

Analysis of the Perceived Motivations behind the Activities of Tertiary Students on Social Media

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ABSTRACT

Social media has been regarded as one of the most phenomenal innovations in the information and technology space. The platforms, Facebook, Instagram, Snapchat, Blogs among others, have become a way of socializing, communicating, and interacting across borders. However, mobile phones have made social media access easier, this is as a result of its ability to connect to the internet as well as the compatibility of the platforms on these mobile devices. This, in turn, creates an opportunity for communication on the move, as users are able to connect with their friends at any point and place.

This study conducts a quantitative analysis into the use of social media by finding out the motivations behind posting, liking and sharing social media contents by youths. This research is conducted in the Spring Semester of the 2017/2018 academic session among the 376 registered undergraduate students of the Eastern Mediterranean University.

Findings of this study reveal that some social media users follow others because they have been followed by the same user/s. This will reciprocate the gesture and as such might be the beginning of an online/offline friendship. Results reveal that some social media users just comment on other users' platforms for fun. Findings also indicate that there is a statistically significant difference between the age group of youth that like one another's posts on social media.

Keywords: Social media, Youth, Motivation, University, Students.

ÖZ

Sosyal medya, bilgi ve teknoloji alanındaki en önemli yeniliklerden biri olarak nitelendirilmektedir. Facebook, instagram, snapchat, bloglar ve bunlar gibi bir çok platform sosyalleşme, iletişim ve sınırların ötesinde etkileşim yolları haline gelmiştir. Fakat, cep telefonları sosyal medyaya ulaşımı daha kolay hale getirmiştir, bu da internete bağlanabilme yeteneği yanında bu platformların cep telefonlarına uyumlu olmasının sonucudur. Bu da kullanıcıların arkadaşlarıyla herhangi bir nokta veya yerde bağlantı kurabilmeyle, hareket halinde iken iletişime fırsat yaratmaktadır.

Bu çalışmada sosyal medya kullanımı hakkında bir nicel analiz uygulanarak içeriklerinin gençler tarafından bildirim, beğeni ve paylaşım motivasyonları araştırılmaktadır. Araştırma 2017-2018 akademik döneminin bahar döneminde, 376 kayıtlı Doğu Akdeniz Üniversitesi lisans öğrencisi ile gerçekleştirilmiştir.

Bu çalışmanın bulguları bazı sosyal medya kullanıcılarının başkalarını takip etme sebeplerinin bu kişiler tarafından takip edilmek olduğunu göstermiştir. Bu jestine karşılık vererek çevrim içi çevrim dışı arkadaşlıkların başlangıcına dönüşebilmektedir. Araştırma sonuçları bazı sosyal medya kullanıcılarının platformlarına sadece eğlence için yorum yaptıklarını göstermiştir. Sonuçlar aynı zamanda birbirlerinin bildirimlerini sosyal medyada beğenen genç gruplar arasında istatistiksel olarak anlamlı bir farklılık olduğunu da göstermektedir.

Anahtar Kelimeler: Sosyal medya, Gençlik, Motivasyon, Üniversite, Öğrenciler

DEDICATION

This work is dedicated to God almighty and my parents.

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Chapter 1

INTRODUCTION

Social media has become a universal platform for all human beings in different facets. The platform has created a window where individuals can follow and monitor the activities of other followers and users. This study seeks to find out the motivations behind following other users as well as linking and commenting on their pictures on platforms like Facebook, Instagram, and Snapchat.

1.1 Background of the Study

The development of social media is a result of the continuous improvement and the discoveries made as a result of the advancement of technology. These discoveries give birth to a platform, which has further developed into a ubiquitous means of communication and as such, referred to as the World Wide Web (www). The World Wide Web has created a platform for an easy and effective way of passing information to the people just at the click of a button (Wu & Ackland, 2014).

The internet has further created an opportunity for unprecedented communication between organizations and their potential clients (Waters & Feneley, 2013). This is as a result of its global accessibility. However, the rate at which web platforms have grown has further left consumers in a state of confusion (Singh, Chuchra, & Rani, 2017). For example, consumers of a particular product or service receive hundreds of adverts and junks every day on the web and are in many instances left in a state of

confusion on what product to pick. Web users are also bombarded with the same set of information multiple times thereby causing information overload.

As such, the continuous search for improvement in Web 1.0 further gave birth to Web 2.0. One main distinctive feature in the two eras (Web 1.0 and Web 2.0.) is the provision of direct communication facility between the content provider and the consumer (Wu & Ackland, 2014). For example, while in Web 1.0 information sharing starts and ends with the source, on the other hand, Web 2.0 gave an opportunity for immediate and instant feedback and communication between the source and the receiver. Today blog and social networking platforms like Facebook, Twitter, and Instagram maintain the Web 2.0 feature, which provides an opportunity for the sender and receiver to act in same capacity simultaneously.

Until today, one of the distinctive features of Web 2.0 is the interactivity interface embedded in therein (Capriotti, Carretónb, & Cast, 2016). This has further enhanced communication between individuals and groups, thereby making life a lot easier for internet users including multinationals. Today, the popularity and need for individuals and organizations have become highly necessary and important for growth and service delivery (Kaur & Dani, 2014). One of such is the fact that service providers have created a web-based platform where customers can order and pay for their goods online and get them delivered at their doorsteps in no distant time.

With the invention of Web 2.0, the unknown parts of cultural practices have been boomed to the world, though it has further enhanced cultural imperialism as well as cultural hegemony (John, 2012). This is as a result of the advancement in technology by the western and developed countries that thereby use their technological power to

control the world and impose their culture on other parts of the world. They have also dominated other spheres of life as a result of the accessibility and persuasive powers of the World Wide Web.

Mobile phones have further enhanced the features of Web 2.0 as they have enabled and increased its daily usage (Cochrane, 2014). As such, with the aid of mobile phones, both young and old now engage themselves with their mobile phones at every point in time surfing the web, communicating with their friends and family as well as making new friends. Web 2.0 has further created a platform for people to express their selves and have a voice of their own. This is made possible by platforms Facebook, Twitter, YouTube, and Google like all of which possess features of Web 2.0. Though countries like China have attempted to disable their citizens from using these platforms, still, they have continued to remain relevant and essential in many parts of the world (Wu & Yang, 2016).

1.2 Research Problem

Social media has continued to gain prominence, as such, scholars have described the platforms as the fastest growing and acceptable communication revolution. The platform has produced minute-to-minute information, education, and entertainment to its users both young and old. With the creation of the social media platforms, users are expected to follow one another in order to see the activities and conversations of such users. The growth however in the number of users has been unprecedented.

“According to Forrester Research, 75% of Internet surfers used “Social Media” in the second quarter of 2008 by joining social networks, reading blogs, or contributing reviews to shopping sites; this represents a significant rise from 56% in 2007” (Kaplan

& Haenlein, 2010, p. 59). Users carry out a countless number of activities every day. These activities include mere viewing pictures, comments, and posts, liking pictures, commenting on write-ups, pictures or posts as well as making deliberate comments on other users' posts. Therefore, the problem identified by this research work is the main motivations behind the activities carried out by these social media users.

1.3 Motivation for the Study

The motivation behind this study arose because of the continuous subscription to social media by the youth. Social media has kept these youths busy almost all day as they are either chatting, scrolling through pictures, commenting on other users' pages as well as liking and following new users. After being on social media for quite some time, I discovered random users whom I have never had contact with not communicated with or even follow on social media, like and comment on my pictures, status and other posts on social media. I also discovered that in some instances, I personally unconsciously like other user's pictures and a few times make comments on interesting posts.

I initially felt it was part of the essence of the platform. However, over time, I discovered not every user is involved in this act of randomly liking, following or commenting on other social media users' page. This brought about a curious motivation for me to inquire about the perceived motivations being social liking, following and commenting on other social media users' page or handles.

One other motivation for this study is to find out how true my personal opinion that many of this users follow, like and comment on other people's pages just to be noticed. However, in order to eliminate bias and avoid opinion in this research, I believe the

quantitative method of inquiry employed in this study will validate the study and facilitate generalization and further studies.

1.4 Purpose of the Study

The main purpose of this study is to test the effectiveness and validity of the Uses and Gratification Theory. Though social media research has been springing up over time, the application of the Uses and Gratifications Theory has further created a more interesting direction for researchers and most especially social media scholars.

For some users, the essence of using social media for gratification purposes differ, however, to others the main motivation behind using the platform is to track the life activities and programmes of other users. While the ultimate aim of this study is to further understand, the perceived motivations behind the activities of youths on social media as it is quite clear that there are quite a number of reasons behind the various activities on social media.

The study seeks to inquire about the motivations behind youths following one another on social media. This will help create a better understanding of the large number of social media followers some users' process and how such followers emerge. The study also seeks to find out the motivations behind youths liking one another's social media posts. Sometimes some users just randomly like all pictures they come across on the social media, this study will help find out the reasons behind such act on social media. One other important aim of this study is to find out motivations behind youths commenting on one another's social media posts as well as statistically inquire about how age maturity influences the act of liking other social media users' posts on their

platform. This will help us provide evidence to the influence of age on the use of social media among youths.

1.5 Research Questions

This study is conducted at the Eastern Mediterranean University in spring 2018. It investigates social media as a tool for maintaining a relationship with home-based friends and therefore asks the following major questions;

RQ1: What are the motivations behind youths following one another on social media?

RQ2: What are the motivations behind youths liking one another's social media posts?

RQ3: What are the motivations behind youths commenting on one another's social media posts?

RQ4: Is there a statistically significant difference between the age group of youth that like one another posts on social media?

1.6 Significance of the Study

Social media has continued to remain an important tool of direct and indirect communication in both public and private spheres. Today, the easy availability to the internet has continued to provide opportunities for citizens to access the platforms, most especially in the developed parts of the world.

Since the group who use social media most are the youth, the present study will shed light into motivations behind following other users on social media. The study will

further broaden the horizon of social media uses and researchers on the motivations behind the use of social media in its entirety.

1.7 Limitations of the Study

Just like every other research and most especially quantitative studies. Limitations are drawn from a number of challenges faced by the researcher. They include but not limited to the following;

Time: Time constitutes one of the challenges of this study. This is based on the fact that the study was conducted in Spring Semester 2018. As such only registered students of EMU for the term were able to form our sample size.

Place: Though this study was conducted at the Eastern Mediterranean University, this is still a limitation to the work. The study would have been richer with a more intense outcome if its place of study was expanded beyond the EMU.

Social media platforms: The fact that this study was limited to only three social media platforms is another limitation of this study. This study focused on Facebook, Instagram, and Snapchat as the social media platforms being studied. However, if the scope was wider, it might have aided a different output in this study.

1.8 Definition of Terms

The following terms are quite important in this research as they are often mentioned in the course of putting up this research they thereby form the key terms in this research.

Social Media: Social media can be referred to as an application that creates a platform for user-generated contents as well as facilitates multimedia and interpersonal communication among its users (Kaplan & Haenlein, 2010).

Facebook: In a recent report, Facebook was said to have reached 2 billion users in the year 2017. The platform is a multimedia platform that allows a wide range of users create, receive and share various contents like texts, pictures, videos and other multimedia facilities (Ellison, Steinfield, & Lampe, 2007).

Instagram: Instagram is a multimedia social media application that has become prominent and allows its users to create, share and receive pictures, videos, texts, and voice (Hu, Manikonda, & Kambhampati, 2014). One of the advantages of Instagram is its immediacy, accuracy and its ability to add color and flavor to the pictures and videos taken.

