

DO TECHNOLOGY AND SOCIAL MEDIA PREFERENCES DIFFER WITH
AGE? A STUDY OF THE USE OF SOCIAL TECHNOLOGIES FOR
BUSINESS PURPOSES IN SPAIN

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Abstract

Social technologies have rapidly become part of the workplace culture with companies using social platforms to communicate, for customer service, to gain exposure and create awareness, to gain new customers, to increase revenue and profits, for marketing purposes, to network and build relationships, and for recruiting purposes. This paper reports the results of a study of the usage of social technologies by working women in Spain to determine the purposes for using these platforms in a business environment. Furthermore, statistical analyses of the data reveal whether the age of the respondents make a difference in social media preferences. Based on these results, organizations will have a better grasp of how to optimize the use of social technologies in business and which age groups are better suited for managing specific platforms based on the purposes studied, thus adding to the literature in the field.

Keywords: Social media, social technologies, age, workplace, social networks, Spain, women.

The terms social media, social networks, and social technologies have evolved as defined by Scott Klososky (2011): Social Technologies encompass social media, social networking and social relevance. Social media includes the use of mobile media and the Internet (videos, photos, presentations, and documents) for sharing ideas, concepts and messages; social networking is about connecting people through online communities and communication methods; and social relevance is defined as the online reputation of an individual or organization (Klososky, 2011). Terminology varies when describing these emerging technologies. This paper will use terms based on the descriptions defined by Klososky.

Social media was initially recognized as a network for college students when Facebook was launched in 2004 with its membership limited to Harvard students. It was later expanded to other higher education institutions and eventually to high school students as well. Since 2006, anyone age 13 and older has been allowed to become a registered user of Facebook (Facebook, 2017). In just a decade, the social media phenomenon has grown at an unprecedented rate and now includes users of all ages, ethnic backgrounds, and levels of income. Arnaboldi and Coget (2016) simply state that social media is a revolution that is quietly changing the world more deeply than we realize. Aral, Dellarocas, and Godes (2013) agree indicating that social media represents one of the most transformative impacts of information technology on business, both within and outside a firm's boundaries.

The popularity of Facebook and other social technologies worldwide has created platforms perfect for organizations to communicate (Schivinski, Dabrowski 2015), provide customer service, gain exposure and create awareness (Nord, Paliszkiwicz, Koohang 2014), increase their customer base (Keinänen, Kuivalainen 2015) , increase revenue and profits (Nuria 2011; Jones, Borgman, Ulusoy 2015), market products

(Montague, Gazal, Wiedenbeck, Shepherd, 2016; Han, Kim, 2016), network and build relationships (Ashworth, 2016; Calefato, Lanubile, Novielli 2015; Niedermeier, Wang, Zhang, 2016), increase performance (Nagle, Pope 2013; Cao, Guo, Vogel, Zhang 2016), and recruit employees (Almusa, Albalawi 2016; Ladkin, Buhalis 2016), at a fraction of the cost otherwise encountered and to a potential global reach of billions of individuals. However, their being a global, ubiquitous technology does not mean that the motives and customs for their use are homogeneous across countries (Kim, Sohn, Choi 2011; Nielsen, Schröder 2014) and age groups (Fietkiewicz, Lins, Baran, Stock 2016).

This research attempts to provide a better understanding of the motivations for the use of social technologies in the workplace. Thus, this paper presents the results of a study of women in the workplace in Spain regarding usage of social technologies platforms for business purposes and whether age makes a difference in their social media preferences based on the purposes and platforms.

Literature Review

Social Technologies in the Workplace

Unheard of just a decade ago, Fortune 500 companies including Target, Capital One, Starbucks, Southwest Airlines, Goldman Sachs, Estee Lauder, General Electric and others use multiple social technology platforms for everything from customer service to recruitment.

Breed (2011) suggested that corporate social networks are just now beginning to test the limits of how they can add value back to the company beyond branding and product marketing. He was correct with organizations using social technologies more than ever before and still discovering optimal use of these platforms in the workplace as they continue to evolve.

Social networks are used by organizations to connect employees (Levy, 2013), reach customers (Carolyn, Parasnis, 2011; Gupta, 2016), and communicate with suppliers (Vuori, 2012; Rapp, Beitelspacher, Grewal, Hughes, 2013), although most companies are far from using these networks to capacity (Nord, 2013). The era of social media networks has created significant opportunities for business relationship development yet there exists a paucity of research in this area (Quinton, Wilson, 2016). As time has proven, the use of social technologies in the workplace has continued to increase at a rapid pace as companies experience the benefits that the number of users and global reach provide organizations. Strategically investing in social technologies will lead to organizations gaining a definite competitive advantage (Huy, Shipilov, 2012; Dutot, Mosconi, 2016).

According to Mullaney (2012), Forrester Research predicted the sales of software to run corporate social networks to grow 61% a year. Social technologies advertising budgets have doubled worldwide over the past two years—going from \$16 billion U.S. in 2014 to \$31 billion in 2016. This amount is expected to reach \$35 billion in 2017 (LePage, 2016). Without a doubt, advertising revenue is impressive with LePage (2016) reporting that Facebook brought in 6.8 billion by the third quarter of 2016, up from \$4.3 billion the year before.

“The fact is, Facebook is the biggest social network in the world and, because of its widespread usage, many brands are more comfortable experimenting with ads on Facebook more than anywhere else. Plus, it has a proven track record when it comes to social media advertising (LePage, 2016).”

Other top social technology platforms are also enjoying large revenues from advertising. As LePage (2016) notes, Twitter’s earnings report laid it out clearly on the table: more people are turning to Twitter ads than ever before. Twitter was one of the

first networks to recognize and capitalize on the potential of social media advertising. In the years since they launched their first ad options, adoption has grown rapidly and steadily. With 60% growth year-over-year, there's little doubt that Twitter ads have proven their worth as an effective option for businesses with mobile ads accounting for 86% of Twitter's total advertising revenue.

A growing trend in social media advertising is video ads. LePage (2016) indicates that over 70% of marketers plan to increase their use of video ads in 2017. An important sign for the video network, is the fact that the number of YouTube channels earning six figures per year is up 60% year-over-year with those who advertise on YouTube continuing to increase their spend. This is evidence that the ads are working and working well at a cost much lower than traditional advertising (LePage, 2016).

Economically, companies have much to gain by investing in social technologies. Results show that organizations making the effort to increase their knowledge and build social technology platforms experience astounding results (Nord, 2013).

Statistics make it clear that social media advertising continues to be attractive to companies as a proven method to attract customers, increase awareness and ultimately revenue (Geho, Dangelo, 2012; Alhaddad, 2015; Karimi, Naghibi, 2015; Keinänen, Kuivalainen, 2015). Marketing is only one of a number of purposes social media is used by businesses. There are numerous others which are addressed next and were included in this study.

