TRIAL, ADOPTION, USAGE AND DIFFUSION OF SOCIAL MEDIA

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While new social media such as Facebook, Twitter, and MySpace have become increasingly prevalent among a large proportion of the work force across different national cultures, there is a dearth of research-based knowledge as to why individuals experiment with, adopt, use, and propagate new media innovations. This report outlines findings from exploratory research based on two rounds of data collection involving similar populations of individuals and presents a survey instrument for future research using a longitudinal design. The first campaign resulted in both qualitative (interview) and quantitative (survey) data from 80 individuals, which yielded an understanding of how individuals engaged with new media. The findings from this analysis as well as issues uncovered from this campaign were used to develop a new research instrument for further research. The second resulted in both qualitative (interview) and quantitative (survey) data from 65 individuals using the new research instrument at the end of the first campaign. The analysis showed some additional improvement and insights. However, both campaigns involved cross-sectional data that was useful for understanding trial, adoption, and use. Finally, a survey instrument was newly developed for a longitudinal data collection effort based on the insights gained from the first two campaigns.

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1.0   SUMMARY

While new social media such as Facebook, Twitter, and MySpace have become increasingly prevalent among a large proportion of the work force across different national cultures, there is a dearth of research-based knowledge as to why individuals experiment with, adopt, use, and propagate new media innovations. This report outlines findings from exploratory research based on two rounds of data collection involving similar populations of individuals and presents a survey instrument for future research using a longitudinal design. The first campaign resulted in both qualitative (interview) and quantitative (survey) data from 80 individuals, which yielded an understanding of how individuals engaged with new media. The findings from this analysis as well as issues uncovered from this campaign were used to develop a new research instrument for further research. The second resulted in both qualitative (interview) and quantitative (survey) data from 65 individuals using the new research instrument at the end of the first campaign. The analysis showed some additional improvement and insights. However, both campaigns involved cross-sectional data that was useful for understanding trial, adoption, and use. Finally, a survey instrument was newly developed for a longitudinal data collection effort based on the insights gained from the first two campaigns.

2.0 INTRODUCTION

2.1 Approach

New social media such as Facebook, Twitter, and MySpace have diffused rapidly among a large proportion of the work force across different national cultures. Social media differ considerably from traditional information technologies and systems such as productivity tools, transaction processing systems, and enterprise systems found in a typical workplace. First, social media is largely dependent on the "social interaction" between individuals and serves as a technology that enables such interaction. Second, social media allows participating individuals to generate unique content through a variety of methods such as blogs, discussions, and multimedia such that the user experience emerges over time. Finally, social media is capable of high reach and richness, can span workplace boundaries, and provide certain levels of anonymity.

Individuals within organizations are known to spend a considerable amount of time on these social media every day. This is despite the lack of definitive understanding that social media do contribute to the efficiency and effectiveness of workplaces. Moreover, there is some evidence that traditional information technologies and systems in voluntary use settings do not diffuse rapidly or get accepted completely by individuals. These raise questions as to "how" and "why" social media are different from traditional information technologies or systems, as well as the "enablers" of the trial, adoption, usage, and diffusion of social media – the principal focus areas and research questions of this study.

Prior literature on the adoption and use of information systems has employed a variety of models such as the Theory of Reasoned Action, Theory of Planned Behavior, Social Cognitive Theory, Diffusion of Innovations, Technology Acceptance Model and its variants, Perceived Characteristics of Innovating, Information Systems Success Model, Motivation Models, Model of Personal Computer Utilization, Unified Theory of Acceptance and Use of Technology; however, these models have generally attributed greater importance to technological and organizational characteristics more than the characteristics of individuals – which may be a crucial factor in understanding the trial, adoption, usage, and diffusion of social media.

Consequently, a "grounded theory" approach was employed for this research and data were gathered from 80 individuals through in-depth semi-structured interviews (which were video- and audio- taped; the audio tapes were also transcribed into electronic text for analysis). The transcription resulted in about 1,500 pages of textual data. The transcribed textual data are to be examined for themes, patterns, and associations such that an explanatory model containing different constructs representing the enablers of the trial, adoption, usage, and diffusion of social media may be developed for further study. Future research will be aimed at generalizing the findings from the interviews to a broader population across different national cultures, which may be accomplished through a multi-country study; however, the research approach for the future study (should it be surveys, interviews, or a mix of both?) needs to be identified. These activities were performed by the investigator solely and/or with the assistance of a graduate assistant expressly hired for this purpose.

3.0 METHODS, ASSUMPTIONS AND PROCEDURES

3.1 Coding of Interview Data

To ensure uniform coding of interview data, a coding sheet was designed (see Appendix A). The coding sheet enabled the coding of several themes from the data, including how individuals became aware of the social media (e.g., mass media vs. interpersonal communication), reasons why individuals trialed, adopted, and used social media, the features of the social media they used, their attitudes towards social media, and their use (e.g., time of use, length of use) of the social media technologies.

Since individuals had been allowed to report their experiences with multiple technologies if they preferred, the coding process was formulated such that a separate coding sheet was completed for each technology discussed by the respondents. This resulted in multiple observations for respondents. A total of 335 observations were recorded, which is an average of 4.18 technologies for each respondent in the study.

3.2 Issues with Coding and Recommendations

The interviews were not conducted in a consistent manner which is a severe problem when coding the interview data and understanding the research phenomenon. The following depict the types of problems uncovered during the coding process.

- Interview questions did not seem to comply with the purpose of research: why people try/adopt/continue to use the technologies. Specifically, the major research question remains unanswered in several interviews conducted for this research.

- Interview questions deviated from the main research objectives and focused considerably on hypothetical situations. An example of this line of questioning is: "If your friends stop using Facebook/MySpace, would you continue to use it?"

- Interview questions were not consistently asked of all participants in the research resulting in missing data. For instance, some interviews contain information on "frequency of use" and "time of use," but others completely missed this information.

- Interview questions based on certain technologies such as blogs/games/online forums were very weak with regard to the research objectives. The discussions were not followed through completely resulting in partial views of the research phenomenon.

- Interview questions also centered on the adoption/use behaviors of the respondents' contacts (such as cousins and friends) while ignoring the adoption/use behaviors of the respondents themselves, resulting in incomplete data.

The following are some recommendations to more effectively manage the interview and data collection process for future research.

- Require data collection agencies to properly train the interviewers such that they better understand the phenomenon and be better interviewers.

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- Require data collection agencies to engage interviewers in monitored data collection or pilot data collection such that they can be advised on potential problems.

- Require data collection agencies to ensure that interviewers stick to questions specified on the interview guide to improve consistency of data collection.

3.3 Demographics

Based on the demographic data captured in the survey, about one-third of the participants were female and two-thirds were male, and aged between 18 and 25 years of age. They were predominantly from the United States, although about 35% of the participants represented other regions of the world. There was an almost even distribution between Caucasians, African Americans, and Hispanics, while the others represented about 23% of the sample. Table 1 shows the distribution of respondents on different characteristics.

Table 1: Respondent Profile

		Number of Respondents	Percentage
Gender	Male	49	61.3
	Female	31	38.8
Age group	18 to 21	31	38.8
	22 to 25	49	61.3
Ethnicity	African American	22	27.5
	Caucasian	20	25.0
	Hispanic	19	23.8
	Asian or Pacific Island	12	15.0
	Other	7	8.8
Region	USA	50	62.5
	Rest of world	28	35.0
	Missing data	2	2.5
Income	Less than $40,000	23	28.8
	$40,000 to under $50,000	18	22.5
	More than $50,000	34	42.5
	Missing data	5	6.3
Home	Urban	40	50.0
	Suburban	21	26.3
	Rural	17	21.3
	Missing data	2	2.5

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3.4   Technologies Reported in the Interviews

Participants in this research used a variety of social media technologies, including social networking (e.g., Facebook), content sharing (e.g., YouTube), blogging, gaming, web sites, and podcasting. Table 2 contains the list of technologies found in the interviews.

To ensure the independence of observations, the data analysis was conducted at the most appropriate level as possible. For instance, since individuals reported on multiple social networking sites, data analysis was conducted at the level of the 'technology.' However, some individuals reported not more than one gaming site; hence, analysis was conducted at the level of the 'type of technology.'

Table 2: Social Media Technologies Reported by Respondents

Type of Technology	Name of Technology	Number of Respondents
Social networking	Facebook	66
	MySpace	58
	Others	6
Content sharing	YouTube	74
	Others	14
Blogging		47
Gaming		33
Online forums		28
Podcasting		9

The other (i.e., excluding Facebook and MySpace) social networking technologies reported by the respondents include Micrente, Orchid, Livejournal, Hi5, and Friendster. The other (i.e., excluding YouTube) content sharing technologies reported by the respondents include ifilm, Stage6, Dailymotionz, Bet.com, Google video, TV links, Webshot, Photobucket, Pickvideos, bwcinema.com, Watchvisitors.com, and Videoarcade.

The blogging technologies reported by the respondents include Xanga, Blogspot, blog.com, MSNblog, overblog, blogstudio, Techeblog, crooks and liars blog, M live, Myspace blog, America-Online Instant Messenger (AIM), Single mothers, and hiphopgame.com. The gaming technologies reported by the respondents include Poker and card games, Tabuto games, World of Warcraft , New Grounds, Ultima online, Halo Online, Madden game, Xbox, PS3, Mafia Wars, Jabanoid.com, Battlefield2, Stratix.com, online chess, and Addicting Games.