Snapchat: Snap chat is a social media platform that allows users to create pictures, videos, and as well as creates the opportunity to transform the pictures and videos.

Gratification: The fulfillment and satisfaction gained in the use of a particular social media platform and as well the satisfaction gained on the use of a particular content on such platform (Katz, Haas, & Gurevitch, 1973).

Motivation: Motivation in the context of this study refers to the zeal and urge to use or do something. In reference to this research, motivation is the process of explores the unknown reasons for the actions and desires of social media posts.

Chapter 2

LITERATURE REVIEW

The primary aim of this chapter is to review most important literature in the subject matter, create a clear conceptual framework as well as illuminate the subject matter with the most appropriate theory. As such, this chapter reviews relevant literature on social media as well as the social media platforms being used in this research. The study also reviews relevant literature on the Uses and Gratifications Theory.

2.1 Background of Social Media

Over the years, social media have become one of the most innovative discoveries in the technological industry. The unquantifiable opportunity for communication the platform has created has remained immeasurable to date. This statement is supported by McCaughey, et al., (2014), who states “there is global appeal in forming personal networks and conducting social activities that extend past the traditional boundaries of place and time, while enabling immediate, co-created messaging with broad dispersion across hardware and platforms” (p. 575-576). Today, social media have dominated the entire universe making it one of the most widely used platforms of communication (Hochman, 2014).

Though quite a number of social media platforms have been established and gone with time, the most recent ones such as Facebook, Instagram, and Snapchat among others have remained indelible and continued to render a number of communication and information functions to their users (Lomborg, 2015). With the aid of social media,

interpersonal and group communication has been easier and more efficient (Bal, Grewal, Mills, & Ottley, 2015). For instance, friends and have been able to communicate effectively regardless of time, distance and location.

With the aid of social media, billions of data have been generated every day (Brooker, Barnett, & Cribbin, 2016). Though some critical scholars have questioned what the user-generated data is used for, however, this provides an evidence of the high level of usage and subscription on these platforms.

The opportunities provided by social media has created an access for its users to self-mass communicate (Elmer, 2015). Social media users use the platform to promote their individual businesses as well as to market their organizations and its services. According to Nah and Saxton, (2012);

The rapid diffusion of social media applications is ushering in new possibilities for non-profit organizations to communicate with and engage the public. The ability of any organization – no matter how small to adopt cutting-edge social media technologies presents substantial opportunities for a more level playing field. It also potentially ‘changes the game’ with respect to the types of resources and capacities organizations need and the strategies they may adopt in order to successfully capitalize on their social media presence (p. 295).

Scholars have however questioned what people do on the social media especially the young adults (Yang & Clark, 2015). This is as a result of the different positive and negative activities these youth carry out on the platforms (Milton, 2014). Social media also offers its users to track the location of their friends and associate as well as be tracked (Trepte, 2015). It creates a platform where people can update their current and would be locations at any point in time, the platform also enables users to update their followers with various acts and issues going on in their lives (Hermida, 2015). For

instance, users can comment on their wishes and desires as well as open up an opportunity for other friends on the platform to discuss current and trending issues.

The 21st century Social Networking Sites have provided its users with a lot of benefits and uses. This is because of the continuous developmental milestones they have continued to witness and its ability to shape and reshape the minds of the people (El-Kasim & Idid, 2017). “The technological makeup that sits at the foundation of computer-mediated communication has had a tremendous impact on society itself” (LaLone & Tapia, 2016, p. 559). The society has also continued to grow in all ramifications as a result of the technological developments and as such, making communication and interactivity easy.

The growth in 21st-century technology has also helped maintain relationships between students and the youths in the society. But Saul, (2016), disagrees stating that the Social Networking Sites contribute to the disarrays and social ills recorded in the society today. Because of its power and strength, Social Networking Sites have continued to remain an indispensable tool for members of the society including government and corporate organizations. For example “ever since the 2008 general elections, when the Malaysian ruling coalition experienced an unprecedented setback, the government has increasingly sought to project its voice online” (Hopkins, 2014, p. 5).

The Social Networking Sites have now become a medium not just for socializing but also for education, information and most importantly it has helped to build, keep, sustain and maintain relationships at various degrees. It has also served as an

essentially indispensable tool for some of its users; this is because families and friends far apart can use the various Social Networking Site platforms to sustain an already established relationship. It has offered new and dynamic opportunities to society members to engage themselves and contribute to one another's development (Maltby, Thornham, & Bennett, 2015). Social Networking Sites have been able to successfully penetrate into our daily lives and enhance connectivity and interactivity in our various societies, thereby helping us to make sense out of our contemporary social and spatial interactions (Milan, 2015).

Social Networking Sites have enhanced the way and mode at which we do things and as such making our day to day activities seamless. Social Networking Sites have boosted the interactivity function off the media and helped to serve not just as a medium of communication but instead, a medium of interaction. With its convergence capability, Social Networking Sites have enhanced multitasking, as users can log on to several channels at the same time or engage in several conversations at the same time without lagging in any of them (Fischer, 2016). Social Networking Sites have also served as a highly veritable tool for marketing, advertising, and promotion. Today many small, medium and large scale business owners rely on the Social Networking Sites to boost their popularity, create awareness for their product, interact with their current and potential customers and carry out sales. The use of internet has generally increased over the years and continues to serve different purposes (Hanna, 2012).

For some friends and parents, they use Social Networking Sites to monitor, guide and direct the affairs of their wards and children who are studying miles away from them. This is quite applicable to Nigerian students currently studying at the Eastern

Mediterranean University as with the help of the Social Networking Sites application they can have face-to-face interaction with their parents and families, living them with little or nothing to miss out. This is in tandem with Yang and Kang (2015), where they note that the opportunities the mobile Social Networking Sites have provided for its users are inexplicable and worth of being noticed as they also provide a limitless platform for researchers and other users. Nevertheless, one of the main challenges this could face is the availability of internet connection or mobile data as making video calls could consume more data or network to making audio calls, chatting or browsing.

Mobile phones have made social media access easier, this is as a result of its ability to connect to the internet as well as the compatibility of the platforms on these mobile devices (Farman, 2015). This, in turn, creates an opportunity for communication on the move, as users are able to connect with their friends at any point and place. Again, social media has been critiqued as a tool for initiating violence and chaos in the society (Fuchs, 2012). This is as a result of various forms of users taking advantage of the outreach of the platform to reach out to a large audience simultaneously. As such social media has been referred to as a violent and chaotic medium (Recuero, 2015).

Journalists have also taken advantage of the uses and benefits of social media and technological innovations generally (Sivek, 2010). They have implored social media platforms as another means of reaching out to their audience thereby promoting their news contents through the posting of major headlines on the platforms and then either leave the audience with no choice than buy their tabloid or visit their web pages. This has not only helped improve the field of journalism, it has enhanced work efficiency (Landers & Callan, 2014). However, as a result of social media, the newsroom has

now become mobile and dynamic place (Bor, 2014). This is as a result of the convergence opportunities it creates.

As a highly prevalent platform, social media has been said to be used as a tool in which many youths use in their everyday affair, both formal and informal (Fusi & Feeney, 2016). Some students also indulge in using social media in their classrooms and during lecture hours, thereby serving as a means of distraction. Social media has been described as the voice of the voiceless as well as the voice of the masses (Waitoa, Scheyvens, & Warren, 2015). Electorates use the platforms to ask questions of their elected officers as well as a communicating platform to those with whom they cannot have direct contact; social media has also become a means through which people speak to the government and other members of the society on issues that they are not pleased (Flew, 2015; Thornthwaite, 2018).

The platform has served as an efficient means of reviewing products and services (Veldeman, Praet, & Mechant, 2017). This occurs as a result of customers and clients having an opportunity to interact with one another and review the product and service. With the emergence of social media platforms like Facebook, Instagram, and Snapchat, various scholars have continued to carry out research at various levels in order to find out the impact of social media on human lives as well as the various the platforms are being used (Brainard & Edlins, 2015).

As a multimedia platform, social media have changed the way students communicate among themselves as well as with their lecturers (Mostafa, 2015). Social media platforms have created an avenue where formal and informal academic discussions take place among students and teachers thereby eliminating physical contacts in all

cases (Isaacson & Looman, 2017). Social media has also become a medium that has helped in boosting knowledge, as students use it as a means of searching for information thereby also becoming a mobile library (Magoi, Aspura, & Abrizah, 2017).

2.2 An Overview of Facebook

Facebook has been described as a social networking site that creates an opportunity for its global users to connect, like, share, and exchange pictures, videos, and texts (Ben-Yakov & Snider, 2011). One of the unique features of Facebook is its user-generated function, which has given it among other Web 2.0 platforms an edge over other earlier platforms. Currently, Facebook has achieved over 2 billion users globally and has continued to increase day-by-day (McKay, 2010). This achievement has been attributed to the flexibility of the platform, as well as its user-friendly nature. As such, both educated and none educated have keyed into using the platform due to its all-inclusiveness and flexibility. “In the digital domain of Facebook, personal media assemblages include posted photos, videos, applications, links to external media and personal interests, ‘gifts’, ‘notes’, ‘questions’, messages and status updates” (Good, 2012, p. 559).

Reports have it that Facebook records a daily use of 854 million users who approximately use the platform for not less than 9.7 billion minutes on the social networking platform to communicate and interact as well as being involved in uploading about 250 million pictures (Wilson, Gosling, & Graham, 2012). This indicates a massive traffic and use of the platform by both young and old (Simon, 2013). Facebook has given individuals and organizations an opportunity to establish a direct and seamless communication between companies and their clients, thereby

creating an opportunity for excellent feedback assessment (Ye & Cheong, 2017). For example, Facebook users could go to a company's page to look through their price list and services while asking further questions without being physically present at the organization.

Facebook has created an opportunity for users to extend their friendship from offline to online as well as transcending new online friendship to offline (McKay, 2010). This is because the platform creates an opportunity for un-broken communication, as users are able to choose the type of friends they desire. With Facebook features that create an opportunity for users to identify themselves through pictures and other vital data, selecting the categories of friends has become easier. Facebook has today become a powerful tool in mass mobilization as activists and unionists continue to take advantage of the features and opportunities the platform creates to reach out to people (Bryson, Gomez, & Willman, 2010). The platform has been used in organizing protests, mobilize support for campaigns, and gather supporters and followers for a particular cause.

Though research on Facebook started quite early after its emergence, there is still quite a lot of research to be done. However, the emergence of Facebook made significant change in research, scholarship, and communication to mention a few (Lincoln & Robards, 2014). Today, almost everyone who has access to the internet uses Facebook. Facebook was in 2010 ranked by alexa.com as the second most effective and active internet platform because of its frequent traffic thereby increasing internet use (Hull, Lipford, & Latulipe, 2011).

Facebook promotes cultural integration and diversity; this is because of its outreach as well as its multimedia features. With Facebook, users can share, like and comment on pictures, videos, graphics, and texts among others. These some users use in promoting their peculiar ideology and cultural belief (Cabalin, 2014; Mackey, 2013).

2.3 An Overview of Instagram

Instagram is one of the fastest social media platforms globally as today; the platform has superseded other social media platforms like Twitter, YouTube, LinkedIn, and even Facebook most especially in terms of followership (Reece & Danforth, 2017). This is because of the unique features of the platform as well as its focus and direction. Instagram can be described as an image-based social media platform (LaMarre & Rice, 2017). Reports also have it that Instagram records an estimated 100,000,000 new users every month. This has given the platform a significant boost thereby making it the toast of advertisers (Lup, Trub, & Rosent, 2015).

