tsai & Ghoshal (1998) shared vision illustrates the collective aspirations and objectives of members of a community or organization.

Users are under a social environment where the idea of “sharing” is all over the platform. Hence, we have denominated in our model the construct “shared vision” adopted by Chen, Pan, & Guo (2016) as “sharing culture”. Social Media Networks are designed with tools that enables knowledge sharing: “walls feed”, “Instagram and Facebook Stories”, beyond others. Hence, SNS active users are immerse on a sharing culture ecosystem.

“Knowledge sharing plays an important role in converting social knowledge into individual knowledge, and public knowledge into private knowledge” (Ma & Chan, 2014, p. 54), therefore, it corroborates with the idea of creating a sharing culture environment for end-users. In addition, when we analyze SNS into a business perspective, it’s important to understand that the most valuable assets that those platforms can offer to the media market is information, which can only exist if users are sharing it publicly.

I have classified “shared vision” into three dimensions: (1) Fairness; (2) Identification; and (3) Openness.

Table 21: *Sharing Culture construct*

Concept	Dimensions	Dimensions References
Social Network Sites create tools that encourages the use of “sharing knowledge”, therefore, those tools boost the idea of a sharing culture.	Fairness	“The degree of individual’s perception that all members are equally treated” (Pi, Chou, & Liao, 2013, p. 1973)
	Identification	Users perceive that others act similar and think alike (Yu, 2010).
	Openness	Openness is “a climate where information flows freely” (Yu, 2010, p. 34).

Table 22: *Sharing Culture preliminary scale proposal*

1	My [SNS] friends and I always agree on what is correct to do.
2	My [SNS] friends and I always agree on what is important to do.
3	My friends on [SNS] and I have the same goals and expectations in using SNSs.
4	My friends on [SNS] and I have similar goals and expectations in life.
5	I feel fairness within my participating in [SNS]
6	I am proud to be a member of this [SNS]
7	When someone criticizes this [SNS], it feels like a personal insult
8	When I talk about this [SNS], I usually say “we” rather than “they”
9	Generally, open communication is a characteristic of the [SNS] as a whole
10	We are continuously encouraged to bring new knowledge into this [SNS]
11	Sharing knowledge is encouraged by my participating [SNS] action and not only in words

4.1.10. TECHNOLOGICAL DOMAIN: SOURCE CREDIBILITY

“Information source is the initial communicator” (Shan, Liu, & Xu, 2017). Source credibility can be classified into four dimensions: (1) Attractiveness; (2) Expertise; (3) Trustworthiness; and (4) Similarity. Those consists on both the psychological and technical domains of the message propagator. Therefore, a person or celebrity or vehicle’s credibility are essential when analyzing Social Media Networks.

Yuan, Kim, & Kim (2016) explored in their research the concept of “Parasocial Relationship” developed by Rubin & Step (2000) which consists on: the physiological bounds

that the users creates with media, personalities and celebrities. At first, we added this construct in our model, however, after reviewing it, we understood that “source credibility” comprehends “parasocial relationship” definition.

Table 23: *Source Credibility construct*

Concept	Dimensions	Dimensions References
“Information source is the initial communicator” (Shan, Liu, & Xu, 2017). Thus, this construct is characterized by the reliability of media source in both physiological and technical domains.	Attractiveness	Occurs when the user is directly orientated toward the other, due to its personality or physical characteristics (Chao, Wuhrer, & Werani, 2005; Erdogan, 1999).
	Expertise	If the person/vehicle/celebrity owns expertise regarding certain subject, then his source credibility is endorsed. (Erdogan, 1999)
	Trustworthiness	According to Lee and Choi (2003), “trust” is the decisive factor for sharing information and building new relationships.
	Similarity	Users tend to rely on others who are similar to them. People tend to like others who are or who seem similar to themselves (Byrne, 1971)

Table 24: *Source Credibility preliminary scale proposal*

1	I think the official account releasing the haze information is credible on the basis of name, description and other features.
2	The official account has released related haze information before.
3	The official account is a government official platform.
4	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, gives me a good feeling.
5	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, gives [Brand] an attractive image.
6	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, catches my attention.
7	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, pleases people.
8	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, is attractive.
9	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, is an experienced sportsman.
10	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, is a professional sportsman.
11	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, is a capable sportsman.
12	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, has professional sports knowledge.
13	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, is a skilled sportsman.
14	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, knows the advertised [Brand] products very well.
15	[Person/Celebrity/Vehicle], as a [Brand] advertising spokesperson, knows how to use the advertised [Brand] products very well.
16	[Person/Celebrity/Vehicle]'s personal values match the advertised products well.
17	[Person/Celebrity/Vehicle] is appropriate to be a [Brand] ad spokesperson.

1	
8	[Person/Celebrity/Vehicle]'s lifestyle matches the advertised [Brand] products.
1	
9	[Person/Celebrity/Vehicle]'s character is similar to the character of the advertised [Brand] products.

4.1.11. INDIVIDUAL DOMAIN: SELF-PRESENTATION

boyd (2007) views “self-presentation” as a key element when analyzing Social Media: users can freely express their identity for other users to see and interpret. Krasnova et al. (2010) *apud* Ng (2016) define self-presentation as the intention of using those networks to create and maintain a positive social image. Self-presentation refers to the idea that users can improve their self-concept through the use of SNS (Hui, 2006). As Bareket-Bojmel, Moran, & Shahar (2016) did at their research, in our model self-presentation comprehends the following dimensions: (1) Negative or self-derogation; or (2) Positive or self-enhancement.

I define “self-presentation” as how users present themselves on social media with the objective to enhance or derogate their individual image.

Table 25: *Self-presentation construct*

Concept	Dimensions	Dimensions References
Self-presentation is how users present themselves on social media with the objective to enhance or derogate their individual image.	Self-derogation (Negative Behavior)	“‘Derogation’ status updates included one or more of the following: (a) presentation of the self in a negative manner (behaviors, attributes, attitudes, and feelings), (b) expressions of lack of pride and self-respect, (c) expressions of personal failure and worthlessness” (Bareket-Bojmel, Moran, & Shahar, 2016, p. 791).
	Self-enhancement (Positive Behavior)	“‘Enhancement’ status updates included one or more of the following: (a) presentation of the self in a positive manner (behaviors, attributes, attitudes, and feelings), (b) presentation of the self in a socially desirable manner, (c) self-promotion designed to impress an audience with one's competence or talent” (Bareket-Bojmel, Moran, & Shahar, 2016, p. 791).