The online forums technologies reported by the respondents include Cricket.org, Allmsu.org, angel.com, eastcoastriders.com, Craigslist.com, Lineage2forum.com, Entertainment and Sports Programming Network (ESPN) radio.com, Global System for Mobile Communications (GSM) GSMarena.com, and on-line video (OV) guide.com. The podcasting technologies reported by the respondents include Michigan State University (MSU) podcasts, Major League Baseball (MLB) podcasts, ESPN radio station podcasts, National Public Radio (NPR) podcasts, film

podcasts, National Guard Bureau (NGB) podcasts and Cable News Network (CNN), and Fox News podcasts.

3.5   Technology Features Used by Respondents

An independent study was conducted to determine the specific features of the technology for each technology type (shown on the leftmost column in each of the following tables). This was done by visiting the website of each technology and gathering the specific features and capabilities of the technology. The data from interviews were then coded to determine the extent to which the respondents used the features of the technologies (see Tables 3 through 8).

Table 3: Social Networking Features Usage

Feature	Facebook Users	MySpace Users	Other Technology Users
Account	66	58	6
Messages	50	30	2
Upload photos/videos	46	40	2
Post comments	46	30	1
Groups	44	9	----
Search	42	40	0
Applications	36	11	0
Tag/untag pictures	35	8	----
Setup Profile	34	29	1
Events	9	0	----
Chat	0	1	----
Games	0	0	----
Button features	15	----	----
News-feed	1	----	----
Receive notifications	0	----	----
Background change	----	19	----
Bulletins	----	10	----
Other	----	----	1

----: Not applicable since feature not available for technology at time of research

Table 4: Content Sharing Features Usage

Feature	YouTube Users	Other Technology Users
Search	73	11
View videos/photos	71	12
Links	44	2
Account	37	4
Comment	13	0
Upload videos	12	2
Profile	0	0

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Rate videos	0	0
Subscribe	0	----
Favorites	0	----

----: Not applicable since feature not available for technology at time of research

Table 5: Blogging Features Usage

Feature	Users
Read blog	43
Account	32
Write blog	15
Add video/audio	9
Post comments	8
Profile	3
Read comment	3
Links	1
Use template	0
Subscribe blog	0
Notify blog users	0

Table 6: Gaming Features Usage

Feature	Users
Play game	33
Account	29
Chat	2
Search	0
Forum	0
Play with money	0

Table 7: Online Forums Features Usage

Feature	Users
Read content	25
Account	13
Discussions	12
Upload multimedia	3
Post textual data	1
Share links	1
Post graphical data	0

Table 8: Podcasting Features Usage

Feature	Users
Listen	9
Account	1

Make podcast	1
Subscribe	0
Comment	0
Download	0
Links	0

3.6 Reasons for Trial, Adoption, and Usage

The interviews were coded to determine the various reasons that guided the trial, adoption, and usage of social media by individuals. The reasons were extracted for each technology type or technology for which the analysis was possible. Tables 9 through 11 show the reasons relevant for the trial, adoption, and usage.

Table 9: Reasons for Trial

Reason	Social Networking Users	Content Sharing Users	Blogging Users	Gaming Users	Online Forums Users	Podcasting Users
Ease of use	15	20	3	0	0	0
To stay in contact	11	0	1	0	0	0
Pressure from friends	10	1	2	0	0	0
Tried as he/she was nosey	7	0	2	1	0	0
No reason	5	1	0	2	0	0
Find friends easily	5	0	0	0	0	0
Drawbacks in older technology made him try	5	1	0	0	0	0
Content (communication)	5	0	0	1	0	0
Curiosity (people)	4	1	1	0	0	0
College focused	3	0	0	0	0	0
On seeing his friend using the technology	3	2	1	3	0	0
To view others pics	3	0	0	0	0	0
To look for old contacts	3	0	0	0	0	0
Assignment	3	1	0	1	1	0
Friends wanting to Stay in contact	2	0	0	0	0	0
Helping to set account	2	0	0	0	0	0
Demonstration by friend	2	16	0	0	0	1
To look for new friends	2	0	1	0	0	0
Curiosity (technology)	2	1	0	0	0	0
Content (entertainment)	2	5	0	0	1	0

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Reason	Social Networking Users	Content Sharing Users	Blogging Users	Gaming Users	Online Forums Users	Podcasting Users
Content (informative)	2	2	4	2	1	0
Kill boredom	2	0	0	1	0	0
Upload pics	1	0	0	0	0	0
Stay in contact with people	5	0	0	0	0	0
Features of technology	7	2	0	0	0	0
Setting private profile	1	0	0	0	0	0
Loads of people use it	1	0	0	0	0	0
Dating	1	0	1	0	0	0
Friends moved from one technology to other	1	0	0	0	0	0
To share pictures	1	0	1	0	0	0
Expressing opinions	1	1	3	0	2	0
Marketing tool	1	0	0	0	1	0
No reason	1	0	0	1	0	0
Friend posting the link	0	13	0	0	0	0
Correlate her situation	0	0	1	0	0	0
To solve other problem	0	1	0	0	0	0
Monetary benefits	0	1	0	0	0	0
To get people's opinion	0	0	1	0	0	0
Online source	0	6	0	1	0	1
Accidently	0	1	0	0	0	1

Table 10: Reasons for Adoption

Reason	Social Networking Users	Content Sharing Users	Blogging Users	Gaming Users	Online Forums Users	Podcasting Users
Technology features	13	8	0	1	0	2
To stay in touch with friends	8	0	0	0	0	0
Presence of friends	6	5	1	0	0	0
Found more friends	6	1	0	0	0	0
Dating	3	0	0	0	0	0
Addiction	3	0	0	0	0	0
College- focused	2	0	0	0	0	0
Ease of use	2	3	0	0	0	0
Kill boredom	2	0	0	0	0	0
Content (self-expression)	1	0	1	0	0	0
Catch people's attention	1	0	0	0	0	0
Novelty in technology	1	2	0	0	0	0
Stay connected to technology	0	0	0	0	1	0

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Content (informative)	0	3	1	0	0	0
Content (entertainment)	0	3	1	0	0	0
Share content with friends	0	1	0	0	0	0
Fun	0	0	0	0	0	1

Table 11: Reasons for Usage

Reason	Social Networking Users	Content Sharing Users	Blogging Users	Gaming Users	Online Forums Users	Podcasting Users
Stay in contact with friends	20	0	0	0	0	0
Ease of use	6	2	0	0	0	0
Technology features	6	8	0	0	0	2
Other personal	4	0	1	2	0	0
College focused	2	0	0	0	0	0
Marketing tool	2	0	0	0	0	0
Kill boredom	2	1	0	1	0	0
Presence of friends	1	0	0	0	0	0
To be a part of gang	1	0	0	0	0	0
Events organization	3	0	0	0	0	0
Dating	1	0	0	0	0	0
Peer pressure	1	0	0	0	0	0
To meet new people	1	0	0	0	0	0
Habituated	1	0	0	0	0	0
Novelty in technology	0	1	0	1	0	0
To post pics	0	0	1	0	0	0
Content (entertainment)	0	5	0	1	1	1
Content (informative)	0	2	1	0	1	2

3.7   Factors Influencing Trial, Adoption, and Usage

The reasons for trial, adoption, and usage of social media were then aggregated through factor analysis resulting in factors influencing trial, adoption, and usage. The factors were developed by aggregating similar reasons into separate categories such that the resultant factors were

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internally consistent but externally discriminant. Tables 12 through 14 contain the factors that influence trial, adoption, and usage of social media by individuals.

Table 12: Factors Influencing Trial

Factor	Social Networking Users	Content Sharing Users	Blogging Users	Gaming Users	Online Forums Users	Podcasting Users
Ease of use	15	20	3	0	0	0
Usefulness	31	6	9	1	4	0
Demonstration by friend	2	16	0	0	0	1
Content	9	7	4	3	2	0
Discovery by self	0	7	0	1	0	2
Introduction by others	32	16	0	2	0	0
Observing others	3	2	1	3	0	0
Pressure	12	1	2	0	0	0
Personal interest	3	0	0	2	0	0
Relative advantage of technology	5	1	0	0	0	0
Exploration by self	7	0	2	1	0	0

Table 13: Factors Influencing Adoption

Factor	Social Networking Users	Content Sharing Users	Blogging Users	Gaming Users	Online Forums Users	Podcasting Users
Ease of use	2	3	0	0	0	0
Usefulness	4	1	0	0	0	0
Technology	14	10	0	1	1	2
Personal interest	7	0	0	0	0	1
Friends	19	7	1	0	0	0
Technology content	1	5	2	0	0	0

Table 14: Factors Influencing Usage

Factor	Social Networking Users	Content Sharing Users	Blogging Users	Gaming Users	Online Forums Users	Podcasting Users
Ease of use	6	2	0	0	0	0
Usefulness	7	0	1	0	0	0
Friends	23	0	0	0	0	0
Content	0	6	1	1	2	2
Personal interest	9	1	1	3	0	0
Technology features	6	9	0	1	0	2

3.8   Cleaning Data Gathered Using Surveys

The data set contained certain problems that needed to be fixed prior to analysis. These included data transcription errors and improper codes for missing data. These were identified by first obtaining the low and high values of the eight variables. The Likert-scale anchors were used to determine if the low and high values of the variables were beyond the minimum and maximum possible thresholds. Low values of '0' pointed to data entry/transcription errors. High values exceeding the thresholds (e.g., values greater than 5 or 7 on the respective Likert scale for the eight variables) also pointed to data entry/transcription errors. By verifying the actual surveys completed by the respondents, it was determined that missing values had been replaced with '0's in the data sheet and certain values had been keyed in incorrectly (i.e., '6's for '5's).

