Non-Use of Social Networking Sites by University Students: Evidence from a Developing Country

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Abstract

Social networking sites (SNS), such as Facebook (FB), have become part of day-to-day lives of millions of young university students around the globe. Still, some university students have no interest in participating in such sites. This study aims to explore possible reasons underlying non-use of SNS by the university students. This study found that primary reasons for not using SNS were lack of interest, privacy concerns, and parents' concerns. The results of this research provide important implications for academics and practitioners trying to understand the attitudes of student non-users social networking sites.

Keywords: Adult Learning, Computer-mediated Communication, Human-computer Interface, Classroom Teaching, Teaching/learning Strategies.

1. Introduction

The Internet is very powerful. It has affected and even changed the daily lifestyles of many individuals (Martin et al., 2011; Ceyhan, 2008; Shirazi, 2010). SNSs are web-based applications that enable innovative ways for people to communicate, build relationships, make new friends, and understand and informed about other people (Raacke & Bonds-Raacke, 2008; Carpenter et al., 2011). In this study, we have chosen to examine the use of FB, the most popular and frequently accessed SNS among university students across the globe (eBizMBA, 2012). By March 2012, FB was able to attract on monthly basis more than 901 million active users involved in a variety of tasks on the site, such as positing comments, connecting to groups/ communities, uploading photos, etc. (March, 2012). Some studies (Ross et al., 2009; Stern & Taylor, 2007) found that a large majority of students spent daily 10-60 minutes on FB. Despite such a widespread popularity of FB, still many young people do not deliberately use FB.

2. Literature Review

According to many studies (Pempek, Yermolayeva, & Calvert, 2009; Vrocharidou & Efthymiou ,2012; Burkell et al., 2014), the use of SNSs among university students has become more significant, popular, and widespread. The youth of today have been brought up with access to modern information and communication technologies, including the Internet. As such, these young people have natural abilities and high skill levels in using these technologies (Prensky, 2001; Ahn, 2011). Accordingly, if students are able to access the Internet at many places (such as friends' or family members' houses) it can increase the likelihood of their use of SNSs (Hargittai, 2008). However, Harper (2006) found that many students who have access to and expertise in use of Internet and related technologies do not use SNSs. In this study, a "non-user" refers to a person who either does not use SNSs at all or does not use a specific social networking site.

The prevalence of SNSs, as well as their significance in the lives of youth, has prompted the need to understand the factors impacting non-use of FB by young university students. Keeping in view the increased popularity of SNS (especially FB), many studies have been conducted to analyze use of FB from different viewpoints. These studies have identified various reasons that contribute to use of FB by youth. Some of the reasons identified include communication with friends, entertainment, participation in groups/events, making new friends, creating and reading wall posts, etc. (Cheung, Chiu, & Lee ,2011). These reasons may provide a plausible explanation for the rapid integration of SNSs into the daily lives of youth (Pempek, Yermolayeva & Calvert ,2009; Ajjan & Hartshorne, 2008). There are studies that analyzed educational uses of SNSs sites (Cheung, Chiu, & Lee, 2011; Green & Bailey, 2010) and differences in use of SNSs (Carpenter, Green, & LaFlam, 2011). However, the available literature continues to lack exploration of a very important issue of deliberate non-use of FB by many university students (Roblyer et al., 2010; Teclehaimanot & Hickman, 2011; Ross et al., 2009).

Many studies argue that users' perceived usefulness of technology plays a significant role in their adoption of technology (Wu et al., 2007; Lee, 2009; Lu, Zhou, & Wang, 2009; Sledgianowski &