Purposes of Using Social Technologies

Social technology platforms have evolved into cost effective tools for businesses. Opportunities are greater than ever before with social technologies expanding an organization's reach worldwide in both developing and developed countries (Nord, Lee, Cetin, Atay, Paliszkievicz, 2016).

Although there were no studies found with the same objectives as this study, a comprehensive list of purposes that social technologies are used for in the workplace was developed based on experience and a review of related literature. Use of social technologies has evolved from communication to customer service to marketing to networking and beyond. Possibly one of the most controversial uses of social technologies by employers is the extent that the content posted on these platforms is used by employers in the recruiting process. Employers may now cybervet “average” candidates for entry-level sales and customer service positions as well as more prominent upper-management positions that have been conventionally held to higher information visibility standards (Berkelaar, Buzzanell, 2014). Although every organization has the bottom line to consider, revenue and profit come as a result of the strategy and management of social technologies within each business. The comprehensive list of purposes investigated in this study include: to communicate and collaborate; provide customer service; gain exposure and create awareness; gain new customers; increase revenue and profits; market products; network and build relationships; and recruit employees (Nord, Paliszkievicz, Grublješič, Scarlet, and Svanadze, 2015; Alsubaie, 2016; Walden, 2016; Arnaboldi, Coget, 2016; Nord, 2013).

Social Technologies and Age

Studies have shown that age is strongly correlated with social media usage. Results of previous research are discussed to illustrate the correlation between social media users and age. According to results from 27 surveys in the U.S. over a decade, those ages 18 to 29 have always been the most likely users of social media by a considerable margin. Today, 90% of young adults in the U.S. use social media, compared with 12% in 2005, a 78% point increase. At the same time, there has been a 69-point bump among those ages 30-49, from 8% in 2005 to 77% today. The 50-64 age

group fell proportionately between the age group below and the age group above. Usage among those 65 and older has more than tripled since 2010 when 11% used social media. Today, 35% of all those 65 and older report using social media, compared with just 2% in 2005 (Perrin, 2015).

Statista (2015) reported statistics for daily social media users in Spain by age for 2015. The youngest group again accounted for the greatest percentage of users, with over 59% of those between the ages of 18-30 using social media daily. Almost half—46.1%—of individuals between the ages of 31 and 44 are daily social media users in Spain, while 31.9% of the age group 45-64 and 19.9% over the age of 65 indicated that they are daily users of social media. Although percentages are somewhat lower as compared to the U.S. regarding social media users in Spain, the results among the age groups correspond with the youngest group (18-30) having the highest percentage of users and the oldest group (over 65) having the lowest percentage of users.

Clearly, the number of social media users continues to grow in all age categories providing companies with a reach never before possible. These statistics provide useful information for companies, but describe social media users in general, not specifically those in the workplace using social media for business purposes as investigated by this study.

Arnaboldi and Coget (2016) confirm that there is a lack of academic research in this area as stated below:

“Given the media attention that it has enjoyed, it is no surprise that business organizations have begun to turn their attention to social media. Despite there being virtually no articles in academic business publications, there has been a preponderance of publications on the topic in practitioner journals, and organizations have begun to hire specialists to focus on this issue. Nonetheless, we argue that the business world has

been asking the wrong question, adopting a myopic view of how organizations can exploit social media to their own benefit.”

Based on the review of related studies, a gap and need was identified in the literature, which served as a guide for the purpose of the study and research questions.

Purpose of the Study

The purpose of the study is to determine differences in preferences of using technology and social media based on age, analysed by specific purpose and platform. The following are the research questions for this study:

Research Question 1: To what extent are social media platforms used in the workplace according to age group?

Research Question 2: Does age make a difference in social media preferences based on the purpose and platform used?

Research Methodology

A qualitative approach was used for this study using a survey instrument which was developed with open- and close-ended questions to investigate the use of social networks in Spain for business purposes. The questionnaire was translated into the native language and administered to 102 working women in Spain who agreed to participate and which the companies they work for used at least one of the following social technology platforms: Facebook, Twitter, Youtube, LinkedIn, Google+. Women were selected as the population because this study is part of an ongoing global study including women’s empowerment and the gender gap. Although this paper focuses on social technologies preferences by age and analysed by purpose and platform used, consistency of the population and survey instrument allows for a comparison among countries.

Responses were translated to English and descriptive statistical analyses were used to determine the extent to which respondents use selected platforms according to purposes for which they are used. Further analyses were conducted based on the respondents' age divided into three groups.

Descriptive statistics and multiple correspondence analyses (MCA) reveal the respondents' preferences in choosing access to technology and using social media. A detailed analyses of the extent to which each platform studied is used based on purposes and further analysed by age groups will be illustrated and discussed.

Results

Demographics

The average age of respondents was 40.5, with the largest group falling within the 35-40 age range (Figure 1). Thirty-three percent of the respondents are single and 67.0% are married, divorced or widowed. Forty-four percent of the respondents have children and 75% had higher education degrees (undergraduate, MA/MSc or PhD).

Take in Figure 1

A majority—76.5%—of respondents are employed in different types of organizations, while 18.6% own their own business. Among the respondents, the largest share of women work in the services sector (44.1%), followed by government (12.1%), and retail (9.8%) as shown in Figure 2.

Take in Figure 2

Desktop Computers are used by 84.5% of the respondents with more than half using Wi/Fi (58.8%) and 34.0% using Laptops (Figure 3). Results from the survey revealed that one-third of the women use both desktops and laptops.

Take in Figure 3.

Respondents were divided into two main groups for analysis purposes for this survey item. One group consists of women who are using mobile technology such as iPads/Tablets, Laptops, and SmartPhones while the second group of respondents indicated desktop access only without using laptops, SmartPhones, iPads/Tablets, Wi/Fi or other. The results of the two groups are presented in Figure 4, illustrating 65.6% of all inertia (total value of Chi² statistics).

Take in figure 4

Respondents use computers and technology for different purposes (Figure 5). The highest percentages of access to technology noted by the participants of the study was access to the the Internet (87.3%) and E-Mail (86.3%). Following usage of Internet and E-Mail was Education (78.4%) and Business Support (70.6%). Social media access was important for 65.7% as a purpose for using technology.

Take in figure 5.

According to multi correspondence analysis, it was possible to identify one homogeneous group characterized by using computers and technology for E-Mail, Education, Social Media, Business Support and access to the Internet (Figure 6). The responses to the purpose of not using computers and technology did not indicate a homogeneous group of respondents. This division of two dimensions explain 59.6% of all inertia (total value of Chi² statistics).

Take in Figure 6.

Age classification

Taking into account the cumulative percentage of age and division into quartile method sets distinguish the following three age groups in our respondents: 21-35 years (26 respondents, of which 16 reported as technology users for business purposes), 35-45 years (50 women, of which 37 reported as technology users for business purposes), and

46 years and older (26 women, of which 19 reported as technology users for business purposes). It is interesting to notice that the youngest group is the one with less percentage of respondents admitting the use of social technologies and computers in a business environment. The basic statistics for these groups are presented in Table 1.