Table 26: *preliminary scale proposal*

1	I try to make a good impression on others on [SNS].
2	I try to present myself in a favorable way on [SNS].
3	[SNS] helps me to present my best sides to others

4.1.12. INDIVIDUAL DOMAIN: ALTRUISM

Altruism is when the individual acts in a way of unlimited kindness without the expectation of return (Fehr & Gächter, 2000). This construct has been intensively tested as one of the main motivators on knowledge sharing in social media (Kuznetsov, 2006). For instance, Oh (2012) found that altruism is the main factor influencing voluntary posting on SNS: “social media users would like to help other without expecting external rewards”.

Table 27: Altruism construct

Concept
Altruism is when the individual acts in a way of unlimited kindness without the expectation of return (Fehr & Gächter, 2000)

Table 28: Altruism preliminary scale proposal

1	When I have the opportunity, I help other members using [SNS] solve their posting questions
2	When I have the opportunity, I orient new members using [SNS] even though it is not required
3	When I have the opportunity, I give my time to help other members using [SNS] when needed
4	I like helping other members using [SNS]
5	Writing and commenting on [SNS] can help other members using [SNS] with similar problems
6	I enjoy helping other members using [SNS] through writing or commenting there
7	I often help other members using [SNS] with their work when they are absent
8	I often volunteer to do things for other members using [SNS] that is not required by them
9	I often help other members using [SNS] who have heavy workloads
10	I often assist other members using [SNS] with their work
11	I often make innovative suggestions to improve work of other members using [SNS]
12	I often participate in tasks that are not required, but that help other members using [SNS]

4.2. DEPENDENT VARIABLES

In the following sections I am going to discuss about the three identified dependent variables and its relations with the independent variables mentioned previously. “The dependent variable is the response, or the criterion variable presumed to be caused by or influenced by the independent treatment conditions and any other independent variables” (Creswell, 2014, p. 218).

4.2.1. DEPENDENT VARIABLE: ATTITUDE

Attitude is a construct broadly adopted by scholars to study the motivations for using certain media: 24% of the reviewed articles used the construct “attitude” as a dependent variable (for more information, see **Table 4**). Pi, Chou, & Liao (2013) defined attitude as the “degree of individual’s positive feelings about sharing knowledge”. Individuals have a summative evaluation (positive or negative) toward performing certain action. This evaluation is called attitude (Chang & Zhu, 2011). Hence, I define attitude as the degree of the individual’s positive (or negative) feelings about performing certain action on Online Social Network Networks.

Shin D.-H. (2010), Yang, Hsu, & Tan (2010) and Pi, Chou, & Liao (2013) studied the relation between attitude and intention to perform certain action (ie. sharing knowledge). “Intention to share knowledge” is defined as “the degree to which individual believes that individual will participate in knowledge sharing in Facebook Groups” (Pi, Chou, & Liao, 2013, p. 1973). As this action happens before the use itself, I gathered both dimensions under the construct “attitude”.

Table 29: Attitude construct

Concept	Dimensions	Dimensions References
The degree of the individual’s positive (or negative) feelings about performing certain action on Online Social Network Networks and its use intention.	Attitude	The degree of the individual’s positive (or negative) feelings about performing certain action at Online Social Media Networks.
	Intention	The degree to which individual believes that individual will participate in [using SNS] (Pi, Chou, & Liao, 2013).

Table 30: Attitude preliminary scale proposal

1	Sharing of my knowledge on [SNS] is always good
2	Sharing of my knowledge on [SNS] is always beneficial
3	Sharing of my knowledge on [SNS] is always an enjoyable experience
4	Sharing of my knowledge on [SNS] is always valuable to me
5	Sharing of my knowledge on [SNS] is always a wise move
6	I have positive perceptions about using [SNS]
7	I feel comfortable in using [SNS]
8	I have a positive attitude toward [SNS]
9	I intend to share knowledge with other members
10	I am always trying my best to share knowledge with other members
11	I am always making an effort to share knowledge with other members
12	I am always willing to share knowledge with other members when they ask
13	I intend to use SNSs in the future.
14	I intend to use SNSs as much as possible.
15	I recommend others to use SNSs.
16	I intend to continue using SNSs in the future.

Davis (1989), explained “attitude toward use” through “perceived usefulness” and “perceived ease of use”. Shin (2010) hypothesied the relationship between attitude and “perceived usefulness”. Accordingly, both extrinsic motivations (perceived usefulness and perceived connectedness) and intrinsic motivation (involvement and perceived enjoyment) “equally impact user’s attitude and intention to use SNSs” (Shin D.-H. , 2010, p. 486). In the proposed model, “perceived connectedness” is an “accessibility” dimension, “involvement” I denominate as “customization” and “perceived enjoyment” as “escapism”.

As I mentioned when I described “customization” construct, users tend to adopt a more positive attitude toward SNS when they are exposed to a customized environment.

Therefore, I create the following hypothesis:

H1. There is a positive relationship between accessibility and attitude towards SNSs.

H2. There is a positive relationship between perceived usefulness and attitude towards SNSs.

H3. There is a positive relationship between customization and attitude.

H4. There is a positive relationship between escapism and attitude.

As social networks sites promote “easy connection” between users, parasocial relationships can positively correlate with the attitude toward it (Shan, Liu, & Xu, 2017). As previously explained in our research “source credibility” comprehends the meaning of “parasocial relationship” on its definition. Hence:

H5. There is a positive relationship between source credibility and attitude toward SNS.

Bareket-Bojmel et. al (2016) studied the influence of “self-derogation” and “self-enhancement” on “social feedback” (facebook likes and facebook comments). “Consequently, although it is commonly agreed that enhancement leads to social approval, whereas verification/derogation is often deemed a nonfunctional social behavior, we suggest that in light of the occurrence of online emotional contagion, derogation may also evoke increased social feedback” (Bareket-Bojmel, Moran, & Shahar, 2016, p. 790). Hence, I believe that there’s a positive relation between self-presentation and attitude toward SNS.