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Kulviwat, 2009; Pontiggia & Virili, 2010; Yen, Wu, Cheng, & Huang, 2010). Some scholars (Sledgianowski & Kulviwat, 2009; Kang & Lee, 2010) argue that, in case of SNS, this perceived usefulness could result in users' increased intention to use SNS. Van der Heijden (2004) developed the claim that users of hedonic information systems considered enjoyment as a significant factor to determine their intention to use these systems. Kang and Lee (2010) and Kwon and Wen, (2010) suggested that SNS are hedonic information systems where users tend to participate more if they find their experience more enjoyable. Sledgianowski and Kulviwat (2009) argued that increased number of participants in a SNS increases the likelihood of other users to use it. When users anticipate increased membership of SNS, they feel they can get more help to extend their social network and enjoy more by communicating and sharing messages with other people (Li & Bernoff, 2008). The common user objective of joining SNS is to link their real-life social networks to connect with more people (Boyd & Ellison, 2008). As such, a large membership of a particular SNS can help its members connect to more mutual friends. The interaction and information sharing among a large number of friends can provide more pleasure (Powell, 2009; Tapscott, 2008).

2.1. Research Model and Hypotheses

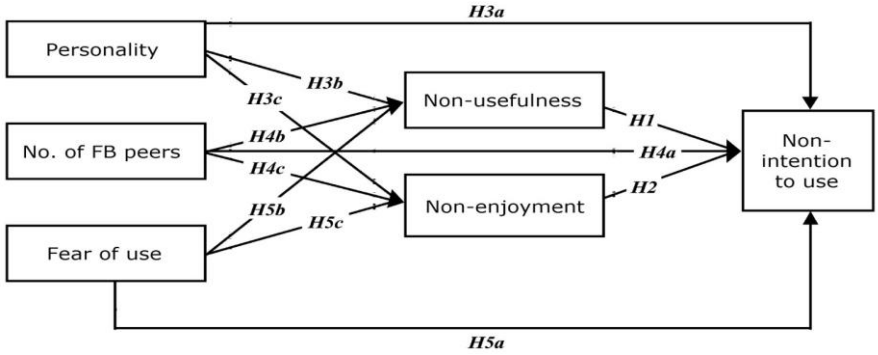
The research model of this study considers that absence of extrinsic benefits (non-usefulness) and intrinsic benefits (non-enjoyment), number of FB peers, personality, and fear of use, are significant predictors of users' intention not to use FB. To establish validity of research instrument for confirmatory factor analysis, researcher self-selected fifty participants and invited them to fill out the research instrument for a pilot test. The results of pilot tests showed that reliability all items was satisfactory and each factor loaded in desired fashion with loading value of more than 0.50. Therefore, the content of research instrument was appeared to be valid and reliable. Appendix "B" shows the pilot test results.

Following are the hypotheses of this study.

H1. Non-Usefulness positively impacts user's intention not to use FB.
H2. Non-Enjoyment positively impacts user's intention not to use FB.
H3a. Personality positively impacts user's intention not to use FB.
H3b. Personality positively impacts users' perceived non-usefulness of FB.
H3c. Personality positively impacts users' perceived non-enjoyment of FB.
H4a. Number of FB peers positively impacts user's intention not to use FB.
H4b. Number of FB peers positively impacts users' perceived non-usefulness of FB.
H4c. Number of FB peers positively impacts users' perceived non-enjoyment of FB.
H5a. Fear of use positively impacts user's intention not to use FB.
H5b. Fear of use positively impacts users' perceived non-usefulness of FB.
H5c. Fear of use positively impacts users' perceived non-enjoyment of FB.

The research framework or model of this study is shown in Figure 1 along with formulated hypotheses.

Figure 1: Research Model



3. Methodology

3.1 Study Overview

The study population consisted of university students who were deliberate non-users of SNSs, despite having access to Internet. A survey approach was used to collect data. The survey questions were adopted from Turan et al. (2013), Hargittai (2008), and Lin, K. Y., & Lu, H. P. (2011) and modified to align them with research objectives and settings. The questionnaire provided in Appendix "A" was used in confirmatory factor analysis. All items were measured on a five-point Likert-type scale of 1 to 5 ('strongly disagree' to 'strongly agree').The study sample consisted of 300 undergraduate students who deliberately did not use FB.

3.2 Sampling and Data Collection

The data was collected from students by distributing the survey both via hard copy and email. Purposive sampling technique was used to select the study participants. Purposive sampling is a very popular sampling technique in research (Patton, 1990; Crouch & McKenzie, 2006). The students in the sample were between the ages of 18 and 25. Out of 320 respondents, 180 (59.6%) were male and 120 (40.4%) were female.