Take in Table 1

Social Technologies in Business

Considering the purpose of this study, the research is going to be focused on the information provided by the women who acknowledged usage of social technologies for business purposes (see Figure 5). Figure 7 reveals the results of the respondents use of social technology platforms in business by percentages according to the age groups displayed in table 1. The highest percentage of respondents indicating using computers and technology across different platforms were apparent in group II. The most often indicated social media platforms used by people in age group II for business purposes was: Google+ (52.6%), LinkedIn (50.0%), and Facebook (47%). It is interesting to note that the percentage of respondents in age group II (36-45) across all platforms were higher than any platforms used by age group I (20-35) or III (46 and up). The most used social media platforms for business purposes in group III (46 and up) were Google+(37%), YouTube (32%), and Twitter (31%). In age group I (20-35), use of social media technologies for business purposes was the lowest with this age group primarily using Youtube (28.6%), Twitter (26%), and Facebook (25%) for business purposes. Age group II (36-45 years) exceeded the other age groups in percentage of users for business purposes on all social media platforms.

Take in Figure 7

Social technologies versus preferences by age of respondents

According to the question of using social media in organizations, three groups were analysed by age (Figure 8, Figure 9 and Figure 10). In group I (20-35 years) the division according to whether the respondents "used" or "didn't use" social media for business purposes is very clear. Women who do not use social media at work create a homogeneous group. This relation could be a consequence of more social media experience in the younger group of respondents. Two dimensions account for 75.2% of all inertia (total value of Chi² statistics).

Take in Figure 8

In age group II (36-45) there are three groups that have similar preferences for using social media in business (Figure 9). One group represents users of Facebook, Youtube and Twitter, the second group represents users of LinkedIn and Google+ and the third group represents respondents who do not use social media in business. This statistical grouping of two dimensions explains 63.4% of all inertia (total value of Chi² statistics).

Take in Figure 9

In a group where respondents were older than 46 years old, two main preferences were noted. The first group included respondents who do not use Twitter, LinkedIn, YouTube and Google+ (Figure 10). A second group is a group of participants who use social media in business but this group is not as homogeneous as the previous group of 'no users'. The responses were rather atypical in this group and were not classified to any specific preferences. This division of two dimensions explains 67.7% of all inertia (total value of Chi² statistics).

Take in Figure 10

Social media purposes and age

Eight major purposes for using social media in business were specified in this research: Communicate/Collaborate, Customer Service, Gain exposure and create awareness, Gain new customers, Increase revenue/profits, Marketing, Network and build relationships and Recruiting employees.

Results show that collaboration and communication were reported as the most important purpose in age group II (36-45) (Figure 11) using the following platforms: LinkedIn 50.0%, for Google+ 44.7% and Twitter 42.3%. In age groups I and III- answers regarding this purpose did not exceed 30% for any social media platform.

Take in Figure 11

Using social media for customer service was particularly important to respondents in age group II (Figure. 12). This age group primarily used Twitter (34.6%), Google+ (34.2%), and Facebook (32.7%). In age group I (20-35), Facebook was most used, although indicated by only 15.4% of the users—less than half the percentage of group II. Group III (46<) predominantly used Facebook (21.2%) and Google+ (21.1%).

Take in Figure 12

Gaining exposure and creating awareness in organizational environments was the most appreciated in group II (36-45) in which women indicated LinkedIn as a main social media tool (50.0%) (Figure 13). The response in age group I and three was quite diversified with no social media platform exceeding 30% of the response of social media users.

Take in Figure 13

Age groups I and III statistics indicating platforms used to gain new customers were diversified with none of the platforms gaining a great deal of support when used

for this purpose (Figure 14). In women 20-35 years old (age group I), YouTube (21.4%) and Facebook (17.3%) were the main platforms used to gain new customers. Women between 36-45 years old (group III) used all platforms for gaining new customers with three dominating: Facebook —36.5%, Twitter —34.6% and LinkedIn —33.3%. The importance of gaining new customers through social media platforms was especially underestimated by group III.

Take in Figure 14

The purpose for using social media as a determinant to increase revenue and profit was rather poorly identified in the study group with the exception of age group II (36-45) (Figure 15). Again, the greatest percentage indicating that they used social platforms to increase revenue and profit was group II with 30.8% of Twitter users, 28.8% of Facebook users, and 27.8% of LinkedIn users. Under eight percent of age group III (46 and up) indicated that they used social media platforms for the purpose of increased revenue and profits.

Take in Figure 15

The purpose for using social media for marketing was highest among age group II (Figure 16) with 50.0% using LinkedIn, 40.4% using Facebook and 38.5% using Twitter for marketing purposes. The importance of this purpose realized by social media in age group III (46 and up) was the lowest in the study group averaging 15% across social media platforms. Age group I (20-35) use social media platforms for marketing less than age group II, but more than age group III, with the most used platforms by this group for marketing purposes being Youtube (28.6%) and Facebook (25.0%).

Take in Figure 16

LinkedIn and Facebook dominated across all age groups as the best platforms for networking and building relationships with clients—age group I (20-35)

(22.2%/19.2%), age group II (36-45) (44.4%/34.6%), and age group III (46 and up) (27.8%/25%) (Figure 17). Twitter was also a popular platform for this purpose with age group II (34.6%) and age group III (25%).

Take in Figure 17

LinkedIn was the most popular platform used by all three age groups for recruiting employees—age group I (16.7%), age group II (36-45) (22.2%), and age group III (46 and up) (16.7%) (Figure 18). All other platforms were used to some extent for recruiting, however, in all cases with the exception of Twitter for age group II (36-45) (19.2%), the percentages were below ten percent.

Take in Figure 18

Figure 19 presents weighted average shares in response to all featured purposes in the questionnaire in relationship to assessed social media platforms. The radar graph reveals that age groups I (20-35) and III (46 and up) resulted in some similarities in the purposes social media platforms are used, more specifically with Twitter, LinkedIn, and Facebook.

Take in figure 19

Figure 20 illustrates the average percentage for all platforms combined for each purpose by age group. Clearly, respondents in the middle age group (age group II-36-45) use social technology platforms for all purposes more than either of the other age groups. Age group I (20-35) across all platforms exceeded age group III (46 and up) in four of the eight purposes studied including to gain new customers, to increase revenue/profits, for marketing, and for recruiting. Age group III's (46 and up) average use of all platforms was higher than that of age group I (20-35) for the following purposes: to communicate/collaborate, customer service, to gain exposure and create awareness, and to network and build relationships.