H6. There is a positive relationship between self-presentation and attitude toward SNS.

4.2.2. DEPENDENT VARIABLE: USE

Smock et al. (2011) tried to understand Facebook use by exploring the site as a toolkit of features, instead of a singular tool. Features refer to the “technical tools on the site that enables activity on the part of the user”, for instance “status updates”, “comments”, “wall posts”, “private messages”, “chat” and “groups” (Smock, Ellison, Lampe, & Wohn, 2011, p. 2323). Those features were submitted to six separate regressions as dependent variables measured by a set of items about frequency – “I use (the name of the feature) often”. In addition, it was applied the motivation scale developed by Papacharissi and Mendelson (2011) as independent variables – habitual pass time, relaxing entertainment, expressive information sharing, escapism, cool and new trend, companionship, professional advancement, social interaction

and meeting new people– and internet usage and demographics as control variables (Smock, Ellison, Lampe, & Wohn, 2011). Endorsing previous scholars (Burke, Kraut, & Marlow, 2011; Lampe, Ellison, & Steinfield, 2008), this study also found that **Facebook use is not “uniform across users” and analyzing the site as a gathering of features allows for a more focused understanding of Facebook use** (Smock, Ellison, Lampe, & Wohn, 2011). Furthermore, the research also provided a more granular explanation of how motivations are related to use, revealing that in some situations there are positive and negative associations between them that would not emerge if it was being analyzing general use of the site (Smock, Ellison, Lampe, & Wohn, 2011).

Extending the study of Facebook Features, Bazarova & Choi (2014) examined self-disclosure motivations and interpersonal goals in Facebook “status updates”, “wall posts”, and “private messages”. The authors defined six disclosure goal categories for those three Facebook conditions: (1) identity clarification – “To increase personal clarification and convey one’s personal identity (2) relational development – “To manage or maintain a relationship” (3) social validation - “Validation of one’s self-concept; seeking approval and support from others” (4) social control and resource gain – “Obtain benefits and information from others; to control social outcomes “(5) self-expression and relief of distress - “Express feelings and thoughts; release pent-up feelings” (6) information storage and entertainment - “Personal enjoyment, future use (storage), and pleasure” (Bazarova & Choi , 2014, p. 645). “The results suggest that users of SNSs utilize different social media functions for disclosures with different levels of intimacy, depending on their motives and goals, which help to reconcile traditional views on self-disclosure as selective behavior typically shared in dyadic contexts with public self-disclosure on SNSs” (Bazarova & Choi , 2014, p. 636), **in other words, users are looking for different reward values on each of those Facebook conditions.** “For public status updates directed at general others, the two main reasons for self-disclosure were social validation and self-expression/relief, together accounting for over 70% of all self-disclosures. However, relational development was the primary goal for self-disclosing in wall posts and private messaging, both of which are directed at a specific target, with 50.90 and 44.98%, respectively. Social validation goals were also more prominent in public wall posts (23.87%) compared to private messaging (17.02%)” (Bazarova & Choi , 2014, p. 649).

Lai and Yang (2014) followed a different approach regarding Facebook features and researched “what motivates individuals to use the social interaction features and social game features of Facebook” (Lai & Yang, 2014, p. 14).

Thus, I believe that it is important to analyze “use” under its different features. However, in order to create a feasible and replicable model, I chose to define “use” as **“the degree of use of a certain social media”**. In other words: I am grouping all SNS different uses in just one construct.

Two dimensions comprehend this construct: (1) online sociability and (2) flow. The first one correlates with the frequency in which users engage with SNS activities. While the latter “is the mental state of operation in which person is fully immersed in what they are doing by a feeling of energized focus, full immersion, and success in the process of the activity. During the interaction with the entertaining object, a strong sense of being there (telepresence or immersion) is developed, which leads to much more thorough exploratory behavior afterwards. While similar to perceived connectedness, the concept of flow focuses on the sense of immersion. This conceptualization differs from perceived connectedness, which highlights users’ social interaction” (Shin, 2010, p. 481). Shin (2010) classified “flow” as an independent variable. However, in the model, I define flow as a qualifier of “use”.

Table 31: *Use construct*

Concept	Dimensions	Dimensions References
The degree of use of a certain social media.	Online Sociability	Frequency with which users engage with SNS activities.
	Flow	“Flow is the mental state of operation in which person is fully immersed in what they are doing by a feeling of energized focus, full immersion, and success in the process of the activity. During the interaction with the entertaining object, a strong sense of being there (telepresence or immersion) is developed, which leads to much more thorough exploratory behavior afterwards” (Shin, 2010, p. 481)

Table 32: *Use preliminary scale proposal*

1	I update my status on [SNS] often.
2	I use the comments feature on [SNS] often.
3	I write on [SNS features - like Facebook Wall] on my friends’ pages often.
4	I use the private messages feature on [SNS features - like PRIVATE MESSAGE] often.
5	I use [SNS features - like Facebook chat] often.
6	I use applications often.
7	During my use of [SNS], I was absorbed intensely in the activity (concentration).
8	I strongly feel that I am inside the virtual world when using [SNS] (telepresence).
9	During my use of [SNS], I felt in control (perceived control).

According to Venkatesh, Thong, & Xu (2012), there are seven constructs that determine “behavioral intention”: “performance expectancy”, “effort expectancy”, **“social influence”**, “facilitating conditions”, **“hedonic motivation”**, “price value”, and **“habit”**. Previously, I have

already identified the relationship between “escapism” (“hedonic motivation”) and “use”. As already mentioned at this research, I have adapted the concept of “price value” into “**privacy**”.

In addition, Chen, Pan, & Guo (2016) also studied the correlation between **reciprocity** and self-disclosure: “SNS users who trust others more and who experience higher reciprocity disclose personal information of higher accuracy” (Chen, Pan, & Guo, 2016, p. 571). Reciprocity is one dimension of “Social Influence”.

Thus, I developed the following hypothesis:

H7. There is a positive relationship between habit and use.

H8. There is a positive relationship between privacy and use.

H9. There is a positive relationship between social influence and use.

