

Chapter 32

What Do Facebook Users Feel About Facebook Advertising? Using an Experience Sampling Method (ESM) to Explore Their Digital Advertising Experiences

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ABSTRACT

Because of its popularity and rapid growth, Facebook has become a viable advertising medium for corporations to communicate with their consumers. The experiences of Facebook users are important to ensure the success of any Facebook advertising campaign. This chapter reports the findings from a qualitative study using the Experience Sampling Method (ESM) after recruiting Facebook college participants in a large university in the Southwest U.S. The ESM technique is a powerful tool to collect data to demonstrate participants' actual experiences and reflections when using Facebook and Facebook advertising. The authors use a signal contingent protocol to record participants' experiences in using Facebook and Facebook advertising after prompting participants to record their using experiences randomly. The findings will help online advertising researchers to better understand the feasibility of using Facebook as a potential advertising medium through a non-survey-based method to better assess potential impacts on businesses.

DOI: 10.4018/978-1-7998-9020-1.ch032

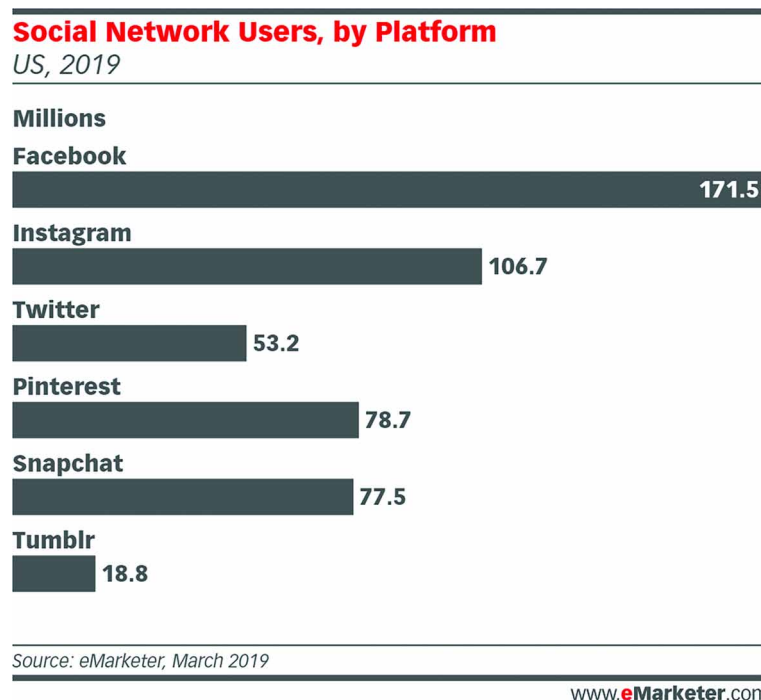
INTRODUCTION

Facebook as a Social Media Platform

Globally, there are 2.94 billion monthly social media users (*eMarketer.com*, 2019). Among them, Facebook has the largest number of social media users (*eMarketer.com*, 2019). Facebook is a social networking site that was founded in 2004 by Marc Zuckerberg (Facebook, 2004) and has about 169.5 million users in the U.S. (*eMarketer.com*, 2018a). Facebook is conceptualized as “a social utility that helps people communicate more efficiently with their friends, family and coworkers” (Facebook, 2004, n.p.). Like other social networking sites, Facebook was originally developed to target teen and adolescent users (MacMillan, 2009). However, recent statistics have shown that less than half of the U.S. Facebook users are between 12 to 17 years old (*eMarketer.com*, 2018a). The number of Facebook users in the U.S. below 11 years old is expected to decline by 9.3% (*eMarketer.com*, 2018a). An estimate of 2 million users (below 24 years old) is expected to quit Facebook (*eMarketer.com*, 2018a). Presently, Facebook has 1,755.1 million users in 2019 and is expected to grow to 2,023.7 million users in 2023 (*eMarketer.com*, 2019; Enberg, 2019). Other social media platforms have trailed behind Facebook, with Instagram (106.7 million users), Twitter (53.2 million users), Pinterest (78.7 million users), Snapchat (77.5 million users), and Tumblr (18.8 million users) (*eMarketer.com*, 2019) (Refer to Figure 1 below).

Figure 1. Social network users, by platform, in the U.S.

Source: (eMarketer.com, 2019)



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