Though it permits other features like texts, video, and audio, however, its most dominating feature is the use of an image. The platform allows its users to take pictures and then apply various kinds of filters to change the texture and beauty of the picture (Ridgway & Clayton, 2016). It then gives room for sharing the pictures, thereby making them visible within their group of followers and as well discoverable by others with the use of hashtags. The platform which was launched in 2010 and was dominated by photography lovers; however, it has today become a platform for almost all social media users (Boy & Uitermark, 2017).

Instagram gives its users the opportunity to post pictures, videos, and graphics while also availing them the flexibility of liking and commenting on such pictures as well as

that of other users of the platform (Gibbs, Meese, Arnold, Nansen, & Cartera, 2015). However, a very popular and widely used social media platform, Instagram still suffers adequate scholarly attention (MacDowall & Souza, 2018). Instagram has grown to be used by different people and for different purposes. The platform has been used as a means of propaganda; pictures are thereby posted and further direct the viewers to other web-based platforms where propaganda messages are further passed (Kohn, 2017).

Various companies and organization as a means of influencing, advertising, and persuading clients and prospective customers are now using Instagram (Budge, 2017). Today the platform has helped users make the decision of what dress to buy, shoe to wear as well as services to patronize. The simplicity of the social networking platform makes it quite flexible and interesting for its users (Asnira, Hedhir, & Syed, 2015).

2.4 An Overview of Snapchat

Snapchat is a onetime visual oriented social media platform that allows users to post pictures and disappears after a 24-hour period (Salisbury & Pooley, 2017). “Snapchat is a popular smartphone application ("app") used to transmit self-destructing photos and videos to particular "friends" who also use the app” (Barr, 2016, p. 759). Snapchat is one of the social media platforms that has brought about a turnaround in the mode of human communication. This is due to its ability to use pictures and videos in communicating. As such, it is seen as a means of sharing pictures and interesting moments with a few friends (Bayer, Ellison, Schoenebeck, & Falk, 2016).

Snapchat which was founded in 2011 is currently ranked to be worth US\$19 billion has been categorized as the third most sued social media platform (Billings, Qiao,

Conlin, & Nie, 2017). With the various features on the snapchat platform, it has been stated that quite a number of users today use Snapchat as a means of flirting and searching for sexual partners (Utz, Muscanell, & Khalid, 2015). This is because of opportunities to filter pictures and videos as well as its limited number of users as compared to other social media platforms like Facebook and Instagram.

In a study carried out by Thelwall and Vis (2017), they sought to find out which gender shares pictures on social media most often and through which platform. The study found out that females share pictures more frequently than their male counterpart and such pictures are more often shared on snapchat. This study is able to state that Snapchat is one of the most used social media platforms for sharing pictures. Snapchat is also been referred to as a social media platform that has attracted a lot of commercial values and advertisements, due to its use and popularity (Hutchins & Sanderson, 2017).

In a study carried out by Pittman and Reich (2016), the scholars sought to find out the prospects of Snapchat in eliminating loneliness as a result of the intimacy and attraction it offers. According to the findings of the study, Snapchat facilitates life satisfaction, happiness, and fulfillment. This is because of its image-based nature. The platform avails its users the opportunity to gratify their entertainment desires with various sights and snaps of other users.

Today, Snapchat has become a part of the lives of a significant number of its users due to its various features and functions (Allen & Hallene, 2018). However, it is important to state that these features are made possible as a result of the opportunities Web 2.0 offers (Waldvogel, 2017).

2.5 Theoretical Framework

In this part of this research, I discuss the relevance and relationship of the most applicable theory that best explains the concept of this research namely Uses and Gratifications Theory. This theory explains how media users use social media platforms to gratify the need to communicate with their friends and families who are far away from them.

2.5.1 Uses and Gratifications Theory

The Uses and Gratifications Theory is one of the oldest theories in the history of communication (Ruggiero, 2000). The theory originates from the media audience perspective. It states that the media users have the power to select the media of their choice and use it for the desired purpose (Raacke & Bonds-Raacke, 2008). As such, the theory confers the ultimate power on the audience as media platforms now need to up their tempo in the content they give in order to attract more audience. For instance, the theory looks at how the media audience select which platform to use in communicating, lurking, stalking and caring out other social activities (Urista, Dong, & Day, 2009). Due to the new phase, technology has created globally; the Uses and Gratifications Theory has been reemphasized (LaRose & Eastin, 2004). The theory has now become highly relevant due to the proliferation of the media industry by the various social media platforms.

Uses and gratification give us the opportunity to measure the reasons students' use of these particular Social Networking Sites platforms, while others measure the satisfaction and fulfilments they derive. (i.e. a sense of connection with their families who are far at home). The adoption of the Uses and gratification theory involves more than acceptance and rejection; the post-adoption process (i.e., use) involves an even

larger number of dimensions, such as information seeking, relaxation, social networking, ego actualization, and so forth (Zhu & He , 2002, p. 470).

The theory further affirms that the media audience has a specific and deliberate reason for using whichever media he is using at every particular point in time (Katz, Blumler, & Gurevitch, 1974). For instance, a social media user on Instagram might be on the platform to stalk friends and families, like pictures, make new friends or comment on other users' post in order to be noticed, cause chaos or just for fun.

Most importantly, the uses of the media are to satisfy certain needs of the media audience (Joo & Sang, 2013). In the case of this research, some users might need to gratify certain desires like meeting people or liking other users' pictures so that they could be noticed. Users also use the media as a means of seeking information, education or as a means of self-mass communication (Whiting & Williams, 2013). In referring to the audience, the uses and gratifications theory states further that "the goal-directedness of audience members is what distinguishes U&G from early communication theories: The audience is characterized as active, discerning, and motivated in their media use" (Quan-Haase & Young, 2010, p. 351).

Ramirez Jr., Dimmick, Feaster, & Lin, (2008) argue that the uses and gratifications have been quite limited especially in explaining the media as it assumes that the users of the media regardless of the verity of media platforms make use of a particular medium based on the satisfaction it gives them. (Eveland Jr., Shah, & Kwak, 2003).

A significant number of studies have been conducted on the Uses and Gratifications theory. These studies have examined how Facebook, Instagram, and Snapchat audience derive different forms of gratifications with the use of these social media platforms.

In a study by Dhir & Tsai (2017), in order to understand the various forms of gratifications sought by Facebook users, the study found out that there is quite a significant number of gratification sought by social media users as various demographics like age, gender, religion among others play important roles in influencing their media choice and gratification sought.

Brubaker & Haigh (2017), sought to find out how Facebook users use the platform to gratify religious purposes, findings in the research indicated that users seek to uplift themselves spiritually as well as well as gratify various forms of religious gratifications. These religious gratifications include watching, liking, posting and commenting on Facebook contents thereby enhancing their spirituality.

In a research carried out by Malik, Dhir, and Nieminen (2016), on the gratifications received by social media users when they post their pictures on Facebook, the scholar found out that gender and age are factors that contribute to the use of Facebook most especially sharing pictures. The study found out that the younger age group are more likely to post pictures on Facebook to the older respondents. This can be as a result of the fact that the young adults are more technologically inclined and adapt faster to the social media platforms to the older group.

Liu, North, and Li, (2017), studied how Facebook users use the platform to build, sustain and promote relationships of various kinds online. Findings in the research indicated that social media platforms like Facebook are used to create inter-tribal, inter-religious and inter-ethnic relationships which help promote oneness in the society and gratifies the need to have a peaceful community.

Krause, North, and Heritage, (2014), conducts a quantitative investigation into the use of Facebook to listen to music. This is focused on how the platform is used to gratify the entertainment and communication desires of the user. Having identified that a number of users find it interesting using the platform, the study finds out that a number of musical artists have now imbibed the habit of uploading their music on Facebook in order to increase their outreach.

In building and maintain a strong fan base, Phua, Jin, and Kim (2017) conduct a research on the use of Instagram as a social media platform by its audience in maintaining and sustaining the friendship. Findings in the study indicate that celebrities make use of Instagram to maintain a strong fan base. They post pictures and videos as often as possible so that their fans could follow their life activities and programmes. This move gratifies the audience's desire to know as much as possible about their favorite celebrities.

Sheldon and Bryant (2016), state in their research findings that a number of Instagram users use the platform to gratify their need to access information, news, happenings around them and other entertainment functions. The study also states that Instagram has been gratifying communication needs. Quite a number of users engage the

platform as a means of communicating with their friends, families and most importantly establish new friends and partners.

In finding out how Instagram serves as a means of social interaction, Sheldon, Rauschnabel, Antony, and Car, (2017), state that Instagram has become a platform where users brand their personality and identity. Though quite a number of social media platforms are used in identity creation and formation, the role of Instagram cannot be overemphasized. Instagram has always been used to highlight lifestyle and activities, which are forms of creating an identity. This creates a form of gratification and satisfaction in the mind of the users. While examining the different motivations and gratifications received through the use of Instagram, Sheldon, Rauschnabel, Antony, and Car found out that Instagram has become a means through which users identify themselves amongst a group.

One of the interesting findings on the gratifications received through the use of Instagram is the general role of the Social Networking Sites. According to a study by. Instagram is a major platform used in passing time, gathering social knowledge and most importantly sharing problems and knowledge. According to the findings of the study by Phua, Jin, and Kim (2017), Instagram is also used to gratify advertising, marketing and branding roles and needs.

Punyanunt-Carter, De La Cruz, and Wrench (2017) investigated how users derive satisfaction through the use of snapchat, findings in the study indicate that the most premium objective of using Snapchat is for social presence. Many of the users engage in the platform to have fun, vie places, activities and other forms of gratification.

Ultimately, snapchat has significantly met the aspiration and gratification needs of its users.

Also, Spinda and Puckette, (2017), investigated how sports fans capture sporting activities on their various snapchat platforms. One important finding is that sports fans enjoy the process of snapping the sporting activities as they happen. This is a significant form of gratification derived by the users.

Snapchat in a study conducted by Phua, Jin, and Kim (2017), serves as a strong tool of gratifying the need to connect with friends and interact. This is quite evident in the use of the platform. For example, snap chat has been used to locate friends and establish global friendship among users in various platforms.

All of these studies have centered their research on various forms of gratifications social media users derive from the use of the platform, however, none of the studies centered their work on the area of focus of this research.

Chapter 3

RESEARCH METHODOLOGY

In this chapter, the study emphasis is being given to the research methodology being used in carrying out this research. Therefore, the following will be the focus of the discussion. Research methodology, design, context, population and sampling, data collection procedure and instrument, research procedures and, reliability and validity.

3.1 Research Methodology

This study adopts quantitative methodology as the main plan of attack in the research and the appropriate analytical and statistical processes to be followed. The quantitative methodology allows the researcher the opportunity of using statistical analysis to design, analyses and interpret research results (Neuman, 2014).

Cohen & Manion, (1980) elucidate that in quantitative research an empirical pattern is followed through in its design. This is a process that involves the evaluation and in-depth statistical inquiry into a particular subject matter in order to give an accurate and more precise result which will help in making a further assertion or guide in future studies. “Quantitative methodology is routinely depicted as an approach to the conduct of social research which applies a natural science, and in particular a positivist, approach to social phenomena” (Bryman, 1984, p. 77).

