Demographics' Differences in Social Networking Sites Use: What Communication Motives Does it Gratify?

Ghulam Shabir*, Yasir Waseem Iqbal, Ghulam Safdar

Department of Media Studies, The Islamia University of Bahawalpur, Pakistan

*Corresponding Author: ghulam.shabir@iub.edu.pk

Abstract The aim of this study is to determine how youth gratify themselves by using SNS. Individual difference (age, gender and education) related to their motives (gratification sought) for SNS use? The current study quantitative in nature, so data was collected in a survey by using close ended questionnaire. To find out student interpersonal communication motives and differences on the bases of their demographics (Gender, Age, and Education), the sample of study consisted of 200 SNS Student users of International Islamic University Islamabad who responded close ended questionnaires designed by the researchers on the base of Rubin (IMC) Interpersonal Motives Scale. Analyses of the results showed Gender was the significant predictor of respondents' motivations to go on SNS. Female respondents went to SNS for "relaxation" more than males, whereas male respondents went to SNS for "control" and "inclusion" motives. In attempt to find out differences in interpersonal communication motives for SNS use on the basis of educational level, we found significant differences in their motives preference. Researcher also found an interesting thing that educational differences and age groups differences were equally reflected. Motives preferences of respondent of higher age groups have great similarity with the group of higher educated respondents.

Keywords Interpersonal Communication Motives, Uses and Gratification, Social Networking Sites, Users Demographics, Virtual Relationships

all that different, privacy issue, addiction and risky behavior were some of the major features of SNSs which were criticized and still being criticized by its critics. But with a passage of time like its prototype SNSs paid their way into the society. Chiefly young people are always first buyer of any new technology and innovation... Now a day SNS are shaping the life of educated youth, frequently called as "beta generation". Social Networking sites facilitate users to interact easily with other users by combining other available channels, including private one to one messages, post messages on other walls, public, or private profile pages, which are generally comprise text, images, video, sound blogs, and public, or private profile pages. Networking site is the characteristics and ability to form or create associations between individual users' profile pages. In such site virtual community represents by series of live icons, such as thumbnail photo portraits of another user on a profile page, and links directly to those other users' profile pages. By performing such methods a community has the potential to expand by proxy of association. Extension of your community depends number of people in your community, the more people in your community, the greater your ability to extend your community, which is the goal of the medium. Markus also states, "Effective use of an interactive medium is linked to the development of a critical mass of users" (Fulk et al., 1987, p. 539).

Background of the Study

Ruggerio, (2000) indicated the development of new form of communication due to rapid growth of computer mediated communication stimulates to research on mass communications theory. In the decade of 1990 internet grew approximately 100 percent every year. In January, 1998, it was noted that over 102 million people were using internet across the globe (Bastian, 1998). Pew internet and American Life Project mention in their 2007 report that nearly 210 million user surfing the internet in USA alone (Fallows, 2007). A research was conducted by Pew Internet and American Life Project between two different time periods first was November 2006 and second was conduct December

Introduction

*"Instant information creates involvement in depth":
Marshal McLuhan*

Human nature always initially restricts people to accept innovation which challenge their exiting tradition, values and ways of life. People feel that new change will add problem to their life so they become reluctant to accept it. Some goes with all the form of electronic media from the birth of radio to diffusion of Internet. The story of SNS is not

2009 showed that young adults and teenagers are frequently used internet. 93 percent of teenagers between the ages of 12 to 17 were using the internet in September 2009 and in December 2009 indicated 93 percent adults 18 to 29 ages were using internet. At the same time 81 percent of people ages 30 to 50 were using internet and 39 percent of users over 65 ages were using internet (Lenhart, Purcell, Smith, & Zickuhr, 2010).

A study was conducted at University of California, Los Angeles (UCLA); in august 2000 results showed that internet was major source for information seeking then radio and television. Furthermore, In 2006 Valkenburg, Peter, and Schouten argue that internet offered a lot of opportunities to young adult to developed new relationships and maintain previous ones. As the new media quickly developed its new shape and as result online communication emerged. In 2008 Social networking sites were top ranked due to most visited websites. According to CBC News report Facebook jumped from the 60th position to 7th in 2008, of most visited Sites.