3.9   Dispositions of Individuals

The survey instrument captured data on eight dispositions of the respondents: a) mavenism, b) susceptibility to interpersonal influence, c) social desirability bias, and five factors of the Neuroticism Extroversion Openness-Psychological Personality Inventory (NEO-PPI) scale: d) emotional stability, e) extraversion, f) openness to experience, g) agreeableness, and h) conscientiousness. The first three dispositions were measured using a 7-point Likert scale (1 to 7, where 1 represented "strongly disagree" and 7 represented "strongly agree") whereas the last five used a 5-point Likert scale (1 to 5, where 1 represented "strongly disagree" and 5 represented "strongly agree").

The descriptive statistics for the individual dispositions are shown in Table 15. Allowing for missing data, the respondents reported having low susceptibility to interpersonal influence (i.e., average less than 3.5, the mid-point of the scale) and high social desirability bias (i.e., average above 5 on a 7-point scale). In general, participants seemed to be emotionally stable, extraverted, open to experience, agreeable, and conscientious, based on the NEO-PPI measures, with the average of all items near or above 3.50.

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Table 15: Descriptive Statistics of Individual Dispositions

	N	Mean	Std. Dev.	Scale	Items	Alpha
Mavenism	80	4.69	1.37	1-7	6	0.91
Susceptibility to interpersonal influence	80	2.91	1.36	1-7	4	0.85
Social desirability bias	80	5.46	0.84	1-7	6	0.68
Emotional stability	80	3.67	0.94	1-5	12	0.82
Extraversion	71	3.77	0.52	1-5	12	0.71
Openness	69	3.42	0.60	1-5	12	0.70
Agreeableness	69	3.62	0.38	1-5	7	0.65
Conscientiousness	68	3.82	0.51	1-5	12	0.71

3.10 Reliability Analysis of Scales

The reliability statistics are based on Cronbach's alpha and are reported in Table 15. While most of the variables demonstrated good reliability (i.e., values were greater than 0.70, the generally recommended and accepted threshold), social desirability bias had a reliability of 0.68, which is slightly less than the recommended threshold. Agreeableness, on the other hand, had reliability of only 0.37 when all 12 items were included in the analysis. Reliability analysis, which involved successively dropping items, showed that the reliability can be improved to 0.65 if 5 items from the original set of 12 items were dropped. The items dropped from the analysis are 19, 24, 29, 54, and 59 (Appendix B, NEO-PPI items).

3.11 Dependent and Independent Variables

The dependent variables for the analysis were constructed using data gathered using the surveys and the interviews. Four dependent variables were constructed, as shown on Table 16, which represented different aspects of usage. These include general use measures (e.g., frequency of use) and intensity of use measures (e.g., proportion of features used). The independent variables for the analysis, as shown on Table 17, included the demographics, personality, and usage measures from the survey as well as the factors for trial, adoption, and usage of social media coded from interviews.

Table 16: Descriptive Statistics (N, Mean, SD) of Dependent Variables

Dependent Variable	N	Facebook	N	MySpace	N	YouTube	N	Blogging	N	Gaming	N	Online Forums	N	Podcasting
Proportion of features used	64	0.4473 (0.1803)	53	.3536 (.1694)	61	0.3367 (.10028)	20	0.26 (0.12)	14	0.34 (0.08)	11	.2864 (.144)	6	.1883 (.118)
Time of use	33	27.80 (19.42)	17	26.00 (17.10)	23	19.26 (13.33)	8	21.375 (17.27)	2	60 (50.91)	1	72	0	0
Frequency of use	36	4.90 (8.065)	17	5.50 (9.73)	21	1.17 (1.12)	1	0.12	1	1.0	2	2.571 (3.43)	0	0
Duration of use	15	59.2 (43.34)	10	48.45 (19.39)	10	119 (185.46)	0	0	4	472.5 (446.57)	0	0	0	0

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Table 17: Descriptive Statistics (N, Mean, SD) of Independent Variables

Independent variable	N	Facebook	N	MySpace	N	YouTube	N	Blogging	N	Gaming	N	Online Forums	N	Podcasts
Try: Exploration by self	64	.05 (.213)	53	0.08 (0.267)	61	.00	20	.10 (0.308)	14	.07 (.267)	11	.00	6	.00
Try: Pressure from friends	64	.11 (.315)	53	0.08 (0.267)	61	.02 (0.128)	20	.10 (0.308)	14	.00	11	.00	6	.00
Try: Observing others	64	.02 (.125)	53	0.04 (0.192)	61	.02 (.128)	20	.05 (0.224)	14	.21 (.426)	11	.00	6	.00
Try: Introduction by others	64	.33 (.473)	53	0.19 (0.395)	61	.25 (.434)	20	.00	14	.07 (0.267)	11	.00	6	.00
Try: Demonstration by others	64	.02 (0.125)	53	0.02 (0.137)	61	.26 (0.454)	20	.00	14	.00	11	.00	6	.17 (0.408)
Try: Ease of use	64	.08 (0.27)	53	0.17 (0.379)	60	.28 (0.277)	20	.05 (0.224)	14	.00	10	.00	6	.00
Try: Content	64	.08 (0.27)	53	0.08 (0.267)	61	.08 (0.277)	20	.10 (0.308)	14	.14 (0.363)	11	.18 (0.405)	6	.00
Try: Usefulness	64	.27 (0.445)	53	0.25 (0.434)	61	.08 (0.277)	20	.25 (0.444)	14	.00	11	.27 (0.467)	6	.00
Try: Relative advantage of technology	64	.03 (0.175)	53	0.06 (0.233)	61	.02 (0.128)	20	.00	14	.00	11	.00	6	.00
Try: Discovery by self	64	.00	53	0	61	.08 (0.277)	20	.00	14	.00	11	.00	6	.33 (0.516)

	N=64	N=53	N=61	N=20	N=14	N=11	N=6
Try: Personal	.03 (0.175)	0.02 (0.137)	.00	.00	.14 (0.363)	.00	.00
Adopt: Technology features	.14 (0.35)	0.09 (0.295)	.16 (0.373)	.00	.07 (0.267)	.09 (0.302)	.33 (0.516)
Adopt: Content	.00	0.02 (0.137)	.08 (0.277)	.10 (0.308)	.00	.00	.17 (0.408)
Adopt: Friends	.19 (0.393)	0.11 (0.32)	.10 (0.3)	.05 (0.224)	.00	.00	.00
Adopt: Ease of use	.03 (0.175)	0	.05 (0.218)	.00	.00	.00	.00
Adopt: Personal	.05 (0.213)	0.08 (0.267)	.00	.00	.00	.00	.00
Adopt: Usefulness	.06 (0.244)	0	.02 (.128)	.00	.00	.00	.00
Use: Friends	.19 (0.393)	0.19 (0.395)	.00	.00	.00	.00	.00
Use: Content	.00	0	.10 (0.3)	.05 (0.224)	.07 (0.267)	.18 (0.405)	.33 (0.516)
Use: Technology features	.05 (0.213)	0.06 (0.233)	.15 (0.358)	.00	.00	.00	.33 (0.516)
Use: Ease of use	.02 (0.125)	0.09 (0.295)	.02 (0.128)	.00	.00	.00	.00
Use: Personal	.13 (0.333)	0	.00	.05 (0.224)	.21 (0.426)	.00	.00
Use: Usefulness	.08 (0.27)	0.02 (0.137)	.00	.05 (0.224)	.00	.00	.00
Social desirability bias	5.5313	5.554	5.5575	5.2990	5.3686	5.2718	4.9733

