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# **Factors influencing the usage of Social Networking Websites amongst young, professional South Africans**

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A research project submitted to the Gordon Institute of Business Science, University of Pretoria, in partial fulfilment of the requirements for the degree of Master of Business Administration

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## **Abstract**

This study examines three factors identified as potentially influencing the usage of Social Networking Sites (SNS's) amongst young, professional South Africans. The three factors identified were Age, gender and Access to Technology. The propositions on which this research is based are that the men in the sample would make more use of SNS's than the women would, that usage of SNS's would drop off with age and that having access to technology would not influence the usage of SNS's.

A sample of 271 people was invited to participate in the research. The research instrument was a web-based questionnaire which had to be accessed online in order to complete it. The questionnaire rendered a sample of 98 usable responses, of which 31 were women and 67 were men. The results were collated into a spreadsheet and analysed to generate the results of the survey.

A significant finding of this research is that 78% of make use of SNS's, a higher proportion than the literature studies suggested would be that case. It was found that, contrary to expectations, women make more use of SNS's than men do, although men utilise them more than women do for work related activities, that usage decreases with age, although it does become more work related as the respondents age, and that having access to technology is a strong indicator of SNS usage, but is not a defining characteristic.



## Declaration

I declare that this research project is my own work. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other university. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

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Robert Allen

13 November 2008

Date



## **Acknowledgements**

My thanks must go first and foremost to my wife Liz, and to my 8 month old son, Christopher. I promise you'll see more of me now that this is complete! Next my thanks must go to my supervisor, Michael Goldman, who, although he saw very little of me during this research exercise, provided me with very valuable input and timely reminders of when certain milestones had to be met. Then, and perhaps most importantly, my thanks must go to the people who submitted responses to my questionnaire, since without them, this research would not have been completed.



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## 1. Introduction

Steve Vosloo, a Communication and Analytical Skills Fellow at the Shuttleworth Foundation, recently interviewed dana boyd (dana boyd prefers the use of lower case in her name, rather than capitalising it) and posted the interview onto his blog on 20 November 2007, which was then posted onto Thought Leader, a Mail and Guardian website. The interview followed an article published by boyd titled “Network Sites: Public, Private, or What?” on the Knowledge Tree website (boyd, 2007) boyd begins her article by stating that according to Pew Internet, 55% of American youths between the ages of 12 and 17 access Social Networking Websites (SNS’s).

While it appears that much work has been done on the prevalence and usage habits of people using SNS’s in America and Europe, it appears that few similar studies have been done in South Africa into the usage of SNS’s amongst young, professional South Africans.

In South Africa, it appears as though SNS’s are widely used, and this study investigates the extent of their usage and uses to which SNS’s are put by young, professional South Africans.

The factors that this study will investigate are age, and whether the older portion of the sample are less inclined to use SNS’s than the younger portion, access to technology, and whether having access to technology in the form of a cellphone or computer at home or in the office with internet access means that respondents will utilise SNS’s, and whether males or females make more use of SNS’s.

This study has also investigated the reasons for use, or not, of SNS’s by respondents, and has highlighted the primary reasons for using, or not using, the websites.

This study has achieved its aims by sampling young, professional South Africans and questioning them by using an on-line survey tool (www.surveymonkey.com). The results of this study have been collated and analysed and the results are tabulated and discussed in later chapters.

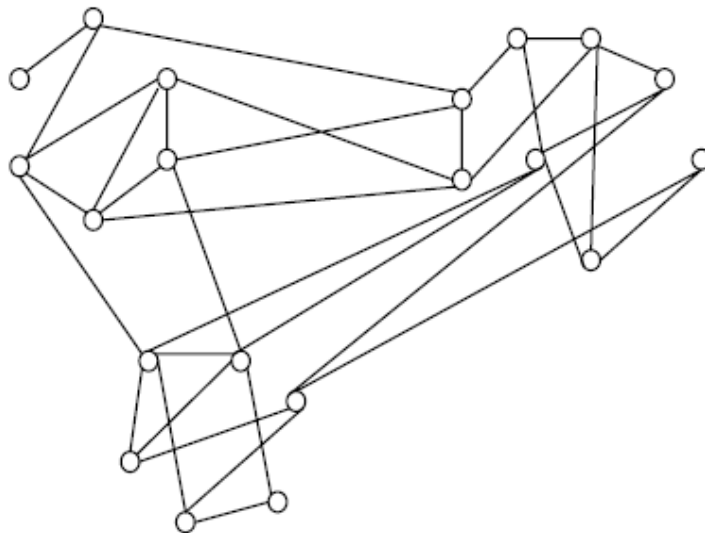
The study investigates the usage of SNS's from a business and academic perspective, and it has been discovered that the primary driver for their use is for individuals to stay in touch with other individuals, as well as with groups at a social level, rather than at a business level, although some individuals do use SNS's for business development.

From an academic perspective, this study investigates the prevalence of the usage amongst the sampled population, and discovers that the usage is widespread, with approximately 78% of the population sampled making use of SNS's, although predominantly for social, as opposed to business, purposes.

Boyd and Ellison (2005) define Social Networking Websites as “*web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site*”. This definition excludes from it sites such as YouTube, which allow users to upload video content but do not control who is able to view it.

A social network may be depicted by the diagram shown in Figure 1 below:

**Figure 1: Graphical Depiction of a Social Network (Lea, Yu and Maguluru, 2006)**



This diagram shows a number of nodes representing the individuals in a social network. It depicts the connections between these nodes, and how the

connections between the individual nodes link the nodes into a social network, with the connections representing the relationships between the community members.

Social Networking Websites have become a global phenomenon in the period between 1997, with the launch of SixDegrees.com, and today with websites such as Facebook, Twitter, MySpace and LinkedIn taking the lead in social networking subscribers. Alexa Internet, a California-based subsidiary company of Amazon.com, operates a website that provides information on web traffic to other websites. Alexa Internet rates Facebook as the second most popular site used by South Africans, after Google, with MySpace in 17<sup>th</sup> position.

Social Networking websites have grown in popularity and number recently, particularly since 2003 (Boyd and Ellison, 2005). Many young professionals in South Africa make use of Social Networking Websites as a means of maintaining contact with friends, or as a means of finding people with whom they had lost contact. Certain young professionals, though, refuse to use social networking sites as they fear identity theft or “phishing” (Jagatic, Johnson, Jakobsson and Menczer, 2007) through the uncontrolled dissemination of their contact details or consider the websites to be an unnecessary distraction and a waste of time. Some of the justification for the use of social networking websites is that they can be used for business development through the development and maintenance of contacts and through meeting other professionals who share common interests. This study aims to discover the use to which Social Networking Websites are used by young, professional South Africans. Although not the aim of this study, this study will also touch on why some of this group of people do not use SNS's at all.

The typical uses envisaged by this study include business development, social networking and maintenance of contacts with friends and colleagues. A critical portion of this study will investigate the channel through which the social networking websites are accessed, be it via mobile telephones, laptop computers with wireless technology, through a company's Local Area Network (LAN) or through a private dial-up connection.

In order to define the population being studied, the definition of a professional person as used by the Professional Provident Society of South Africa (PPS) has been used. Thus, a professional person is defined as having or being:

- A four-year degree or two degrees, which together constitute four or more years of study
- A three-year degree with an Honours degree
- A three-year degree with further diploma study
- Technikon degrees, such as B.Tech plus additional diploma, M.Tech and D.Tech
- Magistrate with a four-year university degree
- Lecturer at Colleges of higher learning

Young people are defined as being between the ages of 22 and 40.

Boyd and Ellison (2007) have identified that *“although the situation is rapidly changing, scholars still have a limited understanding of who is and who is not using these sites, why, and for what purposes, especially outside the U.S. Such questions will require large-scale quantitative and qualitative research.”*

This study aims to determine the factors influencing the usage of Social Networking Websites by South Africans through the analysis of three determinants, namely:

- Age,
- Gender
- Access to Technology

This study will gather information on these three factors through an online questionnaire and analysis will be done on the data gathered to determine the influence each one has on the usage of social networking sites by the population being studied.

## 2. Theory and Literature Review

### 2.1. Social Networking

As mentioned in the introduction, Boyd and Ellison (2007) define Social Networking Websites as:

*“web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site”.*

This definition is augmented by boyd’s definition of SNS’s as “mediated publics” below, and the two definitions define SNS’s sufficiently for the for the purposes of this study as they define the actions and purposes of Social Networking Websites, and are the definitions used to define what is accepted as a Social Networking Website during this study, and what is not.

In the interview conducted by Vosloo (Mail and Guardian Online, 2007), boyd defines SNS’s as “mediated publics”, which she defines as:

*“environments where people can gather publicly through mediating technology. In traditional (unmediated) public spaces, such as a park, people know who they are communicating with and whether their activities are being recorded”.*

Boyd then states that mediated publics can be defined in terms of four unique properties:

1. persistence (records are kept of what is said),
2. searchability,
3. replicability (the ability to copy and paste conversations or threads of conversations from one conversation to another)
4. and invisible audiences (because of persistence, searchability, and replicability, unintended audiences can view a contributors actions or conversations)



boyd's definition of SNS's as a mediated public, and her definition of what a mediated public is, supplements the definition developed by Boyd and Ellison (2007) since the Boyd and Ellison (2007) definition speaks of the profile that SNS users are able to create, and not of the effects of the use of that profile or the interactions with other SNS users, as is the case in the boyd definition above.

If the definitions are combined, a new definition of a Social Networking Website can be formed as follows:

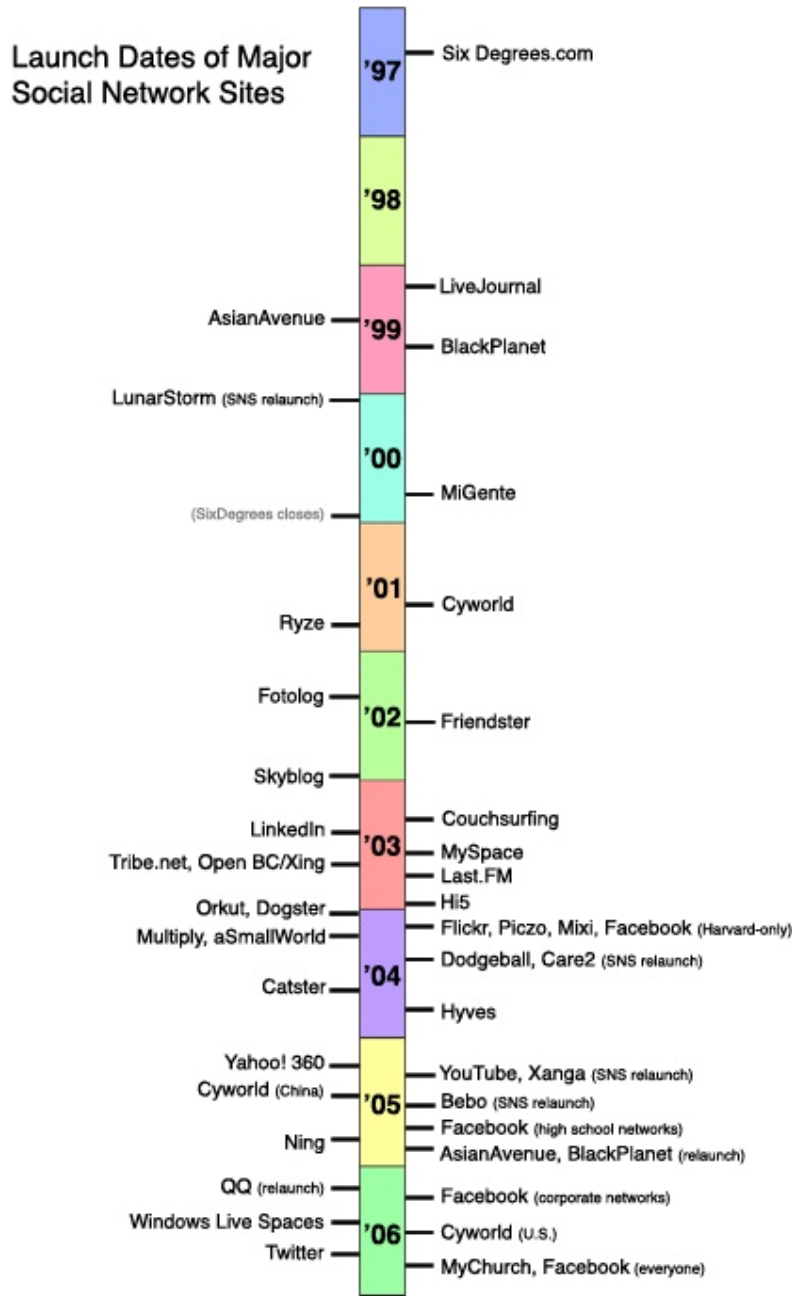
*A Social Networking Website is a subscription based, private or semi-private online facility that enables its subscribers to generate public or private profiles and to communicate and connect with one-another through the use of the facility's software. The connections can be made public, or kept private, and histories of the connections made and communications are available for review by subscribers to the Social Networking Website.*

Boyd and Ellison (2007) have also assembled a timeline of the launch dates of major Social Networking Websites, shown in Figure 2 below. This diagram depicts the rapid development of Social Networking Websites, particularly since 2003.

A study into the uptake of Social Networking Websites, in particular Facebook, was conducted by Charnigo and Barnett-Ellis (2007). They surveyed a number of librarians, some of whom were in favour of Facebook being used in libraries to promote services and events, whilst the majority of librarians were not in favour of Facebook having a presence in libraries at all.

The results of the Charnigo and Barnett-Ellis (2007) study may be an indication of what this study aims to discover, i.e., that the use of Social Networking Websites increases as age decreases, and that although no age of the librarians interviewed is mentioned in the study, that as new librarians move into libraries, so the uptake and acceptance of Social Networking Websites will increase.

**Figure 2: Timeline of the launch dates of many major Social Networking Websites and dates when community sites re-launched with Social Networking Websites features (Boyd and Ellison, 2007)**



## 2.2. Social Networking and South Africa

In his article in Finweek (Lets Face It... 16 August 2007) Sizwekazi Jekwa makes a case for the use of Facebook at work, and more specifically, the lack of foresight on the part of company managers in banning its use on company

intranets. He references Facebook's own research that users spend on average 20 minutes online per day, and that that amount of time cannot be considered to be unproductive downtime since that time may have been spent on other, non work related activities anyway. He goes on to motivate the use of Facebook by companies as a tool to monitor employee morale, monitor trends and employees attitudes. He sees an opportunity for companies in South Africa to learn about their employees through the use of tools such as Facebook, rather than by banning their use within the company.

In his article in Finweek, Kelly (2007) supports Jekwa (2007) in his view that SNS's are useful in the work context, in particular site such as LinkedIn. He does quote Arthur Goldstuck, head of research company World Wide Worx, who predicts that SNS's will be superseded in the near future by the next wave of Social Networking technology, and that this change will be driven by the early adopters who were quick to start using site such as Facebook and LinkedIn, who will start to find other uses for the technology.

De Klerk and Kroon (2008) studied the business networking practices in South Africa. The aim of their study was to investigate how businesses in Gauteng go about networking amongst themselves, as well as the perceptions of the business owners and managers towards the practise of business networking. The study identified the following motivations for business networking, as shown in Figure 3 below:

**Figure 3: The main motivation behind networking (De Klerk and Kroon, 2008)**

Motivation behind networking	Yes (%)	No (%)
Bringing in new business	97,14	5,86
Forming strategic alliances	88,57	11,43
Obtaining knowledge on new opportunities and markets	88,57	11,43
Sharing experiences and exchanging ideas	85,71	14,29
Obtaining access to new or additional marketing channels	85,71	14,29
Finding and developing alliances, associates and opportunities for collaboration	82,86	17,14
Communicating with potential interest groups	80	20
Obtaining access to new or additional distribution channels	74,29	25,71
Obtaining access to new or additional technology	74,29	25,71
The project is too big or complex to do alone	74,29	25,71
Obtaining knowledge on new business processes	71,43	28,57
Acquiring capital or additional financial resources	65,71	34,29
Career growth	62,86	37,14
To include partners with specific resources and requirements as needed in a relationship	62,86	37,14
Making processes more efficient	60,00	40,00
Launching a new product	57,14	42,86
Obtaining access to specialised skilled labour	57,14	42,86
Acquiring additional productive assets	54,29	45,71
Gaining access to a specific set of coordination outputs through a partner	54,29	45,71
Establishing a brand name	54,29	45,71
Gaining access to political connections	54,29	45,71

An interesting finding from the research was that participants in the survey older than 45 prefer smaller business networks that participants 44 years and younger.

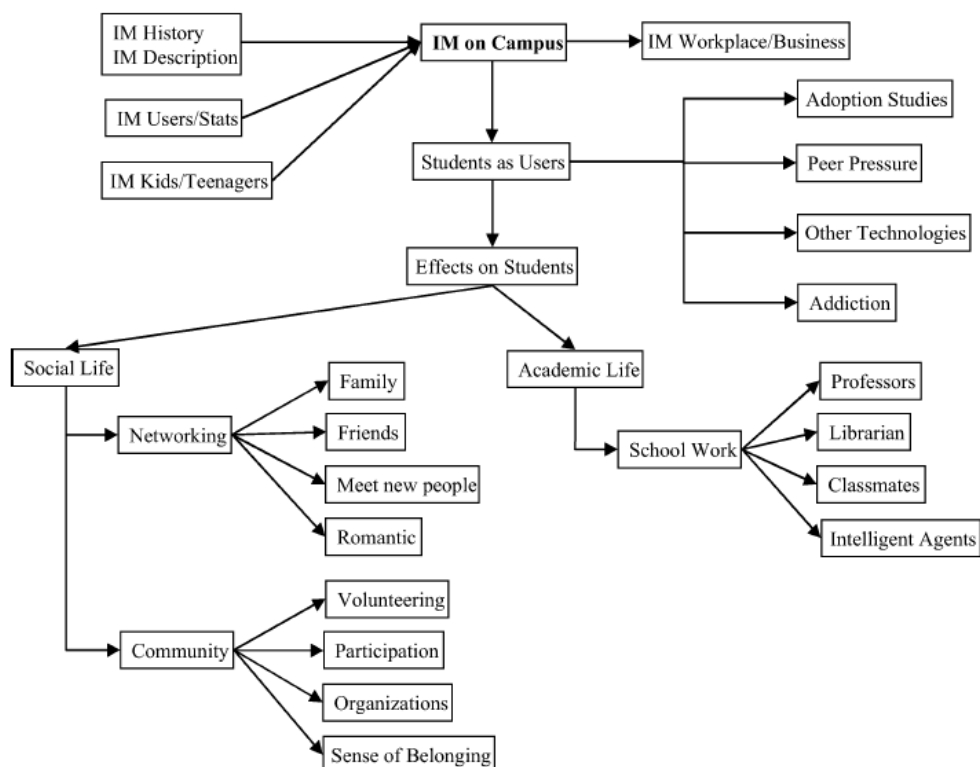
In a business context, business networking is an extension of Social Networking, and can utilise Social Networking technology for the development of the networks and for the development of customer, supplier and client networks.

### **2.3. Social Networking and Technology**

Dennis (2007), Quan-Haase (2008), Goodings, Locke and Brown (2007) and Sandars (2007) all argue that technology plays the role of mediator and enabler of communication. Dennis (2007) argues that technology is becoming more and more mobile, and that technology is becoming more of a driver of strategy and communication than ever before.

Quan-Haase (2008) develops Dennis (2007)'s arguments further and reviews the body of research on the use and role of instant messaging (IM) in student life, and how IM is a key part of university students' communication. Quan-Haase (2008) developed a map of the literature available on IM, and produced a flowsheet demonstrating the effects it can have on its users, as well as where it can be adapted for use. This flowsheet is shown below in Figure 4, and demonstrates how it is used for, amongst other things, social networking.

Figure 4: IM use and integration on campus (Quan-Haase, 2008)



Sandars (2007) and Boulos and Wheelert (2007) argue that the potential of personal networks used in the healthcare fields has been limited by the ability to manage the large variety of networks in place. Sandars (2007) argues that new technologies such as Social Networking Websites can facilitate the flow of information between networks by hosting online chat rooms and private online collaboration areas.

The Valadez and Duran (2007) study indicates that schools in California in the USA that have greater access to technology tend to find more creative uses for it, communicated by email more often with students, and engaged more frequently in professional activities such as on-line communication with other teachers.

Also, referenced in the Valadez and Duran (2007) study were Natriello, (2001), Warschauer (2003a, 2003b, 2003c) and Wenglinksy, (1998) who claimed that high resource students are more likely to use technology for more experimental and creative uses than students from low resource schools. This finding does not contradict the anticipated finding of this study

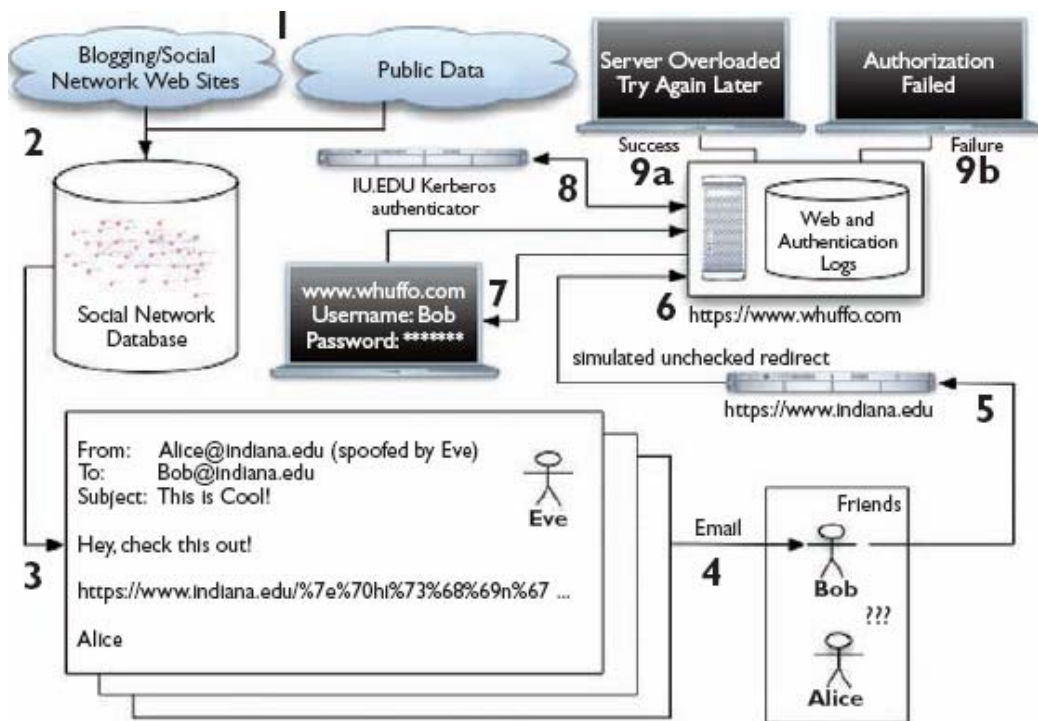
that access to technology has no influence on the uptake of Social Networking Websites since the respondents to this study are anticipated to have equally free access to the internet.

The Goodman (2007) article examines how teenagers engage with technology, particularly the internet; what services, sites and programs they find compelling; and how libraries can use this knowledge to tailor their services to this critical segment of the community. The study makes the statement that “technology isn’t part of students’ lives these days. It is their lives’. The article states that students don’t see technology as a tool to get work done; rather, they see it as an entertainment and communication portal.

The Jagatic, Johnson, Jakobsson and Menczer (2007) article demonstrates the down side of technology. They define “phishing” as a form of deception in which an attacker attempts to fraudulently acquire sensitive information from a victim by impersonating a trustworthy entity. Phishing attacks typically employ generic “lures.” For instance, a phisher misrepresenting himself as a large banking corporation or popular online auction site will have a reasonable yield, despite knowing little to nothing about the recipient. They developed the model shown in Figure 4 below to demonstrate phishing.

The phishing model is described by Jagatic, Johnson, Jakobsson and Menczer (2007) as follows: “1.  *Blogging, social network, and other public data are harvested; 2. Data are correlated and stored in a relational database; 3. Heuristics are used to craft spoofed email message by Eve “as Alice” to Bob (a friend); 4. Message is sent to Bob; 5. Bob follows the link contained within the email message and is sent to an unchecked redirect; 6. Bob is sent to attacker whuffo.com site; 7. Bob is prompted for his University credentials; 8. Bob’s credentials are verified with the University authenticator; 9a. Bob is successfully phished; 9b. Bob is not phished in this session; he could try again”*

Figure 5. Illustration of phishing experiment (Jagatic, Johnson, Jakobsson and Menczer, 2007)



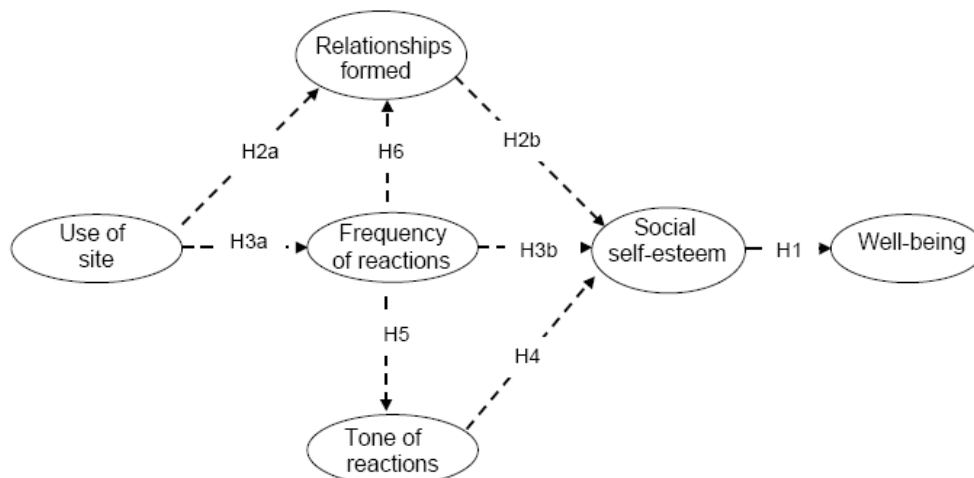
#### 2.4. Social Networking and Age

Valkenburg, Peter and Schouten (2006) set out to investigate the impact of Social Networking Websites on adolescents' self-esteem and well-being. The survey was conducted amongst a group of 10–19-year-olds who had an online profile on a Dutch Social Networking Website. The study found that the frequency with which adolescents used the site had an indirect effect on their social self-esteem and well-being.