Computer mediated communication influenced by demographic factor. In 2008 Sheldon indentified certain demographic features among student that influence communication motives on social network Facebook (Sheldon, 2008).

In the light of past researches it emerges a framework to conduct research on new media also (Papacharissi & Rubin, 2000). Historically it has consistently provided a progressive theoretical foundation for the introductions of new mass communication mediums that include newspapers, radio, television and subsequently the Internet (Ruggerio, 2000). Social networking present plethora of way to interpersonal communication particularly provides an authoritative platform for studying developing forms of multidimensional communication (e.g., Bonds-Raacke & Raacke, 2010; Joinson, 2008). Increase in number of users and frequency of use continuously simulate to determine individual motives (Sheldon, 2008). Posting messages on friends' wall and uploading pictures, such features and functions open new form of communication on social networking sites. Further they provide flexibility in which people met their personal and social needs easily (Bonds & Bonds-Raacke, 2008). Even there are numerous studied conducted on uses and gratification that users attain from internet, but there is little research specifically on social networking sites. To date most of researches of Social networking sites based on their usage such as (Choi, 2006; Ellison & Steinfield & Lampe, 2007; Lampe & Ellison & Steinfield, 2007) or studied on single social network such as (Govani & Pashley, 2005; Gross & Acquisti, 2005; Holme & Edling & Liljeros, 2004; Schaefer, 2008). However, very less work has been conducted to determine, what motive does gratify for using SNS (Schaefer, 2008). Most notably, it remains unclear. What are students' interpersonal motives (gratifications) for using SNS, based on the differences in demographics? How do students' individual differences (age, gender, and education) relate to their motives (gratifications sought) for

SNS use? This study is focused on usage of social networking and interpersonal communication motives of youth and explores how people of different demographic group (age, gender, education) use the same media for different purposes to satisfy their psychological and social needs. The needs and gratifications people are looking for in SNS can be grouped into the following categories: pleasure, affection, inclusion, escapes, relaxation, and control in interpersonal communication.

Literature Review

Mazor, Murphy, and Simonds 2007 define Social Networking Sites as "Virtual social networks". The social network sites like Facebook, Twitter, Friendster, Myspace etc. covers enlisted social networks. (Mazor et al., 2008). Scholars redefined the social networking sites. According to them SNS are online services that facilitate individuals to (i) it builds a bounded system for public or semipublic profiles. (ii) A complete list of SNS users with whom they share a connection. (iii) To view and traverse their list of contacts and those made by others within systems Boyed and Ellison (2007). After deep research Boyed (2004)a ; Boyed (2006)b Boyed (2007)c Boyed and Ellison 2007, Ellison, Steinfield, and Lampe 2006), Boyed and Ellison 2007 reproduce "social networking sites as new label of social network site". There were two reasons for this deep clarification: scope and emphasize. The word networking means to focus on relationship which often takes place between strangers. Networking and other computer mediated communications are interlinked while networking is not primary practice of SNS Boyed and Ellison (2007). SNS supports a vast range of online social environments. Most SNS users are friends having prior offline connections Boyed and Ellison (2007). Lampe, Ellison, and Steinfield (2008) found in their surveys in 2006, 2007 and 2008, that users frequently used SNS to maintain contact with the others, they had offline contact. SNS helps users in promoting pre-existing relationship rather than communication with complete strangers. Walther 1995 argues that computer mediated communication (e.g. social networks) provides extra opportunities for students to build relationship in limited time with other peers (Cited form Mazer Murphy and Simonds 2007). Computer mediated communication and modern ways of communication offers new facilities which face to face don't. Further it helps to build student teacher relationship (Mazer et al, 2007).

