

**What Factors Motivate People To Adopt And Use The Social Media
Platforms?**

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Abstract

Growing numbers of individuals use social networking and instant messaging to communicate. This memoire investigates academic discourses regarding the factors motivating participation in social networking platforms. It is driven by the following question: *What are the main factors identified as motivating people to adopt and use social networking platforms in three established fields of communications research?* The approach taken to address this question involves analyzing literature published in three leading journals in the fields of communication studies, human computer interaction and information studies to identify areas of complementarity and differences across these fields. The findings suggest that across the three fields examined social influence factors are viewed as having the greatest impact on peoples' commitment to social networking platforms, while the adoption of these platforms is impacted most greatly by a combination of individual and social factors.

Introduction

Throughout the last decade social networking platforms (e.g., virtual communities (VC), social networking sites (SNS), mobile instant messaging (MIM), mobile SNSs) have increasingly infiltrated peoples' daily lives. In the early days of digital environments, people learned about and used computer-mediated technology to “organize, support, and communicate, giving rise to a unique social entity, or what is now commonly known as a virtual community” (Bagozzi & Dholakia, 2002). According to *Pew Research*, the number of online U.S. adults using social networking sites, grew from 67% in late 2012 to 72% percent in May 2013 (Pew Research, 2013).¹ These developments coincided with the appearance of smart phones and mobile applications, or ‘apps’. Among these apps, the advent of instant messaging applications that adopted the mode of “working anytime, anywhere, anything”, enabled users to instantaneously overcome spatial and geographical barriers to communication (Baikie, 2013). Examples include *WhatsApp*, *Skype*, *Viber* and *ChatON* (Griffin, 2012). In addition, classic social networking platforms—Facebook, Twitter, etc.—began to be available via mobile platforms. Today, these social networking platforms are the dominant communication medium in many peoples' daily lives.

One question arising in this context is: *What are the motivations for users to adopt and use different social networking platforms?* In order to address this question, we analyze a sample of academic discourses from three fields of communications research regarding motivating factors that account for why users adopt and continue to use social networking

¹ See, <http://www.pewinternet.org/2013/08/05/72-of-onlineadults-are-social-networking-site-users/>

platforms (SNP). The fields are: communication studies; human and computer interaction (HCI), and information studies.

The analysis is based on a sample of 22 articles focusing on factors motivating peoples' adoption and continued use of social networking platforms that were published between 2011 and 2014 in three leading journals from each field (see Table 1).

Table 1: Sample Population (N=22)

	Communication Studies	Human Computer Interaction	Information Studies
Journal 1	<i>Journal of Communication</i>	<i>Computers in Human Behavior</i>	<i>Communications of the ACM</i>
Journal 2	<i>Mass Communication and Society</i>	<i>International Journal of Human Computer Interaction</i>	<i>Information Systems Research</i>
Journal 3	<i>New Media & Society</i>	<i>User Modeling and User Adapted Interaction</i>	<i>MIS Quarterly</i>

The objective of this exercise was to identify complementarities and differences across motivation-related research in each field as it pertains to the motivations of individuals for adopting and continuing to use social networking platforms. The first step of the research involved conducting a keyword search of the University of Ottawa online Library for the following terms: 'motivations', 'adoption', 'SNS', 'Facebook', 'Twitter, and 'Instant Messaging.' The researcher subsequently reviewed the top-15 returns. This exercise identified five dominant themes across the articles reviewed: individual motivation, social influence, usage experience, perceived innovation, and privacy concerns.

The second step involved identifying a sample of journal articles across the three

fields and conducting a document analysis of these materials. Document analysis is defined as a technique “used to categorize, investigate, interpret and identify the limitations of physical sources, most commonly written documents whether in the private or public domain” (Payne&Payne, 2004, quoted in Monageng Mogalakwe, 2009: 221-222).² This approach enabled the researcher to review and systematically evaluate the documents in the sample by offering various means to uncover meanings and themes, to sort these themes and meanings into categories, and to develop empirical knowledge (Bowen, 2009, Pp.27).

Lee and Porretta (2013) use document analysis to illustrate the types of activities in which individuals with disabilities are identified as being able to participate in sports literature over a ten year period from. Their objective was to ascertain whether the number and distribution of articles concerning sports for people with disabilities have changed since the publishing of an earlier similar study conducted by Reid and Prupas (1998). Katikireddi, Hilton, and Bond (2012) adopt document analysis to examine the way in which arguments regarding minimum unit pricing³ (MUP) are set. They analyzed documents produced by the Scottish Parliament that comprised arguments for and against the implementation of MUP and different types of evidence put forth by different policy

² Document analysis is used to do historical or cross-cultural research when documents are the only source available or when documents are considered as the “only necessary data source for studies designed within an interpretive paradigm” (Bowen, 2009, Pp.29). With the uses of document analysis, one can use the findings to obtain background and context; to generate interview questions or complementary data in other researches; to observe changes, and to verify findings from other researches.

³ “Minimum unit pricing (MUP) of alcohol is a novel policy intervention aimed at increasing the price of the cheapest forms of alcohol to reduce alcohol consumption and associated harms” (J Epidemiol Community Health, 2012, Pp.A31).

stakeholders in their contributions to the MUP debates in order to identify the ways in which the different camps framed the type of alcohol policy they were promoting.

Document analysis is an appropriate approach for the task at hand because the objective of this study is to assess the extent to which factors identified as motivating people to adopt and use SNPs overlap across three interrelated fields of study. In so doing, this work serves as a pilot study for a potentially larger more in-depth multi-disciplinary examination of these factors.

In the next section an overview of contemporary perspectives regarding the adoption and use of social networking platforms is provided. In section three, the twenty-two articles in fields of Communication Studies, Human Computer Interaction and Information Studies that comprise the sample for this study are examined. The discussion in the fourth section presents an analysis and discussion about the findings. The paper concludes by arguing that it is difficult to identify, in general, what are the main factors that can motivate people to adopt and use SNPs.

2. Literature Review

A number of approaches have been advanced for investigating peoples' motivations for using social networking platforms (SNP) including, social influence theory, the belief-desire-intention model (BDI), theory of planned behavior (TPB), model of goal-directed behavior (MGB), motivation theory, and diffusion of innovation theory (Kelman, 1958;

Bratman, 1987; Karahanna et al. 1999; Ajzen, 1991; Perugini & Bagozzi, 2001; Davis et al., 1992; Roger, 2003) (See Table 2).