Positive feedback on the profiles enhanced adolescents' social self-esteem and well-being, whereas negative feedback decreased their self-esteem and well-being. The study hypothesised and tested positively the model shown in Figure 6 below.



**Figure 6: Hypothesized model on the relationships among use of friend networking site, social self-esteem, and well-being (Valkenburg, Peter and Schouten, 2006)**



Subrahmanyam and Lin (2007) conducted a similar study that showed that adolescents find the internet to be an enabler of communications, and that loneliness was not related to time spent online, rather to gender and their perception regarding their online relationships.

In the Huang (2008) study, Taiwanese students' online habits were studied longitudinally over a two and a half year period, with little change in their usage of MSN messenger, email or chat room usage, possibly indicating that the technologies had been adopted to saturation levels, and that further development of the software is required to ensure its further growth.

The above studies seem to indicate that younger people are more likely to utilise SNS's than older people, although no literature could be found to support this proposition. What is evident from the literature is that young people will tend to use SNS's to interact with their peers, as well as to meet new people.

## **2.5. Social Networking and Gender**

Peluchette and Karl (2008) examined students' use of and attitudes toward social networking sites. Significant gender differences were found regarding the type of information posted and whether students were comfortable with employers seeing this information.



Although both males and females were not comfortable with employers having access to such information, males indicated less concern about this than females. This may influence females' use of Social Networking Websites, and this may be shown in the analysis of the data gathered to be done once the information from the survey has been collected and collated.

The study conducted by Headlam-Wells, Craig and Gosland (2006) aimed to analyse the barriers facing women in industry, and to evaluate the effects of an e-mentoring scheme designed to overcome obstacles and promote career development. E-mentoring can include the use of web-based media such as chat rooms and discussion areas. In many e-mentoring schemes, however, e-mail is the sole means of electronic communication used. Developing online communities involves a blend of technical planning and social development. This development must combine usability, which focuses on human-computer interaction, with sociability, which focuses on social interaction. This level of interaction may be gained from groups in Social Networking Websites, although in this study, Social Networking Websites were not mentioned.

Knouse and Webb (2001) state that women's social networks are historically not as strong as men's are, and that this is a reason for their not advancing in the business arena. They suggest due to the low cost of internet development and usage, that an online social network should be used for creating support networks and for finding mentors and mentoring each other. They conclude by stating that over time, the online social networks may grow to be as strong as the traditional male social networks, and that this will lead to an equalisation of roles within the workplace and greater gender equality.

Marcella (2001) investigates the use of the internet by Women, with specific interest in the availability of women's websites on the internet. She states that these types of sites are relatively common, but that fears regarding their security may cause women not to use them. She also raises the concern that the sites do not offer sufficient interactivity to allow users to get the full benefit out of using them. Marcella also referenced a study (Mitchell, 1998, in Marcella, 2000) demonstrating that women use the internet less than men, and that even though the internet is being used more and more by women, men still make more use of it than women do. The article also makes a critical

appraisal of woman-oriented sites and concludes that woman-oriented sites provide valuable spaces on the web for women to interact with each other and to dominate discussions. They also provide freedom to women to develop their own space and presence on the web and to begin to use the web to the same degree as men, but through different, gender specific channels.

Waldstrøm and Madsen (2007) investigated whether there are gender differences in the importance placed on two types of network support among managers in organisations in Europe. Their expectation was that it could be expected that female managers would not have their social contact needs satisfied to the same extent as their male colleagues and that female managers would not regard their nearest colleagues as friends to the same extent as male managers.

Their findings were, however, inconclusive as they found that gender differences are strongly influenced by age, marital status and children living at home. While male managers tend to see their colleagues more as friends, the older they are, the reverse is true of female managers.

The expectation of Waldstrøm and Madsen (2007) is the same as the expectation in this study, i.e., that female professionals will make less use of Social Networks than male professionals, as is supported by Knouse and Webb (2001).

### 3. Research Proposition and Hypotheses

The hypotheses to be studied in this research have originated from the study of the available literature, which primarily centres on research done into adolescents in the USA and their usage habits, as well as the technology of Social Networking Websites. Very little research has been done into the usage of Social Networking Websites by young professional people, particularly in South Africa. It is with this in mind that the following three hypotheses have been generated and will be studied:

**Proposition 1:** More professional South African males between the ages of 22 and 40 make use of SNS's than equivalently aged professional South African women.

The available literature shows that women make less use of the internet than men do, and that men tend to dominate women in online social exchanges, causing women to withdraw and make less use of the technology. The exception to this is demonstrated in Marcella (2001), where the author shows that women will use websites that are designed specifically for their own use instead of using general websites.

**Proposition 2:** Social Networking Website usage increases as age decreases amongst professional South Africans between the ages of 22 and 40.

It is expected that as the age of the sampled population increases, so the usage of the technology will decrease, as the uptake and acceptance of the technology decreases, indicating that access to technology alone does not drive the usage of the websites. All participants in this study will have access to the internet, as the internet will be the tool used to gather the information on the population being studied.

**Proposition 3:** Having access to technology does not affect the usage of social networking websites in the population of professional South Africans between the ages of 22 and 40.

Proposition 2 was formulated from a review of the available literature which indicated that technology is seen as an enabler of communication, particularly



by the younger sector of the population. This means that a need for communication and personal connection drives the usage of social networking websites, rather than only the availability of technology.

## 4. Research Methodology

As mentioned above, the surveys conducted assessed how the social networking websites are accessed, and to what use they are put by the users. The survey was structured in such a way as to facilitate the analysis of the data gathered.

### 4.1. Method

Primary data were gathered using an online sample survey website. [www.surveymoneky.com](http://www.surveymoneky.com) was used for data gathering. The questions were uploaded to the website, and respondents were invited to fill in the survey. Responses to certain questions were mandatory, particularly in the demographics section.

The questionnaire was self-administrated, meaning that the respondents were not be able to interact personally (i.e., face to face, telephonically or via email) with the researcher. The questionnaire was administered electronically via the website mentioned above. Respondents were invited to complete the questionnaire via email.

The sample survey took the form of a structured, undisguised questionnaire, with allowance made for the respondent to fill in their own answer to particular questions if his response is not included in the range of predefined answers to a question. The study was cross-sectional, as data collected were relevant to the population being studied during 2008 only, and as Social Networking Websites evolve, and as the population ages, it is expected that the data collected from future studies done with the same questions will change.

### 4.2. Population

The population being studied is defined as follows:

- Young, professional South Africans with access to the internet and email.

The terms “young” and “professional” were defined in the introduction as follows:

- A professional person is defined as having or being:

- A four-year degree or two degrees, which together constitute four or more years of study
  - A three-year degree with an Honours degree
  - A three-year degree with further diploma study
  - Technikon degrees, such as B.Tech plus additional diploma, M.Tech and D.Tech
  - Magistrate with a four-year university degree
  - Lecturer at Colleges of higher learning
- Young people are defined as being between the ages of 22 and 40.

This population was chosen as there appears to be little research completed and published on this particular age-group and education level, particularly in South Africa. This population is one to which the researcher belongs, and so has access to it.

Both the units of analysis and of response are the individuals defined above.

The sample frame of this study was taken as the Gordon Institute of Business Science MBA Contact List for 2006/2007, the author's email contact list and the author's SNS contact list.

The sampling unit was chosen as a member of the population defined above, ie, a young, professional South African between the ages of 22 and 40.

### **4.3. Sample**

The sample is representative of the population as one of the defining characteristics of the population is that they have access to the internet. Also, the sample studied falls within the age group being studied and each unit of analysis has the appropriate tertiary education to qualify it to be studied. To enable this to be so, a filter was applied to the data gathered during the survey to ensure that all responses included in the study met the qualifying criteria of age, location and tertiary qualification.

It was expected that some sampling error may be experienced due to the nature of the sample taken. A large proportion of the sample is current or ex-MBA students, and so errors associated with this were expected as there are

groups on Social Networking Websites specifically for networking for current and ex-MBA students, meaning that a large proportion of the population has reason to use the websites. Since race was not being tested, determining the racial breakdown of the sample was not necessary and hence a question determining the race of the respondents was not included in the questionnaire. The sample frame was the group surveyed out of the population

It was anticipated that a sample from approximately 80 respondents would be gathered, as approximately 200 invitations were made and a response rate of approximately 40% was expected, particularly since follow-up emails were sent to the sample group requesting that they fill in the questionnaire. The questionnaire was short and easy to fill in with the intention of thus mitigating the risks of low response rates caused by complicated or long questionnaires.

The sample size was 271, as 271 invitations to participate were distributed. 147 responses were received, of which 98 respondents were part of the population being studied. This rendered a raw response rate of  $147/271 = 54.2\%$ , and a filtered (usable) response rate of  $98/271 = 36.2\%$ , in alignment with what was originally expected.

#### **4.4. Data Collection Instrument – Design**

The questionnaire developed for this study was based on the questionnaires in studies done by Blanchard (2007) and Charnigo and Barnett-Ellis (2007). These studies attempted to develop a measurement instrument of virtual communities and studied the uptake of social networking websites in public libraries, so certain questions were relevant to this study.

The design of the survey was driven by a need to collect and collate the survey data generated easily and cost effectively. The online survey format allows the researcher to gather and collate the responses to the questions quickly and easily. A pre-test was run using the online software to ensure that the software would produce the data in the format required for further analysis.

To run the pre-test, the questionnaire was uploaded to the survey website. During this upload, the structure of the questionnaire was modified in order to

suit the abilities of the survey website, as well as to make manipulating the day easier. Also, the structure of the website enabled the questionnaire to be presented in a manner that made filling out the questionnaire easier for respondents to fill in, such as grouping certain questions together, as was the case with questions 2 and 3 under the “Access to technology” section, where questions that followed immediately on from each other were grouped together to facilitate answering of them.

A trial run on the questionnaire was conducted to ensure that the data collected on this website could be downloaded in a format that could be manipulated and analysed in MS Excel. The questionnaire was filled in five times by the author, filling in the questions with different answers, and attempting to skip compulsory questions to ensure that the questionnaire had been uploaded correctly, and that the results of the survey could be analysed and manipulated, as mentioned above. It was discovered that the survey worked correctly, and that the results could be downloaded in an MS Excel format, and that they could be manipulated. The results of the test were discarded before the survey commenced to ensure that they did not contaminate the data collected in any way.

The data were collected anonymously, in accordance with the undertakings made in the Application for Ethical Clearance from.

### **Questionnaire**

The questions on the questionnaire were grouped into four broad categories, namely, Informed Consent, Demographics, Access to Technology and Social Networking. Apart from the Informed Consent section, each of those categories aimed to gather information about the Social Networking Website usage habits of each of the respondents to enable the hypotheses and propositions defined above to be tested. The Informed Consent section was a section inserted into the questionnaire to ensure that each of the participants was aware of the purpose of the questionnaire, and that they had given their consent for the information gathered in the survey to be used. It was compulsory for each participant to give their consent in the Informed Consent section before they were allowed to continue with the questionnaire. The intention of the questionnaire was to provide data that were both reliable and



valid, and so the questionnaire was formulated to address the requirements of the propositions, and to facilitate the analysis of the data.

A copy of the questionnaire is appended in Appendix A to this document, with the responses appended in Appendices B and C.

#### **4.5. Data Collection**

As mentioned above, data collection was done via an online survey website. This allowed data from across the country to be collected using the same method, and removed any geographic sampling bias from the sample. The demographic information collected from the respondents allowed respondents to be grouped geographically, although the majority of responses came from the Johannesburg/Pretoria area.

#### **4.6. Data Analysis**

The data have been gathered and descriptive statistics, including frequency analyses, have been done on the data to determine the demographics of the group sampled. Simple diagrams (pie charts, histograms, etc) have been presented to illustrate the make-up of the sample population.

The data collected for analysis in this study are Nominal, Categorical and Discrete. The data gathered for this analysis was in the form of Yes or No answers, which have been converted to 1 and 0 for the analysis. The data are Cross Sectional, since they define the opinions and actions of the population for the time that the sample was taken only, and as the population ages and technology develops further, it is anticipated that the responses to the questionnaire will change.

The data have been presented in Chapter 5 clustered around the main research propositions. The data have been presented in the forms of bar and pie charts to graphically illustrate the relationships and differences between the data gathered.

Since the data gathered are non-metric (the data are measured on a nominal scale) and two independent samples are being compared (Male vs. Female SNS usage), the following statistical tests on the sample could be used:

- Chi-Square

- Mann-Whitney
- Median
- Kolmogorov-Smirnov (K-S)
- Kruskal-Wallis ANOVA

These tests test for the normality of the distribution of the data, and are performed on normally distributed data. Since the data are only 1 and 0, the data cannot be normally distributed for any responses, and so these tests are not appropriate.

The method of testing of the propositions is detailed below:

### **Proposition 1**

Since a relatively large volume of data have been gathered for the testing of Proposition 1, the testing of Male vs Female usage rates of SNS's has yielded reliable results. The data were compared graphically in Chapter 5

### **Proposition 2**

Proposition 2 has been tested using a simple analysis of the data gathered to compare the usage habits of the various age groups within the sample group. Insufficient data have been gathered to break the sample into the number of sub-samples required for the testing if sufficient data are to be tested utilising one of the ANOVA tests. The data have been analysed in the following manner:

The data have been divided into sub-samples, with age groupings being how the groups have been defined. The data were divided into the following age groups: 22-25, 26-29, 30-33, 34-37 and 38-40. The usage rates of the various age groups were then compared to ascertain whether or not the proposition is valid.

### **Proposition 3**

Proposition 3 has also been tested using a simple analysis of the data gathered to compare whether having access to the technology necessary to access the internet influences the usage of SNS's amongst the sampled population. Also, since one of the defining attributes of the population being

studied is that they have access to technology, it can be directly inferred that since not all of the respondents make use of SNS's, but all have access to the technology that enables the use of SNS's, that having access to the technology does not influence the usage of SNS's.

#### **4.7. Weaknesses of the Research**

Certain weaknesses in the research have been identified. The weaknesses centre on the design and methodology to used for the research. The weaknesses identified are as follows:

##### **Non-personal interviews**

Personal interviews return a higher response rate than self-administered questionnaires (Zikmund, 2003). This means that the response rate to this questionnaire could have been higher, giving a larger sample size and thus more reliable results. In order to mitigate this, follow-up emails were sent to the group invited to respond to the questionnaire to ensure an acceptable sample size.

##### **Non-response error**

As mentioned above, errors due to non-response of invited respondents could lead to a failure of the research due to the sample not being large enough to render statistically significant results (Zikmund, 2003), or that the outcomes are only relevant to those that responded to the survey. A larger group of respondents will mitigate this.

##### **Systematic error**

Systematic error through poor sample selection may affect this research (Zikmund, 2003), although the population being sampled has been selected in such a way as to mitigate the effects of this error. The population has been selected based on what population is easily accessible to the researcher, and who is most likely to respond to the questionnaire. The sample is one with access to email and the internet, so certain questions regarding internet and email use will return an almost 100% response regarding the use of internet and email amongst the population. Should the questionnaire have been issued in a media not involving the internet to the population, different results are anticipated, with a lower usage rate of SNS's being expected.



### **Questionnaire length**

The length of the questionnaire could have caused some respondents to not complete, or even start the questionnaire. It was with this in mind that the length of the questionnaire was kept as short as possible.

### **Sample Frame Error**

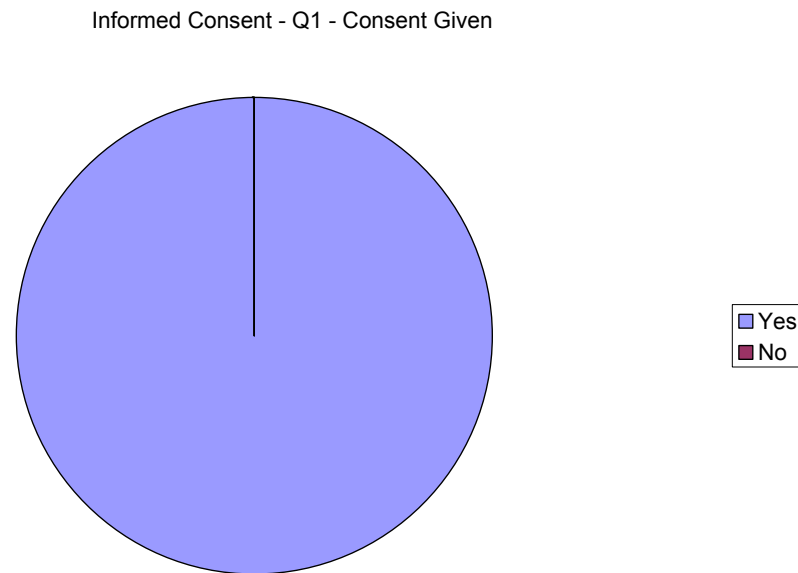
Sample frame error occurs when the sample frame does not accurately reflect the population being sampled, or when certain sample elements are excluded from the sample frame. In this case, the sample frame includes the attributes of the population being investigated, but due to the method of selection of the sample, may not necessarily represent the population as a whole.

## 5. Results

The results from the online survey are presented graphically below, with commentary where appropriate.

### 5.1. *Informed Consent*

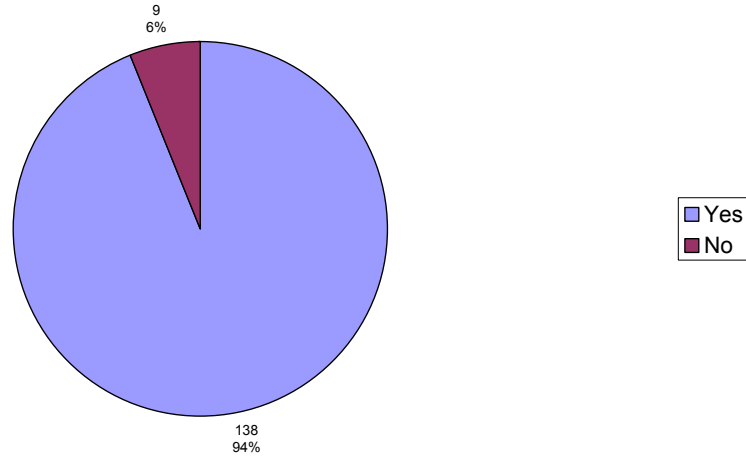
Figure 7: Consent for use of the results of this study given by all participants



All participants were required to give their consent before being allowed to complete the questionnaire. Should the respondents have given no answer to this question, or had given the answer “No”, their responses would have been excluded from the results analysed.

**Figure 8: Pre-filter South African resident status amongst respondents**

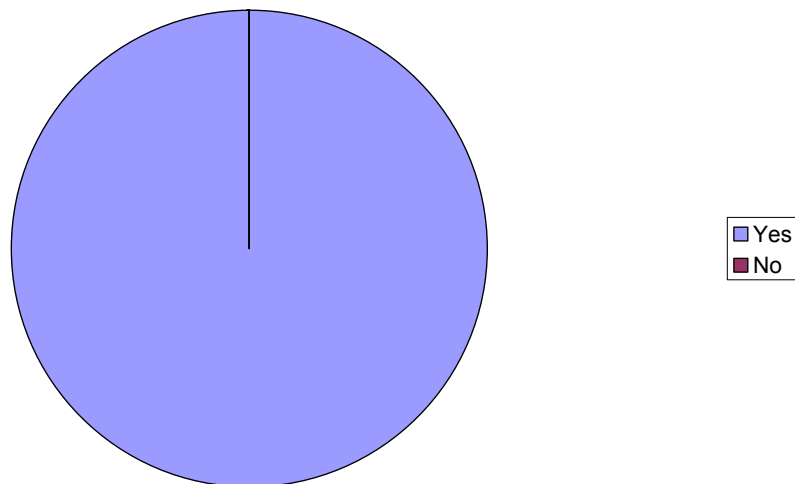
Informed Consent - Q2 - SA Resident



In order to ensure that the survey was of South African residents only, a compulsory question was added to ascertain that the participants are South African residents.

**Figure 9: Post-filter South African resident status amongst respondents**

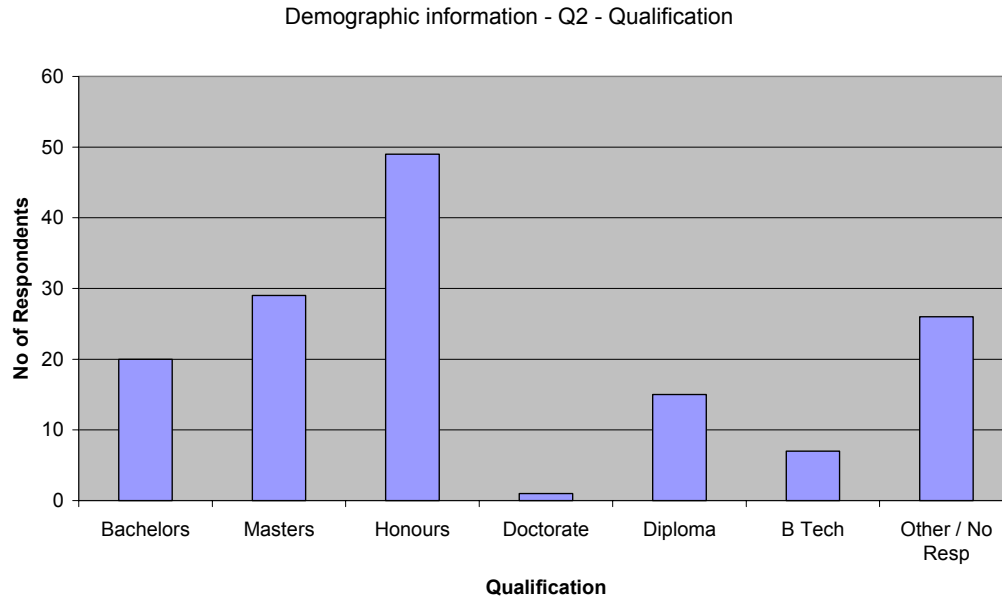
Informed Consent - Q2 - SA Resident



A filter was applied to the responses to filter out any respondents who stated that they were not resident in South Africa.

## 5.2. Demographic Information

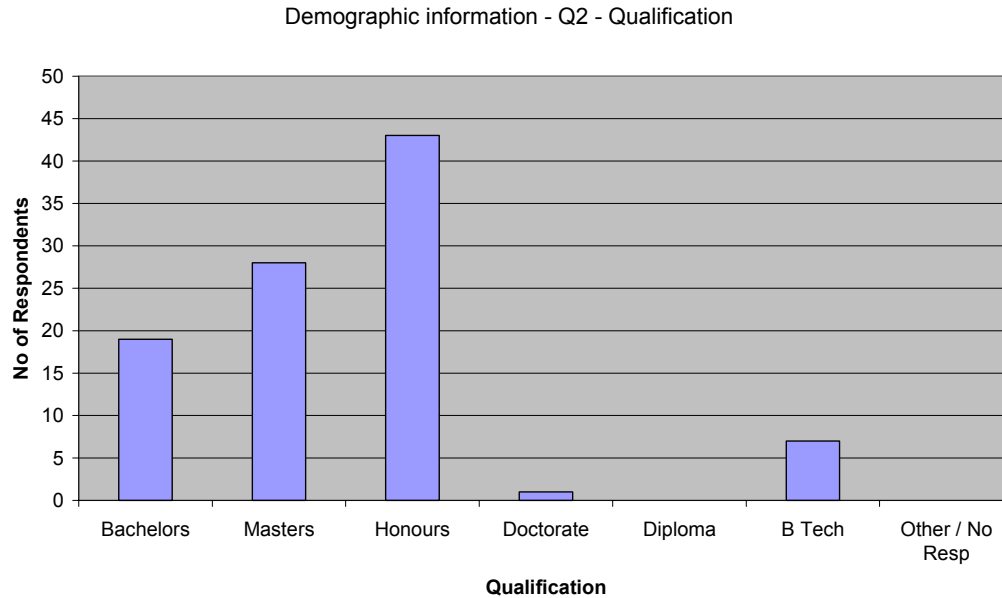
Figure 10: Pre-filter respondent qualifications



In order to ensure that the intended population was being surveyed, a filter was added to exclude those participants who did not meet the required criteria to be considered professionals. A professional person was defined earlier in this document as having or being:

- A four-year degree or two degrees, which together constitute four or more years of study
- A three-year degree with an Honours degree
- A three-year degree with further diploma study
- Technikon degrees, such as B.Tech plus additional diploma, M.Tech and D.Tech
- A Magistrate with a four-year university degree
- A Lecturer at Colleges of higher learning

**Figure 11: Post-filter respondent qualifications**



**Table 1: Sample of post-filter respondent professions**

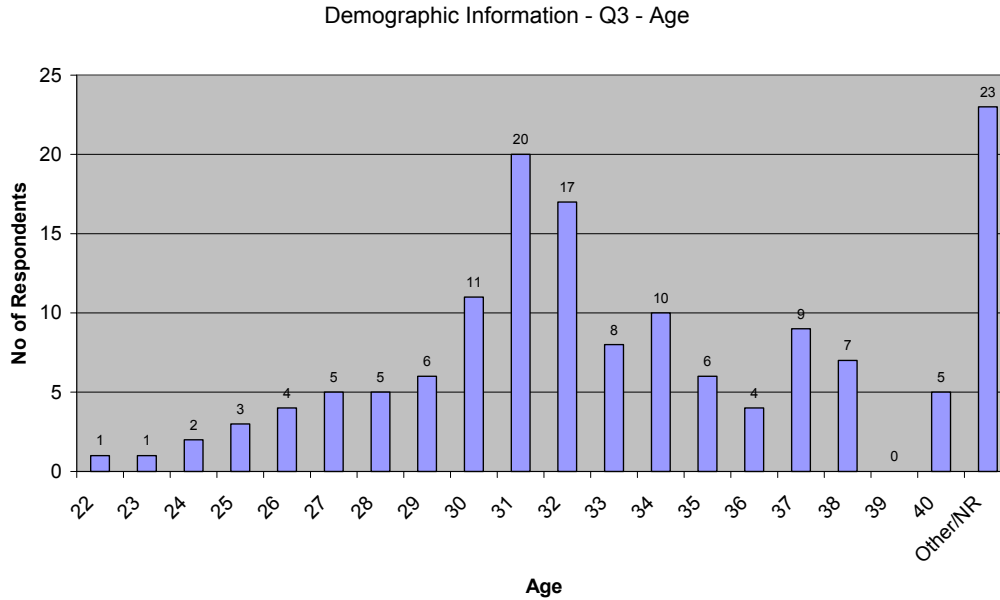
Occupation	Occupation
Chiropractic	Engineering Management
Mining	Industrial Engineering
Social Sciences, Economics & Psychology	Computer Science Honours
Marketing	Civil Engineering
Computer Science	Mechanical Engineering
Business Management	Commerce
Engineering	Business Administration
Digital Arts	Engineering
IT	Environment
Gender	MBA
Corporate Communication	Business Science
Clinical Psychology	Science
Accounting	Quantity Surveying & Accounting
Marketing and Supply Chain Management	Occupational Therapy
Marketing, Sales and Publishing	Medical - Physiotherapy
Human Resources	Industrial Psychology
Financial Management	Information Technology and Psychology
Finance and Accounting	Logistics Management

The ages of all respondents was a required field on the questionnaire to enable the respondents of inappropriate ages to be filtered out of the sample.



