Purpose of Using Social Networks

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Abstract

Social networking sites such as Facebook and Twitter have become a widely adopted communication tool in today's society. Through the use of such networks, people from all over the world are able to find each other and share information. Although initially just a fad among young people who wanted to share pictures and stories with their friends, it would appear that there has been a recent shift in the purpose of the use of social network sites (SNS). We have adapted the Social Network Site Adoption model to examine the effect playfulness, privacy/ trust, frequency, and ease of use have on the use of social network sites. The goal of this research will be to show that social networks are not only used for hedonic purposes, but are being used more frequently as a communication tool for utilitarian purposes.

Key words: Social Networking, SNS, privacy, communication, playfulness.

1. Introduction

1.1 History of the Internet as a Means of Communication

In the early 1960's, research scientists started thinking of a system that would interconnect computers on a global platform. The researchers thought of calling the network the "Intergalactic Computer Network," but eventually settled on the name the Internet (Anderson, 2005). This network was used essentially for military purposes, and it would take another thirty years before this internet would reach everyday people and businesses. In 1990, Bernes-Lee wrote the first HTML source code and created the World-Wide Web (Berners-Lee & Frischetti, 1999). The web was introduced in December, 1990, but it did not start getting used by other people until somewhere in 1991. The Internet Service Providers, developed by Bernes-Lee, allowed business to enable their people to dial-up into the internet, and so the usage of the internet came into the business world. The internet started gaining popularity fast. In 1991, Gopher, the first user-friendly interface, was created by researchers at the University of Minnesota (Anderson 2005). After this, many other individuals began to contribute to the development of the internet, and new internet-based communication tools came to life.

In 1996, the internet was used by about 45 million people and by 1999, that number went up to 150 million users (Anderson 2005). Half of this usage came from the United States but by 2000, 407 million users from 218 different countries were using the internet as a communication tool. The internet has proven to be the fastest growing communication tool ever developed. It took radio 38 years to get at least fifty million users, it took television 13 years to get fifty million users, but it only took internet four years to reach fifty million users (Anderson 2005).

As mentioned by William F. Slater (2002), the invention of the internet has offered solutions to many challenges the business world was facing. Through the invention of digital networking, the creation of an infrastructure that allows high-speed electronic messages to be send and received, and the development of reliable computer messaging; business communication has become a lot more efficient. In this paper we will focus on the evolution of these last two issues when it comes to business communication.

Before the existence of the internet, businesses communicated with each other through more traditional communication tools. Back then, the main forms of business communication were snail mail, fax, and telephone. When the internet started gaining popularity all over the world in the 1990s, it also gained popularity in the business world by becoming the new main tool for communication. The most traditional use of internet for communication is e-mail. Today's business world would be unimaginable if e-mail did not exist. As the internet evolved, so did the communication tools using the internet. Conference calls and video conferencing was adapted as a way of communicating in many businesses that had affiliates in different parts of the world. The newest communication tool, already heavily used for friendly interactions, is a social network. This paper will try to assess the usage of the social networks as a tool for business communication. Social networks are very access friendly and it is very easy to find people back on these sites without needing to know their e-mail address. Many people check their social network profiles more frequently than their e-mail inbox. The question we will try to answer is: "How much of this usage is becoming business oriented?" Social networks, such as Facebook, Skype, or Twitter, were essentially developed for recreation. A means for people to get into contact with each other and for old friends to reconnect; it seems now that the purpose of these social networks is shifting from recreation to business.

To find out the connection between social networks and business communication, we have used a questionnaire to assess people's usage of social networks. We used factors such as playfulness, privacy/ trust, frequency, and ease of use to understand why and how people use social networks. We then connected these factors to find people's purpose of use of social networks and connect this to business communication or utilitarian use. We believe there is a shift from traditional communication, such as telephone, fax, snail mail, and e-mail, to the use of social networks for business transactions.