Some research scholars also refer to the quantitative methodology as a positivist. This as a result of its process and its origin which is from the era when scholars began to use mathematical models in their patterns and method of analysis.

3.2 Research Design

Based on the universal nature of this research, it is a case study of students of the Eastern Mediterranean University EMU.

This research is conducted in the Spring Semester of the 2017/2018 academic session among the registered undergraduate students of the Eastern Mediterranean University EMU. Eastern Mediterranean University is the topmost university in Northern Cyprus and is ranked among the top 1000 universities in the world. The university has a population of over 20,000 students and there are international students from over 113 countries including Turkey.

The university has 11 academic faculties, 5 schools, 81 postgraduate and doctoral degree programs as well as over 100 undergraduate academic programmes. The university is run on semester bases as students are admitted and graduated at the beginning and end of every semester simultaneously.

3.3 Population and Sample

This research is conducted in the Eastern Mediterranean University EMU and the university has over 20,000 registered students. Eastern Mediterranean University EMU has become a globally recognized university as a result of the standard it upholds most especially in teaching, research, and inventions. This has made the university a toast of prospective undergraduate and postgraduate programs. These students come

in from different countries spread across the globe. As such, this study uses the undergraduate students of the university as its population.

In carrying out this research, a sample size calculator of Krejcie and Morgan (1970), was used in determining the sample and as such, a sample of three hundred and seventy-seven (377) is adopted for the study. However, at the end the collection stage only 376 questionnaires were returned and filled appropriately.

Therefore, the study used the simple random sampling technique in the distribution of the questionnaire. This help assures even and justifiable distribution of the questionnaire as all students who qualify to be part of the study had equal chances of being selected. The simple random sampling also helped ensure results of the study an opportunity of being generalized.

3.4 Data Collection Instrument

An in-house questionnaire was prepared and administered in the study. “Surveys are seen as instruments for the elucidation of research which makes sure epistemological assumptions, though experimental designs and secondary analyses of pre-collected data are also often recognized as exhibiting the same underlying philosophical premises” (Bryman, 1984, p. 77).

This research used the questionnaire as the instrument of data collection for the study. Questionnaires are research instruments used by researchers in collecting objective and independent responses for a research study. They are an effective and efficient instrument which allow researchers to sample large and diverse/specific audience for a particular study. The questionnaire was divided into two main parts. The first part is the demographics which helped provide background information about the

respondents while the second part consists of the measures in the study also segmented into three. The items in the questionnaire were appropriately coded in order to aid appropriate analysis. 5 point Likert scale was used in the second part of the questionnaire and it helped in the analysis process.

The use of the questionnaire in this research will help in gathering appropriate and objective response from respondents. As such, the questionnaire developed by the researcher was used in gathering responses to the study.

3.5 Research Procedures

The study was done serially between January 05 2018 and June 15, 2018. Data collection stage was done within 32 days.

Table 3.1: Progress log of the study

Research Progress	Period
Chapter 1	January 2018
Literature	February 2018
Completion of Chapter 2 and 3	March - April 2018
Pilot and Distribution of Questionnaires	April – May 2018
Chapter 4	May 2018
Chapter 5 and Proof Reading	June 2018

3.6 Reliability and Validity

Reliability and validity tests were carried out in the study, this was to help inappropriateness and facilitate appropriate result in the survey. In the validity stage,

the questionnaire was piloted on graduate students, while a Cronbach Alpha of .93 was found in the reliability stage. The validity process helped ensure the appropriateness of the research instrument which is the questionnaire. The research instrument was appropriately looked into by the thesis supervisor as well as other colleagues. This is also to avoid any form of error.

Chapter 4

ANALYSIS AND FINDINGS

This chapter consists of statistical analysis used in finding the result of the study under investigation. As such, the study encompasses a descriptive analysis of all items on the questionnaires as they correspond with each of the research questions. In addition, means and attitudes of respondents' response to the Likert scale questions as well as an inferential statistical analysis used in inquiring if there a statistically significant difference between the age group of youth that like one another posts on social media were used in analyzing.

4.1 Demographic Characteristics of Respondents

This section helps to inquire about the age group of the respondents, gender, marital status, level of education, and faculty amongst others.

Table 4.1: Respondents' age group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-23	55	14.6	14.6	14.6
24-29	283	75.3	75.3	89.9
30-35	38	10.1	10.1	100.0
Total	376	100.0	100.0	

According to the data collected in this study, 376 respondents filled and submitted the questionnaire for this study. Among the respondents, 55 representing 14.6% are within ages 18-23, a majority of the respondent with a size of 283 representing 75.3% are within ages 24-29 while 38 representing 10.1% are within the 30-35 age group.

Table 4.2: Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	170	45.2	45.2	45.2
Valid Female	206	54.8	54.8	100.0
Total	376	100.0	100.0	

Statistical result of respondents' gender indicates that majority of the respondents (206) are females representing 54.8% while 170 respondents representing 45.2% are males.

Table 4.3: Faculty of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Architecture	18	4.8	4.8	4.8
Arts & Sciences	27	7.2	7.2	12.0
Business & Economics	62	16.5	16.5	28.5
Communication and Media Studies	157	41.8	41.8	70.2
Education	19	5.1	5.1	75.3
Engineering	23	6.1	6.1	81.4
Health Sciences	20	5.3	5.3	86.7
Medicine	6	1.6	1.6	88.3
Pharmacy	6	1.6	1.6	89.9
Tourism	38	10.1	10.1	100.0
Total	376	100.0	100.0	

Table 4.1.3 presents the demographics of the faculty of the respondents in the study. Findings reveal that 18 of the respondents representing 4.8% are of the Faculty of Architecture, 27 representing 7.2% are of the Faculty of Arts & Sciences, 62 respondents representing 28.5% are of Faculty of Business, and Economics while majority of the respondents 157 representing 41.8% are of the Faculty of communication and media studies. Also 19 of the respondents (5.1%) are of Faculty of education, 23 (6.1%) are of Engineering, 20 respondents representing 5.3% are of Faculty of Health Sciences, 6 representing 1.6% are of Faculty of Medicine and

Pharmacy each while 38 of the respondents representing 10.1% are of the faculty of tourism.

Table 4.4: Respondents' number of years in the university

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Year	63	16.8	16.8	16.8
2 Years	118	31.4	31.4	48.1
3 Years	90	23.9	23.9	72.1
Valid 4 Years	56	14.9	14.9	87.0
5 Years	34	9.0	9.0	96.0
6 Years	15	4.0	4.0	100.0
Total	376	100.0	100.0	

Findings reveal that majority of the respondents are in their second year with 118 respondents representing 31.4%, 63 respondents are in their first year with 16.8%, 90 respondents are in their third year with 23.9%, 56 respondents representing 14.9% are in their fourth year while 34 respondents representing 9.0% are in their fifth year and those in their sixth year are 15 in number representing 4.0%.

Table 4.5: Marital status of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	146	38.8	38.8	38.8
In A Relationship	156	41.5	41.5	80.3
Valid Married	58	15.4	15.4	95.7
Divorced	16	4.3	4.3	100.0
Total	376	100.0	100.0	

According to the result of the findings, 146 respondents representing 38.8% are single, 156 respondents representing 41.5% are in a relationship, 58 respondents representing 15.4% are married while 16 respondents representing 4.3% are divorced.

Table 4.6: How often do you use social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Often	114	30.3	30.3	30.3
Often	128	34.0	34.0	64.4
Valid Sometimes	134	35.6	35.6	100.0
Total	376	100.0	100.0	

While measuring the frequency at which respondents use social media, reports have it that a significant number of our respondents 64% use social media quite well. Findings reveal that 114 respondents representing 30.3% use social media very often, 128

respondents representing 34% use social media often while 134 respondents representing 35.6% sometimes use social media.

Table 4.7: Which of these social media platforms do you use most often?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	124	33.0	33.0	33.0
Instagram	144	38.3	38.3	71.3
Snapchat	108	28.7	28.7	100.0
Total	376	100.0	100.0	

In finding out the social media platforms mostly used by the respondents, 33% representing 124 respondents use Facebook, 144 (38.3%) use Instagram while 108 respondents representing 28.7% use Snapchat.

Table 4.8: What do you often do on this social media platform?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Follow new friends	96	25.5	25.5	25.5
Like Pictures	156	41.5	41.5	67.0
Comment on posts	124	33.0	33.0	100.0
Total	376	100.0	100.0	

Table 4.8 displays the activities of social media users on the social media platforms. According to findings, 96 of the respondents representing 25.5% attest that they mostly

follow new friends on social media, 156 respondents representing 41.5% say their most common activity on social media is liking pictures while 124 respondents representing 33% state that most times they comment on posts of other social media users.

Table 4.9: How long do you spend on social media in a day?

	Frequency	Percent	Valid Percent	Cumulative Percent
2-4hrs	68	18.1	18.1	18.1
5-7hrs	131	34.8	34.8	52.9
Valid 8-10hrs	114	30.3	30.3	83.2
11hrs and above	63	16.8	16.8	100.0
Total	376	100.0	100.0	

Table 4.9 shows an estimated number of hours' respondents spend on social media daily. According to our findings, 68 respondents representing 18.1% use social media within 2-4hrs daily, 131 respondents representing 34.8% use social media within 5-7hrs daily, 114 respondents representing 30.3% use social media within 8-10hrs while 63 respondents representing 16.8% agree that they use social media for 11hrs and above daily.

4.2 Descriptive Analysis of Attitude Scale Items

Items in this category are used in measuring the perceived motivations behind following, liking and commenting on social media platforms. The results are presented in the following tables.

Table 4.10: I follow on social media platforms for fun

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	50	13.3	13.3	13.3
Agree	126	33.5	33.5	46.8
Undecided	134	35.6	35.6	82.4
Disagree	51	13.6	13.6	96.0
Strongly Disagree	15	4.0	4.0	100.0
Total	376	100.0	100.0	

Results in table 4.2.1 measured if respondents' follow other social media users for fun. 50 respondents representing 13.3% Strongly Agree, 126 respondents representing 33% Agree, 134 representing 35.6% are Undecided, 51 respondents representing 13.6% Disagree while 15 respondents representing 4% Strongly Disagree with the statement.

Table 4.11: I follow on social media platforms to reciprocate the gesture of people who follow me

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	76	20.2	20.2	20.2
Agree	128	34.0	34.0	54.3
Undecided	103	27.4	27.4	81.6
Disagree	54	14.4	14.4	96.0
Strongly Disagree	15	4.0	4.0	100.0
Total	376	100.0	100.0	

Results in table 4.2.2 measured if respondents' follow on social media platforms to reciprocate the gesture of people who follow them. 76 respondents representing 20.2% Strongly Agree, 128 respondents representing 34% Agree, 103 representing 27.4% are Undecided, 54 respondents representing 14.4% Disagree while 15 respondents representing 4% Strongly Disagree with the statement.

Table 4.12: I follow on social media platforms to get follow backs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	54	14.4	14.4	14.4
Agree	132	35.1	35.1	49.5
Undecided	122	32.4	32.4	81.9
Disagree	46	12.2	12.2	94.1
Strongly Disagree	22	5.9	5.9	100.0
Total	376	100.0	100.0	

Results in table 4.2.3 measured if respondents' follow on social media platforms to get follow backs. According to findings 54 respondents representing 14.4% Strongly Agree, 132 respondents representing 35.1% Agree, 122 representing 32.4% are Undecided, 46 respondents representing 12.2% Disagree while 22 respondents representing 5.9% Strongly Disagree with the statement.

