MEMAHAMI MOTIVASI PENGGUNA UNTUK TERUS MENGGUNAKAN HALAMAN JARINGAN SOSIAL

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Abstrak
Kajian ini bertujuan untuk memahami dengan mendalam tentang pengalaman pengguna yang menggunakan jaringan jalinan sosial *(SNS)* untuk berkomunikasi. Temuramah secara mendalam telah dijalankan bersama 24 orang pengguna *SNS* yang merangkumi perbezaan maksima dari segi umur, jantina dan purata tempoh penggunaan *SNS*. Keputusan kajian menunjukkan bahawa pengguna *SNS* lebih cenderung untuk meneruskan penggunaan SNS walau pun mereka berupaya untuk mencapai komunikasi tradisional secara bersemuka *(FtF)* sebagai perantara untuk berinteraksi. Ada beberapa faktor seperti kesekataan, kurang persempadanan dan penjimatan masa yang memberi motivasi kepada pengguna *SNS* untuk terus menggunakan *SNS* sebagai perantara komunikasi. Dalam kajian ini, kehadiran sosial dapat digambarkan melalui berbagai aktiviti yang dijalankan oleh pengguna. Begitu juga dengan tanggapan keseronokan yang digambarkan melalui ciri-ciri seperti memberi dan bertukar maklumbalas ke atas catatan rakan dan menghantar mesej kepada rakan dan kenalan.

Kata kunci: *Komunikasi, bersemuka, temuramah mendalam, tanggapan keseronokan, jaringan jalinan sosial, kehadiran sosial*

UNDERSTANDING USERS' MOTIVATION TO CONTINUE USING SOCIAL NETWORKING SITES (SNS)

Abstract
This study aimed to provide a deep understanding of users' experiences while using SNS for communication. In-depth interviews were conducted with 24 participants who were SNS users that covered the maximum variation in terms of age, gender and average duration of SNS usage. The results suggest that SNS users are likely to continue using SNS even though they can access the traditional FtF communication as a medium of interaction. There are a few factors such as ease, lack of boundaries and time savings that motivate SNS users to continue using them, such as medium of communication. In this study, social presence is reflected by the various activities conducted by the users. Similarly, perceived enjoyment is reflected by the features of providing and exchanging feedback on friends' postings and sending messages to their friends and contacts.

Keywords: *Communication, face-to-face, in-depth interviews, perceived enjoyment, social networking sites, social presence*

INTRODUCTION

The development of Web 2.0 applications has faciltiated a variety of methods to communicate among people. Web-based interaction is the most conceptualized interaction, because people feel the web is very interactive due to the nature of its accessibility and ease of navigation. There are 2.4 billion Internet users, with the number of users reflecting an 8% growth rate in developing countries (Index Mundi, 2012). Virtual communication now is conceptualized by online social networking. Facebook has succeeded in establishing itself as the most popular social networking site (SNS) in the world, with around 550 million monthly users, followed by Twitter (95,8 million) and MySpace (80,5 million), and the last of the "big four" is LinkedIn (50 million). In general, Facebook has recorded about 845 million users (Wilson, Gosling & Graham, 2012). With the increasing number of Internet users, the mode of communication has shifted from the traditional face-to-face (FtF) method to Internet-based, which is more commonly known as the applications of an SNS.

The shift results in many implications for society and individuals, the identification of which requires further understanding and elaboration. For example, FtF communication, which leads to higher level of social presence and richness of information, was the most frequent used and preferred communication channel by faculty members in faculty-student interaction (Lai Fong & Wan Sulaiman, 2011).

There has been extensive research about SNS, but studies have mainly focused on users' eloquent investigation, factors that motivate usage, character arrangement, the function of SNS in social connections and confidentiality and information disclosure (Wilson et al., 2012). Currently there are very few studies that examine the continuance preference that affected Internet users' decision making to adopt SNS for communication. It is crucial to elaborate upon the dynamic research of FtF as compared to computer-mediated communication (CMC), because the decision to adopt CMC is supported only if CMC can convey the adequate communication cues such as that of FtF's features (Tu, 2002). Therefore, the objective of this study is to provide an understanding of users' preference in using SNS for communication.