Valkenburg et al., (2006) thought this environment tending to produce influence on youngsters self-esteem. Similarly, Ellison Steinfield and lampe 2007 argued that technological boom like friend list and photos are stimulus to build new relationship on SNS. Researchers explored the circumstance of self-satisfaction and well-being from its use. In previous research result shows position, negative and neutral results. Valkenburg et al., 2006, conduct research on

youngsters aged 10-19. The study was conducted in the Netherlands because a large number of internet users existed there. The study concludes that 96% of youngsters' 10-19 year olds had home access to internet, while 90% were practicing through instant messaging. When the study was being conducted, 10-19 years old were top most users of internet from general public. CU2 (see you too) a social networking site had a very vast range of online user with the digit 415000 profiles in the age of 10-19, which is 22% of Dutch population. Valkenburg et al, 2006 according to the study 78% of Netherlands Youngsters frequently receive positive feedback. 71% receive negative feedback. Self-esteem depends upon the feedback to user profile. Valkenburg et al, 2006 argues SNS are raising the sense of gratification and self-respect for users who primarily receive positive feedback. The researchers assume while the studying Facebook that user do not search for unknown profile of persons to whom they are not in contact frequently (Lampe, Ellison, Steinfield 2006). But it is not necessary for internet to cover all the aspects of communication Hampton and Wellman (2003). Adolescent relationship formation is distinct stimulus in the formation of offline benefits. The ages of 18-25 are psychologically important to development stages between childhood and adulthood. Researchers point out that social capital is a product of offline benefit of SNS and these applications help to increase or decrease social capital. Recent studies result shows that Facebook have found positive relationship between its rate of use and social capital. Some researchers argue that Facebook is influenced by some specific components of social capital and these play a role bonding and bridging social capital. (Ellison et al., 2007). Social capital refers to emotional attachments to friends and family (Lampe et al 2008, p.435). Bridging social capital refers to emphasize on informational benefits of all networks users (Lampe et al., 2008). There is no doubt about the growth of SNS, but it's unable for researcher to define the reason behind this. According to the study of Hargittai in 2007 on 1060 first year college students, he found that 78% used Facebook 54% used MySpace and 3% Friendster. It was noticed that 99% students know about Facebook, from this percentage only 3% use at just for one time and 14% never used. Similarly Hargittai (2007) in East Cost University form 116 samples and it was observed that 87.1% were either using MySpace or Facebook account. Within the users of general public 90.1% used Facebook account 83.2% MySpace account and some 74.3% were using both accounts on Facebook and MySpace sites. (Raacke & Bond Raacke 2008). Similar results were observed at East Cost University by Bond Raacke and Raacke (2010). Stafford conducted a study on 172 students at Southern Research University and found little higher rate of students as 93% on Facebook Account (Stafford, 2008). In spite of different trends in usage of SNS many demographic variables have shown significant result for users and non-users. Users and non-users are influenced by their education, social status, sex and age etc. Hargittai 2007 observed that male had less time and chance to use SNS than women. Stafford 2008 argues, women likes

to use Facebook to be in contact with their loved ones, entertainment and to kill the time as compare to men, while men use Facebook to develop new relations. Raacke and Bond Raacke 2008 observed that women can easily change their networking account than men. Bonds and Raacke observed that women changed their profile 3.38 times while men change 2.26 times only. Women logged in less time than men despite of changing their networks. Men logged in 5 times per day but women 3.45 times per day Raacke, and Bond Raacke (2008). Hargittai found a significant relationship between education of user's parents. Children of educated parents used Facebook while children of less educated parents Myspace (Hargittai 2008). It is important to understand history of research on traditional and new media before exploring motives for SNS use. Different motivational scales had developed in previous researches for internet use. In previous research mostly analysis conducted on qualitative data, such as essays, open-ended question and diaries (Vettehen, and Van Snippenburg, 2002). Morris and Ogan (1996), interpersonal and mediated need can be fulfilled by internet. According to Flaherty, Pearce, and Rubin (1998) people use computer to gratify needs traditionally fulfilled by media. (i.e. habit pastime entertainment information social interaction), meeting people which are fulfilled by new media. Flanagan and Metzger (2001) included mediated interpersonal need in mass media such as persuasion, relationship maintenance, problem solving and feeling less lonely. Parker and Plank (2000) explore escape and relaxation factor for internet use. Charney and Greenberg (2001) identify eight gratification factors for internet use (coolness, career, sounds, sight, communication, good feelings, peer identity, keep informed and diversion, entertainment). Parks and Floyd (1996) argued in the light of uses and gratification that a person's social and psychological factors influence motives for communication their gratification obtained and sought Parks and Floyd (1996). Audience activity is an indication of communication motives. Previous researches concluded that motives, the action taken by the individuals to fulfill his/her need or wants, so individual use internet to gratify them (Papacharissi and Rubin 2000, p.179). Moreover Sheldon found similar results of SNS in 2008. In 2008 Sheldon conduct a study on youngsters and found that Younger's and females visit Facebook particularly to maintain their existing relationships, while older students less motivated to use Facebook for the sake of existing relationship maintenance, entertainment, passing time, develop relationship and coolness are other reason to use Facebook. Joinson also observed that top ranking of Facebook is because of its salient features of posting comments on user's profiles, sending messages, changing current profile status (Joinson 2008). Facebook and MySpace have shown the similar of uses and gratification after conducting the research. Prominent motives of respondents were observed by Raacke and Bond Raacke in 2008. Result shows that 96% were in touch with old friend 97% stay in touch with new friends. The least reason of using Facebook is individual's uses and gratification dating 7.9%