H10. There is a positive relationship between escapism and use.

Davis (1989) also correlates “attitude toward use” with “intention to use” and “perceived usefulness” with intention with “actual system use”. Hence, I propose:

H11. There is a positive relationship between attitude and use.

Oh & Syn (2015) investigated if the following variables motivate users to share personal information and experience on social media: **enjoyment**, self-efficacy, **learning**, **personal gain**, **altruism**, empathy, **social engagement**, community interest, **reciprocity** and **reputation**. I can associate the meanings proposed by Oh & Syn (2015) with the definition proposed in our study: enjoyment → escapism, learning → perceived usefulness, social engagement → social influence, community interest → sharing culture, personal gain and reputation → personal gain.

Furthermore, “given the sense of community that is produced by shared vision, SNS users are likely to find more things that are related to communal beliefs or that are attractive for community members to disclose” (Chen, Pan, & Guo, 2016, p. 569). Hence, users with a higher degree of shared vision, tends to disclose more.

Accordingly, I create the following hypothesis:

H12. There is a positive relationship between perceived usefulness and use.

H13. There is a positive relationship between personal gain and use.

H14. There is a positive relationship between sharing culture and use.

H15. There is a positive relationship between altruism and use.

4.2.3. DEPENDENT VARIABLE: SATISFACTION

Individual satisfaction is expressed through the fulfillment of some need or desire by the use of certain service or product (Oliver, 1999). This fulfillment can be both psychological or material. For instance, the latter could can happen after the user receive some financial

advantage due to the use of SNS, while the former could happen when the user strength its relational bonds with another user.

According to Oliver (1999), loyalty only exists where you have a sufficient level of satisfaction. Loyalty refers to the concept of “commitment” toward the SNS (Chaudhuri & Holbrook, 2001).

Hence, I split “satisfaction” construct into two dimensions: (1) Satisfaction itself or fulfillment desire and (2) loyalty.

Table 33: Satisfaction construct

Concept	Dimensions	Dimensions References
Satisfaction is when the sense of need or desire is fulfilled while using SNS services (Oliver, 1999).	Fulfillment desire	Fulfillment desire is when the sense of need or desire is fulfilled while using SNS services (Oliver, 1999).
	Loyalty	This construct represents the individual’s commitment toward certain SNS (Chaudhuri & Holbrook, 2001)

Table 34: Satisfaction preliminary scale proposal

1	I am satisfied with my overall experience with this [SNS].
2	I am satisfied overall with the quality of this [SNS] service.
3	As a whole, I am not satisfied with this [SNS]. (reversed)
4	This [SNS] has met my expectations.
5	I am committed to this [SNS].
6	I intend to keep using this [SNS].
7	My preference for this [SNS] would not willingly change. It would be difficult to change my beliefs about this [SNS].
8	Even if close friends recommended another [SNS], my preference for this [SNS] would not change.
9	Rate your knowledge of [SNS]s, as compared to the average user.
10	Circle one of the numbers below to describe your familiarity with [SNS]s.
11	I know a lot about [SNS]s.

Agrifoglio, Black, Metallo, & Ferrara (2012) found a positive correlation between “perceived ease of use” and the mediators variables “perceived usefulness”, “enjoyment” and “playfulness”. All three variables are also positive correlated with “use continuance”. According to our definition, I understand that “use continuance” is similar to “loyalty”. Consistently, I hypothese:

H16. There is a positive relationship between accessibility and satisfaction.

Gu, Oh, & Wang (2016) based on prior marketing studies (e.g. [Nitzan & Libai, 2011]) established that “social influence” affects loyalty. Thus:

H17. There is a positive relationship between social influence and satisfaction.

Shin (2007) found that “perceived enjoyment” strongly influences online use. Thus, as Shin (2010) I also hypothesize that users seek pleasure on the use of SNS with the objective to satisfy their own needs.

H18. There is a positive relationship between escapism and satisfaction.

Chimenti et. al (2014) proposed that “satisfaction” is a predictor of “attention” and “use”. Hence, in this model, it would be a predictor of use.

H19. There is a positive relationship between use and satisfaction.

4.3. MODERATOR VARIABLES

“The relationships between motivation and demographic/ background characteristics also provide insights that can facilitate social media more effectively. For example, if females or young adults are the main users of a certain community, social media would need to encourage users to be more engaged with members and involved in activities promoting their communities. Motivation may play the important role of encouraging people not only to initiate but also to continue activities of information sharing in social media. In order to encourage information sharing by those who have less experience in social media or the Internet, motivations of learning, reputation, and reciprocity may need to be emphasized in social media activities” (Oh & Syn, 2015, p. 2058).

Yang, Hsu, & Tan (2010) also differences “in sharing behavior [at YouTube] between female and male users. Female users’ intention is strongly influenced by usefulness and social norms, while male users’ intention is strongly influenced by interpersonal norms” (Yang, Hsu, & Tan, 2010, p. 141). Other researchers, such as Bareket-Bojmel, Moran, & Shahr (2016) also found SNS use motivation difference among gender.

In addition, Baek et. al (2011) found that “the higher the education level, the more likely respondents were to post links of news content on Facebook”. Hence, I chose “education level” as a moderator variable in our model.

When analyzing Social Media use motivation, it’s important to take into consideration the culture in which the chosen network studied is located. For instance, a cross-national study conducted at South Korea and the United States found that “both extrinsic and intrinsic motivations exhibited equally strong effects on users’ attitudes and intention to use SNSs, but the magnitude of the impact differs between the two groups” (Shin D.-H. , 2010). By adopting and validating the Technology Acceptance Model (TAM), the researcher analyzed two important social media at the current date for each country: Cyworld and Myspace, respectively. “It was found in both countries that users who perceive SNSs as useful and entertaining generally like SNSs and show a positive attitude toward them. In addition, those who perceive SNSs as useful and fostering connection are more likely to be motivated by extrinsic dimensions, which were found to be strong in the US users. Those who perceive SNSs as involving and enjoyable are more likely to be associated with the intrinsic dimensions, where were found in Korean users. **The users in the two countries clearly differed in the way they thought about and preferred to interact through online SNSs. The results show that each component of motivation is different, which implies that the needs and values of SNS users in the two countries may be different.** The results show that Korean users’ primary motivation

is enjoyment which is greatly influenced by perceived involvement, whereas the US users' main motivation is dependent on how useful they perceive SNSs to be, which is heavily influenced by users' feelings of connectedness" (Analysis of online social networks: a cross-national study, 2010, p. 489).