BACKGROUND OF STUDY

Computer-Mediated-Communication (CMC) vs FtF

In human communication, computer-mediated-communication (CMC) employs interactive mass media to submit messages through online space whereby interpersonal messages are exchanged (Walther et al., 2010). The social interaction using SNS can be examined easily by exploring the differences and similarities between FtF and CMC, which has been explored by many researchers. Kock (2004) presented the Theory of Psychological model, which explains the link between similarities in communication medium (naturalness) and the cognitive effort of an individual to take part in communication with others. This theory explains that, although humans' motor and sensory organs are made for face-to-face communication, they adapt to communication using CMC media. Kwak (2012) explored voice-based chat as opposed to text-based chat, which revealed that the choice made by users is based on communication motives and media use. He found that media type did not determine how and when media were used, but rather the motivation of the users affected these factors.

The role of relationship and distance of emotion (closeness) affected the mode of communication people applied (Lonkila & Gladarev, 2008; Tillema, Dijst, & Schwanen, 2010). Social media is considered a breakthrough for individuals and organizations in terms of engaging in interactions (Kaplan & Haenlein, 2010). Social media differs from well-established industrial media due to the properties exhibited (Morgan, Jones & Hodges, 2013), such as reach (the ability to cover audiences throughout the world is different because social media requires Internet connectivity) and accessibility (by nature, industrial media is owned by private companies or governments, therefore some media require users to pay for subscription. Social media generally costs nothing to users), usability (to thrive in the business, industrial media requires special skills such as training, research and development, etc., whilst social media can be performed by anyone who acts as provider or collaborator) and recency (industrial media needs time to disperse the information, while social media, due to its virtual spontaneity, exhibits a time lag determined by users' response).

In terms of types of social media, Kaplan and Haeinlein (2010) have classified them as found in Table 1.

Tabel 1: Classification of Social Media

Self Presentation / Self Disclosure	Social Presence		
	Low	Medium	High
High	Blogs	SNS such as Facebook	Virtual social world such as Second Life
Low	Collaborative Project	Content communities such as Youtube	Virtual game world such as Warcraft

Note: Adapted from "Users of the world, unite! The challenges and opportunities of social media." by Kaplan, A. M., & Haenlein, M., 2010. *Business Horizons , 53* (1), 61.

Functions of SNS

SNS has functions that allow people to build their own online community in order to aggregate the same interests and values on the Internet (Preece, 2000). The intention for building an online community is to form a group identity and interpersonal bonds that have a significant effect on member attachment (Ren et al., 2012). Through SNS, people can interact in various ways: instant messaging, email, blogs, message boards, online forums, bulletin boards, video and photo sharing, comment posting and even video conferencing (Holzwarth, Janiszewski, & Neumann, 2007; Lee, Vogel, & Limayem, 2003). More details about SNS functions were discovered by Richter and Koch (2008) based on their study in Germany. They found that SNS had several basic functions. The first function is SNS is identity management, the second function is expert finding, the third function is context awareness, the fourth function is contact management and the last function is exchange.

The Role of Preference in Communication Technology

Although numerous researches have studied the antecedents of technology adoption, there is a lack of study performed about the role of technology in the daily life of human being. As highlighted by Orlikowski and Iacono (2001) on Jeyaraj et al.'s article (2008), there is a call

for inter-displinary research on IT artifacts that affects humans' life. The study about humans' preference especially in communication is the conceptualization of inter-displinary research. After all, interpersonal communication is the main relationship that bridges the differences amongst people into mutual understanding that is as a ground base of human-related interactivity mode (Florenthal & Shoham, 2010).

TAM usually employed Perceived Usefulness and Perceived Ease of Use with additional Perceived of Risk as prominent modus operandi. Nowadays the theory is saturated. As an extension of existing model as in the early proposal, it is vital to add an unequivocal alternative contrast to define preference. As being cited by Muthicharoen et al. (2011), Brown (1984) defined preferential decision knowledge as due to existence of superiority, a person favors one thing compared to another thing. It means that there is an alternative availability. Attribute is something perceived by technology users in using system where they can immediately detect the product's identity that form their most preferred choice. Cognitively humans value attribute as assessment prior a decision making.

Muthicharoen et al., (2011) clarified the brief exposure of preferential behavior researches utilizing the preferential knowledge that consists of Attitude-Based Preference (hereafter, ATTP) and Attribute-Based Preference (hereafter, ATRP). ATRP supports the idea that preference structure involves comparing definite alternatives attribution, whilst ATTP constitutes the generally valuation of alternatives (Mantel & Kardes, 1999). Users use preference evaluation prior the decision making process whether to adopt or to not adopt certain system. It was stated that positive evaluation of alternatives would skew people's positive decision making to adopt (Dabholkar, 1994). The comparison of alternatives is made for each attributes and the decision was a summative of all aspects. This summation eventually would affect the decision making. However the significance of ATTP and ATRP as factors determining preferential behavior is still in need of further investigation. Florenthal and Shoham (2010) who studied channel preferences stated that the channel preferences are important because user interrelate with them in a different way. Thus, the study will focus on understanding the features of SNS that promote perceived enjoyment and social presence for continuous usage using reflections of personal experience of SNS users.