and academic 10.9% additionally posting pictures 57.4%, making new friend 56.4% and remain in touch with old ones 54.5% . The researcher predicted from the same data why non users of SNS are existed. He concluded that respondents do not want to have their own account 70.3%, not proficient in using SNS 34.7% ,having not internet access 51.5%, too busy people 63.4% and finally the respondents who considered it the totally wastage were 60.4% .(Raacke, and Bond Raacke, 2008 p. 171). Coley (2006) found that most students use Facebook to organize events, find dates and for fun. They like to join groups of similar interest; old classmates feel a sense of community and connectedness while using Facebook. Withal (2005) concludes importance of Facebook for student as , "Facebook.com become social Bible for class fellow, peer group and others for students which they have not spoken to in who-know-how long for definitive information on their" Scholars argue to supports the above study that SNS application allows user to get information from multiple users. SNS users gratify themselves by sharing information with them and its keeps in contact with each other.SNS aims to support the connection because of its vast arrangement of technology offers. Finally friendship dimension shows that social networking sites are beneficial because of its salient features. SNS could be a simplest and quickest way of locating friend, suggested by Raacke, and Bond Raacke, 2010. Papacharissi& Rubin (2000) concluded that the aim of seeking information and entertainment predicted email use. In the previous research it was observed the aim of maintenance of relationship and time pass predicted the time span which students spend of SNS Facebook (Sheldon, 2008). People engaged in interpersonal communication because it is goal directed. Communicators acquire particular communication behaviors to fulfill their needs, because they acknowledge their needs and motives. R.B Rubin, Perse, and Barbato, (1988) added to Schutzt's, (1966) explanation interpersonal communication motives that builds impersonal relation: pleasure, escape and relaxation. They added pleasure is used for entertainment and excitement motives for communicating. Escape represents to avoid unwanted activities through communication. An relaxation indicate the need to take rest through communication so control, inclusion, affection, relaxation, pleasure, and escape are important interpersonal communication motives. Suchutz (1966) argued that interpersonal needs fulfilled through healthy relationship with others. Gratifications of motives depend on the degree to which the action acknowledged by others. Graham, Barbato, and Perse, (1993) argued that communication motives are interlinked with certain frame of references. It is important to know that who we communicate, to whom we are communicating and how we choose to communicate our motives. Here how, why, and who are equally important and represented equally communication Grahamah et al., (1993). Grahamah et al., (1993) highlight that different people are considered to be more relevant for fulfilling specific interpersonal communication needs. Also certain media

channels are supposed to be gratified or specific motives. A close relationship between two people has a strong influence on topic choice, amount of disclosure and ratio of interaction. Types of interpersonal interaction become influential factor in determine the level of relationship if sender and receiver not in good relation it will affect the fulfillment of communication motives. To convey particular interpersonal communication need depends on the quality of relationship which influences the channel to fulfill motives in close relationship. In close relationship people use face to face communication as compared to mediated channels. But in personal relationship some people also use impersonal channel to communicate their motives.

