FACTORS INFLUENCING ADULTS' INTENTION TO USE SOCIAL NETWORKING SITES (SNSs)

A THESIS SUBMITTED TO THE GRADUATE SCHOOL OF APPLIED SCIENCES
OF
NEAR EAST UNIVERSITY

By
KHALLEEFAH ABDULSALAM BILEID ALZAWAM

In Partial Fulfillment of the Requirements for
the Degree of Master of Science
in
Computer Information Systems

NICOSIA, 2018

FACTORS INFLUENCING ADULTS' INTENTION TO USE SOCIAL NETWORKING SITES (SNSs)

A THESIS SUBMITTED TO THE GRADUATE
SCHOOL OF APPLIED SCIENCES
OF
NEAR EAST UNIVERSITY

By
KHALLEEFAH ABDULSALAM BILEID
ALZAWAM

In Partial Fulfillment of the Requirements for
the Degree of Master of Science
in
Computer Information Systems

NICOSIA, 2018

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

Name, Last name:

Signature:

Date:

To my family…

ACKNOWLEDGEMENTS

This thesis would not have been possible without the help, support and patience of my principal supervisor, my deepest gratitude goes to Prof. Dr. Nadire Cavus for her constant encouragement and guidance. She has walked me through all the stages of the writing of my thesis. Without her consistent and illuminating instruction, this thesis could not have reached its present from.

Above all, my unlimited thanks and heartfelt love would be dedicated to my dearest family for their loyalty and their great confidence in me. I'm greatly indebted to my wife Hana who is indeed my inspiration and the person who led me to the success.

I would like to thank my mom for giving me a support, encouragement and constant love has sustained me throughout my life. I would like to thank my sisters and brothers for their personal support at all times.

Eventually, there is a long list of friends that I would like to thank. I can't mention them all but I would like to thank them from all of my heart for their valuable help and support since I was in my early study until now.

ABSTRACT

Social networking sites (SNSs) are a promising online technology for mature adults in helping them stay connected with relatives, friends, children and grandchildren it is still resisted by older adults in the society. So that the aim of this study was to investigate the factors influencing adult's intention to use social networking sites (SNSs) in North Cyprus and Libya. A total of 261 adults aged 40 years and above from North Cyprus and 254 adults from Libya participated in the study. Results have shown that the most widely used social network site in both countries is Facebook and the majority of the participants from both countries have been using social networking sites (SNSs) for more than 5 years. Furthermore 12 hypotheses were tested in North Cyprus and results have shown that 9 hypotheses were supported, however there was by a strong negative correlation between Social Influence and Intention implying that one's inner circle does not influence them in any way when it comes to social network usage, it's a personal choice. Furthermore, there was moderate negative correlation between Social Influence and Perceived Usefulness implying that the people close to a person cannot influence them to use social networking sites (SNSs) even if they think it will be useful to them. In addition, there was a weak negative correlation between Social Influence and attitude implying that one's attitude towards using social networking sites (SNSs) is not influenced by others. Also a total of 12 hypothesis were also tested in Libya and 11 hypothesis were supported with moderate positive correlations. However, there was a weak positive relationship between Community Identification and Intention implying that the overall view of the society and how they identify a person does not have any influence on one's intention to use social networking sites (SNSs). Results obtained from this study will be beneficial to social networking site developers and other researchers interested in the same area of study.

Keywords: Adults; TAM; technology; social networking sites; social networking use; Libya; North Cyprus

ÖZET

Sosyal ağ siteleri (SNS'ler) yetişkinler için akraba, arkadaş, çocuk ve torunlarla bağlantı kurmalarına yardımcı olma konusunda umut veren bir çevirimiçi teknolojidir. Bu çalışmanın amacı, yetişkinlerin Kuzey Kıbrıs ve Libya'daki sosyal ağ sitelerini (SNS) kullanma niyetlerini etkileyen faktörleri araştırmaktı. Çalışmaya, Kuzey Kıbrıs'tan 40 yaş ve üzerinde olan 261 yetişkin, ve Libya'dan 254 yetişkin katılmıştır. Sonuçlar, her iki ülkede de en çok kullanılan sosyal ağ sitesinin Facebook olduğunu ve her iki ülkeden katılımcıların çoğunluğunun 5 yıldan uzun bir süredir sosyal ağ sitelerini (SNS) kullandıklarını göstermiştir. Ayrıca, Kuzey Kıbrıs'ta 12 hipotez test edilmiş ve elde edilen sonuçlar, 9 hipotezin desteklendiğini göstermiştir. Ancak, Sosyal Etki ve Sosyal Ağ kullanımı söz konusu olduğunda, kişinin yakın çevresinin onları etkilemediğini gösteren güçlü bir negatif korelasyon elde edilmiştir ve bu kişisel bir seçimdir. Ayrıca, Sosyal Etki ve Algılanan Yararlılık arasında, bir kişinin yakınlarının kendileri için yararlı olacağını düşündükleri halde, sosyal ağ sitelerini (SNS) kullanmaları açısından onları etkileyemediklerini gösteren orta düzeyde negatif korelasyon vardı. Buna ilave olarak, Sosyal Etki ile sosyal paylaşım sitelerinin (SNS'ler) kullanılmalarına yönelik tutumunun başkaları tarafından etkilenmediğini gösteren tutum arasında zayıf bir korelasyon vardı. Ayrıca Libya'da toplam 12 hipotez test edilmiş ve 11 hipotez orta derecede pozitif korelasyonlarla desteklenmiştir. Bununla birlikte, Topluluğun Tanımlanması ile toplumun genel görüşünün ve bir kişinin kimliğini nasıl tanımladığının sosyal paylaşım sitelerini (SNS) kullanma niyeti üzerinde herhangi bir etkisi olmadığını gösteren durum arasında zayıf bir pozitif ilişki vardı. Bu çalışmadan elde edilen sonuçlar, aynı alanda çalışan diğer sosyal ağ sitesi geliştiricilerine ve diğer araştırmacılara faydalı olacaktır.

Anahtar Kelimeler: Yetişkinler; teknoloji; sosyal ağ siteleri; sosyal ağ kullanımı; Libya; Kuzey Kıbrıs

TABLE OF CONTENTS

CHAPTER 4: **RESEARCH METHODOLOGY**

CHAPTER 5: RESULTS AND DISCUSSION

CHAPTER 6: CONCLUSION AND RECOMENDATIONS

REFERENCES

APPENDICES

LIST OF FIGURES

LIST OF TABLES

LIST OF ABBREVIATIONS

AOR: Adjusted Old Ratios

ATT: Attitude

CI: Comorbidity Index

CP: Capacity

ENJ: Enjoyment

ETDE   Energy Technology Data Exchange

INT: Intention

LINE   Styled as LINE

MM: Minimum Amount

NSM: New Social Development

PDAs: Personal Digital Assistants

PEU: Perceived Ease of Use

PP: Perceived Playfulness

PROMIS: Patient-Reported Outcomes Measurement Information System

PU: Perceived Usefulness

PU: Perceived Usefulness

SME: Small Medium Enterprises

SNS: Social Networking Sites

TAM: Technology Acceptance model

TW: Trustworthiness

TWLOHA: To Write Love on Her Arms

UN: United Nations

UNPF   United Nations Population Funds

CHAPTER 1

INTRODUCTION

This chapter presents the general overview on factors influencing social networking sites (SNSs) usage.

1.1 Overview

Due to the fast lifestyle that people of the 21st century are now living, aging and loneliness has now become a major concern which is greatly affecting the senior citizens in the society (Marcelino et al., 2015). To remedy all these issues, the use of Social networking sites (SNSs) among adults is greatly encouraged through the use of Information Communication Technology (ICT).

Mobile companies are now offering smartphones of different price ranges to cater for all income levels therefore empowering people to interact, create as well as communicate thereby creating new relationships and strengthening existing ones (Tella & Akinboro, 2015). However, despite all these changes, it is important to note that the elderly especially those aged 60 and above are still digitally excluded as a result of their lack of technology skills and age related impairments.

In order to combat loneliness and emptiness which most adults aged 40 and above experience as a result of aging, past disappointments and many challenges which they may have faced in life, it is therefore important to investigate the underlying factors that influence adults' intention to use social networking sites (SNSs) which the researcher will explain in detail in the sections to follow as well as proposed frameworks which may be implemented to assist them during the transition period as they learn how to use social networking sites (SNSs) .

1.2 Problem Statement

Overall, the populace with ages sixty years and above is rising quicker more than the remaining populace in most of all regions of the world (Narkwilai et al., 2015). The aging results of the demographic transition, a process by which mortality reductions are trailed by diminishments in fruitfulness. Together, these diminishments eventually result in a lower extent of youngsters and a higher extent of the elderly in the populace (UN, 2013). The quantity of elderly individuals is 841

million out of 2013, four times higher than the 202 million who lived in 1950 (UNPF, 2012). In the meantime, the structure of the Thai populace has had a populace move from adolescence to a maturing populace. In 2014, the populace matured 60 and over expanded to 15.3% (Knodel et al., 2015). Thus, Thailand has turned into a "General public of Aging" as indicated by criteria built up by the United Nations (UN) in view of the populace matured 60 years and more seasoned has become over 10% of the nation's aggregate populace (UN, 2014).

Today's society is both a data society and a maturing society. Nobody can abstain from utilizing data innovation since PCs and the Internet have the ability to change the life of a man. With the increasing use of consumers, the Internet as a means of communication is growing rapidly, especially in the burgeoning development of applications for smart phones. People get used to sharing their daily lives and experiences, talking about their interests and staying in touch with family and friends online. Online social interaction has become the main use for home computers in terms of time spent. In the midst of all these social activities, people manage relationships via the Internet with those they have encountered in real life. Marketing specialists are eager to understand why consumers are eager to use the Internet as a privileged place for social interaction (Shen, 2015). These days, the quantity of long range interpersonal communication destinations (SNSs) has developed to an ever increasing extent (Kaplan and Haenlein, 2010). These locales distribute client produced or accumulated substance, enable clients to comment on distributed substance with labels, audits, remarks and proposals, and give systems to making client networks in light of Shared interests (Amer-Yahia et al., 2009). The quantity of informal communication clients has expanded drastically in all age gatherings. In the meantime, elderly clients have been intriguing around there. Elderly individuals have discovered that they make life simpler, give more data, share encounters and stay in contact with numerous individuals in informal communities (Ericsson Consumer Lab, 2014). In 2014, a study of Internet clients in Thailand demonstrated that the quantity of clients utilizing informal communities was in the request of Facebook (93.7%), the application called LINE (86.8%) and the google platform of Google+ (34.7%) separately (ETDA, 2014). Moreover, in 2013, the review on venture utilizing the Internet technologies in Thailand demonstrated that the frequency of Internet clients in the 2010-2013 discoveries reached 60 and after steady rate over expanded to 57.93% (NSO, 2014). Furthermore, email and news are the fundamental route for seniors to keep in contact with loved ones. Then again, some more established clients are presently utilizing interpersonal organizations to help deal with their

2

everyday interchanges by sharing connections, photographs, recordings, news and notices with a developing system of contacts (Kaplan and Haenlein, 2010). Numerous more occasional users felt that the usage of Internet-based technologies provides them with flexibility and support for a convenient life (Boontarig et al., 2012).

Social networking sites (SNSs) have developed as essential channels of correspondence utilized by singular buyers to make content, convey material, share thoughts, express conclusions, and utilize data and information (Buhalis and Law, 2008). This rising chain involves a move in influence amongst purchasers and conventional makers of messages and data (Heinrich et al., 2011). Furthermore, these social networking sites (SNSs) contain online administrations where people can construct dynamic open profiles on themselves that contain their assorted advantages, rationalities, scholastic foundation and statistic data and that are imparted to other individuals. Inside the particular social system site, people can indicate their association with different clients and in addition see clients who take after their sites (Boyd and Ellison, 2008). These social networking sites (SNSs, for example, Twitter and Facebook, are presently intended to enable clients to associate with different clients in light of basic intrigue and frame, or to join virtual networks. However it takes more than the sheer presence of a social networking site to urge or draw in clients to visit more than once and share content. To make these virtual networks and support dynamic cooperation, the social networking site must give the methods and instruments important to encourage connection between clients, must incorporate these distinctive parts of Web 2.0 innovations into their sites and should be user-defined social network site is sufficiently high (Lin, 2007).

Social networking sites (SNS) enable people to make a profile to share photos, individual data and join gatherings of companions (Hew, 2011). They have turned out to be a standout amongst the most well-known methods for online social association and passionate sharing (Hoadley et al., 2010). Furthermore, the sites consider the proceeded with use by clients of their sites fundamental to their long haul achievement (Kom, 2013). However, regardless of the developing need to comprehend the expectation of clients to keep utilizing a specific SNS at a more profound level, explore around there is not being studied.

1.3 Aim of the Study

This study investigated the factors influencing adults' intention to use social networking sites (SNSs) in both North Cyprus and Libya.

1.4 Importance of the Study

Social networking sites (SNS) have turned out to be a standout amongst the most mainstream methods for online social communication. Notwithstanding, few examinations have inspected on SNSs from the setting of use by more established grown-ups. To fill this exploration hole, the creator build up an examination system in light of Technology Acceptance demonstrate (TAM) (Davis, 1989) to research the components impacting grown-ups' expectation to utilize social networking sites in both North Cyprus and Libya. And the result from this study will compared between both countries involved in the said study, to properly explain the gap.

1.5 Limitations of the Study

There are a number of restrictions that the researcher encountered during conducting the study. These limitations are important to note as they aid future research. The following limitations have been noted:

The limitations of the study:

   i.   This study will be reserved for adults in North Cyprus and Libya.
   ii.   Study duration, which was done during spring semester 2018, will be a main setback based on that if the study was conducted again in the near future, the issues influencing adults' intention to use social networking sites (SNSs) in both North Cyprus and Libya.

1.6 Overview of the Thesis

Chapter 1 provides with matter that present the study as a whole in this case its about web based SNS with definitions that define the study problem, aim, methodology, overview and in the end provides with the study limitations.

Chapter 2 is based on the related research on the factors influencing adults' intention to use social networking sites (SNSs) in both North Cyprus and Libya.

Chapter 3 presents theoretical framework thereby different features of factors influencing adults' intention to use social networking sites (SNSs) in both North Cyprus and Libya, Technology and Adults, Social Networking Sites (SNSs), Adults use of SNSs, Technology Acceptance Model (TAM) and Factors Influencing Usable of SNSs of Adults were discoursed.

Chapter 4 discussed subject matter regarding the study methodology, whereby the model of the research, the participants, the processes of data collection and the instrumentation utilized in the study, the techniques employed for data analysis, and the procedure for data collection were presented.

Chapter 5 brought about the study finding with discussion.

Chapter 6 presented by finally making conclusion about study and proving future recommendation.

CHAPTER 2

RELATED RESEARCH

Chapter 2 presents the related research on effect of adult-hood on social networking sites (SNSs) usage, benefits of social networking sites (SNSs) for adults, barrier of social networking sites (SNSs) to adult, technology acceptance model (tam) and factors that affect peoples' intention to use social networking sites.

2.1 Effect of Adult-Hood on Social Networking Sites (SNSs) Usage

Zucco et al. (2018) conducted a research amongst adults with regards to social media usage and internet to determine factors that affects social media usages for sick old people in Italy. Their research was questionnaire based that collects vital information about adult use of social media to know about antibiotics. The result showed based on the multiple logistic regression analysis that social media use to look for anti-microbial related data was higher among females, more youthful subjects, with a larger amount of instruction, in the individuals who detailed self-solution with anti-microbial and in the individuals who required extra data on symptoms of anti-infection agents from the GP contrasted and the individuals who did not require any extra data. Web utilize was essentially more improbable in members with cardiovascular illnesses and tumor contrasted and those without perpetual conditions, and in the individuals who answered to unequivocally concur/concur, or were dubious about anti-toxin use without a GP solution, contrasted with the individuals who revealed with be dissent/emphatically oppose this idea.

Whaite et al. (2018) carried out a study on the usage of social media based on social isolation and personality characteristic in which they stated that there is rapid increase in the usage of social media nowadays and has led many young adults to social isolation, but they didn't make claim about if this social media usage trait in based on personality characteristics. They used ordered logistic regression in making an evaluation association between social media use as well as social isolation. Their findings showed that there is a significant collaboration between social isolation and social media use amongst the teeming young adults.

Radovic et al. (2018) conducted a study on the young adults regarding the use of social media and effects on them such as depression, they stated that young adults experience cognitive bias on the usage of social media amongst depressed young adults. Their results shows that there is a significant interplay between depressive symptoms and social media usage amongst young adults and that these symptoms are complex.

Shensa et al., (2017) conducted a research on young adult use of social media and its effects on their ways of life in which they stated that social media could bring about depression amongst young adults. They utilized a multivariable model called problematic social media use. Results strongly indicates relationship amongst social media use and depression amongst young adults aged between 19-32 years whilst the results also shows a problematic social media usage was significantly linked with depressive symptoms.

Primack et al., (2017) carried out a study regarding perceived isolation amongst adults use of social media in the United States, they analyzed 11 social media platforms such as Twitter, Facebook, Google+, Reddit, Vine, Snapchat, PinInterest, Tumblr, Instagram LinkedIn and YouTube to ascertain their study aim. The results showing that there is a significant connection between perceived social isolation and social media usage.

Vannucci et al., (2017) investigated perceived anxiety amongst adult using social media using surveys of 563 social media adult users with details of their social media time usage on daily basis. The result based on a hierarchical regression analysis strongly indicates that there is a significant association between social media usage and with anxiety amongst adults. The study was limited on only the 563 participant's collected data.

Levenson et al., (2016) conducted a research on the teeming adults regarding a perceived link between sleep disturbances and the usage of social media. They reported that there is a rapid increase of social media usage amongst adults. They collected data from 1788 adults that make use of social media from Pew Internet Research online and performed the chi square analysis with an ordered logistics regression based on the data collected to determine the effects of social media usage on the teeming adults in the United States. The results indicated a very high odd of association between social media usage and sleep disturbances amongst adults.

Shensa et al., (2016) carried out a study on the perceived emotional support in adults and social media usage, they collected data from 1796 social media adult users within the age range of 19-32 years across different social media platforms. They carried out a multivariable model including socio demographic analysis. The results shows that there is a significant relationship between social media usage and perceived emotional support amongst the teeming adults.

Jamie et al., (2016) examined the association between eating concerns and the usage of social media amongst young adults in the United States. A cross sectional survey amongst 1765 participants across different social media platforms which include Facebook, Reddit, Vine, Tumblr, Twitter, Google+, LinkedIn, PinInterest, Reddit, Snapchat and YouTube. The results strongly indicates that there is a positive association between eating concerns and social media usage.

Lin et al. (2016) reported from their study that Social networking sites (SNS) usage is extending among U.S. energetic grown-ups, and its connection with mental thriving remains indistinguishable. This investigation reviewed the connection between SNS utilize and distress in a comprehensively illustrative case of energetic grown-ups. They diagramed 1,787 grown-ups ages 19 to 32 about SNS utilize and misery. Members were enrolled by methods for irregular digit dialing and address-based analyzing. SNS utilize was overviewed without any other individual's info announced total time each day spent on SNS, visits each week, and an overall repeat score in light of the Pew Internet Research Questionnaire. Demoralization was overviewed using the Patient-Reported Outcomes Measurement Information System (PROMIS) Depression Scale Short Form. Chi-squared tests and asked for strategic backslides were performed with test weights. The weighted illustration was 50.3% female while 57.5% White. Appeared differently in relation to those in the lowest quartile of total time each day spent on SNS, members in the upper quartile had essentially expanded likelihoods of wretchedness (AOR = 1.66, 95% CI = 1.14– 2.42) in the wake of controlling for all covariates. Differentiated and those at all quartile, individuals in the most critical quartile of SNS usage visits each week and those having higher overall repeat score had altogether expanded odds of distress (AOR = 2.74, 95% CI = 1.86– 4.04; AOR = 3.05, 95% CI = 2.03– 4.59, independently). All connection between self-sufficient factors and wretchedness had strong, straight, dose– reaction designs. Results were ground-breaking to all affectability examinations. SNS utilize was altogether associated with expanded hopelessness. Given the

augmentation of SNS, recognizing the instruments and heading of this connection is fundamental for teaching interventions that address SNS utilize and sadness.

Lavender (2015) study examined the relationship between electronic media use and rest quality. An online review was managed to 60 participants, from a to a great extent school based example with a mean age of 27 years of age. They were made inquiries relating to their rest quality and quantity. The poll likewise asked about electronic media use propensities including recurrence, span and time of event. The objective of the study was to research whether the increase in electronic media use is contrarily related with rest quality. Correlation tests were keep running on the different variables and the outcomes demonstrated a negative relationship between electronic action and rest quality, which is measured by daytime tiredness and challenges arousing in the mornings. More noteworthy electronic use, anticipated decreased rest quality, despite the fact that the affiliations was debilitated when number obviously credits were entered in the model. The discoveries in this study are important in deciding future rest propensities in adulthood and in addition controlling extra research to decide why these impacts are happening and protection measures that can be taken to decrease the negative impacts of media on rest.

Allen et al. (2014) expressed from their study that as social networking sites (SNSs) utilize is rising among adolescents, the issue of whether this utilization prompts positive or negative outcomes warrants more vital comprehension. This investigation essentially reviews the composition related to this imperative topic. Specifically, the investigation take a gander at how social networking sites (SNSs) utilize impacts social connectedness to the extent three segments of young change: feeling of having a place, psychosocial success, and character headway and techniques. Mixed disclosures are represented concerning the part that social networking sites (SNSs) plays in developing social connectedness, which suggests that youths may experience both positive and negative mental outcomes. In this way, their investigation fights that online mechanical assemblies make a problem for social connectedness. On one hand, they bring the straightforwardness up in which individuals may shape and make online social occasions and gatherings, yet on the other, they can make a wellspring of alienation and isolation. This examination adds to advancing talk in the scope of informative and developmental cerebrum science, and has proposals for researchers and masters working with teenagers.