		(0.854)		(0.8634)		(0.846)		(0.848)		(0.822)		(0.876)	(0.412)
Susceptibility to interpersonal influence	64	2.7852 (1.38)	53	2.6651 (1.25)	61	2.8238 (1.395)	20	3.6375 (1.586)	14	3.6429 (1.11)	11	2.2500 (1.322)	6	2.5417 (1.20)
Mavenism	64	4.6564 (1.404)	53	4.6636 (1.33)	61	4.6039 (1.453)	20	5.0590 (1.22)	14	5.0829 (0.762)	11	4.8045 (1.46)	6	3.9167 (1.494)
Emotional stability	64	3.6128 (0.717)	53	3.8262 (0.851)	61	3.6754 (0.9994)	20	3.5100 (1.031)	14	3.5771 (0.945)	11	3.4027 (.747)	6	4.5683 (2.028)
Extraversion	58	3.7807 (0.485)	48	3.8215 (0.494)	53	3.7757 (0.518)	16	3.7350 (0.512)	13	3.7123 (0.545)	10	3.4090 (0.646)	4	3.7700 (0.885)
Openness	56	3.3454 (0.572)	47	3.4451 (0.574)	52	3.4244 (0.6533)	16	3.3181 (0.533)	12	3.3750 (0.579)	10	3.4410 (0.588)	3	3.8067 (0.767)
Agreeableness	56	3.6143 (0.373)	47	3.6566 (0.3935)	52	3.6540 (0.388)	16	3.6088 (0.319)	12	3.6258 (0.396)	10	3.5660 (0.424)	3	3.9433 (.417)
Conscientiousness	55	3.8520 (0.5061)	47	3.864 (0.539)	52	3.8356 (0.523)	16	3.7300 (0.544)	12	3.6608 (0.570)	10	3.8580 (0.567)	4	3.5825 (.247)
Gender	64	1.44 (0.5)	53	1.43 (0.5)	61	1.39 (0.493)	20	1.30 (0.4701)	14	1.14 (0.363)	11	1.55 (.522)	6	1.33 (0.516)
Age	64	2.59 (0.495)	53	2.62 (0.489)	61	2.62 (0.489)	20	2.65 (0.489)	14	2.57 (0.514)	11	2.45 (.522)	6	2.33 (0.516)
Caucasian	64	.20 (0.406)	53	0.25 (0.434)	61	.18 (0.388)	20	.20 (0.410)	14	.21 (0.426)	11	.27 (.467)	6	.50 (.548)
North America	64	.63 (0.488)	53	0.74 (0.445)	61	.64 (0.484)	20	.35 (0.489)	14	.43 (0.514)	11	.64 (0.505)	6	.83 (0.408)
Urban	64	.47 (0.503)	53	0.49 (0.505)	61	.46 (0.502)	20	.65 (0.489)	14	.50 (0.519)	11	.45 (0.522)	6	.50 (0.548)
Less than 50000	64	.27 (0.445)	53	0.34 (0.478)	61	.30 (0.46)	20	.25 (0.444)	14	.21 (0.426)	11	.27 (0.467)	6	.33 (0.516)

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3.12　Correlations

Tables 18 through 26 show the correlations for the three technologies (Facebook, MySpace, and YouTube) that had a sufficient number of participants (N = 63, 53, and 61, respectively) provide responses. The correlation tables show the effects between the appropriate dependent variables and the independent variables for trial, adoption, and usage uncovered from the interviews. Since only a handful of correlations were reported as being significant, it is difficult to draw conclusions about the true relationships between the dependent and independent variables. In addition, the sample sizes for specific technologies are somewhat low; hence, the study findings cannot be viewed with complete reliability. Further, as pointed out in Section 2.2., data had not been uniformly gathered from the respondents, which has resulted in missing values when computing correlations.

4.0   RESULTS AND DISCUSSION

4.1   Technology Used

As seen from Table 2, respondents used two forms of social media more than others: social networking and content sharing. The two social networking technologies used primarily by students are Facebook and MySpace, and the content sharing technology used predominantly is YouTube. The other forms of technologies such as podcasting, blogging, online forums, and games were reported by only a limited number of respondents and hence meaningful conclusions cannot be drawn.

Based on the three technologies for which a reasonable amount of data is available, a few tentative conclusions can be drawn. First, individuals tried social networking technologies because their friends introduced the technology to them, they wanted to stay in touch with others, or they found it convenient to use. However, individuals tried content sharing technologies on their own because they had sought specific information or they sought to pass time by entertaining themselves. Second, individuals adopted social networking technologies due to the convenience, ease of use, and usefulness of those technologies, and also because of the user-generated content. But the adoption of content sharing technologies was due to the content. In both situations, the content of the technology, typically generated by the various users who are their connections or contacts, played an important role. Finally, individuals continued to use the social media technologies due to its usefulness and content.

Based on the problems with the interview processes noted in Section 2.2., it was difficult to determine the true nature of the relationships between the dependent and independent variables in the research. Based on a theoretical exposition of the adoption process in prior literature, the missing components in the present research and the interview process were identified, which resulted in the development of a new interview guide that may be used for future research (See Appendix C).

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Table 18: Correlations between Dependent Variables and Independent Factors for Trial of Facebook

	Ratio	Try: Exploration by Self	Try: Pressure from Friends	Try: Observing Others	Try: Introduction by Others	Try: Demonstration by Others	Try: Ease of Use	Try: Content	Try: Usefulness	Try: Relative Advantage of Technology	Try: Personal
Ratio											
Try: Exploration by self	.131										
Try: Pressure from friends	-.110	-.078									
Try: Observing others	.107	-.028	-.044								
Try: Introduction by others	-.010	-.155	-.245	-.088							
Try: Demonstration by others	.107	-.028	-.044	-.016	-.088						
Try: Ease of use	.121	.211	.271*	-.037	.045	-.037					
Try: Content	.138	-.065	-.102	-.037	-.203	-.037	-.085				
Try: Usefulness	-.001	-.133	-.211	-.076	-.345**	-.076	-.175	-.043			
Try: Relative advantage of technology	.053	-.040	-.063	-.023	-.126	-.023	-.052	-.052	-.108		
Try: Personal	.123	-.040	-.063	-.023	-0.1	-0	-0.1	-0.1	.095	-.032	

**p < .01

Table 19: Correlations between Dependent Variables and Independent Factors for Trial of MySpace

	Ratio	Try: Exploration by Self	Try: Pressure from friends	Try: Observing Others	Try: Introduction by Others	Try: Demonstration by Others	Try: Ease of Use	Try: Content	Try: Usefulness	Try: Relative Advantage of Technology	Try: Personal
Ratio											
Try: Exploration by self	-.147										
Try: Pressure from friends	.160	-.082									
Try: Observing others	.008	-.057	-.057								
Try: Introduction by others	-.030	-.138	-.138	-.095							
Try: Demonstration by others	.121	-.040	-.040	-.027	-.067						
Try: Ease of use	.203	-.129	.061	-.090	.039	-.063					
Try: Content	.160	-.082	-.082	-.057	-.138	-.040	.251				
Try: Usefulness	.199	-.163	-.163	-.113	-.163	-.079	-.024	.003			
Try: Relative advantage of technology	-.205	-.070	-.070	-.049	-.118	-.034	-.111	-.070	-.140		
Try: Personal	.005	-.040	-.040	-.027	-.067	-.019	.307*	-.040	-.079	-.034	

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Table 20: Correlations between Dependent Variables and Independent Factors for Trial of YouTube

	Ratio	Try: Pressure from Friends	Try: Observing Others	Try: Introduction by Others	Try: Demonstration by Others	Try: Ease of Use	Try: Content	Try: Usefulness	Try: Relative Advantage of	Try: Discovery by Self
Ratio										
Try: Pressure from friends	.082									
Try: Observing others	-.177	-.017								
Try: Introduction by others	.172	-.074	-.074							
Try: Demonstration by others	-.168	-.077	-.077	-.341**						
Try: Ease of use	-.099	-.082	-.082	-.021	-.128					
Try: Content	.070	-.039	-.039	-.171	-.178	-.056				
Try: Usefulness	.010	-.039	-.039	-.171	-.178	.212	-.089			
Try: Relative advantage of technology	-.048	-.017	-.017	-.074	-.077	-.082	-.039	-.039		
Try: Discovery by self	-.050	-.039	-.039	-.171	-.178	.078	-.089	.129	-.039	

** $p < 0.01$

Table 21: Correlations Between Dependent Variables and Independent Factors for Adoption of Facebook

	Ratio	Time since Adoption (months)	Frequency of Use (times per day)	Duration (minutes)	Adopt: Technology Features	Adopt: Friends	Adopt: Ease of Use	Adopt: Personal	Adopt: Usefulness
Ratio									
Time since adoption (months)	-.294								
Frequency of use (times per day)	.122	.181							
Duration (minutes)	.048	-.381	-.322						
Adopt: Technology features	.009	-.075	-.091	.444					
Adopt: Friends	.099	-.083	.160	.005	-.079				
Adopt: Ease of use	.053	-.031	.002	----	-.073	-.086			
Adopt: Personal	-.030	-.045	.002	----	-.090	-.107	-.040		
Adopt: Usefulness	.170	-.045	.049	-.314	-.104	-.124	-.046	-.057	

----: At least one variable is constant due to missing data

Table 22: Correlations between Dependent Variables and Independent Factors for Adoption of MySpace

	Ratio	Time Since Adoption (months)	Frequency of Use (times per day)	Adopt: Technology	Adopt: Content	Adopt: Friends	Adopt: Personal
Ratio							
Time since adoption (months)	.456						
Frequency of use (times per day)	.413	.497					
Duration (minutes)	.382	-.817*	-.558				
Adopt: Technology features	-.130	-.316	-.184				
Adopt: Content	.063	----	----	-.045			
Adopt: Friends	.266	-.110	.272	-.115	-.050		
Adopt: Personal	.071	----	-.119	-.092	-.040	-.102	

*$p < 0.05$; ----: At least one variable is constant due to missing data

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Table 23: Correlations between Dependent Variables and Independent Factors for Adoption of YouTube