Perceived Enjoyment in SNS

Perceived enjoyment refers to the fun and bliss factor in exercising communication technology to expand interpersonal relationships, which in the social context involves hedonic and instrumental purposes separate from whichever performance cost could be predicted (Parboteeah, Valacich & Wells, 2009). The hedonic element can be referred to as enjoyment (Van der Heijden, 2003), experiential utilization, fun, happiness and exhilaration (Jeyaraj et al., 2008). The study performed by Shin (2007) revealed that Internet use is affected by enjoyment for entertainment intention. The exploration of this variable in this study is driven by the neglect of the previous adoption and usage assessment of the "fun" feature of technology (Jeyaraj et al., 2008). Perceived enjoyment holds great importance in building interpersonal communication (Wei, Hsieh, & Baoxiang, 2012) and building attitudes towards web sites, and perceived enjoyment is an extended feature to explain the adoption of technology (Van der Heijden, 2003).

Social Presence in SNS

The definition of social presence is related to salience and the recognition of others, while salience is the relative interaction significance of others (Kehrwald, 2008). Recognition of others is also connected to social relation dynamics (Biocca, Burgoon, Harms, & Stoner, 2001). Tu (2002) cited the importance of social presence in online interaction, which is the alertness of another person in an interface and the consequential positive reception of an interpersonal relationship. Social presence is important in enhancing a website's psychological emotions to simulate human contact and to be sociable and personal (Yoo & Alavi, 2001). Lowry, Roberts, Romano, Cheney and Hightower (2006) found that a positive social presence improved the communication quality in a virtual group. Another important aspect of social presence is that it increases the perception of group members towards communication effectiveness. SNS usage in general has psychological effects on the users but the type of interaction does matter in determining user's life satisfaction (Adnan & Savi, 2015).

Based on the literature review conducted above, SNS has undoubtedly become the preferred communication medium among the society provided that they are given the opportunity to choose. Many factors have been cited as motivation to adopt SNS in communication. Nonetheless, the reasons for them to continue using it remain less explored.

METHODOLOGY

This study employed a qualitative approach whereby the in-depth interview method was used for data collection purposes. The purpose of the interviews is to further understand the effect of social presence and perceived enjoyment towards the attitude applied while using SNS for communication. Data from the previous study (Jaafar et al., 2014) suggested that social presence and perceived enjoyment affected one's attitude toward using SNS communication in the presence of an alternative FtF communication among SNS users.

The targeted population of this study is Malaysians with SNS accounts. The study applied the purposive sampling technique. Data for the study were collected from the Greater Klang Valley (GKV). GKV is an area around Kuala Lumpur that encompasses 10 municipalities. Based on the maximum variation method, 24 SNS account holders were selected to be participants in the study. Table 2 shows the criteria used to identify each potential participant. According to Saunders, Lewis and Thornhill (1997), the in-depth interview method only requires a small number of participants.

Table 2: Criteria for Participants Selection

Gender	Age	Daily Social Media Usage	No of Participants
Male	Less than 30	1-2 hours	2
		3-6 hours	2
		7 hours and above	2
	30 and above	1-2 hours	2
		3-6 hours	2
		7 hours and above	2
Female	Less than 30	1-2 hours	2
		3-6 hours	2
		7 hours and above	2
	30 and above	1-2 hours	2
		3-6 hours	2
		7 hours and above	2
		TOTAL	**24**

Interview Protocol

An interview protocol was used in the data collection. Examples of the questions are as follows:

1. Why do you continue using SNS (your preferred) given the alternative of face-to-face communication?
2. Based on your experience, what are the benefits of using SNS (your preferred) for communication compared to face-to-face communication?
3. Could you describe the features of SNS (your preferred) that you use which promotes social presence?
4. Could you describe the features of SNS (your preferred) that you use which promotes perceived enjoyment?
5. How these features affected your attitude towards your intention of using the SNS (your preferred) in the presence of alternative traditional face-to-face communication?