Table 4.13: I follow on social media platforms to get lots of likes on my posts

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	83	22.1	22.1	22.1
Agree	148	39.4	39.4	61.4
Undecided	85	22.6	22.6	84.0
Disagree	47	12.5	12.5	96.5
Strongly Disagree	13	3.5	3.5	100.0
Total	376	100.0	100.0	

Results in table 4.2.4 measured if respondents' follow on social media platforms to get many likes on their posts. According to findings 83 respondents representing 22.1% Strongly Agree, 148 respondents representing 39.4% Agree, 85 representing 22.6% are Undecided, 47 respondents representing 12.5% Disagree while 13 respondents representing 3.5% Strongly Disagree with the statement.

Table 4.14: I follow on social media platforms to make new friends

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	65	17.3	17.3	17.3
Agree	139	37.0	37.0	54.3
Undecided	99	26.3	26.3	80.6
Disagree	52	13.8	13.8	94.4
Strongly Disagree	21	5.6	5.6	100.0
Total	376	100.0	100.0	

Results in table 4.2.5 measured if respondents' follow on social media platforms to make new friends According to findings 65 respondents representing 17.3% Strongly Agree, 139 respondents representing 37% Agree, 99 representing 26.3% are Undecided, 52 respondents representing 13.8% Disagree while 21 respondents representing 5.6% Strongly Disagree with the statement.

Table 4.15: I follow on social media platforms to search for good-looking people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	105	27.9	27.9	27.9
	Agree	140	37.2	37.2	65.2
	Undecided	81	21.5	21.5	86.7
	Disagree	35	9.3	9.3	96.0
	Strongly Disagree	15	4.0	4.0	100.0
	Total	376	100.0	100.0	

Results in table 4.2.6 measured if respondents' follow on social media platforms to search for good-looking people. According to findings 105 respondents representing 27.9% Strongly Agree, 140 respondents representing 37.2% Agree, 81 representing 21.5% are Undecided, 35 respondents representing 9.3% Disagree while 15 respondents representing 4% Strongly Disagree with the statement.

Table 4.16: I follow on social media platforms to search for romantic partners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	97	25.8	25.8	25.8
	Agree	148	39.4	39.4	65.2
	Undecided	82	21.8	21.8	87.0
	Disagree	33	8.8	8.8	95.7
	Strongly Disagree	16	4.3	4.3	100.0
	Total	376	100.0	100.0	

Results in table 4.2.7 measured if respondents' follow on social media platforms to search for romantic partners. According to findings 97 respondents representing 25.8% Strongly Agree, 148 respondents representing 39.4% Agree, 82 representing 21.8% are Undecided, 33 respondents representing 8.8% Disagree while 16 respondents representing 4.3% Strongly Disagree with the statement.

Table 4.17: I follow on social media platforms to search for academic partners

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	89	23.7	23.7	23.7
Agree	133	35.4	35.4	59.0
Undecided	82	21.8	21.8	80.9
Disagree	50	13.3	13.3	94.1
Strongly Disagree	22	5.9	5.9	100.0
Total	376	100.0	100.0	

Results in table 4.2.8 measured if respondents' follow on social media platforms to search for romantic partners. According to findings 89 respondents representing 23.7% Strongly Agree, 133 respondents representing 35.4% Agree, 82 representing 21.8% are Undecided, 50 respondents representing 13.3% Disagree while 22 respondents representing 5.9% Strongly Disagree with the statement.

Table 4.18: I follow on social media platforms to laugh at people

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	61	16.2	16.2	16.2
Agree	132	35.1	35.1	51.3
Undecided	106	28.2	28.2	79.5
Disagree	55	14.6	14.6	94.1
Strongly Disagree	22	5.9	5.9	100.0
Total	376	100.0	100.0	

Results in table 4.2.9 measured if respondents' follow on social media platforms to laugh at people. According to findings 61 respondents representing 16.2% Strongly Agree, 132 respondents representing 35.1% Agree, 106 representing 28.2% are Undecided, 55 respondents representing 14.6% Disagree while 22 respondents representing 5.9% Strongly Disagree with the statement.

Table 4.19: I follow on social media platforms to entertain myself

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	48	12.8	12.8	12.8
Agree	123	32.7	32.7	45.5
Undecided	129	34.3	34.3	79.8
Disagree	50	13.3	13.3	93.1
Strongly Disagree	26	6.9	6.9	100.0
Total	376	100.0	100.0	

Results in table 4.2.10 measured if respondents' follow on social media platforms to laugh at people. According to findings 48 respondents representing 12.8% Strongly Agree, 123 respondents representing 32.7% Agree, 129 representing 34.3% are Undecided, 50 respondents representing 13.3% Disagree while 26 respondents representing 6.9% Strongly Disagree with the statement.

Table 4.20: I follow on social media platforms to gossip about people

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	77	20.5	20.5	20.5
Agree	125	33.2	33.2	53.7
Undecided	91	24.2	24.2	77.9
Disagree	63	16.8	16.8	94.7
Strongly Disagree	20	5.3	5.3	100.0
Total	376	100.0	100.0	

Results in table 4.2.11 measured if respondents' follow on social media platforms to gossip about people. According to findings 77 respondents representing 20.5% Strongly Agree, 125 respondents representing 33.2% Agree, 91 representing 24.2% are Undecided, 63 respondents representing 16.8% Disagree while 20 respondents representing 5.3% Strongly Disagree with the statement.

Table 4.21: I follow on social media platforms to get information about current happenings

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	78	20.7	20.7	20.7
Agree	126	33.5	33.5	54.3
Undecided	98	26.1	26.1	80.3
Disagree	48	12.8	12.8	93.1
Strongly Disagree	26	6.9	6.9	100.0
Total	376	100.0	100.0	

Results in table 4.2.12 measured if respondents' follow on social media platforms to get information about current happenings. According to findings 78 respondents representing 20.7% Strongly Agree, 126 respondents representing 33.5% Agree, 98 representing 26.1% are Undecided, 48 respondents representing 12.8% Disagree while 26 respondents representing 6.9% Strongly Disagree with the statement.

Table 4.22: I follow on social media platforms to stalk people

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	60	16.0	16.0	16.0
Agree	116	30.9	30.9	46.8
Undecided	120	31.9	31.9	78.7
Disagree	49	13.0	13.0	91.8
Strongly Disagree	31	8.2	8.2	100.0
Total	376	100.0	100.0	

Results in table 4.2.13 measured if respondents' follow on social media platforms to stalk people. According to findings 60 respondents representing 16.0% Strongly Agree, 116 respondents representing 30.9% Agree, 120 representing 31.9% are Undecided, 49 respondents representing 13% Disagree while 31 respondents representing 8.2% Strongly Disagree with the statement.

Table 4.23: I follow on social media platforms just to view people’s pictures

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	86	22.9	22.9	22.9
Agree	131	34.8	34.8	57.7
Undecided	90	23.9	23.9	81.6
Disagree	53	14.1	14.1	95.7
Strongly Disagree	16	4.3	4.3	100.0
Total	376	100.0	100.0	

Results in table 4.2.14 measured if respondents’ follow on social media platforms just to view people’s pictures. According to findings 86 respondents representing 22.9% Strongly Agree, 131 respondents representing 34.8% Agree, 90 representing 23.9% are Undecided, 53 respondents representing 14.1% Disagree while 16 respondents representing 4.3% Strongly Disagree with the statement.

Table 4.24: I follow on social media platforms just to align with current trends

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	83	22.1	22.1	22.1
Agree	134	35.6	35.6	57.7
Undecided	94	25.0	25.0	82.7
Disagree	46	12.2	12.2	94.9
Strongly Disagree	19	5.1	5.1	100.0
Total	376	100.0	100.0	

Results in table 4.2.15 measured if respondents' follow on social media platforms just to align with current trends. According to findings 83 respondents representing 22.1% Strongly Agree, 134 respondents representing 35.6% Agree, 94 representing 25.0% are Undecided, 46 respondents representing 12.2% Disagree while 19 respondents representing 5.1% Strongly Disagree with the statement.

Table 4.25: I follow on social media platforms just to keep myself busy when board

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	76	20.2	20.2	20.2
Agree	144	38.3	38.3	58.5
Undecided	92	24.5	24.5	83.0
Disagree	45	12.0	12.0	94.9
Strongly Disagree	19	5.1	5.1	100.0
Total	376	100.0	100.0	

Results in table 4.2.16 measured if respondents' follow on social media platforms just to keep me busy when board. According to findings 76 respondents representing 20.2% Strongly Agree, 144 respondents representing 38.3% Agree, 92 representing 24.5% are Undecided, 45 respondents representing 12% Disagree while 19 respondents representing 5.1% Strongly Disagree with the statement.

Table 4.26: I like on social media platforms for fun

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	61	16.2	16.2	16.2
Agree	127	33.8	33.8	50.0
Undecided	104	27.7	27.7	77.7
Disagree	63	16.8	16.8	94.4
Strongly Disagree	21	5.6	5.6	100.0
Total	376	100.0	100.0	

In table 4.2.17, results indicate that 16.2% representing 61 respondents Strongly Agree with the statement that they like on social media platforms for fun. Also, 33.8% representing 127 respondents Agree, 27.7% representing 104 respondents are Undecided, 16.8% representing 63 respondents while 5.6% representing 21 respondents Strongly Disagree.

Table 4.27: I like on social media platforms to get likes back on my posts

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	79	21.0	21.0	21.0
Agree	132	35.1	35.1	56.1
Undecided	93	24.7	24.7	80.9
Disagree	46	12.2	12.2	93.1
Strongly Disagree	26	6.9	6.9	100.0
Total	376	100.0	100.0	

In table 4.2.18, results indicate that 21% representing 79 respondents Strongly Agree with the statement that they like on social media platforms to get likes back on their posts. Also, 35.1% representing 132 respondents Agree, 24.7% representing 93 respondents are Undecided, 12.2% representing 46 respondents while 6.9% representing 26 respondents Strongly Disagree.

Table 4.28: I like on social media platforms to show my presence on the platform

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	78	20.7	20.7	20.7
Agree	127	33.8	33.8	54.5
Undecided	98	26.1	26.1	80.6
Disagree	57	15.2	15.2	95.7
Strongly Disagree	16	4.3	4.3	100.0
Total	376	100.0	100.0	

In table 4.2.19, results indicate that 20.7% representing 78 respondents Strongly Agree with the statement that they like on social media platforms to show their presence on the platform. Also, 33.8% representing 127 respondents Agree, 26.1% representing 98 respondents are Undecided, 15.2% representing 57 respondents while 4.3% representing 16 respondents Strongly Disagree.

Table 4.29: I like on social media platforms to help the user increase the number of likes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	71	18.9	18.9	18.9
Agree	120	31.9	31.9	50.8
Undecided	108	28.7	28.7	79.5
Disagree	48	12.8	12.8	92.3
Strongly Disagree	29	7.7	7.7	100.0
Total	376	100.0	100.0	

In table 4.2.20, results indicate that 18.9% representing 71 respondents Strongly Agree with the statement that they like on social media platforms to help the user increase the number of likes. Also, 31.9% representing 120 respondents Agree, 28.7% representing 108 respondents are Undecided, 12.8% representing 48 respondents while 7.7% representing 29 respondents Strongly Disagree.