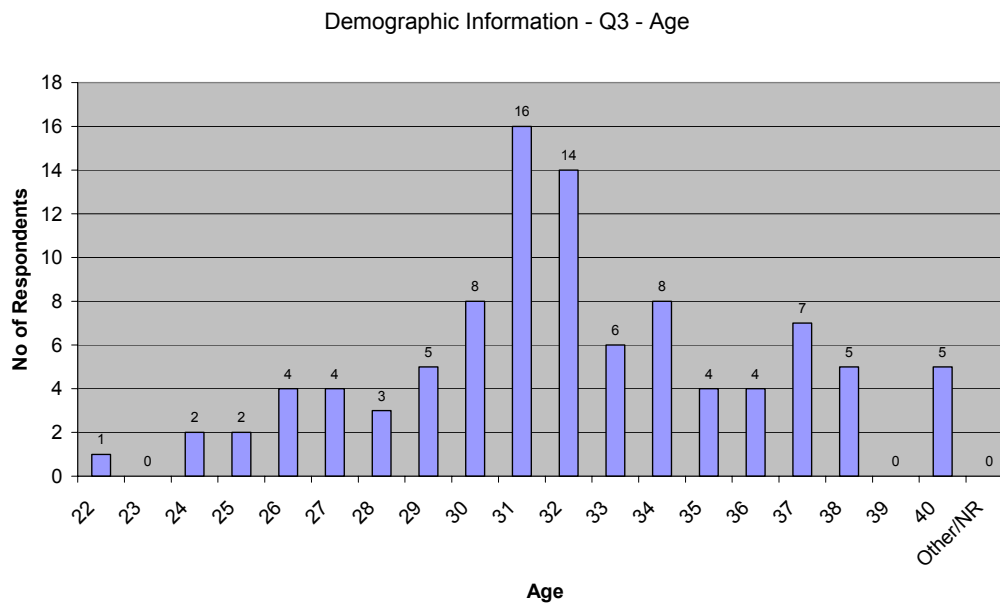
The sampled age distribution prior to the age-filter being applied was as follows:

**Figure 12: Pre-filter respondent age**



After applying the age filter to the sample, the age profile became as follows:

**Figure 13: Post-filter respondent age**



The sex of the respondents was:

Figure 14: Pre-filter respondent sex

Demographic Information - Q4 - Sex

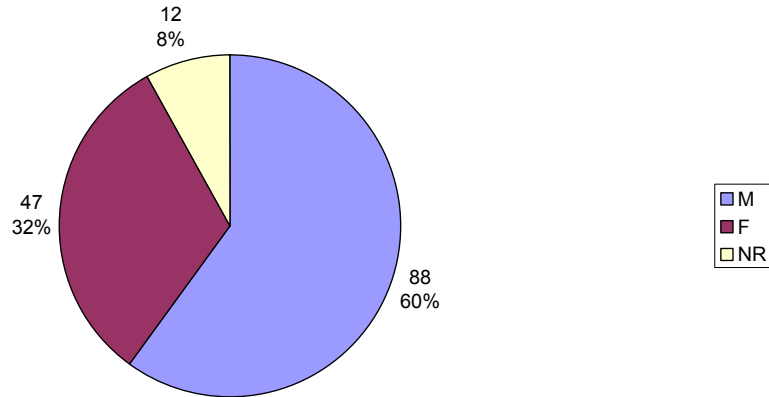
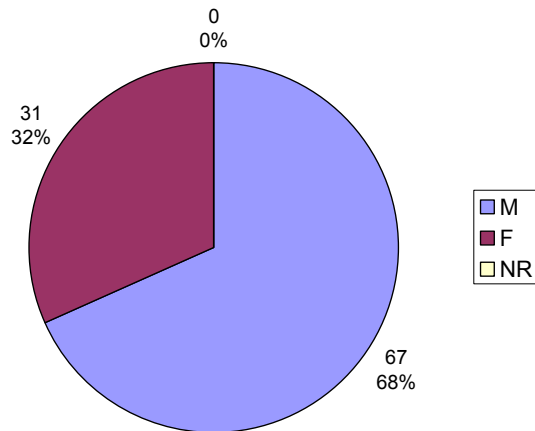
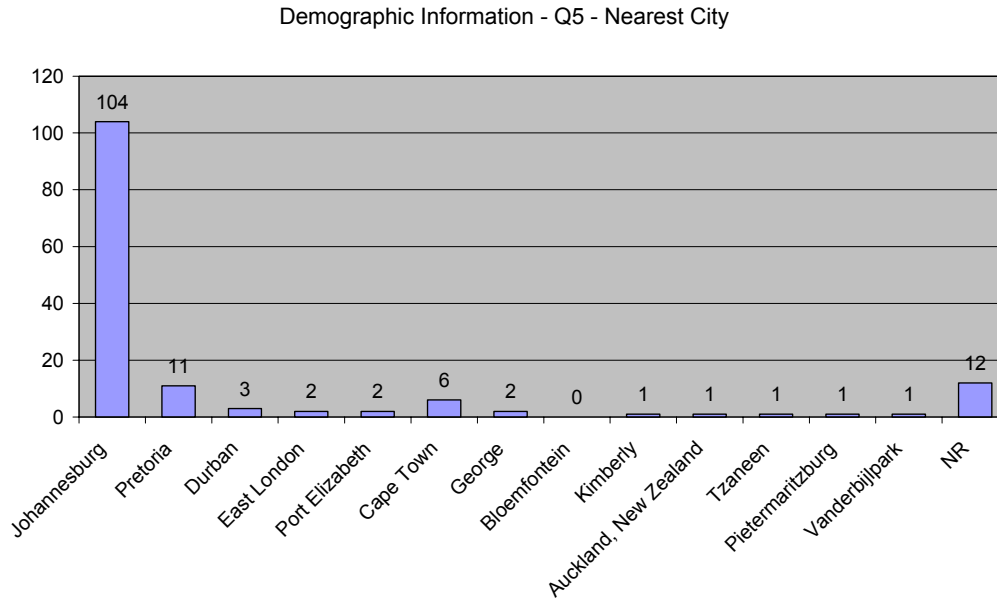


Figure 15: Post-filter respondent sex

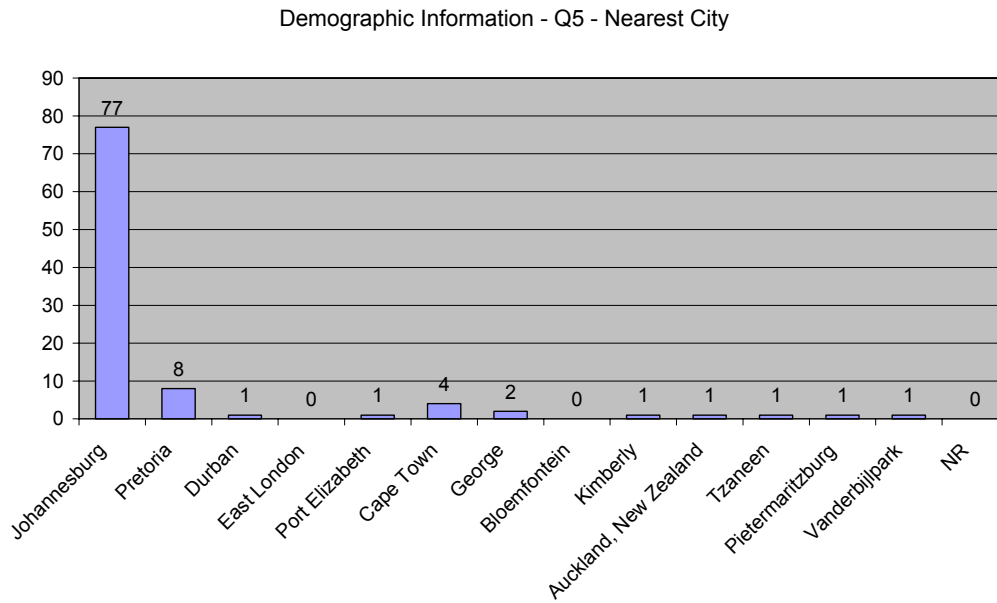
Demographic Information - Q4 - Sex



**Figure 16: Pre-filter respondent location**



**Figure 17: Pre-filter respondent location**



### 5.3. Social Networking Usage

Figure 18: Total respondents using SNS's

Social Networking Website Usage - Q1 - Do you make use of Social Networking Websites (Facebook, MySpace, etc)?

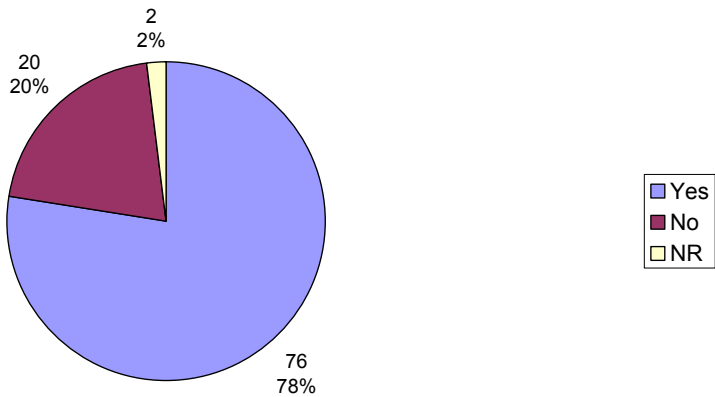
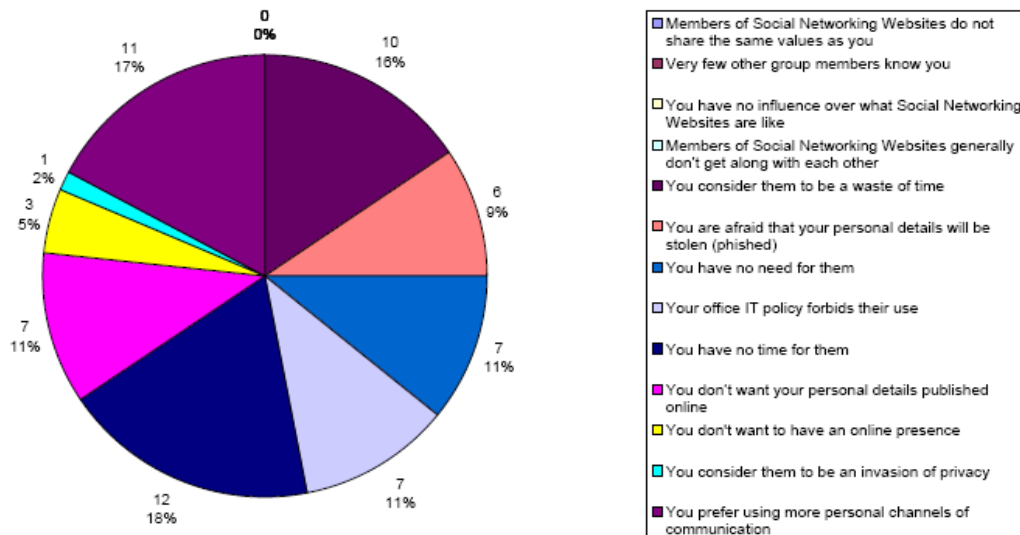


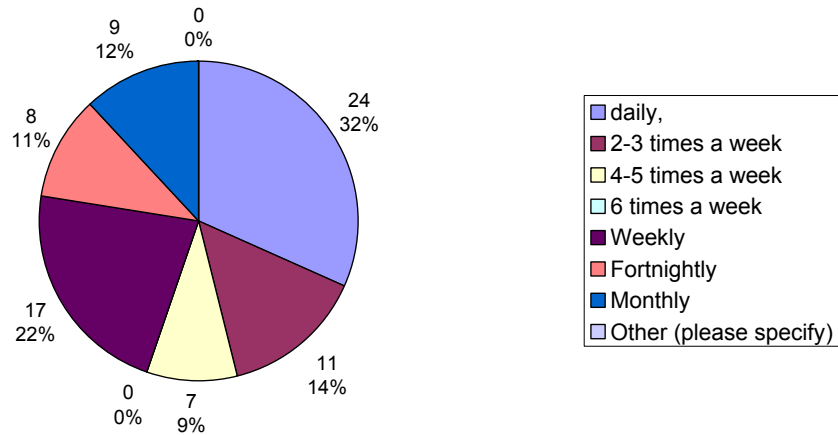
Figure 19: Reasons for not using SNS's amongst respondents

Social Networking Website Usage - Q2 - If you answered "No" to Question 1 above, is it because: (please choose as many answers as you feel are appropriate)



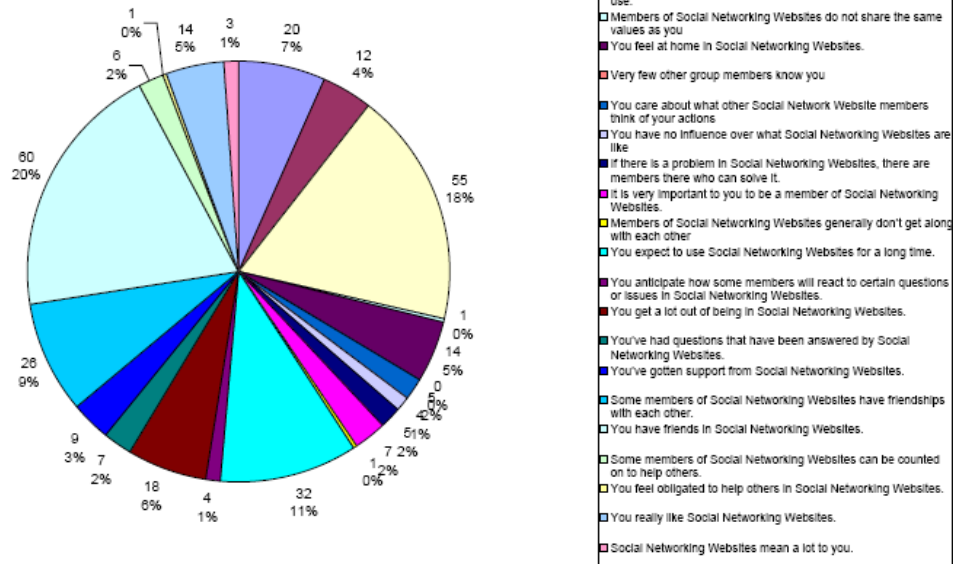
**Figure 20: Frequency of usage of SNS's amongst respondents**

Social Networking Website Usage - Q3 - If you answered "Yes" to Question 1 above, how often do you use Social Networking Websites?



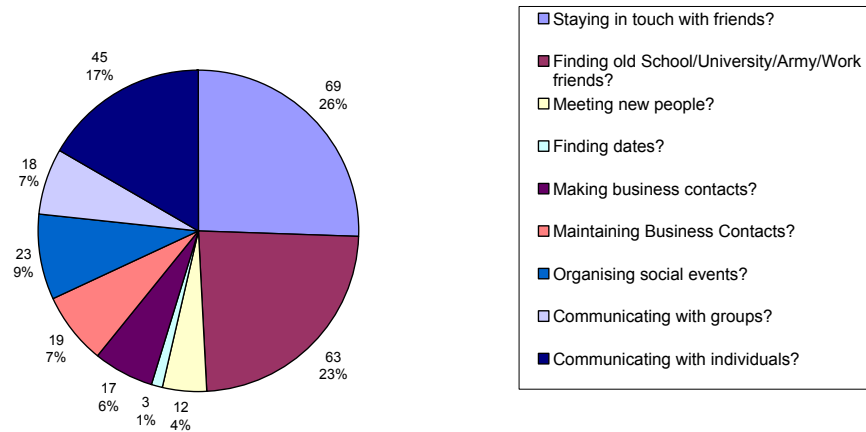
**Figure 21: Reasons for using SNS's amongst respondents**

If you answered "Yes" to Question 1 above, is it because: (please choose as many answers as you feel are appropriate)



**Figure 22: Uses for SNS's amongst respondents**

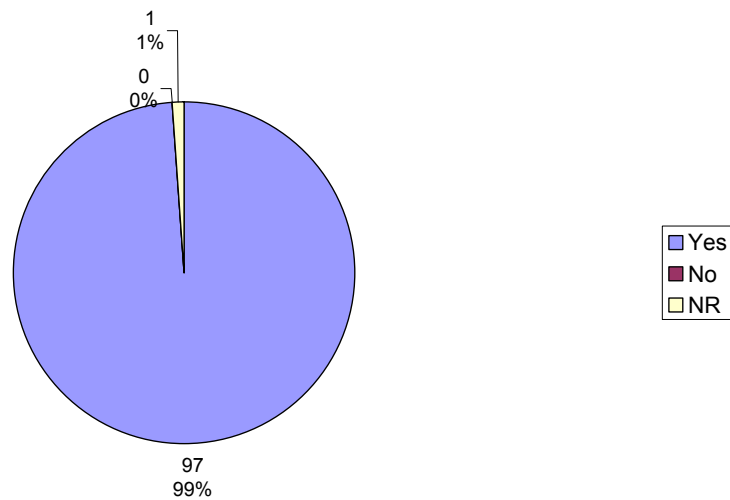
Social Networking Website Usage - Q5 - If you answered "Yes" to Question 1 above, do you use the websites for: (please choose as many answers as you feel are appropriate)



## 5.4. Social Networking and Technology

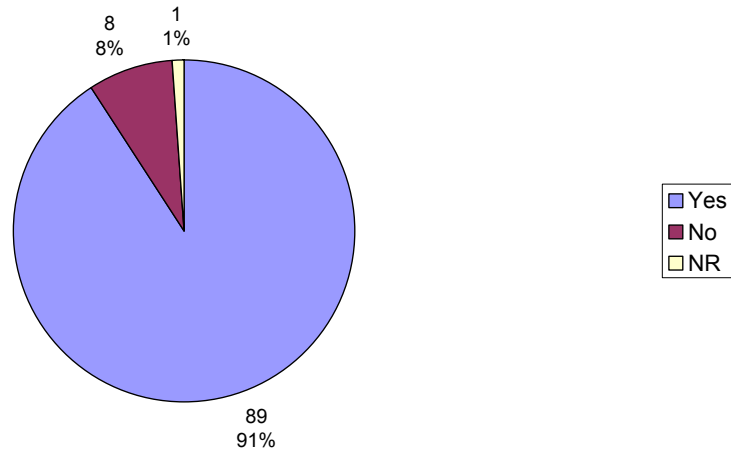
**Figure 23: Respondent access to cellular telephones**

Access to Technology - Q1 - Do you use a Cellphone?



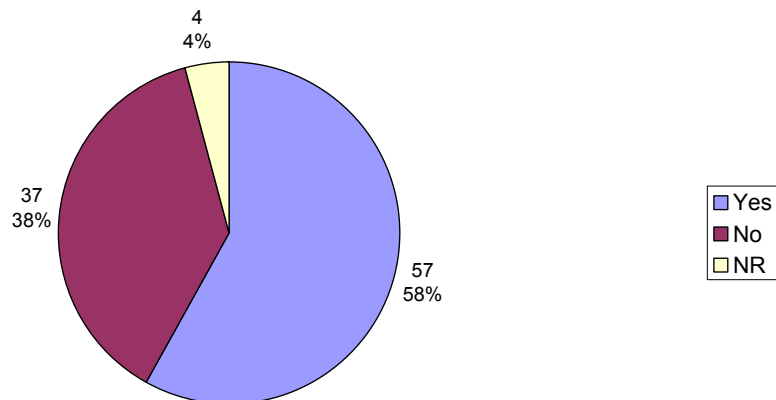
**Figure 24: Respondent cellular telephone internet capability**

Access to Technology - Q2A - Can you access the internet via your Cellphone?



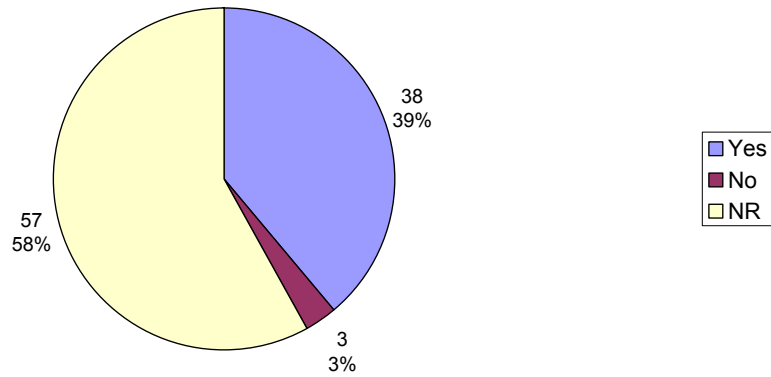
**Figure 25: Respondent cellular telephone internet access**

Access to Technology - Q2B - Do you access the internet via your Cellphone?



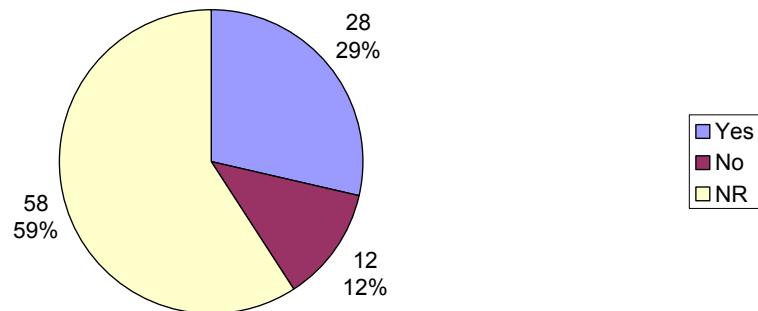
**Figure 26: Respondent's next cellular telephone internet capability**

Access to Technology - Q3A - Will your next Cellphone have internet access?



**Figure 27: Respondent's next cellular telephone internet access**

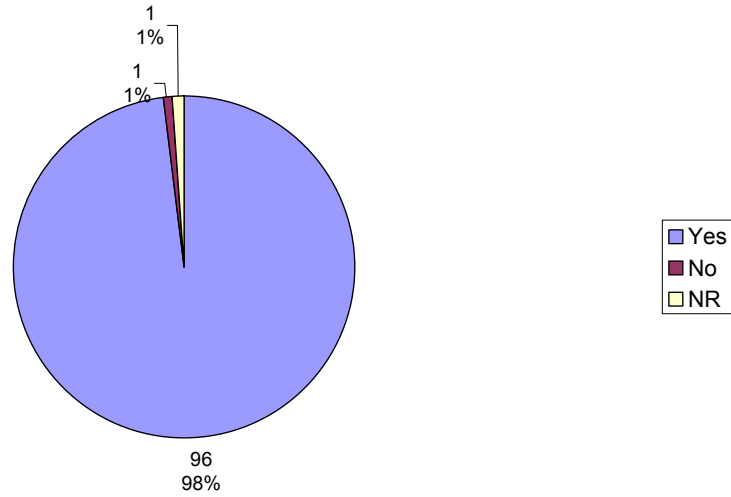
Access to Technology - Q3B - Do you plan to access the internet through your next Cellphone?





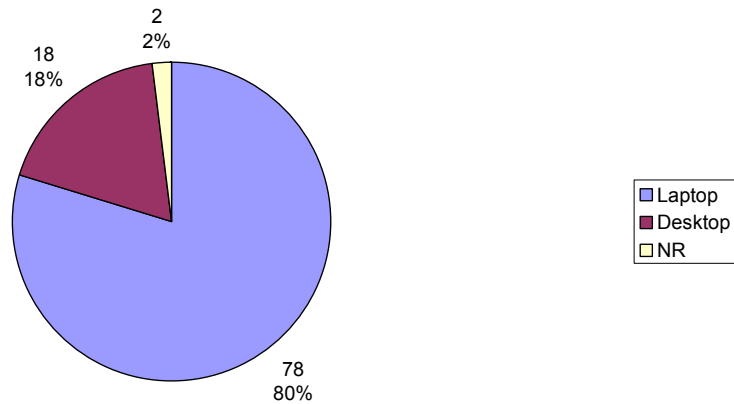
**Figure 28: Respondents using computers at work**

Access to Technology - Q4 - Do you use a computer at work?



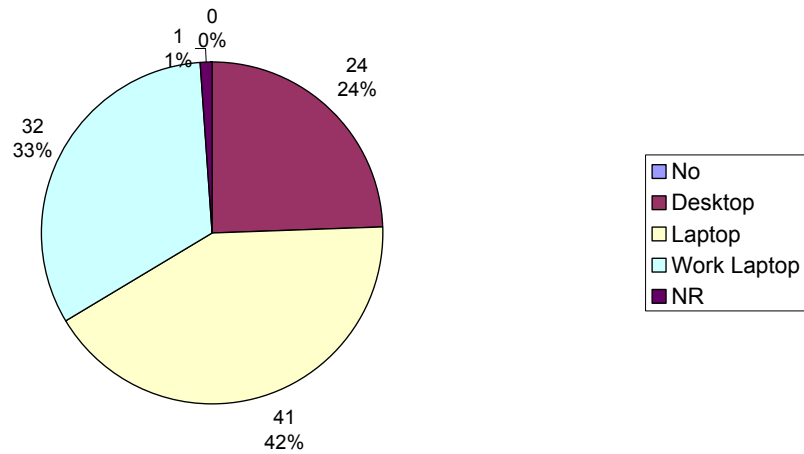
**Figure 29: Type of computers used by respondents at work**

Access to Technology - Q5 - If you answered "Yes" to Question 4, is it a Laptop or a Desktop?