Sponcil and Gitimu (2013) inspected social networking sites (SNSs) usage among students and how it influences collaboration with peers groups, and students' awareness. In their study, the participants responded to a survey questionnaire which evaluated individual usage of social networking sites, collaboration with families and loved ones, and impacts on self-awareness. Its was found that the greater number of the participants were utilizing at least one type of social networking site. There was a .586 correlation coefficient between utilization of social networking sites (SNSs) and collaboration with family and friends. There was a .658 Pearson relationship between utilization social networking sites (SNSs) and self-idea. These discoveries give suggestions to future exploration on why these social networking locales have picked up fame.

Chan-Olmsted et al. (2013) expressed from their study that regardless of the expansion of social networking sites (SNSs) and the far-reaching appropriation of these assorted specialized instruments, there is an absence of studies that conceptualize the qualities of social networking sites (SNSs) as perceived by users and think about the perceived attributes or advantages of various social networking sites (SNSs) sorts. Their study looks at the user view of six principle gatherings of social networking sites—online journals, miniaturized scale websites, social networks, wikis, discussions, and substance groups—on five measurements: support, shared trait, connectedness, conversationalist, and openness. User profiles are likewise examined to survey the part of demographics and use in such observations. The aftereffects of a national purchaser panel overview demonstrate that distinctive social networking sites (SNSs) applications are perceived contrastingly and social networking sites (SNSs) use examples, sexual orientation, and age influence these observations. In the end their results confirmed that the perceived relative benefit, utility, and ease of use of social networking sites (SNSs) positively related to the adoption.

Meyer and Bray (2013) analyzed developing adult utilization of social networks to participate in new social development (NSM) activities. Overview approach was used to understand how developing adults usage of social networking sites (SNSs); Facebook and Twitter to end up included the To Write Love on Her Arms (TWLOHA) social developments. Their review evaluated whether developing adults trusted that NSMs online are powerful at making and maintaining change, and in addition investigated consumerism inside lobbyist activities. Their outcomes were analyzed, and through a grounded topical coding prepare, a few subjects rose including an assortment of explanations behind taking an interest in online developments; the

craving for dynamic cooperation for social change; the changing meaning of activism in a technology subordinate society; and the qualification amongst activism and mindfulness.

Kallenberg (2013) reported that albeit rising adults as often as possible use the SNS- Facebook, little is thought about whether the assumed admired and physically appealing self-presentations on Facebook influence their body-related results. Consequently, through an overview of 220 developing adults (matured eighteen to a quarter century), the relationship between rising adults' Facebook utilization and their self-perception disappointment were analyzed. What's more, the overview analyzed whether this relationship was supported by upward social examination conduct and by developing adults' measure of self-regard. Results demonstrated that developing adults' Facebook use had no immediate impact on their self-perception disappointment. In any case, an aberrant impact was found for upward social correlation conduct. Those developing adults who invest a great deal of energy in other individuals' Facebook profiles will probably take part in upward social examination conduct and through these elevated amounts of upward social correlation conduct they will probably encounter self-perception disappointment. Developing adults' measure of self-regard assumed no significant part. The discoveries from this examination in this way proposes rising adults' Facebook use has an impact on their self-perception disappointment, however just through its impact on upward social correlation conduct.

Lefkowitz et al. (2012) depicted three signs of youthful adulthood: the need to manage instability, the requirement for liquid self-definitions, and the requirement for association. We talk about the suggestions that quickly creating advancements, for example, PDAs and social networking may have in these three ranges. The Internet gives constant access to data yet requires abilities being used and assessment that youthful adults might not have. Social networking sites (SNSs) give the likelihood of corner looking for, which could increase opportunities or smother investigation. PDAs and the Internet offer association in the wake of leaving the group of birthplace however may likewise block independence. Understudies use social networking to encourage bunch conduct with certifiable ramifications, as the authors appear with a case of an understudy built drinking occasion. Social advancements additionally have suggestions for family arrangement (e.g., meeting accomplices, building up closeness, and keeping up long-distance connections). These innovations can possibly broaden or limit the hole between people from various foundations. At long last, the authors proposed future exploration bearings, including understanding whether

(1) quickly creating innovations lead to subjectively new socio-formative wonders, or basically new types of surely knew marvels, (2) existing speculations of advancement and family connections can suit practices emerging from new types of social technology, and (3) technology carries with it new relationship frames, and what these structures may mean for improvement in youthful adulthood.

Madden and Zickuhr (2011) conducted a Pew Internet Survey study in 2011, which showed that 65% of adults are using social networking sites. They likewise reported that 66% reported using SNSs such as Myspace, Facebook and/or LinkedIn, up from 61% one year back. This finding doubled the reported rate of social networking site usage in 2008 (29%). Furthermore, without precedence in Pew Internet studies it implies that half of all adults use social networking sites. The rate at which new users have embarrass social networking sites has been stunning; the authors primarily gathered some information on social networking sites in February of 2005, only 8% of the web users – or 5% of all adults participants –reported using SNSs. Among web users, social networking destinations are most well-known with ladies and youthful adults under age 30. Youthful adult ladies ages 18-29 are the force users of social networking; completely 89% of the individuals who are online use the destinations general and 69% do as such on a normal day. Till May 2011, there are no noteworthy contrasts being used of social networking destinations in view of race as well as ethnicity, household salary, training level, and/or whether the web users are living in an urban, semi-urban, or rural area.

2.1.1 Benefits of social networking sites (SNSs) for adults

A typical grievance about becoming more established is feeling desolate or secluded, particularly as the body loses versatility. Social networking sites, which is frequently connected with more youthful ages, is currently on the ascent for grown-ups matured 65 and more established. Truth be told, the 65 or more group is currently the quickest developing statistic of social networking sites (SNSs) clients in America (Drucker, 2015).

Pew (2013) look into examine on social networking sites (SNSs) use in America, 56 percent of individuals beyond 65 years old presently are customary Facebook clients. What's more, as indicated by a Pew think about from 2013, 59 percent of individuals beyond 65 years old are Internet clients when all is said in done. Despite the fact that, they take note of that there is a

noteworthy drop-off in Internet utilization after age 75, refering to reasons, for example, distrust about innovation, challenges figuring out how to utilize the Internet, and less cell phone use to clarify the precarious drop.

Young (2015) played out a two-year contemplate, utilizing 120 elderly grown-ups in two unique areas, both known for the life span of their tenants. The test gather was given PCs that had been outlined particularly for the investigation, access to broadband Internet, and instructional exercises on the best way to utilize email, Skype, Facebook and other social networking sites (SNSs) stages. The control aggregate was not given anything outside of their typical schedule. Toward the finish of the investigation, the specialists found that those in the test assemble felt "less secluded in view of the associations they could make with relatives, companions and individuals with shared premiums." The test aggregate likewise went ahead to perform better on subjective execution tests and announced inclination both rationally and physically superior to anything they had before taking part in the examination. The control gathering, then again, saw little change and much of the time kept on encountering a decrease. The aftereffects of this examination drove the scientists to reason that having legitimate preparing and access to social networking sites (SNSs) can really improve your general prosperity as you age.

2.1.2 Barrier of social networking sites (SNSs) to adults

According to Finn and Watson (2013) for the inexperienced, common PCs could be very frightening. Many professional training centers, public owned libraries, etc., offer basic training on internet usage and computer operation specifically for elderly people. Shelia Cotton, the key researcher on the UAB study discovered via online survey that many of the elderly participants were initially having techno-stress on using computers, for fear of breaking them. In that study, graduate students will train 300 older adults residing in assisted living facilities how to use email and Facebook, search for health information, blog, and interact with online groups. In the end their results suggest that there are a lot of data protection issues and problems attached to consent during crisis situations amongst networking sites (SNSs) like Facebook.

Gray (2009) stated that some people are innovative in the sense that they readily adapt new technologies. Worth saying, Ivy Bean, of England, gathered 27,000 followers on twitter handle before she passed away at almost 105. So also accumulating the maximum allowed number of

friends on Facebook (5,000). Edsel Odom, 69 years old and the victim of two strokes, is limited to movements of his head and one thumb. The author computer system, which has been specially equipped with an infrared sensor, allows him to blog and to use Facebook, Twitter, and—his personal favorite—Myspace.

According to US Dept. of Commerce (2010) living in Silicon Valley, it is all too easy to forget about the digital divide. Not everybody has a home computer with high-speed access, or a smart phone with internet capabilities. Currently about 75% of US households have internet in the home. For most media-rich online transactions, users cannot get by with dialup access. Broadband internet is available in 64% of US households, but older adults are only about half as likely to have it as the younger cohorts. So, actual access to the network is essential, and those who cannot afford it, who live in areas where it's not offered, or who cannot manage the learning curve, are thus excluded.

Lindley et al. (2008) stated that technical designs sometime suffer from something known as "feature bloat," which occurs when designers are allowed to stick any old "wouldn't it be cool if…" function onto a device or system, rather than letting user-centered studies drive the design. Some interesting work has come out of research labs, work which has specifically focused on the needs, desires, habits, and capabilities of older adults.

2.2 Technology Acceptance Model (TAM) for Social Networking Sites

Wirtz and Gottel (2016) expressed from their study that technology acceptance of data frameworks have long been explored broadly in together experimental and meta-investigations of various connections. However, on account of technology acceptance with respect to social networking sites, there is an absence of complete writing surveys of up to this point existing exact, multivariate researches. This is astonishing owing to the fact that people perceived SNSs as alternative means of collaboration with individual people as well as societies, and additionally the as needs be abnormal state of user acceptance. They audit experimental examination utilizing auxiliary condition modeling or numerous relapses with respect to technology acceptance in SNSs. Since the technology acceptance model (TAM) and the related develops Perceived Ease of Use (PEOU), Perceived Usefulness (PU) and Subjective Norm (SN) are the most predominant ones in related studies, these speak to the pith of this writing survey. The authors recognized 35 studies and audit

the variables used as to their treatment as autonomous or ward, and also their associations with different develops in various topical settings of social networking sites. The authors found both likenesses and contrasts concerning the first TAM and also TAM 2 and 3. Most strikingly, the needs concerning PEOU, PU and SN appear to change. Generally speaking, PEOU together with its effect on builds like Perceived Enjoyment is of more prominent importance in social networking sites (SNSs) acceptance than PU, though SN and related develops become the dominant focal point. A few analysts, for instance, likewise broaden the quality perception parameters of DeLone and McLean (2003) in the social networking sites (SNSs) connection by including a social segment or quality. Likewise, the authors recognized an abundance of initial variables, which both influence and are influenced by PEOU, PU and SN in the social networking sites (SNSs) setting.

Al-Ghaith (2015) study inspected people's investment aims and conducts on Social Networking Sites (SNSs). For this reason, the Technology Acceptance Model (TAM) is used and stretched out in this study through the expansion of "perceived social capital" develop expecting to increase its explanatory force and prescient capacity in this connection. Information gathered from a review of 1100 participants and refined to 657 usable sets has been analyzed to evaluate the prescient force of proposed model through auxiliary condition modeling. The model proposed in this study clarifies 56% of the variance in "Interest Intentions" and 55% of the variance in "Cooperation Behavior". Support of behavioral aim in the model' explanatory force was the most elevated amongst the builds (ready to clarify 28% of use conduct). While, "Mentality" clarify around 11% of SNSs utilization conduct. The study discoveries likewise demonstrate that "Perceived Social Capital" build notably affects utilization conduct, this effect came by implication through its immediate impact on "Mentality" and "Perceived Usefulness". Investment of "Perceived Social Capital" in the models' explanatory force was the third most noteworthy. "Perceived Social Capital", alone clarify around 9% of SNSs use conduct.

Rauniar (2014) expressed that given the across the board ubiquity of social networking sites, for example, Facebook, Twitter, LinkedIn, and Google + conjecturing and describing the users' state of mind and use conduct of social networking sites (SNSs) site is key in creating future understandings and sending of these new advancements. One way to deal with such studies on drivers of social networking sites (SNSs) use conduct would be to return to the technology acceptance model (TAM). Many years of broad exploration have led to approving the TAM, which

was proposed by Davis (1986), for different sorts of data frameworks and correspondence advancements. TAM conjectures singular reception and willful use of technology. This study analyzes singular reception conduct of the most well-known social networking site Facebook. The influences on the goal of utilizing social networking in light of individual's perceived ease of use (EU), the user's minimum amount (MM), social networking website capacity (CP), trustworthiness (TW), perceived playfulness (PP), and perceived usefulness (PU) is experimentally inspected with an essential information set of 398 users of Facebook accumulated from an online poll study. The outcomes show that the amended social networking sites (SNSs) TAM model proposed in this study underpins every one of the theories of social networking sites (SNSs) utilization conduct. The aftereffects of this study give confirmation to the importance of extra key variables to TAM in considering user participation on social networking sites (SNSs) destinations and other social-media-related business systems.

Tan and Yu (2014) stated that Davis' idea of Technology Acceptance Model is applied in clarifying the elements affecting users' acceptance and attitude with regards to information technology, in light of the hypothesis of contemplated activity. In this TAM model, the perceived usefulness is characterized as the extent to which a man trusts that utilizing a specific technology or framework would enhance his/her performance of learning or working; perceived ease of use is characterized as the extent to which a man trusts that utilizing a specific data framework would be free of exertion.

Choi and Chung (2013) expressed from their study that with their substantial movement and mechanical capacities, social networking destinations (SNS) presented another means of building and keeping up perceived social capital. This study intends to recognize hidden variables and causal connections that influence behavioral goal to use SNS. For this reason, their examination built up an augmented technology acceptance model, fusing subjective norm and perceived social capital for anticipating SNS acceptance and utilization. Exploratory connection and way analyses were directed to distinguish the connections between five builds: perceived usefulness, perceived ease of use, subjective norm, perceived social capital, and expectation to use. Their outcomes demonstrated that perceived usefulness and perceived ease of use affected the user's goal to use SNS. Their exploration discoveries likewise showed that subjective norm and perceived social capital were significant indicators of both perceived usefulness and perceived ease of use and along

these lines ought to be considered as potential variables for broadening the technology acceptance model.

Cheung et al. (2013) stated that electronic informal exchange is more important than conventional limited time and the Internet publicizing apparatuses. In this manner, Dlodlo and Dhulup (2013) conduct a study on shoppers to gauge their social networking sites (SNSs) use. They propose an exploration model taking into account technology acceptance model (TAM) and they attempt to test the impacts of perceived satisfaction, perceived minimum amount, perceived usefulness, and perceived ease of use on expectation to use social networking sites (SNSs) and locate the beneficial outcomes of them with the exception of perceived usefulness.

Scheepers et al. (2014) made sense of the impacts of feeling of group which have four sub-develops (data looking for conduct, hedonic conduct, managing solid ties, and amplifying powerless ties) on social networking sites (SNSs) use. Feeling of group alludes to "a feeling of alliance and passionate association, collaboration and ID with gatherings of individuals". They clarify that these sub develops distinguish the practices of social networking sites (SNSs) users. Brooks (2013) explores both innovative and individual attributes on social networking sites (SNSs) use.

Shipps and Phillips (2012) expressed structure their study that as the use and estimation of social networks keeps on expanding and inventively develop, the subject of how to pull in individuals to the different locales turns into an important inquiry. Their exploration focuses on intelligence and its part in user fulfillment with a social network site. A model is advanced that focuses on components that answer these inquiries. An overview was directed with 164 users of social networking sites (SNSs) (i.e. Facebook, Linkedin and Twitter) with respect to technology acceptance, promoting related variables and user fulfillment. They found that perceived intuitiveness (as far as control) and level of center/focus do influence an end user's fulfillment with a social network alongside antecedents from the technology acceptance model. These discoveries recommend both TAM related elements and promoting related variables both effect the user experience on a social networking site.

Koçak and Oyman (2012) studied on social networking sites (SNSs) utilization practices. They express that people use social networking sites (SNSs) for watching recordings, listening to music, sharing photographs, perusing and composing remarks, and sharing their own substance. They

17

attempt to find that how users carry on in the social networking sites. The outcomes demonstrate that users incline toward social networking sites (SNSs) more to take a gander at photographs, listen to music, and watch recordings, read and take after website pages that they are occupied with.

Hughes et al. (2012) analyzed identity indicators of social networking sites (SNSs) use. They attempt to explore impacts of identity treats of enormous five (neuroticism, extraversion, openness, suitability and good faith), friendliness, and requirement for discernment. Toward the end, they find that identity is identified with social networking sites (SNSs) use. Besides, Ozguven and Mucan (2013) concentrated on five identity characteristics as in the study of Hughes et al. (2012). They moreover measure the impacts of pay, age, sex, and life fulfillment. They locate the significant impacts of scruples, openness to experience, training, salary level, and life fulfillment on social networking sites (SNSs) use. Alternatively, Rauniar et al. (2014) conducted a study on social networking sites (SNSs) use in light of TAM. They select Facebook as a case and attempt to discover the impacts of perceived ease of use, minimum amount, capacity, perceived playfulness, perceived usefulness, and trustworthiness on social networking sites (SNSs) use. They proposed an updated TAM model by mulling over social networking sites. They accepted the model and locate the significant impacts of the changed measurements.

Koo et al. (2011) cited that the fundamental TAM clarifies and predicts use goal and use by two principle develops, perceived usefulness and perceived ease of use. These two elements are straightforward and execute. In any case, in this study, in light of expansions of the TAM approach, different builds have been incorporated into the model which may end up being important with regards to versatile social networking. These are perceived happiness, social influence and perceived versatility esteem. In the field of showcasing, social networking sites (SNSs) is an extremely prominent subject. Obviously social networking sites (SNSs) stages are an awesome wellspring of electronic verbal.

CHAPTER 3

THEORETICAL FRAMEWORK

This section starts by giving an overview of adult social networking site use, it goes on further to explain the factors influencing adults' intention to use SNSs, statistics for social networking usage among adults and SNSs used by adults.

3.1 Technology Acceptance Model (TAM)

Popularly known as the TAM model, the Technology Acceptance Model is an Information Technology theory which has been widely used in the literature to explain the acceptance of Information Systems. The model was first developed by Davis (1989) to predict the acceptance of technology by users. The two main factors in the model are PU and PEU which Davis defined as follows:

- **PU***:* The degree or extent to which one believes that by using a system his/her job performance will be enhanced.
- **PEU:** The degree or extent to which the user expects the system to be free of effort.

PU and PEU are deemed to be the most important factors when determining acceptance of Information systems. The other factors are explained below:

- **External factors:** These include other factors which may contribute to a user's acceptance of a system which include social factors, political factors and cultural factors
- **Attitude towards using a system:** This refers to the perspective and user's evaluation of the desirability of using a particular information system.
- **Behavioral Intention:** It measures how likely an individual is to deploy and use the system.

Figure 3.1 below shows the Technology Acceptance Model.
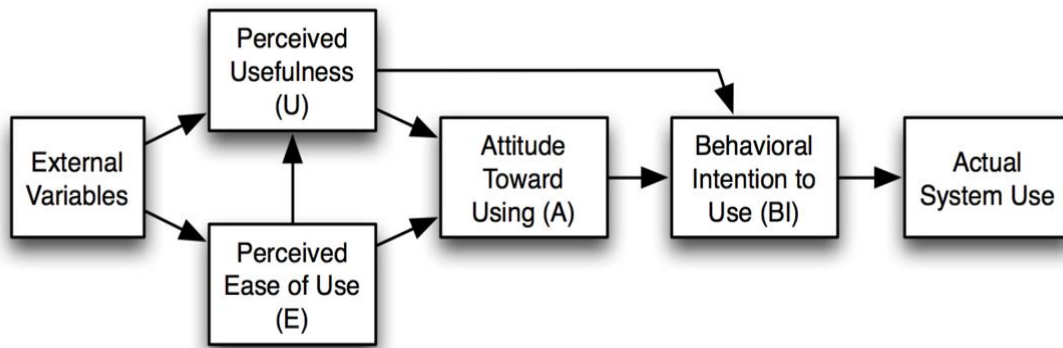
Figure 3.1: Technology Acceptance Model (Davis, 1989)

3.2 Social Networking Sites (SNSs)

An SNS is an online stage that enables clients to make an open profile and cooperate with different clients on the website. SNSs for the most part have another client input a rundown of individuals with whom they share an association and afterward enable the general population on the rundown to affirm or deny the association (Cooke & Buckley, 2008). After associations are set up, the new client can look through the systems of associations with make more associations. A social networking site is otherwise called a social networking website or social website. SNSs have diverse guidelines for building up associations, however they regularly enable clients to see the associations of an affirmed association and even propose assist associations in view of a man's built up arrange. Some social networking websites like LinkedIn are utilized for building up proficient associations, while sites like Facebook straddle the line amongst private and expert (Taylor et al., 2010). There are likewise numerous systems that are worked for a particular client base, for example, social or political gatherings inside a given territory or even merchants in budgetary markets.

Social networking websites are anything but difficult to mistake for social media sites. A social networking site is any site that has an open or semi-open profile page, including dating sites, fan sites et cetera (Skeels & Grudin, 2009). A social media site has profiles and associations, joined with the apparatuses to effectively share online substance of assorted types

3.2.1 Social networking sites (SNSs) for adults

Facebook: This social networking site was launched in 2004 with the intention of bringing the world together encouraging people to interact, share memories and keep the social fabric intact (Villegas et al., 2014). The elderly particularly those aged 40 and above use Facebook to stay in touch with long lost friends and most older adults use Facebook as a form of social surveillance where they check what people are up to, how their children are doing since at this age most of their children have left home and also to check how their grandchildren are doing (Seyedi et al., 2013). However, studies have shown that most adults especially the elderly ones above 50 years were not keen on joining Facebook, rather their families and immediate circles influenced them.

Health Social Networking Sites: In the literature, many researchers (Tella & Akinboro, 2015; Vosner et al., 2016; Bothorel et al., 2016) have pointed out that as people reach 40 years they are more prone to aging diseases and most of the older adults use SNSs for health related purposes. Alison (2014) explained several health related SNSs that are used by adults, the following examples were listed:

- *CureDiva:* A social networking site responsible for helping breast cancer patients and survivors. Members enjoy a sense of family as they share information to follow members who fully understand what they are going through. The site also has a shopping section where patients can shop bras, wigs and radiotherapy wraps at affordable prices.
- *Connected Living:* A social networking site designed for the elderly to stay connected with their relatives, children and grandchildren. This social networking site is mainly available in nursing homes and old people's home where the elderly have been separated from their families due to health issues or aging. Such places disconnect them from their loved ones, mainly children who are mostly abroad, therefore such a social networking site enables them to stay in touch with their immediate family and have that feeling of belonging even when away from family.
- *Sermo:* This social networking site contains a pool of resources related to various health issues and problems. Adults can interact in the community section and also get free online help related to their sickness. The social networking site also contains information related to various illnesses as well as suggested diet for quick recovery.

