

Feedback on Facebook Fails to Predict the User's Consequent Posting

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Abstract:

Facebook use is a new and complex social phenomenon that has sparked interest in psychological research. A number of studies have shown the significant correlation between personality traits and Facebook use owing to a distinct lack of theoretical basis for this modern communication phenomenon. This research examined the motivating effect of friends' comments on the eventual posting of the individual on Facebook and evaluated communication using a new approach between the expected consumer incentive and the actual performance of motivation-behaviour. Results showed no significant correlation between the number of ratings and the number of subsequent posts, the supposed motivations of users were compatible with their actual motivation-behavior outcomes, users' self-reports confirmed the new results and reinforced previous findings that Facebook use was meant to satisfy the needs of the individual for membership, self-presentation and social knowledge.

Keywords: motivation, help, social networking, Facebook likes.

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INTRODUCTION

Facebook is a social networking platform that was originally developed to create an online media community for students at universities. Due to its user friendly features, integrative multimedia capabilities and the roles it plays in providing a virtual environment for interpersonal interaction, entertainment, information, and other purposes, its popularity has grown exponentially around the globe and become accessible to people of diverse backgrounds. Accessibility and sensitivity to varied needs have encouraged both old and new users to participate in social networking online, which helps meet intimate, work-related, cultural, educational and social needs. Social networking sites have three main features: firstly, they help users create their (semi-)public profiles; secondly, they offer consumers the ability to select other users with whom links are shared; thirdly, they create a platform for users to get alerts. (Ellison 2007). Facebook allows users to create transparent accounts showing basic user details like name, gender, birth date and email address. The customer is left with the option to attach photos of the profile, address of the residence and other personal information. (Hargittai, 2010) The exchange of knowledge by uploading status updates (live or

archived images, photographs and news) and multimedia content (shared messages by individuals, groups or public web pages) allows for technical features such as Facebook Wall, Groups and Sites that can be tailored to the privacy of the target audience. Additionally, viewers (friends) watching the content can provide input by clicking on the emoji (i.e., like, love, haha, sad, cool, and angry), posting, and updating reaction buttons. Facebook Messenger handles communication between private individuals or groups, such as video calls and messages. Such applications encourage contact between the user and his or her contacts or mates.

Facebook's physical environment can itself be a motivating tool. The interactive features of Facebook which help to facilitate consumer contact and knowledge are powerful motivators in encouraging new sign-ups and maintaining old user accounts. Many work has shown that some of the technical features of Facebook do have a positive impact on Facebook use. For example, functionality such as Facebook's self-disclosure settings has been shown to be substantially correlated with user satisfaction. However, due to the more friendly web-based learning atmosphere offered by Facebook, students preferred to use Facebook over Moodle for

online discussions (Deng & Tavares, 2013).

Facebook's simulated social environment is also full of possible variables that can be used to supplement the function of personality variables in Facebook's use of gratification. Relevant posting material, post input metrics (number of likes, responses, etc.), and other data extracted from online social experiences may be useful in detecting such extrinsic motivators that promote behaviors regardless of personality traits. This research is an effort to decide whether some post "statistics" are determinants of a Facebook social behaviour, holding the variables of personality unchanged. In addition, Seidman (2013) suggested the use of other motivating factors as "motivations regulated the personality-behavior interaction" in many situations.

Overall, the interactive online world of Facebook helps people to create and post content, and to obtain and provide input. The neuroscience of this trend of "giving-and-taking input" has not yet provided much study in recent literature. Understanding the potential effects of feedback on online behavior is critical for predicting future actions and validating hypotheses in human behavioral reward and motivational theories. In addition, if there are some distinct associations between Facebook reviews from friends and the subsequent posting actions of people, a new theoretical framework can be developed to clarify this evolving cyberpsychological trend. This would also complement our current knowledge about the use of social media psychology.