Table 2: Models of Factors Motivating Use of Social Networking Platforms

Theories	Authors	Description
Social Influence Theory	Kelman (1958)	One may adopt a behavior based on three factors: compliance, identification, and internalization, which are effects of subjective norm, social identity, and group norm
Belief-Desire-Intention	Bratman (1987)	Desire stands for a stimulus that can induce individuals' intention to generate motivations and conduct certain actions.
Theory of Planned Behavior	Ajzen (1991)	Behavior intentions consist of three variables: attitude toward behavior, subjective norms, and perceived behavioral control.
Goal-Directed Behavior	Perugini & Bagozzi (2001)	Individuals' we-intentions to conduct certain actions are partly influenced by desires.
Motivation Theory	Davis et al. (1992)	People tend to use information technology systems because of two factors: extrinsic motivation (i.e., usefulness) and intrinsic motivation (i.e., enjoyment).
Diffusion of Innovation	Karahanna et al. (1999); Roger (2003)	The process of an innovation being disseminated gradually among individuals within a social institution is diffusion. Five variables are included, which are Relative Advantage; Compatibility; Complexity; Trialability; Observability

Three categories of motivating factors emerge from these complementary, and at times contending, perspectives: individual motives, social determinants, and other mediating

factors (e.g., usage experience, privacy concerns, etc). The discussion provides an overview of central elements associated with each of these categories, on the base of a literature review of articles regarding these categories, which has not been attempted by anyone else.

2.1 Individual Motivations

Various individual characteristics have been identified regarding the intentional participation of members of virtual communities such as chat rooms (Bagozzi & Dholakia, 2002). Some define the intention concept as “personal intention”, saying that it is a “person’s motivation in the sense of his or her conscious plan to exert effort to carry out a behavior” (Eagly & Chaiken, 1993: p.168). This intention derives from collectivity, with Tuomela (1995) defining it as a “we-intention”—a “commitment of an individual to participate in joint action, and involves an implicit or explicit agreement between the participants to engage in that joint action” (p.2). Bagozzi and Dholakia (2002) further developed the notion of we-intention by examining individual bases of intentional action, different aspects of individual attitude toward engaging in joint action, and perceived behavior control, desires, and anticipated emotions (p.4). Their work suggests that the positive anticipation of achieving one’s goal in the communities is an important determinant of an individual’s we-attentions and participation.

Dholakia, Bagozzi and Pearo (2003) critique the Bagozzi and Dholakia (2002) framework for failing to distinguish between members of different types of online groups and, in particular, network-based online communities versus and small-group-based

online communities. They argue that two kinds of values—purposive value and self-discovery—influence user participation. They posit that purposive value, which they define as “the value derived from accomplishing some pre-determined instrumental purpose...through virtual community participation” (Pp. 244), consists of two components: informational value and instrumental value.

Firstly, under the category of purposive value, informational value refers to benefits that a participant may gain from “getting and sharing information in the virtual community, and from knowing what others think” (Pp. 244). Instrumental value focuses on what users can derive from using the social networking platforms to finish some tasks (e.g. giving solutions to others online towards a certain issue) through their interactions with other people. Dholakia, Bagozzi, and Pearo assume that, in virtual communities, generically, people seek to obtain and share more information among virtual communities when they participate online, and get knowledge of other members’ minds. Alternatively, they may be seeking to achieve a specific target or solve a problem with the help of others. Therefore, it is one’s personal self that stands in the center of purposive value. Secondly, the value of self-discovery centers on the notion of improving one’s understanding of oneself and obtaining social resources that contribute to realizing future goals. In conclusion, Dholakia et al. (2003) claim that members of network-based communities prefer to pursue purposive value, while those of small-group-based communities tend to seek out self-discovery that can lead them to social benefits and the achievement personal goals.

In their discussion of individual determinants of participation in online social networking platforms, Lin and Lu (2011) draw on Davis et al.'s (1992) motivation theory to suggest that people tend to use information technology systems because of two factors: extrinsic motivation (i.e., usefulness) and intrinsic motivation (i.e., enjoyment). The former refers to “the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989, p.320; See also, Pontiggia & Virili, 2010; Yen, Wu, Cheng & Huang, 2010). The latter refers to “the pleasure the individual feels objectively when committing a particular behavior or carrying out a particular activity” (Moon & Kim, 2003, as cited in Lin & Lu, 2001, p.1154). It is an imperative factor affecting users’ adoption and continuance usage of the Internet (Van der Heijden, 2004; Kang & Lee, 2010).

Lin and Lu (2011) draw from Tapscott (2008) and Powell (2009) to assert that “by enhancing users’ posting photos, films, and weblogs, and sharing links on their profiles, SNS [Social Networking Sites] service providers will be able to make users and their friends feel interested and have fun” (Lin and Lu, 2011, p.1159). This implies that usefulness and enjoyment can each play a key role in facilitating peoples’ use of SNS⁴ which, in turn, can be seen as perceived complementarity which can influence people’s continued use of social networking platforms positively.

⁴ Lin and Lu (2011) identify enjoyment as being more influential than usefulness in terms of the people’s perceived pleasure from using SNS.

The perspectives outlined above suggest that individual determinants play an indispensable role in motivating peoples' intention to participate in various social network platforms. Nevertheless, there are other factors that are also worthy of consideration, one of which is social influences.

2.2 Social Influences

Social influences refer to a host of variables that people conceive of as potentially helping to maintain interpersonal connectivity and/or to attain social enhancement of some sort. Kelman (1974) categorized social influences into three components: (i) compliance processes; (ii) internalization processes; and (iii) identification processes. Compliance processes are often reflected as subjective forms, implying that within virtual communities or other primary reference groups people are often easily influenced and motivated by significant others' expectations (Ajzen, 1991). Internalization refers to "the adoption of a decision based on the congruence of one's values with the values of another" (Bagozzi & Dholakia, 2002, p.10). It is often presented as the effect of group norms, where social influence is characterized by shared values or targets among individuals in the virtual communities and other kinds of social networking platforms. Identification processes are viewed as the effect of social identity, referring to the situations in which people accept the social influence and establish a self-identity that concurs with the value perceptions of other individuals in virtual groups. Social identity is "part of an individual's self-concept which derives from his knowledge of his membership of a

social group together with the value and emotional significance attached to that membership” (Tajfel 1978, p.63).

Kortelkaas and Ouwerkerk (1999) propose that social identity is constituted of

a cognitive component (a cognitive awareness of one’s membership in social group—self-categorization), an emotional component (a sense of emotional involvement with the group—affectional commitment), and an evaluative component (a positive and negative value connotation attached to this group membership—group-based self-esteem) (p. 372).