Theoretical Framework

Uses and gratification theory is well suited to study Social Networking Sites. According to this theory different people use same media for different motives to gratify their social and psychological need and fulfill their goals (Katz & Blumer 1973).media user have lot of option how they will use the media and how it will affect them. According to uses and gratification approach media user play an active role in selection and usages the media content. Media user play an active role in communication process and goal oriented in their media use. According to this approach user seeks out a media source that best fulfills their need. The needs which fulfill by media are called media gratification. With respect to modern technology such as Social Networking Sites, this theory applies because of rapid growth of new technology like internet, blogs and social networking sites. A person fulfills their goals with the help of different technologies. The SNS has multiple functions. The aim of this study is to dig out the motives of youths to satisfy their interpersonal needs via SNS, and social networking sties serve the communication function of media. There are six interpersonal needs more instead of above motives, these are inclusion, control, affection, escape, relaxation and pleasure will be taken in perspective of SNS. Blumler and Katz winds up the model that different people use this method for their motives differently single media content may fulfill or satisfy themselves differently for their needs and people use media because of so many reason. One may use to interpersonal motives to satisfy his inclusion through using social networking sites. But maybe somebody use SNS for pleasure. Similarly, one may use to escape his worries while the other may use it for pleasure.

Significance of the Study

Social network sites have developed an online environment that provides a prosperous set of data researchers can access to study societal connections. An emergent trend in both Internet and social network site use

seems to suggest a continued focus on their implications toward communications research. The online social network phenomenon presents just one new medium in which students correspond. The majority of these users are adults 18 to 26 years old. With such a large percentage of users in this age range accessing this content, it is important to determine their motivations for using it.

Research Question

All the literature studies; helped in building certain research question.

- How dose Gender difference related to their motives (gratification sought) for SNS use?
- How dose age difference related to their motives (gratification sought) for SNS use?
- How dose education difference related to their motives (gratification sought) for SNS use?

Research Methodology

The current study quantitative in nature, so data was collected in a survey by using close ended questionnaire. The basic objective of this was to find how youth gratify themselves by using SNS. To find out student interpersonal communication motives and differences on the bases of their demographics (Gender, Age, and Education), interpersonal motives scale used which was developed by Rubin at.al in (1988). Like most of this kind of researches, Researcher used ordinal level of measurement wherein attributes were rank ordered. Likert scale was used to measure the interpersonal motives. Population of this study is SNS users from International Islamic University Islamabad the capital of Pakistan. SNS user are diverse and discrete, it is not easy to investigate the whole population. By applying cluster sampling technique researcher collect a sample of 200 students of International Islamic University Islamabad, including 100 from each gender. Both genders were equally selected from five faculties by randomly selecting 40 students from each faculty. Data were analyzed on Statistics (SPSS) by applying cross tab For this study, the variables that were conceptualized and operationalized include social networking site, youth, demographic, interpersonal motives and SNS use and attitudes.

Social Network Site (SNS)

Web-based services that allow individuals to create a profile within a restricted online system that can be either public or semi-public in nature develop a list of users that share connections, and track the activity of others within their lists of connections (Boyd & Ellison, 2007).

Youth

The researcher conceptualized young male and female

adults between 18 to 26 years old as target population.

Demographics

In demographics first respondents asked whether they were male or female, secondly respondents indicate their age and they were also asked their educational level (undergraduate, graduate, post graduate and others) and their field of study social science, management science, language and literature, applied science and engineering & technology