Take in Figure 20

Summary, Conclusions, and Limitations

Summary

Demographics of this research study showed that the average age of the women respondents was 40.5 while approximately two-thirds either own their own business (18.6%) or work in a service industry (44.1%). Desktop computers are used by 84.5% of the respondents with 34% using laptops, and one-third using both. Smartphones and iPads are also used by the respondents, but to a lesser degree. Respondents use technology, as might be expected, for different purposes. Social media, business support, education, e-mail, and the internet were the most common responses with the internet and e-mail topping the list. It is noteworthy to find out that, on average, almost 30% of these working women do not acknowledge the use of social technologies for business purposes, and that it is the younger ones who are less probable to do it.

To provide answers to research question one—To what extent are social media platforms used in the workplace according to age group?—the respondents were divided into three age groups after obtaining responses to the survey: Age group I (20-35), age group II (36-45), and age group III (46 and up).

Age group II (36-45) had an overall average of approximately 15% more respondents indicating that they used social media platforms for business purposes than the next highest age group (age group III-46 and up). By specific platform, Google+ is the most used platform by those in age groups II and III, although this result should be considered with caution, since people seemed to assume that Google+ was the same as Google the search engine or Gmail. YouTube is the most used platform in age group I, the youngest age group. Platforms coming in second place by age group include Facebook for age group I, LinkedIn for age group II, and YouTube for age group III.

Interestingly, Facebook—the largest social network in the world—was in third place by age group II and fourth by age group III.

Other studies showing use of specific social platforms for business purposes by age were not discovered by the authors, so these results are ground breaking in that respect. Perrin (2015) did report in 2015 that 90% of young adults (18-29) in the U.S. used social media and 77% of the 30-49 age group used social media. Both of these age groups have experienced double-digit growth. The difference in this study is that the results focus on social media use for business purposes, which have shown age group II, rather than age group I to be the dominant users. A likely answer to this is that group I are usually in positions where the perspective of the company is very limited still, whereas group II are right in the best positions to understand the role of social media in the organization and engage in its usage. Respondents in group III, on the other hand, do not know much about the use of social media. This is something to consider for future research.

To answer research question two—Does age make a difference in social media preferences based on the purpose and platform used?—it was necessary to first identify major purposes for using social technologies in business. Eight major purposes for using social technologies in business were specified in the survey for this research: Communicate/Collaborate, Customer Service, Gain exposure and create awareness, Gain new customers, Increase revenue/profits, Marketing, Network and build relationships and Recruiting employees.

Results by platform and age group for each purpose are presented in this paper which distinctly places age group II (36-45) as the largest group of users of social media for business purposes for every platform. Age groups I and III both indicated some

usage of social media for business purposes with each age group having four platforms that resulted in a higher percentage than the other group.

In previous studies (Perrin, 2015, LePage, 2015) and this study, results show that age does strongly correlate with the use of social technologies. However, the results in this study investigating the age of respondents in the workplace using social technologies for business purposes differed from previous research (Perrin, 2015, LePage, 2015), which simply looked at social technology use by age, but not specifically being used for business purposes by platform and age. Other studies show that the youngest age groups were the biggest users of social technologies with those numbers decreasing as age increases. This study found that the age group from 36-45 used social technologies more for business purposes than the groups on each side (younger and older). An explanation for this may be that those falling in the 36-45 year age range, have more experience with the business use of social technologies, understand the goals of the company better, and are more trusted with using social technologies in the workplace for business gain.

Conclusions

Based on these results, organizations will have a better idea of the purposes in which social technologies may be used for competitive advantage, optimizing the use of social technologies in business, and determination of which age groups are preferred for managing specific platforms. Therefore, this study adds to the body of knowledge on social technologies in the workplace and the preference of social media for business by age based on purpose and platform.

Limitations

Limitations of the study include the number of respondents and the limited geographic area. Results from additional countries would enrich the study and make it more generalizable to a global population.

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Table 1. Demographics of respondents according to age groups

Detailed	Average	Standard deviation	Number of respondents	
All respondents	40.5	8.7	All	Users
Age group I 21-35	29.6	4.2	26	16 (61.5%)
Age group II 36-45	39.9	2.7	50	37 (74%)
Age group III 46 and up	51.7	4.1	26	19 (73%)