	Ratio	Time Since Adoption (months)	Frequency of Use (times per day)	Duration (minutes)	Adopt: Technology Features	Adopt: Content	Adopt: Friends	Adopt: Ease of Use	Adopt: Usefulness
Ratio									
Time since adoption (months)	-.128								
Frequency of use (times per day)	-.095	-.273							
Duration (minutes)	-.380	-.508	.620						
Adopt: Technology features	-.146	-.097	.371	.450					
Adopt: Content	.010	-.156	.246	----	-.132				
Adopt: Friends	-.122	-.216	-.136	.422	.151	-.099			
Adopt: Ease of use	-.008	----	.578**	----	-.101	-.068	-.075		
Adopt: Usefulness	.082	----	----	----	-.057	-.039	-.043	-.029	

$** \ p < 0.01$; ---: At least one variable is constant due to missing data

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Table 24: Correlations between Dependent Variables and Independent Factors for Usage of Facebook

	Ratio	Time Since Adoption (months)	Frequency of Use (times per day)	Duration (minutes)	Use: Friends	Use: Technology Features	Use: Ease of use	Use: Personal	Use: Usefulness
Ratio									
Time since adoption (months)	-.294								
Frequency of use (times per day)	.122	.181							
Duration (minutes)	.048	-.381	-.322						
Use: Friends	.278*	-.066	.170	----					
Use: Technology features	.024	.696**	.055	.005	-.107				
Use: Ease of use	.016	----	----	----	.262*	-.028			
Use: Personal	.254*	-.075	-.082	.049	-.182	-.084	-.048		
Use: Usefulness	.099	-.056	-.001	-.365	.158	-.065	-.037	-.110	

$**p < 0.01$; $*p < 0.05$; ----: At least one variable is constant due to missing data

Table 25: Correlations between Dependent Variables and Independent Factors for Usage of MySpace

	Ratio	Time Since Adoption (months)	Frequency of Use (times per day)	Duration (minutes)	Use: Friends	Use: Technology Features	Use: Ease of Use	Use: Usefulness
Ratio								
Time since adoption (months)	.456							
Frequency of use (times per day)	.413	.497						
Duration (minutes)	.382	-.817*	-.558					
Use: Friends	.280*	.391	-.007	-.196				
Use: Technology features	.175	.088	-.066	.073	.299*			
Use: Ease of use	.035	.748**	.302	-.870**	.174	-.079		
Use: Usefulness	.063	----	----	----	-.067	-.034	-.045	

**p < 0.05; *p < 0.10; ----: At least one variable is constant due to missing data

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Table 26: Correlations between Dependent Variables and Independent Factors for Usage of YouTube

	Ratio	Time Since Adoption (months)	Frequency of Use (times per day)	Duration (minutes)	Use: Content	Use: Technology Features	Use: Ease of Use
Ratio							
Time since adoption (months)	-.128						
Frequency of use (times per day)	-.095	-.273					
Duration (minutes)	-.380	-.508	.620				
Use: Content	-.011	----	-.051	-.112			
Use: Technology features	.125	-.051	-.029	.324	-.137		
Use: Ease of use	.212	.274	-.166	-.192	-.043	-.054	

----: At least one variable is constant due to missing data

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4.2 New Data Collection from 65 Individuals

The new interview guide (see Appendix C) was developed to address some of the problems identified in the study (see Section 2) and was pilot-tested through a new data collection effort at Wright State University. This data collection campaign lasted about a month and gathered information from 65 Wright State University students, who were between the ages of 18 and 25, who had recently started using either the social networking or content sharing technology. The recruitment of potential participants for the study was done using a screener survey instrument in which respondents reported on their current use of social networking or content sharing technologies.

Data collection was accomplished through 60-minute, face-to-face meetings at the Wright State University campus. In each session, respondents provided both quantitative and qualitative data on the trial, adoption, and use of social networking and content sharing technologies. This was done by first asking the respondents to provide free-form answers to a general question about the use of technology, and then asking the respondents to rate their perceptions on a 7-point Likert scale, where 1 represented "very low" and 7 represented "very high" in general (except for measures of technology use). Preliminary results showed that the new interview guide was able to gather data on usage of the technologies at various stages of the adoption process. The new interview guide also enabled the gathering of quantitative data (through the Likert-scale measures), which can be corroborated through the qualitative data.

4.3. New Survey Instrument for Longitudinal Data Collection

Together with a literature review and analysis of prior research on adoption, the findings of the study revealed some areas for future investigation. Although the research examined multiple stages of the adoption process including trial, adoption, and usage, data were gathered at a single point in time based on retrospective accounts of the respondents. However, this method of data collection is fraught with issues such as recall bias and social desirability bias. Recall bias is a problem since respondents may not be able to correctly separate their own behaviors related to trial, adoption, and use over time. Social desirability bias is a problem because respondents may describe their own behaviors to be consistent with the trial, adoption, and use phases employed in the research. Consequently, the data may not be completely accurate or reliable. Moreover, the qualitative data obtained from respondents was not particularly well-suited for quantitative analysis. For instance, the dependent variable was largely constant since data gathered for this research largely answered questions of the form: "Did you use the technology after the trial period?" or "Did you continue to use the technology?" and all respondents had used the technology after trial and continued to use the technology (since the selection of respondents for the research was predicated on them being heavy users of the technology). The data gathered on independent variables for this research typically answered questions of the form: "Did you find the technology easy to use?" as opposed to: "What is the extent to which you found the technology easy to use?" These combined with other issues outlined in Section 2 essentially resulted in a data set that was acceptable for basic analysis involving descriptive statistics but not ideal for advanced analysis dealing with inferential statistics. Consequently, the findings of this research may not be generalizable to other populations or contexts.

The abovementioned problems can be overcome using a longitudinal design that focuses on quantitative data (with some qualitative data if needed) through surveys, and asks participants to report their trial, adoption, and use of a completely new technology (or a technology they began using very recently). The survey instrument for this design is shown in Appendix D.

4.4 Other Contributions

The research explained in Sections 2 and 3 above also made the following contributions to the educational process at the Air Force Institute of Technology (AFIT): 1) the data gathered from surveys and interviews in Section 2 were used as the basis for the "independent study" project for two students and 2) the data gathered from the surveys and interviews in Section 3 were used in the Master's theses of two students.

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APPENDIX A - Coding Sheet

Respondent

ID#: _____   Gender: _____ Age: _____   Location: _____   Race: _____

Technology

Name: _____   Type (Blog/Games/Social networking/etc.): _____ Cost: _____

Features used:
_____

Adoption by Respondent

Time since adoption: _____   Frequency of use: _____   Time of use: _____

Awareness via mass media: _____   Awareness via persons: _____

Action as a consumer: _____   Action as a provider: _____

Attitude: _____   Likeness: _____

Reasons for TRY: Reasons for NOT try/adopt/continued use:

_____

                                                            _____
_____ ___

___   Purpose of using technology (info,
                                                            entertainment):
Reasons for ADOPT:

_____
                                                            _____
_____ ___

___

                                                            Impact of technology:
Reasons for CONTINUED USE: _____
_____

                                                            _____
_____ ___

___

Influence of Others by Respondent

Who was influenced (friend/relative/coworker/etc.): _____

Reasons for the influence: _____

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APPENDIX B — Survey Instrument

Mavenism (Feick & Price, 1987)

1 I like to introduce new brands, products or services to my friends in technology product categories.
2 I like to help people by providing them with information about technology products.
3 People often ask me for information to get the best buy, places to shop, or sales on technology products.
4 If someone asked me where to get the best buy on technology products, I could tell the person where to shop.
5 My friends think of me as a good source of information for new technology products.
6 Think about a person who has information about a variety of products and likes to share this information with others. This person knows about new products, sales, stores, and so on but does not necessarily feel he or she is an expert on any one particular product . How strongly would you agree that this description fits you?

Susceptibility to interpersonal influence (Bearden et al. 1989)

1 It is important that others like the products and brands that I buy.
2 I rarely purchase the latest fashion trends until I know that my friends approve of them.
3 I often identify with other people by purchasing the same products and brands they purchase.
4 When buying products, I generally purchase those brands that I think others will approve.

Social desirability bias (Crowne & Marlowe 1960)

1 I am always willing to admit when I've made a mistake.
2 I always try to practice what I preach.
3 I never resent being asked to return a favor.
4 I have never been bothered when people expressed ideas that were different from my own.
5 No matter who I'm talking too, I'm always a good listener.
6 I never hesitate to go out of my way to help someone in trouble.