2. *Model and Hypothesis*

Our study is based on Sledgianowski and Kulviwat's model which assumes that perceived playfulness, critical mass, trust, normative pressure, perceived ease of use, and perceived usefulness, have a direct effect on actual usage of the social network sites (SNS) (Sledgianowski & Kulviwat, 2009). See the original model in figure 1. Previous study suggests that the actual usage of the SNS is for hedonic purposes. People sign up to these networks because they want to share their information, photos, or videos with their friends. Our study, however, focuses on the utilitarian purposes of using SNS, which are more and more used for regular business communication. Therefore, we adapt the original model by reducing the original criteria from six to four which are the most essential for utilitarian purpose of use: playfulness, privacy/ trust, frequency of use, and ease of use. Thus, we have four criteria determining the purpose of use, which we then further relate to hedonic and utilitarian use. This will then determine the actual use of SNS. The new, expanded model can be viewed in Figure 2 in the Appendix. We will now closer examine and state the hypothesis for each of the criteria.

2.1. Playfulness

Playfulness means to what extent the users perceive the actual use of SNS as fun. Researchers have suggested that perceived playfulness is a good predictor of actual use. We assume that the higher the perceived playfulness, the higher the contribution to the actual use for hedonic purpose. When people connect to the SNS they want to interact with their friends and entertain themselves. Perceived playfulness also directly affects the utilitarian purpose of use because the objective of the technology is to serve a purpose. Sledgianowski and Kulviwat (2009) further suggest that there is other technology available for utilitarian purposes, such as mobile devices or emails; however, with the growing number of users of SNS we expect increased utilitarian purpose of use. Therefore, we state our hypothesis,

H1: Perceived playfulness has a significant positive effect on utilitarian purpose of use.

2.2. Privacy / Trust

Researchers suggested that so called "online trust" is built through four factors.

First is the belief that the vendor cannot benefit from cheating. Second is the belief that the website is secured. Third is the belief that the particular website has a typical interference, and fourth is the ease of use. All these factors directly affect trust, which then affects the purpose of use (Gefen, Karahanna, & Straub, 2003). Sledgianowski and Kulviwat (2009) imply that trust can be divided into interpersonal and institutional trust. Interpersonal trust is between people, and it has been found that it directly influences the intention to share information among virtual communities. In previous studies, authors focused more on the institutional trust which is the users' believes that the SNS will behave consistent with their expectations (Ridings, Gefen, & Arinze, 2003). They suggest that institutional trust is directed towards the service provider. For example, users believe that their personal information will not be stolen, sold, or disclosed.

Our study will also focus on the institutional trust. Since we are studying the use of SNS for business (utilitarian) communication, we believe that trust towards the service provider will contribute towards the purpose of use. Not only the security of personal information, but also the security of business transactions, or confidentiality of the message will contribute to the institutional trust into the service provider in our case. Therefore,

H2: Perceived trust has significant positive effect on utilitarian purpose of use.

2.3. Frequency

The previous model tested critical mass as a major contributor to the intention to use SNS. When users adopt innovation, SNS in our case, a point will be reached where the innovation becomes self-sustained. Perceived critical mass is the degree to which users believe that point has been reached (Van Slyke, Illie, Lou, & Stafford, 2007). Our model tests the use of the most favorite SNS such as Facebook, MySpace, or Twitter; therefore, we believe that as these sites are popular all around the world, the critical mass has been reached for most potential users.

Instead of perceived critical mass, we will be testing the frequency of use, as we believe that it will have a direct effect on utilitarian purpose of use. If more and more business transactions are made through SNS, then the frequency of use should be relatively high since these transactions occur on daily basis. Therefore,

H3: Frequency of use has significant positive effect on utilitarian use of social networks.

2.4. Ease of Use

Perceived ease of use relates to the belief that using a technology is without effort (Davis, Bagozzi, & Warshaw, 1989). The easier a person feels it is to use a technology, the bigger the chance that they will actually use that technology. Research has found that perceived ease of use plays a crucial role in determining the acceptance of the technology, in our case the technology being social networks. Considering social networks are easy to use in general; we believe there will be a positive impact on the utilitarian use of social networks. We hypothesize that:

H4: Perceived ease of use has a significant positive effect on utilitarian use of social networks.

2.5. Purpose of Use

Previous study used intention to use to predict the actual use of SNS. Our model, however, further examines the intention to use and divides it into two separate modules: hedonic purpose of use, and utilitarian purpose of use. Hedonic purpose of use means that the user is using particular SNS purely for pleasure. In our model, playfulness will be the major contributor towards hedonic use. Utilitarian purpose of use occurs when users believe that the actual usage of SNS can bring them some benefits, for instance: faster response, or further customer reach.