In their examination of why people continue to use social networking sites, Lin & Lu (2011) acknowledge the importance of the perceived popularity of mobile instant messaging in motivating people to use it in China, and explore a complementary aspect of social influence, namely the function of peer network externalities, including direct (increasing utility among peers) and indirect (increased sense of user value), in reinforcing SNS usefulness and enjoyment from a group-based level. They conclude that a user can be more inclined to continue using social networking platforms if s/he has more friends using the same platforms, if contacts and social network can be built and expanded, and if the platforms can provide more usefulness and enjoyment (i.e., perceived complementarity).

Research examining the relationship between social influences and the use of SNS suggests that internalization and identification are significant predictors in users’ participating in online social media, whereas compliance is not. For example, Bagozzi & Dholakia’s (2002) investigation of the importance of users’ desires in influencing people’s decision to participate in virtual communities found that “desires perform a

transformative function to motivate decisions to participate with fellow group members in the virtual community” (p.17). These authors also point out that, apart from positive anticipated emotions reflecting an individual-level criterion, social identity, as a group-level criterion, is another antecedent of we-intention decisions (i.e., positive motivations in anticipating to achieve one’s goal) to participate.

In their study of consumers’ participation in network- and small group-based virtual communities, Dholakia, Baggozi and Pearo (2003) found that social goodness such as interpersonal connectivity maintenance and social enhancement are more suitable in small-group-based virtual communities than in their network counterparts. This suggests that in small group-based virtual communities it is more useful for users to establish and share more detailed personal information in order to help them be acknowledged by other members. In network-based virtual communities, on the other hand, reputation is more significant for members to establish trust and nurture social interactions.

Shen, Cheung, Lee and Chen (2011) studied how different social influences affect users’ we-intention to use instant messaging (IM). Echoing the findings of Baggozi & Dholakia (2002), they argue that subjective norms, group norms, and social identity can affect we-intention directly, while desire mediates “the effects of group norm and social identity on we-intention to use instant messaging” (p. 165).

In their examination of how social influences affect mobile SNS usage China, Zhou and Li (2014) found that the most significant factors influencing continued use of mobile SNS are subjective norms (i.e., compliance), social identity and group norm.

From above discussion, it becomes clear that subjective norms, group norms, and social identity have different degrees of influence on motivating people to use social networking sites. Other factors such as peer network externalities and desires exist as well.

2.3 Usage Experience, Perceived Innovation & Privacy Concern

Usage experience, perceived characteristics of innovation, and privacy concerns may also mediate SNS usage. Based on their study of how people use instant messaging to socialize and how we-intention influence people's usage of IM, Shen, Cheung, Lee and Chen (2011) discuss usage experience as a predictor of peoples' use of social networking platforms. Drawing from the research of Venkatesh and Davis (2000) and Venkatesh et al., (2003) that examined the moderating effect of usage experiences in a wide range of behaviors, they posit that if members of virtual platforms become gradually informed of the knowledge of their interests and become familiar with each other, they will be less submissive to other members' attitudes or opinions. The results of Shen et al. (2011) showed that, internalization (i.e., group norm) attenuates over time as people gain more information and develop their own opinions about specific issues. At the same time, identification (i.e., social identity) becomes more crucial for users to use social networking platforms to establish their own circles of close relationships. Compliance (i.e., subjective norm), by contrast, turns out to not be significant.

Lin and Li (2014) employed Rogers' (2003) diffusion of innovation theory as a basis for examining youngsters' mobile instant messaging (MIM) usage in China. In so doing,

they looked at four out of five components of innovation and some other characteristics that can influence people to adopt or reject using social networking platforms: relative advantage, compatibility, complexity, trialability, image⁵, perceived popularity⁶, perceived playfulness⁷ and innovativeness⁸. They found that perceived compatibility is the most important factor in predicting the adoption of MIM. In their words, “if users perceive using MIM as compatible to their existing lifestyles, past experiences, or other technologies in use, they tend to adopt MIM and use them more” (p.68). In this study, trialability was found to have a negative association with the use of MIM in China. Perceived popularity and perceived playfulness both have positive significance on individuals’ adopting MIM. No relationship was found between MIM adoption and the four other variables: relative advantage, complexity, image and innovativeness.

Concerns about information privacy are a recurrent theme in discussions of social media platforms. At issue here are concerns about such things as the collection, storage and use of personal information; improper access and unauthorized secondary use; and awareness and control concerning online health information disclosure (Stewart & Segars, 2002; Malhotra, Kim, and Agarwal, 2002; Bansal, Zahedi, & Gefen, 2010). For example, Bansal et al. (2010) state that personal dispositions—one’s character—can influence

⁵ “[T]he degree to which an innovation usage is perceived to enhance one’s image or status in social system.(Pp. 61)”

⁶ “[A]ccepted by the majority of group members. (Pp.62)”

⁷ “[U]sers’ subjective experience of human- computer interaction. (Pp. 62)”

⁸ “[A]n individual’s willingness to try out any new information technology or seek new ideas. (Pp.62)”

people's determining whether to disclose their health information online. Some scholars aim to illustrate factors affecting individuals' disclosure of private information on social networking sites (Xu et al., 2013). Other scholars were concerned with privacy risks relating to potential losses or harms resulting from information disclosure (Stewart & Segars, 2002). Some observers also focus on the importance of trust on continued usage of social networking platforms. Zhou and Li (2014), for example, found that privacy concern and privacy risk are significant factors that can impede continued usage of mobile social networking sites. They found trust, on the other hand, to be a positive motivation for individuals' deciding to adopt and use a social networking platform.

The above discussion has outlined a variety of perspectives about individuals' motivations for adopting and continuing to use social network platforms. In the light of the different motivations examined some questions that immediately come to mind include: *Which factor – individual motivations, social influences, and other aspects such as usage experience, perceived innovations and privacy issues – is most frequently identified as influencing an individual's decision to adopt and use a social networking platform? Might research emanating from different academic fields emphasize different variables among motivating factors?*

3. Analyses of Articles of Journals from Three Related Academic Fields

The literature regarding social media adoption and use is vast. In seeking to establish a workable sample this researcher chose to limit the scope of her analysis to literature from Communication Studies, Human Computer Interaction, and Information Studies. These fields were chosen because, by reviewing the bibliographical references of the works cited in the literature review, the researcher observed that the majority of works cited emanated from peer-reviewed journals from the fields of Communication Studies, Human Computer Interaction, and Information Studies. Having identified these three fields, the researcher then sought to identify top journals of each field using the SCImago Journal & Country Rank. Using the SJR⁹ of each journal as a benchmark, the articles published in journals whose SJR is more than 600 were randomly selected (see Table 3).