Conceptual and analytical structure

Reinforcement Theory suggests that improvements in attitude stem from a shift in opinion generated by enhancement of areas such as focus, awareness, and acceptance. (Hamilton, Boster & Hunter, 1993). The status updates on Facebook show the views (attitude) of the person, which is messages his / her friends have got. When such communications generate support in the form of input, responses and reviews, then the views of the consumers are either ignored or acknowledged (change of attitude). The amount of responses in a shared message dictates the importance paid by the user's friends to the view, appreciation and ultimate approval. More reactions could indicate higher peer-approval, and therefore the consumer eventually agrees the opinion posted for "analysis." When experiencing Facebook posting as a positive way of self-expression and gaining

encouragement, the consumer is encouraged to use it in finding peer-approval, and this research suggests that the amount of posting (behavior) subsequent to the consumer would increase. This is assumed that, keeping user's attitude constant: 1) the most reactions a post gets, the more future updates would be anticipated from the user; and 2) the amount of reactions in a post will have a beneficial impact on user's usage of Facebook.

The Two-Need Model suggested by Nadkarni & Hofmann, (2012), is another paradigm included in this analysis. In this model, they proposed that "[Facebook] usage is mainly driven by two specific social requirements: (1) belonging requires, and (2) self-presentation requirements. The desire to connect applies to the inherent urge to become associated with others and achieve mutual recognition, and the need for self-presentation in the continuing phase of handling experiences. Such two motivating factors can coexist, but will may also be the primary cause of [Facebook] usage ". For this analysis, the self-reports of users on their gratifications while using Facebook include terms that that reflect or express different categories of needs. The commonly appearing words or phrases in the self-reports correlated with social activities may be grouped under two main categories of desire or motives utilizing the two-function paradigm.

Reinforcement (independent) and actions (dependent) are the key variables of concern in this analysis. These variables have been quantified by expressing them by observable and measurable variables; that is, encouragement is determined by the reactions of the friends on the user's message, which can be further classified into three sub-variables (post-reaction intensity, post-popularity and post-interestingness), and behaviour is described by the posting frequency. Post here is operationally described as a self-made, not posted, user's status update in the form of text, captioned photos (excluding profile and cover picture updates), action or memory. Level of reaction is the average number of reactions a post gets in an hour. Its meaning is obtained by dividing in hours the amount of reactions of friends by the post recency. Post success is the ratio of the number of followers to the total number of friends who responded to a tweet. Significant is the amount of key comments in a message, whether by the message creator to shape friends or responses. It does not include inside comments the amount of sub-

comments or responses. The amount of posting is the number of posts generated by the consumer during the week or between the first and second observations. The monitoring of the subject / users posting rates (second observation) was performed in the same sequence as the first observation was made. (At this stage it should be noted that, throughout this article, the words topic, author and consumer will be used interchangeably to denote the same person as Facebook users).

OBJECTIVES OF THE STUDY

Several research find reasons as to whether users are using Twitter. Results of the research show substantial correlation between Facebook use and personality. There is however a dearth of research on Facebook based on the impact of extrinsic motivators on social behaviors. So, this study examined whether post reactions (reinforcement) are predictors of posting frequency (social behavior) in a computer-based social environment or Facebook social networking site. Relevant goals include: finding a correlation between reaction intensity (average number of reactions each hour) and frequency of posting (number of posts between observations); finding a correlation between post success (number of reactions out of number of friends) and frequency of posting; finding a correlation between interestingness (number of comments) and frequency of posting; deriving a reaction;

The prevalent use of personalities and inherent motives to describe the social behaviors of users on Facebook culminated in a partial view of the behavior's underlying motivations. No research to date have highlighted the potential effects of extrinsic motives on Facebook use. Work on this subject is considered significant; thus, the results of this study will fill this research gap.

