The Effects of Facebook on Use Intention

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ABSTRACT

Given the changes of time and advances in technology, cyberspace communities have gradually become the platform of content and information integration. Internet users enhance their interpersonal relationships and establish themselves multiple identities on the internet in order to gain a sense of self-fulfilling achievement. This research applies questionnaires to collect data and targets Facebook users. The result shows four primary factors that exert positive influences on Facebook users' internet relationships and motivations, namely self-disclosure, interpersonal needs, entertainment and leisure, and societal impact. This research can become a useful reference for future studies and internet businesses on how users' motivations can strengthen the versatility of the Internet community in self-disclosure, interpersonal needs, entertainment and leisure, and interpersonal relationship in order to draw up strategies on promoting users' motivation and loyalty.

KEYWORDS

Entertainment and Leisure, Facebook, Interpersonal Needs, Self-Disclosure, Social Influence, Use Intention

INTRODUCTION

When you turn on the computer, what are you going to do on it? Most likely, you will go on Facebook. Introduced in 2004, it has had a global impact, especially after the Chinese version was made available. In the last two years, it has become more popular in Taiwan, where people rush to go online, and the interpersonal social greeting has become: "Do you have Facebook?" The buzzword "Facebook" in Taiwan has created a fit of storm, and the topic among peers invariably leads to Facebook. Although it is a new community site, Facebook has attracted countries all over the world to become members of a small global village (Church, Thambusamy, and Nemati, 2020).

Personal homepage is the soul of social networking sites. The focus of adolescents' networking social life, Facebook is where they describe themselves, upload photos, read comments from others, and list their favorite bands, but the most important thing is making new friends and widening their social circle (Ruas et al., 2019; Church et al., 2017). Such Internet habits have evolved to produce fast and immediate responses, as everything can simply be settled by the touch of their fingertips (Chen, 2014; Church, Thambusamy, and Nemati, 2020).

In view of this, this study will explore the impact of five dimensions of Use Intention: self-disclosure, interpersonal needs, social influence, entertainment and leisure, and the network social relationships. This study investigates the reasons that affect the Use Intention of Facebook users and serves as a reference to the Internet community operators.

LITERATURE REVIEW AND HYPOTEHESIS DEVELOPMENT

Facebook

Initially, the main purpose of Facebook was to enable college students to create and maintain the social life of the university. Ellison (2007) pointed out that 94% of college students are Facebook users who spend an average of 10 to 30 minutes a day for online communication to maintain their "buddy list". Ellison's report also indicated that the main purpose of Facebook is to maintain friendships, not to make new friends. The operation of Facebook allows users to select one or more "Internet communities," which are made up of thousands of members from a geographical region or metropolitan city areas, such as a specific high school or university, or a corporate entity. Each user maintains a webpage of "personal data" that contains basic information such as the individual's graduation year, hometown, personal data, such as name and relationship status, and other messages (Chen, 2014; Church, Thambusamy, and Nemati, 2020). Users may share with others what they are doing by changing their "status," which is displayed on the webpage (Mylonopoulos and Theoharakis, 2020; Houghton, Pressey, and Istanbulluoglu, 2020).

In addition to the maintenance and establishment of social relations, Facebook offers a wide variety of small games or psychological tests. "Happy Farm" and "Restaurant City" are the popular games among users. Aside from entertainment purposes, users may also communicate with their friends via the games they play (Ruas et al., 2019).

Internet Relationships

Burgoon et al. (1984) deemed that non-verbal clues would increase interpersonal intimacy as the high degree of non-verbal clues carry intimacy, attraction, and trust. Despite the negative results it may bring, non-verbal clues can promote the effectiveness of interpersonal relationships. While with text clues, although they rely on the text to convey the message, this will not necessarily hinder the development of interpersonal relationships (Knapp, 1992).

Furthermore, Parks and Floyd (1996) in their study of networking friendship proposed that the indicators in development of relations include: interdependence, the breadth and depth of interaction, interpersonal prediction and understanding, the individual uniqueness, commitment in propagation, and the polymerization and maintenance of relations in the participation of social networks.

From the above discussion, it can be concluded that the most important need in the motives for the use of virtual community is the need for interpersonal relationships. Moreover, the network characteristics enable people who stay at home to link with the rest of the world or to numerous databases (Church et al., 2017).

As far as the characteristic of its expansion in interpersonal relationships is concerned, the network has extended the scope of interpersonal relationships, enabling our interpersonal relationship to go beyond geographical boundaries; computer networks have increased the possibility of increasing our understanding of a diverse range of people. In other words, network communication and liaison function have brought the potential for two-way communication through e-mail and chat room conversations. People who had no chance before of making acquaintances or keeping in touch with loved ones can now communicate, chat, have further mutual understanding, and even maintain feelings regardless where their geographical location. Thus authors believe that the network has expanded individual interpersonal relationships (Walther and Burgoon, 1992; Rice and Love, 1987).

Self-Disclosure

Self-disclosure means to disclose to others information about themselves, including ideas, feelings, and experiences so that others can understand them and understand their own communication behaviors (DeVito, 2003; Derlega, Metts, Petronio and Margulis, 1993; Jourard, 1971).

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