Table 3: SJR of Journals

Field	Journals	SJR
Communication Studies	<i>Journal of Communication</i>	1,756
	<i>Mass Communication and Society</i>	1,069
	<i>New Media & Society</i>	2,142
Human Computer Interaction	<i>Computers in Human Behavior</i>	1,791
	<i>International Journal of Human Computer Interaction</i>	623
	<i>User Modeling and User Adapted Interaction</i>	1,921
Information Studies	<i>Communications of the ACM</i>	1,822
	<i>Information Systems Research</i>	3,632
	<i>MIS Quarterly</i>	6,251

Once the journals had been selected, the researcher manually scanned the titles of all the articles published between 2011 and 2014 in the nine journals to identify those that

⁹ The SJR indicator measures the scientific influence of the average article in a journal, it expresses how central to the global scientific discussion an average article of the journal is. (Retrieved 24 March, 2014 from <http://www.scimagojr.com/journalrank.php>, The SCImago Journal & Country Rank)

contained key words relating to the central research question guiding this memoire. .

These keywords were divided into two categories reflecting the platforms the researcher was investigating and different patterns of manifestation of ‘factors’ to be identified (see Table 4). In total, some 169 articles were initially identified for potential inclusion in the sample.

Table 4: Keywords Template

Category	Keywords
A	social networks, social networking sites, online social networks, online social Networking sites, SNS, online, online environment, Facebook, Twitter instant messaging, IM, WeChat, Weibo
B	individual motivations/motives/influences/factors, social influences/impact/influence/effect/factors, motivation/motivate/motive/factor, usage, skill experience, digital experience, innovation, and privacy, adoption, use, continued use, participation, contribution, engagement, action, and use.

Given that this memoire aims to examine how different fields of study approach the factors of motivation, it was determined that articles selected for inclusion in the sample would require their titles to include key words in the combination of Category A+B. In the end, 22 articles were identified as being eligible for inclusion in the sample. To be specific, 8 of these were published the three journals from communication studies, 11 articles were identified in the three journals from Human Computer Interaction, and 3 articles were identified from the three journals from Information Studies.

3.1 Communication Studies

Among the eight articles in the communication studies sample, two are from the *Journal of Communication*, one from *Mass Communication and Society*, and five from *New Media & Society* (see Table 5).

Table 5: Journals in Communication Studies

Name of Journals	<i>Journal of Communication</i>	<i>Mass Communication and Society</i>	<i>New Media & Society</i>
N=8	2	1	5

Four of the articles focus mainly on individual motivations and group influences. Two relate to privacy issues, and the final two mostly deal with the relation between users' background and digital experiences in motivating the use of networking platforms. However, since some of the articles dealt with more than one issue,¹⁰, the researcher categorized aspects of each article more in detail (see Table 6).

¹⁰Two articles concerning individual and social influences have mentioned the perspective of privacy issues and that of how different backgrounds of individuals can influence them to adopt and use SNPs in their researches as well.

Table 6: Analysis of articles in Communication Studies

Theme	Individual Motivations & Social Influences					Individual Motivations	Social Influences	Privacy Issues	Background
	Sub-Theme	Enjoyment in SNPs	Information Contribution in SNPs	Adoption of SNPs	Commitment to SNPs				
No. of Articles in which the themes are present	1	1	1	1	0			2	2
N=8	4							2	2

We can see from the information provided in Table 6 that the articles in the sample were principally concerned with three aspects of people’s motivations to use social networking platforms: individual motivations & social influence; privacy issues; and background of individuals.

It is worth noting that the four articles in this sample focusing on individual motivations and social influences concentrated on completely different themes: enjoyment in SNPs; information contribution in SNPs; adoption of SNPs; use of and commitment to SNPs (see Table 7).

Table 7: Articles discussing Individual Motivations & Social Influences

Author	Sub-Theme	Topic	Findings
Reinecke, Vorderer and Knop (2014)	Enjoyment in SNPs	Intrinsic and extrinsic factors that can impact users' enjoyment when using Facebook	Though the extrinsic pressure can negatively influence autonomy which will give rise to less enjoyment, it can positively impact competence and relatedness, thus to receive competence and relatedness satisfaction
Li (2011)	Information Contribution in SNPs	What motivate people to contribute information in online communities for other users to consume or share with	The most important predictor: social approval. Individual motivations, such as perceived value of contribution and likelihood of getting reward from contribution; and community attachment, benefits such as internalization process and personal gain can facilitate people to contribute information online
Kumar (2014)	Adoption of SNPs	The Facebook adoption in urban India	Often driven by peer pressure and their desire to achieve entertainment, users tend to create different aspirations, to expose and express themselves and then to make an effort to reach them with the use of Facebook
Seo, Houston, Knight, Kennedy, and English (2014)	Commitment to SNPs	The use of social media among teens and the social environment within which these teens engage in will impact their using the social networking platforms	Youth choose to use social networking sites for four key reasons, which, ranking from high to low by importance, are "to communicate with friends", "to pass time", "to learn things outside school", and "to feel better when they are down" (Pp.893). And those seek to achieve a sense of belonging tend to live online for longer time.

The privacy related work in the communications studies sampled tended to focus on changes in conceptions of privacy in online environments (Yuan et al., 2013; Marwick and Boyd, 2014). For instance, Yuan et al. (2013) analysis of Chinese citizens' use of Sina Weibo — a social networking platform that is similar with Twitter – investigates both the meaning of privacy for people and their perceptions of privacy in social networking platforms. Some of their respondents indicated that they believed their lives were becoming more public and less personal, while others considered social networking platforms to be an extension of their private lives. Yuan et al. (2013) pointed out that what is important in this regard is not just to discuss privacy itself in the online environment, but to figure out how the conception of privacy is changing in contemporary society.

The research included in this part of the sample also identified individuals' different backgrounds as affecting their adoption and use of SNPs (Hargittai and Litt, 2011; Allen, Wicks and Schulte's, 2013). Allen et al.'s (2013) study, for example, notes that women are more willing than men to engage in activities in social networking platforms, which indicates that gender is a significant factor affecting people's adoption and use of online social networking.

3.1.1 Summary

In summary, within the collection of articles comprising the Communication Studies sample, 'individual motivations and social influences' were the most common themes

identified as impacting upon peoples’ motivations to adopt and use social networking platforms.