MATERIALS AND METHODS

A correlational analysis methodology was used in this review. Through this method, researchers seek to "determine how, and to what degree, various variables are interrelated. This includes carefully evaluating each variable and then carrying out sufficient statistical analyses to assess how the variables are associated and to what degree. (Baron & Branscombe, 2012) The dependent variable posting frequency in this analysis was compared with the

three independent variables (post-reaction intensity, visibility, and interestingness) and evaluated for their causal association. Both forensic findings were checked at $\alpha = 0.05$.

A purposive sampling technique was used in the identification of items. The parameters for choosing subjects are as follows: 1) the user must have addressed a researchers survey question; 2) the user must have posted a status change within 24 hours of first observation; 3) the user profile displays the total amount of contacts or acquaintances. When the appropriate participants had been established, the researchers visited each of the users 'walls and collected several status changes. The amount of responses, amount of reviews, and recency in the hours of each analyzed post was registered, and each user's total number of friends was noted. The measurement cycle was conducted at appropriate time of day. The posts found on the news feed are believed to be spontaneous, irrespective of the time of day. Just forty-six (46) subjects have been chosen.

In the second observation, the researchers visited each user's wall a week after the first observation to document the amount of posts generated beginning from the time data were collected from sample messages. (It is believed that the user's duration of Facebook usage and sharing corresponds with the patterns of their social activity over a span of one week. Huberman, 2007.) There was no issue with measuring the number of wall messages, because the message data were visible in the user's wall. The first collected articles and the following articles were quickly identified by observing the dates and hours of publishing. But, due to the large number of articles referencing him on his site, there was a challenge in finding one user's first message, and the past of the wall could not be updated to an earlier date. Another consumer was not identified because of deactivation of database. Thus, in this analysis, those two users were omitted from the sample list. The number of topics used in data analysis was limited to 44 — 15 were males and 29 were females. This highly disproportionate distribution between male and female Facebook users is consistent with previous observations that females continue to use Facebook more often than males do Nadkarni et al 2008, although contradictory to Baek et al's results, 2011.

The researcher asked the users at the beginning of the study to show their degree of

approval or dissatisfaction with the assertion of attitude: "If more of my friends react to my message, I get inspired to make more articles." In deciding the continuity between the expectations or attitudes of users and their actual actions, the data collected in this basic survey was considered significant. As other research on attitude-behavior communication find only a moderate correlation between attitude and actions according to Wicker (1969), this analysis is also interested in knowing the degree of interaction between the assumed motivation (i.e., Facebook likes) of the participants and their real motivation and action (Facebook posting). This research also conjectured there is a important correlation between the real result of incentive-behavior and expected consumer incentive.

The researchers randomly picked twenty-four (24) topics out of the overall survey topics to achieve this mission. These users had previously been asked, using a 5-point Likert Scale (5 strongly agree, 4 agree, 3 unsure, 2 disagree, 1 strongly disagree), to score their level of agreement with the above-mentioned attitude query. They posted their replies as comments in the article which included the issue of attitude. Their responses were obtained in the form of discrete values from 1 to 5, and combined with the post-reaction rate and posting frequency results. The researcher hypothesized the following to examine the paired data set and assess the degree of relationship

between the expected motivation of the consumers and the real motivation- behaviour result:

1. High perceived incentive score is predicted for users with low post reaction levels and low posting volumes.
2. It is predicted that users with low after reaction levels and high posting volumes would have poor perceived motivation ratings.
4. It is anticipated that users with high post reaction levels and low posting frequency would have poor perceived encouragement ratings.
4. It is anticipated that users with high post reaction levels and lower posting volumes would have lower perceived encouragement ratings.

It is believed that users who feel they are inspired not because of friends reactions but because of certain reasons either have little likers but yet make more posts or have many likers but are also not driven to produce many posts. In the other hand, people who find Facebook responses to be driving influences in subsequent online media activities either prefer to create less posts after just having few views, or tend to create more posts after more views. Table 1 lists such supposed partnerships.

Table 1. The supposed association between the real effects of encouragement and actions and expected encouragement.