Table 4.30: I like on social media platforms when the post is informative

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	89	23.7	23.7	23.7
Agree	135	35.9	35.9	59.6
Undecided	78	20.7	20.7	80.3
Disagree	58	15.4	15.4	95.7
Strongly Disagree	16	4.3	4.3	100.0
Total	376	100.0	100.0	

In table 4.2.21, results indicate that 23.7% representing 89 respondents Strongly Agree with the statement that they like on social media platforms when the post is informative. Also, 35.9% representing 135 respondents Agree, 20.7% representing 78 respondents are Undecided, 15.4% representing 58 respondents while 4.3% representing 16 respondents Strongly Disagree.

Table 4.31: I like on social media platforms when a celebrity posts

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	48	12.8	12.8	12.8
Agree	104	27.7	27.7	40.4
Undecided	130	34.6	34.6	75.0
Disagree	71	18.9	18.9	93.9
Strongly Disagree	23	6.1	6.1	100.0
Total	376	100.0	100.0	

In table 4.2.22, results indicate that 12.8 % representing 48 respondents Strongly Agree with the statement that they like on social media platforms when a celebrity posts. Also, 27.7% representing 104 respondents Agree, 34.6% representing 130 respondents are Undecided, 18.9% representing 71 respondents while 6.1% representing 23 respondents Strongly Disagree.

Table 4.32: I like on social media platforms posts of people who like mine

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	75	19.9	19.9	19.9
Agree	131	34.8	34.8	54.8
Undecided	100	26.6	26.6	81.4
Disagree	55	14.6	14.6	96.0
Strongly Disagree	15	4.0	4.0	100.0
Total	376	100.0	100.0	

In table 4.2.23, results indicate that 19.9% representing 75 respondents Strongly Agree with the statement that they like on social media platforms posts of people who like theirs. Also, 34.8% representing 131 respondents Agree, 26.6% representing 100 respondents are Undecided, 14.6% representing 55 respondents while 4% representing 15 respondents Strongly Disagree.

Table 4.33: I like on social media platforms posts I am emotionally attracted to

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	80	21.3	21.3	21.3
Agree	139	37.0	37.0	58.2
Undecided	89	23.7	23.7	81.9
Disagree	44	11.7	11.7	93.6
Strongly Disagree	24	6.4	6.4	100.0
Total	376	100.0	100.0	

In table 4.2.24, results indicate that 21.3% representing 80 respondents Strongly Agree with the statement that they like on social media platforms posts they are emotionally attracted to. Also, 37% representing 139 respondents Agree, 23.7% representing 89 respondents are Undecided, 11.7% representing 44 respondents while 6.4% representing 24 respondents Strongly Disagree.

Table 4.34: I like on social media platforms when a friend recommends me to like

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	78	20.7	20.7	20.7
Agree	135	35.9	35.9	56.6
Undecided	96	25.5	25.5	82.2
Disagree	49	13.0	13.0	95.2
Strongly Disagree	18	4.8	4.8	100.0
Total	376	100.0	100.0	

In table 4.2.25, results indicate that 20.7% representing 78 respondents Strongly Agree with the statement that they like on social media platforms when a friend recommends them to like. Also, 35.9% representing 135 respondents Agree, 25.5% representing 96 respondents are Undecided, 13% representing 49 respondents while 4.8% representing 18 respondents Strongly Disagree.

Table 4.35: I like on social media platforms to show affection

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	62	16.5	16.5	16.5
Agree	112	29.8	29.8	46.3
Undecided	104	27.7	27.7	73.9
Disagree	71	18.9	18.9	92.8
Strongly Disagree	27	7.2	7.2	100.0
Total	376	100.0	100.0	

In table 4.2.26, results indicate that 16.5% representing 62 respondents Strongly Agree with the statement that they like on social media platforms to show affection. Also, 29.8% representing 112 respondents Agree, 27.7% representing 104 respondents are Undecided, 18.9% representing 71 respondents while 7.2% representing 27 respondents Strongly Disagree.

Table 4.36: I like on social media platforms to show the post is educative

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	73	19.4	19.4	19.4
Agree	136	36.2	36.2	55.6
Undecided	95	25.3	25.3	80.9
Disagree	49	13.0	13.0	93.9
Strongly Disagree	23	6.1	6.1	100.0
Total	376	100.0	100.0	

In table 4.2.27, results indicate that 19.4% representing 73 respondents Strongly Agree with the statement that they like on social media platforms to show the post is educative. Also, 36.2% representing 136 respondents Agree, 25.3% representing 95 respondents are Undecided, 13% representing 49 respondents while 6.1% representing 23 respondents Strongly Disagree.

Table 4.37: I like on social media platforms posts of people I follow

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	83	22.1	22.1	22.1
Agree	124	33.0	33.0	55.1
Undecided	88	23.4	23.4	78.5
Disagree	59	15.7	15.7	94.1
Strongly Disagree	22	5.9	5.9	100.0
Total	376	100.0	100.0	

In table 4.2.28, results indicate that 22.1% representing 83 respondents Strongly Agree with the statement that they like on social media platforms posts of people they follow. Also, 33% representing 124 respondents Agree, 23.4% representing 88 respondents are Undecided, 15.7% representing 59 respondents while 5.9% representing 22 respondents Strongly Disagree.

Table 4.38: I like on social media platforms post of my intimate friends

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	79	21.0	21.0	21.0
Agree	130	34.6	34.6	55.6
Undecided	92	24.5	24.5	80.1
Disagree	52	13.8	13.8	93.9
Strongly Disagree	23	6.1	6.1	100.0
Total	376	100.0	100.0	

In table 4.2.29, results indicate that 21% representing 79 respondents Strongly Agree with the statement that they like on social media platforms post of their intimate friends. Also 34.6% representing 130 respondents Agree, 24.5% representing 92 respondents are Undecided, 13.8% representing 52 respondents while 6.1% representing 23 respondents Strongly Disagree.

Table 4.39: I like on social media platforms posts that make me laugh

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	80	21.3	21.3	21.3
Agree	139	37.0	37.0	58.2
Undecided	93	24.7	24.7	83.0
Disagree	45	12.0	12.0	94.9
Strongly Disagree	19	5.1	5.1	100.0
Total	376	100.0	100.0	

In table 4.2.30, results indicate that 21.3% representing 80 respondents Strongly Agree with the statement that they like on social media platforms posts that make them laugh. Also, 37% representing 139 respondents Agree, 24.7% representing 93 respondents are Undecided, 12% representing 45 respondents while 5.1% representing 19 respondents Strongly Disagree.

Table 4.40: I like on social media platforms posts by opposite gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	86	22.9	22.9	22.9
Agree	145	38.6	38.6	61.4
Undecided	94	25.0	25.0	86.4
Disagree	37	9.8	9.8	96.3
Strongly Disagree	14	3.7	3.7	100.0
Total	376	100.0	100.0	

In table 4.2.31, results indicate that 22.9% representing 86 respondents Strongly Agree with the statement that they like on social media platforms posts by opposite gender. Also, 38.6% representing 145 respondents Agree, 25% representing 94 respondents are Undecided, 18.9% representing 71 respondents while 3.7% representing 14 respondents Strongly Disagree.

Table 4.41: I like random post I come across on social media platforms

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	61	16.2	16.2	16.2
Agree	147	39.1	39.1	55.3
Undecided	97	25.8	25.8	81.1
Disagree	57	15.2	15.2	96.3
Strongly Disagree	14	3.7	3.7	100.0
Total	376	100.0	100.0	

In table 4.2.32, results indicate that 16.2% representing 61 respondents Strongly Agree with the statement that they like on social media platforms to show affection. Also, 39.1% representing 147 respondents Agree, 25.8% representing 97 respondents are Undecided, 15.2% representing 57 respondents while 3.7% representing 14 respondents Strongly Disagree.

Table 4.42: I comment on social media platforms for fun

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	51	13.6	13.6	13.6
Agree	117	31.1	31.1	44.7
Undecided	107	28.5	28.5	73.1
Disagree	71	18.9	18.9	92.0
Strongly Disagree	30	8.0	8.0	100.0
Total	376	100.0	100.0	

Results in table 4.2.33 measured if respondents' comment on social media platforms for fun. According to findings 51 respondents representing 13.6% Strongly Agree, 117 respondents representing 31.1% Agree, 107 representing 28.5% are Undecided, 71 respondents representing 18.9% Disagree while 30 respondents representing 8% Strongly Disagree with the statement.

Table 4.43: I comment on intelligent posts

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	55	14.6	14.6	14.6
Agree	124	33.0	33.0	47.6
Undecided	104	27.7	27.7	75.3
Disagree	64	17.0	17.0	92.3
Strongly Disagree	29	7.7	7.7	100.0
Total	376	100.0	100.0	

Results in table 4.2.34 measured if respondents' comment on social media platforms for fun. According to findings 55 respondents representing 14.6% Strongly Agree, 124 respondents representing 33% Agree, 104 representing 27.7% are Undecided, 64 respondents representing 17% Disagree while 29 respondents representing 7.7% Strongly Disagree with the statement.

Table 4.44: I comment on social media platforms whenever I come across any random post

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	81	21.5	21.5	21.5
Agree	121	32.2	32.2	53.7
Undecided	105	27.9	27.9	81.6
Disagree	57	15.2	15.2	96.8
Strongly Disagree	12	3.2	3.2	100.0
Total	376	100.0	100.0	

Results in table 4.2.35 measured if respondents' comment on social media platforms for fun. According to findings 81 respondents representing 21.5% Strongly Agree, 121 respondents representing 32.2% Agree, 105 representing 27.9% are Undecided, 57 respondents representing 15.2% Disagree while 12 respondents representing 3.2% Strongly Disagree with the statement.

Table 4.45: I comment on social media platforms to show love

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	67	17.8	17.8	17.8
Agree	116	30.9	30.9	48.7
Undecided	99	26.3	26.3	75.0
Disagree	67	17.8	17.8	92.8
Strongly Disagree	27	7.2	7.2	100.0
Total	376	100.0	100.0	

Results in table 4.2.36 measured if respondents' comment on social media platforms for fun. According to findings 67 respondents representing 17.8% Strongly Agree, 116 respondents representing 30.9% Agree, 99 representing 26.3% are Undecided, 67 respondents representing 17.8% Disagree while 27 respondents representing 7.2% Strongly Disagree with the statement.

Table 4.46: I comment on social media platforms to show support

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	65	17.3	17.3	17.3
Agree	99	26.3	26.3	43.6
Undecided	123	32.7	32.7	76.3
Disagree	68	18.1	18.1	94.4
Strongly Disagree	21	5.6	5.6	100.0
Total	376	100.0	100.0	

Results in table 4.2.37 measured if respondents' comment on social media platforms for fun. According to findings 65 respondents representing 17.3% Strongly Agree, 99 respondents representing 26.3% Agree, 123 representing 32.7% are Undecided, 68 respondents representing 18.1% Disagree while 21 respondents representing 5.6% Strongly Disagree with the statement.

Table 4.47: I comment on social media platforms to generate controversies

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	90	23.9	23.9	23.9
Agree	108	28.7	28.7	52.7
Undecided	109	29.0	29.0	81.6
Disagree	52	13.8	13.8	95.5
Strongly Disagree	17	4.5	4.5	100.0
Total	376	100.0	100.0	

Results in table 4.2.38 measured if respondents' comment on social media platforms for fun. According to findings 90 respondents representing 23.9% Strongly Agree, 108 respondents representing 28.7% Agree, 109 representing 29% are Undecided, 52 respondents representing 13.8% Disagree while 17 respondents representing 4.5% Strongly Disagree with the statement.