Figure 1. Histogram of the age respondents

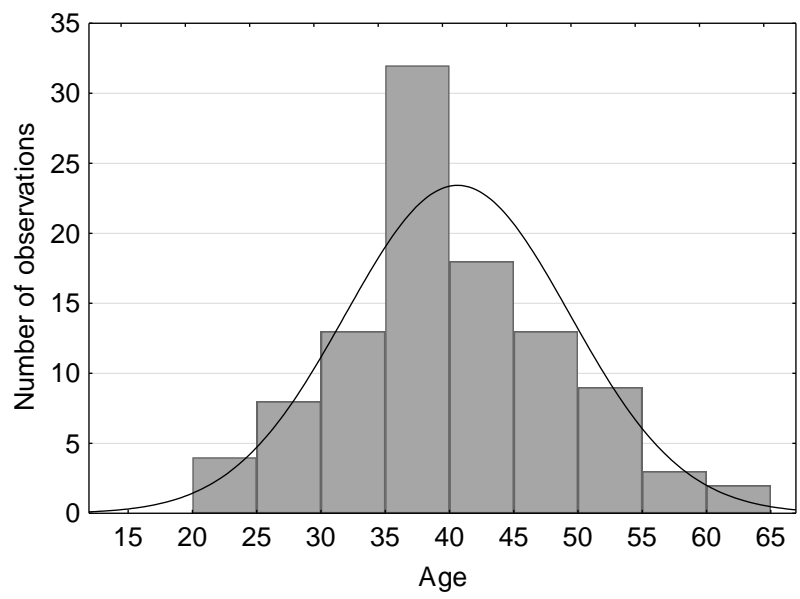


Figure 2. Type of organizations in which respondents are employed

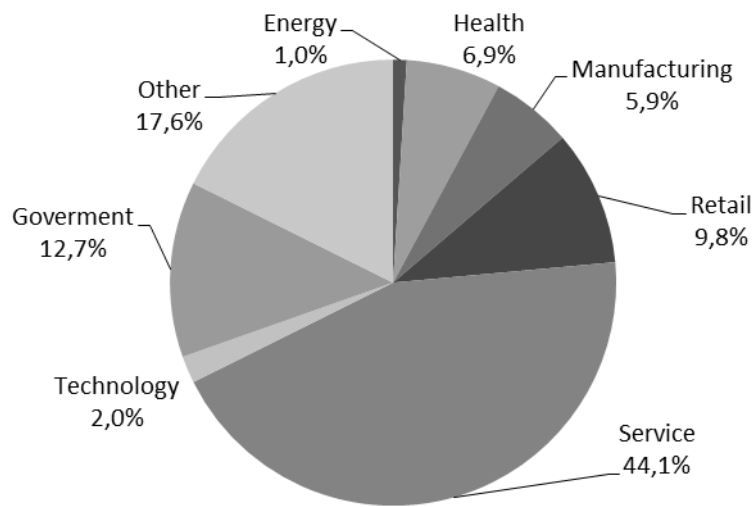


Figure 3. Respondents access to computers and technology

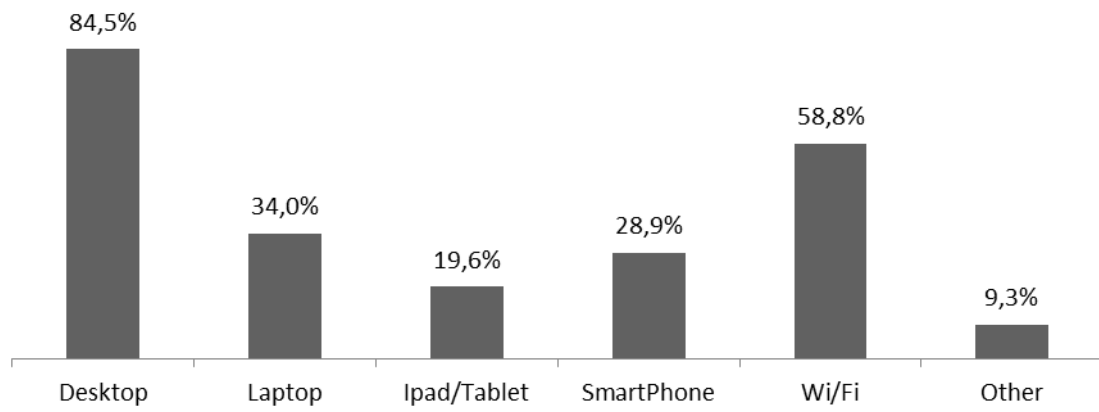


Figure 4. Access to computers/technology analysis according to MCS Burt table

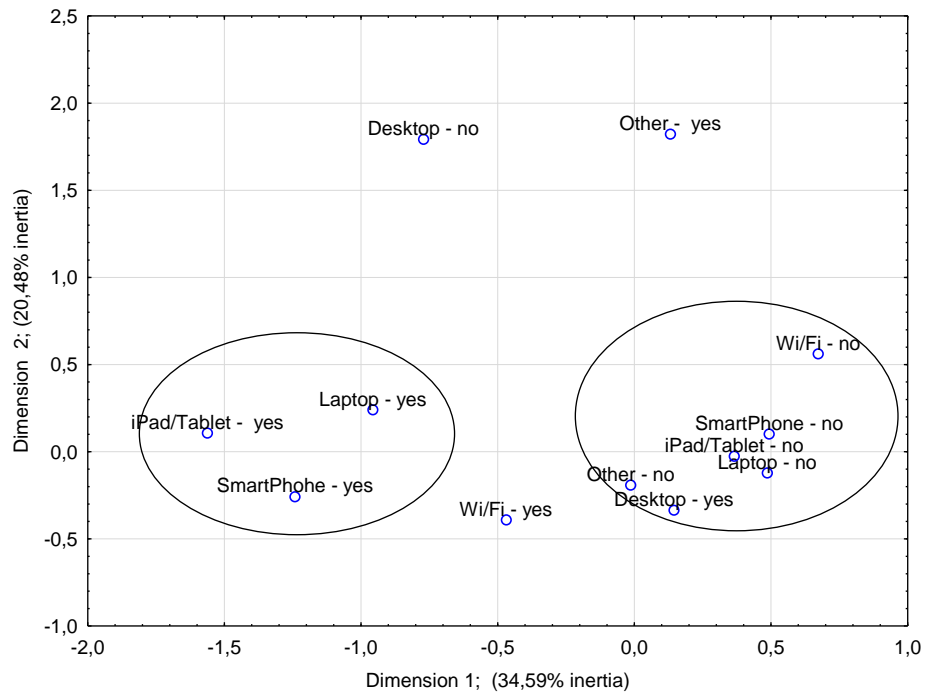


Figure 5. Purposes for using computers/technology among respondents

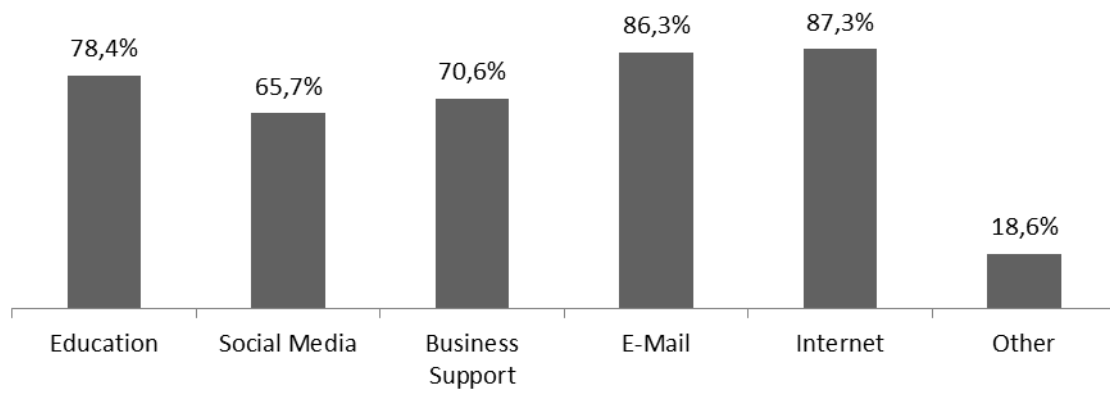


Figure 6. The purpose of computers/technology among respondents according to MCS

Burt table

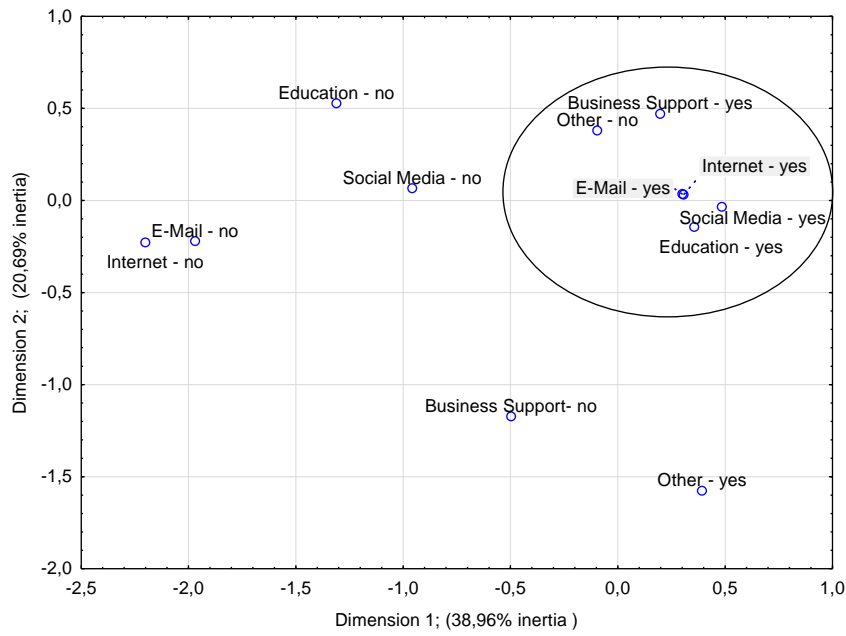


Figure 7. Use of Social Technologies in Business according to age groups (%)