NEO-PPI (McCrae & Costa, 2004)

1 I am not a worrier
2 I like to have a lot of people around me
3 I don't like to waste my time daydreaming
4 I try to be courteous to everyone I meet
5 I keep my belongings clean and neat
6 I often feel inferior to others

7   I laugh easily

8   Once I find the right way to do something, I stick to it

9   I often get into arguments with my family and coworkers

10   I'm pretty good about pacing myself so as to get things done on time

11   When I'm under a great deal of stress, sometimes I feel like I'm going to pieces

12   I don't consider myself especially "light-hearted"

13   I am intrigued by the patterns I find in art and nature

14   Some people think I'm selfish and egotistical

15   I am not a very methodical person

16   I rarely feel lonely and blue

17   I really enjoy talking to people

18   I believe letting students hear controversial speakers can only confuse and mislead them

19   I would rather cooperate with others than compete with them

20   I try to perform all the tasks assigned to me conscientiously

21   I often feel tense and jittery

22   I like to be where the action is

23   Poetry has little or no effect on me

24   I tend to be cynical and skeptical of others' intentions

25   I have a clear set of goals and work toward them in an orderly fashion

26   Sometimes I feel completely worthless

27   I usually prefer to do things alone

28   I often try new and foreign foods

29   I believe that most people will take advantage of you if you let them

30   I waste a lot of time before settling down to work

31   I rarely feel fearful or anxious

32   I often feel as if I'm bursting with energy

33   I seldom notice the moods or feelings that different environments produce

34   Most people I know like me

35   I work hard to accomplish my goals

36   I often get angry at the way people treat me

37   I am a cheerful, high-spirited person

38   I believe we should look to our religious authorities for decisions on moral issues

39   Some people think of me as cold and calculating

40   When I make a commitment, I can always be counted on to follow through

41   Too often, when things go wrong, I get discouraged and feel like giving up

42   I am not a cheerful optimist

43   Sometimes when I am reading poetry or looking at a work of art, I feel a chill or wave of
     excitement

44   I'm hard-headed and tough-minded in my attitudes

45   Sometimes I'm not as dependable or reliable as I should be
46   I am seldom sad or depressed
47   My life is fast-paced
48   I have little interest in speculating on the nature of the universe or the human condition
49   I generally try to be thoughtful and considerate
50   I am a productive person who always gets the job done
51   I often feel helpless and want someone else to solve my problems
52   I am a very active person
53   I have a lot of intellectual curiosity
54   If I don't like people, I let them know it
55   I never seem to be able to get organized
56   At times I have been so ashamed I just wanted to hide
57   I would rather go my own way than be a leader of others
58   I often enjoy playing with theories or abstract ideas
59   If necessary, I am willing to manipulate people to get what I want
60   I strive for excellence in everything I do

APPENDIX C — New Interview Guide

Initially, allow respondent to pick ONE specific technology (e.g., Facebook, YouTube) that falls into any one of the following categories of technologies: blogs, social networking sites, personal web sites, video sharing sites, podcasts, and viral games. Then, ask the following questions with reference to that ONE technology. [Once all questions below are asked and answered, go back to the top and begin the same process for another technology.]

For each question below, allow respondent to first rate the answer on a 7-point scale and then provide a descriptive answer as to the rating.

Technology—

How long (e.g., number of months or years) have you been using the [Technology]?	< 1 week 1 month > 1year 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

How often (e.g., once a day, once a week) do you use the [Technology]?	Once a Once a Several Month day times day 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

How much time (e.g., 5 min, 30 min) do you spend with the [Technology] when you use it?	About About More than 5 minutes 30 minutes 1 hour 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

Awareness—
How did you know about the [Technology]?

>> Did you find it yourself or did someone introduce it to you?
>> If YOURSELF: What is the mechanism (e.g., search, ad) by which you found out?
>> If SOMEONE: Who was it? What did he/she say/do when introducing you to it?

Trial—
When did you first "try" the [Technology] for yourself?

What was your motivation to try the [Technology]?

>> How would you rate experimentation as the reason to try the [Technology]?	Very Low Very High 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

>> How would you rate ease of use as the	Very Low Very High

reason to try the [Technology]?   1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

>> How would you rate peer influence as the   Very Low   Very High
reason to try the [Technology]?   1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

Did someone talk to you at this time? Did
someone help you get started?

How many features in social networking have   Very Few   Very Many
you tried?   1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

What features (e.g., setup account, send
messages) of the [Technology] did you try at
this time?

Adoption—
When did you first decide to "adopt" the
[Technology] for yourself?

What was your motivation to adopt the
[Technology]?

>> How would you rate ease of use as the
reason to try the [Technology]?   Very Low   Very High
                                                   1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

>> How would you rate peer influence as the
reason to try the [Technology]?   Very Low   Very High
                                                   1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

>> How would you rate technology features as
the reason to try the [Technology]?   Very Low   Very High
                                                   1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

>> How would you rate technology content as
the reason to try the [Technology]?   Very Low   Very High
                                                   1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

Did someone talk to you at this time? Did
someone help you get started?

What features (e.g., setup account, send
messages) of the [Technology] did you use this
time?

Continued Use—
When did you first decide to "continue using"
the [Technology] for yourself?

What was your motivation to continue use of the [Technology]?

>> How would you rate ease of use as the reason to try the [Technology]?

Very Low   Very High
1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

>> How would you rate peer influence as the reason to try the [Technology]?

Very Low   Very High
1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

>> How would you rate technology features as the reason to try the [Technology]?

Very Low   Very High
1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

>> How would you rate technology content as the reason to try the [Technology]?

Very Low   Very High
1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7

Did someone talk to you at this time? Did someone help you get started?

What features (e.g., setup account, send messages) of the [Technology] did you use this time?

APPENDIX D — Survey Instrument For Longitudinal Study

Note: The following items as well as items on Sections 1 through 6 have been newly developed for the research.

Participant ID: _____   Survey Date: _____   Time (circle one): T1 / T2 / T3

Technology: _____

Type: _____ Social networking   _____ Content sharing   _____ Blogging

Read all options below and choose ONE option that best describes your current status with the technology you chose above:

1	_____ I am aware of the technology (and plan to use it soon)	CONTINUE TO SECTION 1
2	_____ I am experimenting with the technology (but have not decided to adopt it for my use yet)	CONTINUE TO SECTION 2
3	_____ I made the decision to adopt the technology for my own use (but not using it regularly yet)	CONTINUE TO SECTION 3
4	_____ I am using the technology regularly (after making the decision to adopt the technology for my use)	CONTINUE TO SECTION 4
5	_____ I discontinued using the technology and no longer use it	CONTNUE TO SECTION 5

Section 1

When was the *first* time you became aware of the technology?

___ (days/ weeks/ months ago)

How did you become aware of the technology for the *first* time:

_____

🛑 CONTINUE TO SECTION 8

Section 2

When was the *first* time you became aware of the technology?

___ (days/ weeks/ months ago)

How did you become aware of the technology for the *first* time:

_____

When was the *first* time you began experimenting with the technology?

___ (days/ weeks/ months ago)

List the top THREE reasons why you are experimenting with the technology.

_____

_____

_____

41

🛑 CONTINUE TO SECTION 6 (TRIAL)

Section 3

When was the *first* time you became aware of the technology?

___ (days/ weeks/ months ago)

How did you become aware of the technology for the *first* time:

_____

Did you experiment with the technology prior to adoption?

___ No   ___ Yes

When was the *first* time you began experimenting with the technology?

___ (days/ weeks/ months ago)

List the top THREE reasons why you experimented with the technology.

_____

_____

_____

When was the *first* time you made the decision to adopt the technology?

___ (days/ weeks/ months ago)

List the top THREE reasons why you made the decision to adopt the technology.

_____

_____

_____

42

🛑 CONTINUE TO SECTION 6 (ADOPTION)

<hr/>

Section 4

When was the *first* time you became aware of the technology?

___ (days/ weeks/ months ago)

How did you become aware of the technology for the *first* time:

_____

Did you experiment with the technology prior to adoption?

___ No   ___ Yes

When was the *first* time you began experimenting with the technology?

___ (days/ weeks/ months ago)

List the top THREE reasons why you experimented with the technology.

_____

_____

_____

Did you make the decision to adopt the technology for your use?

___ No   ___ Yes

When was the *first* time you made the decision to adopt the technology?

___ (days/ weeks/ months ago)

List the top THREE reasons why you made the decision to adopt the technology.

_____

43

_____

_____

List the top THREE reasons why you are regularly using the technology.

_____

_____

_____

🛑 CONTINUE TO SECTION 6 (USE)

Section 5

When was the *first* time you became aware of the technology?

___ (days/ weeks/ months ago)

How did you become aware of the technology for the *first* time:

_____

Did you experiment with the technology prior to adoption?

___ No   ___ Yes

When was the *first* time you began experimenting with the technology?

___ (days/ weeks/ months ago)

List the top THREE reasons why you experimented with the technology.

_____

_____

44

_____

Did you make the decision to adopt the technology for your use?

___ No   ___ Yes

        When was the *first* time you made the decision to adopt the technology?

        ___ (days/ weeks/ months ago)

        List the top THREE reasons why you made the decision to adopt the technology.

        _____

        _____

        _____

Did you regularly use the technology?

___ No   ___ Yes

        When was the *first* time you started to regularly use the technology?

        ___ (days/ weeks/ months ago)

        List the top THREE reasons why you regularly used the technology.

        _____

        _____

        _____

List the top THREE reasons why you discontinued using the technology.

_____

_____

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_____

 CONTINUE TO SECTION 6 (USE)

Answer questions below based on what you did after you <u>started to regularly use</u> the technology.