Other studies have also found that different cultures influence consumer behavior over Social Network. Vasalou, Joinson, & Courvoisier (2010) found several cross-cultural differences "when examining the three target behaviors of true commitment. I summarize the results by focusing on each country individually. Compared to users from the US, participants from the UK rated groups as more important. The same group of people spent more hours per week on Facebook. For Italian users, groups and games and applications were more important than for US users while Greek users found status updates less important. When compared to US users, status updates and photographs were less important for French users, who also visited the site less frequently. In general, the smallest differences existed between Greece and the US. Conversely, the largest differences were between US users and UK, French and Italian users" (Vasalou, Joinson, & Courvoisier, 2010, p. 727).

Ross et al. (2009) studied the correlation of personality factors and issues related to competency to Facebook use. In order to identify the former, it was adopted the Five-Factor Model (FFM) (McCrae, 1992). This model splits personality into five dimensions: (1) neuroticism (2) extroversion (3) openness to experience (4) agreeableness (5) conscientiousness (McCrae, 1992). To identify the latter, respondents completed part of Spitzberg's (2006) measure of Computer Mediated Communication (CMC) competence. For this study, the CMC contemplated the following constructs: (1) motivation (2) knowledge (3) efficacy (Spitzberg, 2006). Facebook use was evaluated based on (1) attitude towards Facebook use (2) online sociability. Attitude toward Facebook use was based on Ellison et al. (2007) items added by a single item from the current authors: "How satisfied are you with Facebook?" (Ross, et al., 2009). **Surprisingly, the results suggested that personality factors from the chosen model were not as influential as expected** (Ross, et al., 2009), corroborating with the study conducted by Swickert et al. (2002). However, the research also implied that motivational factors, such as "desire for communication, seeking of social support and entertainment value may be more useful in understanding Facebook use than the ones" the authors selected (Ross, et al., 2009, p. 582). "These motivating factors appear to be independent of the Five-Factor approach to personality yet are likely influential in the decision to use forms of CMC such as Facebook (Ross, et al., 2009, p. 582).

Afterward, Chen, Pan, & Guo, 2016 developed a study to identify the factors that influence self-disclosure behavior on SNS, by creating a self-disclosure model that integrates psychological factors – based on the Five-Factor Model previously explained- and societal factors. Hence, the authors analyzed “how three dimensions of social capital and their interaction with personality traits influence the accuracy and amount of self-disclosure. [...] **Social capital factors are included as the independent variables, whereas personality traits are included as moderating factors**” (Chen, Pan, & Guo, 2016, p. 581). “Based on the path analysis, we identified several interesting patterns of self-disclosure on SNSs. First, the centrality of SNS users has a positive effect on the amount of self-disclosure. In addition, if people trust their friends and reciprocate on SNSs, they disclose information that is more accurate. **Moreover, people who are more extroverted self-disclose personal information that is more accurate to other people at the same level of the cognitive dimension and self-disclose a greater amount of personal information to other people at the same level of the structural dimension**” (Chen, Pan, & Guo, 2016, p. 582). In other words, regarding the personality factors, the authors concluded that: (1) **extroversion assumes a meaningful moderating role “in the relationship between the cognitive dimension and the accuracy of self-disclosure behavior”** (Chen, Pan, & Guo, 2016, p. 581), **even though the cognitive dimension is not straightforwardly related to self-disclosure behavior** (2) **Neuroticism did not play a role as a moderating factor in the model** (Chen, Pan, & Guo, 2016). In addition, personality may not have a straight forward influence on Social Media behavior, however, it may work as a moderating factor (Chen, Pan, & Guo, 2016).

Therefore, based on previous studies, I decided to further investigate how personality motivates the use of social media. Hence, I have chosen the Five-Factor Model (FFM) as a moderator variable, which splits personality into five dimensions, as already stated.

Accordingly, I propose the following moderator variables:

Table 35: Moderator variables

Moderator Variables	
Age	
Gender	
Education Level	
Country of residence	
The Big Five Personality Model: Neuroticism, Extraversion,	Neuroticism is the individuals' tendency to “tendency to experience psychological distress and high levels of the trait are associated with a sensitivity to threat” (McCrae, 1992).
	Extraversion is the individuals' tendency to be sociable and able to experience positive emotions (McCrae, 1992).

Openness, Agreeableness and Conscientiousness.	Openness to Experience is when the individual is willingness to consider alternative paths, is intellectually curious and enjoys artistic pursuits (McCrae, 1992)
	Agreeableness the individuals' tendency to be trusting, sympathetic and cooperative. (McCrae, 1992)
	Conscientiousness is the degree in which the individual is organized, diligent and scrupulous (McCrae, 1992)

4.4. PROPOSED MODEL: SUMMARY

I propose the following model for studying Social Media Use and Motivation.