<u>Actual motivation-behavior outcome</u>	<u>Social behavior (posting frequency)</u>	<u>Expected perceived motivation (perception score)</u>
Motivational factor (post reactionrate)		
LOW	LOW	HIGH
LOW	HIGH	LOW
HIGH	LOW	LOW
HIGH	HIGH	HIGH

The collection of data gathered for this analysis is a summary of the users 'self-reports. Users have often been questioned regarding their real intentions by utilizing Facebook to verify the findings of this study's quantitative aspects. Human self-reports were pasted into a single text, in which adjustments were made, such as converting Filipino terms into English, fixing misspelled words and inaccurate abbreviations etc. It is to allow thematic study of contextual data using electronic word count tools or

phrase frequency counting.

A variety of statistical tools were used to address the research questions that included quantitative variables. Pearson correlation and linear regression were used to evaluate the post reactions and posting frequency results. Using Pearson every independent variable (post-reaction, success, and interestingness) was associated with the dependent variable (post-frequency). A basic regression analysis was conducted to decide whether the variables are the

best predictors or to pick the best explanatory variables for the post level. Data on real and perceived motivation and behaviour were analyzed using a new method which translated the raw post-reaction rate and post-frequency scores into standard scores (assuming the data is normally distributed), applied the standard z-scores, and then correlated with the corresponding perception scores.

In this study, three forms of research were used, by and wide. Both analyzes perform parallel roles in validating the findings of reported and derived quantitative and qualitative evidence from the topics.

RESULTS AND DISCUSSION

The findings of the analyzes are summarized in three sections at this point. The first section describes the findings of correlation and regression study, examining the longitudinal interaction and causal correlations between input amount

(reinforcement) and posting frequency (behavior). The second section provides a novel approach for evaluating continuity in attitude- actions by examining the causal association between real feedback-posting outcomes and perceived encouragement. The third part presents the themes and commonalities which emerged in the subjects 'self-reports.

Strengthening-behavioral partnership

A basic regression and correlation was conducted to evaluate the causal effects of post-reaction intensity, visibility and interestingness on the frequency of posting and the degree of linear interaction between them. There was hypothesis that there is no important linear relationship between input and frequency of reporting. The data were evaluated using SAS ® University Version, and the findings are shown in Table 2.

Table 2. Correlation and linear correlation findings on level of publishing

Parameters	Independent Variable(i)		
	Reaction Rate (1)	Popularity (2)	Interestingness (3)
Correlation coefficient (ρ_i)	0.0431 $p=0.781$	0.089 $p=0.564$	0.0992 $p=0.5219$
Regression coefficient (β_i)	-0.0668 $t=0.27$	68.229 $t=0.49$	0.194 $t=0.57$
Intercept=8.675 $p<0.05$	$p=0.789$	$p=0.627$	$p=0.571$

Note: Except the intercept, all calculations of the parameters are not important at $\alpha=0.05$.

Results demonstrate the weak associations between the level of posting and any of the established motivational variables (all $p>0.05$). This implies that the amount of responses in Facebook articles will not contribute linearly to the number of actual articles that a person can make in a week. In other terms, the strong response time, high post success or high interestingness achieved in posts on Facebook does not ensure further regular posting afterwards. In comparison, the results of the coefficients of regression were considered to be small ($p>0.05$), indicating that the causal impact of the motivating variables are marginal. Additionally, there is a collinearity among the independent variables. Hence, no quantitative regression equation can be extracted from this analysis which will describe the dependence of posting frequency on input from mates.

Surprisingly, the approximate significant intercept ($\beta_0=8.68$, $p<0.05$) reveals that even if there is no Facebook input received in a previous post, the consumer is still expected to create around nine (9) subsequent posts in the week that follows. Such findings suggest the poor motivating impact of Facebook responses, shares, and feedback on Facebook posts by people. Such findings did not support our expected results; thus we refused to dismiss our null hypotheses.