3.2 Human Computer Interaction

The material comprising the sample from the field of Human Computer Interaction was made up of eleven articles (see Table 8).

Table 8: Journals in Human Computer Interaction Studies

Name	<i>Computer and Human Behavior</i>	<i>International Journal of Human Computer Interaction</i>	<i>User Modeling and User Adapted Interaction</i>
N=11	5	5	1

The eleven articles comprising the Human Computer Interaction sample tended to focus mainly on the effects of individual motivations and social influences on individuals’ adoption and use of social networking platforms. Five of the articles focus mainly on individual and social factors motivating the adoption and use of social networking platforms. Four deal exclusively with social predictors of adoption and use. The remaining two articles are concerned exclusively with individual affecting adoption and use (see Table 9). Reporting on the HCI sample for is much more complicated than was the case for the Communication Studies sample because there are many overlaps among the key points under each sub-theme in HCI, and almost all of the key factors identified differ from each other. These sub-themes include ‘adoption of SNPs’, ‘use of and commitment to SNPs’, ‘relationships among multiple variables’, and ‘continued use of SNPs’.

Table 9: Analysis of articles in Human Computer Interaction

Theme	Individual Motivations & Social Influences					Individual Motivations		Social Influences					Privacy Issues	Background
Sub-Theme	Enjoyment in SNPs	Information Contribution in SNPs	Adoption of SNPs	Commitment to SNPs	Relationships among multiple variables	Adoption & Use of SNPs	Continued Use of SNPs	Commitment to SNPs	Adoption of SNPs	Information Contribution in SNPs	Relationships among fundamental and structural characteristics	Online Communication & Interpersonal relationship linkage		
No. of Articles in which the themes are present	0	0	3	0	1	1	1	2	1	1	1	0		
N=11	4					2		5						

Interest in issues relating to the adoption of social networking platforms was evident across the three themes. In the individual motivations and social influences theme, one article used the notion of adoption in reference to social networking sites in general. The authors of this article, Choi & Chung (2013), employ a technology acceptance model

(TAM) to identify four variables that contribute to peoples' adoption of social networking platforms: perceived usefulness, perceived ease of use, subjective norm and perceived social capital. The two other articles in this them use the notion of adoption in reference to Facebook. For example, Błachnio et al. (2013) use a Five-Factor Model of personality to investigate the adoption of Facebook, and report that personality characteristic differentiate the motives for adopting using this platform. More specifically, they found that personal identities and self-presentation, passing time, entertainment, purposive value, instrumental value, belongings, social interaction and maintaining relationships are all factors that can motivate people to adopt social networking platforms.

By contrast, Masur et al. (2014) employ intrinsic need satisfaction theory to identify escapism, self-presentation, entertainment, information seeking, socializing and meeting new people, and the intrinsic need satisfactions such as autonomy (to do something without external refrains), competence (feel confident to do things effectively and efficiently) as factors motivating the adoption of Facebook. They point out that people who feel less autonomy are more likely to participate in social networking platforms to express themselves while those who feel more competence are less likely to engage themselves in the social networking platforms in their daily life

The one article in the social influences theme, focusing on the adoption of social networking platforms does so in reference to social networking sites in general. Qin et al. (2011), use TAM as a theoretical base for their study, combining it with social learning

theory, conflict elaboration theory and the Theory of Reasoned Action (TRA)¹¹. They identify critical mass, subjective norms, perceived ease of use, and perceived usefulness as key factors influencing the adoption of social networking platforms. Of these, they find perceived useful to be the most essential determinant; the more one perceives a social networking platform to be useful, the more one is willing to adopt and use it.

In the one article in the individual motivations theme, Pai and Arnott (2013) examine five attributes of Facebook (i.e., browsing other’s pages, instant responses, uploading pictures, interactive games, and customizability) and identify four factors increasing the likelihood of people adopting this platform: belonging, hedonism, self-esteem, and reciprocity.

Table 10: Same and similar Factors Found by Different Scholars

	Social Influence Factors	Individual Motivation Factors
Same Words	Perceived Usefulness Perceived Ease of Use Subjective Norm (Qin et al., 2011; Choi & Chung, 2013)	Entertainment Self-presentation (Błachnio et al., 2013; Masur et al., 2014)
	Belongings (Błachnio et al., 2013; Masur et al., 2014)	
Similar Meanings	<i>Social Interactions:</i> Critical Mass (Qin et al., 2011) Social Interactions (Błachnio et al., 2013) Reciprocity (Pai & Arnott, 2013) Socializing (Masur et al., 2014)	<i>Purposive Value:</i> Purposive Value (Błachnio et al., 2013) Information Seeking (Masur et al., 2014)

The analysis of the articles in the HCI sample both individual and social factors that can

¹¹ TRA is “a well-researched and empirically validated model that has been successful in predicting behavior in a variety of domains” (Qin et al., 2011, p. 886), and it was further adapted into the Technology Acceptance Model.

contribute to people adopting and using social networking platforms. It is noteworthy that, some of the factors were identified in more than one article, either by using the same words, or different words but with the similar meanings to describe the variables (see Table10). In other words, despite focusing on on different sub-themes, some authors seem to be saying very similar things.

3.2.1. Relationship among multiple variables

The various relationships among multiple variables that can lead to people's adoption and use of social networking platforms are identified in two themes. Under the theme of individual motivations and social influences, one article used it in reference to WeChat.¹² Lien and Cao (2014) examine the relationships among factors like entertainment (i.e., the perceived fun and entertaining aspects of WeChat), sociality (i.e., connecting and keeping in touch with old friends, getting acquainted with new people), information (i.e., amount and timeliness of information), trust (i.e., users' trust towards WeChat), and the positiveness of word-of-mouth reporting (WOM). These authors conclude that individual factors such as entertainment and information, and social factors like sociality, together with trust, can all contribute to positive word-of-mouth reporting by users.

In the social influences theme, one article used in reference to Twitter. In their examination of the relationship between social awareness, social presence, social

¹² WeChat is a mobile instant messaging application published in 2011 by Tencent—a well-known media company in China who owns a comprehensive website and the QQ instant messaging platform.

connectedness, network size, and frequency of use Riedl et al. (2013)¹³ found that for Twitter users social awareness, social presence and frequency of usage all can affect social connectedness directly, and that the larger the size of an social networking platform, the stronger the relationship between people (i.e, sense of social connectedness).