Analysis and Interpretation of Data

To conduct research on current phenomena descriptive survey was used for data collection. Two hundred respondents were selected from International Islamic University Islamabad and both gender got equal participation. 23 % respondent between ages 18-20, 48% were 21-23 and 23% were in 24-26 years and 6% over 26 years age. 34% respondent studying in undergraduate programs 43% were in graduate, 18% were in post-graduate and 5% were in studying in other different programs. It is surprising fact that all respondent (100%) was user of SNS, and 76% respondents gave preference to Facebook. 91% were user of multiple Social Networks. When we look data gender wise we found that female respondents were more prone to using Facebook Network than male. Statistics results show that males try other networks more frequently than females. More than 80% respondents spent 1 to 2 hours on SNS daily, and 38% user logged their account several time in a day. Majority of student update their profile occasionally, and their favorite time to login between 1800-2400 hours. Majority of student used their account for more than 2 years, and they have more than 200 hundred friend which are more than their real life. Respondents Interpersonal communication motive and there difference on the bases of different demographics (gender, age, and education) was calculated on the basis of six interpersonal motives (inclusion, control, affection, pleasure, escape, and relaxation) in context of use of Social Networking Sites. We found that one forth of our total population practices SNS to gratify their "pleasure" need. "Relaxation", "affection" and "inclusion" are reflected equally momentous, while people were less interested in "escape" and "control" on SNS use. Our society imposed certain restrictions on practicing things which are against our ethical, religious, regional & national and cultural norms, such as male female interaction without legal relationship. Beside this people are offered very less facilities from government, they have limited opportunities for get-to-gather to get "pleasure", "affection" and "relaxation". So, people prefer computer mediated communication like SNS to interact and communicate matters related to various aspects of everyday life covers political, social, economic and personal issues freely and openly, because at the moment no country is capable enough to sensor online communication at a greater level. One other

reason people are living in uncertainty, hustle bustle and traumatic situation, so they log in SNS to dig up some respite.

Differences based on Demographics (Gender, Age, and Educational Levels)

Are there differences in Male and Female interpersonal communication motives for Social Networking Sites?

Gender difference was found on Descriptive statistics. Data reflects that there is no significant difference in male and female on "Pleasure", "affection" and "escape" motives for SNS use. In all these three motives both gender equally (more the 50%) are interested while using SNS. However, when we talked about difference within about stated motives' indicators we found that responses were fluctuate on gender basis. In "pleasure" motive male respondents were more interested in fun, entertainment, enjoy and good time on the other hand female were more interested in excitement and stimulation. In "affection" motive we see female domination and when we look difference in indicator of "affection" on gender base we found that female are interested in help indicator in "affection" motive while male are interested in concerned indicator of "affection". Rest of the affection indicators reflect equally on gender differences. As earlier mention "escape" is also reflected equally on gender difference, but there is difference in their indicator.

Nevertheless, male segment has been found to use SNS largely (61.78%) than female (38.21%) to satisfy their interpersonal motive of control.

Gender difference in Control Motive

Figure 1.

Interestingly, it was found in "control" motive that a large number of male participants used SNS for control motive. Contrarily, female representation was very small; because a large portion of population (particularly females) seemed confused while giving their statement in agreement and disagreement on this motive.

In "relaxation" motive we found 54% females, whereas 46% males used SNS to satisfy their interpersonal need of "relaxation".

Gender difference in Relaxation Motive

Figure 2.

In "relaxation" motive we found female domination because society gives limited freedom to female population and they can't freely move in society, females face many hazard in outside environment. By using internet they can easily interact beyond the shell, so they use SNS to overcome that inequity and to get relaxation. On the other hand males have a lot of option to get relaxation indoor and outdoor.

"Inclusion" was the third motive in which we found difference on the gender bases. Nearly 60% male and 42% female use SNS for inclusion motive.

Gender difference in Inclusion Motive

Figure 3.

In gender difference perspective, the male segment of population has been found to use SNS more for inclusion than female. The reason behind this difference is social interaction in real life communication, as society offers more opportunities to males for interaction as compare to females. Consequently females get very less or little opportunities of socializing so they are reserved and introvert. They feel hesitation in mingling and communicating to unknown people via SNS and only used them to maintain their existing relationships.

Figure 4.

Figure 5.

Summary of Gender Based Combined Difference

Gender was the significant predictor of respondents' motivations to go on SNS. Female respondents went to SNS for "relaxation" more than males, whereas male respondents went to SNS for "control" and "inclusion" motives. Males insist their peers to do something e.g. Arrange parties, picnic, establish online groups/community pages due to fulfillment of their habit of socialization and need to talk someone. Graph result shows that three motives (pleasure, affection and escape) were reflected equally. More than 50% males and females user went for these motives but there are no significant differences.

Are there Differences in Interpersonal Communication Motives on the base of Age?

Apart from the gender variable we also attempt to find relationship between different age groups and interpersonal communication motives. Above graph represents the findings of data analysis. It was found that there were differences in communication motives due to difference of age.