3.3 Data Analysis

The data collected was analyzed through content analysis. For each category and sub-category related to the research questions, a frequency distribution was generated.

4. Results

4.1. Descriptive Statistics

The respondents were divided into two categories: Previous User of FB and Always a Non-user of FB. Table 1 presents the distribution of respondents in the two categories.

Table No.1: Distribution of Respondents

Male (N=180)		Female (N=120)	
Previous User	Always a Non-user	Previous User	Always a Non-user
135	45	31	89

4.2. Confirmatory Factor Analysis

A two-step approach was used in the confirmatory factors analysis of the research model. In the first step, convergent/ discriminant validity of the research model was established. In the second step, a path analysis was performed to test the research hypotheses. IBM AMOS was used to perform the path analysis. The results in Table 2 show that values of all model-fit indices exceeded the recommended values. This shows that the research model provided an adequate fit to the collected data. The model's internal consistency was checked using Cronbach's Alpha and composite reliability (CR). Table 3 shows the results of internal consistency test. Previous studies suggest that the value of Cronbach's Alpha should be greater than 0.7 (Nunnally, 1978), and value of each CR should be greater than 0.7 (Fornell & Larcker ,1981). Therefore, the measurement items in each construct of the research model provided good reliability and stability.

Table No.2: Model Fit-Indices

Model Fit Indices				
Fit Index	Value for Overall Research Model	Value for Group 1	Value for Group 2	Recommended Value
Chi-square/df	1.87	1.96	1.64	≤3
Goodness of fit index (GFI)	0.94	0.94	0.91	≥0.9
Adjusted for degree of freedom (AGFI)	0.93	0.91	0.87	≥0.8
Normed fit index (NFI)	0.95	0.95	0.92	≥0.9
Comparative fit index(CFI)	0.98	0.97	0.97	≥0.9
Root mean square error of approximation (RMSEA)	0.048	0.049	0.041	≤0.08

Table No. 3: Confirmatory Factor Analysis

Results of Confirmatory Factor Analysis					
Construct	**Items**	**Factor Loadings**	**Cronbach's Alpha**	**CR**	**AVE**
	P1	0.78			
	P2	0.88			
Personality	P3	0.71	0.82	0.84	0.62
	FBP1	0.86			
	FBP2	0.82			
No. of FB Peers	FBP3	0.82	0.84	0.87	0.69
	FU1	0.80			
	FU2	0.83			
	FU3	0.76			
Fear of Use	FU4	0.71	0.83	0.86	0.58
	NU1	0.85			
	NU2	0.91			
Non-Usefulness	NU3	0.70	0.82	0.88	0.68
	NE1	0.90			
	NE2	0.89			
Non-Enjoyment	NE3	0.87	0.91	0.92	0.78
	NIU1	0.90			
Non-Intention to Use	NIU2	0.86	0.85	0.88	0.78

Convergent validity of the model can be established by looking at three criteria.

First criteria → All factor loading values > 0.5 (Bagozzi & Yi (1988)

Second criteria → The value of CR for each construct > 0.7 (Hair et al., 1998)

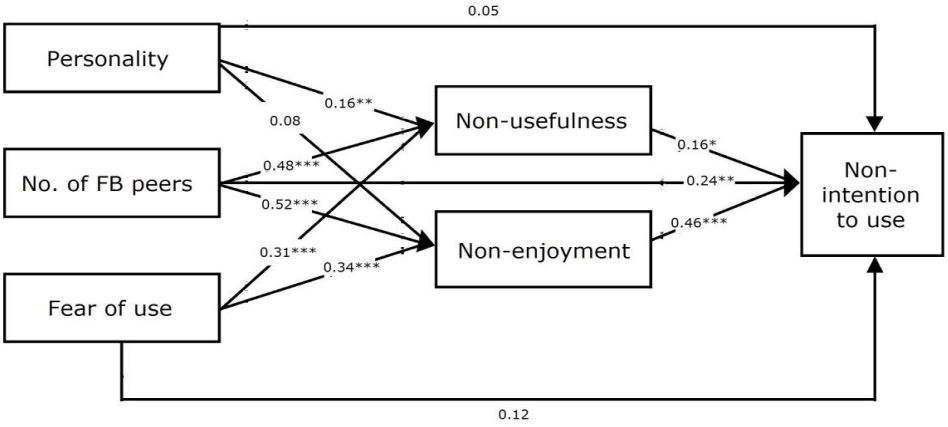
Third criteria → The value of the average variance extracted (AVE) of each construct > 0.5 (Fornell & Larcker, 1981)

