



Examining the core knowledge on facebook

Wen-Lung Shiau^a, Yogesh K. Dwivedi^{b,*}, He-Hong Lai^c

^a Department of Business Administration, Zhejiang University of Technology, Zhejiang, China

^b Emerging Markets Research Centre (EMaRC), School of Management, Swansea University Bay Campus, Fabian Way, Crymlyn Burrows, Swansea SA1 8EN, Wales, UK

^c Department of Information Management, Ming Chuan University, Taoyuan, Taiwan



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ABSTRACT

Social networks have become an indispensable activity in people's lives. A number of previous studies have investigated various social networks and probed in the core knowledge of integrated social networks. While social network knowledge is general and extensive, few studies have delved into the core knowledge of individual social networks, especially Facebook, which is a social network with over 1.7 billion users worldwide. Therefore, this study aimed to elaborate on the core knowledge of Facebook. In this study, a total of 4429 relevant academic papers were collected from the Web of Science, an online electronic database. Then, citation analysis and co-citation analysis were adopted to identify 50 highly cited academic papers to form a co-citation matrix. Finally, cluster analysis and multi-dimensional scaling analysis were employed to determine the core knowledge of Facebook. The research results showed that there are six points of core knowledge: (1) the behavior analysis of users; (2) the social impact of social networks; (3) the influence and application of Facebook in universities; (4) the evaluation of use motivation and theoretical models; (5) privacy risk and interpersonal impression; and (6) the strategies of social networks. The research results could be useful for academic studies and practice in the future.

1. Introduction

In recent years, the rapid rise of the Internet has made people's lives increasingly convenient, and it has become the most frequently-used tool nowadays. On the Internet, people can obtain information and keep in touch with others, which has contributed to the rise of social networks such as Facebook, Twitter, Weibo, and MySpace. In the past decade, social media and social networks have become a part of daily life (Buccafurri, Lax, Nicolazzo, & Nocera, 2016; Dwivedi, Kapoor, & Chen, 2015, 2016, 2018; Kapoor et al., 2018; Ngai, Tao, & Moon, 2015; Shiau, Dwivedi, & Yang, 2017; Shareef, Mukerji, Alryalat, Wright, & Dwivedi, 2018; Shareef, Mukerji, Dwivedi, Rana, & Islam, 2017), changed the way individuals acquire information and communicate with each other, government and businesses, and even changed people's lifestyles and the way they involve in political and electoral processes (Aswani, Kar, Ilavarasan, & Dwivedi, 2018; Dwivedi et al., 2015; Hossain, Dwivedi, Chan, Standing, & Olanrewaju, 2018; Kapoor et al., 2018; Kapoor & Dwivedi, 2015; Kamboj, Sarmah, Gupta, & Dwivedi, 2018; Rathore, Ilavarasan, & Dwivedi, 2016). In the past, people had to deliver archives face to face; today, delivery can be achieved at any time and at any place through social networks, which facilitates life and communication. According to the survey by We Are Social, in January

2016 the global population was 7.395 billion, with 2.307 billion active social media users and 1.968 billion active mobile social media users. Compared with January 2015, the total number of network users had increased by 332 million, the number of active users of social media had increased by 219 million, and the number of active users of mobile social media had increased by 283 million. These numbers indicate a growing number of social media users and show that social media plays an increasingly important role in daily life. Of the large number of social media platforms, Facebook is the most frequently used, and the total number of Facebook users is still growing (Duggan, 2015). In January 2016, the number of active Facebook users was 1.59 billion, followed by 653 million active Qzone users, and 555 million active Tumblr users, as shown in Fig. 1.

Facebook is the most popular social network worldwide today. It provides users with excellent opportunities to establish or maintain friendships with others and share information and communicate with friends (Marino et al., 2016). It is especially popular among the young (Blachnio, Przepiorka, & Pantic, 2015), and young people use Facebook on a more regular basis than older people (Hayes, van Stolk-Cooke, & Muench, 2015). Of the young users, females spend more time on Facebook than males (Fardouly & Vartanian, 2015). Facebook is intended to enhance social relationships, establish new relationships, and

* Corresponding author.

E-mail addresses: macshiau@yahoo.com (W.-L. Shiau), ykdwivedi@gmail.com (Y.K. Dwivedi), hwww44@gmail.com (H.-H. Lai).