Previous research showed the multiplicity of motives on Facebook that affect users. Baek et al (2011) noticed that people had different key opportunities for Facebook material sharing and publishing. In other terms, within each Facebook operation there are several layers of motives. Because of the established ones, these separate layers can be

further defined in future studies.

Correspondence on real motives

A modern approach was developed to assess the degree of correlation between attitude and behaviour, which we refer to here as the Direct Motivator- Action Interaction Interpretation Test (DMBRPT). This approach suggests that the incentive scores and action scores have a similar relationship and are usually distributed (i.e., as X rises, Y rises as well). The scores are each translated to normal z-scores at this assumption. The translation of scores X and Y by equation of x and z values and x standard deviations,

$$Z_x = \frac{X - \mu_x}{\sigma_x} \text{ and } Z_y = \frac{Y - \mu_y}{\sigma_y}$$

Since in Table 1 we have the supposed correlations between the result of motivation-behavior and predicted experience, the z-scores are applied in such a way that those scores with similar signs add up and those with unlike signs cancel out. For eg, high-motivation, more frequent-behavior (HH) pairs and low-motivation and less-frequent-behavior (LL) pairs have higher net motivation-behavior scores relative to less-frequent-behavior (HL) high-motivation pairs or more-frequent-behavior (LH) low-motivation pairs. The net z-scores are represented as absolute values for applying correlation, and then checked for interaction with the perception ratings. High degree of correlation will imply a clear relationship between real motivation (behavior) and perceived motivation (attitude). We previously conjectured that there was an important causal correlation between the actual outcome of the motivation-attitude and expected motivation. Table 3 demonstrates that the finding confirms our hypothesis ($\pi=0.51$, $p<0.05$) and indicates that Facebook users 'view of reviews as

Table 3. Result of actual motivation correspondence test involving transformation of data into absolute evaluated standard scores and correlation.

Reactio n (X)	Postin g (Y)	Z_x	Z_y	$ Z_x+Z_y $	Attitude Score(W)
26.00	4	3.4208	-	3.0250	5
			0.395		
			8		
13.00	10	1.3408	0.8670	2.2082	4
1.67	17	-0.4725	2.3410	1.8685	5
4.00	14	-0.0992	1.7095	1.6103	4

motivators for their online social activities, such as sharing, is compatible with the real motivator- activity net results. Nonetheless, outcomes of this study should be taken with care, as the principle in normality of random variables may not always be satisfied. As such, the relevant connection for this analysis must be considered to be simply a "modest" relationship between the two variables being examined. It reflects Wicker's statements in 1969 and Kraus's in 1995.

Nevertheless, this consequence of contact should not be mistaken with the outcome of the interaction between input and publication. It must be evident to the reader that the intent of this communication is to show the continuity between the interpretation of the users and their real interactions on Facebook, while the earlier correlation and regression experiments were meant to explain the motivating impact of friends 'reactions on Facebook's social behaviour, or the causal relationship between friends' comments and user poses.

Qualitative data analyses were performed to complement or validate the quantitative results of this study. A survey question has been posted on Facebook asking about the motivations of users to use Facebook. The users posted their responses to the attitude question as comments.

Self-reporting of users about their gratifications

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2.55	0	-0.3319	-	1.5698	4
			1.2379		
20.00	1	2.4608	-	1.4334	4
			1.0274		
3.45	0	-0.1865	-	1.4244	4
			1.2379		
2.70	1	-0.3072	-	1.3346	4
			1.0274		
0.20	3	-0.7072	-	1.3135	4
			0.6060		
0.44	3	-0.6681	-	1.2744	4
			0.6060		
2.08	2	-0.4069	-	1.2237	4
			0.8168		
3.67	12	-0.1525	1.2884	1.1359	4
2.23	13	-0.3823	1.4989	1.1167	4
2.60	3	-0.3232	-	0.9295	3
			0.6063		
3.00	3	-0.2592	-	0.8655	2
			0.6063		
1.77	4	-0.4561	-	0.8519	4
			0.3958		
1.83	4	-0.4470	-	0.8428	5
			0.3958		
0.61	5	-0.6418	-	0.8271	4
			0.1853		
2.00	11	-0.4192	1.0779	0.6587	3
3.78	4	-0.1348	-	0.5305	3
			0.3958		
2.86	5	-0.2821	-	0.4673	4
			0.1853		
1.00	10	-0.5792	0.8674	0.2882	2
5.80	6	0.1888	0.0253	0.2141	4
3.60	6	-0.1632	0.0253	0.1379	4