Researcher analyzed every motive separately and explored the difference within motives' indicators with the view to dig out the difference occurred due to age distinction.

Pleasure

Figure shows that over 26 years age respondents were prominent (79.48%) age group who went on SNS for "pleasure" motive. Respondents between 18-20 years ages were also high in numbers (74.1%) who use SNS for "pleasure" motive, while respondents lie in groups of 21-23 years and 24-26 years were equally reflected. Respondents of these two groups were about 60% who use SNS for pleasure. Here we find exclusive result that over 26 years age group was more interested in fun, entertainment, good time indicators while 18-20 years age groups largely interested in enjoyment indicator of pleasure motive. We found that people over 26 years more interested in seeking pleasure during SNS use because they have very limited time for pleasure in which they cannot afford to play in grounds or watching full days movie etc, so they prefer to go on SNS to gratify pleasure motive.

Affection

When the "Affection" motive was investigated for age groups differences in context of SNS use, it revealed that 21-23 years age group respondents (57%) prefer SNS to show more affection while 24-26 year and over 26 year age groups respondents (more than 50 %) also show affection during SNS use. Though 18-20 year's age group less in size

(35.65%), who wish to convey affection to their friends through SNS. As 18-20 years age is immature age, so it was observed they give less importance to give encouragement to others, but with the passage of time they know the value of affection which also reflects in their Social Networking use.

Escape

Similar results were found while studying “escape” motive as earlier we seen in “affection” motive. People belongs to 21-23 and 24-26 years age groups (above 50%) like to use SNS more for “Escape” motive while 45% respondents, belongs to over 26 years age group employ SNS for escape motive. Here we found only 20% respondents, belongs to 18-20 years age group apply SNS for escape from their real world. Researcher found that people in the 18-20 years age group had fewer responsibilities limited to educational activities; hence they remained less in pressure situation, while other age groups apart from their studies had a lot to do for meeting every day pursuits, consisted of social and economic issues, so they find SNS as escaper for escapism from pressure and stressful feelings. Interestingly, a close observation revealed that age group of over 26 years feel less pressure because they seemed used to live in pressure and stressful situations, so escape is not their prime motive for using SNS.

Control

In “control” motive excluding over 26 year’s age group the other age groups reflected sameness. Only 21% respondents of over 26 years age group use SNS to insist their peers to do something e.g. Arrange parties, picnic, establish online groups/community pages etc, while round about 40% respondents from rest of each age group use SNS for “control” motive. The reasons was that less than 26 years age group respondents frequently interact with the peers and classmates, so they are socially more closer, whereas over 26 year old group people were professional they had less opportunities for interaction with peers.

Relaxation

“Relaxation” motive results reflected parity with pleasure motive results. People with the higher age groups more (above 50%) went on SNS for relaxation as compare to low age group. Low age group people avail so many opportunity for relaxation, they had enough time to spend on play games, watching movies, listening music and discussion & gossip etc. On the other hand people with high age had very limited time for such activity so they prefer to go on SNS for “relaxation”.

Inclusion

Difference also found in “inclusion” motive due to difference of age of respondents. Respondents of 24-26 years age group were more interested in “inclusion”, but 50% respondents (from each group) of 18-20 and 21-23 years age groups were apply SNS for “inclusion”. Over 26 years age group few in percentage (over 26%) employ SNS for “inclusion” motive, because people that age are mostly married in our society and they have opportunities for discussion of their personal matter with their spouses. While other age groups have no such opportunity, so lean towards inclusion motive at a greater ate

Education based Differences in Interpersonal Communication Motives for SNS Users

In attempt to find out differences in interpersonal communication motives for SNS use on the basis of educational level, we found significant differences in their motives preference. Researcher also found an interesting thing that educational differences and age groups differences were equally reflected. Motives preferences of respondent of higher age groups have great similarity with the group of higher educated respondents. When researcher looked in detailed found that:-

Figure 6.