Table 36: Variable description

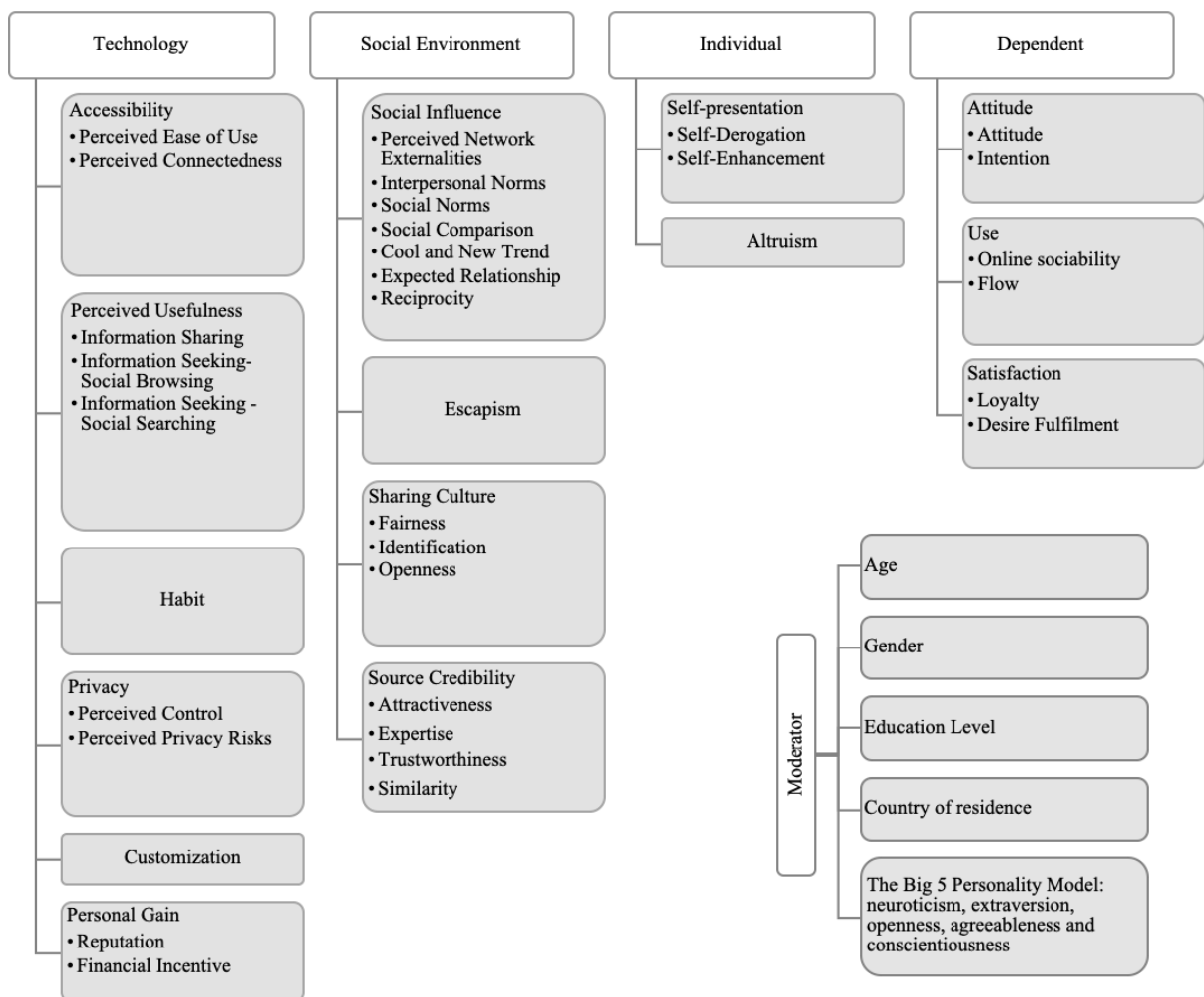
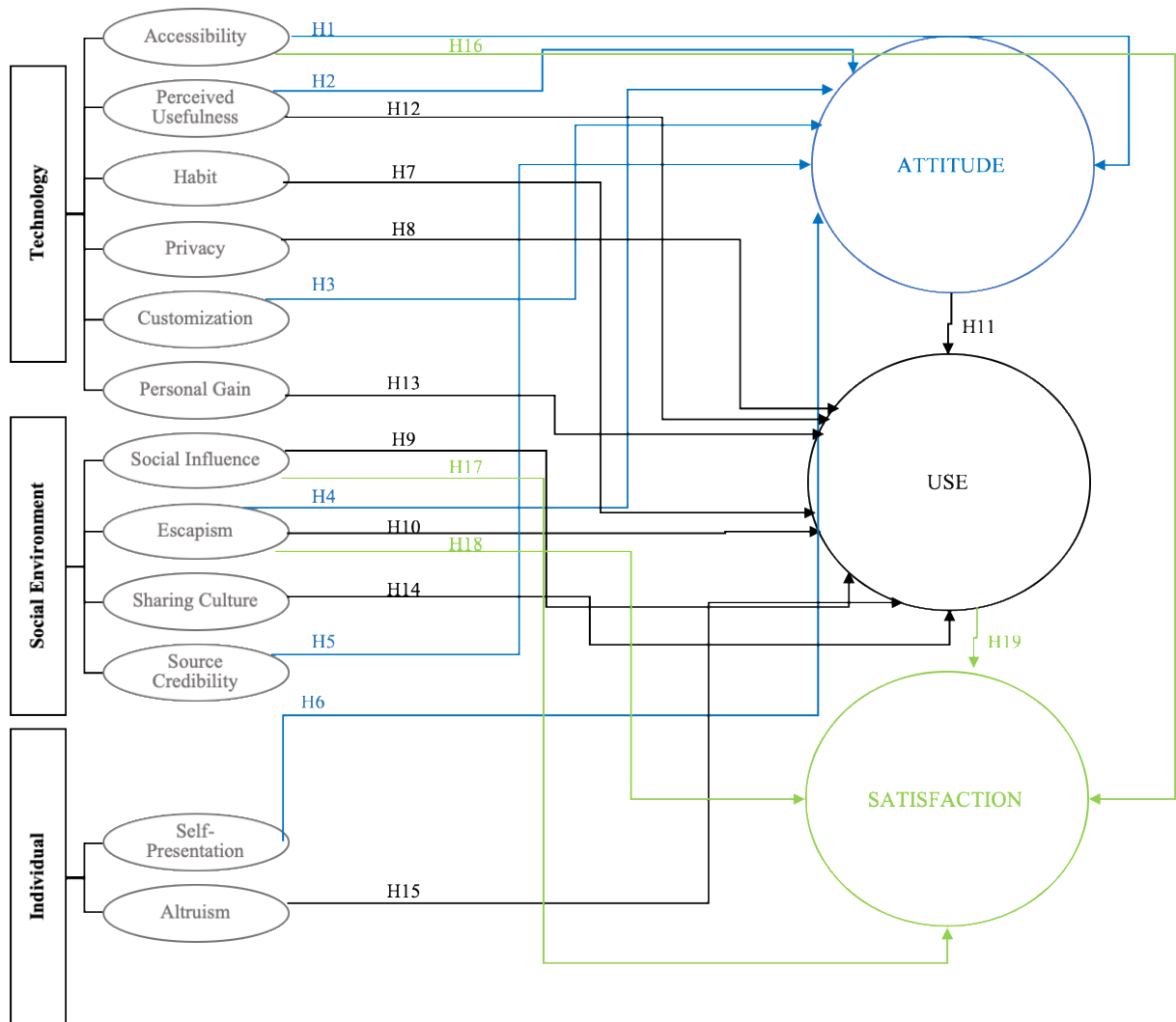


Table 37: Proposed model



5. DISCUSSION AND FUTURE RESEARCH

The main contribution of this study is the proposition of an integrative model for explaining Use and Motivations toward SNS, based upon three domains: Technology, Social Environment and Individual. This model was created based upon a systematic literature review, where 106 peer-reviewed articles were briefly analyzed and, from that sample, 25 documents selected to support its creation.