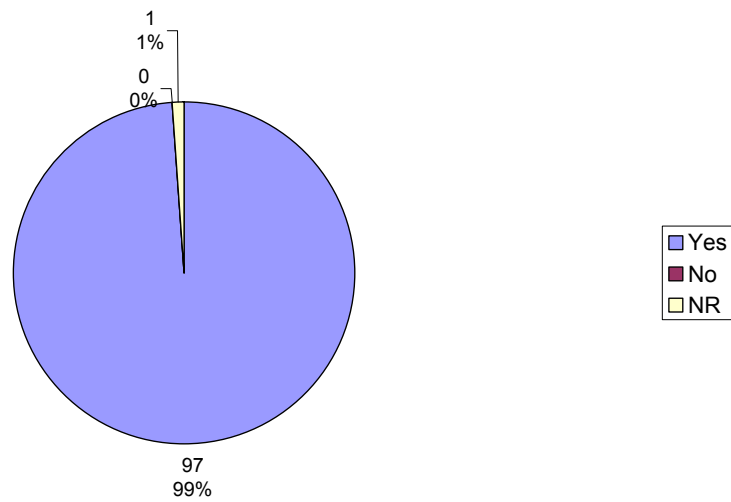
**Figure 30: Respondents using computers at home**

Access to Technology - Q6 - Do you use a computer at home?



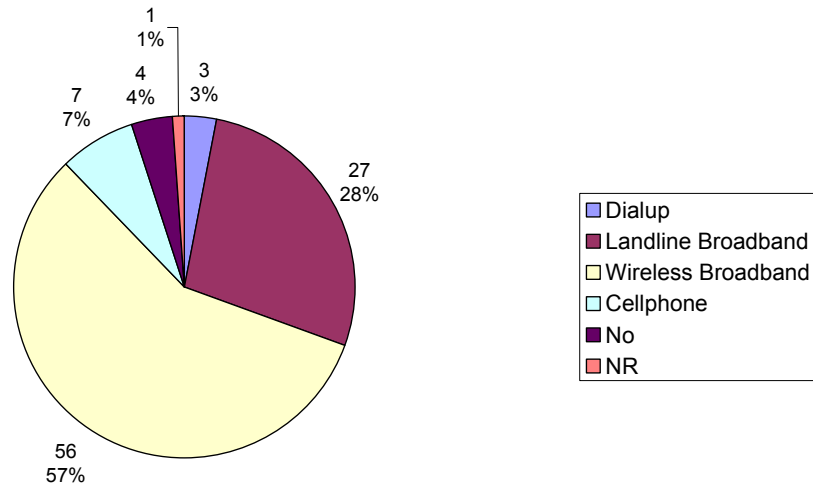
**Figure 31: Respondents having access to the internet at work**

Access to Technology - Q7 - Do you have access to the internet at work?



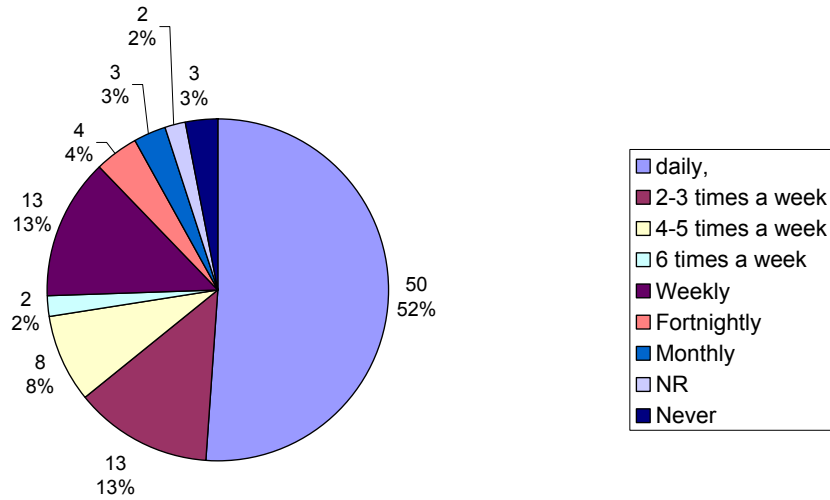
**Figure 32: Respondents having access to the internet at home, and method of access**

Access to Technology - Q8 - Do you have access to the internet at home?



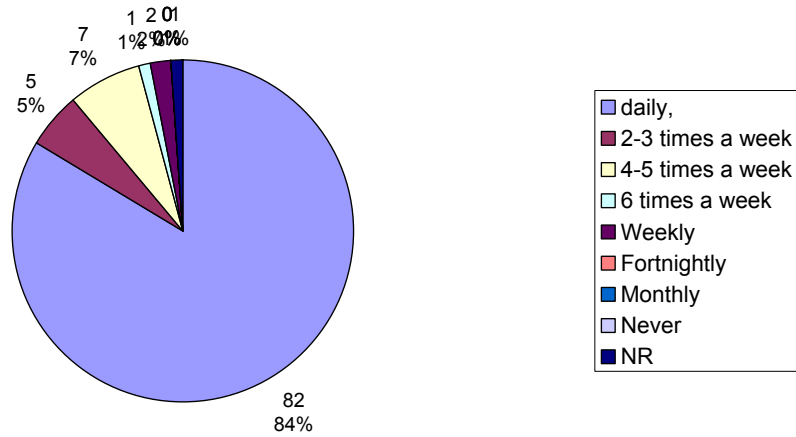
**Figure 33: Respondents frequency of internet access from home**

Access to Technology - Q9 - How often do you access the internet from home?



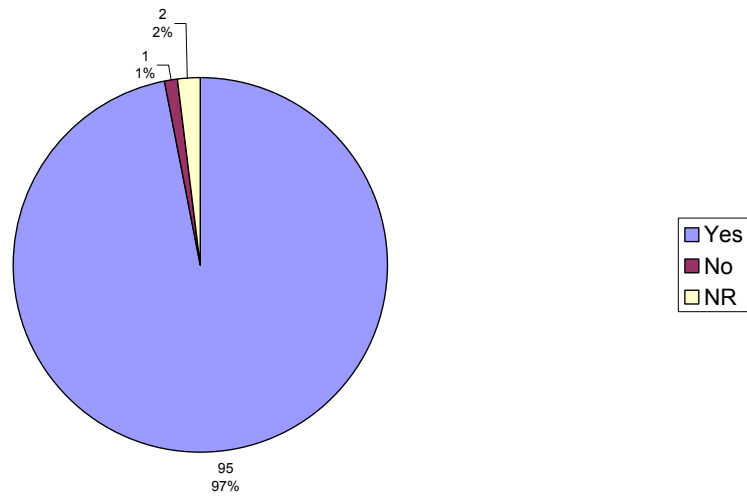
**Figure 34: Respondents frequency of internet access from work**

Access to Technology - Q10 - How often do you access the internet from work?



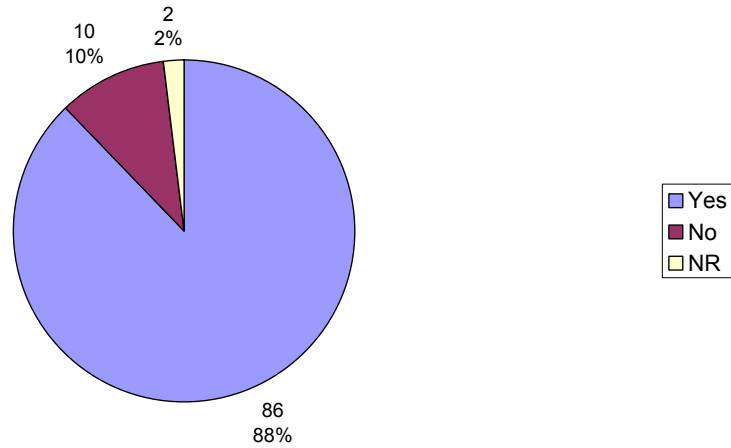
**Figure 35: Respondents having access to email at work**

Access to Technology - Q11 - Do you use email at work?



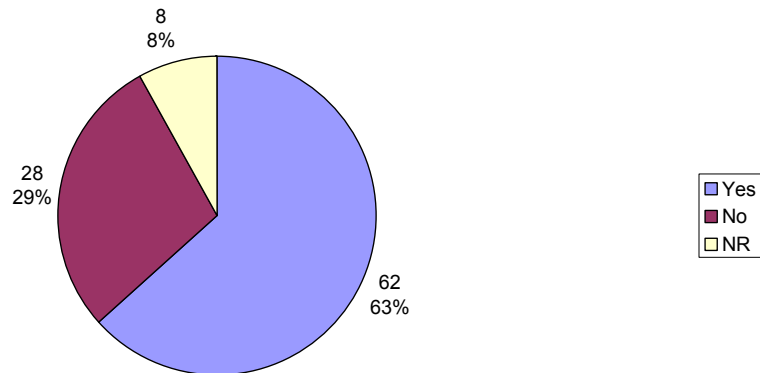
**Figure 36: Respondents having access to a private email address**

Access to Technology - Q12 - Do you have a private email address?



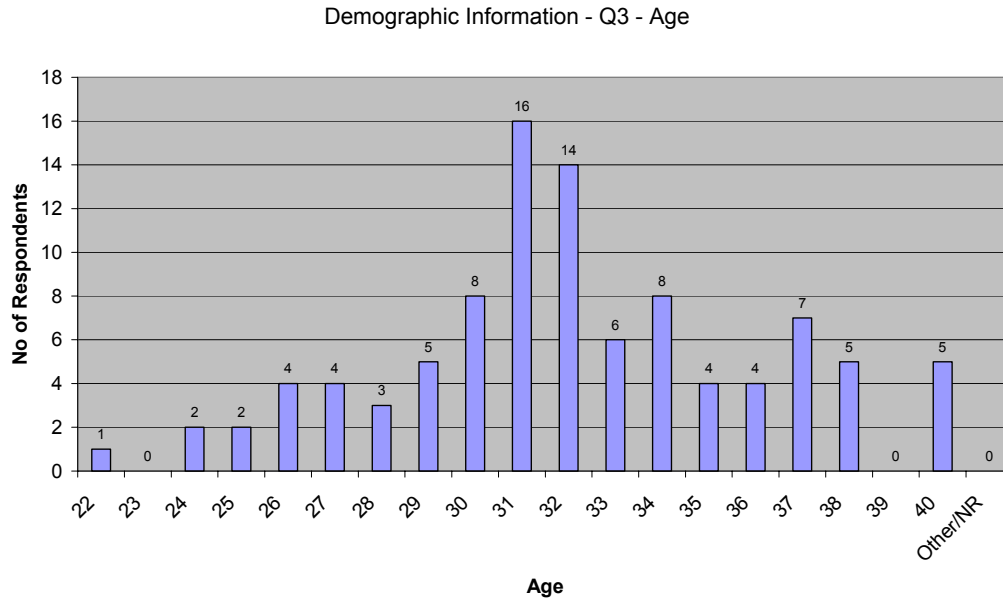
**Figure 37: Respondents having access to their private email address at work**

Access to Technology - Q13 - If you answered "Yes" to question 12 above, do you access your private email account from work?



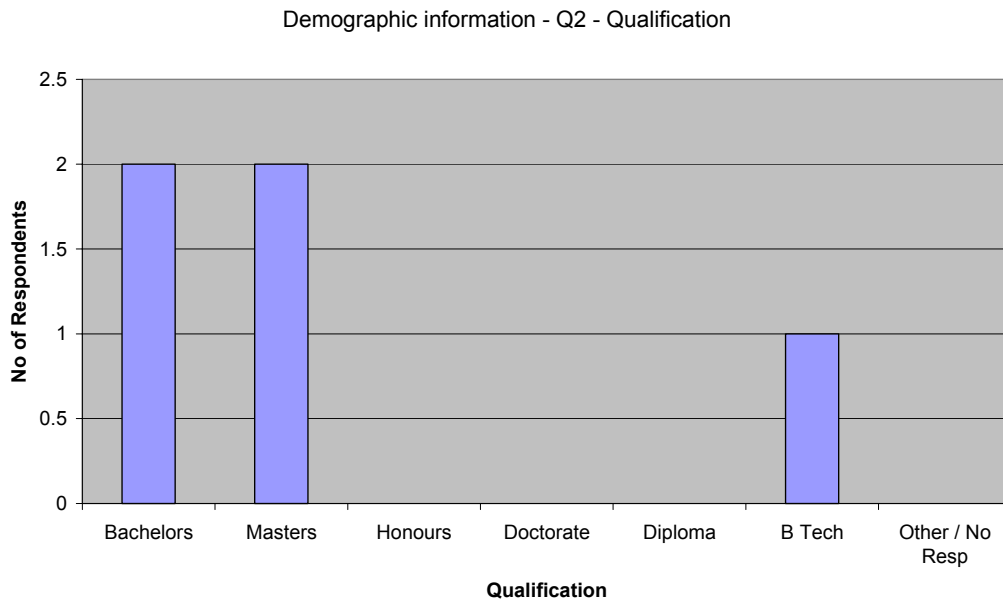
## 5.5. Social Networking and Age

Figure 38: Post-filter age distribution

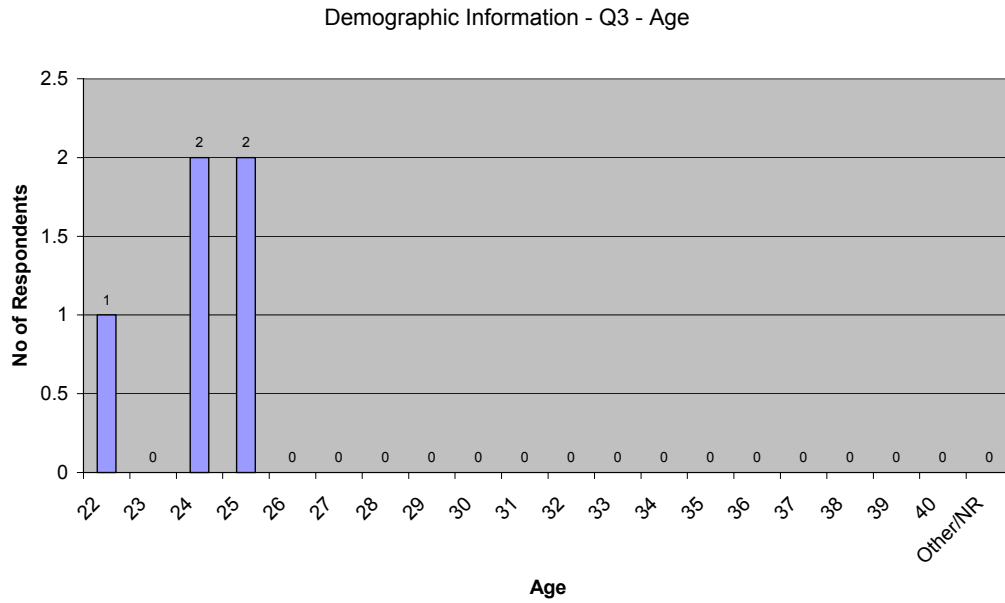


### Age Group 22 to 25

Figure 39: Post-filter respondent qualifications - Age Group 22 - 25

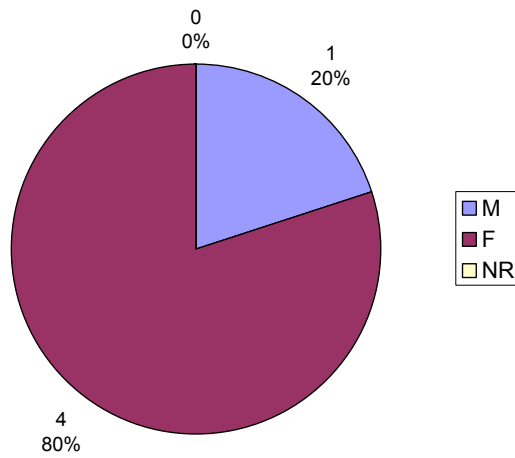


**Figure 40: Post-filter respondent age - Age Group 22 - 25**

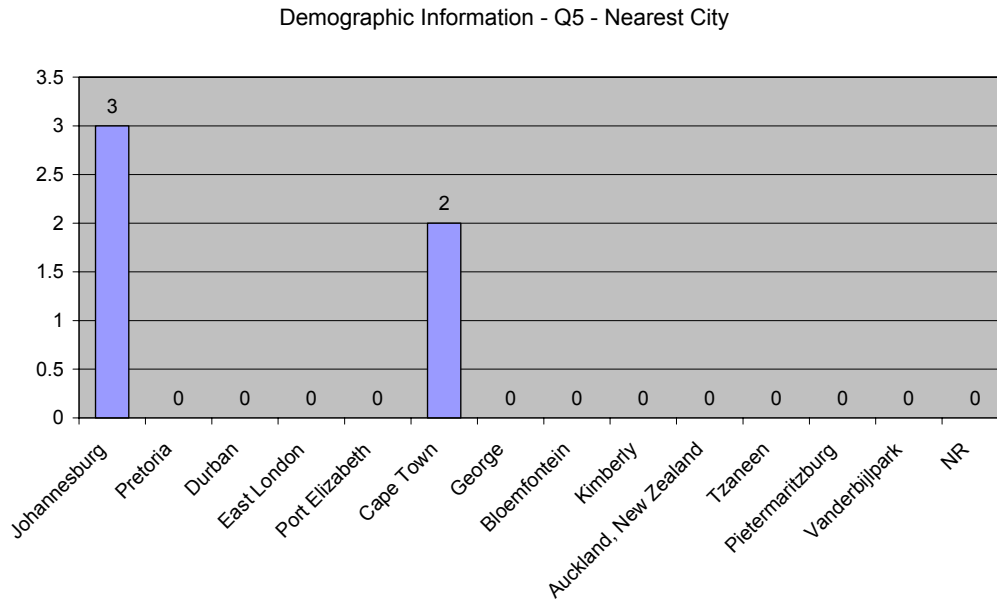


**Figure 41: Post-filter respondent sex - Age Group 22 - 25**

Demographic Information - Q4 - Sex

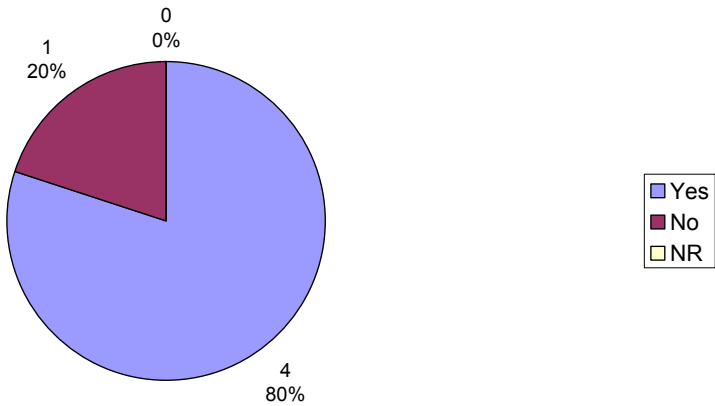


**Figure 42: Post-filter respondent locations - Age Group 22 - 25**



**Figure 43: Post-filter respondent SNS usage - Age Group 22 - 25**

Social Networking Website Usage - Q1 - Do you make use of Social Networking Websites (Facebook, MySpace, etc)?





## Age Group 26 to 29

Figure 44: Post-filter respondent qualifications - Age Group 26 - 29

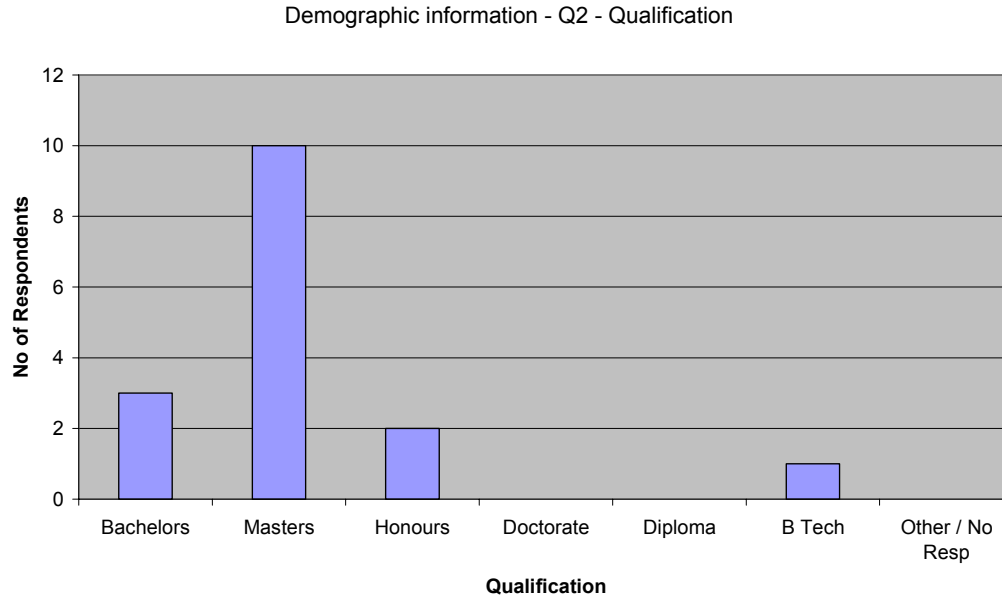
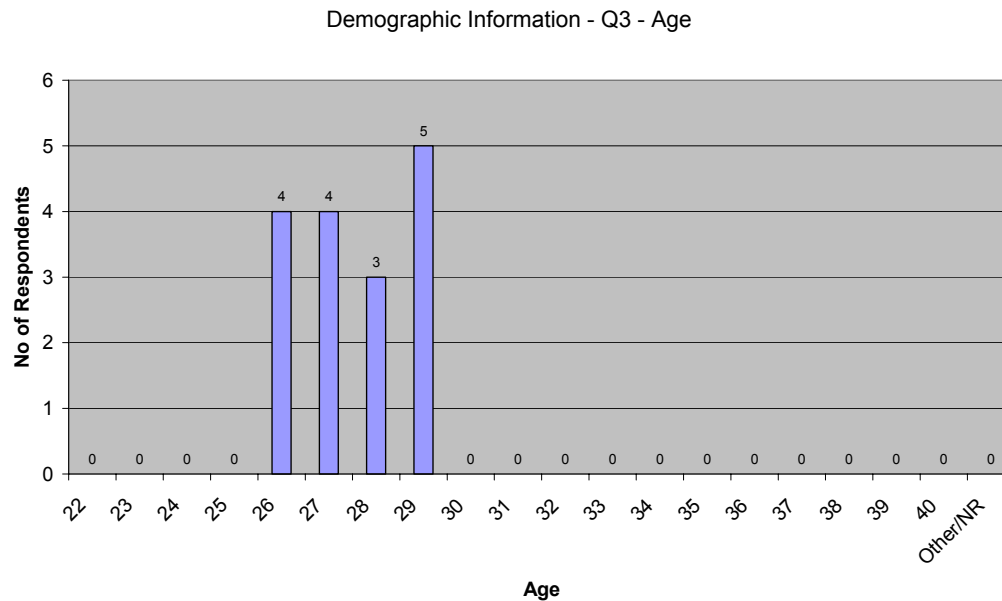
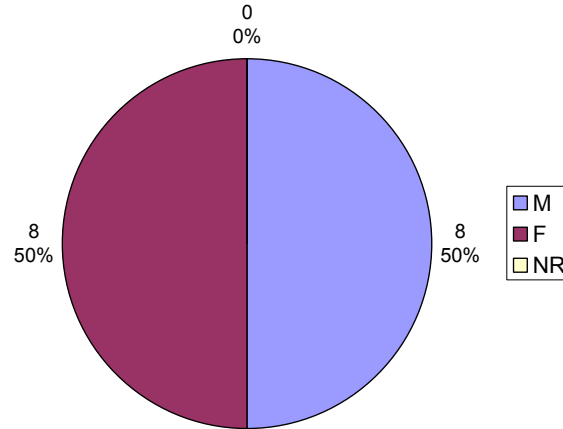


Figure 45: Post-filter respondent age - Age Group 26 - 29



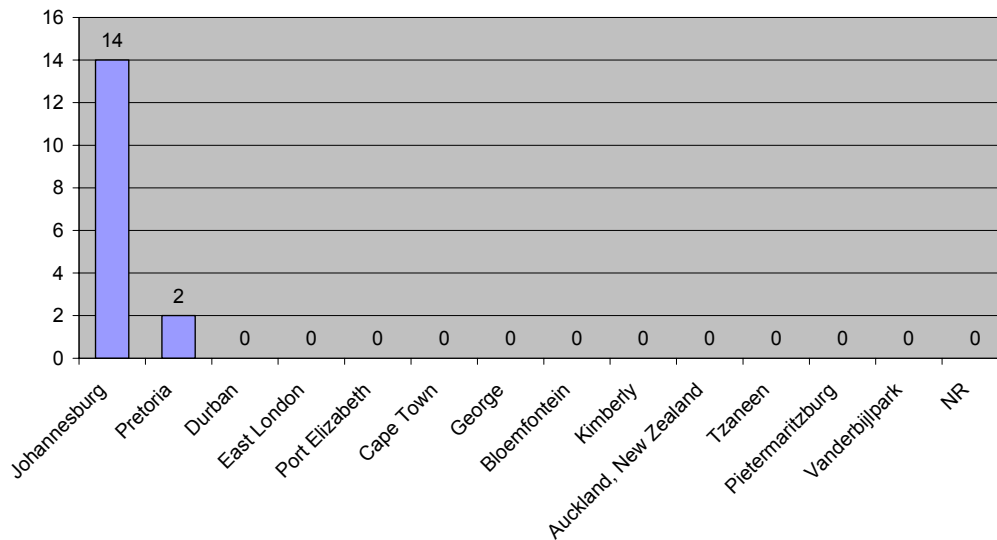
**Figure 46: Post-filter respondent sex - Age Group 26 - 29**

Demographic Information - Q4 - Sex



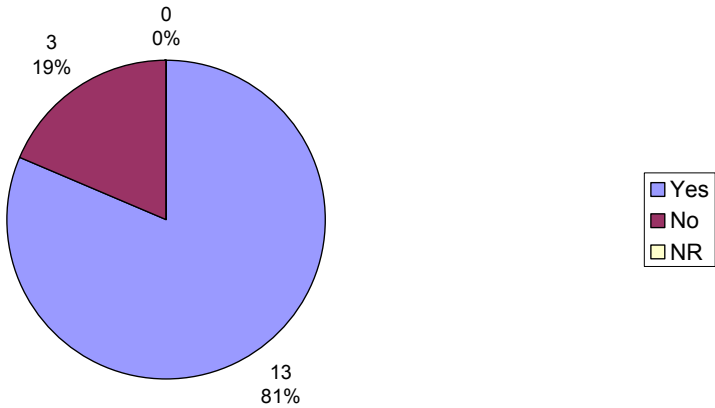
**Figure 47: Post-filter respondent locations - Age Group 26 - 29**

Demographic Information - Q5 - Nearest City



**Figure 48: Post-filter respondent SNS usage - Age Group 26 - 29**

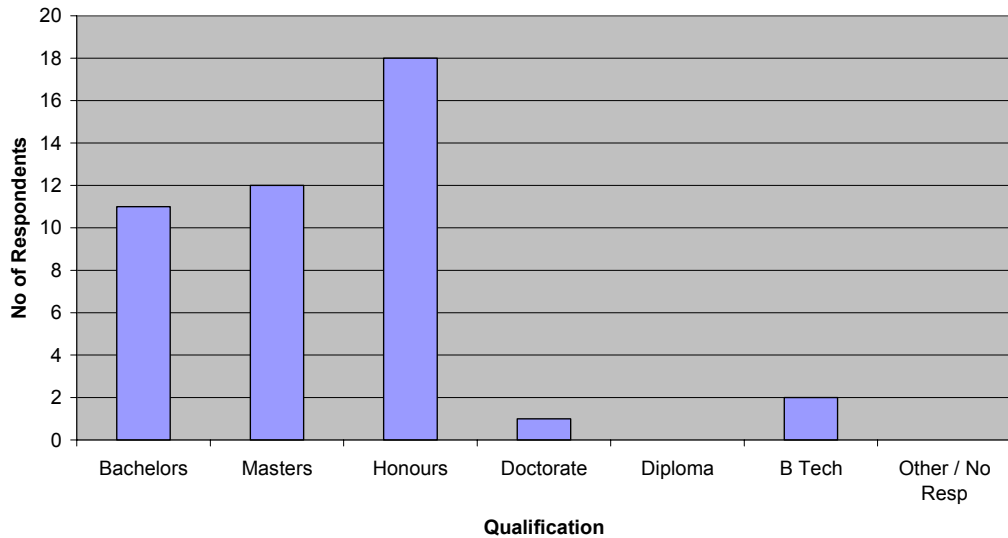
Social Networking Website Usage - Q1 - Do you make use of Social Networking Websites (Facebook, MySpace, etc)?