3.3.2. Commitment to Social Networking Platforms

Commitment to social networking platform was identified in social influences theme as another factor influencing adoption and use. Under this theme, commitment was used in reference to online communities and social computing applications. In an article by Wang and Chen (2012) the authors focus on the effects of social norms and network externalities, concluding that social norms¹⁴, network externalities¹⁵, social interaction ties¹⁶ as well as interpersonal trust all influence users' commitment to online communities. Looking at Facebook, Cheung et al. (2011) claim we-intention¹⁷ can incentivize individuals to commit themselves to particular social networking sites. They combine social influence theory and uses and gratifications theory to reflect upon factors

¹³ Social awareness refers to people's perceived feelings of "intimacy, sense of sharing, and stronger group attraction" (Ijsselsteijn, van Baren, & van Lanen, 2003, retrieved from Riedl et al.: 672); social presence means individual sense of being together with others in online communities; social awareness stands for users' consciousness of what other users are doing in social networking platforms).

¹⁴ Social norms means that one is willing to commit a certain behavior due to someone else's expectations who they perceive to be important.

¹⁵ Network externalities reflects the likelihood of one's intention to use a certain network because of its user volume, also because its widely adoptions among their friends in their social groups.

¹⁶ Social interaction ties means how often people use the online community platforms and how much time do they spend using them.

¹⁷ We-intention refers to people's joining joint activities by performing their own part with other members in the group together.

that can influence we-intention as opposed to those that directly influence commitment. These authors argue that social presence¹⁸ has the most significant impact on we-intention, followed by group norms, entertainment value, social enhancement, and maintaining interpersonal interconnectivity. They conclude by pointing out that social factors play a principal role in the degree of we-intention with which people are more likely to participate in social networking platforms.

3.2.3. Continued use of Social Networking Platforms

Within the individual motivations and social influences theme, the continued use of social networking platforms is identified as an important variable by Wang et. al. (2012) in reference to WeChat. They draw on user satisfaction theories, motivation theories and the Five-Factor Personality Model, to identify user satisfaction, people's desire to be hedonistic, personalities such as conscientiousness and extraversion, entertainment, and perceived usefulness as variables contributing to people's continued use of social networking platforms.

3.2.4. Information Contribution in Social Networking Platforms

In the social influences theme one article identified information contribution contributing to the use and adoption of social networking platforms. Referring to online communities

¹⁸ “[T]he degree of social presence in the medium determines how sociable of a medium” (Short et al., retrieved from Cheung et al., 2011: 1339).

in general, Vassileva (2012) review 81 studies regarding people's motivation for contributing information in online communities. Pointing out that market mechanism, reputation, and membership value are all factors that can motivate people to commit to social networking sites, her analysis centers around three main perspectives about motivation: an economic view, a behavioral economics, and a psychological view.

3.2.5. Summary

Within the collection of articles comprising the Human Computer Interaction sample, scholars adopted multiple theoretical models to perform their analyses, focusing on both social networking platforms in general, and some specific SNPs in particular (e.g. Facebook and WeChat). The social influences theme was found to be the most commonly identified focus of the articles in the sample (N=5), followed by individual motivations and social influences (N=4), and individual motivations (N=2).

Moreover, five sub-themes were identified in the HCI sample (adoption of SNPs, relationships among multiple variables, commitment to SNPs, continued use of SNPs, and information contribution in SNPs). Among these, the adoption of social networking platforms was found to be the most commonly discussed. It was mentioned in five 5 articles.

3.3 Information Studies

The material comprising the sample from the field of Information Studies was made up of

three articles relating to factors affecting individuals' motivations in adopting and using social networking platforms (see Table 12).

Table 12: Journals in Information Studies

Name of Journal	Communications of the ACM	Information System Research	MIS Quarterly
N=3	1	1	1

Within the sample, one article focused on individual and social factors influencing adoption and use. The other two focused exclusively on social predictors of adoption and use (see Table 13). Within these three articles only two themes were discussed: individual motivations and social influences theme (N=2), and social influences (N=1). Furthermore, the discussion of these themes was divided into three different sub-themes: information contribution in social networking platforms, commitment to social networking platforms, and online communication and interpersonal relationship linkage.

Table 13: Analysis of articles in Information Studies

Theme	Individual Motivations Social Influences					Individual Motivations		Social Influences					Privacy Issues	Background
Sub-Theme	Enjoyment in SNPs	Information Contribution in SNPs	Adoption of SNPs	Commitment to SNPs	Relationships among multiple variables	Adoption & Use of SNPs	Continued Use of SNPs	Commitment to SNPs	Adoption of SNPs	Information Contribution in SNPs	Relationships among fundamental and structural characteristics	Online Communication & Interpersonal relationship linkage		
No. of Articles in which the themes are present	0	1	0	1	0	0	0	0	0	0	0	1		
N=3	2					0		1						

3.3.1 Information Contribution in social networking platforms

In the individual motivations and social influences theme information contribution in social networking platforms was identified being used in reference to virtual community in one article. In it, Tsai and Bagozzi (2014) adopt the theory of planned behavior, the

model of goal-directed behavior (MGB), and social influence theory, and we-intention, to examine factors motivating users to contribute information in social networking platforms. Among the factors they identify as motivating users' information contributions are: desires, we-intention, perceived behavior control, social identity, group norms, perceived behavior control, anticipated emotions and personal attitudes.

3.3.2 Commitment to SNPs

Within the individual motivations and social influences theme commitment to social networking platforms was identified as being used in reference to online communities broadly speaking. Drawing on commitment theory, Bateman et al. (2011) investigated users' online behaviors such as reading threads, posting replies, and moderating discussions. They found that for these actions factors that contribute to individuals' commitment in social networking platforms include instrumental value, emotional attachment, a sense of fairness, and trust.

3.3.3 Online Communication & Interpersonal Relationship Linkage

Within the social influences theme online communication and interpersonal relationship linkages was identified in reference to Facebook as a factor influencing the adoption and use of social networking platforms. Drawing from Granovetter's (1973) weak ties theory, Meo et al. (2014) define ties linking people from different communities as weak ties, and intra-community ties as strong. Rather than focusing specifically on particular variables

motivating people to adopt and use social networking platforms, they explored the depth of interpersonal communication in online social networks and how the degrees of the relationship linkages affect online communication. They conclude that among numerous communities online, most linkages are weak, with people who are connected by weak ties contributing most to information dissemination.

4. Discussion

4.1 Themes

According to the aforementioned analyses, within the sample of articles from the field of Communication Studies, the authors discussed three themes: (i) individual motivations and social influences; (ii) privacy issues; and (iii) background differences. The sample of articles from the field of human computer interaction focused on three slightly different themes: (i) individual motivations and social influences; (ii) individual motivations; and (iii) social influences. There were only two themes identified in the sample of articles from the field of Information Studies: (i) individual motivations and social influences; and (ii) social influences.