Looking at Table 3, we can see that the research model of this study fulfilled all three conditions for convergent validity. To establish discriminant validity of the model, Fornell and Larcker (1981) suggests that the AVE between the construct and its measures should be greater than the value of correlation coefficients between any two constructs. This indicates that all constructs of the research model provide sufficient discriminant validity (See Table 4). Therefore, the research model of this study shows satisfactory reliability, convergent validity, and discriminant validity.

Table No. 4: Discriminant Validity

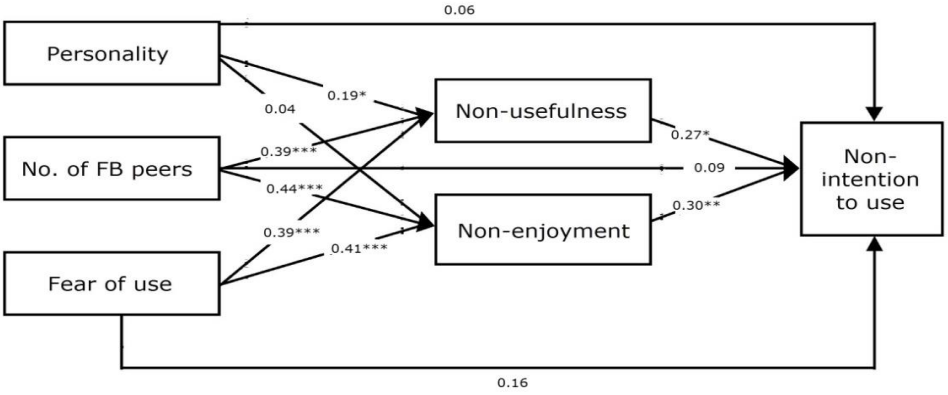
Discriminant Validity						
Construct	**P**	**NP**	**FU**	**NU**	**NE**	**NIU**
P	**0.79**					
NP	0.41	**0.83**				
FU	0.33	0.54	**0.78**			
NU	0.43	0.62	0.56	**0.84**		
NE	0.41	0.65	0.57	0.61	**0.89**	
NIU	0.4	0.63	0.55	0.59	0.71	**0.89**

Figure 2: Path Analysis Results (All Respondents)



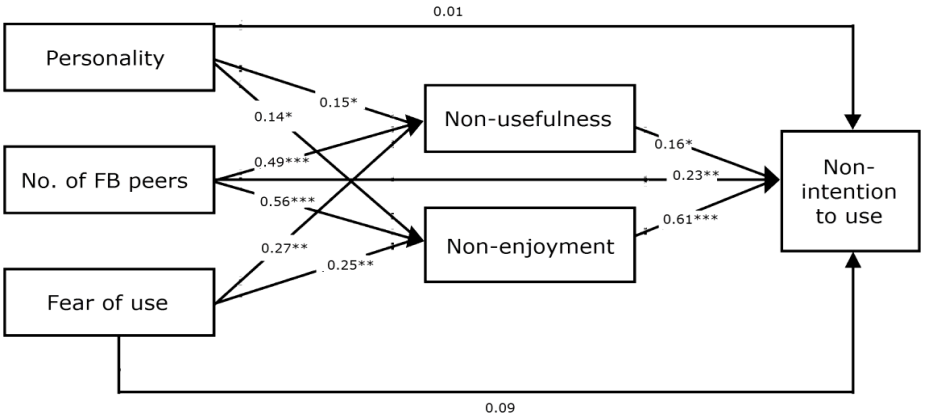
*** p < 0.001, ** p < 0.01, * p < 0.05

Figure 3: Path Analysis Results (Group 1)