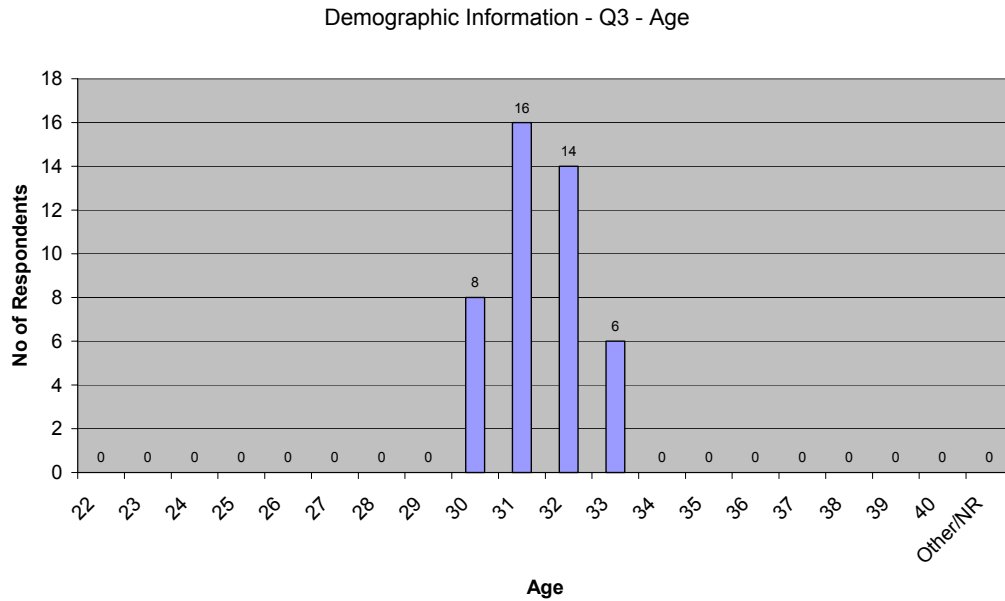
### Age Group 30 to 33

**Figure 49: Post-filter respondent qualifications - Age Group 30 - 33**

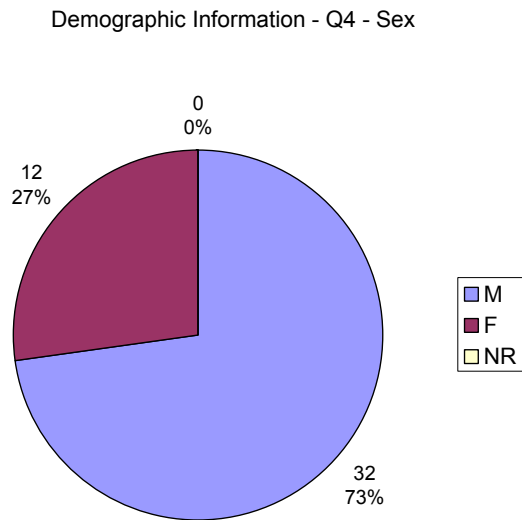
Demographic information - Q2 - Qualification



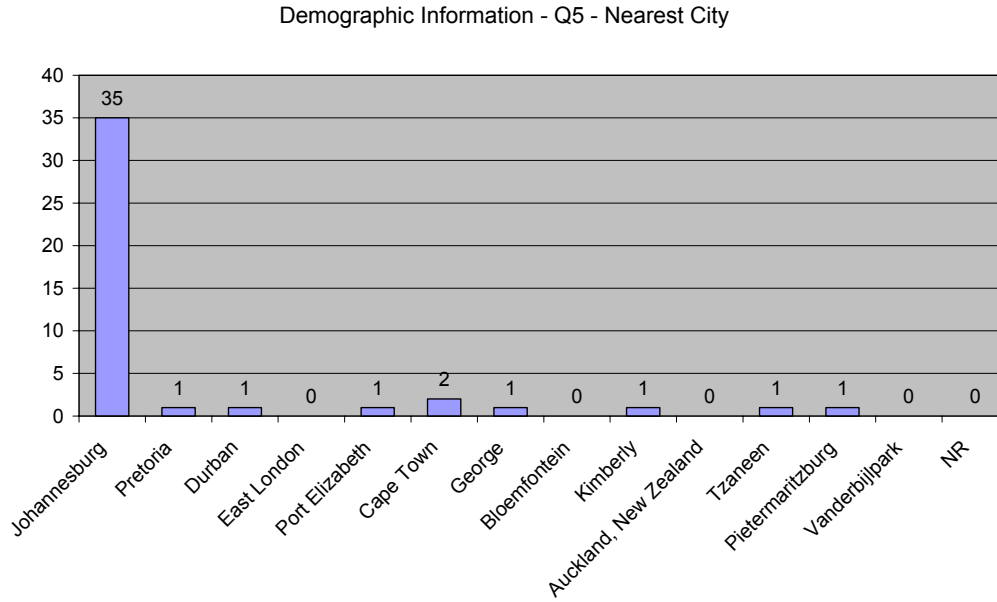
**Figure 50: Post-filter respondent age - Age Group 30 - 33**



**Figure 51: Post-filter respondent sex - Age Group 30 - 33**

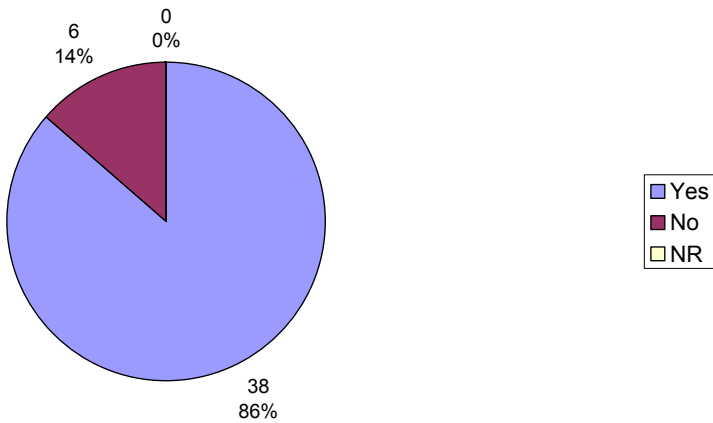


**Figure 52: Post-filter respondent locations - Age Group 30 - 33**



**Figure 53: Post-filter respondent SNS usage - Age Group 30 - 33**

Social Networking Website Usage - Q1 - Do you make use of Social Networking Websites (Facebook, MySpace, etc)?



## Age Group 34 to 37

Figure 54: Post-filter respondent qualifications - Age Group 34 - 37

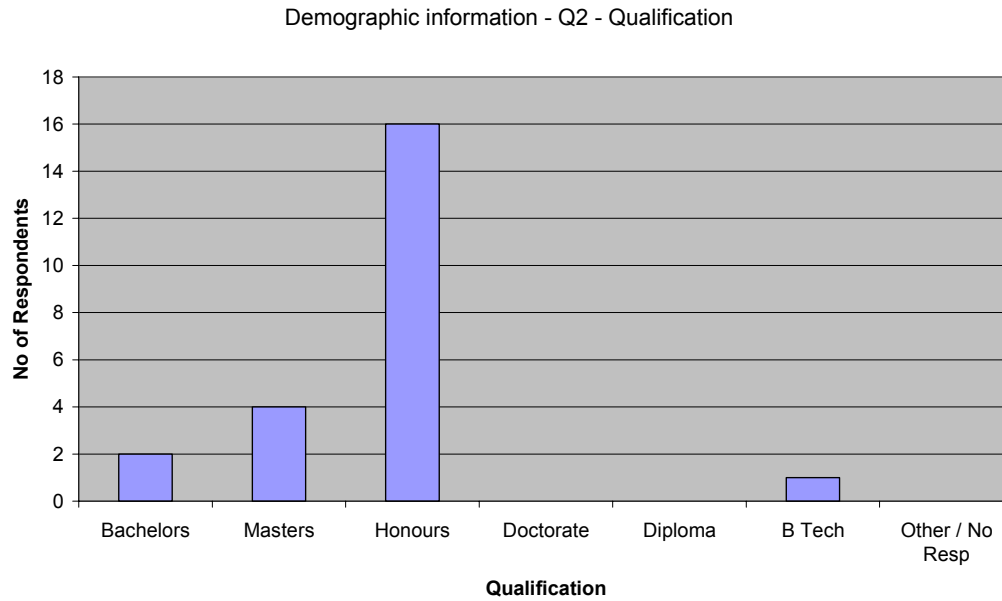
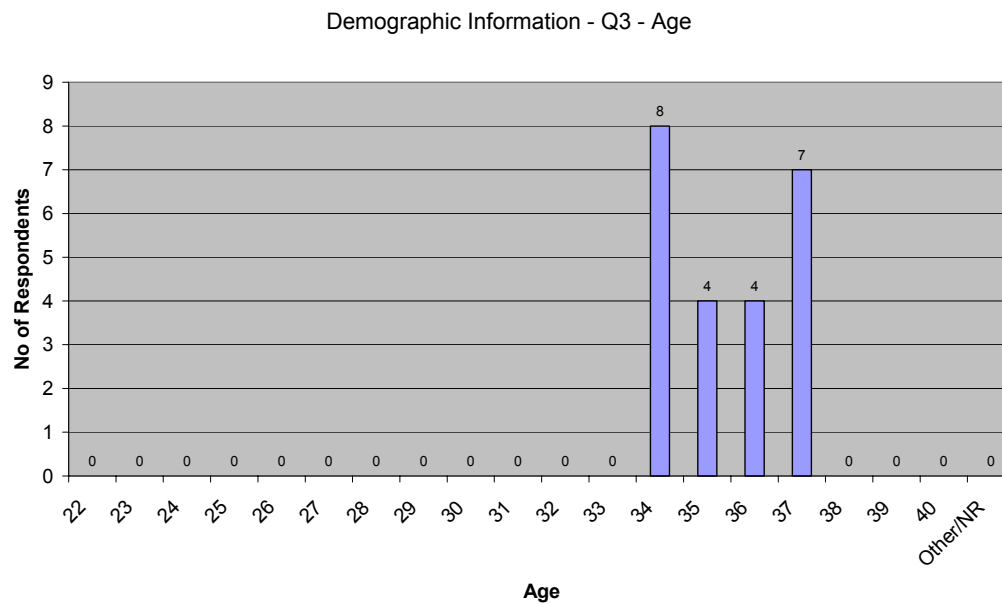
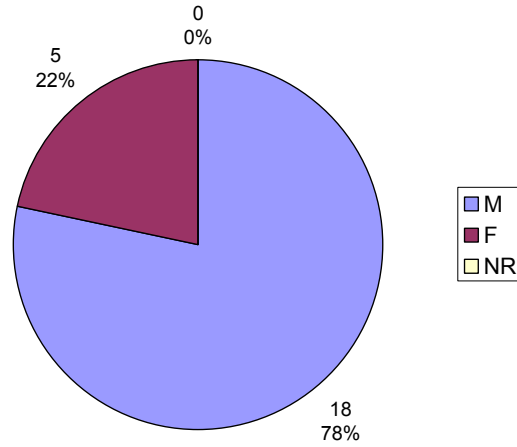


Figure 55: Post-filter respondent age - Age Group 34 - 37



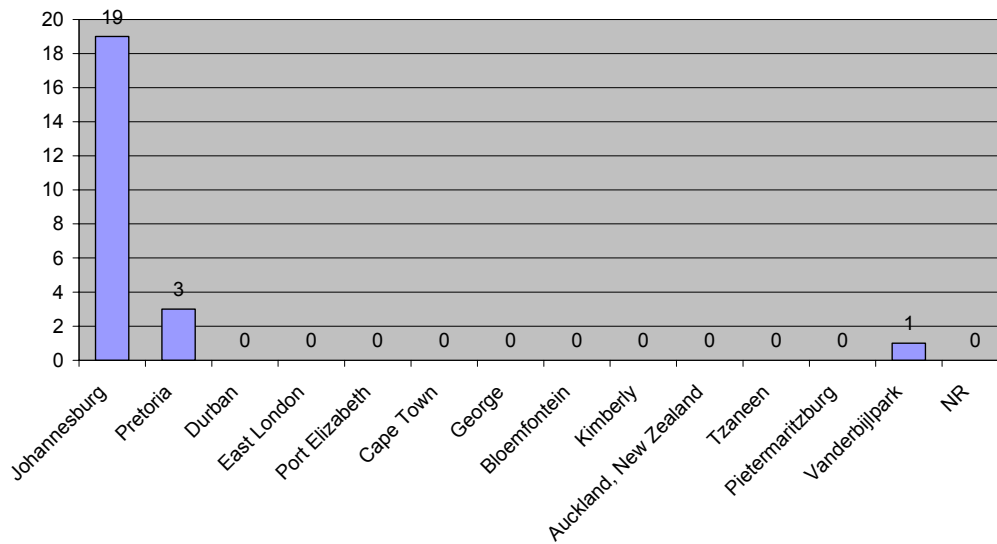
**Figure 56: Post-filter respondent sex - Age Group 34 - 37**

Demographic Information - Q4 - Sex



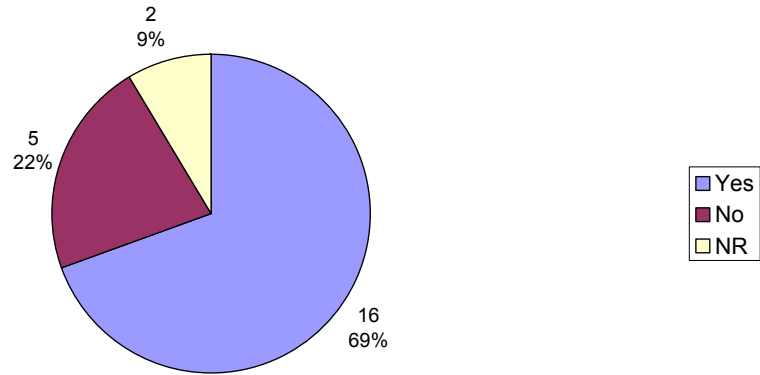
**Figure 57: Post-filter respondent locations - Age Group 34 - 37**

Demographic Information - Q5 - Nearest City



**Figure 58: Post-filter respondent SNS usage - Age Group 34 - 37**

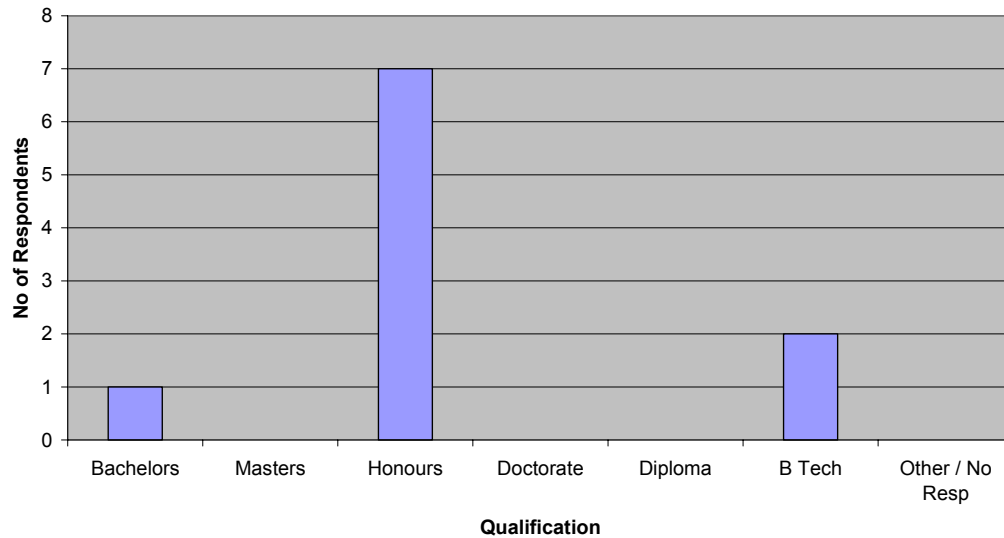
Social Networking Website Usage - Q1 - Do you make use of Social Networking Websites (Facebook, MySpace, etc)?



### Age Group 38 to 40

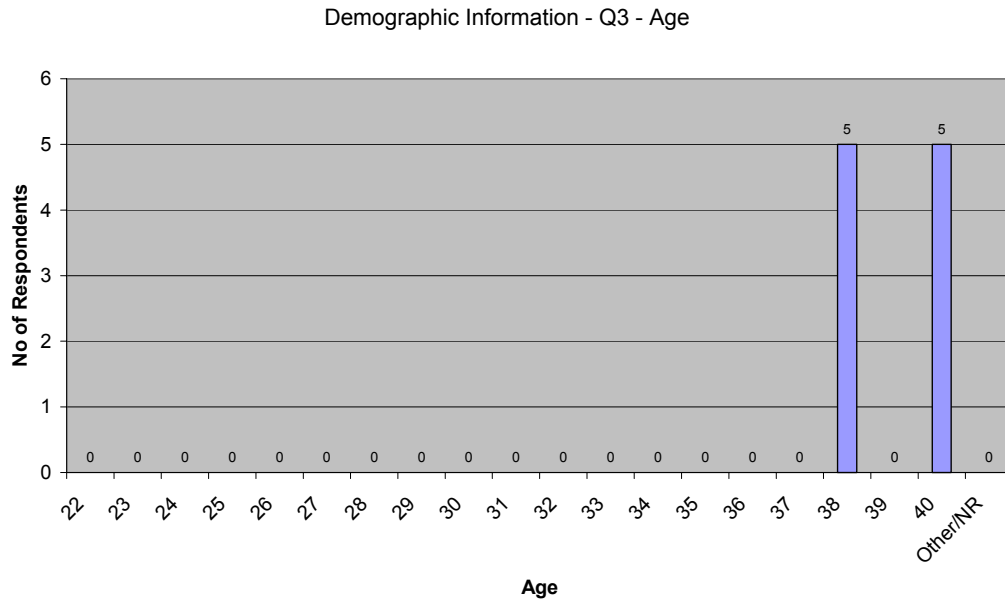
**Figure 59: Post-filter respondent qualifications - Age Group 38 - 40**

Demographic information - Q2 - Qualification

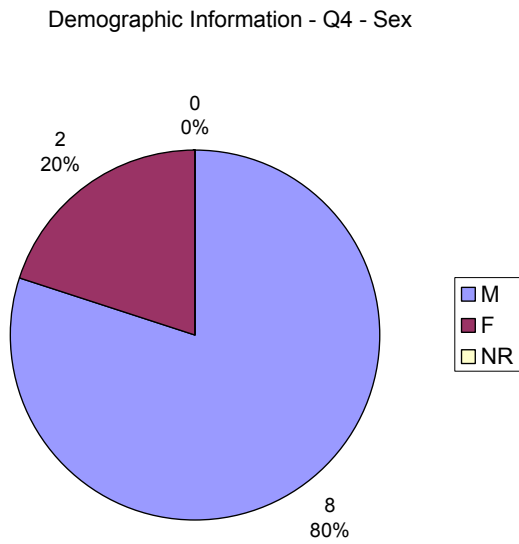




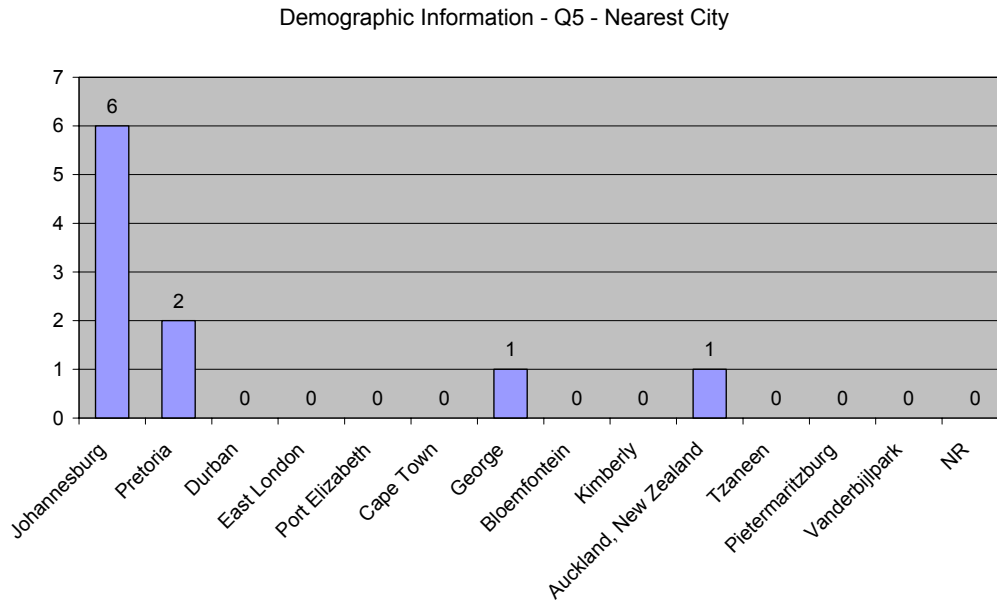
**Figure 60: Post-filter respondent age - Age Group 38 - 40**



**Figure 61: Post-filter respondent sex - Age Group 38 - 40**

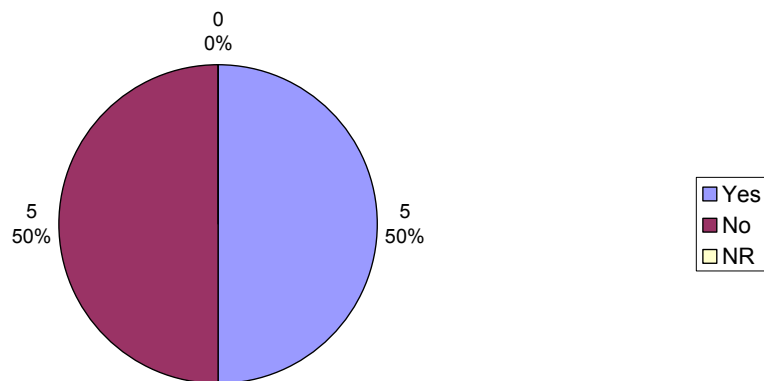


**Figure 62: Post-filter respondent locations - Age Group 38 - 40**



**Figure 63: Post-filter respondent SNS usage - Age Group 38 - 40**

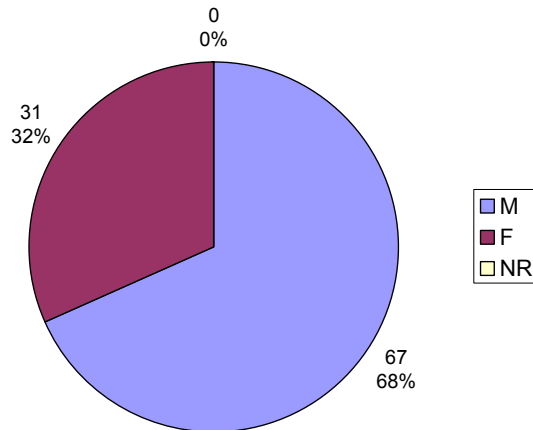
Social Networking Website Usage - Q1 - Do you make use of Social Networking Websites (Facebook, MySpace, etc)?