3. Data Collection

A regular survey has been used to collect data. This survey can be found in the appendix of this research paper. Our sample has been drawn based on convenience sampling. We drew 31 students from the University of Louisiana at Monroe. The survey originally contained four demographic questions: gender, age, employment, and yearly income. Furthermore, the survey contained questions about every criteria on the adapted model. Specifically: questions five through nine test playfulness, questions ten through thirteen test privacy and trust, questions fourteen through seventeen test frequency of use, questions eighteen through twenty test ease of use, and questions twenty one through twenty six test purpose of use. After analyzing the demographics of all respondents, we decided to take out question four that asks respondents about their personal income. 71 percent of the respondents indicated their yearly income was less than $12,000.

Since this is the majority of the respondents, the results from this question would not be valid. This finding, however, is consistent with the fact that our sample has been drawn from college students.

From the total number of respondents, 55 percent were females and 45 percent were male. 29 percent of the respondents were between 18 and 21 years of age, 45 percent of the respondents were between 22 and 24, and 14 percent of the respondents were between 25 and 26. The remaining 14 percent of the respondents were above 26 years old. 65 percent of the respondents that filled out the survey were employed at that time.

4. Measurement of Constructs

Previously validated scales were used for the questions on our survey. Questions have been adapted from Bolar's "Motives Behind the Use of Social Networking Sites: An Empirical Study" and Youn's "Determinants of Online Privacy Concern and Its Influence on Privacy Protection Behaviours" (Bolar, 2009; Youn, 2009). Some of the scales have been changed to fit the context of our survey, and some of the questions were slightly reworded.

5. Data reliability

To test the reliability of our data, we used Cronbach's alpha. Each of the criteria from our model has been tested and we listed the alpha values in figure 3. In order to maximize the internal reliability of our data, the number of questions for privacy/trust, and frequency had to be reduced. Particularly, questions 10 and 11 had to be left out to increase the alpha for privacy/trust criteria, and questions 15 and 16 had to be left out to increase Cronbach's alpha for testing the frequency criteria. The alpha values range from .632 to .972; therefore, we can assume that the data is internally reliable. See Figure 3 in the Appendix.

6. Data Analysis and Results

To analyze the collected data, we looked at frequencies of answers. Questions that had a majority of answers in the "strongly agree" and "agree" options were set to support the hypothesis of the corresponding construct. Corresponding frequencies and distribution tables can be found in the appendix.

Questions five through nine tested for playfulness. Respondents answered in the desirable range for questions five, six, and eight, where the cumulative percentage for strongly agree and agree options were selected at 72.4, 67.7, and 71 percent respectively. Questions seven and nine showed a much smaller percentage of answers in the desirable range. Only 29 percent of the respondents agreed that SNS keep them happy, and 35.5 percent of the respondents answered that use of SNS arouses their imagination. Questions seven and nine did not support the hypothesis for playfulness. Even though the majority of collected data seems to support our hypothesis, playfulness appears to be more related to hedonic purpose of use than to utilitarian purpose of use. Therefore, perceived playfulness does not have a significant positive effect on utilitarian purpose of use.

Respondents' privacy and trust concerns towards SNS were tested in questions 12 and 13. Through both questions, students showed concern about information misuse; we found a cumulative of 64.5 percent. For identity theft 67.7 percent of the answers were in the desirable range. Questions 10 and 11 tested this construct; however, these questions failed the validity tests and were not included in the analysis. Our valid data from the remaining questions then supported the hypothesis of the construct. If respondents perceive trust to SNS, they are more likely to use it for business communication. However, respondents do not appear to perceive trust in SNS and the hypothesis was rejected.

The construct measuring frequency of use was examined in questions 14 through 17. Questions 15 and 16 failed the validity tests and were not included in the analysis. In question 14, 61.3 percent of respondents answered that they use SNS at least once in half a day or more; 22.6 percent of respondents use SNS at least once in an hour. Question 17 shows 83.9 percent of respondents use SNS daily. Therefore, the hypothesis for this construct, frequency of use has a significant positive effect on utilitarian use of social networks, can be accepted.