Although the largest sample of articles was from the field of human computer interaction (N=11), the themes considered in the Communication Studies sample were more diverse than those identified from the other two fields. Apart from talking about individual and social factors motivating people to adopt and use social networking platforms, the articles in the Communication Studies sample also took privacy issues and

different backgrounds of individuals into account.

4.2 Sub-Themes

Similarities and differences were also identified across the three fields at the level of sub-themes. Within the sample of articles from each of the three fields information contribution in social networking platforms was a factor that was identified as motivating adoption and use (see Table 14). That said, this particular sub-theme was addressed in different themes across the three fields. As can be seen from the information presented in Table 14, the articles in the Communication Studies and Information Studies samples put considered information contribution under the individual motivations and social influences theme.

Table 14: Similar Identified Factors in Information Contribution in Social Networking Platforms

	<i>Communication Studies</i>	<i>Human Computer Interaction</i>	<i>Information Studies</i>
Theme	Individual motivations & Social influences	Social Influences	Individual motivations & Social influences
Identified Factors	<p><i>Individual motivations:</i> Likelihood of getting reward from contribution.</p> <p><i>Social influences:</i></p> <ul style="list-style-type: none"> • Perceived value of contribution; ▪ Internalization process; Social approval. 	<p>Market mechanism;</p> <ul style="list-style-type: none"> • Reputation; • Membership value. 	<p><i>Individual motivations:</i> Desires; Anticipated emotions and attitudes</p> <p><i>Social influences:</i></p> <ul style="list-style-type: none"> ▪ Group norms; We-intention; Perceived behavior control; Social identity.
	<p>Factors of individual motivations: 2 in total. Factors of social influences: 4 in total. * Same bullets means that the marked factors have similar meanings, and that these factors can be categorized as one factor.</p>		

As for the factors identified under the category of social influences, the authors writing in both the Communication Studies and Human Computer Interaction fields appear to be addressing similar aspects of the perceived value of contribution. Within the sample, those writing in the Communication Studies field tended to illustrate the notion of the perceived value of contribution by itself while those approaching it from a human computer interaction perspective tended to equate the meaning to ‘reputation’ and ‘membership value’. Likewise, it appears from the sample that those writing in Communication Studies and Information Studies seem to be talking about similar group norms albeit using slightly different terms. Whereas in the Communication Studies sample these norms often were captured by the phrase ‘internalization process’, the

Information Studies authors tended to refer to 'we-intention'. Apart from these two similarities in social influences theme, other social factors within the sample differed.

The collection of articles in the Communication Studies sample was more into social approval, those from Human Computer Interaction focused more on market mechanisms, and those from Information Studies paid attention to we-intention, perceived behavior control, and social identity. Additionally, all the individual motivations identified in the Communication Studies and Information Studies samples differ from each other. The Individual factors identified in the Communication Studies sample were more material (i.e., likelihood of getting reward from contribution) whereas those identified in Information Studies were more emotionally based (i.e., anticipated emotions and attitudes). Judging from the number of factors identified within the sample across the three fields, it appears that social influence factors are deemed to have a greater impact on the adoption and use of social networking platforms than individual motivations.

Secondly, all the three fields discussed the sub-theme of commitment to social networking platforms, albeit under different themes (see Table 15). It was only in the sample of Communication Studies articles that a clear distinction appeared to be drawn between the ways in which individual and social factors can contribute to peoples' commitment to social networking platforms. Although both social influences were considered in the sample of articles for the human computer interaction and Information Studies fields, individual motivations were barely mentioned. It also should be noted that the categorizing of social factors into direct and indirect factors was exclusive to the

collection of human computer interaction articles.

Table 15: Similar Identified Factors in Commitment to Social Networking Platforms

	<i>Communication Studies</i>	<i>Human Computer Interaction</i>	<i>Information Studies</i>
Theme	Individual motivations & Social influences	Social Influences	Social Influences
Identified Factors	<p><i>Individual motivations:</i> To pass time; To learn things outside school; To feel better when they are down.</p> <p><i>Social influences:</i> ✓ A sense of belonging; • To communicate with friends</p>	<p><i>Direct:</i> ✓ Social norms; ▪ Interpersonal trust; Network externalities; Social interaction ties; We-intention.</p> <p><i>Indirect:</i> • Maintaining interpersonal interconnectivity; Social presence; Social enhancement.</p>	<p>✓ Emotional attachment; ▪ Trust; A sense of fairness; (Instrumental value)</p>
<p>Factors of individual motivations: 3 in total. Factors of social influences: 9 in total * Same bullets means that the marked factors have similar meanings, and that these factors can be categorized as one factor.</p>			

As for the factors identified under the social influence category of commitment to social networking platforms, they were evident across the three fields. Indeed, ‘a sense of belonging’, a term often identified in the Communication Studies sample, ‘social norms’ the term commonly used in the articles comprising the Human Computer Interaction sample, and ‘emotional attachment’, the term used in the Information Studies sample, essentially convey very similar things—people want to get involved in social networking platforms so as to become group members and obtain a sense belonging.

It seems equally plausible that the factor of ‘to communicate with friends’ identified in

the Communication Studies sample and that of ‘maintaining interpersonal interconnectivity’ found in the Human Computer Interaction sample also share a similar meaning. That is, people tend to use social networking platforms to talk to friends and to keep in touch with them. Likewise, the notion of trust was present in the articles making up the Human Computer Interaction and Information Studies samples, with the former focusing on ‘interpersonal trust’ and the latter simply using the generic term ‘trust’.

Apart from these similarities, other social influence factors identified in the Human Computer Interaction and Information Studies samples differed from each other. Within the Human Computer Interaction sample emphasis seemed to be placed on individuals’ emotional feelings to build and enhance their social networks by eliciting network externalities, social interaction ties, social presence, and social enhancement. In the Information Studies sample, by contrast, the focus was almost exclusively on a sense of fairness, with some mention of individual motivations of instrumental value identified. The idea here was that by taking advantage of instrumental value one can achieve a sense of fairness. Judging from the number of factors identified within the sample across the three fields, it appears that here too social influence factors are deemed to have a greater impact on the adoption and use of social networking platforms than individual motivations.

Thirdly, the sub-theme of adoption of social networking platforms was evident in the sampled articles from the fields of Communication Studies and Human Computer Interaction, but not Information Studies (see Table 16). That said, a greater number of

variables affecting the adoption of social networking platforms were identified in the Human Computer Interaction articles than those from Communication Studies.