## 5.6. Social Networking and Gender

Figure 64: Post-filter respondent sex – Entire Sample

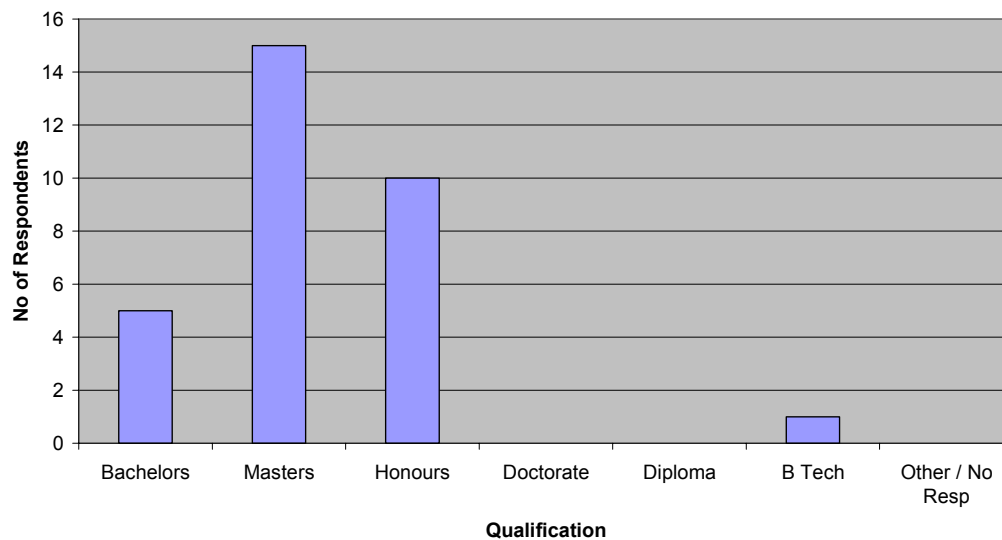
Demographic Information - Q4 - Sex



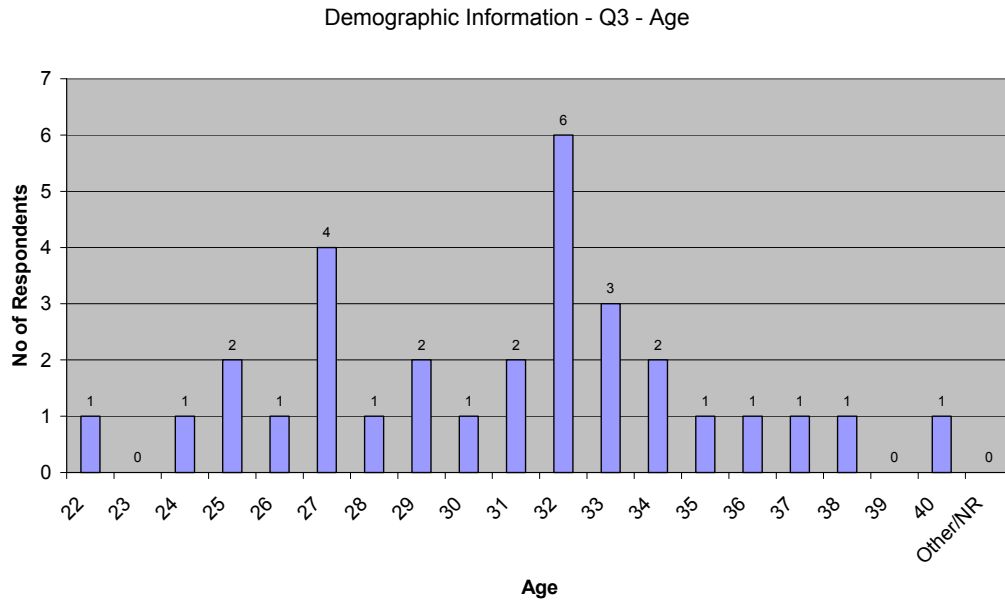
## Gender – Female

Figure 65: Post-filter respondent qualifications - Female

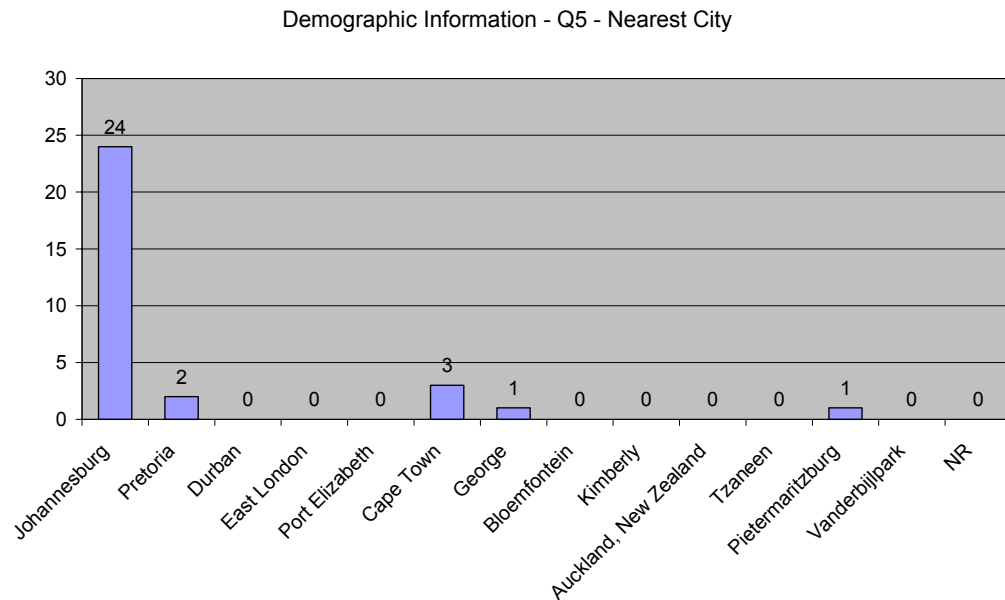
Demographic information - Q2 - Qualification



**Figure 66: Post-filter respondent age - Female**

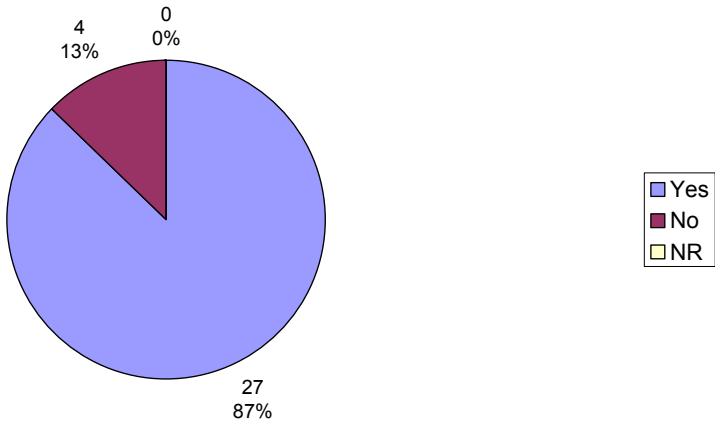


**Figure 67: Post-filter respondent locations - Female**



**Figure 68: Post-filter respondent SNS usage - Female**

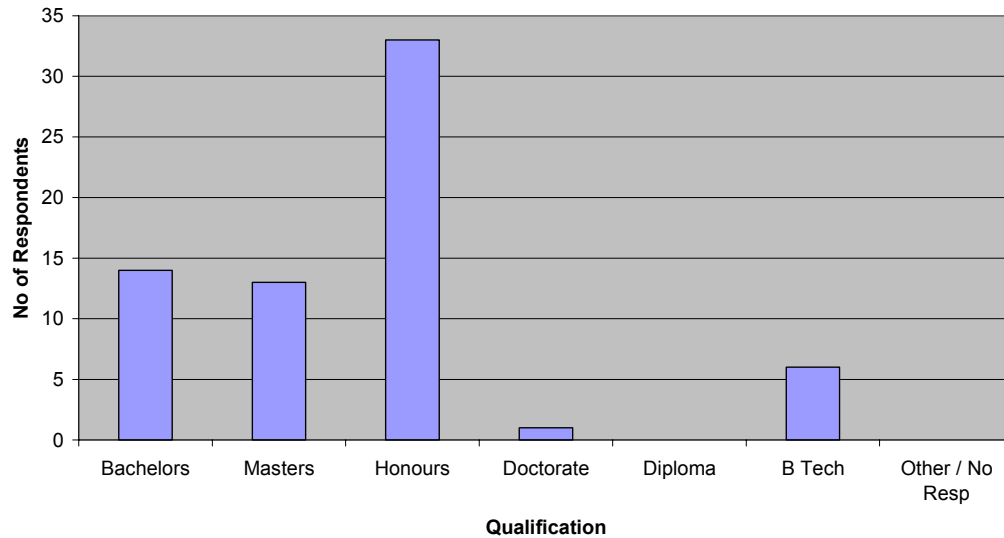
Social Networking Website Usage - Q1 - Do you make use of Social Networking Websites (Facebook, MySpace, etc)?



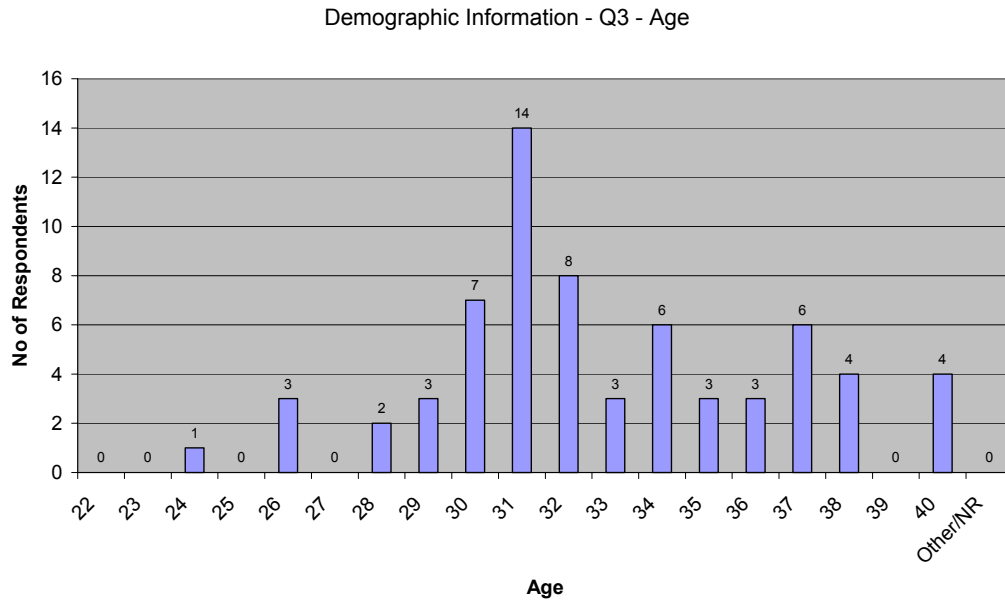
**Gender – Male**

**Figure 69: Post-filter respondent qualifications - Male**

Demographic information - Q2 - Qualification



**Figure 70: Post-filter respondent age - Male**



**Figure 71: Post-filter respondent locations - Male**

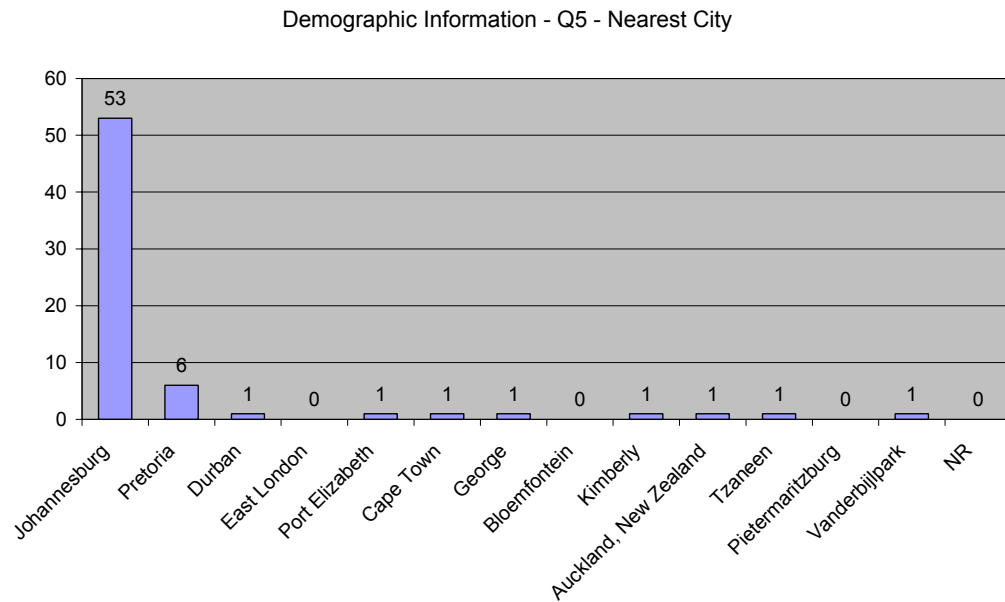
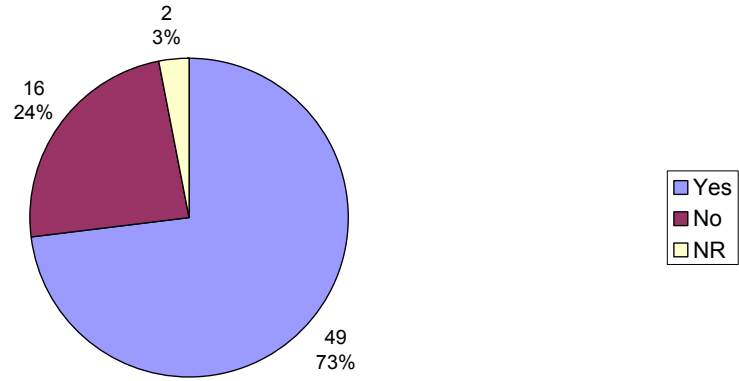


Figure 72: Post-filter respondent SNS usage - Male

Social Networking Website Usage - Q1 - Do you make use of Social Networking Websites (Facebook, MySpace, etc)?



## 6. Discussion of Results

As detailed in Chapter 4, the sample size was potentially 271 respondents, but a usable set of response of 98 was achieved, yielding a response rate of 36.2%. Of these 98 responses, 31 were from women and 67 were from men. The age distribution is given in Figure 38, and the respondents' access to technology is shown in the section of Chapter 5 dealing with access to technology.

### **6.1. *Proposition 1 - More professional South African males between the ages of 22 and 40 make use of SNS's than equivalently aged professional South African women.***

Of the sample group of 98 respondents, 31 were female and the balance of 67 was male. 13% of the female respondents in the sample do not make use of SNS's, whilst the balance (87%) state that they do make use of SNS's. This is compared with the 73% of males who do make use of SNS's and 24% who do not, with 3% giving no response.

This difference, 87% of females using SNS's vs 73% of males, is in apparent contradiction with the literature reviewed for this study, with the Peluchette and Karl (2008), Waldstrøm and Madsen (2007), Knouse and Webb (2001) and Marcella (2001) studies that found that women would be less likely to use SNS's and the internet than men because of a lack of information security on SNS's. This lack of information security is, however, part of dana boyd's list of four defining characteristics of an SNS, where unintended observers can view private data without the knowledge or consent of the data owner. The Knouse and Webb (2001) study does, however, surmise that women's online social networks may in time become stronger than men's social networks, although when this will be is not defined.

In response to the question "If you answered "No" to Question 1 above, is it because: (please choose as many answers as you feel are appropriate), (Question 1 was "Do you make use of Social Networking Websites (Facebook, MySpace, etc)?), the following data were returned, sorted between male and female respondents:



**Table 2: Male and Female respondents' reasons for not using SNS's**

	Male	Female
Members of Social Networking Websites do not share the same values as you	0%	0%
Very few other group members know you	0%	0%
You have no influence over what Social Networking Websites are like	0%	0%
Members of Social Networking Websites generally don't get along with each other	0%	0%
You consider them to be a waste of time	15%	0%
You are afraid that your personal details will be stolen (phished)	7%	3%
You have no need for them	10%	0%
Your office IT policy forbids their use	9%	3%
You have no time for them	13%	10%
You don't want your personal details published online	10%	0%
You don't want to have an online presence	3%	3%
You consider them to be an invasion of privacy	1%	0%
You prefer using more personal channels of communication	13%	6%

From Table 2 above, it is clear to see that more men than women consider SNS's to be a waste of time (15% vs 0%) and consider that they have no need for them (10% vs 0%). Interestingly, contradicting the studies mentioned above that claim that women do not want their personal details published online, the male respondents in this study had more concern for "phishing" of personal details than the female respondents did (7% vs 3%), and they also did not want to have their personal details published online (10% vs 0%).

Nowhere in the table did more female respondents than male respondents answer any of the questions.

The open ended question was answered by one male respondent who stated the following:

- I believe people are not responsible enough to use the information available to them. I feel it is dangerous for my children and I teach them not to go on these sites, and then I have to be an example for them.

The responses given by the male respondents, including the response to the open ended question, indicate that males are more concerned about identity theft and the presence of other SNS users who intend to steal personal details or identities than females are. The response to the open ended question

indicates a concern by a father regarding the type of SNS user his children may meet online, thus limiting his own use as an example to his children.

Table 3 below indicates the frequency of use of SNS's by the respondents of both sexes. It is interesting to note that female respondents access SNS's more frequently than the male respondents do, with 29% of female respondents accessing the websites daily compared to 22% of male respondents. Female respondents access the websites more often than male respondents do, with 55% of female respondents accessing SNS's more often than once a week, compared to 46% of male respondents.

**Table 3: Male and Female respondents' frequency of use of SNS's**

	Male	Female
daily,	22%	29%
2-3 times a week	10%	13%
4-5 times a week	4%	13%
6 times a week	0%	0%
Weekly	19%	13%
Fortnightly	7%	10%
Monthly	9%	10%

In a further contradiction to the literature, more men than women consider the use of SNS's to be a waste of time, and to have no need for them. It was expected, following a literature review, that men would make more use of SNS's than women would, particularly for business development. This expectation was also found to be incorrect, as is indicated in Table 4 below. It is interesting to note that women tend to be the "good citizens" of SNS's, with 13% of women caring about what other SNS users think of their actions, compared to 1% of men who feel the same, 10% of women feel that "Some members of Social Networking Websites can be counted on to help others", whilst 4% of men feel the same way, and that 3% of women feel obligated to help others in SNS's, whilst no men felt the same way. This may be because women feel integrate more into the online communities, with 77% of female respondents having friends in SNS's, compared with 54% of the male respondents, and because 39% of women expect to be members of SNS's for a long time compared to 30% of men, women may be creating online communities in which they can exist and interact for an extended period, rather than joining an SNS for some short-term benefit.

**Table 4: Male and Female respondents' reasons for use of SNS's**

	Male	Female
You think Social Networking Websites are good places for you to be a member	22%	16%
Other members and you want the same thing from Social Networking Websites.	12%	13%
You know a people in the same Social Networking Site as you use.	49%	71%
Members of Social Networking Websites do not share the same values as you	0%	3%
You feel at home in Social Networking Websites.	12%	19%
Very few other group members know you	0%	0%
You care about what other Social Network Website members think of your actions	1%	13%
You have no influence over what Social Networking Websites are like	4%	3%
If there is a problem in Social Networking Websites, there are members there who can solve it.	4%	6%
It is very important to you to be a member of Social Networking Websites.	7%	6%
Members of Social Networking Websites generally don't get along with each other	0%	3%
You expect to use Social Networking Websites for a long time.	30%	39%
You anticipate how some members will react to certain questions or issues in Social Networking Websites.	3%	6%
You get a lot out of being in Social Networking Websites.	18%	19%
You've had questions that have been answered by Social Networking Websites.	9%	3%
You've gotten support from Social Networking Websites.	9%	10%
Some members of Social Networking Websites have friendships with each other.	27%	26%
You have friends in Social Networking Websites.	54%	77%
Some members of Social Networking Websites can be counted on to help others.	4%	10%
You feel obligated to help others in Social Networking Websites.	0%	3%
You really like Social Networking Websites.	12%	19%
Social Networking Websites mean a lot to you.	1%	6%

From Table 4 above, and Table 5 below, it is apparent that SNS's are predominantly used as social tools, and are not utilised as business tools. The potential for SNS's as business tools has been recognised, with some male and female users utilising the sites for business purposes, but as can be seen from Table 5 below, the sites are predominantly used for social networking, as the name Social Networking Site would suggest.

**Table 5: Male and Female respondents' uses for SNS's**

	Male	Female
Staying in touch with friends?	66%	81%
Finding old School/University/Army/Work friends?	63%	68%
Meeting new people?	10%	16%
Finding dates?	3%	3%
Making business contacts?	19%	13%
Maintaining Business Contacts?	21%	16%
Organising social events?	19%	32%
Communicating with groups?	15%	26%
Communicating with individuals?	39%	61%
Other (please specify)	0%	0%

From Table 5 above, it can be seen that the female respondents have utilised SNS's as a social tool, whilst the male respondents have tended to utilise the SNS's as business tools more. 81% of females use SNS's to stay in touch with friends, compared to 66% of males, 21% of males utilise SNS's to make and maintain business contacts compared to 16% of females who do the same.

From the data gathered during this survey, it is clear that Proposition 1 - "More professional South African males between the ages of 22 and 40 make use of SNS's than equivalently aged professional South African women" is incorrect as a higher proportion of the female respondents to this survey utilise SNS's than the male respondents do.

It is true, however, that males utilise SNS's for business development more than females do. The specific differences in the usages to which males and females put SNS's should be studied further in the South African context.

**6.2. Proposition 2 - Social Networking Website usage increases as age decreases amongst professional South Africans between the ages of 22 and 40**

Of the sample group of 98 respondents, 5 were between the ages of 22 and 25, 16 were between the ages of 26 and 29, 44 were between the ages of 30 and 33, 23 were between the ages of 34 and 37 and 10 were in the 38-40 age group. Table 6 below give a breakdown of the usage of SNS's in the various age groups, as well as the gender breakdown of those age groups:

**Table 6: Age-group and gender breakdown of respondents**

	22-25	26-29	30-33	34-37	38-40
<b>Sub-Sample Size</b>	<b>5</b>	<b>16</b>	<b>44</b>	<b>23</b>	<b>10</b>
M	20%	50%	73%	78%	80%
F	80%	50%	27%	22%	20%

The studies undertaken by Valkenburg, Peter and Schouten (2006), Subrahmanyam and Lin (2007) and Huang (2008) were conducted on young people, and all studies indicated that SNS's can have a positive impact on young people's lives. The Huang (2008) study was conducted over a 2.5 year period, and indicated no significant change in the usage habits of the users. This could indicate that no significant difference could be expected across the various age groups studied in this study, but based on the studies conducted by Valkenburg, Peter and Schouten (2006) and Subrahmanyam and Lin (2007), it was expected that the younger portion of the sample would make more use of the SNS's than the older portion of the sample. Table 7 below shows the proportions of each group that uses SNS's:

**Table 7: Breakdown of SNS usage proportions by age-group**

	22-25	26-29	30-33	34-37	38-40
<b>Sub-Sample Size</b>	<b>5</b>	<b>16</b>	<b>44</b>	<b>23</b>	<b>10</b>
Yes	80%	81%	86%	70%	50%
No	20%	19%	14%	22%	50%
NR	0%	0%	0%	9%	0%

As can be seen from Table 7 above, the highest proportion of SNS users occurs in the age 30-33 group, with the usage rates dropping off as the users get older. The lowest proportion of users is in the age-group 38-40. The most accurate data are from the largest sub-samples in the usage breakdown shown in Table 7 above, with age-groups 22-25 and 38-40 anticipated to

render the least accurate data based on the sizes of the sub-samples. The conclusion that could be inferred from Table 7 above tends to support the proposition that usage of SNS's decreases as the age of the respondents in the sample increases.

Table 8 below gives a breakdown of reasons per age-group of why the respondents in each age group do not use SNS's.

**Table 8: Reasons for not using SNS's by age-group**

	22-25	26-29	30-33	34-37	38-40
<b>Sub-Sample Size</b>	<b>5</b>	<b>16</b>	<b>44</b>	<b>23</b>	<b>10</b>
Members of Social Networking Websites do not share the same values as you	0%	0%	0%	0%	0%
Very few other group members know you	0%	0%	0%	0%	0%
You have no influence over what Social Networking Websites are like	0%	0%	0%	0%	0%
Members of Social Networking Websites generally don't get along with each other	0%	0%	0%	0%	0%
You consider them to be a waste of time	20%	13%	11%	9%	0%
You are afraid that your personal details will be stolen (phished)	0%	0%	7%	4%	20%
You have no need for them	20%	6%	7%	4%	10%
Your office IT policy forbids their use	0%	0%	7%	13%	10%
You have no time for them	20%	19%	5%	13%	30%
You don't want your personal details published online	0%	0%	5%	13%	20%
You don't want to have an online presence	20%	0%	0%	0%	20%
You consider them to be an invasion of privacy	0%	0%	0%	0%	10%
You prefer using more personal channels of communication	20%	0%	5%	17%	40%

From Table 8 above, it can be seen that the younger members of the sample feel that they are a waste of time, which apparently contradicts the literature reviewed for this study indicating that younger members of society tend to accept and adopt SNS's more, whilst the older members of the sample are more concerned with identity theft and having their personal details available online. The older members of the sample also prefer more personal methods of communication (40%), and so prefer not to use SNS's.

Table 9 below gives a breakdown of the frequency of usage per age-group. It can be seen from the table, perhaps surprisingly, that the most frequent users of SNS's are the oldest respondents, with 40% accessing SNS's every day. This usage rate drops with age to the lowest rate at the age-group 26-29 at 40%.

**Table 9: Frequency of SNS access by age-group**

	<b>22-25</b>	<b>26-29</b>	<b>30-33</b>	<b>34-37</b>	<b>38-40</b>
<b>Sub-Sample Size</b>	<b>5</b>	<b>16</b>	<b>44</b>	<b>23</b>	<b>10</b>
daily,	20%	19%	25%	22%	40%
2-3 times a week	20%	19%	14%	4%	0%
4-5 times a week	0%	19%	5%	9%	0%
6 times a week	0%	0%	0%	0%	0%
Weekly	20%	19%	16%	22%	10%
Fortnightly	20%	6%	11%	4%	0%
Monthly	0%	0%	16%	9%	0%
Other (please specify)	0%	0%	0%	0%	0%

The high access rate of the age-group 38-40 may be inaccurate as a result of the small sample, as may be the rate of the age-group 22-25. Further study of these two age groups may be warranted to determine if trends are changing amongst South Africans in the age-group 22-25, and whether alternatives to SNS's are being developed and used by this age-group to explain why 80% of them use SNS's (Table 7), but 40% of them access SNS's weekly or fortnightly.

When reviewing Table 10 showing the reasons given by respondents for their use of SNS's, sorted by age-group, it can be seen on the table that as the respondents get older, they consider that SNS's are good places for them to be a member. Conversely, and perhaps intuitively, as the sample ages, respondents know fewer people in SNS's and have fewer friends in the SNS as well. Also, younger members of SNS's expect to be members of SNS's for a long time, with the proportion of respondents sharing this opinion reducing as the respondents age.