Ease of use was tested in questions 18 through 20. This construct showed strong support of the hypothesis in all questions. 87.1 percent of respondents agreed that SNS were easy to use. The same percentage of subjects also said that it was easy to remember how to you use SNS. 90.3 percent of respondents agreed that they quickly learned how to use SNS. Data collected showed support of the hypothesis that perceived ease of use has a significant positive effect on utilitarian use of social networks. Questions 21 through 26 tested purpose of use and whether respondents would find it beneficial to use at work. While 61.3 percent of subjects agreed in question 21 that SNS are influential, only 45 percent agreed that use of SNS saved time.

Questions 23 and 24 showed seemingly contradictory results; 35.5 percent of respondents agreed that tasks are easier to accomplish through SNS, and 71 percent agreed that SNS require fewer steps to get a task done. More importantly, in question 25, 71 percent of all responding students agreed that they can see advantages in using SNS in business communication. In the last question, 38.7 percent of respondents said that they already use SNS while at work and about one third of the respondents chose the neutral option.

To further examine data collected, this study used correlation analysis that described how one variable relates to another by creating a correlation matrix. In theory, correlation shows a strong relationship when the coefficient of correlation is 0.7 or higher. Because of a small sample and nature of our project, we lowered the assumption to 0.5. We considered all correlation with 0.5 coefficient or higher to be statistically significant according to our sample size. The correlation matrix can be found in the appendix. According to the model, we examined how playfulness, privacy/trust, frequency, and ease of use correlate with purpose of use. This will help us predict possible hedonic and utilitarian use. Furthermore, the correlations with question 24, 25 and 26 predict the utilitarian purpose of use.

After looking at the overall matrix, we found a correlation higher than .5 throughout the whole matrix. Playfulness, frequency, and ease of use seem to have the most correlations; however, privacy/trust does not correlate with the other questions. This finding seems to be consistent with the frequencies data. Users still perceive SNS as being not secure enough, and therefore the privacy/trust construct has a negative impact on utilitarian purpose of use. When testing the criteria against the purpose of use, most correlations can be found within ease of use; therefore, ease of use is a good predictor of purpose of use. The second most important predictor is playfulness, and third important predictor of purpose of use is the frequency of use.

In our model, we further divide purpose of use into hedonic and utilitarian purpose of use, which was examined through questions 24, 25, and 26. According to correlations, the strongest predictor of utilitarian purpose of use is perceived ease of use. Perceived ease of use can be tied to efficiency. If users use the SNS, it is because it saves times; therefore, accomplishes the task faster. Frequency of use is also a predictor of utilitarian purpose of use. Most people are already comfortable with using SNS and are more likely to adapt to the use of the network for business communication.

We have two hypotheses that are not supported. Firstly, playfulness seems to be a good predictor of purpose of use; however, it most likely predicts the hedonic purpose of use. The hypothesis about perceived trust/privacy is also not supported. Users perceive SNS as being not secure enough. However, they still use it for hedonic purposes. An increase in privacy would indicate an increase in utilitarian purpose of use since trust and privacy are a big concern during business transactions. A summary of the hypothesis can be found in figure 4 in the Appendix.

7. Limitations and Future Research

Our research was conducted at the University of Louisiana at Monroe. The sample consisted of undergraduate and graduate students at this university. Students use SNS mainly for pleasure rather than business communication. To improve the quality of this research, a better sample from a larger area should be drawn. Also, the sample size is very limited mainly due to the nature of this project. In order to get more accurate data, a bigger sample size should be used that includes more business-oriented respondents. The survey we created for this research also had several limitations. We had a limited number of questions; some questions concerning some criteria had to be dropped to achieve higher data validity. This left us with only two questions for some criteria which proved not to be sufficient enough. Previously validated scales had to be used for our survey; for a better fit, specifically created questions would yield more reliable results.

Using SNS for business communication is an emerging area and not much research has been conducted on this topic at the time of this study. There have been several research studies on online communication; however, most of them were concerned with the hedonic purpose of using these technologies. Our research examined the actual use of social network sites. We tried to determine if the networks could be used for business communication. Because the ease of use and capability of social network sites can allow for more efficient communication, the increase in the business communication through these networks can be expected. For instance, on Facebook the new concept of groups allows for more secure and better organized communication among people with the same interests such as whole organizations, management, or project groups. The attractiveness of the user interface can be a contributor since it makes communication more enjoyable.