How often did you use the technology: _____ times per _____ (day/ week/ month)
How much time did you spend with the technology each time you used it: _____ (minutes/ hours)
Check all features of the technology you used:

___ Setup account   ___ Tag/untag pictures   ___ Upload photos/videos

___ Play games   ___ Receive notifications   ___ Post comment

___ Send personal note   ___ Chat with others   ___ Use applications

___ Setup profile   Other _____   Other
_____

Other _____   Other _____   Other
_____

Approximately, how many contacts (friends) do you have on this account? _____

Approximately, how many contacts have you invited to join your personal network? _____

Approximately, how many comments by others have you read? _____

Approximately, how many others have invited you to join their personal network? _____

Approximately, how many comments have you posted for others to read? _____

___ Setup account   ___ View photos/videos   ___ Read comment

___ Rate photos/videos   ___ Post comment   ___ Subscribe content

___ Upload photos/videos   ___ Flag comment   ___ Search photos/videos

___ Setup profile   Other _____   Other _____

Approximately, how many items (photos/videos) have you uploaded? _____

Approximately, how many contacts (friends) have access to items you uploaded? _____

Approximately, how many comments by others have you read? _____

Approximately, how many items (photos/videos) by others have you viewed? _____

Approximately, how many comments have you posted for others to read? _____

CONTENT SHARING

48

___ Setup account   ___ Write blog entry   ___ Use templates

___ Read blog entry   ___ Subscribe to blog   ___ Read comment

___ Add audio/video   ___ Post comment   ___ Notify blog users

___ Setup profile   Other _____   Other _____

BLOGGING

Approximately, how many blog entries have you created? _____

Approximately, how many followers (people) do you have for your blogs? _____

Approximately, how many comments by others have you read? _____

Approximately, how many blogs by others have you visited? _____

Approximately, how many comments have you posted for others to read? _____

For the technology you chose, quantify the types of content you most commonly used.

_____% -- Content related to personal life (family, friends, etc.) and activities

_____% -- Content related to health, dieting, and physical fitness

_____% -- Content related to education (school, college, and university)

_____% -- Content related to news, world news, and current events

_____% -- Content related to products (technology, books, etc.) and services (travel, food, etc.)

_____% -- Content related to entertainment (movies, music groups, and television shows)

_____% -- Content related to _____ (specify)

_____% -- Content related to _____ (specify)

_____% -- Content related to _____ (specify)

=======

100 %

How did you access the technology: _____ Computer   _____ Mobile _____ TV   Other _____

🛑 CONTINUE TO SECTION 6 (ADOPTION) OR SECTION 7

Section 6 (ADOPTION stage)

Answer questions below based on what you did after you <u>made the decision to adopt</u> the technology.

How often did you use the technology: _____ times per _____ (day/ week/ month)
How much time did you spend with the technology each time you used it: _____ (minutes/ hours)
Check all features of the technology you used:

___ Setup account   ___ Tag/untag pictures   ___ Upload
photos/videos

___ Play games   ___ Receive notifications   ___ Post comment

___ Send personal note   ___ Chat with others   ___ Use
applications

___ Setup profile   Other _____   Other
_____

Other _____   Other _____   Other
_____

Approximately, how many contacts (friends) do you have on this account? _____

Approximately, how many contacts have you invited to join your personal network? _____

Approximately, how many comments by others have you read? _____

Approximately, how many others have invited you to join their personal network? _____

Approximately, how many comments have you posted for others to read? _____

SOCIAL NETWORKING

50

___ Setup account   ___ View photos/videos   ___ Read comment

___ Rate photos/videos   ___ Post comment   ___ Subscribe content

___ Upload photos/videos   ___ Flag comment   ___ Search photos/videos

___ Setup profile   Other _____   Other _____

Approximately, how many items (photos/videos) have you uploaded? _____

Approximately, how many contacts (friends) have access to items you uploaded? _____

Approximately, how many comments by others have you read? _____

Approximately, how many items (photos/videos) by others have you viewed? _____

Approximately, how many comments have you posted for others to read? _____

___ Setup account   ___ Write blog entry   ___ Use templates

___ Read blog entry   ___ Subscribe to blog   ___ Read comment

___ Add audio/video   ___ Post comment   ___ Notify blog users

___ Setup profile   Other _____   Other
_____

BLOGGING

Approximately, how many blog entries have you created? _____

Approximately, how many followers (people) do you have for your blogs? _____

Approximately, how many comments by others have you read? _____

Approximately, how many blogs by others have you visited? _____

Approximately, how many comments have you posted for others to read? _____

For the technology you chose, quantify the types of content you most commonly used.

_____% -- Content related to personal life (family, friends, etc.) and activities

_____% -- Content related to health, dieting, and physical fitness

_____% -- Content related to education (school, college, and university)

_____% -- Content related to news, world news, and current events

_____% -- Content related to products (technology, books, etc.) and services (travel, food, etc.)

_____% -- Content related to entertainment (movies, music groups, and television shows)

_____% -- Content related to _____ (specify)

_____% -- Content related to _____ (specify)

_____% -- Content related to _____ (specify)

=======
100 %

How did you access the technology: _____ Computer   _____ Mobile _____ TV   Other
_____

🛑 CONTINUE TO SECTION 6 (TRIAL) OR SECTION 7

52

Answer questions below based on what you did after you <u>started experimenting with</u> the technology.

How often did you use the technology: _____ times per _____ (day/ week/ month)
How much time did you spend with the technology each time you used it: _____ (minutes/ hours)
Check all features of the technology you used:

___ Setup account	___ Tag/untag pictures	___ Upload photos/videos
___ Play games	___ Receive notifications	___ Post comment
___ Send personal note	___ Chat with others	___ Use applications
___ Setup profile	Other _____	Other _____
Other _____	Other _____	Other _____

Approximately, how many contacts (friends) do you have on this account? _____

Approximately, how many contacts have you invited to join your personal network? _____

Approximately, how many comments by others have you read? _____

Approximately, how many others have invited you to join their personal network? _____

Approximately, how many comments have you posted for others to read? _____

SOCIAL NETWORKING

53

___ Setup account   ___ View photos/videos   ___ Read comment

___ Rate photos/videos   ___ Post comment   ___ Subscribe content

___ Upload photos/videos   ___ Flag comment   ___ Search photos/videos

___ Setup profile   Other _____   Other _____

Approximately, how many items (photos/videos) have you uploaded? _____

Approximately, how many contacts (friends) have access to items you uploaded? _____

Approximately, how many comments by others have you read? _____

Approximately, how many items (photos/videos) by others have you viewed? _____

Approximately, how many comments have you posted for others to read? _____

CONTENT SHARING

___ Setup account	___ Write blog entry	___ Use templates
___ Read blog entry	___ Subscribe to blog	___ Read comment
___ Add audio/video	___ Post comment	___ Notify blog users
___ Setup profile	Other _____	Other
_____		

Approximately, how many blog entries have you created? _____

Approximately, how many followers (people) do you have for your blogs? _____

Approximately, how many comments by others have you read? _____

Approximately, how many blogs by others have you visited? _____

Approximately, how many comments have you posted for others to read? _____

BLOGGING

For the technology you chose, quantify the types of content you most commonly used.

_____% -- Content related to personal life (family, friends, etc.) and activities

_____% -- Content related to health, dieting, and physical fitness

_____% -- Content related to education (school, college, and university)

_____% -- Content related to news, world news, and current events

_____% -- Content related to products (technology, books, etc.) and services (travel, food, etc.)

_____% -- Content related to entertainment (movies, music groups, and television shows)

_____% -- Content related to _____ (specify)

_____% -- Content related to _____ (specify)

_____% -- Content related to _____ (specify)

=======
100 %

How did you access the technology: _____ Computer _____ Mobile _____ TV Other
_____

![STOP] CONTINUE TO SECTION 7

Rate each item below as 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), to 5 (strongly agree) with regard to the technology:

Note: The following items have been newly developed for the research.

_____ I have reconsidered my thoughts based on content posted by others
_____ I have changed my thoughts based on content posted by others
_____ I have reconsidered my opinions based on content posted by others
_____ I have changed my opinions based on content posted by others
_____ I have reconsidered my beliefs based on content posted by others
_____ I have changed my beliefs based on content posted by others
_____ I have reconsidered my attitudes based on content posted by others
_____ I have changed my attitudes based on content posted by others
_____ I have reconsidered my behaviors based on content posted by others
_____ I have changed my behaviors based on content posted by others

_____ I use the technology to obtain information I need
_____ I use the technology to share my opinions with the world
_____ I use the technology to communicate with others
_____ I use the technology to view content posted by others
_____ I use the technology for no reason at all, just for fun or to pass the time
_____ I use the technology since others I know use it as well
_____ I use the technology to meet others
_____ I use the technology to collaborate with others
_____ I use the technology since it provides a lot of neat features
_____ I use the technology to identify with others who have similar interests
_____ I use the technology to express my thoughts with others
_____ I use the technology for entertaining myself
_____ I use the technology to share my content with others
_____ I use the technology to stay in touch with others
_____ I use the technology to read comments posted by others

Note: The following items are based on Venkatesh & Bala 2008, DeLone & McLean 2003.