What is noticeable, and perhaps contradictory with the frequency of access given in Table 9 above, is that although the age-group 22-25 "really likes" being in belonging to SNS's, they do not access them as often as the older age-groups. This is counter intuitive as if a respondent is enjoying being part of the SNS's, it could be expected of them to access the SNS more often than they currently do. Further study in this area may be warranted to investigate why the sub-sample of respondents with the highest number of responses that indicate enjoyment of belonging to SNS's has such a low frequency of visits to the SNS's.



No other significant trends could be inferred from the data presented in Table 10 below, but given the sub-sample sizes, the data gathered on age-groups 22-25 and 38-40 cannot be considered to be reliable and to be able to give an accurate representation of the opinions of those two age-groups.

**Table 10: Respondents' reasons for use of SNS's by age group**

	<b>22-25</b>	<b>26-29</b>	<b>30-33</b>	<b>34-37</b>	<b>38-40</b>
<b>Sub-Sample Size</b>	<b>5</b>	<b>16</b>	<b>44</b>	<b>23</b>	<b>10</b>
You think Social Networking Websites are good places for you to be a member	0%	13%	14%	39%	30%
Other members and you want the same thing from Social Networking Websites.	0%	6%	9%	30%	0%
You know a people in the same Social Networking Site as you use.	60%	69%	57%	57%	30%
Members of Social Networking Websites do not share the same values as you	0%	0%	0%	4%	0%
You feel at home in Social Networking Websites.	20%	0%	11%	30%	10%
Very few other group members know you	0%	0%	0%	0%	0%
You care about what other Social Network Website members think of your actions	0%	6%	5%	9%	0%
You have no influence over what Social Networking Websites are like	0%	6%	2%	9%	0%
If there is a problem in Social Networking Websites, there are members there who can solve it.	20%	0%	0%	13%	10%
It is very important to you to be a member of Social Networking Websites.	0%	6%	5%	13%	10%
Members of Social Networking Websites generally don't get along with each other	0%	0%	0%	4%	0%
You expect to use Social Networking Websites for a long time.	40%	38%	30%	39%	20%
You anticipate how some members will react to certain questions or issues in Social Networking Websites.	0%	0%	0%	13%	10%
You get a lot out of being in Social Networking Websites.	20%	25%	14%	22%	20%
You've had questions that have been answered by Social Networking Websites.	0%	0%	5%	13%	20%
You've gotten support from Social Networking Websites.	20%	0%	5%	17%	20%
Some members of Social Networking Websites have friendships with each other.	40%	25%	16%	48%	20%
You have friends in Social Networking Websites.	80%	63%	64%	57%	50%
Some members of Social Networking Websites can be counted on to help others.	20%	6%	0%	13%	10%
You feel obligated to help others in Social Networking Websites.	0%	0%	0%	4%	0%
You really like Social Networking Websites.	60%	13%	11%	13%	10%
Social Networking Websites mean a lot to you.	0%	0%	2%	9%	0%

In Table 11, the respondents' uses for SNS's are detailed by age group. Up to age 33, the respondents utilise SNS's predominantly for social reasons, ie, to stay in touch with friends, old acquaintances, groups and other individuals.



The younger portion of the sample use SNS's extensively for organising social events as well, with the usage of this function dropping off sharply with age. It is interesting to note that the broad age-group of 26-37 utilises SNS's for work-related reasons more than the other two age groups, perhaps due to them adopting and seeing the potential for SNS's in the work context. This aspect of SNS use should be studied further, as certain literature reviewed, particularly the Finweek article (Lets Face It... 16 August 2007) by Sizwekazi Jekwa advocates the use of SNS's as a tool for communicating with staff and for gauging the opinion of staff on various matters.

**Table 11: Respondents' uses for SNS's by age group**

	<b>22-25</b>	<b>26-29</b>	<b>30-33</b>	<b>34-37</b>	<b>38-40</b>
<b>Sub-Sample Size</b>	<b>5</b>	<b>16</b>	<b>44</b>	<b>23</b>	<b>10</b>
Staying in touch with friends?	80%	75%	82%	52%	50%
Finding old School/University/Army/Work friends?	80%	75%	66%	57%	50%
Meeting new people?	0%	19%	7%	17%	20%
Finding dates?	0%	0%	2%	9%	0%
Making business contacts?	20%	19%	14%	26%	10%
Maintaining Business Contacts?	0%	19%	16%	30%	20%
Organising social events?	80%	31%	25%	13%	0%
Communicating with groups?	40%	25%	20%	9%	10%
Communicating with individuals?	60%	56%	43%	48%	30%
Other (please specify)	0%	0%	0%	0%	0%

Very few of the respondents (up to 13%) to the survey indicated that their office IT policy is a reason for them not using SNS's. It was expected that more of the respondents would indicate that their work IT policies forbid the use of SNS's, given the amount of anecdotal evidence indicating that the banning of SNS access through office networks.

That office networks banning the use of SNS's does not seem to have much effect on the usage of SNS's by the sampled population leads into the examination of Proposition 3, which tests the effect having access to technology has on the usage of SNS's amongst the sampled population.

**6.3. Proposition 3 - Having access to technology does not affect the usage of social networking websites in the population of professional South Africans between the ages of 22 and 40.**

By the nature of the population, and the sampling method used, each respondent had access to the internet to enable the emailed invitation to be received, and to enable the respondent to fill in the questionnaire. This particular sample frame excluded those potential respondents who did not have access to email or to the internet, but since SNS's rely on subscribers to have private or work email addresses in order for the subscribers to receive notifications, as well as to have access to the internet to at least allow them the option of subscribing or not (not having internet access precludes any potential respondents from having access to SNS's, thus their responses are not of interest to this study).

Whilst this proposition seems to have been at least partly answered in the examination of the previous data during the examination of the effects of gender and age on SNS usage, the data gathered supporting the proposition still bears examination.

During a review of literature on the subject of SNS's and technology, it was found that Dennis (2007), Quan-Haase (2008), Goodings, Locke and Brown (2007) and Sandars (2007) all argue that technology plays the role of mediator and enabler of communication.

The Quan-Haase (2008) research indicated that students and young people might be more inclined to utilise SNS's and the enabling technology, but this study has shown that acceptance of SNS's has been good throughout the sample, but uses of the technology have been different for different age-groups and different sexes.

Sandars (2007) and Boulos and Wheelert (2007) have argued that the uptake of SNS's may be hindered by the large variety of SNS's available, but SNS's usage in this study has been higher than was indicated it might be in the literature reviewed, particularly the boyd literature, which found that 55% of American youths between the ages of 12 and 17 access Social Networking

Websites (SNS's). The usage rate of this population was higher than that at approximately 78%.

What can be inferred from the research by the Valadez and Duran (2007) study which found that schools in California with large amounts of access to technology make use of that technology in innovative and creative ways, is that it can be expected that the population sampled, with its extensive access to technology, as has been demonstrated in the tables below, will find new and creative uses for SNS's, such as using them for work or business related activities to communicate with staff or business partners or clients.

Very few of the respondents named phishing as a reason for not using SNS's, as was demonstrated by the Jagatic, Johnson, Jakobsson and Menczer (2007) article on phishing. Only 6% of respondents cited phishing as a reason for not using SNS's.

Certain enablers are required for access to be gained to SNS's. The enablers identified and studied here as follows:

1. Computers, with specific focus on the respondents' access to them for use as a portal into the internet and so to access SNS's. The respondents' access to computers both at home and in the office was studied.
2. Access to the internet, both from home and from the office, as well as the method of accessing the internet from home. Having access to the internet is vital for SNS's to be accessed as SNS's are web-based.
3. Access to email, wither from a private email address or from a work email address. SNS's utilise subscribers' email addresses to facilitate communication with their subscribers.

**Table 12: Respondents' access to computers at work**

Do you use a computer at work?	Yes	98%
	No	1%
	NR	1%
Is it a Laptop or a Desktop?	Laptop	80%
	Desktop	18%
	NR	2%

For viable access to the internet, respondents should be using a computer, since whilst access to the internet via cellphone is possible and common, the screen is too small to make cell phones effective and user friendly as a means of surfing the internet. Table 12 above shows that almost all (98%) of respondents make use a computer at work, whilst 80% of the respondents have access to a portable, or laptop, computer, enabling internet access from wherever they are if they have a means of connecting to the internet.

**Table 13: Respondents' access to the internet from work**

Do you have access to the internet at work?	Yes	99%
	No	0%
	NR	1%

99% of respondents have access to the internet at work as shown in Table 13 above, meaning that they have access to SNS's from their work computers if their IT policy has not forbidden their use on the company intranet.

**Table 14: Respondents' frequency of internet access from work**

How often do you access the internet from work?	daily,	84%
	2-3 times a week	5%
	4-5 times a week	7%
	6 times a week	1%
	Weekly	2%
	Fortnightly	0%
	Monthly	0%
	Never	0%
	NR	1%

When asked about the frequency of internet access through their work intranets, the respondents replied as indicated in Table 14 above. 91% of respondents access the internet more often than 4-5 times per week, and with 97% of respondents having access to email at work, with 2 respondents giving no response. The respondent who does not have access to email at work, as shown in Table 15 below, is the same person as the respondent in Table 14 above who does not use a computer at work, so the reasons for that respondent not having access to email at work is self-explanatory.

**Table 15: Respondents' access to email at work**

Do you use email at work?	Yes	97%
	No	1%
	NR	2%

It is necessary for respondents to have both internet access and access to an email account for them to be able to receive communication from the SNS's, as well as to be able to access the SNS's easily.

When respondents' potential to access to SNS's from home is investigated,

**Table 16: Respondents' access to computers at home**

Do you use a computer at home?	No	0%
	Desktop	24%
	Laptop	42%
	Work Laptop	33%
	NR	1%

Table 16 shows that 99% of respondents indicated that they have access to computers at home, with one respondent not giving any response to the question. The respondent who did not use a computer at work was not the respondent who gave no response to the question regarding computer use at home. The same respondent gave nor response to any of the questions regarding computer use at work, at home and internet access at work and at home.

**Table 17: Respondents' access to the internet from home**

Do you have access to the internet at home?	Dialup	3%
	Landline	28%
	Broadband	
	Wireless	57%
	Broadband	
	Cellphone	7%
No	4%	
NR	1%	

A similar pattern develops when examining the data gathered on internet access from home, as presented in Table 17 above. Only 5% of the respondents either have no internet access form home or gave no response to the question. 85% of respondents utilise high speed internet connections from home, with 28% utilising a broadband landline, and 57% using a broadband wireless connection. The remaining 10% utilise dialup

connections or a cellphone. 64% of the sample has a mobile internet connection that can go with them wherever they are, and since 80% of the population uses a laptop computer, this large portion of the population has the ability to access the internet from remote locations, provided there is signal coverage of the area.

**Table 18: Respondents' frequency of internet access from home**

How often do you access the internet from home?	daily,	51%
	2-3 times a week	13%
	4-5 times a week	8%
	6 times a week	2%
	Weekly	13%
	Fortnightly	4%
	Monthly	3%
	NR	2%
	Never	3%

Compared with the 91% of respondents who access the internet from work more often than 4-5 times per week, only 59% of the respondents in this sample access the internet that often as shown in Table 18 above.. This may be that because of the convenience of accessing the internet from the office on the office intranet, their need to access the internet after hours is reduced. Only 3% of respondents never access the internet from home.

**Table 19: Respondents' access to private email**

Do you have a private email address?	Yes	88%
	No	10%
	NR	2%

As can be seen from Table 19 above, only 10% of respondents to this survey do not have a private email address. Private email addresses can be accessed when the respondent is out of the office, whilst a work email server may not always be accessible from locations remote from the office and the office network. This allows SNS's to communicate with their subscribers when the subscribers are away from the office network.

**Table 20: Respondents' access to private email at work**

Do you access your private email account from work?	Yes	63%
	No	29%
	NR	8%

With 63% of respondents accessing their private email accounts from the office network, as shown in Table 20 above, clearly the majority of respondents feel that it is necessary to maintain some level of privacy and to keep certain communication away from their office email system. Respondents may also feel that it is necessary to keep private and work emails and email addresses separate to facilitate moving email addresses if they leave their company.

Do you make use of Social Networking Websites (Facebook, MySpace, etc)?	Yes	78%
	No	20%
	NR	2%

**Table 21: Respondents' usage of SNS's**

As can be seen from the data gathered, and from Table 21 above, 78% of respondents to this survey make use of SNS's.

These all of the respondents to this survey have access to the internet, either at work or at home through connections of varying connection speeds, as can be seen from Table 21 above indicating how respondents access the internet from home. If 100% of respondents have access to the internet, but 78% of respondents make use of SNS's on a regular basis, then Proposition 3, which states that "Having access to technology does not affect the usage of social networking websites in the population of professional South Africans between the ages of 22 and 40" must be true, since if access to technology was the driver of subscriptions to SNS's, then it is expected that close to 100% of respondents would use SNS's. Technology is merely a facilitator and an enabler, and without it access cannot be gained to SNS's, but having access to it is not why people choose to use SNS's.

In the light of the findings above, and of the method of gathering the data, and in an effort to minimise sample frame error through an improved definition of the population being studied, the population must now be defined as "Young, Professional South Africans with access to the internet".

## 7. Conclusion

This research has focussed on three potential factors influencing the usage of Social Networking Websites amongst young, professional South Africans. The factors investigated were age, and how usage changes with age, gender, and how usage differs between the genders and access to technology, and whether it has an effect on the usage of SNS's.

A sample of 271 people was invited to participate in the research. The research instrument was a web-based questionnaire which had to be accessed online in order to complete it. The questionnaire rendered a sample of 98 usable responses, of which 31 were women and 67 were men. The results were collated into a spreadsheet and analysed to generate the results of the survey.

This research found that, contrary to expectation, females make more use of SNS's than men do, but that they use them primarily for social purposes, such as staying in touch with friends and for communicating with groups and individuals. Men, conversely, use SNS's more than women do for business related activities, but SNS's still are not utilised by sufficient users as business tools. Perhaps the image they have as online social areas deters users from making more use of them as business tools. A dedicated study on the current uses of SNS's for business purposes may answer the question of why so little use is made of SNS's for business, and how they could be utilised more in this context.

It was noted that the usage trends of the males and females in the sample were quite different, as noted above. Men tended to use SNS's more than women do for business activities, whilst women use them for social activities. Perhaps this is as a reflection of society's norms for men and women, with men being the bread winner and women being the home maker, or perhaps it is as a result of the sample selected, with more men than women being full-time employed, thus being more work focussed and so more likely to use the sites for business related purposes. An area to be considered for further study is on the differences in the usages to which young, professional, South African males and females put SNS's and what drives these differences. This



research may lead to further developments in SNS's, either making them gender specific, or making areas within them more suited to men or women.

Where the usage of SNS's was compared across the age spread of the sample, it was found that in general, business related usage increased as age increased, but that, as expected and as proposed, usage in general decreased as age increased. Interestingly, and perhaps paradoxically, the age group 22-25 had the lowest rate of access to SNS's of 20% of the sample accessing the websites daily, but 60% of them really enjoyed belonging to an SNS and 80% of them expected to be members of SNS's for a long time. A study could be conducted on why this may be so, although the sample size was small, so an error is likely to be present in the data gathered.

A high proportion of the age group 22-25 use SNS's for social reasons, ie, staying in touch with friends and organising social events, with this trend reducing as the sample aged. This aspect of SNS's has been recognised by SNS service providers, as the sites are structured to facilitate such interactions, but the sites do not cater as accessibly, effectively or attractively to older users who have a business development need.

Comparing the access to technology of all respondents yielded the primary finding of this portion of the research; that 78% of the population being studied, i.e., young, professional South African WITH ACCESS TO THE INTERNET make use of Social Networking Websites. Since the population has been redefined, this high proportion of SNS users no longer seems disproportionately high, since excluded from the sample is all of the people without internet access, which in South Africa is assumed to be a significant amount of people.

If the findings of this study are grouped together into a single, cohesive result, it can be stated that the respondents above the age of 30 tend to make more use of SNS's for business purposes than respondents below the age of 30, and that women in general tend to use SNS's more for social purposes than men do.

As has been mentioned before, with this finding in mind, new SNS's looking to gain market share in South Africa should consider marketing themselves at specific age groups and genders to create niches for themselves. Since

SNS's are free, more companies should consider utilising them for online surveys of staff and for communicating with staff. A sense of community could be created within the company by having an online group exclusively for the use of company staff members.

Marketers looking to advertise on SNS's should bear in mind the findings of this study, in that advertisements for social and business tools would have an audience on SNS's, but while SNS's are used by all ages and genders of the sampled population for social purposes, men and older members of the population tend to use SNS's more for business purposes than the other members of the population do. Targeted marketing could thus render improved results if these points are considered when developing adverts for use on SNS's.

Users of SNS's must be made aware of other users on the same site who have similar interests to them. Already, groups on SNS's are appearing that cater for different interests, but the existing SNS's can be used for business related interest groups to create a forum where business related issues are discussed, and where new work can be generated. As mentioned before, perhaps the image of SNS's as toys for young people is hindering their development as business tools, but if entrepreneurs utilise this image and utilise SNS's as marketing tools to targeted markets as defined above, success can be had.

Certain respondents expressed their concern regarding the content of SNS's, and stated this as their reasons for choosing not to use SNS's. Their concern arose specifically around the lack of suitability for use by their children, and this may present an opportunity for the creation of a child-specific SNS where content is monitored and children are screened from the potentially harmful content of adult-oriented SNS's.

SNS's have experienced great growth since their introduction, with widespread adoption of them amongst internet users. This study has examined certain factors identified as potentially influencing the usage of SNS's in the defined population, and as a result of this has identified certain potential growth markets for SNS's, as well as additional uses for SNS's as they are currently configured. There is potential for further growth and

development, and as is the case with a lot of new technology, the direction that the growth and development of SNS's will take will in a large part be defined by the users of the sites themselves. For SNS developers and investors, it is thus of utmost importance to understand their users and to cater for the needs of SNS users, and this study has gone a small distance to augment the current body of knowledge on the subject.

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## Appendix A - Social Networking Questionnaire



## 1. Informed Consent

\* 1. I give my consent for data gathered in this survey to be used in a study of the usage patterns of Social Networking Websites by South Africans. I acknowledge that these data will be used confidentially and anonymously, and that the results generated from this survey may be used and disseminated in any format the researcher deems appropriate.

Yes

No

\* 2. This is a survey of Social Networking Sites usage amongst young South Africans. If you are not resident in South Africa, please do not continue with this survey.

I am resident in South Africa

I am not resident in South Africa





## 2. Demographic Information

\* 1. Do you have a:

- Bachelors Degree
- Honours Degree
- Masters Degree
- Doctorate
- Technical Diploma
- Technical Degree (B Tech)
- Other (please specify)

\* 2. In what field is your qualification?

\* 3. How old are you?

- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 30
- 31
- 32
- 33
- 34
- 35
- 36
- 37
- 38
- 39
- 40

Other (please specify)



\* 4. Sex

M

F

\* 5. What is your nearest city?

Johannesburg

Pretoria

Durban

East London

Port Elizabeth

Cape Town

George

Bloemfontein

Other (please specify)



## 3. Access to Technology

\* 1. Do you use a cellphone?

Yes

No

2. If you answered "Yes" to question 1 above,

	Yes	No
Can you access the internet via your cellphone?	<input type="checkbox"/>	<input type="checkbox"/>
Do you access the internet via your cellphone?	<input type="checkbox"/>	<input type="checkbox"/>

3. If you cannot access the internet via your cellphone,

	Yes	No
Will your next cellphone have internet access?	<input type="checkbox"/>	<input type="checkbox"/>
Do you plan to access the internet through your next cellphone?	<input type="checkbox"/>	<input type="checkbox"/>

\* 4. Do you use a computer at work?

Yes

No

5. If you answered "Yes" to question 4 above, is your computer a laptop or a desktop?

Laptop

Desktop

\* 6. Do you use a computer at home?

No

If yes, is it a desktop

If yes, is it a laptop

or do you bring your work laptop home with you

\* 7. Do you have access to the internet at work?

Yes

No



\* 8. Do you have access to .....

- Yes, via dialup (56 kbps)
- Yes, via broadband landline (ADSL, ISDN, ETC) connection
- Yes, via wireless broadband (3G, HSDPA, WiMAX, iBurst, MyWireless, etc) connection
- Yes, through my cellphone
- No

9. How often do you access the internet from home?

- daily,
- 2-3 times a week
- 4-5 times a week
- 6 times a week
- Weekly
- Fortnightly
- Monthly
- Other (please specify)

10. How often do you access the internet from work?

- daily,
- 2-3 times a week
- 4-5 times a week
- 6 times a week
- Weekly
- Fortnightly
- Monthly
- Other (please specify)

11. Do you use email at work?

- Yes
- No

12. Do you have a private email address?

- Yes
- No



13. If you answered "Yes  
account from work?

Yes

No



## 4. Social Networking Website Usage

\* 1. Do you make use of Social Networking Websites (Facebook, MySpace, etc)?

Yes

No

2. If you answered "No" to Question 1 above, is it because: (please choose as many answers as you feel are appropriate)

- Members of Social Networking Websites do not share the same values as you
- Very few other group members know you
- You have no influence over what Social Networking Websites are like
- Members of Social Networking Websites generally don't get along with each other
- You consider them to be a waste of time
- You are afraid that your personal details will be stolen (phished)
- You have no need for them
- Your office IT policy forbids their use
- You have no time for them
- You don't want your personal details published online
- You don't want to have an online presence
- You consider them to be an invasion of privacy
- You prefer using more personal channels of communication
- Other (please specify)



3. If you answered "Yes" to Question 1 above, how often do you use Social Networking Websites?

- daily,
- 2-3 times a week
- 4-5 times a week
- 6 times a week
- Weekly
- Fortnightly
- Monthly
- Other (please specify)

4. If you answered "Yes" to Question 1 above, is it because: (please choose as many answers as you feel are appropriate)

- You think Social Networking Websites are good places for you to be a member
- Other members and you want the same thing from Social Networking Websites.
- You know a people in the same Social Networking Site as you use.
- Members of Social Networking Websites do not share the same values as you
- You feel at home in Social Networking Websites.
- Very few other group members know you
- You care about what other Social Network Website members think of your actions
- You have no influence over what Social Networking Websites are like
- If there is a problem in Social Networking Websites, there are members there who can solve it.
- It is very important to you to be a member of Social Networking Websites.
- Members of Social Networking Websites generally don't get along with each other
- You expect to use Social Networking Websites for a long time.
- You anticipate how some members will react to certain questions or issues in Social Networking Websites.
- You get a lot out of being in Social Networking Websites.
- You've had questions that have been answered by Social Networking Websites.
- You've gotten support from Social Networking Websites.
- Some members of Social Networking Websites have friendships with each other.
- You have friends in Social Networking Websites.



- Some members of Social Networking Websites can be counted on to help others.
- You feel obligated to help others in Social Networking Websites.
- You really like Social Networking Websites.
- Social Networking Websites mean a lot to you.
- Other (please specify)

5. If you answered "Yes" to Question 1 above, do you use the websites for:  
(please choose as many answers as you feel are appropriate)

- Staying in touch with friends?
- Finding old School/University/Army/Work friends?
- Meeting new people?
- Finding dates?
- Making business contacts?
- Maintaining Business Contacts?
- Organising social events?
- Communicating with groups?
- Communicating with individuals?
- Other (please specify)



## Appendix B – Questionnaire Results – Unfiltered



Logged in as "allenrob" [Log Off](#)

- [Home](#)
- [Create Survey](#)
- [My Surveys](#)
- [Address Book](#)
- [My Account](#)
- [Help Center](#)

survey title:

**Social Networking Usage** [Edit Title](#) | [design survey](#) | [collect responses](#) | [analyze results](#)

View Summary

current report: **Default Report**

Browse Responses



## Response Summary

**Total Started Survey: 147**  
**Total Completed Survey: 129 (87.8%)**

Filter Responses

Download Responses

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Share Responses

**Page: Informed Consent**

1. I give my consent for data gathered in this survey to be used in a study of the usage patterns of Social Networking Websites by South Africans. I acknowledge that these data will be used confidentially and anonymously, and that the results generated from this survey may be used and disseminated in any format the researcher deems appropriate.

		Response Percent	Response Count
Yes	<input type="checkbox"/>	100.0%	147
No	<input type="checkbox"/>	0.0%	0
<b>answered question</b>			<b>147</b>
<b>skipped question</b>			<b>0</b>

2. This is a survey of Social Networking Sites usgae amongst young South Africans. If you are not resident in South Africa, please do not continue with this survey.