Increasing capabilities of social network sites will possibly allow for an increase in utilitarian purpose of use among their users, replacing traditional media, which could benefit business communication.

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Appendix

Figure 1 – Original Model

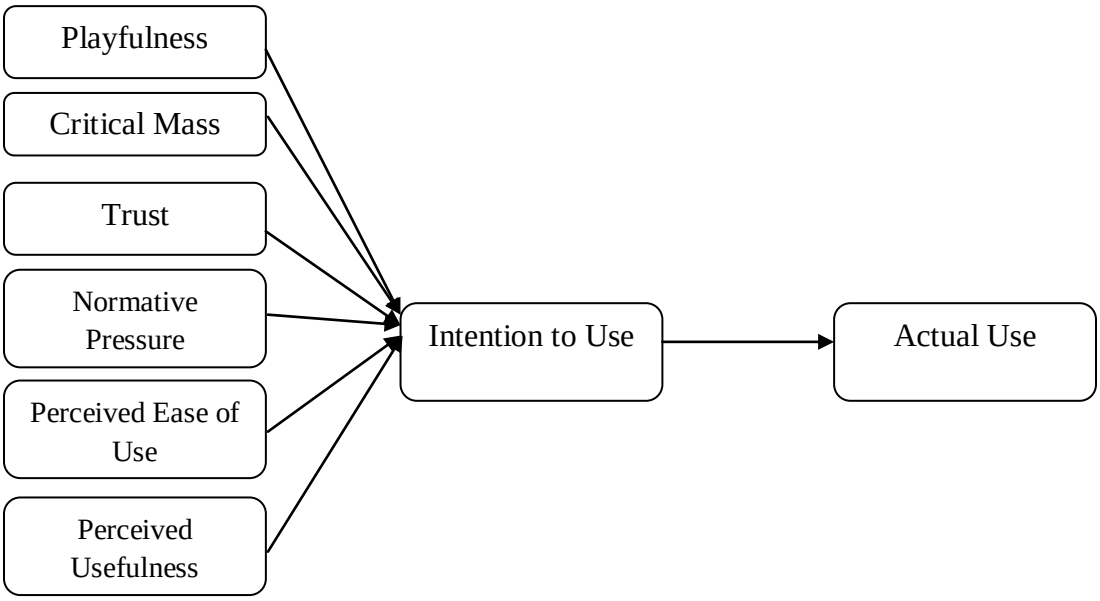

Figure 2 – Adapted Model

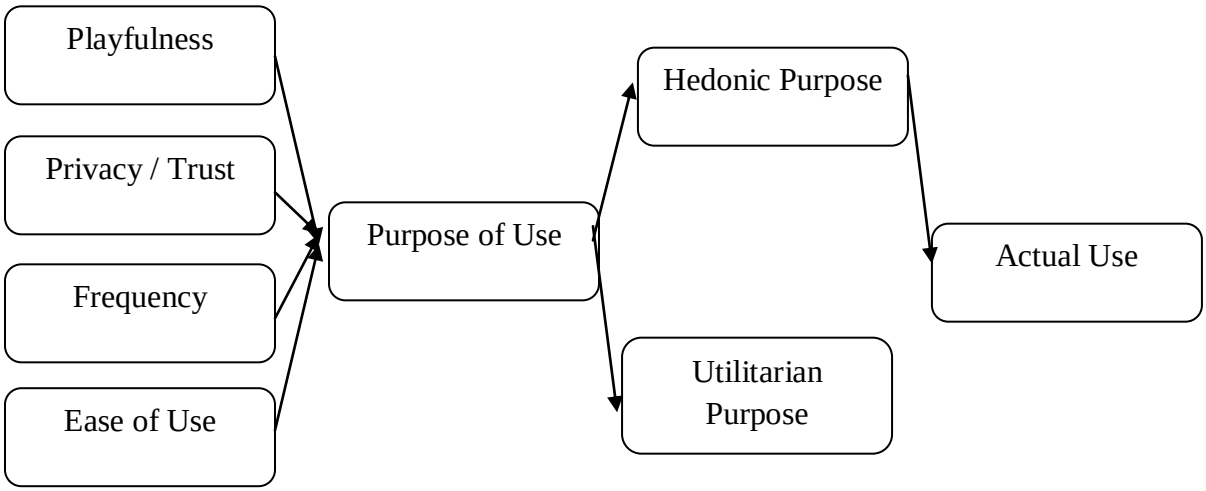

Figure 3 – Cronbach's Alpha values

Criteria	Cronbach's Alpha
Playfulness	0.881
Privacy / Trust	0.832
Frequency	0.632
Ease of Use	0.972
Purpose of Use	0.819