Table 4.48: I comment on social media platforms when I am attracted to the post

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	93	24.7	24.7	24.7
Agree	118	31.4	31.4	56.1
Undecided	91	24.2	24.2	80.3
Disagree	60	16.0	16.0	96.3
Strongly Disagree	14	3.7	3.7	100.0
Total	376	100.0	100.0	

Results in table 4.2.39 measured if respondents' comment on social media platforms for fun. According to findings 93 respondents representing 24.7% Strongly Agree, 118 respondents representing 31.4% Agree, 91 representing 24.2% are Undecided, 60 respondents representing 16% Disagree while 14 respondents representing 3.7% Strongly Disagree with the statement.

Table 4.49: I comment on my friends' social media posts

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	70	18.6	18.6	18.6
Agree	117	31.1	31.1	49.7
Undecided	106	28.2	28.2	77.9
Disagree	57	15.2	15.2	93.1
Strongly Disagree	26	6.9	6.9	100.0
Total	376	100.0	100.0	

Results in table 4.2.40 measured if respondents' comment on social media platforms for fun. According to findings 70 respondents representing 18.6% Strongly Agree, 117 respondents representing 31.1% Agree, 106 representing 28.2% are Undecided, 57 respondents representing 15.2% Disagree while 26 respondents representing 6.9% Strongly Disagree with the statement.

Table 4.50: I comment on social media platforms to tease people

	Frequency	Percent	Valid Percent	Cumulative Percent
1	45	12.0	12.0	12.0
2	118	31.4	31.4	43.4
3	113	30.1	30.1	73.4
Valid 4	73	19.4	19.4	92.8
5	27	7.2	7.2	100.0
Total	376	100.0	100.0	

Results in table 4.2.41 measured if respondents' comment on social media platforms for fun. According to findings 45 respondents representing 12% Strongly Agree, 118 respondents representing 31.4% Agree, 113 representing 30.1% are Undecided, 73 respondents representing 19.4% Disagree while 27 respondents representing 7.2% Strongly Disagree with the statement.

Table 4.51: I comment on social media platforms to show I am active on social media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	84	22.3	22.3	22.3
Agree	144	38.3	38.3	60.6
Undecided	96	25.5	25.5	86.2
Disagree	35	9.3	9.3	95.5
Strongly Disagree	17	4.5	4.5	100.0
Total	376	100.0	100.0	

Results in table 4.2.42 measured if respondents' comment on social media platforms for fun. According to findings 84 respondents representing 22.3% Strongly Agree, 144 respondents representing 38.3% Agree, 96 representing 25.5% are Undecided, 35 respondents representing 9.3% Disagree while 17 respondents representing 4.5% Strongly Disagree with the statement.

4.3 Mean and Attitudes of Respondents

In order to ascertain an average for the respondents based on the Likert scale used in this study, means and attitudes were measured on the perceived motivations behind following, liking and commenting on social media posts among youths. The measurement is based on the Balci (2004), values; 1=Strongly agree, (1-1.79 SA) 2=agree, (1.80-2.59 A) 3=Undecided, (2.60-3.39 U) 4=Disagree (3.40-4.19 D) and 5=Strongly Disagree (4.20-5 SD).

Table 4.52: Mean and attitudes for motivations behind following others on social media

Statement	Mean	Attitude
I follow on social media platforms to reciprocate the gesture of people who follow me	2.40	A
I follow on social media platforms to get follow backs	2.48	A
I follow on social media platforms to get lots of likes on my posts	1.85	A
I follow on social media platforms to make new friends	2.36	A
I follow on social media platforms to search for good looking people	2.53	A
I follow on social media platforms to search for romantic partners	2.24	A
I follow on social media platforms to search for academic partners	2.42	A
I follow on social media platforms to keep myself busy when board	2.59	A

I follow on social media platforms to laugh at people	2.32	A
I follow on social media platforms to entertain myself	2.53	A
I follow on social media platforms to gossip about people	2.52	A
I follow on social media platforms to get information about current happenings	2.25	A
I follow on social media platforms to stalk people	2.42	A
I follow on social media platforms to view people's pictures	2.43	A
I follow on social media platforms in order to align with current trends	2.43	A

Result in table 4.3.1 indicates that respondents agree with all the statements in this section. As such, it could be stated that motivations behind following others on social media include reciprocating the gesture of people who follow them, to make new friends, to search for romantic partners, to serve as a form of entertainment, to stalk people, to view people's pictures, and in order to align with current trends among others.

Table 4.53: Mean and attitudes for motivations behind commenting on other social media posts

Statement	Mean	Attitude
I comment on social media platforms for fun	2.70	U
I comment on social media platforms to get likes back on my posts	2.46	A
I comment on social media platforms to show my presence on the platform	2.34	A

I comment on social media platforms to help the user increase the number of likes	2.68	U
I comment on social media platforms when the post is informative	2.46	A
I comment on social media platforms when a celebrity posts	2.43	A
I comment on posts of people who comment on my social media platforms	2.61	U
I comment on social media platforms when posts I am emotionally attracted to such platform	2.78	U
I comment on social media platforms only when a friend recommends me to comment	2.35	A
I comment on social media platforms to show affection	2.70	U
I comment on social media platforms to show the post is educative	2.46	A
I comment on posts of people I follow on social media platforms	2.30	A
I comment on posts of my intimate friends on social media platforms	2.68	U
I comment on posts that make me laugh on social media platforms	2.46	A
I comment on posts by opposite gender on social media platforms	2.43	A
I comment on random post I come across on social media platforms	2.58	A

Result in table 4.3.2 indicates that out of the 16 items measured, only 10 items were agreed upon as true while others are undecided. Therefore, it cannot be affirmatively stated that social media users comment on social media platforms just for fun or to help the user increase the number of likes. In addition, respondents are on decided that they comment on social media posts of people who comment on their social media platforms, when posts they are emotionally attracted to such platform, to show affection, and of posts of intimate friends.

Table 4.54: Mean and attitudes for motivations behind liking on other social media posts

Statement	Mean	Attitude
I like on social media platforms for fun	2.49	A
I like on social media platforms to get likes back on my posts	2.48	A
I like on social media platforms to show my presence on the platform	2.59	A
I like on social media platforms to help the user increase the number of likes	2.41	A
I like on social media platforms when the post is informative	2.48	A
I like on social media platforms when a celebrity posts	2.48	A
I like on social media platforms posts of people who like mine	2.45	A
I like on social media platforms posts I am emotionally attracted to	2.45	A
I like on social media platforms posts a friend recommends me to like	2.40	A
I like on social media platforms to show affection	2.50	A
I like on social media platforms to show the post is educative	2.50	A

I like on social media platforms posts of people I follow	2.49	A
I like on social media platforms posts of my intimate friends	2.43	A
I like on social media platforms posts that make me laugh	2.33	A
I like on social media platforms posts by opposite gender	2.51	A
I like on social media platforms random post I come across	2.49	A

Result in table 4.3.3 indicates that respondents agree with all the statements in this section. Therefore, it could be stated that youths like other social media users' post in order to get likes back on their posts, when the post is informative, posts they are emotionally attracted to, to show affection, to show the post is educative, posts of their intimate friends, posts that make them laugh, posts by opposite gender, as well as random post they come across among others. ANOVA was conducted in this study in order to find out the variance in age of respondents who "like" other social media users' posts.

Table 4.55: ANOVA results for age and attitude scale

	<i>Sum Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
I like on social media platforms for fun	2.81	2	1.41	1.14	.32
	460.04	37	1.23		
	462.85	38			
I like on social media platforms to get likes back on my posts	10.68	2	5.34	4.07	.01
	489.28	37	1.31		
	499.95	38			
	2.39	2	1.20	.98	.38

I like on social media platforms to show my presence on the platform	457.51	37	1.23		
	459.90	38			
I like on social media platforms to help the user increase the number of likes	17.99	2	8.10	6.92	.00
	485.28	37	1.30		
	503.28	38			
I like on social media platforms when the post is informative	4.55	2	2.26	1.78	.17
	476.19	37	1.28		
	480.74	38			
I like on social media platforms when a celebrity posts	7.54	2	3.77	3.25	.04
	433.14	37	1.16		
	440.68	38			
I like on social media platforms posts of people who like mine	9.299	2	4.65	3.99	.02
	434.53	37	1.17		
	443.83	38			
I like on social media platforms posts I am emotionally attracted to	8.39	2	4.20	3.28	.04
	476.65	37	1.28		
	485.04	38			
I like on social media platforms when a friend recommends me to like	13.25	2	6.63	5.59	.00
	441.89	37	1.19		
	455.14	38			
I like on social media platforms to show affection	6.78	2	3.39	2.53	.08
	499.45	37	1.34		
	506.23	38			
	10.910	2	5.46	4.38	.01

I like on social media platforms to show the post is educative	465.09	37	1.25		
	475.10	38			
I like on social media platforms posts of people I follow	7.74	2	3.87	2.87	.06
	502.26	37	1.35		
	509.10	38			
I like on social media platforms post of my intimate friends	10.72	2	5.36	4.14	.02
	483.27	37	1.30		
	493.99	38			
I like on social media platforms posts that make me laugh	8.35	2	4.18	3.48	.03
	447.57	37	1.20		
	455.92	38			
I like on social media platforms posts by opposite gender	.18	1	.18	.17	.68
	404.73	37	1.09		
	413.11	38			
I like random post I come across on social media platforms	4.52	2	2.26	2.06	.13
	409.43	37	1.10		
	413.96	38			

$p < 0.05$

Table 4.3.4 is the ANOVA result presenting the variance among respondents' age group on liking posts on social media. Result indicated that out of the 16 items tested, only nine (9) were found to be statistically significant. "I like on social media platforms to get likes back on my posts", $F(2, 37) = 1.14, p = .01$. Youths within ages 30-35 ($M = 2.97, SD = 1.17$) were more statistically significant to those that fall within ages 24-29 ($M = 2.46, SD = 1.12$) and 18-23 ($M = 2.33, SD = 1.21$). "I like on social media

platforms to help the user increase the number of likes”, $F(2, 37) = 6.92, p = .00$. In this item, youths within 30-35 ($M = 2.95, SD = 1.37$) were more statistically significant to those that fall within ages 24-29 ($M = 2.63, SD = 1.13$) and 18-23 ($M = 2.11, SD = 1.02$). “I like on social media platforms when a celebrity posts”, $F(2, 37) = 3.25, p = .04$. Youths within 30-35 ($M = 3.11, SD = 1.18$) were more statistically significant to those that fall within ages 24-29 ($M = 2.78, SD = 1.07$) and 18-23 ($M = 2.53, SD = 1.07$).

Also, “I like on social media platforms posts of people who like mine”, $F(2, 37) = 4.65, p = .02$. Youths within 30-35 ($M = 2.84, SD = 1.26$) were more statistically significant to those that fall within ages 24-29 ($M = 2.48, SD = 1.05$) and 18-23 ($M = 2.20, SD = 1.08$). “I like on social media platforms posts I am emotionally attracted to”, $F(2, 37) = 4.20, p = .04$. Youths within 30-35 ($M = 2.84, SD = 1.37$) were more statistically significant to those that fall within ages 24-29 ($M = 2.44, SD = 1.08$) and 18-23 ($M = 2.24, SD = 1.20$). “I like on social media platforms when a friend recommends me to like” $F(2, 37) = 6.63, p = .00$. Youths within 30-35 ($M = 2.89, SD = 1.33$) were more statistically significant to those that fall within ages 24-29 ($M = 2.46, SD = 1.07$) and 18-23 ($M = 2.13, SD = 1.00$).