		Response Percent	Response Count
I am resident in South Africa	<input type="checkbox"/>	93.9%	138
I am not resident in South Africa	<input type="checkbox"/>	6.1%	9
<b>answered question</b>			<b>147</b>
<b>skipped question</b>			<b>0</b>


[Show this Page Only](#)

**Page: Demographic Information**


1. Do you have a:

		Response Percent	Response Count
Bachelors Degree	<input type="checkbox"/>	14.8%	20



Honours Degree	<input type="checkbox"/>	20.7%	28
<b>Masters Degree</b>	<input type="checkbox"/>	<b>36.3%</b>	49
Doctorate	<input type="checkbox"/>	0.7%	1
Technical Diploma	<input type="checkbox"/>	9.6%	13
Technical Degree (B Tech)	<input type="checkbox"/>	5.2%	7
 Other (please specify)	<input type="checkbox"/>	12.6%	17
<b>answered question</b>			<b>135</b>
<b>skipped question</b>			<b>12</b>

**2. In what field is your qualification?**

	Response Count
	134
<b>answered question</b>	
<b>134</b>	
<b>skipped question</b>	
<b>13</b>	

**3. How old are you?**

	Response Percent	Response Count
22	0.7%	1
23	0.7%	1
24	1.5%	2
25	2.2%	3
26	3.0%	4
27	3.7%	5
28	3.7%	5
29	4.4%	6
30	8.1%	11
<b>31</b>	<b>14.8%</b>	<b>20</b>
32	12.6%	17
33	5.9%	8
34	7.4%	10
35	4.4%	6
36	3.0%	4



37	<input type="checkbox"/>	6.7%	9
38	<input type="checkbox"/>	5.2%	7
39		0.0%	0
40	<input type="checkbox"/>	3.7%	5
view	Other (please specify) <input type="checkbox"/>	8.1%	11
<b>answered question</b>			<b>135</b>
<b>skipped question</b>			<b>12</b>

**4. Sex**

		Response Percent	Response Count
M	<input type="checkbox"/>	65.2%	88
F	<input type="checkbox"/>	34.8%	47
<b>answered question</b>			<b>135</b>
<b>skipped question</b>			<b>12</b>

**5. What is your nearest city?**

		Response Percent	Response Count
Johannesburg	<input type="checkbox"/>	77.0%	104
Pretoria	<input type="checkbox"/>	8.1%	11
Durban	<input type="checkbox"/>	2.2%	3
East London	<input type="checkbox"/>	1.5%	2
Port Elizabeth	<input type="checkbox"/>	1.5%	2
Cape Town	<input type="checkbox"/>	4.4%	6
George	<input type="checkbox"/>	1.5%	2
Bloemfontein		0.0%	0
view	Other (please specify) <input type="checkbox"/>	3.7%	5
<b>answered question</b>			<b>135</b>
<b>skipped question</b>			<b>12</b>

Show this Page Only

Page: Access to Technoogy

1. Do you use a cellphone?



		Response Percent	Response Count
Yes	<input type="text" value="100.0%"/>	100.0%	130
No		0.0%	0
<b>answered question</b>			<b>130</b>
<b>skipped question</b>			<b>17</b>

**2. If you answered "Yes" to question 1 above,**

	Yes	No	Response Count
Can you access the internet via your cellphone?	91.5% (119)	8.5% (11)	130
Do you access the internet via your cellphone?	60.7% (74)	39.3% (48)	122
<b>answered question</b>			<b>130</b>
<b>skipped question</b>			<b>17</b>

**3. If you cannot access the internet via your cellphone,**

	Yes	No	Response Count
Will your next cellphone have internet access?	93.0% (53)	7.0% (4)	57
Do you plan to access the internet through your next cellphone?	77.2% (44)	22.8% (13)	57
<b>answered question</b>			<b>62</b>
<b>skipped question</b>			<b>85</b>

**4. Do you use a computer at work?**

		Response Percent	Response Count
Yes	<input type="text" value="97.7%"/>	97.7%	127
No	<input type="text" value="2.3%"/>	2.3%	3
<b>answered question</b>			<b>130</b>
<b>skipped question</b>			<b>17</b>

**5. If you answered "Yes" to question 4 above, is your computer a laptop or a desktop?**

		Response Percent	Response Count
Laptop	<input type="text" value="79.5%"/>	79.5%	101



Desktop	<input type="checkbox"/>	20.5%	26
		<b>answered question</b>	<b>127</b>
		<b>skipped question</b>	<b>20</b>

**6. Do you use a computer at home?**

		Response Percent	Response Count
No	<input type="checkbox"/>	2.3%	3
If yes, is it a desktop	<input type="checkbox"/>	23.8%	31
If yes, is it a laptop	<input type="checkbox"/>	41.5%	54
or do you bring your work laptop home with you	<input type="checkbox"/>	32.3%	42
		<b>answered question</b>	<b>130</b>
		<b>skipped question</b>	<b>17</b>

**7. Do you have access to the internet at work?**

		Response Percent	Response Count
Yes	<input type="checkbox"/>	98.5%	128
No	<input type="checkbox"/>	1.5%	2
		<b>answered question</b>	<b>130</b>
		<b>skipped question</b>	<b>17</b>

**8. Do you have access to the internet at home?**

		Response Percent	Response Count
Yes, via dialup (56 kbps)	<input type="checkbox"/>	2.3%	3
Yes, via broadband landline (ADSL, ISDN, ETC) connection	<input type="checkbox"/>	25.4%	33
Yes, via wireless broadband (3G, HSDPA, WiMAX, iBurst, MyWirless, etc) connection	<input type="checkbox"/>	60.0%	78
Yes, through my cellphone	<input type="checkbox"/>	9.2%	12
No	<input type="checkbox"/>	3.1%	4
		<b>answered question</b>	<b>130</b>
		<b>skipped question</b>	<b>17</b>

**9. How often do you access the internet from home?**



	Response Percent	Response Count
daily, <input type="checkbox"/>	51.2%	66
2-3 times a week <input type="checkbox"/>	15.5%	20
4-5 times a week <input type="checkbox"/>	7.8%	10
6 times a week <input type="checkbox"/>	1.6%	2
Weekly <input type="checkbox"/>	11.6%	15
Fortnightly <input type="checkbox"/>	3.9%	5
Monthly <input type="checkbox"/>	4.7%	6
<input type="button" value="view"/> Other (please specify) <input type="checkbox"/>	3.9%	5
<b>answered question</b>		<b>129</b>
<b>skipped question</b>		<b>18</b>

**10. How often do you access the internet from work?**

	Response Percent	Response Count
daily, <input type="checkbox"/>	82.9%	107
2-3 times a week <input type="checkbox"/>	4.7%	6
4-5 times a week <input type="checkbox"/>	7.8%	10
6 times a week <input type="checkbox"/>	0.8%	1
Weekly <input type="checkbox"/>	1.6%	2
Fortnightly	0.0%	0
Monthly	0.0%	0
<input type="button" value="view"/> Other (please specify) <input type="checkbox"/>	2.3%	3
<b>answered question</b>		<b>129</b>
<b>skipped question</b>		<b>18</b>

**11. Do you use email at work?**

	Response Percent	Response Count
Yes <input type="checkbox"/>	97.7%	126
No <input type="checkbox"/>	2.3%	3
<b>answered question</b>		<b>129</b>
<b>skipped question</b>		<b>18</b>



**12. Do you have a private email address?**

		Response Percent	Response Count
Yes	<input type="checkbox"/>	89.9%	116
No	<input type="checkbox"/>	10.1%	13
<b>answered question</b>			<b>129</b>
<b>skipped question</b>			<b>18</b>

**13. If you answered "Yes" to question 12 above, do you access your private email account from work?**

		Response Percent	Response Count
Yes	<input type="checkbox"/>	69.2%	83
No	<input type="checkbox"/>	30.8%	37
<b>answered question</b>			<b>120</b>
<b>skipped question</b>			<b>27</b>

Show this Page Only

**Page: Social Networking Website Usage**

**1. Do you make use of Social Networking Websites (Facebook, MySpace, etc)?**


		Response Percent	Response Count
Yes	<input type="checkbox"/>	79.1%	102
No	<input type="checkbox"/>	20.9%	27
<b>answered question</b>			<b>129</b>
<b>skipped question</b>			<b>18</b>

**2. If you answered "No" to Question 1 above, is it because: (please choose as many answers as you feel are appropriate)**


		Response Percent	Response Count
Members of Social Networking Websites do not share the same values as you	<input type="checkbox"/>	3.7%	1
Very few other group members know you	<input type="checkbox"/>	3.7%	1
You have no influence over what Social Networking Websites are like	<input type="checkbox"/>	3.7%	1
Members of Social Networking			





Websites generally don't get along with each other	<input type="checkbox"/>	0.0%	0
You consider them to be a waste of time	<input type="checkbox"/>	55.6%	15
You are afraid that your personal details will be stolen (phished)	<input type="checkbox"/>	29.6%	8
You have no need for them	<input type="checkbox"/>	51.9%	14
Your office IT policy forbids their use	<input type="checkbox"/>	40.7%	11
<b>You have no time for them</b>	<input type="checkbox"/>	<b>66.7%</b>	<b>18</b>
You don't want your personal details published online	<input type="checkbox"/>	37.0%	10
You don't want to have an online presence	<input type="checkbox"/>	25.9%	7
You consider them to be an invasion of privacy	<input type="checkbox"/>	14.8%	4
You prefer using more personal channels of communication	<input type="checkbox"/>	51.9%	14
 Other (please specify)	<input type="checkbox"/>	3.7%	1
<b>answered question</b>			<b>27</b>
<b>skipped question</b>			<b>120</b>

**3. If you answered "Yes" to Question 1 above, how often do you use Social Networking Websites?**

		Response Percent	Response Count
daily,	<input type="checkbox"/>	30.5%	32
2-3 times a week	<input type="checkbox"/>	17.1%	18
4-5 times a week	<input type="checkbox"/>	9.5%	10
6 times a week	<input type="checkbox"/>	0.0%	0
Weekly	<input type="checkbox"/>	20.0%	21
Fortnightly	<input type="checkbox"/>	8.6%	9
Monthly	<input type="checkbox"/>	10.5%	11
 Other (please specify)	<input type="checkbox"/>	4.8%	5
<b>answered question</b>			<b>105</b>
<b>skipped question</b>			<b>42</b>

**4. If you answered "Yes" to Question 1 above, is it because: (please choose as many answers as you feel are appropriate)**



		Response Percent	Response Count
You think Social Networking Websites are good places for you to be a member	<input type="checkbox"/>	28.4%	29
Other members and you want the same thing from Social Networking Websites.	<input type="checkbox"/>	17.6%	18
You know a people in the same Social Networking Site as you use.	<input type="checkbox"/>	73.5%	75
Members of Social Networking Websites do not share the same values as you	<input type="checkbox"/>	2.0%	2
You feel at home in Social Networking Websites.	<input type="checkbox"/>	16.7%	17
Very few other group members know you		0.0%	0
You care about what other Social Network Website members think of your actions	<input type="checkbox"/>	7.8%	8
You have no influence over what Social Networking Websites are like	<input type="checkbox"/>	7.8%	8
If there is a problem in Social Networking Websites, there are members there who can solve it.	<input type="checkbox"/>	7.8%	8
It is very important to you to be a member of Social Networking Websites.	<input type="checkbox"/>	7.8%	8
Members of Social Networking Websites generally don't get along with each other	<input type="checkbox"/>	1.0%	1
You expect to use Social Networking Websites for a long time.	<input type="checkbox"/>	42.2%	43
You anticipate how some members will react to certain questions or issues in Social Networking Websites.	<input type="checkbox"/>	6.9%	7
You get a lot out of being in Social Networking Websites.	<input type="checkbox"/>	23.5%	24
You've had questions that have been answered by Social Networking Websites.	<input type="checkbox"/>	10.8%	11
You've gotten support from Social Networking Websites.	<input type="checkbox"/>	10.8%	11
Some members of Social Networking Websites have friendships with each other.	<input type="checkbox"/>	35.3%	36



<b>You have friends in Social Networking Websites.</b>	<input type="checkbox"/>	<b>78.4%</b>	<b>80</b>
Some members of Social Networking Websites can be counted on to help others.	<input type="checkbox"/>	8.8%	9
You feel obligated to help others in Social Networking Websites.	<input type="checkbox"/>	2.0%	2
You really like Social Networking Websites.	<input type="checkbox"/>	21.6%	22
Social Networking Websites mean a lot to you.	<input type="checkbox"/>	3.9%	4
Other (please specify)	<input type="checkbox"/>	15.7%	16
<b>answered question</b>			<b>102</b>
<b>skipped question</b>			<b>45</b>

**5. If you answered "Yes" to Question 1 above, do you use the websites for: (please choose as many answers as you feel are appropriate)**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Staying in touch with friends?</b>	<input type="checkbox"/>	<b>85.6%</b>	<b>89</b>
Finding old School/University/Army/Work friends?	<input type="checkbox"/>	80.8%	84
Meeting new people?	<input type="checkbox"/>	18.3%	19
Finding dates?	<input type="checkbox"/>	4.8%	5
Making business contacts?	<input type="checkbox"/>	23.1%	24
Maintaining Business Contacts?	<input type="checkbox"/>	23.1%	24
Organising social events?	<input type="checkbox"/>	30.8%	32
Communicating with groups?	<input type="checkbox"/>	24.0%	25
Communicating with individuals?	<input type="checkbox"/>	55.8%	58
Other (please specify)	<input type="checkbox"/>	4.8%	5
<b>answered question</b>			<b>104</b>
<b>skipped question</b>			<b>43</b>



## Appendix C – Questionnaire Results – Filtered

survey title:

**Social Networking Usage** [Edit Title](#)

[design survey](#)

[collect responses](#)

[analyze results](#)

 [View Summary](#)

current report: **Default Report**

 [Browse Responses](#)



## Response Summary

 [Filter Responses](#)

 [Download Responses](#)

**Active Filter:** SNW Survey Filter

 [Share Responses](#)

**Unfiltered Total:** 147

**Filtered Total:** 97

**Page: Informed Consent**

1. I give my consent for data gathered in this survey to be used in a study of the usage patterns of Social Networking Websites by South Africans. I acknowledge that these data will be used confidentially and anonymously, and that the results generated from this survey may be used and disseminated in any format the researcher deems appropriate.

		Response Percent	Response Count
Yes	<input type="text" value="100.0%"/>	100.0%	97
No		0.0%	0

*answered question* **97**

*skipped question* **0**

2. This is a survey of Social Networking Sites usage amongst young South Africans. If you are not resident in South Africa, please do not continue with this survey.

		Response Percent	Response Count
I am resident in South Africa	<input type="text" value="100.0%"/>	100.0%	97
I am not resident in South Africa		0.0%	0

*answered question* **97**

*skipped question* **0**

**Page: Demographic Information**


1. Do you have a:

Response Response



	Percent	Count
Bachelors Degree <input type="checkbox"/>	19.6%	19
Honours Degree <input type="checkbox"/>	27.8%	27
<b>Masters Degree <input type="checkbox"/></b>	<b>44.3%</b>	<b>43</b>
Doctorate <input type="checkbox"/>	1.0%	1
Technical Diploma	0.0%	0
Technical Degree (B Tech) <input type="checkbox"/>	7.2%	7
Other (please specify)	0.0%	0
	<b>answered question</b>	<b>97</b>
	<b>skipped question</b>	<b>0</b>

**2. In what field is your qualification?**

	Response Count
 view	96
<b>answered question</b>	<b>96</b>
<b>skipped question</b>	<b>1</b>

**3. How old are you?**

	Response Percent	Response Count
22 <input type="checkbox"/>	1.0%	1
23 <input type="checkbox"/>	0.0%	0
24 <input type="checkbox"/>	2.1%	2
25 <input type="checkbox"/>	2.1%	2
26 <input type="checkbox"/>	4.1%	4
27 <input type="checkbox"/>	4.1%	4
28 <input type="checkbox"/>	3.1%	3
29 <input type="checkbox"/>	5.2%	5
30 <input type="checkbox"/>	8.2%	8
<b>31 <input type="checkbox"/></b>	<b>15.5%</b>	<b>15</b>
32 <input type="checkbox"/>	14.4%	14
33 <input type="checkbox"/>	6.2%	6
34 <input type="checkbox"/>	8.2%	8
35 <input type="checkbox"/>	4.1%	4




36	<input type="checkbox"/>	4.1%	4
37	<input type="checkbox"/>	7.2%	7
38	<input type="checkbox"/>	5.2%	5
39		0.0%	0
40	<input type="checkbox"/>	5.2%	5
Other (please specify)		0.0%	0
<b>answered question</b>			<b>97</b>
<b>skipped question</b>			<b>0</b>

**4. Sex**

		Response Percent	Response Count
M	<input type="checkbox"/>	69.1%	67
F	<input type="checkbox"/>	30.9%	30
<b>answered question</b>			<b>97</b>
<b>skipped question</b>			<b>0</b>

**5. What is your nearest city?**

		Response Percent	Response Count
Johannesburg	<input type="checkbox"/>	78.4%	76
Pretoria	<input type="checkbox"/>	8.2%	8
Durban	<input type="checkbox"/>	1.0%	1
East London		0.0%	0
Port Elizabeth	<input type="checkbox"/>	1.0%	1
Cape Town	<input type="checkbox"/>	4.1%	4
George	<input type="checkbox"/>	2.1%	2
Bloemfontein		0.0%	0
 Other (please specify)	<input type="checkbox"/>	5.2%	5
<b>answered question</b>			<b>97</b>
<b>skipped question</b>			<b>0</b>

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Page: Access to Technoogy



**1. Do you use a cellphone?**

	Response Percent	Response Count
Yes	100.0%	96
No	0.0%	0
<b>answered question</b>		<b>96</b>
<b>skipped question</b>		<b>1</b>

**2. If you answered "Yes" to question 1 above,**

	Yes	No	Response Count
Can you access the internet via your cellphone?	91.7% (88)	8.3% (8)	96
Do you access the internet via your cellphone?	61.3% (57)	38.7% (36)	93
<b>answered question</b>			<b>96</b>
<b>skipped question</b>			<b>1</b>

**3. If you cannot access the internet via your cellphone,**

	Yes	No	Response Count
Will your next cellphone have internet access?	92.5% (37)	7.5% (3)	40
Do you plan to access the internet through your next cellphone?	71.8% (28)	28.2% (11)	39
<b>answered question</b>			<b>43</b>
<b>skipped question</b>			<b>54</b>

**4. Do you use a computer at work?**

	Response Percent	Response Count
Yes	99.0%	95
No	1.0%	1
<b>answered question</b>		<b>96</b>
<b>skipped question</b>		<b>1</b>

**5. If you answered "Yes" to question 4 above, is your computer a laptop or a desktop?**

	Response Percent	Response Count
--	------------------	----------------





Laptop	<input type="text" value="81.1%"/>	81.1%	77
Desktop	<input type="text" value="18.9%"/>	18.9%	18
<b>answered question</b>			<b>95</b>
<b>skipped question</b>			<b>2</b>

**6. Do you use a computer at home?**

	Response Percent	Response Count
No	0.0%	0
If yes, is it a desktop	<input type="text" value="25.0%"/>	25.0% 24
<b>If yes, is it a laptop</b>	<input type="text" value="42.7%"/>	<b>42.7%</b> 41
or do you bring your work laptop home with you	<input type="text" value="32.3%"/>	32.3% 31
<b>answered question</b>		<b>96</b>
<b>skipped question</b>		<b>1</b>

**7. Do you have access to the internet at work?**


	Response Percent	Response Count
Yes	<input type="text" value="100.0%"/>	100.0% 96
No	0.0%	0
<b>answered question</b>		<b>96</b>
<b>skipped question</b>		<b>1</b>

**8. Do you have access to the internet at home?**

	Response Percent	Response Count
Yes, via dialup (56 kbps)	<input type="text" value="3.1%"/>	3.1% 3
Yes, via broadband landline (ADSL, ISDN, ETC) connection	<input type="text" value="28.1%"/>	28.1% 27
<b>Yes, via wireless broadband (3G, HSDPA, WiMAX, iBurst, MyWireless, etc) connection</b>	<input type="text" value="57.3%"/>	<b>57.3%</b> 55
Yes, through my cellphone	<input type="text" value="7.3%"/>	7.3% 7
No	<input type="text" value="4.2%"/>	4.2% 4
<b>answered question</b>		<b>96</b>
<b>skipped question</b>		<b>1</b>



**9. How often do you access the internet from home?**

	Response Percent	Response Count
daily, <input type="checkbox"/>	52.6%	50
2-3 times a week <input type="checkbox"/>	13.7%	13
4-5 times a week <input type="checkbox"/>	7.4%	7
6 times a week <input type="checkbox"/>	2.1%	2
Weekly <input type="checkbox"/>	13.7%	13
Fortnightly <input type="checkbox"/>	4.2%	4
Monthly <input type="checkbox"/>	3.2%	3
 Other (please specify) <input type="checkbox"/>	3.2%	3
<b>answered question</b>		<b>95</b>
<b>skipped question</b>		<b>2</b>

**10. How often do you access the internet from work?**

	Response Percent	Response Count
daily, <input type="checkbox"/>	84.4%	81
2-3 times a week <input type="checkbox"/>	5.2%	5
4-5 times a week <input type="checkbox"/>	7.3%	7
6 times a week <input type="checkbox"/>	1.0%	1
Weekly <input type="checkbox"/>	2.1%	2
Fortnightly	0.0%	0
Monthly	0.0%	0
Other (please specify)	0.0%	0
<b>answered question</b>		<b>96</b>
<b>skipped question</b>		<b>1</b>

**11. Do you use email at work?**

	Response Percent	Response Count
Yes <input type="checkbox"/>	98.9%	94
No <input type="checkbox"/>	1.1%	1
<b>answered question</b>		<b>95</b>
<b>skipped question</b>		<b>2</b>



**12. Do you have a private email address?**

		Response Percent	Response Count
Yes	<input type="text" value="89.5%"/>	89.5%	85
No	<input type="text" value="10.5%"/>	10.5%	10
<b>answered question</b>			<b>95</b>
<b>skipped question</b>			<b>2</b>

**13. If you answered "Yes" to question 12 above, do you access your private email account from work?**

		Response Percent	Response Count
Yes	<input type="text" value="69.7%"/>	69.7%	62
No	<input type="text" value="30.3%"/>	30.3%	27
<b>answered question</b>			<b>89</b>
<b>skipped question</b>			<b>8</b>

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**Page: Social Networking Website Usage**


**1. Do you make use of Social Networking Websites (Facebook, MySpace, etc)?**

		Response Percent	Response Count
Yes	<input type="text" value="78.9%"/>	78.9%	75
No	<input type="text" value="21.1%"/>	21.1%	20
<b>answered question</b>			<b>95</b>
<b>skipped question</b>			<b>2</b>


**2. If you answered "No" to Question 1 above, is it because: (please choose as many answers as you feel are appropriate)**

	Response Percent	Response Count
Members of Social Networking Websites do not share the same values as you	0.0%	0
Very few other group members know you	0.0%	0
You have no influence over what Social Networking Websites are like	0.0%	0
Members of Social Networking		



Websites generally don't get along with each other	<input type="checkbox"/>	0.0%	0
You consider them to be a waste of time	<input type="checkbox"/>	50.0%	10
You are afraid that your personal details will be stolen (phished)	<input type="checkbox"/>	30.0%	6
You have no need for them	<input type="checkbox"/>	35.0%	7
Your office IT policy forbids their use	<input type="checkbox"/>	35.0%	7
<b>You have no time for them</b>	<input type="checkbox"/>	<b>60.0%</b>	<b>12</b>
You don't want your personal details published online	<input type="checkbox"/>	35.0%	7
You don't want to have an online presence	<input type="checkbox"/>	15.0%	3
You consider them to be an invasion of privacy	<input type="checkbox"/>	5.0%	1
You prefer using more personal channels of communication	<input type="checkbox"/>	55.0%	11
 Other (please specify)	<input type="checkbox"/>	5.0%	1
<b>answered question</b>			<b>20</b>
<b>skipped question</b>			<b>77</b>

**3. If you answered "Yes" to Question 1 above, how often do you use Social Networking Websites?**


		Response Percent	Response Count
daily,	<input type="checkbox"/>	31.6%	24
2-3 times a week	<input type="checkbox"/>	14.5%	11
4-5 times a week	<input type="checkbox"/>	7.9%	6
6 times a week	<input type="checkbox"/>	0.0%	0
Weekly	<input type="checkbox"/>	22.4%	17
Fortnightly	<input type="checkbox"/>	10.5%	8
Monthly	<input type="checkbox"/>	11.8%	9
 Other (please specify)	<input type="checkbox"/>	2.6%	2
<b>answered question</b>			<b>76</b>
<b>skipped question</b>			<b>21</b>

**4. If you answered "Yes" to Question 1 above, is it because: (please choose as many answers as you feel are appropriate)**




		Response Percent	Response Count
You think Social Networking Websites are good places for you to be a member	<input type="checkbox"/>	27.0%	20
Other members and you want the same thing from Social Networking Websites.	<input type="checkbox"/>	16.2%	12
You know a people in the same Social Networking Site as you use.	<input type="checkbox"/>	73.0%	54
Members of Social Networking Websites do not share the same values as you	<input type="checkbox"/>	1.4%	1
You feel at home in Social Networking Websites.	<input type="checkbox"/>	18.9%	14
Very few other group members know you		0.0%	0
You care about what other Social Network Website members think of your actions	<input type="checkbox"/>	6.8%	5
You have no influence over what Social Networking Websites are like	<input type="checkbox"/>	5.4%	4
If there is a problem in Social Networking Websites, there are members there who can solve it.	<input type="checkbox"/>	6.8%	5
It is very important to you to be a member of Social Networking Websites.	<input type="checkbox"/>	9.5%	7
Members of Social Networking Websites generally don't get along with each other	<input type="checkbox"/>	1.4%	1
You expect to use Social Networking Websites for a long time.	<input type="checkbox"/>	41.9%	31
You anticipate how some members will react to certain questions or issues in Social Networking Websites.	<input type="checkbox"/>	5.4%	4
You get a lot out of being in Social Networking Websites.	<input type="checkbox"/>	24.3%	18
You've had questions that have been answered by Social Networking Websites.	<input type="checkbox"/>	9.5%	7
You've gotten support from Social Networking Websites.	<input type="checkbox"/>	12.2%	9
Some members of Social Networking Websites have friendships with each other.	<input type="checkbox"/>	33.8%	25



<b>You have friends in Social Networking Websites.</b>	<input type="checkbox"/>	<b>79.7%</b>	<b>59</b>
Some members of Social Networking Websites can be counted on to help others.	<input type="checkbox"/>	8.1%	6
You feel obligated to help others in Social Networking Websites.	<input type="checkbox"/>	1.4%	1
You really like Social Networking Websites.	<input type="checkbox"/>	17.6%	13
Social Networking Websites mean a lot to you.	<input type="checkbox"/>	4.1%	3
 Other (please specify)	<input type="checkbox"/>	14.9%	11
<b>answered question</b>			<b>74</b>
<b>skipped question</b>			<b>23</b>

**5. If you answered "Yes" to Question 1 above, do you use the websites for: (please choose as many answers as you feel are appropriate)**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Staying in touch with friends?</b>	<input type="checkbox"/>	<b>89.5%</b>	<b>68</b>
Finding old School/University/Army/Work friends?	<input type="checkbox"/>	81.6%	62
Meeting new people?	<input type="checkbox"/>	15.8%	12
Finding dates?	<input type="checkbox"/>	3.9%	3
Making business contacts?	<input type="checkbox"/>	22.4%	17
Maintaining Business Contacts?	<input type="checkbox"/>	25.0%	19
Organising social events?	<input type="checkbox"/>	30.3%	23
Communicating with groups?	<input type="checkbox"/>	23.7%	18
Communicating with individuals?	<input type="checkbox"/>	57.9%	44
 Other (please specify)	<input type="checkbox"/>	1.3%	1
<b>answered question</b>			<b>76</b>
<b>skipped question</b>			<b>21</b>

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