Mean=4.62	Mean=5.87	$r=0.51$
SD=6.25	SD=4.75	$p<0.05$

For corrections, these comments were copied and pasted to another document file. After rectifying the response transcript, the entire text was copied to the clipboard and then pasted for analysis into an online

word count software. The result of an analysis of word frequency is shown in Table 4.

Table 4. Top most commonly used terms from the transcripts

Word	f	Word	f
Friends	32	Way	9
communicate	23	Others	9
Relatives	17	Express	8
Updated	16	Current	7
Updates	16	Update	7
Family	12	thoughts	7
Communication	12	Keep	6
News	11	Know	6
information	10	Connect	5
Share	10	latest	5
			<u>5</u>

Total word count: 1103 words

Primary keywords (no common words): 593 words (53.76%)

Common words count: 510 words (46.24%)

Web users psychological requires. Using the (2012) model of Nadkarni & Hofmann, we may categorize each word according to two social needs that are implied: the need for self-presentation and the need for participation. We may see from the table that the words "post," "write," "think" and "feelings" reflect the users 'need for Facebook self-presentation. There we may see an intrinsic reason for exchanging posts on Facebook, which is consistent with Baek et al's (2011) results that the more willing people are to use Facebook to exchange content, the higher their posting frequency would willing be. The words "people," "relatives," "family," "communicate / ion," and "link" express the need for participation of the consumers. The latter definition often reflects Filipinos 'collectivist mindset, such as the surrounding Asian communities (Triandis et.al., 1988), which imposes a great deal of focus on preserving families and partnerships.

The two-needed model seems to provide an insufficient amount of Facebook user gratifications for the major categories. The remaining words, which we referred to here as the need for information-seeking (Park, Kee & Valenzuela, 1988), can be included in additional categories. It should be noted that the words "edit," "data," "information," "fresh," "latest," and "keep" reflect the users 'need for new innovations to be updated. If the requested detail is for their

families and acquaintances, whether it emerges from coverage about local and international affairs, is not known. If the updates or information they are looking for are about family and friends, then it's a need for social information or a need to feel involved with what's going on with others (Quan-, & Young, (2010); otherwise they'll only take advantage of the technical features of Facebook for past time or entertainment (Leung, 2001). Eventually, what the users intended by the word "path" is the mechanism or services offered by Facebook to promote the fulfillment of those needs. The gratifications that people encounter in social networking are also the user-friendly functionality and virtual atmosphere that Facebook presents to fulfill their mutual requirements for self-presentation and identity, and immediate desire for knowledge or entertainment.

In the study's second finding, the amount of posts generated throughout the week by each consumer were recorded. In an interview that talks about their specific gratifications of using Facebook and their impressions of friends 'reactions to their messages, those users with the maximum amount of posts were chosen as respondents. The researcher submitted requests with the most number of posts to five (5) top users but sadly only three (3) approved the submission. Interviewing the respondents was

performed through Facebook Messenger. The top consumer responses validate the three-needed model derived from the above thematic study.