Pleasure

When we explored the “pleasure” motive with educational variable we found that respondents with higher education were more interested in fun, entertainment and enjoyment by using SNS. Undergraduate respondents were also not less than 60% interested in “pleasure” via SNS use. As told above, there is a great resemblance in results of group of higher educated respondents with higher age group and found enormous association between them. Higher educated people afford limited time for enjoyment like high age group respondents.

Affection

Respondents with high education show more affection on SNS as compare to low education or undergraduates respondents. There was also positive association between higher educated respondents with higher age groups, both shows more affection to their colleagues during SNS use.

Escape

An attempt was made to see any difference in escape motive due to difference in educational levels. Researcher found significant difference; respondents with higher education were (above 50%) use SNS to get away from their pressure and responsibilities. Whereas, got a low percentage of undergraduate respondents who use SNS for escape motive. Here we also see the sameness in high education group and high age group as both have more responsibilities as compare to low age education groups.

Control

While exploring “control” motive on different education groups we found that undergraduate and graduates are equally reflected, while respondent belongs to others categories very few in percentage interested to use SNS for “control” motive. Researcher found an interesting fact that nearly 60% respondents of every educational level had been found uncertain/neutral in their feelings whether they use SNS to gratify their interpersonal motive of “control” or otherwise.

Relaxation

More than 60% graduate respondents were apply SNS for “relaxation” motive, but undergraduate are also not less than 40% who employ SNS to get relaxation. Indicator of ‘others’ also reflect nearly 40% respondents, interested in “relaxation” motive while using SNS.

Inclusion

In “inclusion” motive apart from ‘others’ category all respondents of different educational level were equally interested (above 40%) to talk or be with someone.

Conclusions

Students between the ages of 18-26 are heavy user of SNS

as compare to any other age group, it is important to know what motives they gratify form social networks. Researcher found limited work on social networking user because it is new phenomena of new media, why user use, what are the interpersonal motive behind their usage, and what outcome of their SNS use. To explore what motives of youth (gratification sought) for using SNS, how individual differences (gender, age, education) relate to interpersonal motives for SNS use, the researcher conducted a survey with 200 students at International Islamic University Islamabad.

High number of users practices Social Networking Sites to gratify there “pleasure” motives because in real life they have no time to gratify themselves, but when they come of such virtual networks they found, it contain fun, entertainment, enjoyment, excitement , a good time and stimulating. Female respondents went to SNS for relaxation more than males, whereas male respondents went to SNS for “control” and “inclusion” motives. A large number of students, females than males, go to SNS for “relaxation” when they are bored. A significant number of males and females students use SNS for “pleasure”, “affection” and “escape”. A small number of people operate SNS for “Control” Motive, more so male and younger respondents than female and older respondents. These finding strengthen what Althaus and Tewksbury suggested in 2000 that “pleasure” and “relaxation”-gratification generally associated with TV and newspaper prove to be significant predictors of using SNS. Parks and Floyd also reported similar finding in 1966, that females are more involved in interpersonal relationships than men. Young adults and females who interested in “pleasure: and “relaxations” through SNS have more friends than others. In 1996 parks and Floyd observed that who used SNS for “affection” motive had developed greater number of personal relationships. The data of this research also reflected that people did not go to SNS for “escape” from real world problem, but “affection”. Generally, the results of this study are similar with finding of Flaherty, Pearce and Rubin (1998). Finding of above researchers suggested that people use online communication to gratify needs fulfilled by traditional media (i.e. entertainment, Pleasure, fun and affection).(La Rose et al., 2001), arguments also support present study that people spend lot of time to do enjoyable activity.

According to uses and gratification model people use social media under the influence of social and psychological factor. In this study researcher found that gender and to lesser extent age & education, were important predictors of using SNS. Males use SNS for “Control” & “Affection”, whereas females use for “Relaxation”. Therefore women tend to spend more time of Social Networking Sites than men; consequently females have more friends, are more satisfied with SNS jobs and would have missed the sites more if they suddenly disappeared. According to prior researchers and instant study found that social Networking Sites facilitate people to be in touch with old buddies who studies in other institutes check their personal messages/walls posts they received from friends, see others profiles and many more

features that SNS continually adds. Withal, 2005 argued which proved in this study that people try to find those people on SNS whom they might know or want to meet.

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