Figure 4

Hypothesis	Supported / Not Supported
H1: Perceived playfulness has significant positive effect on utilitarian purpose of use.	Not Supported
H2: Perceived trust has significant positive effect on utilitarian purpose of use.	Not Supported
H3: Frequency of use has significant positive effect on utilitarian use of social networks.	Supported
H4: Perceived ease of use has a significant positive effect on utilitarian use of social networks.	Supported

Correlations

	Q5Usage	Q6Usage	Q7Usage	Q8Usage	Q9Usage	Q12Misus	Q13IDTh	Q14UsageFreq	Q17HowFrequently	Q18EasyUse	Q19EasyRem	Q20Learn	Q21Influen	Q22SavesTime	Q23EasierToGet	Q24Steps	Q25Advan	Q26Work
Q5UsageA	1																	
Q6UsageB	0.96	1																
Q7UsageC	0.71	0.71	1.00															
Q8UsageD	0.48	0.48	0.40	1.00														
Q9UsageE	0.56	0.48	0.64	0.53	1.00													
Q12Misused	-0.38	-0.33	-0.28	0.01	-0.04	1.00												
Q13IDTheft	-0.42	-0.45	-0.40	-0.13	-0.23	0.71	1.00											
Q14UsageFreq	0.47	0.49	0.46	0.18	0.20	-0.17	-0.20	1.00										
Q17HowFrequently	0.63	0.59	0.75	0.41	0.51	-0.40	-0.41	0.47	1.00									
Q18EasyUse	0.43	0.39	0.39	0.55	0.53	-0.23	-0.28	-0.06	0.56	1.00								
Q19EasyRemember	0.26	0.22	0.31	0.50	0.45	-0.24	-0.32	-0.11	0.46	0.94	1.00							
Q20Learned	0.37	0.33	0.29	0.58	0.52	-0.27	-0.33	-0.06	0.47	0.92	0.90	1.00						
Q21Influence	0.30	0.31	0.32	0.37	0.48	-0.08	-0.14	0.07	0.24	0.49	0.52	0.56	1.00					
Q22SavesTime	0.31	0.29	0.45	0.30	0.57	-0.19	-0.27	0.09	0.47	0.63	0.61	0.56	0.59	1.00				
Q23EasierToGetItDo	0.09	0.13	0.20	0.45	0.36	-0.06	0.04	0.07	0.16	0.32	0.33	0.40	0.63	0.58	1.00			
Q24Steps	0.50	0.44	0.42	0.48	0.62	-0.18	-0.18	-0.10	0.36	0.76	0.69	0.64	0.49	0.50	0.38	1.00		
Q25Advantage	0.48	0.52	0.37	0.39	0.40	0.01	-0.23	0.04	0.34	0.51	0.39	0.46	0.40	0.41	0.28	0.52	1.00	
Q26Work	0.47	0.43	0.57	0.44	0.39	-0.32	-0.29	0.12	0.52	0.28	0.22	0.28	0.33	0.40	0.41	0.38	0.29	1

Frequency Tables

Q1 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	17	54.8	54.8	54.8
	Male	14	45.2	45.2	100.0
	Total	31	100.0	100.0	

Q2 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 21	9	29.0	29.0	29.0
	22-24	14	45.2	45.2	74.2
	25 - 26	4	12.9	12.9	87.1
	above 26	4	12.9	12.9	100.0
	Total	31	100.0	100.0	

Q3 Employed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	11	35.5	35.5	35.5
	Yes	20	64.5	64.5	100.0
	Total	31	100.0	100.0	

