



## Full length article

# Association of demographics, motives and intensity of using Social Networking Sites with the formation of bonding and bridging social capital in Pakistan



Saeed Ahmad <sup>a, \*</sup>, Mudasir Mustafa <sup>b</sup>, Ahsan Ullah <sup>c</sup>

<sup>a</sup> Department of Sociology, University of Gujrat, Pakistan

<sup>b</sup> Department of Sociology, University of the Punjab, Lahore, Pakistan

<sup>c</sup> Department of Information Management, University of the Punjab, Lahore, Pakistan

## ARTICLE INFO

## Article history:

Received 16 March 2015  
 Received in revised form  
 14 October 2015  
 Accepted 14 December 2015  
 Available online 21 December 2015

## Keywords:

Bonding social capital  
 Bridging social capital  
 Motives of SNS  
 Intensity of SNS use  
 Social networking sites (SNS)  
 Self-esteem  
 Pakistan

## ABSTRACT

The objectives of this confirmatory study were to investigate the association of socio-economic demographics (age, education of respondent, gender, monthly family income, parentage education), motives (communication and information, self-actualization and outward looking) of using Social Networking Sites (SNSs) and attitudinal and behavior variable (intensity of using SNS, self-esteem, gratification with university life, duration of use, and number of ties) with the formation of bonding and bridging social capital. Total 461 students, aged 18–35 years filled the questionnaire, from randomly selected departments of University of the Punjab, Lahore, Pakistan. Regression analysis was used to assess the association among variables. The study indicated that Facebook is the most popular SNS among university students in Pakistan. Intensity of using SNS, duration of using SNSs, and motives of using SNSs were found to be positively associated with formation of bonding and bridging social capital. Self-esteem and gratifications with university life were found to be significant predictors in formation of bonding social capital only. The demographics variables (education, parentage education, monthly family income) had no influence on formation of both bonding and bridging social capital.

© 2015 Elsevier Ltd. All rights reserved.

## 1. Introduction

A Social Networking Site (SNS) allows the individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, view, and traverse their list of connections, and those made by others within the system (boyd & Ellison, 2007). SNSs provide plenty of services to the users, ranging from maintenance of relationships to expansion of social networks (Pornsakulvanich & Dumrong Siri, 2013). SNSs have many orientations like sharing work related context, articulating romantic relationship and connection on the basis of common interests (Ellison, Steinfield, & Lampe, 2007). These sites refer to the platform that allows people to connect with one another through different ways of communication (Powell, 2009). Scholarly literature is vast enough to provide

evidence where use of SNS contributes in formation of bonding and bridging social capital (Gilbert & Karahalios, 2009; Liu, Shi, Liu, & Sheng, 2013; Phua, 2012; Steinfield, Ellison, & Lampe, 2008; Valenzuela, Park, & Kee, 2009).

The term of 'social capital' was first mentioned by Hanifan (1920). It was classified into bonding and bridging social capital by Putnam (2000). Putnam (2000) described that bonding social capital occurred when strongly tied individuals with little backgrounds diversity yet having stronger personal connections, provide substantive support to one another. Bridging social capital occurred when individuals from different backgrounds make connections between social networks based on sharing information (Putnam, 2000). Williams (2006) highlighted the difference between bonding social capital is knit of strong and close relations that are generally homogenous and inclusive, while bridging social capital is the relationship that is based on expansion social horizon that lacks emotional support (Williams, 2006). Bonding social capital refers to close relationship between individuals such as families and close friends to form emotional, while to form weak relationship between individuals by providing useful information

\* Corresponding author.

E-mail addresses: [Mashaalbhhatti@gmail.com](mailto:Mashaalbhhatti@gmail.com) (S. Ahmad), [mudasir.sociologist@gmail.com](mailto:mudasir.sociologist@gmail.com) (M. Mustafa), [ahsanullah\\_libr@yahoo.com](mailto:ahsanullah_libr@yahoo.com) (A. Ullah).

or new perspective but not close relationship is known as bridging social capital (Ellison et al., 2007). Association based on internal sense of belonging to a group of similar individuals is bonding social capital, while bridging social capital refers to the relationships that existed between dissimilar people and groups just based on acquaintances or not close friends or family members (Ling, 2007).

SNSs such as Facebook and twitter emphasized their importance and role in occupying Wall Street movement and Arab spring. Now it has emerged as a new reality that has increased the global outreach of users and enhanced their number of ties for users in the world. The role of social media in developing countries including Pakistan has been just limited to as a source of communication rather an agent of change in the society, however, it is suggested that social media in developing countries including Pakistan will rise as a catalyst of change as the number of users continue to rise (Kugelman, 2012).