I have achieved my objective with this study by developing an integrated model that will support future studies. Researches must test it in order to validate the relationship identified between the variables based on the systematic literature review.

Social Media motivations may differ across each type of Social Media, “given that they deliver different information content and serve different purposes” (Oh & Syn, 2015, p. 2045). Hence, it is important to deeply understand the chosen SNS. In addition, in accordance with Smock et al. (2011), I also believe that it is important to study social media as a “*toolkit* of features, each with a different set of affordances, as opposed to a singular *tool*” (Smock, Ellison, Lampe, & Wohn, 2011, p. 2326). That’s because, when not taking into consideration generic SNS use, we may achieve better insights and conclusions on why individuals “are using the site and what they expect to achieve through their use” (Smock, Ellison, Lampe, & Wohn, 2011, p. 2326). For instance, when taking into consideration Facebook: “Facebook has many communicative features that are also available as standalone applications from other providers, such as email, instant messaging, and photo sharing. Future research should begin to untangle under what circumstances Facebook users rely on the features of Facebook for goal attainment and under what circumstances they seek other media to attain similar goals. Furthermore, in this study, we divided use according to feature; however, a cross-media study may reveal more overarching themes of use” (Smock, Ellison, Lampe, & Wohn, 2011, p. 2328). Furthermore, it’s also important to understand Facebook as a company and analyze its other networks, such as WhatsApp and Instagram: during the past decade Mark Zuckerberg has acquired more than 65 company’s technology oriented. For instance, in 2012 the company acquired Instagram and in 2014, WhatsApp (Toth, 2018). **Therefore, Facebook studies shouldn’t be limited to Facebook.com, but also integrates those other platforms acquired by the organization, especially those which offers complementary uses.**

The growth of social network use with the objective of sharing knowledge (or information) has called the attention of many scholars in the past years (Osatuyi, 2013). Sharing information is when the user “digitally and socially interact with news and information” (Lasorsa, Lewis, & Holton, 2011). In this regard, Baek et al. (2011) explored user motivations for sharing

external links on Facebook. Despite the research limitations (ie. the use of a snowball sample), the study found that motivations for engaging in shared-links through Facebook are different from the ones for using Facebook (Baek, Holton, Harp, & Yaschur, 2011). “In other words, **there are multiple layers of motivations that occur within each Facebook activity. Additionally, the findings show individuals use links to seek information and to share it with others.** Thus, Facebook accelerates the role of the Internet as a means of social interaction and information seeking and enhances the individual’s role as a gatekeeper or filter of information for a given community (i.e., “friends”))” (Baek, Holton, Harp, & Yaschur, 2011, p. 2246). The authors defined four categories of link-sharing content: (1) news, (2) entertainment, (3) job-related and (4) organization. (Baek, Holton, Harp, & Yaschur, 2011) . As a consequence, they discovered that different links contents are associated with different motivations or groups, for instance, “news” were the only variable influenced by the demographic factor “education”- “the higher the education level, the more likely respondents were to post link of news content on Facebook” (Baek, Holton, Harp, & Yaschur, 2011). I am going to further discuss gender or age influences on Facebook behavior, however, it’s interesting to highlight that **“this study found that sharing links on Facebook is not associated with gender or age level”** (Baek, Holton, Harp, & Yaschur, 2011, p. 2247).

Ma & Chan (2014) followed a different path and explored how interpersonal affiliations impact knowledge sharing in the social media atmosphere. This research was designed based on the theory of belonging and the intrinsic motivation of altruism to understand what are the factors that influence knowledge sharing behavior. In order to do so, the authors added a new construct – altruism - to previous online sharing framework. The authors found out that Perceived Online Attachment Motivation (POAM), Perceived Online Relationship Commitment (PORC) and altruism have both a straight and meaningful impact on online sharing behavior (Ma & Chan, 2014).

Expanding the scope from previous studies, Oh & Syn (2015) investigated users’ motivations for sharing knowledge and experiences with anonymous users across different social media platforms – Facebook, Twitter, YouTube, Delicious and Flickr. The authors defined ten independent variables: enjoyment, efficacy, learning, personal gain, altruism, empathy, community interest, social engagement, reputation, and reciprocity. Taking into consideration the systematic Literature Review developed for this paper, this was the first time that **“personal gain”** – a tangible benefit, financially driven, that social media users wish to acquire by sharing information (Emerson, 1976) - appeared as a motivational factor. In general, “learning is the most highly influential motivation and social engagement is the second. These

are followed by reciprocity, reputation, altruism, enjoyment, self-efficacy, and community interests, although their mean ratings are almost tied with one another. Personal gain is the least influential and empathy second from last” (Oh & Syn, 2015, p. 2051). **However, “the rank orders of motivations across social media differ slightly.** In Facebook, social engagement is the most highly influential motivation, while learning is the most highly influential motivation in other social media. In both Facebook and Delicious, altruism is ranked relatively high (second in Delicious and third in Facebook). In Twitter, self-efficacy is ranked third. In Flickr, enjoyment is ranked highly at third, compared to other media. In YouTube, reciprocity, reputation, self-efficacy, and enjoyment are ranked slightly higher than those in other social media” (Oh & Syn, 2015, p. 2055). In addition, this study brought a very interesting discussion regarding the influence of demographic and background characteristics on social media motivations.