_____ The technology is easy to use
_____ The technology does not require a lot of mental effort
_____ The technology is clear and understandable

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_____ The technology is simple to use

_____ The technology is useful for my tasks
_____ The technology enables me to accomplish tasks quickly
_____ The technology helps me to be effective and efficient
_____ The technology increases my productivity

_____ I find using the technology is pleasant
_____ I have fun using the technology
_____ I am excited using the technology
_____ I find using the technology is enjoyable

_____ Using the technology is fun
_____ Using the technology is a good idea
_____ Using the technology is enjoyable
_____ Using the technology is interesting

_____ The technology is reliable
_____ The technology is intuitive to use
_____ The technology is fast
_____ The technology is friendly

_____ The information content was accurate
_____ The information content was exactly what I was looking for
_____ The information content was of high quality
_____ The information content was highly relevant to my needs

_____ I am satisfied with the technology
_____ I am satisfied with the content provided by the technology
_____ I am satisfied with the features of the technology
_____ I am satisfied with my interactions with the technology

_____ I intend to continue using the technology
_____ I intend to spend more time with the technology
_____ I intend to try new features of the technology
_____ I intend to use the technology more frequently

_____ The technology has a clear design
_____ The technology provides easy navigation
_____ The technology interface is intuitive
_____ The technology is easily understandable

_____ I do not access other applications when I am using the technology
_____ I think it is best to use one technology at a time rather than several applications

_____ I prefer to work with nothing else when I am using the technology
_____ I usually make use of the technology without concurrently using other applications

Section 8

Rate each item below as 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), to 5 (strongly agree) with regard to yourself:

> Note: The following items are based on Compeau & Higgins, 1995; Agarwal & Prasad, 1998; Webster & Martocchio, 1992; Schmidt & Sermat, 1983; Raskin & Terry, 1988; Ferris et al., 2005; Moore & Benbasat, 1991; Venkatesh et al., 2003; Van Slyke et al., 2007.

_____ People who are important to me think I should use the technology
_____ People who are strongly connected to me think I should use the technology
_____ People who hang out with me think I should use the technology
_____ People who influence my behavior think I should use the technology

_____ I possess the knowledge and ability to use the technology
_____ I am experienced in using different technologies
_____ I can use the technology even when no one is around to help me
_____ I feel confident about using new technologies

_____ I do not hesitate to try new technologies
_____ I am usually the first among my peers to try new technologies
_____ I like to experiment with new technologies
_____ I am willing to try new technologies

_____ I am creative in interacting with new technologies
_____ I am spontaneous in interacting with new technologies
_____ I am playful in interacting with new technologies
_____ I am inventive in interacting with new technologies

_____ I feel I am a person of worth
_____ I feel I have a number of good qualities
_____ I think I am no good at all
_____ I am able to do things as well as a number of other people
_____ I take a positive attitude toward myself
_____ I am satisfied with myself

_____ I do not get along very well with my family
_____ I feel close to members of my family
_____ I do not have many friends in the city where I live
_____ I get plenty of help and support from my friends

_____ I really do not have much in common with the larger community in which I live
_____ I know people in my community who understand and share my views and beliefs

_____ I am a good leader
_____ I am a success
_____ I rarely depend on anyone else to get things done
_____ I like to take responsibility for making decisions
_____ I am an extraordinary person
_____ I am modest
_____ I like to be complimented
_____ I am apt to show off if I get the chance
_____ I can read people like a book
_____ I can make anybody believe anything I want them to
_____ I will never be satisfied until I get all that I deserve
_____ I expect a great deal from other people

_____ I spend a lot of time and effort networking with others
_____ I am able to make most people feel comfortable and at ease around me
_____ I am able to communicate easily and effectively with others
_____ It is easy for me to develop good rapport with most people
_____ I understand people very well
_____ I am good at building relationships with influential people
_____ I am particularly good at sensing the motivations and hidden agendas of others
_____ When communicating with others, I try to be genuine in what I say and do
_____ I have developed a large network of people who I can call on for support
_____ I know a lot of important people and am well connected
_____ I spend a lot of time developing connections with others
_____ I am good at getting people to like me
_____ It is important that people believe I am sincere in what I say and do
_____ I try to show a genuine interest in other people
_____ I am good at using my connections and network to make things happen
_____ I have good intuition and am savvy about how to present myself to others
_____ I always seem to instinctively know the right things to say or do to influence others
_____ I pay close attention to people's facial expressions

_____ I am worried about wasting time
_____ I value efficiency highly
_____ I am a very busy person
_____ I am always in a hurry

_____ I am curious about the lives of other people
_____ I am interested in knowing the happenings of the world
_____ I am curious to find what others view things I like
_____ I am interested in knowing how others view everyday activities

_____ Users of the technology have a strong feeling of 'one group'
_____ Using the technology would enhance my chance to meet others who have common interests
_____ Users of the technology keep close ties with each other
_____ Using the technology would allow me to share social lives and communication with others

_____ Using the technology would enhance my image
_____ Using the technology would enhance my importance
_____ Using the technology would enhance my reputation
_____ Using the technology would enhance my status
_____ I am concerned that my information could be misused
_____ I am concerned that someone can find private information about me
_____ I am concerned that my information could be used in ways I did not imagine
_____ I am concerned about what others might do with my information

_____ I have observed others using the technology
_____ I have lots of opportunities to see the technology in use
_____ I have seen demos of the technology
_____ I have had several others show me the technology

_____ Many of my friends use the technology
_____ Many of my family members and relatives use the technology
_____ Many of my regular contacts use the technology
_____ Many people in my neighborhood seem to use the technology

_____ The technology fits my lifestyle
_____ The technology fits well with how I prefer to interact with others
_____ The technology fits my everyday activities
_____ The technology fits well with how I like to interact with others

_____ The technology offers a better way to complete my tasks
_____ The technology provides greater flexibility to complete my tasks
_____ The technology is a superior way to complete my tasks
_____ The technology allows me to complete my tasks much faster

_____ It is good to use technologies
_____ It is exhilarating to use technologies
_____ It is fun to use technologies
_____ It is beneficial to use technologies

Rate each item below as 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), to 5 (strongly agree) with regard to yourself:

Note: The following items are taken from the International Personality Item Pool publicly available at http://ipip.ori.org/ipip/.

_____ I am the life of the party
_____ I feel comfortable around people
_____ I start conversations
_____ I talk to a lot of different people at parties
_____ I do not mind being the center of attention
_____ I do not talk a lot
_____ I keep in the background
_____ I have little to say
_____ I do not like to draw attention to myself
_____ I am quiet around strangers

_____ I am interested in people
_____ I sympathize with others' feelings
_____ I have a soft heart
_____ I take time out for others
_____ I feel others' emotions
_____ I make people feel at ease
_____ I am not really interested in others
_____ I insult people
_____ I am not interested in other people's problems
_____ I feel little concern for others

_____ I am always prepared
_____ I pay attention to details
_____ I get chores done right away
_____ I like order
_____ I follow a schedule
_____ I am exacting in my work
_____ I leave my belongings around
_____ I make a mess of things
_____ I often forget to put things back in their proper place
_____ I shirk my duties

_____ I am relaxed most of the time
_____ I seldom feel blue

_____ I get stressed out easily
_____ I worry about things
_____ I am easily disturbed
_____ I get upset easily
_____ I change my mood a lot
_____ I have frequent mood swings
_____ I get irritated easily
_____ I often feel blue

_____ I have a rich vocabulary
_____ I have a vivid imagination
_____ I have excellent ideas
_____ I am quick to understand things
_____ I use difficult words
_____ I spend time reflecting on things
_____ I am full of ideas
_____ I have difficulty understanding abstract ideas
_____ I am not interested in abstract ideas
_____ I do not have a good imagination

Note: The following items are adapted from Feick & Price, 1987; Bearden et al., 1989; and Crowne & Marlowe, 1960.

_____ I am always willing to admit when I have made a mistake
_____ I always try to practice what I preach
_____ I never resent being asked to return a favor
_____ I have never been bothered when people expressed ideas that were different from my own
_____ No matter who I am talking to, I am always a good listener
_____ I never hesitate to go out of my way to help someone in trouble

_____ It is important that others like the products and brands that I buy
_____ I rarely purchase the latest fashion trends until I know that my friends approve of them
_____ I often identify with other people by purchasing the same products and brands they purchase
_____ When buying products, I generally purchase those brands that I think others will approve

_____ I like to introduce new technology brands, products or services to my friends
_____ I like to help people by providing them with information
_____ People often ask me for information on best buy, places to shop, or sales on technology products
_____ If one asked me where to buy the best technology products, I could tell the person where to shop
_____ My friends think of me as a good source of information for new technology products

_____ I know about new products, sales, and stores but I am not an expert on any particular product

> Note: Some of the items below are based on information gathered from personal discussion with researchers at Nielsen Middle East.

Your age group: _____ 18-20   _____ 21-22   _____ 23-25

Your education: _____ None   _____ Read/write   _____ Elementary   _____ Intermediate   _____ Secondary   _____ College   _____ University
        Other _____

Your hometown: _____ Urban   _____ Suburban   _____ Rural

Your household annual income:
____ Below AED 5,000   _____ Between AED 5,000 and 10,000   _____ Between AED 10,000 and 15,000
____ Between AED 15,000 and 20,000   _____ Between AED 20,000 and 25,000   _____ Above AED 25,000

Your residence: _____ Villa   _____ Apartment   _____ House Other _____

Your nationality: _____ Local   _____ Expat Arab

Gender: _____ Male   _____ Female

LIST OF ACRONYMS

AIM	AOL Instant Messenger
AOL	America on Line
GSM	Global System for Mobile Communications
OV	Online Video
ESPN	Entertainment and Sports Programming Network
MSU	Michigan State University
MLB	Major League Baseball
CNN	Cable News Network
NPR	National Public Radio
NGB	National Guard Bureau
NEO-PPI	Neuroticism Extroversion Openness-Psychological Personality Inventory