A number of studies indicated that use of SNSs was higher among young people as compared to elder population (boyd, 2008, & Pfeil, Arjan, & Zaphiris, 2009). SNSs are playing a pivotal role in changing the mind-set of the users especially youth, so it is very important to investigate the behavior of youth on SNSs (boyd, 2008). In this regard, most of the research on social media particularly on the positive effect such as formation of bonding and bridging social capital is conducted on the population in which it was innovated. Though literature on social media on Pakistani society is growing, yet most of the studies highlighted the negative effects of using media. Such as, Rafiq and Ameen (2012) indicated that with the emergence of SNSs is rising, yet it was difficult to differentiate entertainment and information activities. Farooqi et al. (2013) concluded that use of SNSs had bad effects on youth such as great loss of precious time. However, Small scholarship on SNSs in Pakistan highlighted the positive aspects such as formation of bonding and bridging social capital are not delved into by the scientific community. In this backdrop, this research is an effort to explore the positive aspects of using SNSs and presents the perspective of users of SNSs from Pakistani society. This study explored the association of socio-economic demographics, motives of using SNS and attitudinal and behavior variable on the formation of both bonding and bridging social capital among educated youth who used SNS.

## 2. Literature review

### 2.1. Motives of SNS use and social capital

Scholarly literature found a significant relationship between the certain motives (i.e. informational, recreational, communicative and entertainment) to use internet and social capital (Beaudoin, 2008; Raacke & Bonds-Raacke, 2008; Shah, Kwak, & Holbert, 2001). Another motive “chain interaction” was reported by Lin and Lu (2011) that given rise to SNS use and ultimately created social capital among users. Ji et al. (2010) explored that expert searching, making connection and communication functions to use Facebook influenced the bonding and bridging social capital. Moreover, expressive information sharing and relaxing entertainment are associated with bonding and bridging social capital (Papacharissi & Mendelson, 2011). Davis, Piven, and Breazeale (2014) revealed that social media community is engaged in specific functions such as social interaction and self-actualization during usage.

### 2.2. Self-esteem and social capital

Scholarly literature proved the association between level of self-esteem and internet use (Aydm & Sari, 2011; Kim & Davis, 2009 &

Yang & Tung, 2007) and particularly self-esteem was found a strong predictor in the formation of bonding and bridging social capital (Johnston, Tanner, Lalla, & Kawalski, 2013). Similar association between self-esteem and bonding and bridging social capital has been noted by Ellison et al. (2007). But contrary to these associations, the study conducted by Steinfield et al. (2008) revealed that the use of Facebook did not interacted with self-esteem to influence bridging social capital Phua and Jin (2011) revealed that collective self-esteem also had a stronger impact on bonding social capital than bridging social capital.

### 2.3. Socio-economic status and social capital

Previous literature shows that socio-economic status has a relationship with the use of internet (Aerschot & Rodousakisb, 2008; Wangberg et al., 2008). Choi, Kim, Sung, and Sohn (2011) found that culture has a strong influence on formation of bonding and bridging social capital. While, Ji et al. (2010) indicated that cultural differences influence the formation of bridging social capital more than bonding social capital. Brandtzæg, Heim, and Kaare (2010) examined modern SNSs seemed to preserve traditional social networking patterns and gender-differentiated social capital. Brooks, Welser, Hogan, and Titsworth (2011) indicated that educational and economic dimensions of socio-economic status might have influenced the development of social capital among college students. Smith (2013) examined that ethnicity influenced social capital on use of SNSs profiles. Gender was considered being significant predictors of bonding social capital (Johnston et al., 2013).

### 2.4. Intensity of SNS use and social capital

Intensity of social networking site usage had a significant impact on bridging and bonding social capital (Phua & Jin, 2011). Papacharissi & Mendelson (2011) has noted that the more the people used Facebook, the greater the affinity they developed for it. It has also been reported that argued that certain specific features of Facebook enable users to engage in behaviours that contribute to their social capital. Among teenagers, spending more time in SNSs was related to bridging capital but not bonding relationships (Ahn, 2012). Chang & Hsiao (2013) verified that users with different amounts of SNS usage had different user behaviours and perceptions of social capital. Liu et al. (2013) found that the more individuals used social network sites, the more bridging and bonding social capital they would obtain.

### 2.5. Gratification towards university life and social capital

Chang and Zhu (2012) found that perceived bridging social capital has a significant effect on SNS users' satisfaction while perceived bonding social capital had no significant effect on SNS users' satisfaction. Phua (2012) constructed the association of satisfaction of life with gained bridging social capital as a result of more intensive SNS usage. Satisfaction with university life is significant predictor in formation of bridging social capital (Johnston et al., 2013).

### 2.6. Conceptual model of the study

The review of the literature guides the researchers to identify a number of variables which lead to formulate the bonding and bridging social capital. Keeping the research objectives in view, a set of independent variables were selected from previously conducted studies. Fig. 1 precisely shows the conceptual model of the present study.

Download English Version:

<https://daneshyari.com/en/article/350219>

Download Persian Version:

<https://daneshyari.com/article/350219>

[Daneshyari.com](https://daneshyari.com)