Table 16: Similar Identified Factors in Adoption of Social Networking Platforms

	<i>Communication Studies</i>	<i>Human Computer Interaction</i>	<i>Information Studies</i>
Theme	Individual motivations & Social influences	Individual motivations & Social influences; Individual motivations; Social influences	
Identified Factors	<i>Individual motivations:</i> <ul style="list-style-type: none"> • Entertainment • Express themselves; • Realizing aspirations <i>Social Influences:</i> Peer pressure	<i>Individual motivation factors:</i> Passing time; <ul style="list-style-type: none"> • Entertainment; • Self-presentations; • Purposive value; Instrumental value; Personal Identities; Escapism; Autonomy <i>Social influence factors:</i> PU; PEOU; Subjective Norm; Belongings; Maintaining relationship; Meeting new people; Social Interactions.	
	Factors of individual motivations: 7 in total. Factors of social influences: 7 in total * Same bullets means that the marked factors have similar meanings, and that these factors can be categorized as one factor.		

In terms of the factors identified in the samples from the two fields, it is worth noting that all the individual motivation factors identified in Communication Studies articles had counterparts in the Human Computer Interaction articles. In Communication Studies articles authors referred to ‘entertainment’ and ‘express themselves’, while in the Human Computer Interaction articles the authors seemed to be saying similar things using terms

such as ‘entertainment’ and ‘self-presentations’. Likewise, the notion of ‘realizing aspirations’ that was identified in the Communication Studies samples appears to convey the same ideas as the phrase ‘purposive value’ that was found in the Human Computer Interaction sample. In both cases these phrases were employed in relation to people using social networking platforms to realize their certain goals. Apart from these similarities, with the Human Computer Interaction sample other social factors such as instrumental value, personal identities, escapism, and autonomy were identified that were not present in the Communication Studies articles.

As for individual motivations, the one article in Communication Studies sample dealing these, focused on how peer pressure can motivate people to adopt and use social networking platforms. By contrast, the three articles in the Human Computer Interaction sample pointed to a great number of individual motivating factors including: perceived usage (PU); perceived ease of usage (PEOU); subjective norms; belongings; maintaining relationship; meeting new people; and social Interactions. Judging from the number of factors identified within the sample across the two fields, it appears that here as well social influence factors are deemed to have a greater impact on the adoption and use of social networking platforms than individual motivations.

In addition to the similarities across the three fields in terms of the identified factors – contribution information in SNPs, commitment to SNPs, and adoption of SNPs – some unique sub-themes were identified in each field (see Table 17).

Table 17: Unique Sub-themes in Each Field

Academic Field	Sub-Themes	Identified Factors/Topics	Amount	Total	Percentage (%)
Communication Studies (N=8)	<u>Privacy Issues</u>	Changes in conceptions of privacy in online environments.	2	N=5	62.5
	<u>Background</u>	Individuals' different background can influence their adoption and use of SNPs.	2		
	Enjoyment in SNPs	Relatedness; Competence; Extrinsic pressure; Autonomy.	1		
Human Computer Interaction (N=11)	Continued use of SNPs	User satisfaction; People's desire to be hedonic; Personalities such as consciencesness and extraversion; Entertainment; Perceived usefulness.	1	N=3	27.3
	Relationship among multiple variables	<i>Relationship among:</i> Individual factors: entertainment and information; Social factors: sociality; Trust; Positive WOM.	2		
		<i>Relationship among:</i> Social awareness; Social presence; Frequency of usage; Social connectedness; The size of an SNP.			
Information Studies (N=3)	Online Communication & Interpersonal Relationship Linkage:	Among numerous communities online, most linkages are weak, and people connected by weak ties contribute most of information spreading.	1	N=1	33.3

Three sub-themes were found to be unique to the Communication Studies sample: privacy issues, background, and enjoyment. The main concern expressed in the privacy

issues sub-theme pertains to changes in conceptions of privacy in online environments. The main topic of the background sub-theme deals with the ways in which individuals' different backgrounds can influence their adoption and use of social networking platforms. The third unique sub-theme identified was enjoyment in social networking platforms. Factors identified as contributing to users' enjoyment include, relatedness, competence, extrinsic pressure, and autonomy.

Two different sub-themes were found to be unique to the Human Computer Interaction sample. There were the continued use of social networking platforms and the notion of a relationship among multiple variables. Factors identified in the sample as being linked to motivating people to continue using social networking platforms are were satisfaction, people's desire to be hedonistic, personalities such as conscientiousness, extraversion, entertainment, and perceived usefulness. The notion of a relationship among multiple variables that may motivate people to adopt and use social networking platforms centered around connections between entertainment, information, sociality, trust, and positive word-of-mouth on the one, and social awareness, social presence, social connectedness, frequency of usage, and the size of a social networking platform on the other hand.

As for the Information Studies sample, and as noted above, one article discussed the link between online communication and interpersonal relationships, and the two other articles in the sample sought to investigate the depth of relationship among users online, and how does it influence users' online participation online.

As the information presented in Table 17 shows, it was the Communications Studies

sample that contained the greatest diversity in terms of the proportion of unique themes identified.

Conclusion

Judging from the aforementioned findings, similarities and differences exist not only among themes identified but also among the sub-themes identified the sample used.

The findings suggest that the themes considered in the Communication Studies sample were the most diverse, and that the field of Human Computer Interaction held the largest sample of articles. That said, further researches in this domain could refer to these fields for useful information—searching either for diverse aspects in Communication Studies or for great quantity of related articles in Human Computer Interaction. Besides, across the three fields at the level of sub-themes, three sub-themes were talked by more than two fields, but were addressed in different themes, regarding similar as well as different factors identified under each category: information contribution in SNPs, commitment to SNPs, and adoption of SNPs. These commonly discussed sub-themes can serve as factors to be studied more in detail and more deeply in the future. And In addition to the similarities across the three fields in terms of the identified factors, some unique sub-themes were identified in each field as well. Thus, future studies can refer to these less talked factors and develop them more, or they can track these special topics from their corresponding academic fields' database.

There are limitations for this study that need to be noted. First, and as was noted

above, the sample of articles used is very small. As such, biases might exist. Likewise, since the articles are hand-searched, the selection of articles is subjective, some articles that are more proper to be selected for this study might have been overlooked, which might lead the analyses and results of this study to be less objective. Further researches are needed to provide more detailed and objective findings for factors that can motivate people to adopt and use social networking platforms.

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