Each participant was labelled for the purpose of identifying his or her identity and to facilitate the data analysis process. The male respondents were labelled as PARTICIPANT M1 to M12, while the female participants were labelled as PARTICIPANT F1 to F12 accordingly. Table 3 shows the profile of the participants in the interviews.

Table 3: Participants Profile

Participant Label	Age	Daily Social Media Usage	Gender
M1, M2	25, 28	1-2 hours	Male
M3, M4	27, 28	3-6 hours	Male
M5, M6	25,29	7 hours and above	Male
M7, M8	40, 35	1-2 hours	Male
M9, M10	31, 38	3-6 hours	Male
M11, M12	32, 33	7 hours and above	Male
F1, F2	25, 26	1-2 hours	Female
F3, F4	26, 28	3-6 hours	Female
F5, F6	24, 27	7 hours and above	Female
F7, F8	43, 46	1-2 hours	Female
F9, F10	40, 38	3-6 hours	Female
F11, F12	30, 35	7 hours and above	Female

Data Analysis

The interviews were audio-taped and data collected from the interviews were transcribed into word documents. The interviews transcripts were analysed using thematic analysis which is is a qualitative analytic method for identifying, analyzing and reporting patterns (themes) within data. It minimally organizes and describes your data set in (rich) detail. However, frequently it goes further than this, and interprets various aspects of the research topic (Braun & Clarke,

2006). The initial codes were then produced from the data where they identify a feature of the data (semantic content or latent) that are interesting and refer to the most basic segment, or element, of the raw data or information. Thereafter, the themes were identified and reviewed several times to ensure they represent the information collected from the interviews participants. In the end, only main themes were defined, named and analyzed in detail. In the following section, findings from the research are presented.

Research Findings

The following sections present the participants' previous experience with using SNS and how social presence and perceived enjoyment have affected their attitude towards their continuous usage of SNS.

Continuous Usage of SNS

Research findings showed that participants agreed that the usage of SNS gives them an alternative to FtF communication. They said that the reasons for using SNS include ease, lack of boundaries, and time savings.

Participant F8: SNS is the easiest way to communicate, because it is available all the time. Communicating through SNS is also cheap and fast and requires less effort.

Participant M1: SNS enables us to communicate with people from a distance. It also saves time because we do not need to travel just to say something to another.

Participant M10: SNS is easy and fast. It's the easiest way to connect with others. With the advancement of smart phones, we can use SNS any time.

Benefits of using SNS for Communication

Research results have indicated that participants agree that SNSs provide benefits when communicating with other parties. Some of them said the following:

Participant F3: SNS has lots of benefits, but the main benefit is it saves the time of trying to reach out and contact friends who are living far away. SNS cuts the process short and friends are able to be updated with whatever new that is happening.

Participant M7: SNS enables us to continue to communicate even though our contacts are not around with us or staying very far. The benefit of SNS makes SNS preferable to communicate.

It lets us share experiences, ask questions, share interesting videos, get feedback by looking at the "likes".

Participant M2: There's only one purpose of Facebook and other social media which is to connect with distant people.

Features of SNS that Promote Social Presence

Research has gathered various opinions of participants on the features of SNS that they are using to promote social presence. Among the features are messaging, information sharing, photos sharing and video conferencing. Most of these features are for social connection. They said:

PARTICIPANT M11: The features of SNS include video conferencing, messaging, pictures and online profiles resemble social presence.

PARTICIPANT M10: Sharing information features in SNS promote social presence such as events, invitations, etc., because those kinds of features connect us with each other.

PARTICIPANT F12: Messaging and texting are the best examples of social presence, because they show how immediate the response is. This means that our speaking partner respects us. And we can use emoticons or auto text in describing what we feel. Sharing photos is also a good feature because people are seen by their online friends. The last thing is sharing information.

Features of SNS that Promote Perceived Enjoyment

Research findings showed that participants are using SNS such as Facebook and Twitter for enjoyment purposes. They said:

Participant F3: Being able to give feedback and exchange opinions in the social platform helps in making the social networking experience more fun. Feedback and opinions can be applied to someone's status, pictures, shared links, events and many more.

Participant F12: I love to chat with my friends, so I guess features of messaging such as WhatsApp and Facebook Chat are so much fun. I directly open the messaging feature every time I use Facebook to check who can be asked to have an online chat.

Participant M5: Despite the resistance to using Facebook, I admitted that I can contact my old friends. I like SNS because it is like a search engine to get updates. I also like the messaging features such as Twitter.