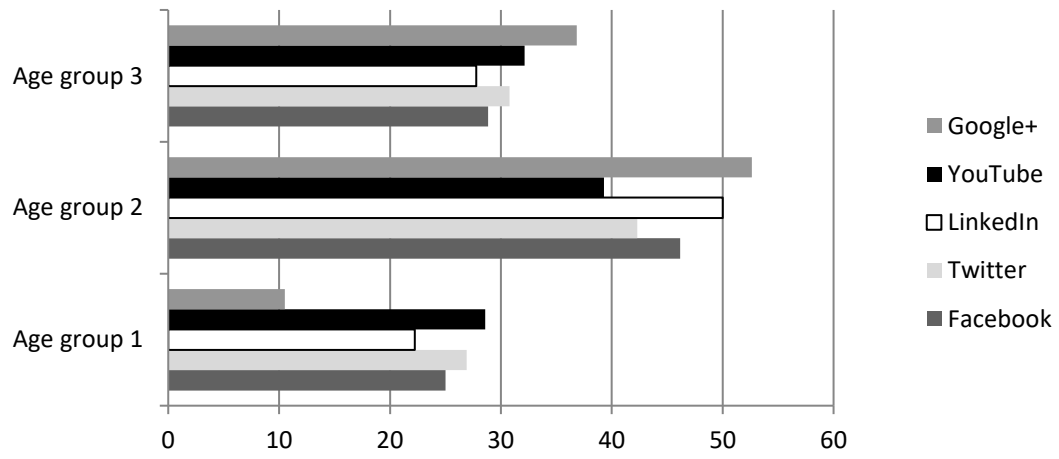


Figure 8. Social technologies preferences versus age of women—age group I (20-35 years) according to MCS Burt table

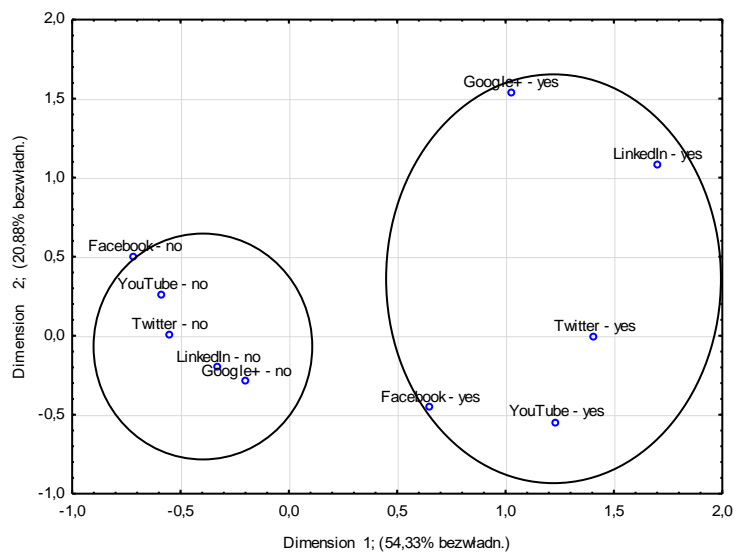


Figure 9. Social technology preferences versus age of women—age group 2 (36-45)

according to MSC Burt table

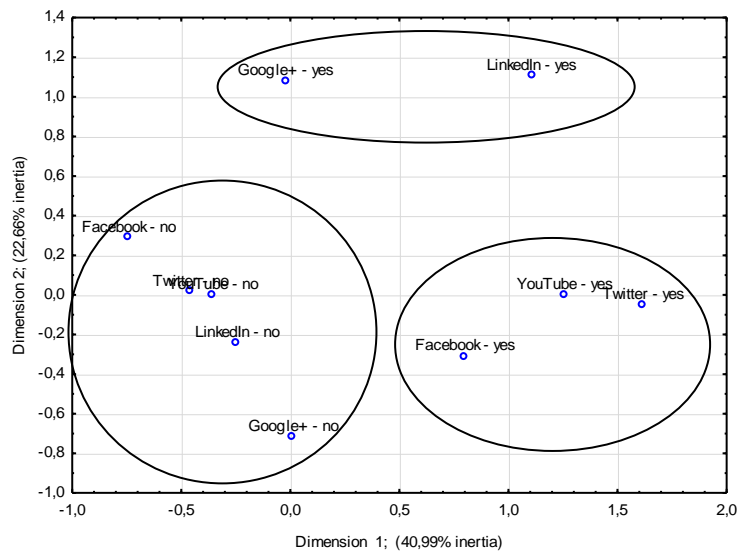


Figure 10. Social media preferences versus age of women—age group 3 (46<)

according to MCS Burt table

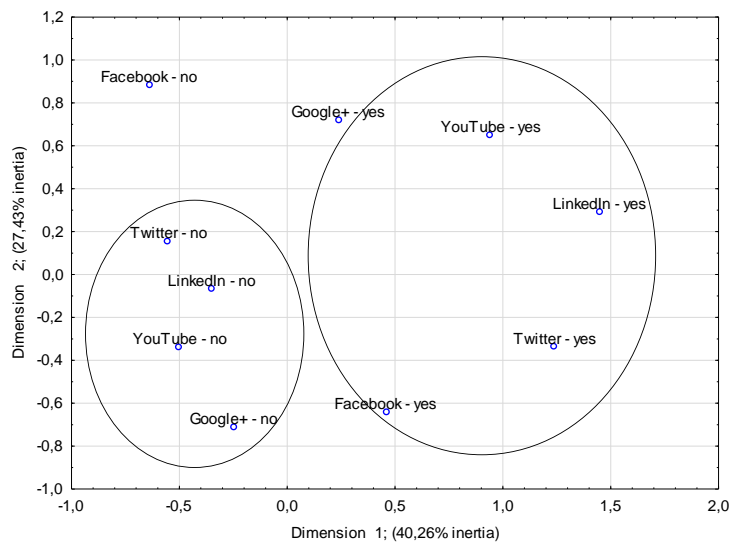


Figure 11. Stated purpose for using social technologies —To communicate/collaborate