Few scholars have paid attention to **customization or involvement**; thus, I have added this construct with the idea of integrating it with previous models. The study conducted by Shin (2010) found that users who “perceive SNSs as involving and enjoyable are more likely associated with the intrinsic dimensions” (Shin, Analysis of online social networks: a cross-national study, 2010, p. 489), which are the motivations associated with the accomplishment of an activity for no reason other than the process of achieving it (Venkatesh & Speier, 1999). I also believe that social media upgrades are focusing more on customization, for instance, Instagram – a SNS of free photo and video sharing available for mobile – allows users to personalize their photos and videos, with different filters, stickers and others features. Therefore, I assume that this construct is relevant and must be studied.

Despite the fact that previous studies haven’t identified a clear motivation of using SNS when associating it with personality traits, I believe that this construct work as a moderator, therefore it should be included and further investigated.

I expect following studies to operationalize, validate and test this proposed model. Ideally, this model should be tested in a cross-country study, in order to understand and validate the use and motivations difference proposed by the moderator variables.

The main limitation of this paper is associated with its methodology. As already stated, one strength of study is that it uses as original source only peer-reviewed articles. However, this is at the same a weakness, once important publications in other formats, such as books or Conferences, won’t appear in our original source. This problematic is partially solved because the most relevant publications are used as references on the selected papers. Another limitation is the selection process of the constructs and dimensions: it was a subjective process.

In addition, most of all articles are referencing Facebook as the main SNS platform. Currently this statement is true, and Facebook is the market leader, both in reach and scope. However, there are some facts that must be taken into consideration on further researchers: (1) Generation Z and further generations: the amount of Facebook users is growing, but not among newer generations. For instance, when comparing Facebook UK users (2017 x 2018), there was an additional 600,000 users from age above 45 years old and a decrease of 700,000 from users with age below 24 years old (Sweeney, 2018). Therefore, it's important to understand and correctly study new platforms. (2) Privacy: it still is an uncertain how Social Media in general will deal with the market pressure regarding privacy. On 2018, for example, the day after Mark Zuckerberg, The Facebook founder and CEO, announced that Facebook strategy would put "Privacy First", the company's stocks felt almost 20% (Kelly, 2018). Therefore, how the company will keep sustainable is still a big question mark. (3) "Facebook is constantly improving and introducing new features to retain current users" (Lai & Yang, 2014, p. 16), thus some studies may not be replicable in the long term.

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7. APPENDIX

APPENDIX – A

Variable	Total
Attitude	4
Enjoyment	4
entertainment	3
Perceived Usefulness	3
Reputation	3
Self-disclosure	3
Trust	3
Altruism	2
Control	2
Personality	2
Reciprocity	2
Relationship Building	2
Self-enhancement	2
Self-presentation	2
Social Browsing	2
Social Influence	2
Social norms	2
Social searching	2
Content Contribution	1
Customer Equity Drivers	1
Desire for enhancement	1
Desire for verification	1
Achievement Needs	1
Attitude toward knowledge sharing	1
Attitude toward using YouTube to share video	1
Behavioral Intention	1
Centrality	1
Community interest	1
companionship	1
Competency (knowledge, motivation and efficacy)	1
Convenience	1
Convenience and entertainment	1
Convenience of maintaining relationship	1
cool and new trend	1
Customer Lifetime value	1
Effort Expectancy	1
Emotional Motivation (EM)	1
Empathy	1
Enjoyment Needs	1
escapism	1
Expected relationships	1
expressive information sharing	1
Facebook Fatigue	1
Facebook Features (status update, comments, wall posts, private messages, chat and groups)	1
Facilitating Conditions	1
Fairness	1
Feedback (Facebook Likes and Facebook Comments)	1
Flow	1
Genre of content (news, entertainment, job-related, organization)	1
Habit	1
habitual pass time	1
Hedonic Motivation	1

Identification	1
Identity clarification	1
Image-Related Utility	1
Immersion Needs	1
Information	1
Information Emotional Tendency (ET)	1
Information Seeking	1
Information Sensitivity (SE)	1
Information sharing	1
Information sharing to benefit others	1
Information Source Credibility (CR)	1
Information storage	1
Intention to knowledge sharing	1
Intention to use YouTube to share video	1
Intention to Use/Adopt	1
Interpersonal Needs	1
Interpersonal norms	1
Interpersonal utility	1
Intrinsic Utility	1
IS continuance Intention	1
Learning	1
meeting new people	1
online knowledge sharing behavior (OKSB)	1
Online Sociability	1
Openness	1
Operator-to-User (financial bonds, social bonds and structural bonds)	1
Parasocial Relationship	1
Participation	1
Pass time	1
Perceived Connectedness	1
Perceived Control	1
Perceived ease of use	1
Perceived Enjoyment	1
Perceived Involvement	1
Perceived network externalities	1
Perceived online attachment motivation (POAM)	1
Perceived online relationship commitment (PORC)	1
Perceived Privacy Risks	1
Perceived Risks	1
Performance Expectancy	1
Performance of Goals	1
Personal gain	1
Playfulness	1
Positive Word of Mouth	1
Post Motivation	1
Privacy Concerns	1
professional advancement	1
Promoting work	1
Pursuit of Fashion	1
Relational development	1
relaxing entertainment	1
Relief of distress	1
Resource gain	1
Revenue Sharing	1
Satisfaction	1
Self-derogation	1
Self-destruction	1
Self-efficacy	1
Self-esteem	1
Self-evaluation	1
Self-expression	1

Self-improvement	1
Sense of self-worth	1
Shared Vision	1
Social comparison activity	1
Social comparison perception	1
Social control	1
Social engagement	1
Social Games Features Use	1
social interaction	1
Social Interaction Features Use	1
Social Motivation (SM)	1
Social Ties (Strong Ties and Weak Ties)	1
Social validation	1
Sociality	1
Source Credibility (Attractiveness, Expertise and Trustworthiness)	1
Subjective Norm	1
True Commitment - “create value and content” and “involve others” (Groups, Games Applications, Status Updates and Photographs)	1
True Commitment - “stay active and loyal” (time investment)	1
Trust in OSN members	1
Trust in OSN provider	1
User loyalty	1
User-to-user Social Influence	1
Willingness to spread (WS)	1