*** p < 0.001, ** p < 0.01, * p < 0.05

Figure 4: Path Analysis Results (Group 2)



*** p < 0.001, ** p < 0.01, * p < 0.05

Figure 2 to 4 shows various statistic of each path analysis including path coefficients and path significance. Looking at these statistics of each path analysis, we can say that all hypotheses of this study are supported except H3a, H3c, and H5a. The R^2 value for non-intention to use was 0.69, that of non-usefulness was 0.58, and that of non-enjoyment was 0.60. The greater than 0.5 value of R^2 for each latent dependent variable means the model's explanatory power was significant. We also compared different effects (direct, indirect, and total) within each path analysis. This comparison looked at various path coefficients and their p-values. Looking at Figure 2, we can see that non-intention to use was directly and positively impacted by non-usefulness and non-enjoyment. When non-usefulness was used as a mediator, the personality had positive but indirect impact value of 0.03 (0.16 x 0.18) on non-intention to use. There was positive direct impact of number of FB peers on non-intention to use. There was a positive indirect impact of both non-usefulness and non-enjoyment on non-intention to use. The combined effect was 0.554 (=0.24 + 0.48 x 0.18 + 0.52 x 0.44). Using non-usefulness and non-enjoyment as mediator, fear of use had positive indirect impact on non-intention to use. The direct impact of personality and fear of use was not significant. This suggests that the personality influenced non-intention to use only when non-usefulness was a mediator.

Table 2 provides values of different model fit indices for the research model of this study. This study used AMOS Multiple-Group Analysis to understand whether the previous FB users (Group 1, n=166) and always non-users of FB (Group 2, n= 134) have differences in the cause and effect of the model constructs in this study. The consistent values of model fit indices for the two groups suggest that there is a high degree of goodness of fit between the model and the data. Figure 3 to 4 shows the path analysis of each group of the model.

The results shown in Figure 3 (for group 1) and Figure 4 (for group 2) indicate that the two groups have significant difference in the path ''personality → non-intention to use" and the path personality → non-enjoyment". In group 1, both non-usefulness and non-enjoyment have direct impact on non-intention to use. In group 2, non-enjoyment, non-usefulness, and personality have direct impact on non-intention to use. From the results, it can be inferred that always non-users of FB are more susceptible to peer influence in not using FB. It can also be inferred that previous FB users are more rational and less susceptible to influence from their peers to use SNS. Their non-intention to use FB is more influenced by non-usefulness and non-enjoyment.

5. Discussion

The analysis of confirmatory factor analysis provides insights into students non-use of FB. This study also helps understand why young people continue to not use SNS. The non-usefulness, and non-enjoyment are important in user's decision to not use FB. Non-enjoyment was significant predictor of user's non-use of FB. This finding is consistent with the findings of many studies (van der Heijden, 2004; Lin & Bhattacherjee, 2008; Sledgianowski & Kulviwat, 2009; Kang & Lee, 2010) that found enjoyment was an important factor in users' use of information system they used to seek pleasure. Most often, people use FB to get in touch with friends from previous school or city (Ellison et al., 2007) and with friends they have in real life (Pempek et al., 2009). According to Baker and White (2010), people tend to use SNS more when they expect many of their peers are currently using SNS and more will be using in future. The positive impact of non-usefulness on non-intention to use SNS means users believe should provide them increased opportunities of information sharing and peer networking (Kwon & Wen, 2010). The results also show that enjoyment is a more important and effective factor in pleasure-oriented information systems such as SNS. Results also show that individual strongly believes that a large part of their social network is not using SNS. The non-significance of personality for non-enjoyment means that probably FB promotes an individual centered network where it could be difficult for user to feel enjoyment if he/she is not able to connect with others (Boyd & Ellison, 2008). FB can provide such element of enjoyment by providing users opportunity to form groups based on activities that further increase user pleasure and fun.