Furthermore, “I like on social media platforms to show the post is educative” $F(2, 37) = 5.46, p = .01$. Youths within 30-35 ($M = 3.00, SD = 1.25$) were more statistically significant to those that fall within ages 24-29 ($M = 2.46, SD = 1.09$) and 18-23 ($M = 2.36, SD = 1.14$). “I like on social media platforms post of my intimate friends”, $F(2, 37) = 5.36, p = .02$. Youths within 30-35 ($M = 2.87, SD = 1.28$) were more statistically significant to those that fall within ages 24-29 ($M = 2.51, SD = 1.13$) and 18-23 ($M = 2.18, SD = 1.09$). “I like on social media platforms posts that make me laugh”, $F(2,$

37) = 4.18, $p = .03$. Youths within 30-35 ($M = 2.87$, $SD = 1.14$) were more statistically significant to those that fall within ages 24-29 ($M = 2.38$, $SD = 1.08$) and 18-23 ($M = 2.35$, $SD = 1.13$).

In summary, results from the ANOVA test conducted revealed that tertiary institution students within the age of 30 to 35 were accessed higher to like on social media platforms to get likes back on their posts. They also like on social media platforms to help the user increase the number of likes, like on social media platforms post of their intimate friends, and as well like on social media platforms posts that make them laugh.

Chapter 5

CONCLUSION

There are three major section in this part of the study. The first section of the study consists of a general summary. The second part is the conclusions drawn from the research and the summary of the results of the data analysis based on the research questions. This part helps provide a clear and precise answer to the research question, which gives the research topic of the study appropriate answers. The study concludes with a recommendation for future studies.

5.1 Summary of the Study

This study is centered on finding out the perceived motivations behind the activities of tertiary students on social media platforms. These activities include liking, following and commenting on posts of other users.

The quantitative research methodology was adopted as the means of inquiry in this research. Also, the simple random sampling was used in measuring the perception of the tertiary students with regards to their activities on social media. A total number of three hundred and seventy-six (376) university students were sampled in the study. The study consisted of both graduate and undergraduate students who are registered at the Eastern Mediterranean University.

The questions were appropriately answered by the respondents. Respondents' gender, department, marital status, use of social media, among others were answered in the

demographics section and were analyzed with the Statistical Package for Social Science SPSS program while the other parts which seek to answer questions pertaining to the research questions were analyzed through descriptive and inferential statistics.

5.2 Conclusions Drawn from the Study

This study has been able to statistically find out how tertiary students use social media for different gratification functions. These include posting, liking, and sharing pictures, comments and videos on various social media platforms. Findings in this study have been able to help verify and uphold the continued relevance of the Uses and Gratifications Theory. As such, the Uses and Gratifications Theory has continued to remain relevant in various social media studies.

What are the motivations behind youths following one another on social media?

One of the motivations behind this study is to find out why social media followers follow one another on the various social media platforms. Findings of this study reveal that some social media users follow others because they have been followed by the same user/s. this will reciprocate the gesture and as such might be the beginning of an online/offline friendship. Other users also follow on social media in other for them to have a significant number of users follow them back as well as to get lots of likes on the pictures and comments they post on the platform. Having so many likes on their post may signify they are being loved by other users as well as being visible on other users' platform. This research has also been able to reveal that one of the main objectives of following other social media users is to make new friends as well as to search for good-looking people on social media.

Social media users also search for romantic partners online by following a significant number of people on the platform. However, they do not necessarily have to know the people they are following offline before becoming their friends online. For example, a user may search for other users who they are romantically attracted to through the pictures and other information such user has made public through social media. Because some users use social media as a means of escaping their daily activities and as well when bored, findings in this study reveal that in order to keep themselves busy, social media users just follow random users on the platform. However, some users follow others in order to laugh at people's activities and actions on social media as well as serve as a form of entertainment, information and align themselves with current trends in the various sectors of the society.

What are the motivations behind youths commenting on one another's social media posts?

Results relating to research question two reveal that some social media users just comment on other users' platforms for fun. This may be a way of escaping or keeping themselves busy when bored. However, some other users comment in order to be noticed thereby attracting followers and likes on their posts at various levels. Commenting on other users' posts is a way of making themselves noticed by other social media users. These comments may not be relevant or align with the issue being discussed, however, the comment will show such user is also present on the platform and quite active.

Findings from this study also indicate that a number of users want to align with their favorite celebrities and public figures online. As such, they make sure whenever such celebrities post comment or pictures on social media, they are among the first to

comment thereby registering their presence and love. This research has also been able to confirm that some social media users comment on social media when a friend or colleague recommends a picture or comment to them, thereby soliciting their contribution or opinion in such issues.

According to findings in this study, some social media users only comment on the platform of only people they know offline based on their friendship and intimacy. However, they comment mostly on posts of the opposite gender as well as some other random posts they come across.

What are the motivations behind youths liking one another's social media posts?

Findings in this research have been able to open up a significant understanding of motivations behind liking other users' posts on social media. Results reveal that some social media users just randomly like other users' posts for fun, and as well to get likes on their posts whenever they post on social media. In addition, social media users like posts on the various platforms to show that they are also present on the platform and have viewed such post. Social media users like posts on the various platforms in sympathy for the user and as such helping such user increase the number of likes on their posts.

Revelations from this research indicate that users of social media like posts on the platform whenever they find such post informative as well as whenever such post is from a celebrity of their choice. They also like posts in return for those who like theirs as well as whenever they are emotionally attached to such post. Findings also indicate that social media users like posts in other to show affection to the user or the post itself as well as when such post is educative.

This study has also been able to find out that some social media users like other posts on the platform only when they know the user or such user is an intimate friend. Revelations also indicate that users of social media like on the platform whenever such post makes them laugh, from the opposite gender or sometimes just any random post they see on the platform.

Is there a statistically significant difference between the age group of youth that like one another posts on social media?

Findings from this study indicate that there is a statistically significant difference between the age group of youth that like one another posts on social media. This is most likely due to the fact that the level of maturity of the youths differs. Most importantly, findings from this study have been able to prove that age can serve as a control variable in the perceived motivations behind the activities of youths on social media. This serves as an important finding in this research.

In order to provide a general conclusion to the findings of this research, this study has been able to create a more robust clarification of the Uses and Gratifications Theory. The theory has over the time emphasized its arguments on the gratifications media audience receive from using the various forms of media, most importantly the social media platforms. As such, this research has been able to investigate further some of the gratifications received by the media audience whenever they use the media, especially, the social media platforms.

This study has been able to bring about more understanding that the social media users, especially students of the tertiary institution have been able to establish the fact that the most important reason behind their use of social media is to gratify their need to

get more information, education, entertainment amongst others. They have also affirmed that they post pictures on social media for other users to see and to show how much they are attractive. Tertiary institution student also reaffirmed the theoretical framework of this study by creating a clearer understanding that ultimately, posting, liking and sharing pictures, comments and other posts on social media is ultimately to gratify their desire. As such, they are able to select which platform they want to log on to such as Facebook, Instagram, or Snapchat.

However, due to the population and sample of this study, the findings of this research can be generalized as over 350 students who are categorized as the youth were the respondents of this research.

5.3 Recommendations for Further Research

This study has been able to make significant findings and contribution to literature. However, further studies could investigate the psychological effects of social media when students post, like, or share social media contents. Further studies may also investigate if the social media posts, comments, and likes reflect their true state of mind.

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APPENDIX

Appendix A: An Analysis of the Perceived Motivations behind the Activities Youths Carryout on Social Media.

Dear Respondent,

Thank you for accepting to participate in this very important research. This survey is aimed at finding out Perceived Motivations behind the Activities of Youths on Social Media.

SECTION A

Kindly Circle (O) only one of the numbers that corresponds with your answer in each of the questions

1. Age (a.) 18-23 (b.) 24-29 (c.) 30-35
2. Gender (a.) Female (b.) Male
3. Faculty (a.) Architecture (b.) Arts & Sciences (c.) Business & Economics
(d.) Communication and Media Studies (e.) Education (f.) Engineering (g.)
Health Sciences (h.) Law (i.) Medicine (j.) Pharmacy (k.) Tourism
4. Year (a.) 1 Year (b.) 2 Years (c.) 3 Years (d.) 4 Years (e.) 5 Years (e.) 6
Years
5. Marital Status (a.) Single (b.) In A Relationship (c.) Married (d.)
Divorced
6. How often do you use social media? (a.) Very Often (b.) Often
(c.) Sometimes (d.) Not-At-All
7. Which of these social media platforms do you use most often? (a.) Facebook

(b.) Instagram (c.) Snapchat

8. What do you often do on this social media platform

(a.) Follow new friends (b.) Like Pictures (c.) Comment on posts

9. How long do you spend on social media in a day?

(a.) 2-4hrs (b.) 5-7hrs (c.) 8-10hrs (d.) 11hrs and above

Motivations behind following others on Social Media

Kindly CIRCLE (O) the answer that corresponds with your agreement to the following statements, where 1=Strongly Agree, 2=Agree, 3=Undecided, 4=Disagree, & 5=Strongly Disagree

	I follow on social media platforms	Strongly Agree (1)	Agree (2)	Undecided(3)	Disagree (4)	Strongly Disagree (5)
10	For fun					
11	To reciprocate the gesture of people who follow me					
12	To get follow backs					
13	To get lots of likes on my posts					
14	To make new friends					

15	To search for good looking people					
16	To search for romantic partners					
17	To search for academic partners					
18	to keep myself busy when board					
19	To laugh at people					
20	To entertain myself					
21	To gossip about people					
22	To get information about current happenings					
23	To stalk people					
24	Just to view people's pictures					
25	In order to align with current trends					

Motivations behind liking others on Social Media

Kindly CIRCLE (O) the answer that corresponds with your agreement to the following statements, where 1=Strongly Agree, 2=Agree, 3=Undecided, 4=Disagree, & 5=Strongly Disagree

	I like on social media platforms	Strongly Agree (1)	Agree (2)	Undecided(3)	Disagree (4)	Strongly Disagree (5)
26	For fun					
27	To get likes back on my posts					
28	To show my presence on the platform					
29	To help the user increase the number of likes					
30	When the post is informative					
31	When a celebrity posts					
32	Posts of people who like mine					
33	Posts I am emotionally attracted to					

34	Only when a friend recommends me to like					
35	To show affection					
36	To show the post is educative					
37	Posts of people I follow					
38	Posts of my intimate friends					
39	Posts that make me laugh					
40	Posts by opposite gender					
41	Random post I come across					

Motivations behind commenting on other Social Media posts

Kindly CIRCLE (O) the answer that corresponds with your agreement to the following statements, where 1=Strongly Agree, 2=Agree, 3=Undecided, 4=Disagree, & 5=Strongly Disagree

	I comment on social media platforms	Strongly Agree (1)	Agree (2)	Undecided(3)	Disagree (4)	Strongly Disagree (5)
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42	For fun					
43	On intelligent posts					
44	Whenever I come across any random post					
45	To show love					
46	To show support					
47	To generate controversies					
48	When I am attracted to the post					
49	On my friends' posts					
50	To tease people					
51	To show I am active on social media					