Dating Website: As most adults reach 40 years and over they would have gone through a lot in life, some might have lost past lovers as a result of death and others might have been through divorce and now they are at that stage where they want to start afresh (Lewis & Ariyachandra, 2015). Many dating sites are available for adults were they can meet other people who have been through what they have gone through in life and are also ready to move on. Users create profiles and describe the kind of partner they are looking for and the purpose whether it's just friendship or marriage partner (Seyedi et al., 2013). SNSs such as Seniormatch.com, ourtime.com. E-harmony and match.com just to mention a few are designed to help senior citizens find companionship, travel mates, activity partners as well as relationship partners (Leist, 2013).

Senior Friend Finder: This is one of the fast growing adult SNSs between adults over 50 years of age and is mainly used by seniors to establish inter-generational contacts (Bothorel et al., 2016). It has been noted that although older adults may have fewer contacts compared to the young generation, their friend base distribution of ages tend to be wider compared to younger people (Tella & Akinboro, 2015). This difference suggests that older adults tend to use SNSs for intergenerational communication.

3.2.2 Statistics for SNSs usage among adults

The Pew Research Center began tracking SNSs adoption among adults in America between 2005 and 2017. Only 5% of American adults used SNSs in 2005 and the number rose to 50% in 2011 and as of date in 2017 the number has rose to 69% of adult citizens over the age of 40 who are active on SNSs (Pew Research Centre, 2017). Furthermore, results have shown that the majority of adults in developing nations use Facebook and twitter. Pew Research Center (2016) conducted a study to find out the SNSs used by adults over 40 years across 40 countries, findings showed that 76% of the adults use Facebook, twitter and online dating sites. The highest nations which had the most adult users were Jordan which had 90% of adult internet users, Indonesia was rated 2nd with an average of 89% adult users, Philippines had 88%, Venezuela 88% as well and Turkey 87%. Figure 3.1 below shows the statistics found by the Pew Research Center on the use of SNSs among adults in 40 nations.
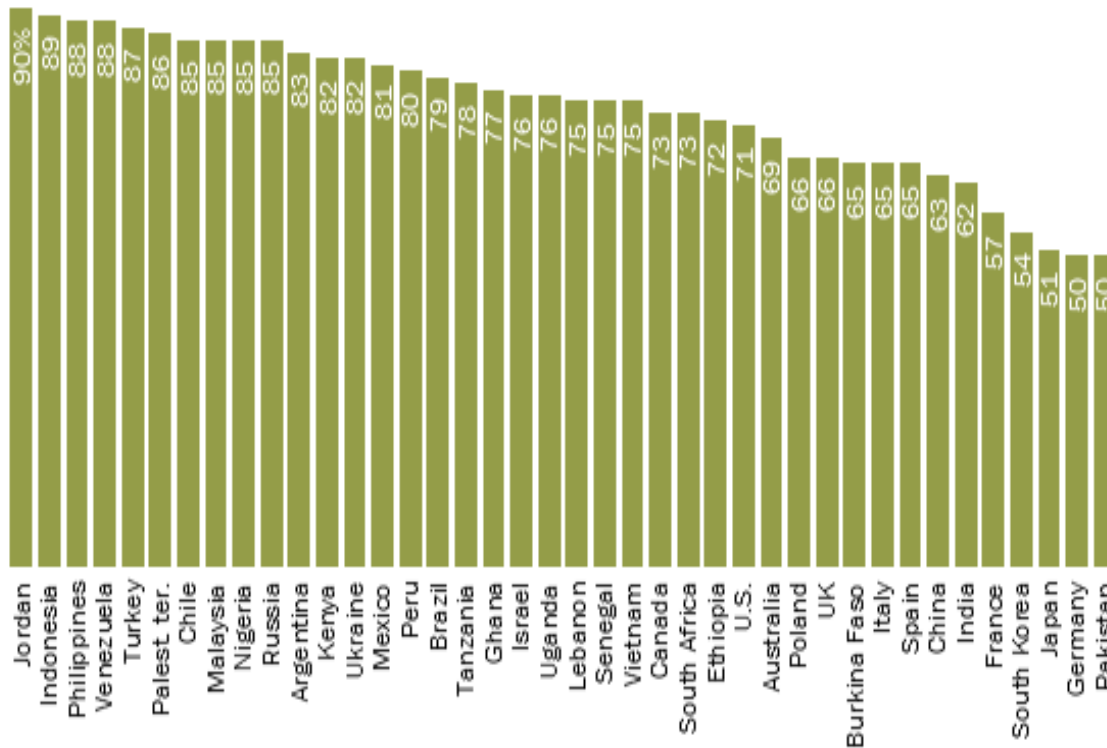
Figure 3.2: Showing percentage of adults over 40 years who use social networking sites (Pew Research Center, 2017)

Read (2014) also conducted a study in collaboration with the American research center to find out the SNSs that are mainly used by adults. Figure 3.2 below shows the results obtained from the study. It can clearly be seen that Facebook is the mostly used social networking site for adults over 40 years. This is so because most of them want to keep in touch with their children, grandchildren and long lost friends. Tumbler and Instagram are not so popular as evidenced by low percentage levels as the years increase, however age group 30-49 reaches its peak on LinkedIn, this is the age group were most people reach the peak of their careers and they stay up to date on current changes in their career field. Pinterest is also widely used by adults as they seek inspiration and it's the right platform to discover what you are looking for in just a few clicks.
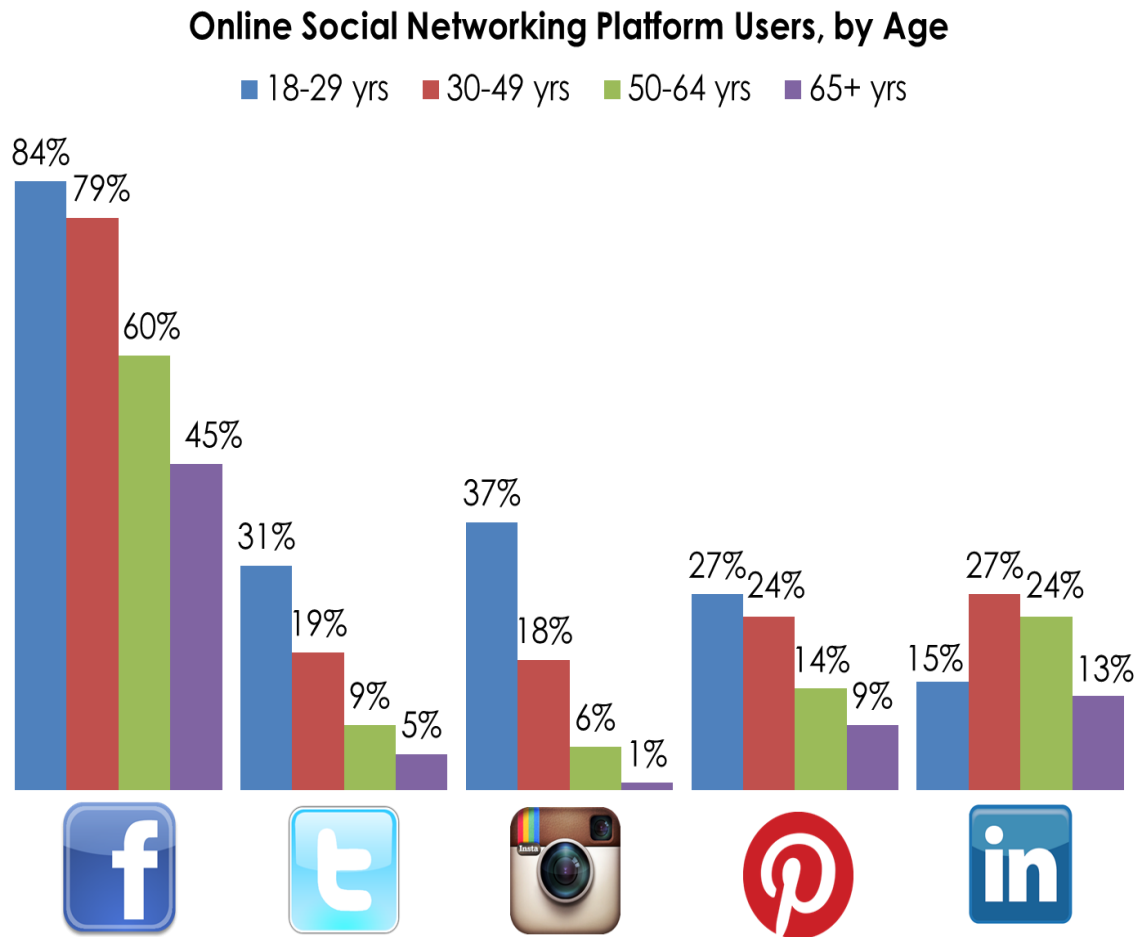
Figure 3.3: Social networking site statistics based on age (Read, 2014)

3.2.3 Benefits of SNSs

With the appearance of social networking, researchers in social sciences and multimedia specialists have deliberated about the benefits social networking compared to physical correspondence. Whilst some of social media users have so much have adapted comfortably with the utilization of social networks there is a portion that requires no explanation. The SNS room of improving the system have demonstrated its ability for people to work together using different ways. In addition the capacity in SNS that could help family and friends that are separated by distance to connect to one another.

- *Keeping in touch with family and friends*

Staying in touch or instant collaboration with family through the telephone or even finished email shows a test. Rather, SNSs enables a user to socialize with friends and family of their daily lives using different media files such as audios, videos, pictures and text chats, every time and anywhere without distance barrier. For example the Facebook social platform allows a user to share a message or an activity either live or otherwise or media files. However, friends and family could interact with this post by making comments, hitting some like, dislike button to the post. So a user could decide to update his friend and family about all his activities through post, using media files to show off his everyday activity

- *Guaranteed Meeting Places*

The SNS has the capacity to help break distance or location barrier when it comes to interacting with one another, by utilizing the live video feature users could communicate virtually with each other at their comfortably timing. Unlike the traditional ways of communication which does not have that capacity to make video calls while separated by distance. Facebook, Skype, Google+ all provide these features of bringing people together over a distance.

- *Professional Networking*

For corporate organizations and scholastics institutions, SNSs enable clients and/or practitioners to group alike people in one place. Scholars could easily get together as a group and share their opinions on the subject matter of discussion. Scholars could find or share information related to research or study which would be of interest to group members. So also business companions could do the same. Social networking provides a capacity that allows an individual to choose the type of contact to interact with.

- *Staying Informed About Happenings around the World*

Individuals on SNSs could get information or share about matters that could excite them such as news, events, places, jokes, stories etc. Individuals who are interested in the subject matter could go ahead and read these information otherwise they could skip through to next information until they find what intrigues them. Since these post are made using text, videos, audios, or other means possible individuals could read, listen or watch the posts that intrigues them the most.

3.2.4 Social networking theory

The study of how people, groups, organizations interact with each other on the internet is called Social Networking Theory (Claywell, 2015). To fully understand the interactions that exist between the nodes, individual elements ought to be investigated from the smallest to the highest. The smallest units of any network are known as nodes and these are the actors that form a typical social network. Alison (2014) described the main three social network types reviewed by social scientists as follows:

- *Ego-centric networks:* A single node connects the user to other individuals and this network is mainly 26characterized by close relationships such as close friends.
- *Socio-centric networks:* refer to networks that are closed and communication is limited and restricted to a certain subject and a typical example is a group of students studying engineering or workers in an organization.
- *Open network systems:* comprise of relationships between a group of influencers and such due to the nature this network exhibits, it is often difficult to set a clear boundary between the relationships.

Figure 3.6 below shows the social networking theory with relationships between different nodes exhibited (Claywell, 2015). In the literature, Al-Ghaith (2015) has explained the difference between weak and strong ties that exist between people on social networking sites. The researcher explained strong ties as relationships that are strong between people such that both parties have a phone number for the other user whereas for weak ties, one will be surprised if they receive a phone call from the other person. That's how weak the relationship is. It is important to note that, Chan-Olmsted et al. (2013) found out that weak ties tend to be more valuable especially when job hunting, studies have shown that people who apply a lot for jobs tend to receive more quality jobs from weak ties compared to strong ties.

NEIGHBORS

KIN

Immediate

Extended

YOU

Active
intimate ties

Active
nonintimate ties

FRIENDS

CO-WORKERS
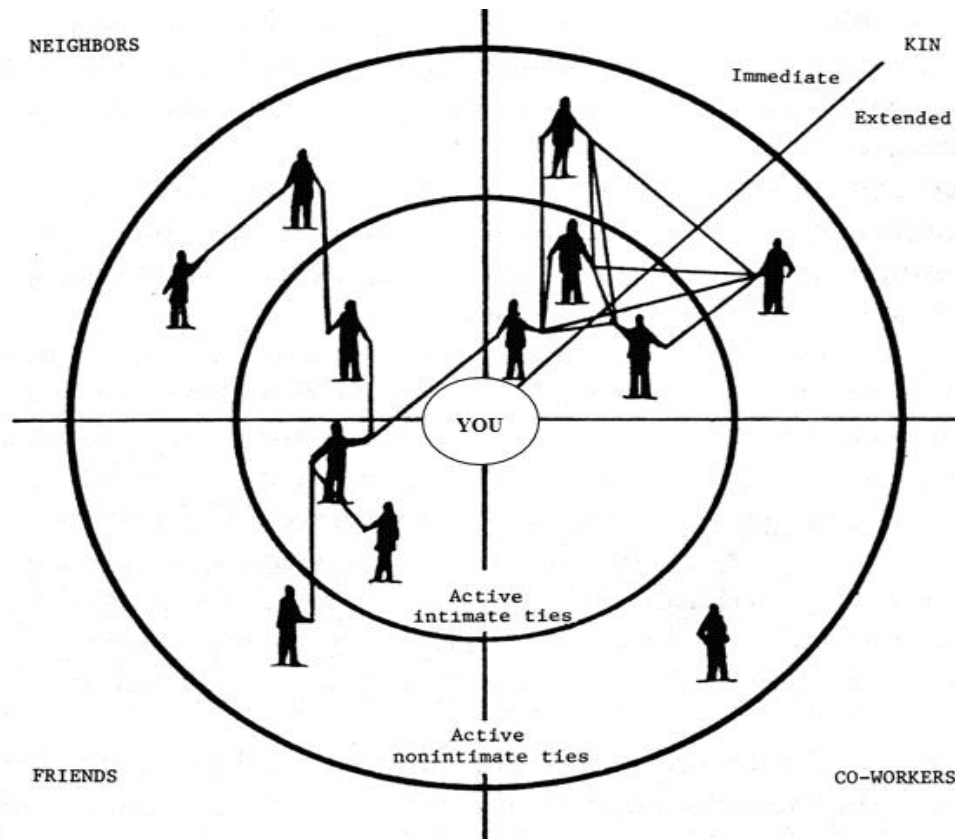
Figure 3.4: Showing the Social Networking Theory (Claywell, 2015)

Claywell (2015) highlighted the main strengths and weaknesses that the theory exhibits which are explained below:

Strengths:

- The theory gives a general overview of how people are connected.
- The theory is useful when studying the relationships that exist between large groups of people.
- Insight on viral content is provided such as the spread of diseases such as Cholera or Ebola as people are networked hence information quickly disseminates.

Weaknesses:

- The theory although it provides insight on how people are connected, it is difficult to scientifically replicate.
- Interpretation of ties or relationships that exist between people can be subjective.

27

3.2.5 Understanding adults attitude towards using SNSs

Yeo et al. (2017) depicted one's state of mind as a mix of three components to be specific convictions, sentiments and conduct expectation towards a specific subject under survey. Advance the analysts clarified the cooperation that exists between the three components as delineated in Figure 3.5 underneath and how every part impacts adult's attitude towards using social networking sites.
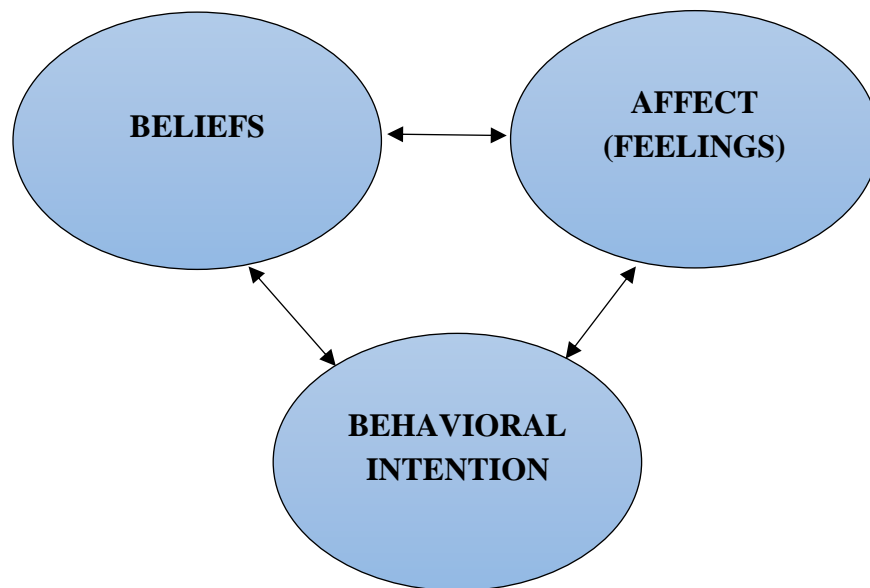
Figure 3.5: Three elements of consumer behavior that influence consumer decisions
(Yeo et al., 2017)

Beliefs: An individual can have both positive and negative convictions about a specific angle or idea. For example, one may trust that utilizing long range interpersonal communication destinations (SNSs) spares time and in this way considers it to be preference, while, a similar individual may trust that most person to person communication locales (SNSs) are not genuine and they are in the wake of unveiling one's protection. The convictions that individuals hold may not be right yet it impacts how they view SNSs.

Feelings: People have certain feelings towards certain SNSs and it could alter their attitude concerning utilizing SNSs. Adults feeling stances are liberated of beliefs for example a conservationist may reason it is decently incorrect to cut down trees but the same person may have a positive effect on Christmas trees because of the festive feeling they create. The same concept applies to SNSs.

Behavioral intention: This denotes to an adults concluding decision, if they decides to use SNSs or not. Behavioral intention may also imitate other beliefs why a person chooses to use SNSs.

3.2.6 Factors that influence adults' intention to use SNSs

In the literature, many researchers (Marcelino et al., 2015; Leist, 2013; Vosner et al., 2016) have outlined the various factors that affect adults' intention to use SNSs. Leist (2013) has outlined that people go through phases in life and by the time they reach 40 most adults assume to have enjoyed it all and they no longer show much interest for SNSs and technology. The following are some factors that have been outlined in the literature:

- **Functional capacity:** It has been noted that as people mature and grow older they tend to suffer from a lot of functional limitations for instance cognitive and perceptual abilities which become a hindrance in their lives and hinder them from using technology the same way that young adults use it (Adhikari et al., 2011). However some limitations may totally limit the use of social networks such as blindness despite assistive technology which may be used. Furthermore, Vosner et al. (2016) pointed out that attitude and belief on insufficient functional capacity is another notable factor that influence adults' intention to use SNSs. In addition, the researchers mentioned different perceived barriers among adults when it comes to SNSs that include computer anxiety and a general negative attitude towards SNSs. These perceived barriers include intrapersonal factors, functional factors, structural, and interpersonal factors. To further support these barriers, Leist (2013) found out that these barriers often affect the low income age group and those that low education levels, different opinions and views often arise from those with higher income and are computer literate.

- **Attitudes towards social networking site usage:** SNSs have received a lot of negative views over the years and the media has portrayed social networking platforms as unproductive sites where people with no focus spend their time gossiping (Tella & Akinboro,

2015). Such misconceptions about SNSs have gained publicity and also privacy issues being violated have become the norm of the day in media and for this reason, most adults are not keen to join SNSs (Leist, 2013). In addition, the researcher also noted that most novice adults are not keen to use SNSs due to the different forms of self-disclosure and representation that are exhibited in online platforms which differ from the ones in offline platforms such as the idea of posting material achievements and ones success on SNSs which may be seen as been self-centered and showing off by most novice users (Heidemann et al., 2012). Other researchers (Adhikari et al., 2011; Seyedi et al., 2013) also noted that after a longer period of time, adults who are encouraged to use SNSs have reported a positive consequence afterwards. On the other hand, Marcelino et al. (2015) and Pensas et al. (2014) highlighted that privacy concerns and fear of identity loss continue to limit adults to join SNSs.

- **Perceived privacy, security and trust:** In the literature, many researchers have focused on privacy, security and trust issues as major concerns that affect people from joining social networking platforms. However, there are hardly any that focus on seniors (Lewis & Ariyachandra, 2015). Furthermore, the researcher also noted that many senior citizens fear being entrapped due security breaches in online platforms when interacting with others.

- **Web experience:** Lewis and Ariyachandra (2015) stated that past experience of using technology play an important role in one's decision in choosing whether or not to adapt to SNSs. Adults who are most likely to have been exposed to technology and have technical skills of operating a computer and smartphone are most likely to use SNSs even as they grow older.

- **Computer anxiety:** Similar to past experience, computer anxiety also play an important role in determining whether adults are willing to use SNSs. Lewis and Ariyachandra (2015) pointed out that computer anxiety is one of the main factors that hinder adults especially senior citizens from using SNSs as they view computers as complex devices and need a lot of training for one to master how to use them. On the other hand, Penas et al. (2014) mentioned that with late retirement ages cropping in among many companies, many seniors above 65 years are emerging online who have had the privilege to work using computers especially in western countries compared to previous generations.