Participant M7: Game applications on Facebook present the fun factor of SNS. And also sharing information about music, trends and news is something preferable. I have also

befriended artists and fan pages. I like to get information about my favourite artists through their personal Facebook pages or fan pages.

Effects on Attitudes towards Intention to Use SNS

Participants were also asked how these features affected their attitudes and intention to use SNS in the presence of alternative traditional FtF communication. The results showed that participants have various opinions on this issue. The majority of them agree that the features of SNS affected their attitudes. Addiction, awareness, carelessness and indifference are the results of SNS. They claim:

Participant F5: I am too addicted to SNS. One day without opening my social media account makes my day incomplete. People now focus only on Facebook. I might face the chance of neglecting real-life friends. But the positive impact of SNS is that more information is easily accessible.

Participant F12: Using SNS makes me become more aware of news updates. I can check others' walls or postings or go to group pages to see updates. This feature makes me choose SNS to blast any information such as invitations.

Participant M6: SNS is addictive. It makes me careless. Sometimes while I am driving I can't help but check what's going on my Facebook. I feel anti-social because I neglect the people surrounding me. I feel I do not mix with others. SNS also make people cheat a bit. We can re-connect with our old romances, and that leads to cheating.

However, some of the participants disagreed on this issue. They argued that there was no effect or changes of attitude. They said:

Participant M4: Despite all the benefits provided by SNS, in terms of communication, there is no effect on the changes of attitude, because every means of communication has its own pros and cons.

Participant m9: I feel no effect on my attitude in using SNS. Communication using SNS can cause miscommunication. I pointed this out in some reciprocal feud between my friends on Facebook.

Participant f7: Nothing affects my attitude towards communication. It's just very comical and entertaining to communicate on SNS.

Participant F8: I think nothing is affected by the existence of SNS. The way we communicate with each other is all the same. The benefit of Facebook does not make me more prone to SNS. Surprisingly, participants at the age of 30 and above still preferred FtF communication instead of SNS for several reasons. They said:

PARTICIPANT F12: Using SNS makes me become more alert of any news updates. But FtF is still favoured due to the misinterpretation that occurs in SNS communication, because each person has her own mind.

Participant F8: I think FtF is the best possible way to communicate instead of SNS.

Participant m9: I still prefer FtF, because communication in SNS is different in meaning. However, people can explain much more about their statement while using FtF communication.

DISCUSSION AND CONCLUSION

The results suggest that SNS users are likely to continue using SNS even though they have the traditional FtF communication as an available medium of interaction. Factors such as ease, lack of boundaries and time savings motivate SNS users to continue using it as a medium of communication. These findings are consistent with previous studies done by Devaraj et al. (2008) and Coyle & Vaughn (2008), who found that ease and time savings were predominant factors in continuous technology usage. In addition, users are satisfied if SNS could provide interactivity features. The combination of technological features, user experiences and content are important to enhancing their satisfaction with online communication (Mohd Salleh, 2012).

These findings are supported by the benefits of using SNS. They agreed that SNS enables them to communicate, share information and connect with people. These are also consistent with previous studies (Boyd & Ellison, 2007; Wink, 2010), which found that the benefits of using SNS are tremendous and offer huge potential for human interaction. These include the ability of SNS to enhance social presence between users.

Perceived enjoyment is reflected by the features of providing and exchanging feedback on friends' postings and sending messages to their friends and contacts. In addition, receiving updates about their friends also makes SNS fun to use. Nonetheless, the ability to play games on SNS further adds to the enjoyment in its use. These findings are similar to studies done by previous researchers Teo (2001) and Teo & Noyes (2011), who found that users will continue using technology applications that have high perceived enjoyment compared to those with less perceived enjoyment. In addition, the findings from this study are consistent with studies on the effect of perceived enjoyment on hedonic systems, blogs and multimedia on demand (MOD) (Hsu & Lin, 2008; Liao, Tsou, and Shu, 2008).

The study was conducted in the GKV area, which has the highest concentration of Internet subscribers and is considered an urban area with higher accessibility to the Internet. The experience may be different if the participants were from rural areas with lesser accessibility and IT infrastructure. The number of participants is small, which compromises the overall conclusion of the study. The depth of the "stories" shared could be further explored with interesting resulting findings if more participants took part in the study. The study further focused on the two factors that affected continuous usage of SNS based on the MTP model by Muthitcharoen et al. (2011). These factors are important features of SNS but do not represent all the factors that could affect its continuous usage among SNS users.

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