Q5 Use of SNS is fun

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	16.1	16.1	16.1
	Agree	18	58.1	58.1	74.2
	Neutral	5	16.1	16.1	90.3
	Disagree	2	6.5	6.5	96.8
	Strongly Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q6 Use of SNS gives enjoyment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	16.1	16.1	16.1
	Agree	16	51.6	51.6	67.7
	Neutral	7	22.6	22.6	90.3
	Disagree	2	6.5	6.5	96.8
	Strongly Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q7 Use of SNS keeps me happy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1	3.2	3.2	3.2
	Agree	8	25.8	25.8	29.0
	Neutral	17	54.8	54.8	83.9
	Disagree	4	12.9	12.9	96.8
	Strongly Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q8 Use of SNS stimulates curiosity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	3	9.7	9.7	9.7
	Agree	19	61.3	61.3	71.0
	Neutral	4	12.9	12.9	83.9
	Disagree	5	16.1	16.1	100.0
	Total	31	100.0	100.0	

Q9 Use of SNS arouses imagination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1	3.2	3.2	3.2
	Agree	10	32.3	32.3	35.5
	Neutral	14	45.2	45.2	80.6
	Disagree	6	19.4	19.4	100.0
	Total	31	100.0	100.0	

Q12 Concern about information misuse

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Concerned	10	32.3	32.3	32.3
	Concerned	10	32.3	32.3	64.5
	Neutral	4	12.9	12.9	77.4
	Somehow Concerned	5	16.1	16.1	93.5
	Not Concerned	2	6.5	6.5	100.0
	Total	31	100.0	100.0	

Q13 Concerned about ID theft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Concerned	12	38.7	38.7	38.7
	Concerned	9	29.0	29.0	67.7
	Neutral	3	9.7	9.7	77.4
	Somehow Concerned	6	19.4	19.4	96.8
	Not Concerned	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q14 How often do you use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	one hour	7	22.6	22.6	22.6
	three hours	5	16.1	16.1	38.7
	half a day	7	22.6	22.6	61.3
	Day	7	22.6	22.6	83.9
	two days and more	5	16.1	16.1	100.0
	Total	31	100.0	100.0	

Q17 How frequently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	every couple hours	5	16.1	16.1	16.1
	every other day	16	51.6	51.6	67.7
	Daily	5	16.1	16.1	83.9
	Weekly	1	3.2	3.2	87.1
	less than once a week	4	12.9	12.9	100.0
	Total	31	100.0	100.0	

Q18 SNS are easy to use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	32.3	32.3	32.3
	Agree	17	54.8	54.8	87.1
	Neutral	2	6.5	6.5	93.5
	Disagree	1	3.2	3.2	96.8
	Strongly Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q19 Easy to remember to use SNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	9	29.0	29.0	29.0
	Agree	18	58.1	58.1	87.1
	Neutral	2	6.5	6.5	93.5
	Disagree	1	3.2	3.2	96.8
	Strongly Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q20 Quickly learned how

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	11	35.5	35.5	35.5
	Agree	17	54.8	54.8	90.3
	Neutral	1	3.2	3.2	93.5
	Disagree	1	3.2	3.2	96.8
	Strongly Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q21 SNS Influential

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	16.1	16.1	16.1
	Agree	14	45.2	45.2	61.3
	Neutral	8	25.8	25.8	87.1
	Disagree	3	9.7	9.7	96.8
	Strongly Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q22 SNS saves time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	6.5	6.5	6.5
	Agree	12	38.7	38.7	45.2
	Neutral	13	41.9	41.9	87.1
	Disagree	3	9.7	9.7	96.8
	Strongly Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q23 SNS easier accomplishes the task

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	6.5	6.5	6.5
	Agree	9	29.0	29.0	35.5
	Neutral	10	32.3	32.3	67.7
	Disagree	9	29.0	29.0	96.8
	Strongly Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q24 SNS requires fewer steps

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	16.1	16.1	16.1
	Agree	17	54.8	54.8	71.0
	Neutral	6	19.4	19.4	90.3
	Disagree	1	3.2	3.2	93.5
	Strongly Disagree	2	6.5	6.5	100.0
	Total	31	100.0	100.0	

Q25 see advantage in SNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	6	19.4	19.4	19.4
	Agree	16	51.6	51.6	71.0
	Neutral	5	16.1	16.1	87.1
	Disagree	3	9.7	9.7	96.8
	Strongly Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Q26 I use SNS at work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	3	9.7	9.7	9.7
	Agree	9	29.0	29.0	38.7
	Neutral	10	32.3	32.3	71.0
	Disagree	6	19.4	19.4	90.3
	Strongly Disagree	3	9.7	9.7	100.0
	Total	31	100.0	100.0	