METHODOLOGY

This section reveals the research model that was used in the study, information about research participants, data collection tools that were used to conduct the study, data analysis methods and the procedure that the researcher followed whilst conducting the study.

4.1 Research Model

A research model with 7 dimensions (Perceived Usefulness, Perceived Ease of Use, Community Identification, Attitude, Intention, Social Influence and Enjoyment) was used to test the relationship that exist between the independent and dependent variables. The survey method was used to collect data in the study. Figure 4.1 depicts the research model used for this study and the hypothesis to be tested:
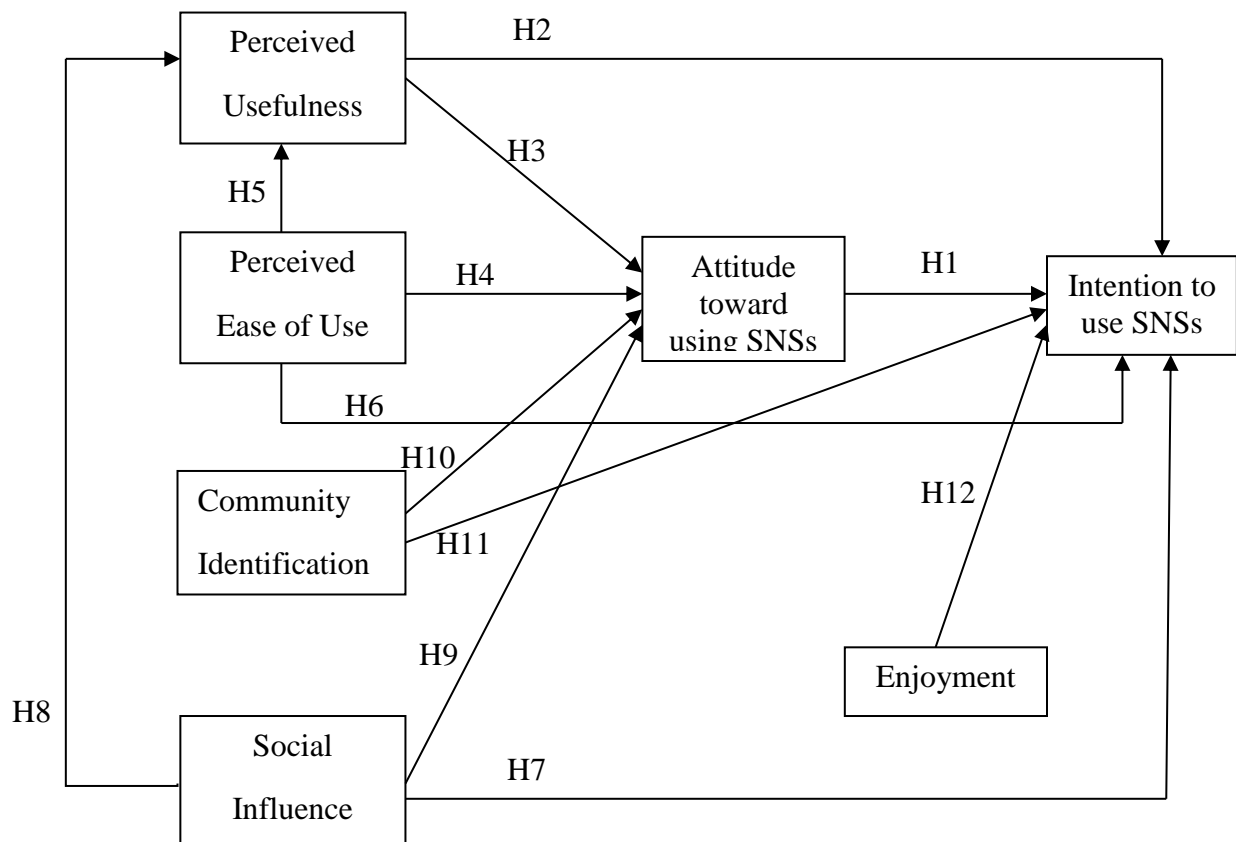
Figure 4.1: Research model for the study

The research model includes dimensions from the Technology Acceptance Model (TAM) which was adopted from a study by Davis (1989) and the dimensions are (Perceived Usefulness, Perceived Ease of Use). The model was modified by the researcher and three more dimensions (Community Identification, Social Influence, Attitude, Intention and Enjoyment) were added to the model that were adapted from previous studies by other researchers in order to gain a better insight of the factors influencing adults' intention to use social networking sites (SNSs). Table 4.1 showed dimensions of the used questionnaire were adapted:

Table 4.1: Research model dimensions

Dimensions	Reference
Perceived Ease of Use	Davis. (1989)
Enjoyment	Nysveen et al. (2005)
Perceived Usefulness	Davis. (1989)
Intention to use	Hsu,et al. (2008)
Attitude	Taylor et al. (1995)
Community Identification	Hsu,et al. (2008)
Social Influence	Hsu,et al. (2008)

4.2 Research Hypothesis

H1: Adults attitudes have a positive effect on Behavioral Intention to use SNSs.

H2: A Perceived Usefulness has a positive effect on Behavioral Intention to use SNSs.

H3: A Perceived Usefulness has a positive effect on adults Attitudes towards using SNSs.

H4: A Perceived Ease of Use has a positive effect on adults Attitudes towards using SNSs.

H5: A Perceived Ease of Use has a positive effect on Perceived Usefulness of SNSs.

H6: A Perceived Ease of Use has a positive effect on Behavioral Intention to use SNSs.

H7: A Social Influence has a positive effect on Behavioral Intention to use SNSs.

H8: A Social Influence has a positive effect on Perceived Usefulness of SNSs.

H9: A Social Influence has a positive effect on adults Attitudes towards using SNSs.

H10: Community Identification has a positive effect on adults Attitudes towards using SNSs.

H11: Community Identification has a positive effect on Behavioral Intention to use SNSs.

H12: Enjoyment has a positive effect on Behavioral Intention to use SNSs.

4.3 Research Participants

This researcher focused his study on two nations namely North Cyprus and Libya with aim of investigating the factors that influence adult's intention to use social networking sites (SNSs) and comparing the results between the two nations. In order to determine the sample size, the researcher looked at the number of attributes and the complexity of the research model. Research participants from North Cyprus came from five towns namely; Lefkosa, Magusa, Girne, Guzelyurt and Iskele. On the other hand, research participants in Libya came from five towns namely; Tripoli, Benghazi, Misurata, Bayda and Sabha.

The research conducted the questionnaire by collecting a total of 300 and 254 paper-based questionnaires were distributed in North Cyprus and Libya respectively amongst the 5 aforementioned towns to adults aged 40 years and above. However, according to McLeod (2013) he categorized a young adult individual between the age group of 18-40 years old while an adult as an individual between the age group of 40-64 years old and old adult between the age group of 65 years and above old adults.

4.3.1 Demographic data of research participants

Table 4.1 below shows descriptive statistics of the research participants in both countries. It can be clearly seen that there were 64.8% males and 35.2% females in North Cyprus who participated in the research, whereas there were 52% males and 48% females in Libya. In addition the highest age group with many participants in North Cyprus was the 40-45 years which had 44.1% whereas in Libya the highest group was the 46-50 years age group which had 41.7%, this was followed by 46-50 years in North Cyprus which had 29.1% and 40-45 years in Libya which had 33.5%. The third highest age group was the 51-55 years in both countries which had 14.6% participants in North Cyprus and 22.8% in Libya. The lowest number of participants were found in the age group 56 years and above and in North Cyprus it constituted 12.3% and in Libya 2%.

Participants came from 5 different towns in both countries and for North Cyprus the highest number of participants were in Lefkosa, followed by Magusa, Girne, Guzelyurt and Iskele which had 36%, 27.2%, 18%, 11.9% and 6.9% respectively. In addition the 5 towns in Libya were Tripoli, Benghazi, Misurata, Bayda and Sabha which had 29.1%, 25.6%, 21.3%, 15.4% and 8.7% respectively. Participants were also asked to select the number of hours they spend on social networking sites (SNSs) in a day. It is clear that most participants in both countries spend more than 6 hours on social networking sites (SNSs) in a day (47.1% for North Cyprus and 45.3% for Libya). This is followed by participants who spend between 4-5hours and North Cyprus had 34.1% whereas Libya had 35.8%. In addition, those who spend between 2-3 hours in North Cyprus were 10.3% and in Libya 10.2%. Lastly those who spend a few minutes to an hour on the internet in a day were 8.4% for North Cyprus and 8.7% for Libya.

Table 4.2: Demographic data of research participants

Country	Demographic Variable		Number	Percentage (%)
NORTH CYPRUS (261 participants)	Gender	Male	169	64.8
		Female	92	35.2
	Age group	40-45	115	44.1
		46-50	76	29.1
		51-55	38	14.6
		56+	32	12.3
	Home Town	Lefkosa	94	36.0
		Magusa	71	27.2
		Girne	47	18.0
		Guzelyurt	31	11.9
		Iskele	18	6.9
	Hours spent on social networking sites (SNSs) a day	0-1	22	8.4
		2-3	27	10.3
		4-5	89	34.1
		6+	123	47.1
LIBYA (254 participants)	Gender	Male	132	52.0
		Female	122	48.0
	Age group	40-45	85	33.5
		46-50	106	41.7
		51-55	58	22.8
		56+	5	2.0
	Home Town	Tripoli	74	29.1
		Benghazi	65	25.6
		Misurata	54	21.3
		Bayda	39	15.4
		Sabha	22	8.7
	Hours spent on social networking sites (SNSs) a day	0-1	22	8.7
		2-3	26	10.2
		4-5	91	35.8
		6+	115	45.3

4.3.2 Social networking sites (SNSs) used by research participants

According to Figure 4.2 below participants were asked to state the social networking sites (SNSs) they use. This was a multiple response question implying that participants had the option to choose as many options applicable. The most used social networking site in the two countries is Facebook which had 207 responses in North Cyprus and 198 in Libya. Twitter had 109 responses in North Cyprus and 106 in Libya. Myspace was the least used social networking site in both countries as evidenced by 5 users in Libya and 36 users in North Cyprus. Participants had the option to choose other social networking sites (SNSs) and state them down. 154 participants in North Cyprus used other social networking sites (SNSs) which include Instagram, Google+, YouTube and Yahoo. 72 participants in Libya used other social networking sites (SNSs) including Instagram, WeChat, Google+, YouTube, Opensooq and Skype.
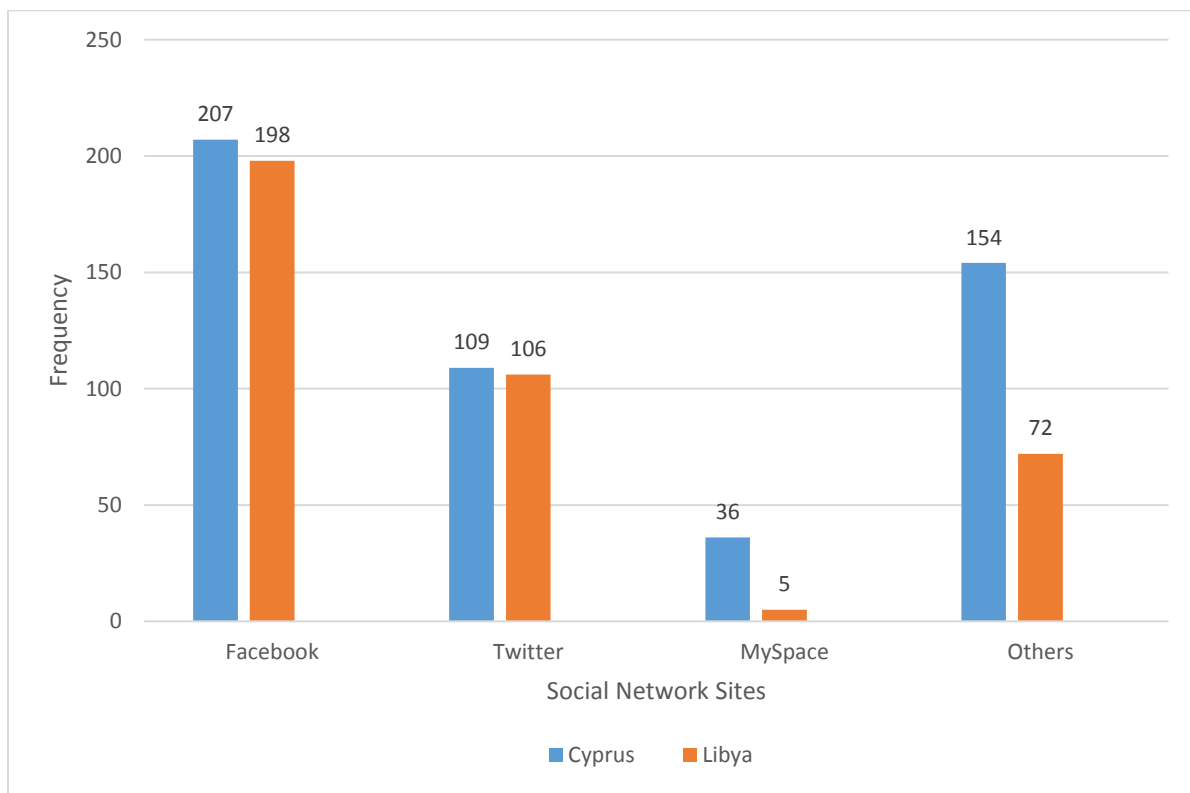
Figure 4.2: Social networking sites (SNSs) used by research participants

4.3.3 How long have you been using social networking sites (SNSs)?

In order to fully understand the time frame that adult participants have been using social networking sites (SNSs), participants were asked to state the number of months or years they have been using social networking sites (SNSs). 1.92% of participants in North Cyprus have been using social networking sites (SNSs) between 0 to 3 months whereas in Libya 2.36%. Those who have been using social networking sites (SNSs) for 3-6 months constituted 1.92% of the total sample in North Cyprus and 1.97% in Libya. Those who have been using social networking sites (SNSs) for 6-12 months in North Cyprus were 1.92% whereas in Libya they were1.97%. Furthermore, those who have been using social networking sites (SNSs) for 1-2 years were 6.9% in North Cyprus and 6.3% in Libya. Those who have been using for 2-5 years were 18.9% in North Cyprus and 16.54% in Libya. The majority of participants in both countries have been using social networking sites (SNSs) for over 5 years as evidenced by 68.97% of the total population group in North Cyprus and 70.47 in Libya.
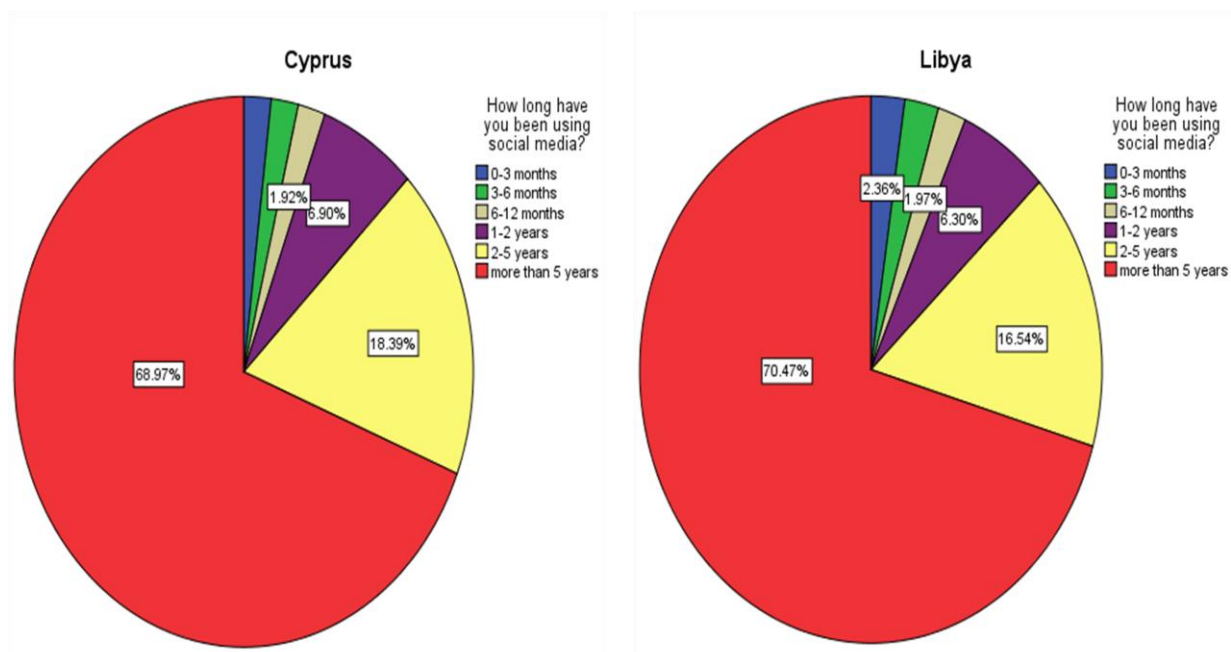
Figure 4.3: Timeframe for social network site usage between Cyprus and Libya

4.4 Data Collection Tools

A total of 300 paper-based questionnaires were distributed in North Cyprus among the 5 aforementioned towns to adults aged 40 years and above. 28 questionnaires went missing and were not recovered leaving the researcher with 272 questionnaires to enter into SPSS. When data was being entered the researcher discovered that 11 questionnaires were not filled in complete and therefore these questionnaires were excluded from analysis resulting in a total of 261questionnaires for analysis. In Libya the questionnaire was online and they were restrictions placed when the questions were coded onto Google Docs questionnaire, incomplete questionnaires were not automatically saved and also respondents could not proceed to the next page before completing all questions which meant questionnaires that were saved were questionnaires completed in full and these were 254.The structure of the questionnaire with all dimensions included is described in Figure 4.4 below.

SECTION I

Demographic Information
- 4 Items

SECTION II

Social networking site usage
- 5 Items

SECTION III

Factors influencing adults intention to use SNS
- Perceived Ease of Use (4 Items)
- Enjoyment (4 Items)
- Perceived Usefulness (3 Items)
- Attitude (4 Items)
- Community Identification (3 Items)
- Social Influence (2 Items)

Figure 4.4: Structure of questionnaire

Section I: Demographic Information: During the period of gathering data from the questionnaire of this study, the targeted participants were entreated demographic information such as gender, age group, home town and hours spent on social networking sites (SNSs) a day in order to determine the characteristics of the research participants.

Section II: Social Networking Site Usage: This parameter aimed to determine or understand the usage level of social networking site across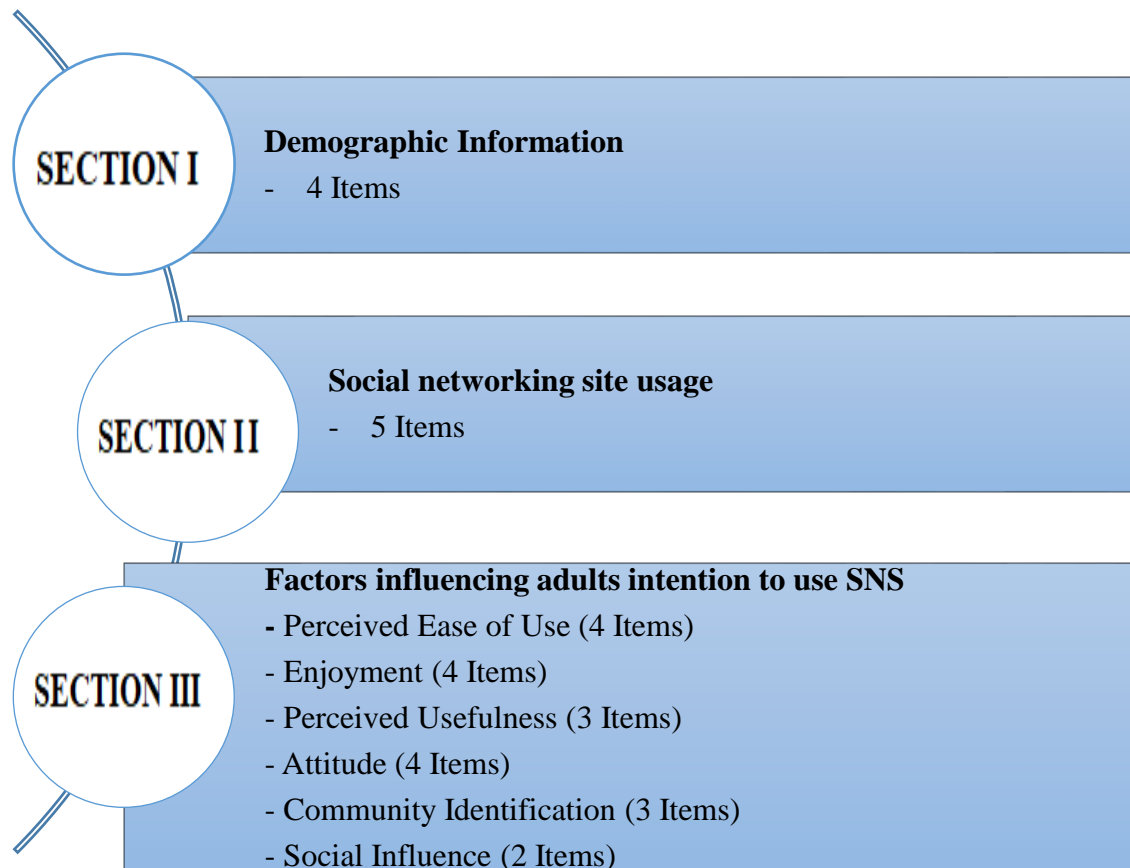 North Cyprus and Libya. This section encompasses five questions in determining the social networking site usage. The questions include *"Which of these social networking sites (SNSs) do you use?", "How long do you regularly use social networking sites (SNSs)?", "How many hours per day do you spend on social networking sites (SNSs)?", "Where do you log into your social networking account?"* and *"Are you a member of any group in social networking sites (SNSs)".* In proving the collected data was indeed reliable a Cronbach Alpha reliability test was carried out to determine that, in which the total reliability was .949 which is considered as excellent.

Section III: Factors influencing adult intention to use social networking sites (SNSs): The research aims to understand the factors influencing adults' intention to use social networking sites (SNSs) in both North Cyprus and Libya.