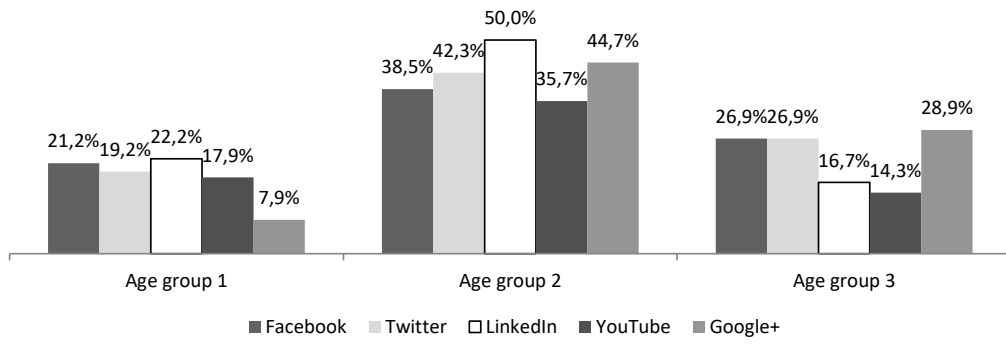


Figure 12. Stated purpose for using social technologies —customer service

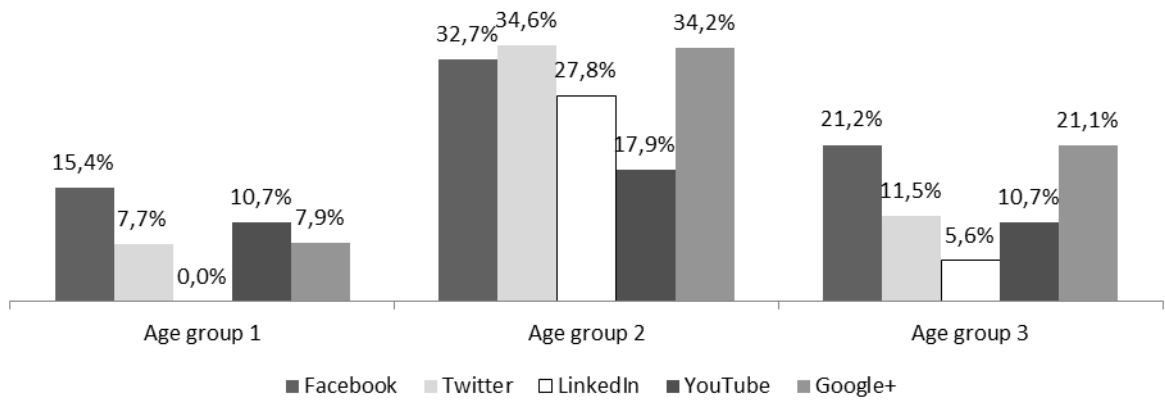


Figure 13. Stated purpose for using social technologies —gain exposure and create awareness

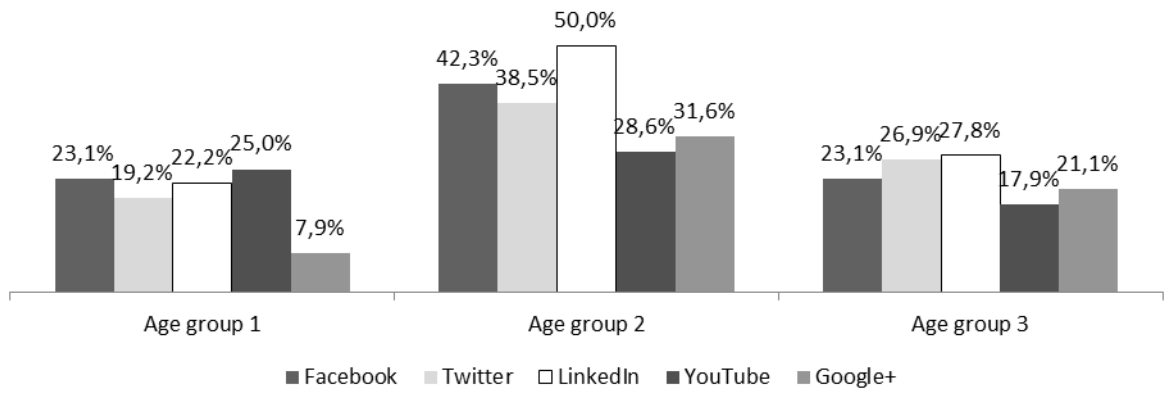


Figure 14. Stated purpose for using social technologies —gain new customers

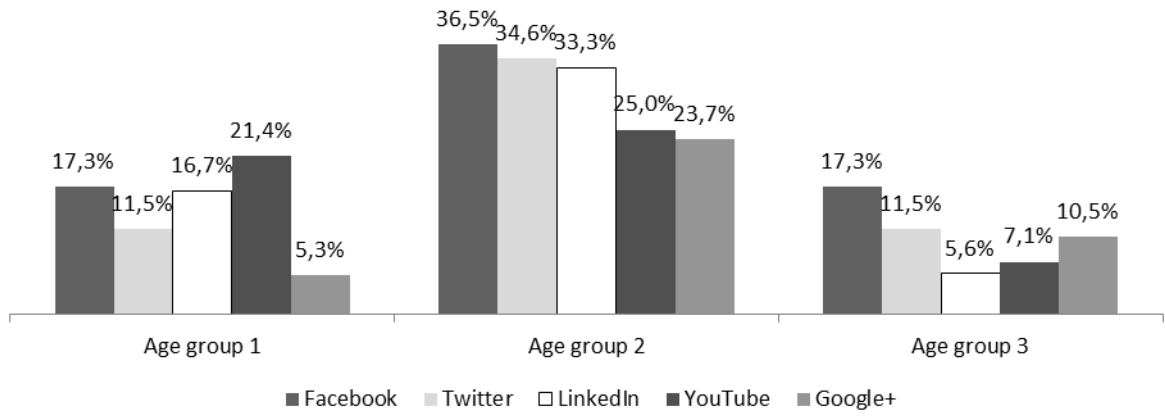


Figure 15. Stated purpose for using social technologies —increase revenue/ profits