This study found that being a previous user or always a non-user of FB makes a notable difference in the impact of various factors that discourage user's use of FB. The number of FB peers significantly impact non-intention to use FB for users who never used FB. This means that these users have higher tendency to accept influence of their colleagues and not use FB. This study found that having previous experience of FB can cause different factors to produce different impact on user's non-intention to use FB.

6. Conclusion

The university students' non-use of FB is influenced by various factors. These non-users held different perceptions about the use of SNS. Some major reasons cited by these non-users of SNSs include lack of interest, privacy concerns, and parents' concerns. These non-users of FB consider virtual friendships as meaningless and fake. Non-users also have several anxieties about SNSs (e.g., sharing information such as political views, personality, and photos).

This study provides several implications for further enhancing SNS. Users of SNS consider non-enjoyment as one most important factor that discouraged from using FB. SNS providers can work on providing opportunities that generate interest among users to use FB for fun and enjoyment (Powell, 2009; Tapscott, 2008). The significant impact of number of FB peers and fear of use on non-intention to use means SNS providers should consider using peer influence and develop various activities to enhance user enjoyment and intention to use FB. SNS providers should develop specific applications to cater different needs of previous users and always non-users of SNS.

7. Limitations of the Study and Future Research Areas

The current research study has few limitations. The first limitation is a small sample size that was taken from a single country. As such, the researchers should be cautious when generalizing these results for other countries. The second limitation was that this study focused on FB only. It is possible that users perceive other SNS differently. As such, the predictors of their non-intention to use SNS may differ from what this study found. Future studies may consider replicating the similar study in different cultural settings and can include other SNS as well. The future studies might also want to use heterogeneous samples of users to determine if the predictors of non-intention to use SNS vary across different strata of users.

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Appendix "A"

Questionnaire		
Item		**Adopted From**
Personality (P)		Pae & Hyun, (2002), Lin and Bhattacharjee (2008)
P1	I think use of FB can make me addicted to it.	
P2	I dislike my self-presentation on FB.	
P3	I prejudice about the use of FB.	
Number of FB Peers (NP)		Lou, Lou, and Strong (2000)
NP1	I don't think many of my friends use FB.	
NP2	My friends influence me not to use FB.	
NP3	I think many of my friends in future will not use FB.	
Fear of Use (FU)		
FU1	I think use of FB can degrade my academic performance.	
FU2	I think FB cannot protect my privacy.	
FU3	My parents have concerns over FB use.	
FU4	I think I can be a victim of cyberbullying if I use FB.	
Non-usefulness (NU)		Davis (1989), Kown and Wen, (2010)
NU1	I think use of FB means excessive time spent online.	
NU2	I prfer to use other communication tools than FB.	
NU3	I prefer to use other SNSs.	
Non-enjoyment (NE)		Agarwal and Karahanna (2000), Kim et al., (2007)
NE1	I think use of FB provides no enjoyment.	
NE2	I get bored using FB.	
NE3	I have lot of fun using FB (reversed).	
Non-intention to Use (NIU)		Kim et al., 2008
NIU1	I have no interest in using FB in future.	
NIU2	I do not intend to recommend my friends in future to use FB.	

Appendix "B"

Results of Pilot Test Analysis			
Construct	**Items**	**Factor Loadings**	**Cronbach's Alpha**
	P1	0.88	
	P2	0.85	
Personality	P3	0.62	0.82
	FBP1	0.84	
	FBP2	0.87	
No. of FB Peers	FBP3	0.72	0.84
	FU1	0.67	
	FU2	0.69	
	FU3	0.74	
Fear of Use	FU4	0.87	0.83
	NU1	0.74	
	NU2	0.66	
Non-Usefulness	NU3	0.91	0.82
	NE1	0.83	
	NE2	0.91	
Non-Enjoyment	NE3	0.92	0.91
	NIU1	0.91	
Non-Intention to Use	NIU2	0.79	0.85