The data collected from the questionnaires was further analyzed using descriptive statistics and Pearson correlation adopting the SPSS tool. In proving the collected data was indeed reliable a Cronbach Alpha reliability test was carried out to determine that, in which the total reliability was .949 which is considered as excellent. Consequently, a Likert scale of based on 5 dimensions was used, which were ranked as *"Strongly Agree", "Agree", "Neutral", "Disagree"* and *"Strongly disagree".*

4.4.1 Reliability

George and Malley (2003) explained the significance of reliability results and pointed out that reliability results <=.5 are unacceptable, between .50 and .60 indicate poor reliability, reliability between .60 and .70 is questionable and one that is between .70 and .80 is acceptable, however reliability that is between above .80 is considered good and reliability above 0.9 is considered excellent. According to the results shown on Table 4.2 below, the reliability in North Cyprus was (.954) while for Libya it was (.949), for the dimensions it was found that in Perceived Ease of Use

39

(.892) followed by Attitude (.791), Intention to use (.787), Social Influence (.779), Enjoyment (.736), Community Identification (.704), Perceived Usefulness (.686) and the total reliability for all dimensions in North Cyprus was .954 which was excellent. On the other hand, the highest reliability in Libya was found in Perceived Ease of Use dimension (.834), followed by Perceived Usefulness (.797), Enjoyment (.795), Social Influence (.780), Attitude (.752), Intention to use (.742), Community Identification (.709) and the total reliability was .949 which is considered as excellent.

Table 4.2: Questionnaire constructs and reliability test results

Constructs	Number of Items	Cronbach Alpha North Cyprus	Cronbach Alpha Libya
Perceived Ease of Use	4	.892	.834
Enjoyment	4	.736	.795
Perceived Usefulness	3	.686	.797
Intention to use	2	.787	.742
Attitude	4	.791	.752
Community Identification	3	.704	.709
Social Influence	2	.779	.780
TOTAL	22	.954	.949

4.5 Data Analysis Methods

Data collected from the questionnaires was further analyzed using

- Descriptive Statistics for demographic data

- Pearson Correlation to find the relationship that exist between the independent and dependent variables.

4.6 Research Procedure

In conducting the research, the researcher followed the following steps:

i. Literature review was an on-going process during thesis writing to fully understand the subject under study.

ii. The researcher prepared a research proposal and submitted it to the department of Computer Information Systems.

iii. Feedback was constantly given by the supervisor on key areas.

iv. Ethical committee conducted a review on the ethics covering the research area

v. The questionnaire was distributed to the locals aged 40 years and above and it was put online using Google Docs and the link was shared on the adult community on social networking platforms such as Facebook.

vi. After a period of data collection, the results were entered into SPSS ready for analysis.

vii. Data was analyzed using the most appropriate data analysis method and results were reported.

viii. The supervisor was well informed during each phase and corrections and feedback obtained was taken into consideration.

ix. The final version of the thesis was presented to the Jury board and further feedback and corrections were taken into consideration until the final thesis was approved.
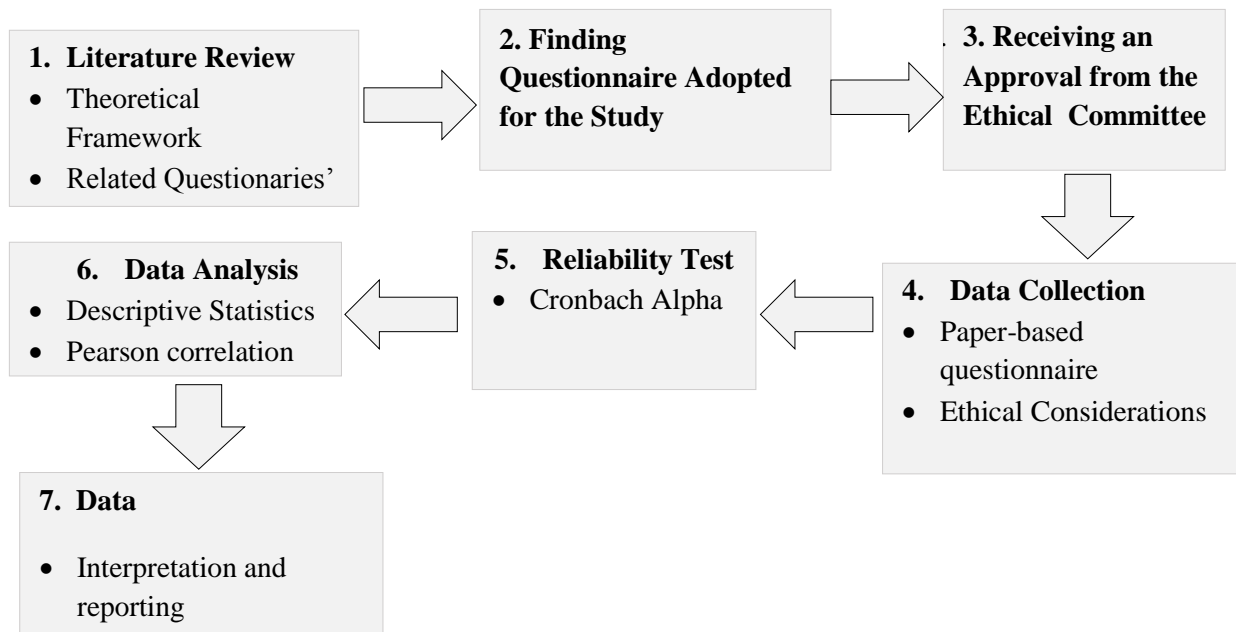
Figure 4.5: Research procedure

4.6.1 Ethical Considerations

To conduct a research in Near East University, there is need for an ethical considerations because in research ethical considerations is critical. Ethics are norms for conduct that extricate between right and wrong. They assist to regulate the alteration between satisfactory and unsatisfactory behaviors. Why are ethical considerations so vital in study or research? Initially, ethical standards avoid against the faking of data and therefore, encourage the quest of truth and knowledge which is the main aim of any research. Ethical behavior is also very important and needed for cooperative work because it inspires an environment of reliance, responsibility, and mutual respect among fellow researchers. The ethical consideration was carried out by notifying the scientific research committee on ethics for an evaluation and a subsequent approval of all the ethical considerations governing Near East University for conducting a research, a sample of the request ethical consideration approval can be found in Appendix 1.

4.7 Research Schedule

Carrying out an investigation or research can be of various kind in view of the action that is should have been done appropriately from start to completing an examination can be amazingly

troublesome. Be that as it may, the investigation commenced since November in the year 2017 and was finished amid the Spring of March 2018. The planning was assembled into four keeping in mind the end goal to have all the more comprehension of the exploration plan, while each stage was reliant on its later, the gatherings indicates how the entire procedure of the planning was been completed. The accompanying demonstrates the portrayal of the assignment and length of every parameter while giving the genuine errands engaged with doing the exploration and to what extent each probable took to be finished.

Table 4.3: Research procedure

| PROCEDURE	DURATION (WEEKS)
Literature review (on-going process)	16
Writing thesis proposal	5
Proposal submission and waiting for feedback	4
Adopted questionnaire	2
Data collection in both countries	20
Data Analysis	4
Compiling last chapters of thesis	4
Final thesis review by supervisor	4
Corrections and amending thesis	4
Jury and final corrections	2
Total	65 Weeks
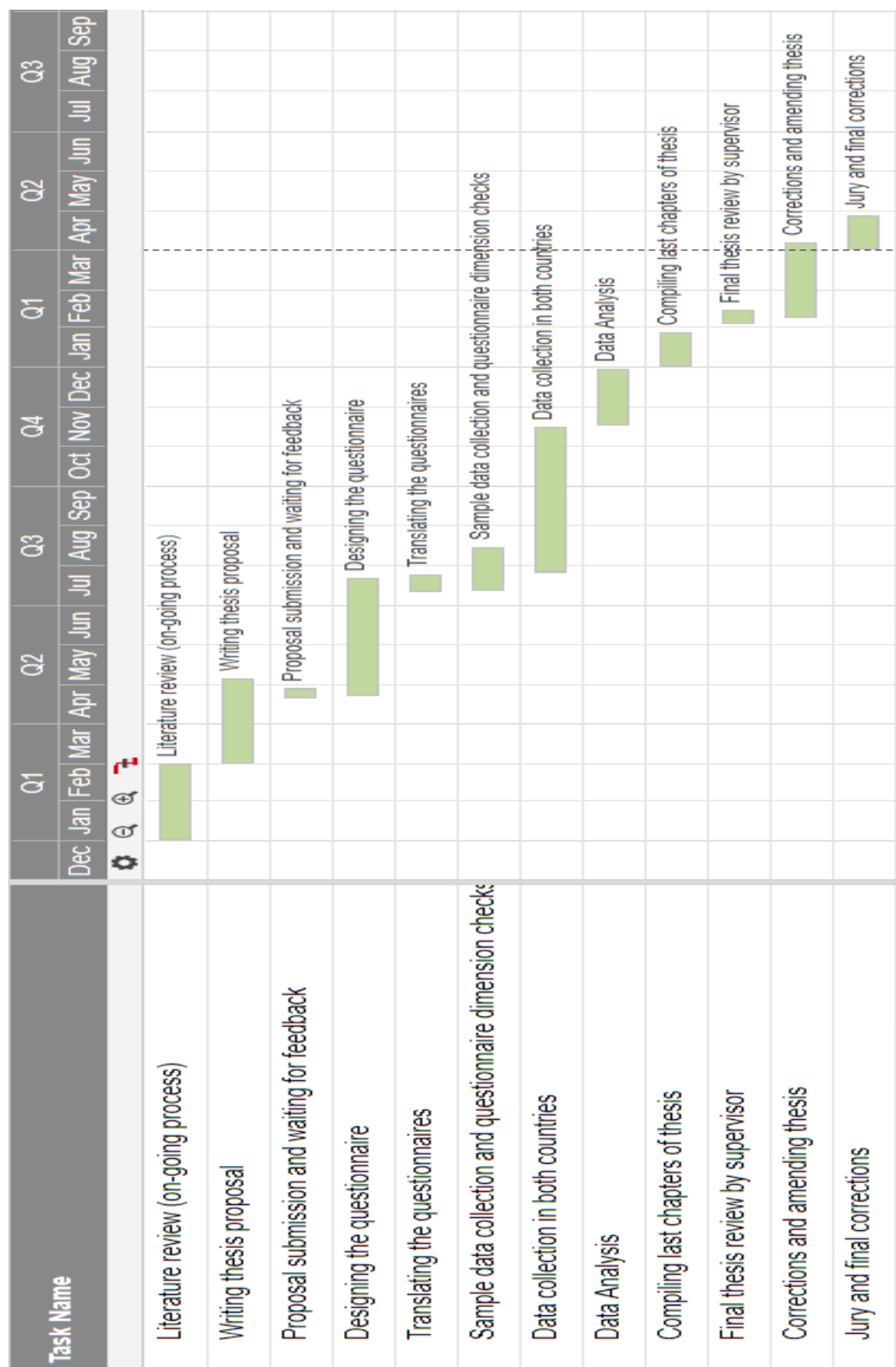
Figure 4.6: Gantt chart of the study

44

CHAPTER 5

RESULTS AND DISCUSSIONS

This section provides the analyzed data obtained from the study. The researcher compared results between the two different countries North Cyprus and Libya to see how they differ or compare as much as social networking usage among adults is concerned. Furthermore, results are also compared with the literature to see if there are any similarities or differences in results.

5.1   The Relationship amongst Attitude and Behavioral Intention

H1: Adults Attitudes shows positive effect toward Behavioral Intention.

In order to find out the relationship that exists amongst Attitudes and Behavioral Intention on usage of SNSs among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.1 and with reference to North Cyprus, there exist a moderate positive correlation amongst the two aforementioned variables with r=.363, n=261 and p=.000. Since p<=.05, we therefore accept the hypothesis and conclude that Attitudes have a considerable positive effect toward Behavioral Intention to use SNSs among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a moderate positive correlation amongst the two variables (Attitudes and Behavioral Intention) with r=.332, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that Attitudes have shown a considerable positive effect toward Behavioral Intention to use SNSs among the adults in Libya. In addition, Figure 5.1 shows scatterplot graphs of the relationship amongst the two variables in both countries.

These findings show that adults' Attitudes to use social networking sites (SNSs) can easily be influenced and their Intention to use SNSs changes. Similar findings were found by Fishbein and Ajzen (2017) who conducted a study in Japan among senior citizens and found out that there exist a positive relationship amongst Attitudes and Behavioral Intention implying that senior citizens Attitudes could easily be changed. In addition, Marcelino et al. (2015) also found out similar findings in their research and concluded that attitude indeed does have a considerable positive effect toward one's Intention to utilize sites of social networking.

Table 5.1: Showing Pearson Correlation amongst Attitude and Intention

		NORTH CYPRUS		LIBYA	
		Attitude	Intention	Attitude	Intention
Attitude	Pearson Correlation	1	.363	1	.332
	Sig. (2-tailed)		.000*		.000*
	N	261	261	254	254
Intention	Pearson Correlation	.363	1	.332	1
	Sig. (2-tailed)	.000*		.000*	
	N	261	261	254	254

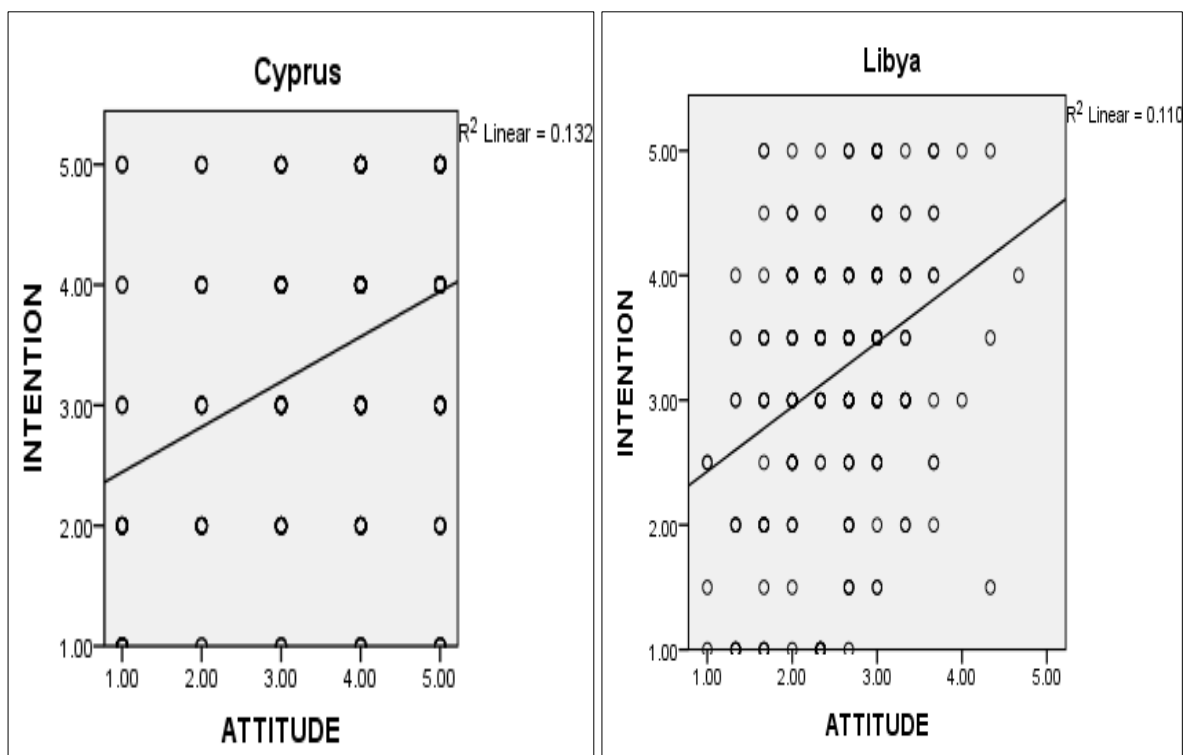**. Correlation found at the 0.01 significance level (2-tailed).

Figure 5.1: Scatter graph showing the relationship amongst Attitude and Intention

5.2   The Relationship amongst PU and Behavioral Intention

H2: A PU shows positive effect toward Behavioral Intention.

In order to find out the relationship that exists amongst PU and Behavioral Intention to use SNSs among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.2 and with reference to North Cyprus, there was a moderate positive correlation amongst the two aforementioned variables with r=.433, n=261 and p=.000. Since p<=.05, we therefore accept the hypothesis and conclude that PU has a considerable positive effect toward Behavioral Intention to use SNSs among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a moderate positive correlation amongst the two variables (PU and Behavioral Intention) with r=.595, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that PU has a considerable positive effect toward Behavioral Intention to use SNSs among the adults in Libya. In addition, Figure 5.2 shows scatterplot graphs of the relationship amongst the two variables in both countries.

These findings show that when adults perceive a new technology in our case a social networking sites (SNSs) is useful or has benefits they are most likely willing to use it. Similar findings were also found in the literature by Tella and Akinboro (2015) who conducted a study in Tanzania among adults aged 45 and above and found out that for adults to adopt a new technology they ought to be taught first how the technology will be useful in their day to day living. This is also supported by Young (2015) who concluded that PU does have an effect toward Behavioral Intention. However, this study only focused at the utilization sites of social networks among the adults of grown up aged 35 and above which slightly differ from the focus of this study, 40 years and above.

Table 5.2: Showing Pearson Correlation amongst PU and Intention

		NORTH CYPRUS		LIBYA	
		PU	Intention	PU	Intention
PU	Pearson Correlation	1	.433	1	.595
	Sig. (2-tailed)		.000*		.000*
	N	261	261	254	254
Intention	Pearson Correlation	.433	1	.595	1
	Sig. (2-tailed)	.000*		.000*	
	N	261	261	254	254

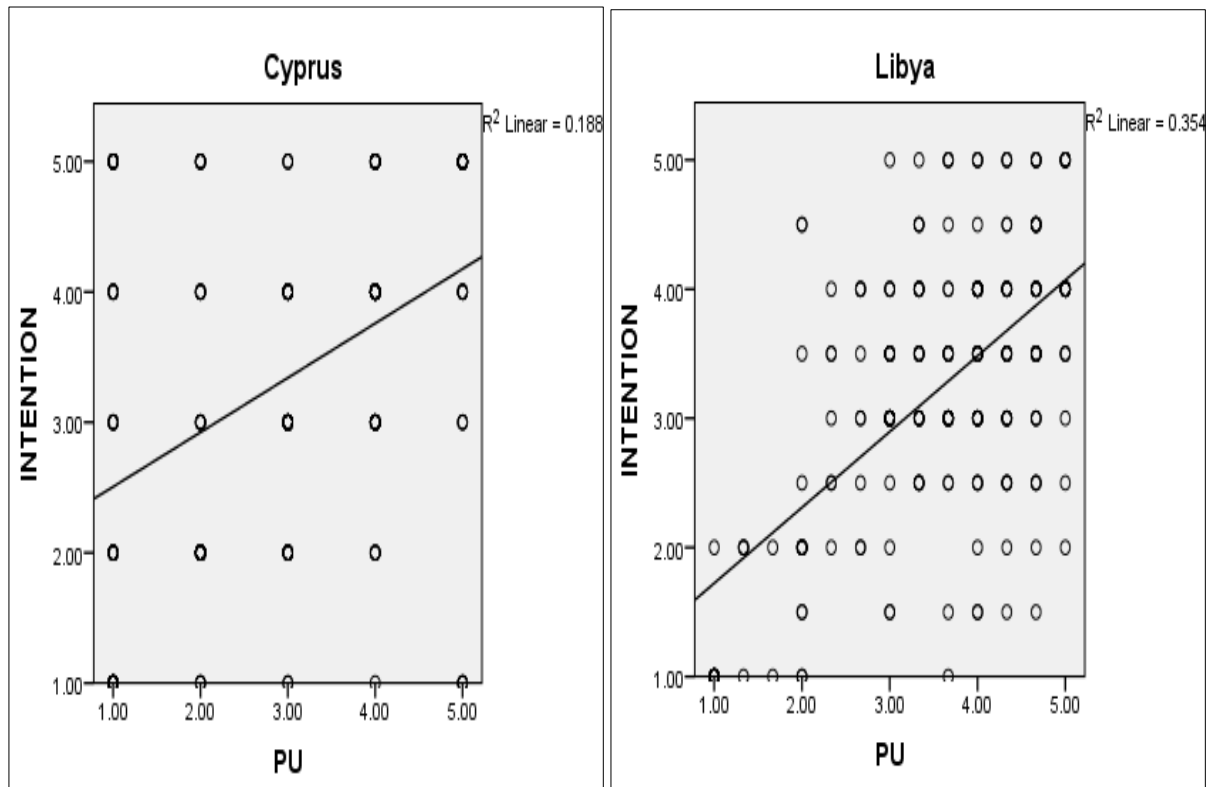**. Shows significant in correlation at the 0.01 level (2-tailed).

Figure 5.2: Scatter graph showing the relationship amongst PU and Intention

5.3 The Relationship amongst PU and Attitude

H3: A PU has a considerable positive effect toward adults Attitudes.

In order to find out the relationship that exists amongst PU and Attitudes to use SNSs among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.3 and with reference to North Cyprus, there was a weak positive correlation amongst the two aforementioned variables with r=.238, n=261 and p=.000. Since p<=.05, we therefore accept the hypothesis and conclude that PU has a considerable positive effect toward Attitude among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a moderate positive correlation amongst the two variables (PU and Attitude) with r=.367, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that PU has a considerable positive effect toward Attitude among the adults in Libya. In addition, Figure 5.3 shows scatterplot graphs of the relationship amongst the two variables in both countries.

These findings in both country imply that adults Attitudes towards using social networking sites (SNSs) is easily influenced by PU meaning when one perceive social networking sites (SNSs) to be useful and important, their Attitudes on how they view social networking sites (SNSs) changes. Similar findings were found by many researchers (Alison, 2014; Leist, 2013; Wirtz & Gottel, 2016) who also concluded that PU is key in changing adults Attitudes towards technology. It is therefore crucial to focus more on emphasizing the benefits that social networking sites (SNSs) can bring to the adult population in order to change their overall Attitudes towards social networking sites (SNSs).