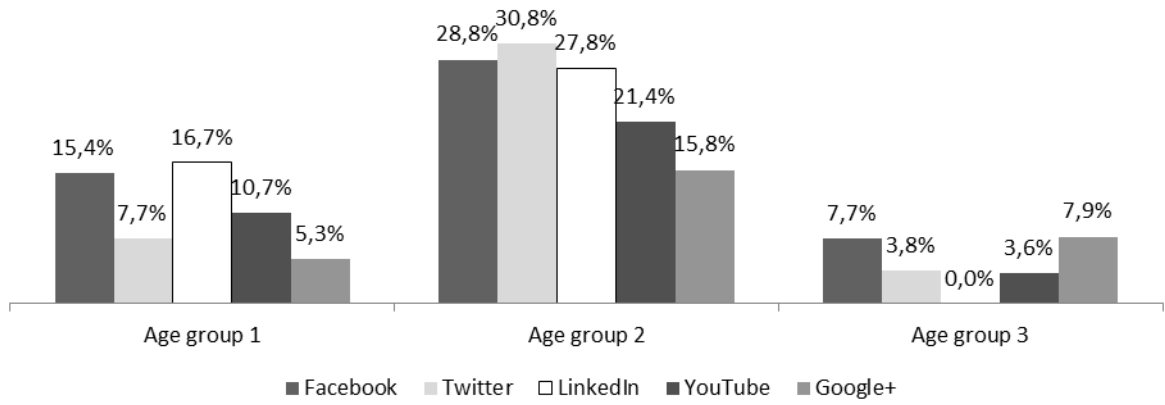


Figure 16. Stated purpose for using social technologies —marketing

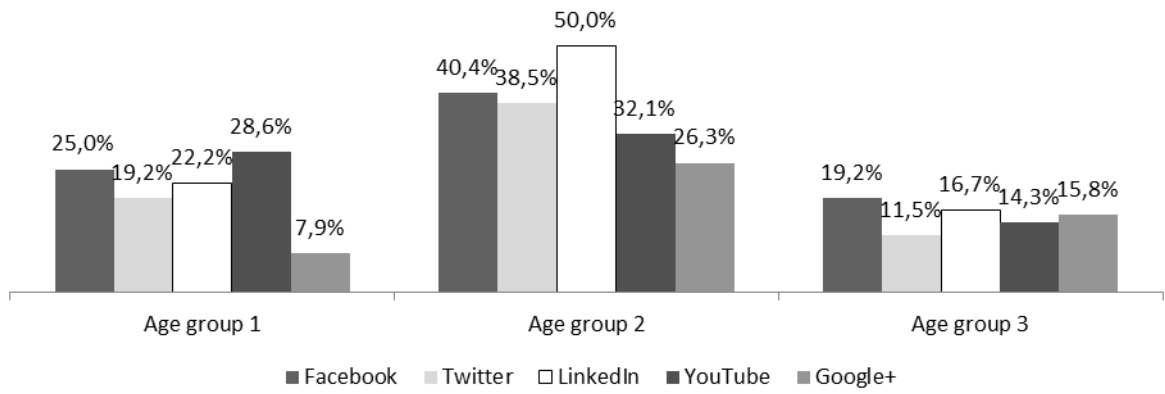


Figure 17. Stated purpose for using social technologies —networking and building relationships

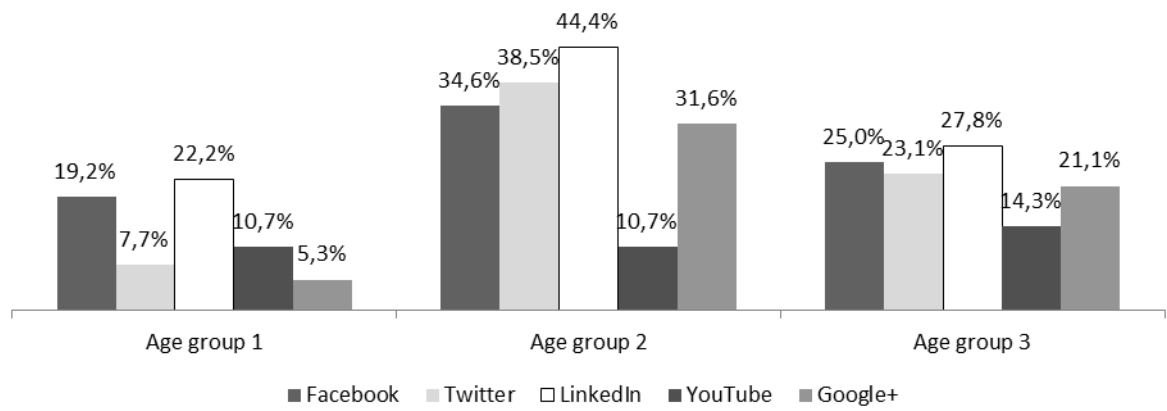


Figure 18. Stated purpose for using social technologies—recruiting employees

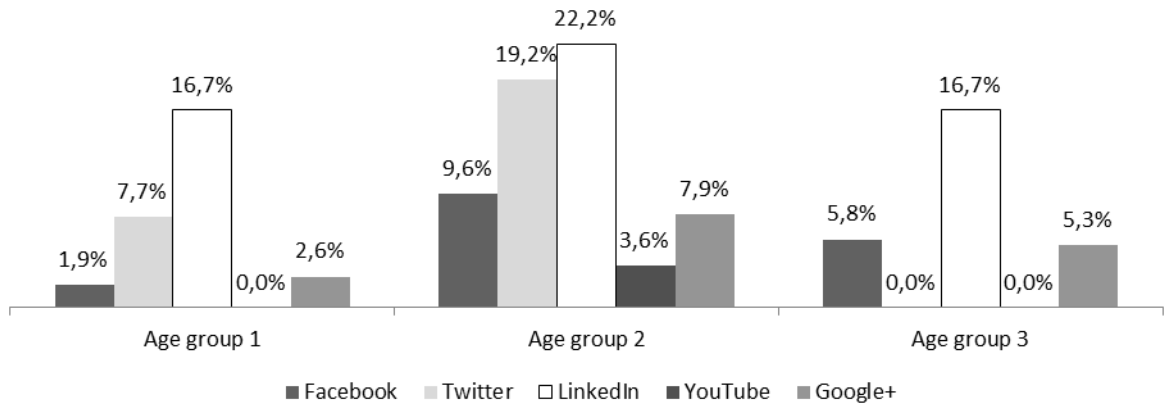


Figure 19. Weighted average level of all purposes of using social media in the organization

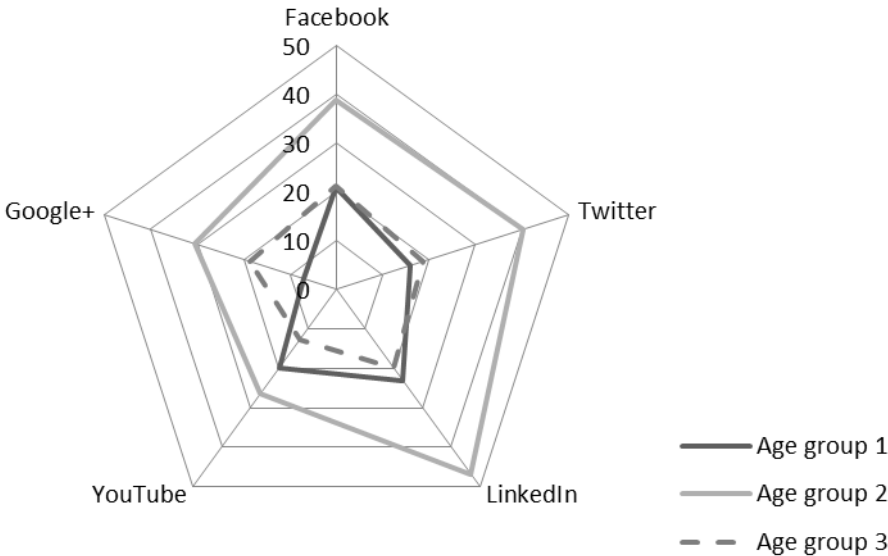


Figure 20. Average of responses across all platforms by purpose and age group