The desire for identification. One of the countries with the largest number of foreign employees identified as Overseas Filipino Employees (OFW), the Philippines has several social ramifications. For example, as more family members leave the country and their relatives, transnational relatives are increasingly required to communicate through telecommunication to sustain family ties and keep national relations current. And by offering an all-in - one bundle of technical features, such as calls, texting and news feeds, Facebook has helped to satisfy this common need. The following self-report shows an OFW's need for belonging: "From 2010 onwards kasinagsimulanaako mag-FB. Kaya langhindilagi. Halos araw-araw pa, kasisasobrang homesick dito at pain, sa FB kobinabalingangatensyonko, unlike nanganditonaakosa Korea. Kasiditolalonanungwala pa akongkakilalanakakapraning. Ang FB talagaangisang route nanagpapagaansapakiramdam ko. "(I've been using Facebook since 2010, but not frequently. I used Facebook most often because of homesickness and difficult circumstances when I worked here in South Korea. I distracted my focus by using Facebook. It nearly lost my mind when I first set foot here, without any friends. So the need to connect is this user's primary motivation, as she finds the simulated existence of her old acquaintances to relieve her feelings of alienation and homesickness in the host country.

A interviewee also exemplifies this need to contribute in her declarations below: "Una, gusto ko mag-FB kasinagku-communicate kami ni hubby. Nakakonekakodililangsaasawakundipatinarinsamgaka mag- o kaibigankonanasamalayonalugar. "(First, I use FB to communicate with my husband. I also use FB to connect with relatives and friends from faraway places.) (Housewife, Female, 31) Facebook has really made it possible for people and families to connect with one another. The vast number of users on Facebook and the searchability of people's names have helped many people locate their long-lost friends and relatives. Facebook's social networks or shared friends functionality has also encouraged the reunification of close friends and relatives who have not kept in touch for a very long time through automated recommendation features from Facebook

friends. Facebook is seen by this particular user as a place to belong and as a bridge that connects her to her family and friends from afar.

The need for self-portrayal. Everyone is free to post any material on Facebook, as long as it does not break Facebook community standards (Tumblr. 2011). It functionality promotes free expression of user's opinions, emotions, activism, business interests, and exchange of life experiences; thereby fulfilling the self-presentation needs of users. The following accounts by interviewees highlight this need.

"KFB helps me a lot in my online business. Imagine, I work at home and then I make more money from FB!) (Housewife, 31)

This housewife uses Facebook to market goods through testimonials, photos, and videos to draw new internet buyers and the nice news is that it's safe. The incentive of this individual person is to fulfill their financial needs from the profits she earns from an internet networking company and the free "hosting" facilities Facebook offers. The high posting volume this consumer reached could have been inspired by the desire to attract more people through advertising and convince more prospective buyers.

The desire for self-presentation is often addressed on Facebook by on-site media tools that enable material to be shared that is meant to impact citizens for a cause. The next interviewee is one with the most places in a week. He's managing two Facebook accounts for his activism, each supporting linguistics research and native Philippine language education. His motives may also be the desire for self-presentation, the need to be recognised for his nationalistic values and love for Philippine languages, and the need for more fans. Here is the self-report: "Facebook is mainly for dissemination of knowledge, and esp[especially] for my advocacy. I used Facebook in the past for my lessons too. It's simple to use, and easy to access. It's also one of my key sources because most television networks have their web editions. "(Linguist, Male, 26) Similar to the web businesswoman's inspiration above, this interviewee sees Facebook as a" readily available "platform for communicating with future supporters. Therefore, the pace of posting was primarily determined by Facebook's networking ability, favorable climate on the SNS, and the intense urge of the consumer to demonstrate his noble advocacy.

The need for self-presentation often satisfies

the sharing of one's thoughts and feelings via Facebook posting. We can see from the self-report below that Facebook acts as an forum for expressing one's feelings and state of mind, thus fulfilling the user's desire for self-presentation.