Table 5.3: Showing Pearson Correlation amongst PU and Attitude

		NORTH CYPRUS		LIBYA	
		PU	Attitude	PU	Attitude
PU	Pearson Correlation	1	.238	1	.367
	Sig. (2-tailed)		.000*		.000*
	N	261	261	254	254
Attitude	Pearson Correlation	.238	1	.367	1
	Sig. (2-tailed)	.000*		.000*	
	N	261	261	254	254

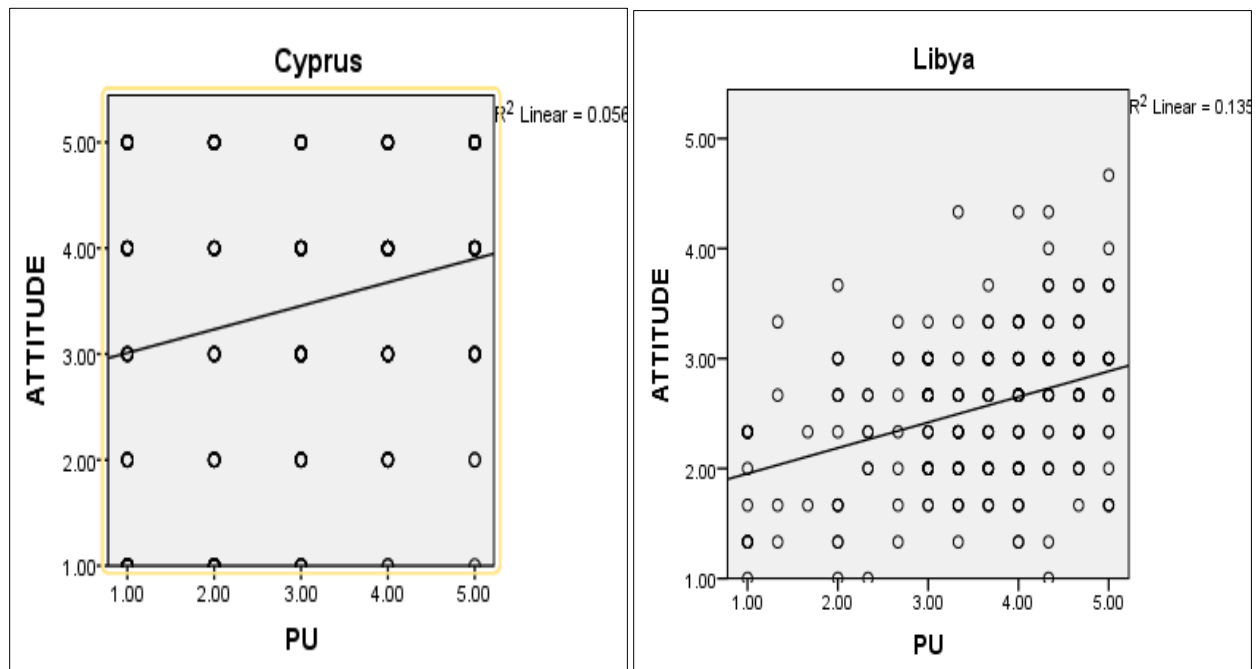**. Shows significant in correlation at the 0.01 level (2-tailed).

Figure 5.3: Scatter graph showing the relationship amongst PU and Attitude

5.4 The Relationship amongst PEU and Attitude

H4: A PEU has a considerable positive effect toward adults Attitudes.

In order to find out the relationship that exists amongst PEU and Attitude to use SNSs among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.4 and with reference to North Cyprus, there was a moderate positive correlation amongst the two aforementioned variables with r=.349, n=261 and p=.000. Since p<=.05, we therefore accept the hypothesis and conclude that PEU has a considerable positive effect toward Attitude to use SNSs among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a weak positive correlation amongst the two variables (PEU and Attitude) with r=.273, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that PEU has a considerable positive effect toward Attitude to use SNSs among the adults in Libya. In addition, Figure 5.4 shows scatterplot graphs of the relationship amongst the two variables in both countries. Findings in both countries show that PEU does have a considerable positive effect toward Attitude implying that when adults perceive social networking sites (SNSs) to be easy to use and requires little effort their overall attitude towards using social networking sites (SNSs) changes. Fadil et al. (2017) conducted a study in Turkey among adults residing in 3 towns and found similar results. The researchers emphasized that to increase social networking adoption among adults it is important for developers to develop social networking sites (SNSs) that are easy to use and navigate. Leist (2013) also found similar results in his study and the researcher emphasized the need to develop social networking sites (SNSs) that are user friendly and easy to use to cater for the senior population group.

Table 5.4: Showing Pearson Correlation amongst PEU and Attitude

| | | NORTH CYPRUS | | LIBYA | |
		Perceived Ease of Use	Attitude	PEU	Attitude
Perceived Ease of Use	Pearson Correlation	1	.349	1	.273
	Sig. (2-tailed)		.000*		.000*
	N	261	261	254	254
Attitude	Pearson Correlation	.349	1	.273	1
	Sig. (2-tailed)	.000*		.000*	
	N	261	261	254	254

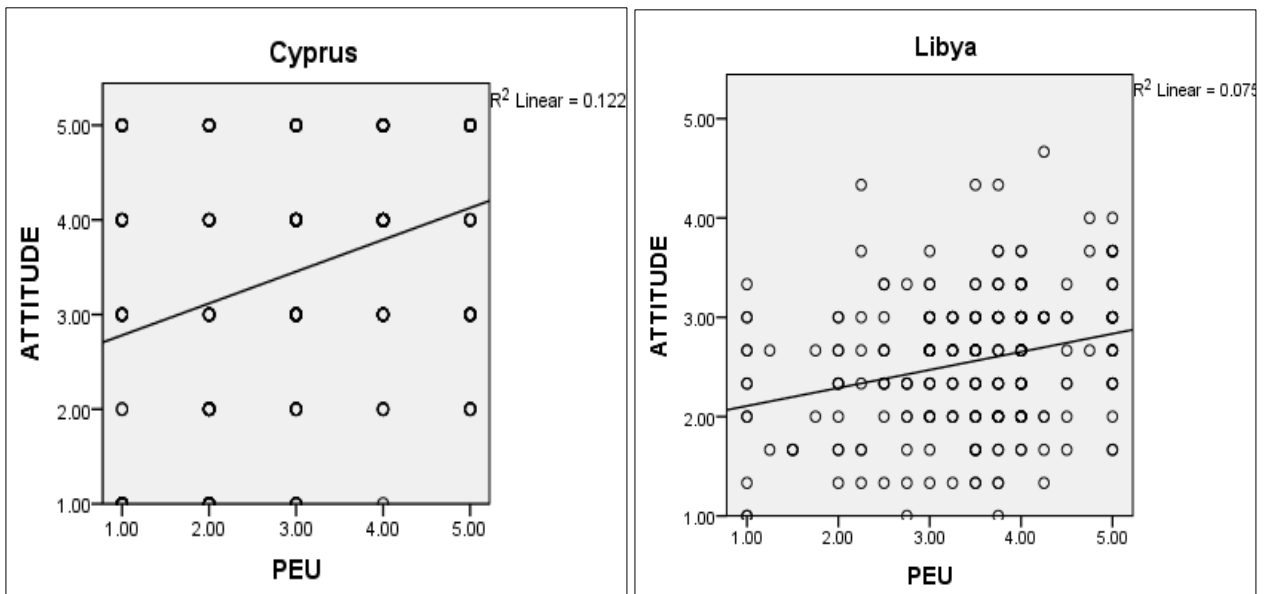**. Correlation is significant at the 0.01 level (2-tailed).

Figure 5.4: Scatter graph showing the relationship amongst PEU and Attitude

5.5   The Relationship amongst PEU and PU

H5: A PEU shows positive effect toward PU.

In order to find out the relationship that exists amongst PEU and PU of SNSs among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.5 and with reference to North Cyprus, there was a moderate positive correlation amongst the two aforementioned variables with r=.504, n=261 and p=.000. Since p<=.05, we therefore accept the hypothesis and conclude that PEU has a considerable positive effect toward PU of SNSs among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a moderate positive correlation amongst the two variables (PEU and PU) with r=.606, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that PEU has a considerable positive effect toward PU of SNSs among the adults in Libya. In addition, Figure 5.5 shows scatterplot graphs of the relationship amongst the two variables in both countries.

Results from the study show that PEU has a considerable positive effect toward PU of SNSs in both countries implying that when adults perceive that social networking sites(SNSs) are easy to use and one require little effort to use them they start to see social networking sites (SNSs) as useful. Similar results were also found by Marcelino et al. (2015) who conducted a study among adults in Taiwan, 88% of the participants agreed that they are most likely to use social networking sites (SNSs) when they think it's easy to use and perceive benefits of using them.

Table 5.5: Showing Pearson Correlation amongst PEU and PU

		NORTH CYPRUS		LIBYA	
		Perceived Ease of Use	PU	Perceived Ease of Use	PU
Perceived Ease of Use	Pearson Correlation	1	.504	1	.606
	Sig. (2-tailed)		.000*		.000*
	N	261	261	254	254
PU	Pearson Correlation	.504	1	.606	1
	Sig. (2-tailed)	.000*		.000*	
	N	261	261	254	254

**. Shows significant in correlation at the 0.01 level (2-tailed).
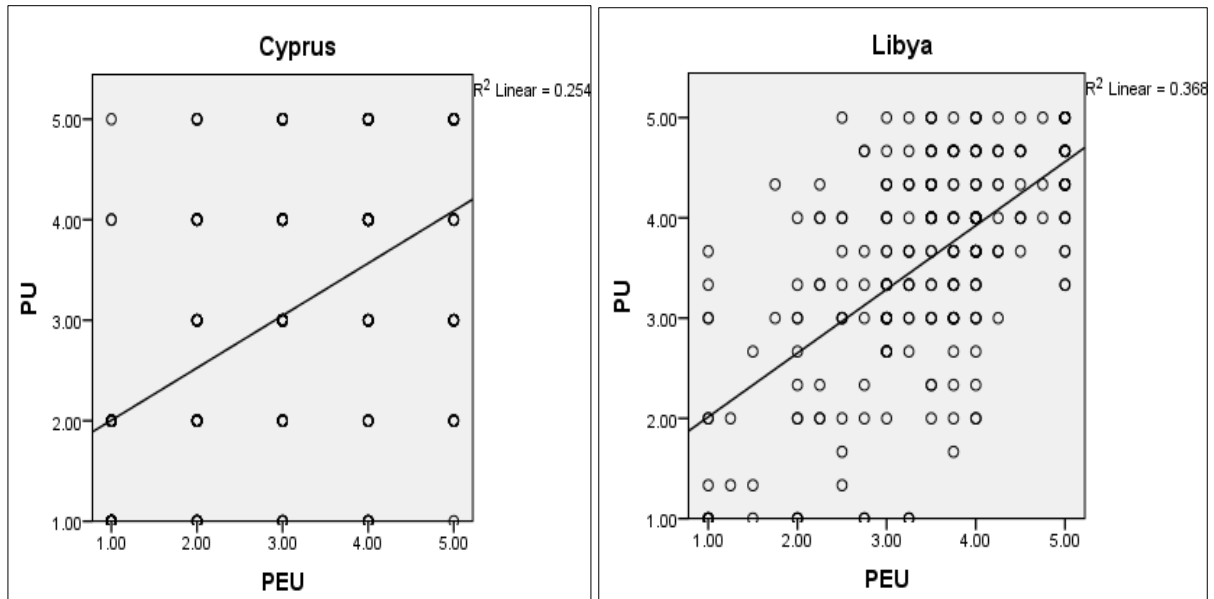

Figure 5.5: Scatter graph showing the relationship amongst PEU and Perceived Usefulness

5.6   The Relationship amongst PEU and Behavioral Intention

H6: A PEU has a considerable positive effect toward Behavioral Intention to use SNSs.

In order to find out the relationship that exists amongst PEU and Behavioral Intention to use SNSs among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.6 and with reference to North Cyprus, there was a moderate positive correlation amongst the two aforementioned variables with r=.402, n=261 and p=.000. Since p<=.05, we therefore accept the hypothesis and conclude that PEU has a considerable positive effect toward Behavioral Intention to use SNSs among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a moderate positive correlation amongst the two variables (PEU and Behavioral Intention) with r=.439, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that PEU has a considerable positive effect toward Behavioral Intention to use SNSs among the adults in Libya. In addition, Figure 5.6 shows scatterplot graphs of the relationship amongst the two variables in both countries.

Findings from these study show that PEU has a considerable positive effect toward Intention to use SNSs both countries implying that when adults perceive social networking sites to be easy to use and requires little effort they are willing to use them. Similar findings were found by many researchers in the literature (Bothorel et al., 2016; Vosner et al., 2016; Leist, 2013) who concluded that PEU affects intention to use social networking sites (SNSs) among the adults population and all researchers emphasized the need to focus on developing user friendly social networking sites (SNSs) targeted at the elderly population.

Table 5.6: Showing Pearson Correlation amongst PEU and Intention

		NORTH CYPRUS		LIBYA	
		Perceived Ease of Use	Intention	Perceived Ease of Use	Intention
Perceived Ease of Use	Pearson Correlation	1	.402	1	.439
	Sig. (2-tailed)		.000*		.000*
	N	261	261	254	254
Intention	Pearson Correlation	.402	1	.439	1
	Sig. (2-tailed)	.000*		.000*	
	N	261	261	254	254

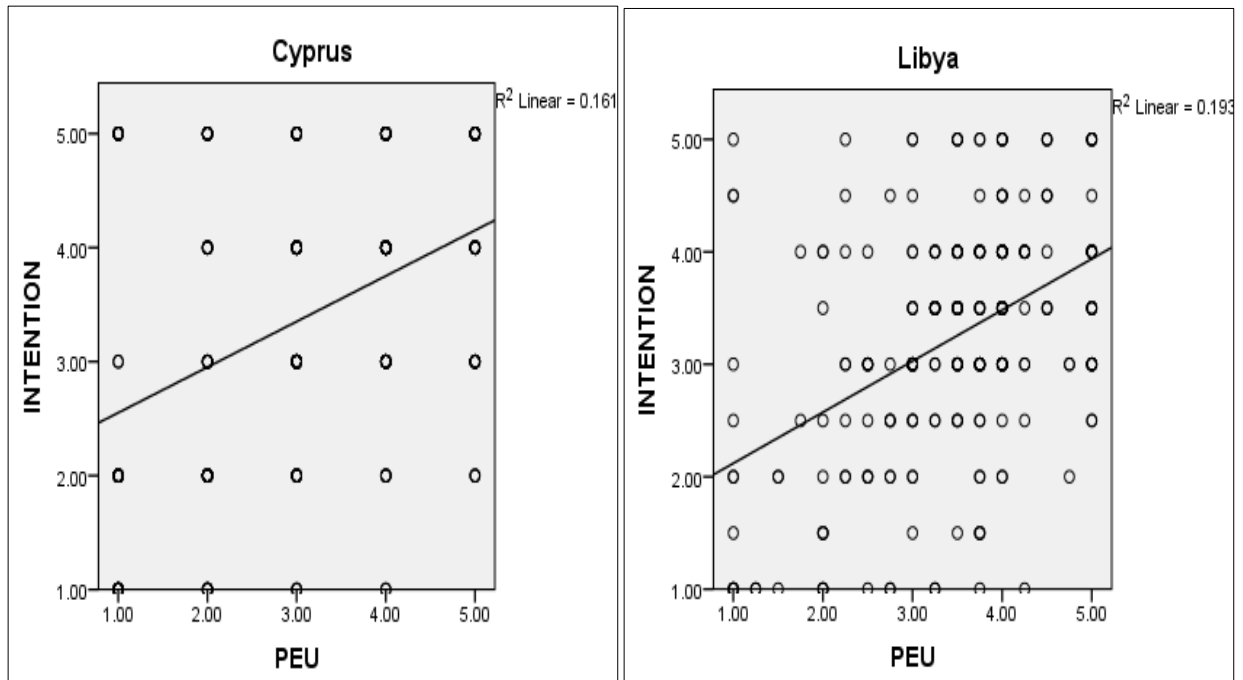**. Shows significant in correlation at the 0.01 level (2-tailed).

Figure 5.6: Scatter graph showing the relationship amongst PEU and Intention

5.7   The Relationship amongst Social Influence and Behavioral Intention

H7: A Social Influence has a considerable positive effect toward Behavioral Intention to use SNSs. In order to find out the relationship that exists amongst Social Influence and Behavioral Intention to use SNSs among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.7 and with reference to North Cyprus, there was a strong negative correlation amongst the two aforementioned variables with r=-.087, n=261 and p=.160. Since p>.05, we therefore reject the hypothesis and conclude that Social Influence does not have any positive effect toward Behavioral Intention to use SNSs among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a moderate positive correlation amongst the two variables (Attitude and Behavioral Intention) with r=.491, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that Social Influence has a considerable positive effect toward Behavioral Intention to use SNSs among the adults in Libya. In addition, Figure 5.7 shows scatterplot graphs of the relationship amongst the two variables in both countries. Ferretti et al. (2017) conducted a study in India to find out acceptance of social networking sites (SNSs) among the adult population. Results support our findings in Libya that Social Influence does have a considerable positive effect toward Intention. The researcher pointed out that one's inner circle greatly influences their intention to use social networking sites (SNSs) despite age. If people around a person think it's good to use social networking sites (SNSs) they are most likely to use them. However contrary results were found in North Cyprus, the results have shown that Social Influence does not have any positive effect toward Intention to use social networking sites (SNSs) and this differs from the findings of other researchers (Tella & Akinboro, 2015; Young, 2015) who concluded that Social Influence does have an effect toward Intention. Differences in findings are unclear and requires further investigations.

Table 5.7: Showing Pearson Correlation amongst Social Influence and Intention

		NORTH CYPRUS		LIBYA	
		Social Influence	Intention	Social Influence	Intention
Social Influence	Pearson Correlation	1	-.087	1	.491
	Sig. (2-tailed)		.160		.000*
	N	261	261	254	254
Intention	Pearson Correlation	-.087	1	.491	1
	Sig. (2-tailed)	.160		.000*	
	N	261	261	254	254

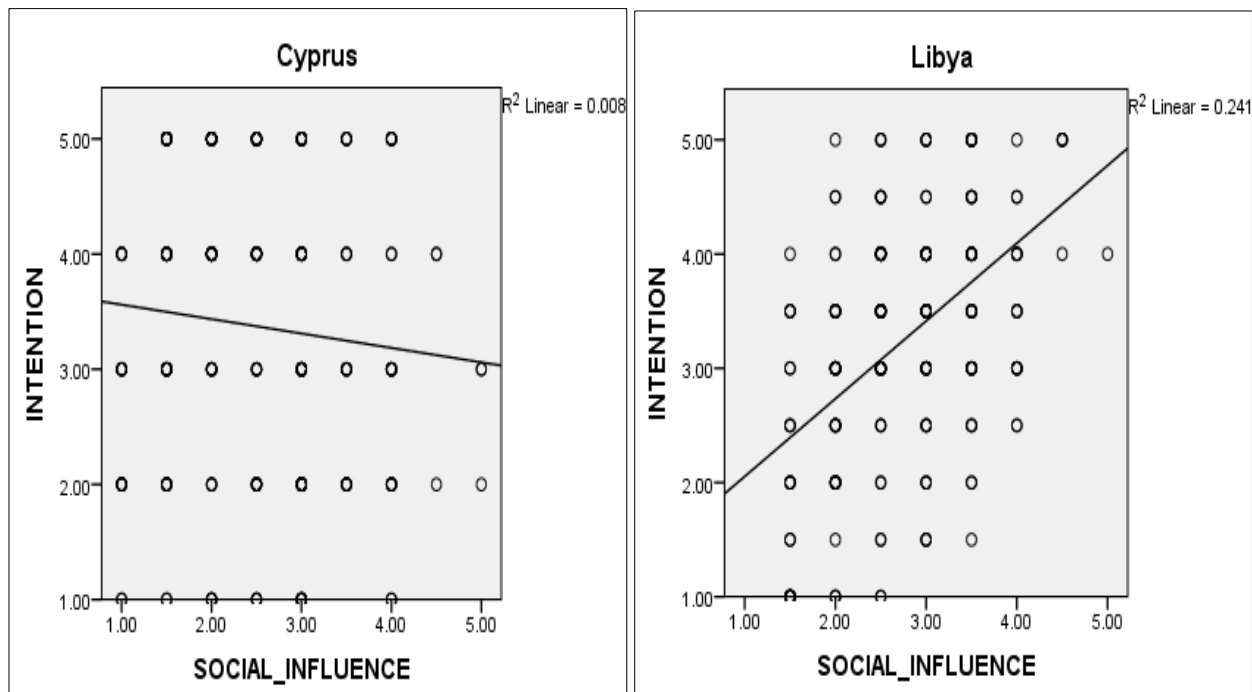**. Shows significant in correlation at the 0.01 level (2-tailed).

Figure 5.7: Scatter graph showing the relationship amongst Social Influence and Intention

5.8 The Relationship amongst Social Influence and PU

H8: A Social Influence has a considerable positive effect toward PU of SNSs.

In order to find out the relationship that exists amongst Social Influence and PU of SNSs among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.8 and with reference to North Cyprus, there was a weak negative correlation amongst the two aforementioned variables with r=-.059, n=261 and p=.343. Since p>.05, we therefore reject the hypothesis and conclude that Social Influence does not have any positive effect toward PU of SNSs among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a moderate positive correlation amongst the two variables (Social Influence and PU) with r=.468, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that Social Influence has a considerable positive effect toward PU of SNSs among the adults in Libya. In addition, Figure 5.8 shows scatterplot graphs of the relationship amongst the two variables in both countries.

Vosner et al. (2016) and Heidemann (2012) found similar results that compare with our Libyan results and the researchers concluded that Social Influence does have a considerable positive effect toward PU. This implies that one's inner circle and this refers to close friends and family have the ability to influence someone to think that social networking sites (SNSs) are useful. However different results were found in North Cyprus and the results also compare to a study done in Malawi by Adhikori et al. (2011) among high school students and concluded that Social Influence does not have any effect toward PU. However further investigation is required as settings differ in the results, the researchers focused on high school students whereas the study focused on adults aged 40 years and above.

Table 5.8: Showing Pearson Correlation amongst Social Influence and PU

		NORTH CYPRUS		LIBYA	
		Social Influence	PU	Social Influence	PU
Social Influence	Pearson Correlation	1	-.059	1	.468
	Sig. (2-tailed)		.343		.000*
	N	261	261	254	254
PU	Pearson Correlation	-.059	1	.468	1
	Sig. (2-tailed)	.343		.000*	
	N	261	261	254	254

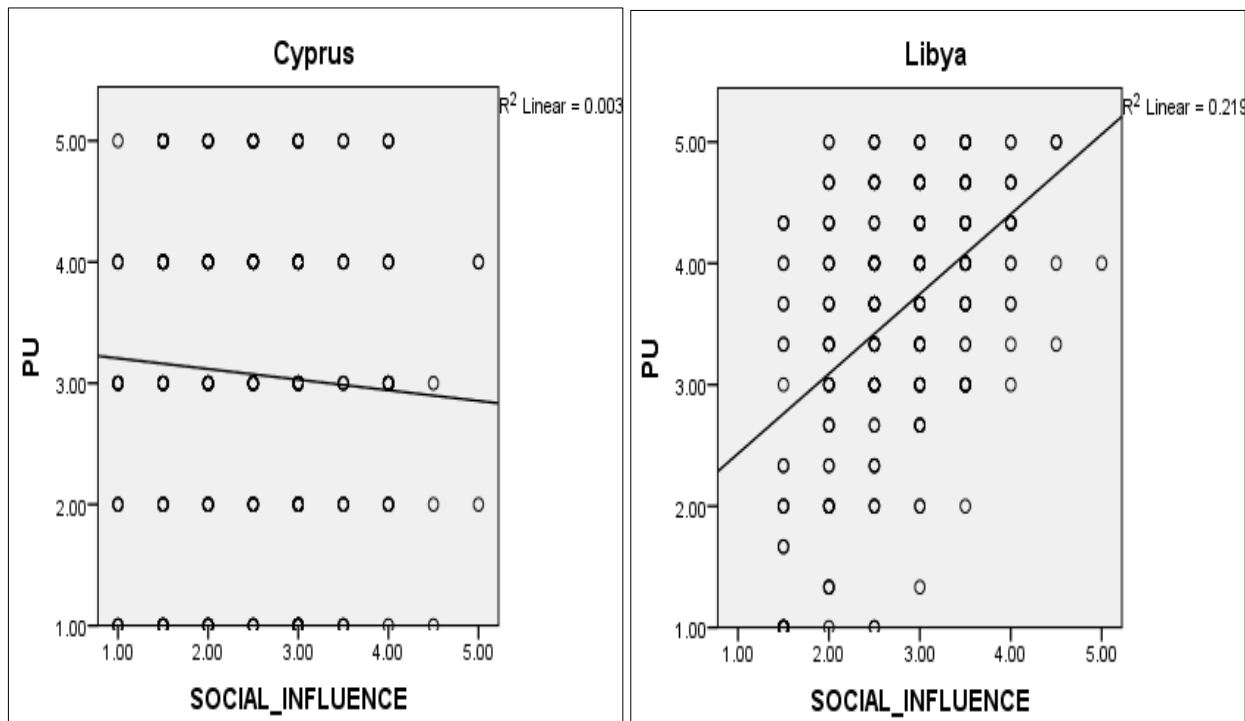**. Shows significant in correlation at the 0.01 level (2-tailed).

Figure 5.8: Scatter graph showing the relationship amongst Social Influence and PU

5.9 The Relationship amongst Social Influence and Attitude

H9: A Social Influence has a considerable positive effect toward adults Attitudes to use SNSs

In order to find out the relationship that exists amongst Social Influence and Attitude among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.9 and with reference to North Cyprus, there was a weak positive correlation amongst the two aforementioned variables with r=.010, n=261 and p=.875. Since p>.05, we therefore reject the hypothesis and conclude that Social Influence has no positive effect toward Attitude among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a moderate positive correlation amongst the two variables (Social Influence and Attitude) with r=.641, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that Social Influence has a considerable positive effect toward Attitude among the adults in Libya. In addition, Figure 5.9 shows scatterplot graphs of the relationship amongst the two variables in both countries.

A study conducted by Wirtz and Gottel (2016) found similar results as those found in Libya and concluded that Social Influence has a considerable positive effect toward attitude towards using social networking sites (SNSs) among 15 adults aged 55 and above in Norway. This implies that family and friends can easily influence a person and change their attitude and views of social networking sites (SNSs) usage. However contrary results were found in North Cyprus and results have shown that Social Influence does not have any positive effect toward Attitude towards using social networking sites (SNSs) among the adults implying that it is one's personal choice to use social networking sites (SNSs).

Table 5.9: Showing Pearson Correlation amongst Social Influence and Attitude

		NORTH CYPRUS		LIBYA	
		Social Influence	Attitude	Social Influence	Attitude
Social Influence	Pearson Correlation	1	.010	1	.641
	Sig. (2-tailed)		.875		.000*
	N	261	261	254	254
Attitude	Pearson Correlation	.010	1	.641	1
	Sig. (2-tailed)	.875		.000*	
	N	261	261	254	254

**. Shows significant in correlation at the 0.01 level (2-tailed).
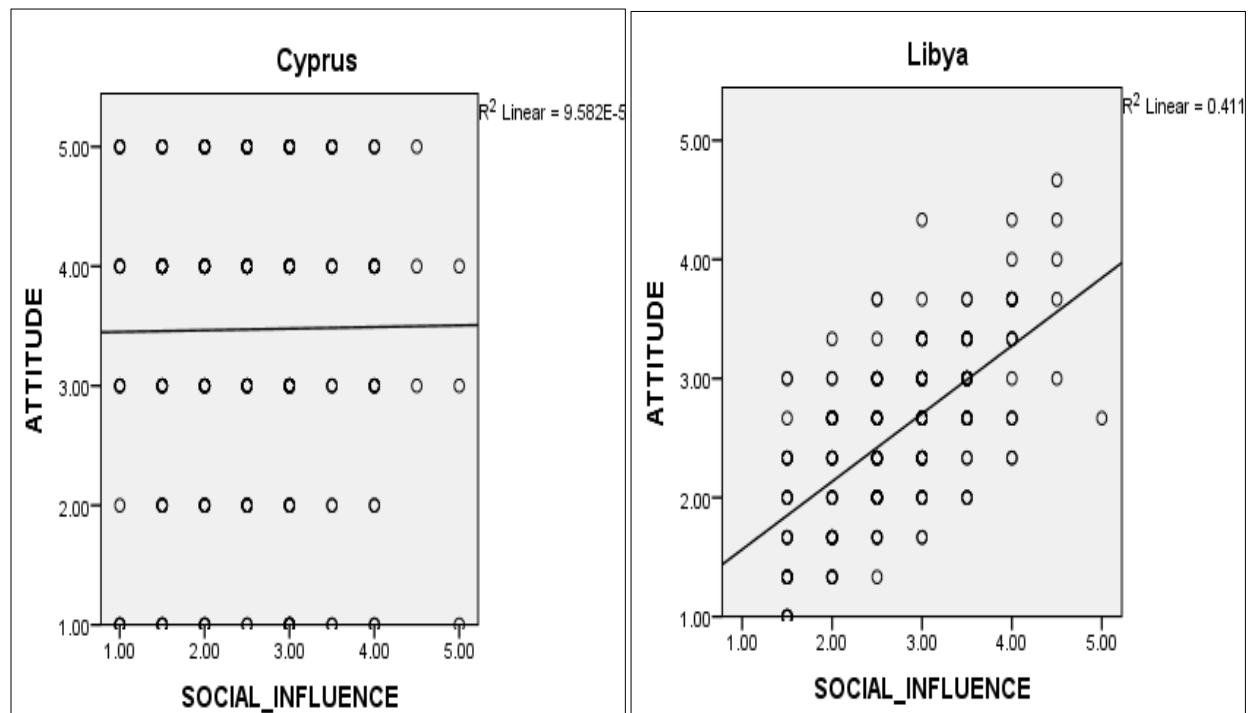

Figure 5.9: Scatter graph showing the relationship amongst Social Influence and Attitude

5.10 The Relationship amongst Community Identification and Attitude

H10: Community Identification has a considerable positive effect toward adults Attitudes.

In order to find out the relationship that exists amongst Community Identification and Attitude among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.10 and with reference to North Cyprus, there was a moderate positive correlation amongst the two aforementioned variables with r=.621, n=261 and p=.000. Since p<=.05, we therefore accept the hypothesis and conclude that Community Identification has a considerable positive effect toward Attitude among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a moderate positive correlation amongst the two variables (Community Identification and Attitude) with r=.425, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that Community Identification has a considerable positive effect toward Attitude among the adults in Libya. In addition, Figure 5.10 shows scatterplot graphs of the relationship amongst the two variables in both countries.

Findings have shown that Community Identification has a considerable positive effect toward Attitude in both countries and this is supported by a study done by Ferretti et al. (2017) and also Marcelino et al. (2015) who concluded that there is a positive relationship amongst the two aforementioned variables. This implies that the society influences ones attitude when it comes to social networking use. When people in the community are identified by being computer literate and able to use technology, it affects the attitude of the locals on how they view and are also willing to use a similar technology.

Table 5.10: Showing Pearson Correlation amongst Community Identification and Attitude

		NORTH CYPRUS		LIBYA	
		Community Identification	Attitude	Community Identification	Attitude
Community Identification	Pearson Correlation	1	.621	1	.425
	Sig. (2-tailed)		.000*		.000*
	N	261	261	254	254
Attitude	Pearson Correlation	.621	1	.425	1
	Sig. (2-tailed)	.000*		.000*	
	N	261	261	254	254

**. Shows significant in correlation at the 0.01 level (2-tailed).
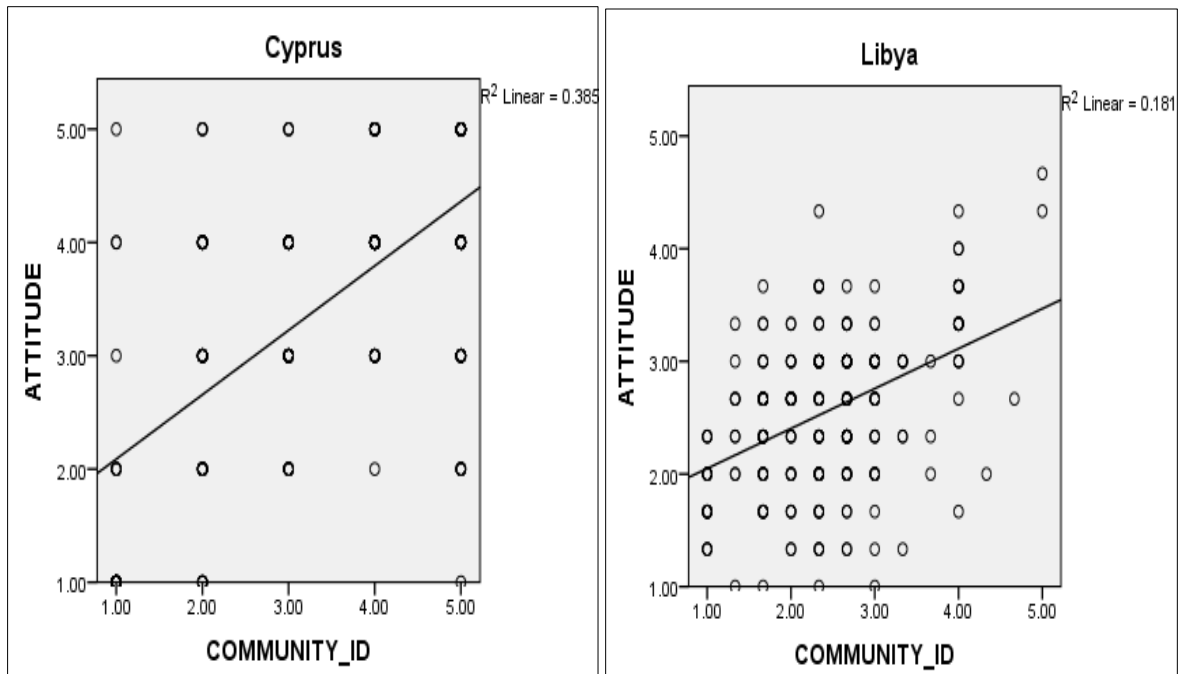

Figure 5.10: Scatter graph showing the relationship amongst Community Identification and Attitude

5.11 The Relationship amongst Community Identification and Behavioral Intention

H11: Community Identification has a considerable positive consequence on Behavioral Intention to use SNSs.

In order to find out the relationship that exists amongst Community Identification and Behavioral Intention to use SNSs among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.11 and with reference to North Cyprus, there was a moderate positive correlation amongst the two aforementioned variables with r=.385, n=261 and p=.000. Since p<=.05, we therefore accept the hypothesis and conclude that Community Identification has a considerable positive effect toward Behavioral Intention to use SNSs among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a weak positive correlation amongst the two variables (Community Identification and Behavioral Intention) with r=.032, n=254 and p=.614. Since p>0.05 we therefore reject the hypothesis and conclude that Community Identification does not have any positive effect toward Behavioral Intention to use SNSs among the adults in Libya. In addition, Figure 5.11 shows scatterplot graphs of the relationship amongst the two variables in both countries.

Contrary results were found between the two countries. However, findings in North Cyprus compare to a study conducted by Lewis and Ariyachandra (2015) who also concluded that community identification does have a considerable positive effect toward intention to use social networking sites (SNSs). The researchers pointed out that when one's society is identified as a digital society and they are up to date with technological usage, the locals tend to be willing to adopt any new technology. However, this differs with Libya, results have shown that community identification does not have any influence on intention to use, implying that it's a personal choice for one to use social networking sites (SNSs) and the community does not interfere in any way.

Table 5.11: Showing Pearson Correlation between Community Identification and Intention

		NORTH CYPRUS		LIBYA	
		Community Identification	Intention	Community Identification	Intention
Community Identification	Pearson Correlation	1	.385	1	.032
	Sig. (2-tailed)		.000*		.614
	N	261	261	254	254
Intention	Pearson Correlation	.385	1	.032	1
	Sig. (2-tailed)	.000*		.614	
	N	261	261	254	254

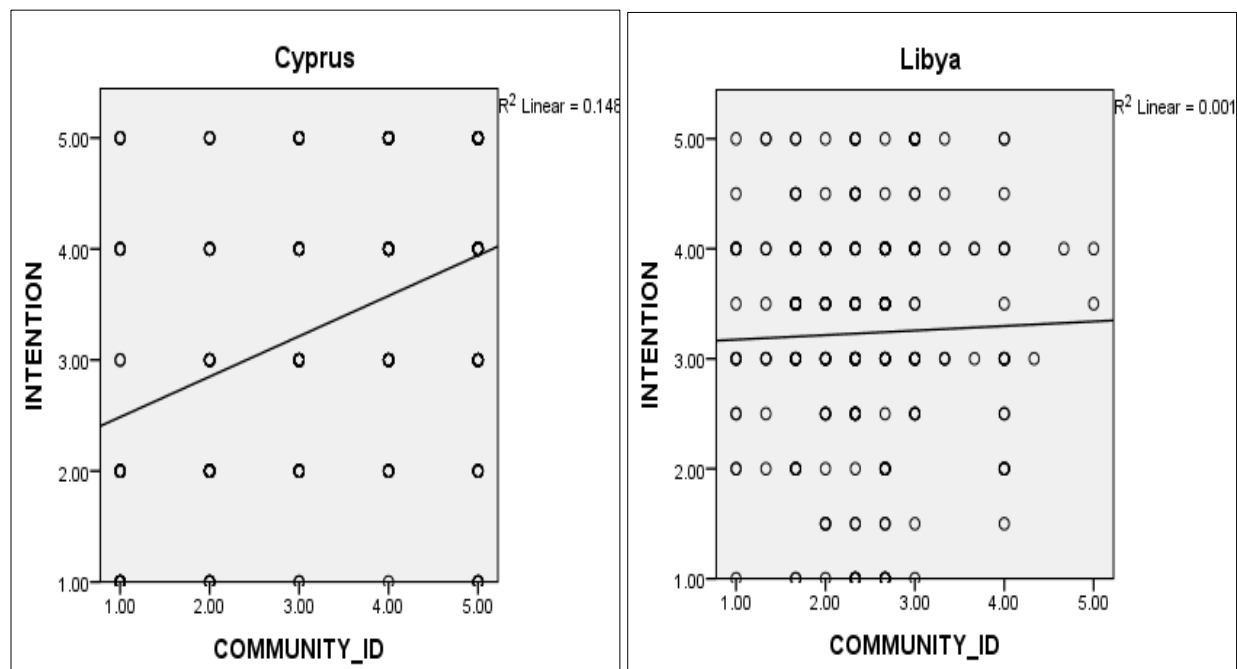**. Correlation is significant at the 0.01 level (2-tailed).

Figure 5.11: Scatter graph showing the relationship between Community Identification and Intention

5.12 The Relationship amongst Enjoyment and Behavioral Intention

H12: Enjoyment has a considerable positive effect toward Behavioral Intention to use SNSs.

In order to find out the relationship that exists amongst Enjoyment and Behavioral Intention to use SNSs among adults in both countries, a Pearson Correlation was computed. According to the results depicted in Table 5.12 and with reference to North Cyprus, there was a moderate positive correlation amongst the two aforementioned variables with r=.303, n=261 and p=.000. Since p<=.05, we therefore accept the hypothesis and conclude that Enjoyment has a considerable positive effect toward Behavioral Intention to use SNSs among the adults in North Cyprus. On the other hand, with reference to Libya, results have shown a moderate positive correlation amongst the two variables (Enjoyment and Behavioral Intention) with r=.467, n=254 and p=.000. Since p<=0.05 we therefore accept the hypothesis and conclude that Enjoyment has a considerable positive effect toward Behavioral Intention to use SNSs among the adults in Libya. In addition, Figure 5.12 shows scatterplot graphs of the relationship amongst the two variables in both countries.

Similar findings were also found by many researchers (Alison, 2014; Leist, 2013; Tella & Akinboro, 2015) who concluded that perceived enjoyment has a considerable positive effect toward Intention to use social networking sites (SNSs) . The researchers conducted their studies in different settings but all came up with the same conclusion. This implies that even with adults if they enjoy using technology they are most likely to use social networking sites (SNSs) as people tend to adopt to something they enjoy.

Table 5.12: Showing Pearson Correlation amongst Enjoyment and Intention

		NORTH CYPRUS		LIBYA	
		Enjoyment	Intention	Enjoyment	Intention
Enjoyment	Pearson Correlation	1	.303	1	.467
	Sig. (2-tailed)		.000*		.000*
	N	261	261	254	254
Intention	Pearson Correlation	.303	1	.467	1
	Sig. (2-tailed)	.000*		.000*	
	N	261	261	254	254

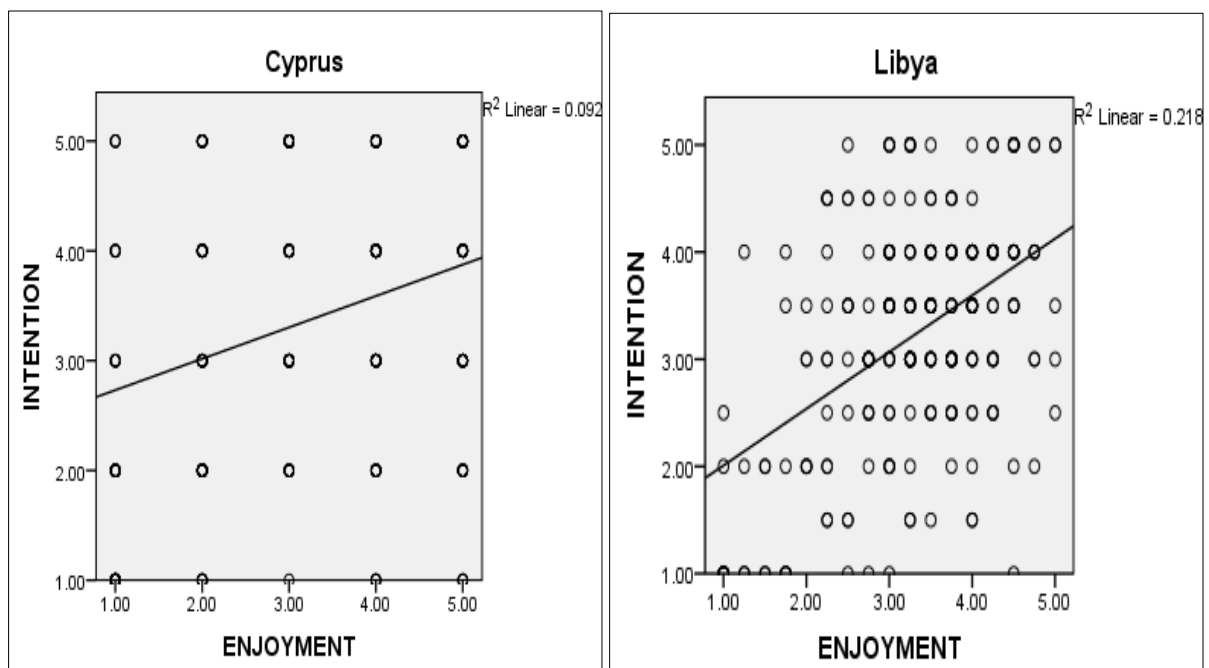**. Shows significant in correlation at the 0.01 level (2-tailed).

Figure 5.12: Scatter graph showing the relationship amongst Enjoyment and Intention

5.13 Summary of Findings

This study aimed at investigating the factors that influence adults' intention to use social networking sites (SNSs) in North Cyprus and Libya. 12 Hypothesis were tested and the findings are summarized in the table 5.13 below.