"At frustration his mga post namannaisi-share koang saya, galit, lungkot, which is malikasimaramiang makakaalam kaya lang parang hindimapigil. [Laughs], then. Para sa Filipino, isalangang masabiko: Twitter ang nakakaaadik. Parang part na 'yang everyday routine ko — paggising, Facebook; at bagomatulog, Facebook. "(Through posts I was able to convey my feelings of happiness, frustration, sorrow, and dissatisfaction, while it may seem insensitive so other people will know about my feelings, but I couldn't help it. [Laughs] For me, there's one thing I must say: Facebook is addictive. This self-report is in line with Quan-Haase and Young (2010) observations that citizens use Facebook to communicate issues.

On the reviews from colleagues. The self-reports above suggest numerous consumer gratifications of diverse backgrounds. Nevertheless, several commonalities have been noted: The three interviewees focus on the crucial position Facebook plays in promoting contact with family and friends, thus fulfilling their desire for belonging. Facebook offers an integrative platform incorporating all recognized electronic forms of communication: radio, tv, internet, and text messaging (Bargh & McKenna, 2004). This helps the individual to communicate with others openly and efficiently, encourage activism, do online business and share thoughts and feelings, while fulfilling their need for self-presentation. Nonetheless, they have differing perceptions on the topic of the value of friends' reactions to their message. The first interviewee would not find the responses of peers to be a significant indicator of Facebook satisfaction.

"Di man actually likes significant kun damo o dyutay." (It doesn't really matter if you have few or more likes.) (Housewife, 31) The second considers the number of likes and reviews as an important measure of power.

"Re[sic] loves and shares, they mean that your post has been approved or has an effect on the readers. Further comments and shares could imply further people entering and being told about your message. "(Linguist, 26) The third says she feels happy when friends respond to her messages.

"Sure lang, peronakakatuwasiyempreg can

nagla-like." (It's cool, it makes me smile when my mates appreciate my post.) (OFW, 33) All of which, though, see Facebook's reactions as a significant driving force in their continuing participation in the usage of social networking. This supports the previous results about the low correlation between the amount of responses and the posting frequency on Facebook.

CONCLUSION AND RECOMMENDATION

The present study studied the motivating impact of friends' input on the user's subsequent posting on Facebook and analyzed the relationship with a new method between the expected encouragement of the user and the real incentive-behavior performance. Tests showed no significant correlation between comment numbers and the number of posts that resulted. In comparison, assumed motives by the participants were aligned with their real motivation-behavior outcomes. Users' self-reports reinforced the poor correlation between input and posting and verified previous findings that Facebook use seeks to meet the social (belonging and self-presentation) needs of the individual (Nadkarni, & Hofmann, 2012, Hishan 2020a, Hishan 2020b) and personal (information and entertainment) needs (Park, Kee & Valenzuela, 2009). Finally, it is proposed that factors of temperament and certain internal motivations remain the key determinants of Facebook usage, and the input of friends (post responses, reviews, and likes) on Facebook can not forecast the corresponding posts of the individual substantially. But, in an online social networking context, validation has a poor motivating impact on the potential actions of users.

In this analysis few drawbacks have been found. Second, the limited number of subjects easily chosen may not be indicative of the expected community to which the results of this analysis are to be applied. Second, calculation mistakes performed in measurements of behavioral factors that could have been eliminated in controlled environments may have reached the permissible levels of accuracy and diminished the significance of this study's results. Third, due to limited sample size and biased data distributions, certain statistical expectations for the normality of random variables (number of responses, number of posts, and interpretation scores) were not fulfilled, for which statistical findings may not reliably include valid estimates of parameters describing the theoretical model of motivation and

behaviour.

Further experiments on the impact of some external motivators on Facebook use are advised to elucidate the function of these influences in subsequent social behaviours. If appropriate, such future studies will incorporate a more controlled environment, and additional socio-demographic variables should be included in the regression models to improve the causal impact of the models on the defined social behavioral variables. In addition, sample collection and calculation of random variables should be performed with absolute precision and accuracy to meet such methodological criteria, such as normality and equality, in order to implement a more effective analytical method. Through all of this, with a high level of predictability and trust, the real causal impact of extrinsic motivators or reinforcement on the use of social media can be modelled.

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