The similarity in the hypotheses is vivid among the two countries such that all the hypotheses are supported in both countries with the exception of H7, H8, H9 and H11. This implies that in both countries apart from the aforementioned hypotheses the hypothesized independent variables have significant influences on the hypothesized dependent variables as summarized in table 5.13.

In contrast, one key difference between the two countries is based on hypothesis H11 (i.e. Community Identification has a positive effect on Behavioral Intention to use SNSs). This hypothesis is not supported among Libyans. It means unlike in North Cyprus, in Libya Adults' Community Identification has no significant positive influence on Behavioral Intention to use SNSs.

Furthermore, the hypotheses H7 (i.e. A Social Influence has a positive effect on Behavioral Intention to use SNSs), H8 (i.e. A Social Influence has a positive effect on Perceived Usefulness of SNSs) and H9 (i.e. A Social Influence has a positive effect on adults Attitudes towards using SNSs) are not supported in North Cyprus. The outcome of H7 implies that unlike in Libya, in North Cyprus Adults' Social Influence has no significant positive effect on Behavioral Intention to use SNSs. The outcome of H8 implies that unlike in Libya, in North Cyprus Adults' Social Influence has no significant positive effect on Perceived Usefulness of SNSs. The outcome of H9 implies that unlike in Libya, in North Cyprus Adults' Social Influence has no significant positive on adults' Attitudes towards using SNSs.

Table 5.13: Summary of findings

Country	Hypothesis	IV	DV	Supported	Correlation coefficient (+/-Positive/Negative)	R value
NORTH CYPRUS	H1	ATT	INT	Yes	Moderate +	.363
	H2	PU	INT	Yes	Moderate +	.433
	H3	PU	ATT	Yes	Weak+	.238
	H4	PEU	ATT	Yes	Moderate +	.349
	H5	PEU	PU	Yes	Moderate +	.504
	H6	PEU	INT	Yes	Moderate +	.402
	H7	SI	INT	No	Strong -	-.087
	H8	SI	PU	No	Moderate -	-0.59
	H9	SI	ATT	No	Weak +	.010
	H10	CI	ATT	Yes	Moderate +	.621
	H11	CI	INT	Yes	Moderate +	.385
	H12	ENJ	INT	Yes	Moderate +	.303
LIBYA	H1	ATT	INT	Yes	Moderate +	.332
	H2	PU	INT	Yes	Moderate +	.595
	H3	PU	ATT	Yes	Moderate +	.367
	H4	PEU	ATT	Yes	Weak +	.273
	H5	PEU	PU	Yes	Moderate +	.606
	H6	PEU	INT	Yes	Moderate +	.439
	H7	SI	INT	Yes	Moderate +	.491
	H8	SI	PU	Yes	Moderate +	.468
	H9	SI	ATT	Yes	Moderate +	.641
	H10	CI	ATT	Yes	Moderate +	.425
	H11	CI	INT	No	Weak +	.032
	H12	ENJ	INT	Yes	Moderate +	.467

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

This chapter gives a summary of the results that were found after analyzing the data as well as recommendations for future research.

6.1 Conclusion

The aim of this study was to investigate the factors that influence adults' intention to utilize sites of social network to achieve aim of the study, the researcher tested 12 hypotheses. A summary of the findings is described in the bulleted points below:

- Results have shown that the most used social networking sites (SNSs) among adults in both countries is Facebook and the majority of the participants have been using social networking sites (SNSs) for more than 5 years. This suggests that most of the participants have grown up in a digital economy and embraced technology at a younger age and have continued to use social networking sites (SNSs) even in their old age.

- A total of 12 hypothesis were tested in North Cyprus and results have shown a moderate positive correlation among most of the tested hypothesis with 9 hypotheses supported. However, 3 hypotheses were not supported as evidenced by a strong negative correlation between Social Influence and Intention implying that one's inner circle does not influence them in any way when it comes to social networking usage, it's a personal choice. Furthermore, there was moderate negative correlation between Social Influence and Perceived Usefulness implying that the people close to a person cannot influence them to use social networking sites (SNSs) even if they think it will be useful for them. In addition, there was a weak negative correlation between Social Influence and attitude implying that one's attitude towards using social networking sites (SNSs) is not influenced by others.

- A total of 12 hypothesis were also tested in Libya and 11 hypotheses were supported with moderate positive correlations. However, there was a weak positive relationship between Community Identification and Intention implying that the overall view of the society and

how they identify a person does not have any influence on one's intention to use social networking sites (SNSs).

6.2   Recommendations

Based on the findings of this study, the researcher proposes the following recommendations:

- The research targeted at the adult population in two countries residing in 5 cities in each country, further research is recommended covering a wider geographical area and cities to get more insight.

- There is also need to conduct the research on the teeming young population regarding the study subject matter.

- There is need to narrow the scope of the research on social media to carryout investigation on maybe just Facebook, Twitter, LinkedIn platforms etc.

REFERENCES

Adhikari, R., Jampaklay, A., & Chamratrithirong, A. (2011). Impact of children's migration on health and health care-seeking behaviour of elderly left behind. *BMC Public Health*, *11*(9), 143-151.

Al-Ghaith, W. (2015). Applying the technology acceptance model to understand social networking sites (SNS) usage: impact of perceived social capital. *International Journal of Computer Science & Information Technology, 7*(4), 105-117.

Alison, D. (2014). Healthcare Social Networks: New choices for doctors and patients. Retrieved October 25, 2017 from https://www.informationweek.com/healthcare/patient-tools/healthcare-social-networks-new-choices-for-doctors-patients/d/d-id/1234884

Allen, K. A., Ryan, T., Gray, D. L., McInerney, D. M., & Waters, L. (2014). Social media use and social connectedness in adolescents: The positives and the potential pitfalls. *The Australian Educational and Developmental Psychologist*, *31*(1), 18-21.

Amer-Yahia, S., Lakshmanan, L., & Yu, C. (2009). Social scope: Enabling information discovery on social content sites. Retrieved September 5, 2017 from https://arxiv.org/ftp/arxiv/papers/0909/0909.2058.pdf

Boontarig, W., Chutimaskul, W., Chongsudhi, V., & Papasratorn, B. (2012). Factors influencing the Thai elderly intention to use smartphone for e-Health services. *Humanities, Science and Engineering Research, 2(1),* 479-483.

Bothorel, C., Lohr, C., Thepaut, A., Bonnaud, F., & Cabasse, G. (2016). From individual communication to social networks: evolution of a technical platform for the elderly. *International Journal of Computer Science*, *3*(2), 145-152.

Boyd, D., & Ellison, N. (2010). Social network sites: definition, history, and scholarship. *IEEE Engineering Management Review*, *3*(38), 16-31.

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet: the state of eTourism research. *Tourism Management, 29*(4), 609-623.

Chan-Olmsted, S., Cho, M., & Lee, S. (2013). User perceptions of social media: a comparative study of perceived characteristics and user profiles by social media. *Online journal of Communication and Media Technologies*, *3*(4), 149-157.

Claywell, C.R. (2015). What Is Social Network Theory? Retrieved December 10, 2017 from: http://socialnetworking.lovetoknow.com/What_is_Social_Network_Theory

Cooke, M., & Buckley, N. (2008). Web 2.0, social networks and the future of market research. *International Journal of Market Research*, *50*(2), 267.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology, *MIS Quarterly*, *13*(3), 319–340.

Drucker, S. J. (2015). The zoning in and the zoning out of the elderly: emerging community and communication patterns. *Proceedings of the New York State Communication Association, 2014*(1), 1-15.

Ericsson Consumer Lab, (2014). Connecting the senior generation: ICT usage habits among seniors in the US. *An Ericsson Consumer Insight Summary Report*, *8*(9), 1 – 8.

Fadil, O.A., Mohamed, K., Tabaa, Y., & Hindi, A. (2017). Adults' usage of social media. *Global Journal of Engineering Science and Researches, 2*(1), 147-150.

Ferretti, V., Ghini, F., Panzieri, S., & Turrini, E. (2017). Seamless support social networking sites for senior citizens. *In proceedings of IEEE 3rd International Conference on Cloud Computing and social media*, *2*(1), 167-170

Fishbein, M.A., & Ajzen, I. (2017). Belief, attitude, intention and behavior: an introduction to theory and research of social media use. New York: Addison Wesley.

Heidemann, J., Klier, M., Probst, F. (2012). Online social networks: A survey of a global phenomenon. *International Journal of Distributed Sensor Networks and Computer Networks*, 56(6), 3866-3878.

Heinrichs, J. H., Lim, J. S., & Lim, K. S. (2011). Influence of social networking site and user access method on social media evaluation. *Journal of Consumer Behaviour*, *10*(6), 347-355.

Hew, K. F. (2011). Students' and teachers' use of Facebook. *Computers in Human Behavior, 27*(9), 662–676.

Hoadley, C. M., Xu, H., Lee, J. J., & Rosson, M. B. (2010). Privacy as information access and illusory control: The case of the Facebook news feed privacy outcry. *Electronic Commerce Research and Applications, 9*(1), 50–60.

Hsu, C. L., & Lin, J. C. C. (2008). Acceptance of blog usage: The roles of technology acceptance, social influence and knowledge sharing motivation. *Information & management, 45*(1), 65-74.

Kallenberg, N. (2013). Facebook usage and body image dissatisfaction in emerging adults. Master Thesis, University of Amsterdam, *2*(3), 1-48. http://dare.uva.nl/cgi/arno/show.cgi?fid=503527

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! the challenges and opportunities of social media. *Business horizons, 53*(1), 59-68.

Knodel, J., Teerawichitchainan, B. P., Prachuabmoh, V., & Pothisiri, W. (2015). The situation of Thailand's older population: an update based on the 2014 survey of older persons in Thailand. *Tourism management, 22*(7), 209-223.

Kom, H.C. (2013). The determinants of continuous use of social networking sites: An empirical study on Taiwanese journal-type bloggers' continuous self-disclosure behavior. *Electronic Commerce Research and Applications, 12*(2), 103–111.

Lavender, R. M. (2015).Electronic Media Use and Sleep Quality. *Undergraduate Journal of Psychology*, *28*(1), 45-55.

Lefkowitz, E. S., Vukman, S. N., & Loken, E. (2012).Young adults in a wireless world. In *Early adulthood in a family context* (pp. 45-56).Springer New York.

Leist, A. (2013). Social Media Use of Older Adults: A mini-review. *Gerontology*, *59*(9), 378–384.

Levenson, J. C., Shensa, A., Sidani, J. E., Colditz, J. B., & Primack, B. A. (2016). The association between social media use and sleep disturbance among young adults. Preventive medicine, 85, 36-41.

Lewis, S., & Ariyachandra, T. (2015). Seniors and Online Social Network Use. In proceedings of the Conference on Information Systems Applied Research, Nashville Tennessee, USA, *2*(3), 1-8.

Lin, H. F. (2007). The role of online and offline features in sustaining virtual communities: an empirical study. *Internet Research*, *17*(2), 119-138.

Lin, L., Sidani, J., Shensa, A., Radovic, A., Miller, E., Colditz, J., Hoffman, B., Giles, J., & Primack, B.A. (2015). Factors influencing continuance intention to use social network sites. *Journal of Computer in Human Behavior, 53*(3), 102-110.

Madden, M., & Zickuhr, K. (2011). 65% of online adults use social networking sites. Pew Internet & American Life Project, 1-14.

Marcelino, I., Laza, R., & Pereira, A. (2015). SSN: Senior Social Network for improving quality of life. *International Journal of Distributed Sensor Networks*, *3* (1), 1-14.

McLeod S. A. (2013). Psychological Stages. Erik Erikson. Retrieved Jun 8, 2018 from https://www.simplypsychology.org/Erik-Erikson.html

Meyer, M. D., & Bray, C. W. (2013). Emerging adult usage of social networks as sites of activism: A critical examination of the TOMS and TWLOHA Movements. *Ohio Communication Journal*, *5*(1) 53-77.

Narkwilai, M., Funilkul, S., &Supasithee, U. (2015). Factors influencing the Thai elderly's intention to use social network for Quality of Life: A case study LINE application. In *Information Technology and Electrical Engineering (ICITEE), 2015 7th International Conference on, 16*(12)*, 593-598

National Statistical Office, Ministry of Information and Communication Technology, Thailand. Key Statistics of Thailand 2012.

Nysveen, H., Pedersen, P.E., & Thorbjornsen, T. (2005). Intentions to use mobile services: Antecedents and cross-service comparisons. *Journal of the Academy of Marketing Science*, *33*(3), 330-332.

Pensas, H., Vainio, A. M., Garschall, M., Kivimäki, T., Konakas, S., Costicoglou, S., & Vanhala, J. (2014, June). Using ambient communication and social networking technologies to reduce loneliness of elders. In International Conference on Social Computing and Social Media (pp. 91-102). Springer, Cham.

Pew Research Centre. (2016). Social networking very popular among adult internet users in emerging and developing nations. Retrieved October 25, 2017 from: http://www.pewglobal.org/2016/02/22/social-networking-very-popular-among-adult-internet-users-in-emerging-and-developing-nations/

Pew Research Centre. (2017). Social media fact sheet. Retrieved October 25, 2017 from: http://www.pewinternet.org/fact-sheet/social-media/

Primack, B. A., Shensa, A., Sidani, J. E., Whaite, E. O., yi Lin, L., Rosen, D., ... & Miller, E. (2017). Social media use and perceived social isolation among young adults in the US. American journal of preventive medicine, 53(1), 1-8.

Radovic, A., Santesteban-Echarri, O., Álvarez-Jiménez, M., Gleeson, J., Rice, S. M., & Moreno, M. A. (2018). Social Media Use and Display of Depressive Symptoms Online by Adolescents and Young Adults. In Technology and Adolescent Mental Health (pp. 73-88). Springer, Cham.

Rauniar, R., Rawski, G., Yang, J., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: an empirical study on Facebook. *Journal of Enterprise Information Management, 27*(1), 6-30.

Read, E. (2014). Which social networks are boomers and seniors using now? Retrieved October 25, 2017 from: https://knowledge.creatingresults.com/2014/01/07/social-networks-boomers-seniors-using-now/

Seyedi, M., Kibret, B., & Lai, D.T.H., & Faulkner, M. (2013). A survey on interbody communications for body area network applications. *IEEE Transactions on Biomedical Engineering*, *60*(3), 2067-2079.

Shen, G. C. (2015). How quality of life affects Intention to use social networking sites: moderating role of self-disclosure. *Journal of Electronic Commerce Research*, *16*(4), 276.

Shensa, A., Escobar-Viera, C. G., Sidani, J. E., Bowman, N. D., Marshal, M. P., & Primack, B. A. (2017). Problematic social media use and depressive symptoms among US young adults: A nationally-representative study. Social Science & Medicine, 182, 150-157.

Shensa, A., Sidani, J. E., yi Lin, L., Bowman, N. D., & Primack, B. A. (2016). Social media use and perceived emotional support among US young adults. Journal of community health, 41(3), 541-549.

Sidani, J. E., Shensa, A., Hoffman, B., Hanmer, J., & Primack, B. A. (2016). The association between social media use and eating concerns among US young adults. Journal of the Academy of Nutrition and Dietetics, 116(9), 1465-1472.

Skeels, M. M., & Grudin, J. (2009, May). When social networks cross boundaries: a case study of workplace use of facebook and linkedin. *Proceedings of the ACM 2009 international conference on supporting group work, 3*(9)*, 95-104

Sponcil, M., & Gitimu, P. (2013). Use of social media by college students: Relationship to communication and self-concept. *Journal of Technology Research*, *4*(5), 1-8.

Taylor, S., & Todd, P. A. (1995). Understanding information technology usage: A test of competing models. *Information Systems Research, 6*(2), 144-176.

Tella, A., & Akinboro, E.O. (2015). The impact of social media to library services in digital environment for senior citizens. *Social Media Strategies for Dynamic Library Service Development*, 5 (2), 279-295.

United Nations (UN), (2013), World Population Ageing 1950-2050. Retrieved 5/9/2017, from http://www.un.org/esa/population/publications/worldageing19502050.

UN (United Nations), (2013), World population ageing 2013. Retrieved 5/9/2017, from http://www.un.org/en/development/desa/population/publications/pdf/ageing/WorldPopulationAgeing2013.pdf

UNPF (United Nations Population Fund,) (2012). Ageing in the Twenty-First Century: A celebration and a challenge. Retrieved 5/9/2017, from http://http://www.unfpa.org/sites/default/files/pub-pdf/Ageing%20report.pdf

Vannucci, A., Flannery, K. M., & Ohannessian, C. M. (2017). Social media use and anxiety in emerging adults. Journal of affective disorders, 207, 163-166.

Venkatesh, V., Morris, M.G., Davis, G.B., & Davis, D. (2003). User acceptance of information technology: toward a unified view, *MIS Quarterly*, *27*(3), 16-22.

Villegas, S., Montes de, V., & Guillen, J. (2014). Social support and social networks among the elderly in Mexico. *Journal of Population Ageing*, *7*(7), 143-159.

Vosner, H.B., Bobek, S., Kokol, P., Krecic, M.J. (2016). Attitudes of active older internet users towards online social networking. *Computers in Human Behaviour*, *55*(4), 230-241.

Whaite, E. O., Shensa, A., Sidani, J. E., Colditz, J. B., & Primack, B. A. (2018). Social media use, personality characteristics, and social isolation among young adults in the United States. Personality and Individual Differences, 124, 45-50.

Wirtz, B. W., & Gottel, V. (2016). Technology acceptance in social media: review, synthesis and directions for future empirical research. *Journal of Electronic Commerce Research, 17*(2), 97-115.

Yeo, V.C., Goh, S., & Rezaei, S. (2017). Consumer experiences, attitude and behavioural intention toward social network usage. *International Journal of Technology Use*, *35*, 150–162.

Young, H. (2015). The benefits of social media for older adults. Retrieved 5/9/2017, from https://www.rightathome.net/search?q=The%20Benefits%20of%20Social%20Media%20for%20Older%20Adults

Zucco, R., Lavano, F., Anfosso, R., Bianco, A., Pileggi, C., & Pavia, M. (2018). Internet and social

    media use for antibiotic-related information seeking: Findings from a survey among adult

    population in Italy. International Journal of Medical Informatics, 111, 131-139.

APPENDICES

APPENDIX 1

ETHICAL APPROVAL LETTER

YAKIN DOĞU ÜNİVERSİTESİ

BİLİMSEL ARAŞTIRMALAR ETİK KURULU

12.05.2017

Dear Khalleefah Abdulsalam Bileid Alzawam,

Your application titled "**Factors Influencing Adults Intention to use Social Networking Sites**" with the application number YDÜ/FB/2017/3 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assist. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

Direnç Kanol

Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.

QUESTIONNAIRE

FACTORS INFLUENCING ADULTS' INTENTION TO USE SOCIAL NETWORKING SITES (SNSs)

Dear Sir/Madam

The questionnaire aim to investigate the factors that influence adults' intention to use social networking sites, you are kindly expected to choose the best answer that you feel is closet to. The result of this questionnaire will solely be used for the analysis in the research report, and will not be provided to any institution in any way and will be highly be kept in strict confidence.

Thanks in advance for taking time to answer our questionnaire.

Khalleefah ALZAWAM (Master Student)

Prof. Dr. Nadire CAVUS (Supervisor)

SECTION I: Personal Information (please tick the box most appropriate for you)

1) **Gender**:   **a)** Male   **b)** Female

2) **Age**:   **a)** 40-45   **b)** 46-50   **c)** 51-55   **d)** 56+

3) **What is your occupation**? _____

4) **Home town**: **a)** Lefkosa   **b)** Magusa   **c)** Girne   **d)** Guzelyurt   **e)**Iskele

SECTION II: Social Networking Site Usage (please tick the box most appropriate for you)

1) Which of these social networking sites (SNSs) do you use?   (You may choose more than one)

a) Facebook   **b)** Twitter   **c)** Myspace **d)** Other (please specify) _____

2) How long do you regularly use social networking sites (SNSs)?

a) 0-3 months   **b)** 3-6 months   **c)** 6-12 months

d) 1-2 years   **e)**2-5 years   **f)** more than 5 years

3) How many hours per day do you spend on social networking sites (SNSs)?

a) 0-1   **b)**2-3   **c)**4-5   **d)** 6+

4) Where do you log into your social networking account? (You may choose more than one)

    a) Personal computer **b)** Mobile device **c)** Other (please specify) _____

5) Are you a member of any group in social network sites?   **a)** Yes   **b)** No

SECTION III: Scale for the factors that influence adults' intention to use social networking sites (SNSs) (please tick the most appropriate to you)

Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
PERCEIVED EASE OF USE					
1. It is easy to learn how to use social networking sites (SNSs)					
2. It is easy for me to manage social networking sites (SNSs) (account setting)					
3. Social networking sites (SNSs) are clear and understandable					
4. The use of social networking sites (SNSs) is easy					
ENJOYMENT					
1. I find it pleasant to use social networking sites (SNSs)					
2. I find it fun to use social networking sites (SNSs)					
3. I find it interesting to use social networking sites (SNSs)					
4. I find it exciting to use social networking sites (SNSs)					
PERCEIVED USEFULNESS					
1. Social networking sites (SNSs) enable economic time					
2. The use of social networking sites (SNSs) is productive for me					
3. Social networking sites (SNSs) are useful					
INTENTION TO USE					
1. It is of value to join social networking sites (SNSs)					
2. I am currently participating in social networking sites (SNSs), I will still use it in the future					
ATTITUDE					
1. I think the use of social networking sites (SNSs) is a sensible idea					
2. I do not like the idea of using social networking sites (SNSs)					

3. There are advantages of using social networking sites (SNSs)					
4. I am proud to be a member on social networking sites (SNSs)					
COMMUNITY IDENTIFICATION					
1. Joining social networking sites (SNSs) increases my chance of meeting members with common interests					
2. Using social networking sites (SNSs) establish close ties with each other, Because members in these sites share information and social lives and they interact with each other					
3. Users of social networking sites (SNSs) feel within themselves unity and solidarity					
SOCIAL INFLUENCE					
1. People who affect my behavior think that I should use social networking sites (SNSs)					
2. People who are important to me think I should use social networking sites (SNSs)					

APPENDIX 3

SIMILARITY REPORT