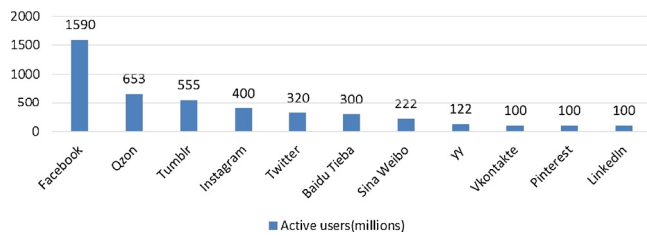


Fig. 1. Active Users of Social Platforms in January 2016.
(Source: <http://wearesocial.com/uk/special-reports/digital-in-2016>).

maintain friendships (Muscanell & Guadagno, 2012), and users spend increasing amounts of time on it (Rainie, Smith, & Duggan, 2013). Facebook, however, does not promote social communication alone. Regarding college students, some studies have demonstrated that students use Facebook to make new friends and keep in touch with others, and that it is beneficial for their studies (Arteaga Sánchez, Cortijo, & Javed, 2014). Young adults and teens favor alternative social applications (Snapchat and Instagram) over Facebook. According to the reports of eMarketer, Snapchat and Instagram are experiencing double-digit growth in the same youth demographic because they are more aligned to communicate with visual content (Bosker, 2014; eMarketer, 2017). Nevertheless, Facebook continues to grow as the largest social media platform. To date, Facebook has been applied to different enterprise sectors, including human resource management, operations, and marketing. For instance, social networks have been adopted to investigate the backgrounds of employees (Roberts & Roach, 2008), for advertising and marketing (Stephen, Sciandra, & Inman, 2015), for tourism development (Park, Lee, Yoo, & Nam, 2016), and for social commerce adoption (Mamonov & Benbunan-Fich, 2017). Facebook data has also been analyzed to collect information that is beneficial for business development (Lin et al., 2016). In addition to having a far-reaching effect on daily life, Facebook has begun to change the way people work; thus, its growing effect on lifestyle cannot be neglected.

Many studies have been conducted on Facebook. Some have focused on the effect of Facebook on the mind or behavior of users (Lönnqvist & große Deters, 2016; Sagioglou & Greitemeyer, 2014; Shen, Brdiczka, & Liu, 2015), some have probed into the interactions between Facebook users (Brailovskaia & Bierhoff, 2016; Mendes, Furtado, Militao, & de Castro, 2015), and some have explored privacy or trust issues on Facebook (Junior, Xavier, & Prates, 2014; Külcü & Henkoğlu, 2014; Saeri, Ogilvie, La Macchia, Smith, & Louis, 2014; Tsay-Vogel, Shanahan, & Signorielli, 2016). It has been shown that an increasing number of scholars are seeking to discuss issues regarding Facebook. After reading the Facebook studies conducted in recent years, this paper found that the number of studies regarding the core knowledge of Facebook is few. Thus, this study delved into the core knowledge of Facebook from 2007 to 2016, with the aim of providing an important index of relevant issues for future studies. The research questions of this study were as follows: (1) What are the high-value academic papers regarding the Facebook? (2) What is the core knowledge of Facebook? This study collected academic papers on Facebook from the Web of Science, which is a well-known online electronic database. Then, citation analysis and co-citation analysis were adopted to form a co-citation matrix. Cluster and multi-dimensional scaling analysis were employed for analysis to determine the core knowledge of Facebook. The rest of this paper proceeds as follows. The next section describes the Facebook and co-citation studies, section three details the research methods, section four shows the results of the data analysis, section five presents the discussions, and the final section offers the conclusions, implications, and limitations of this study.

2. Literature review

2.1. Facebook

According to the definition of Boyd and Ellison, a social network is a network that enables users to (1) share their personal information and views in the system; (2) show their connections with other users to indicate their friendships; and (3) view the information of other users through the connections. In a network, a user can interact with other users and summarize the development of social networks (Boyd & Ellison, 2007). With the rapid development of the Internet, many social networks have been established, such as Facebook, Twitter, Weibo, and MySpace. With these networks, people can create their own webpages and interact with others. As one of the services offered by the Internet, social networks have fascinated a large number of adolescents. A social network is a place where people make new friends, as well as share their latest information, photos, films, and activities (Rahman, 2014). There are three main reasons why people use social networks: (1) to make new friends; (2) to keep in touch with friends; and (3) to organize common social activities (Brandtzæg & Heim, 2009). As social networks help people make friends, people have become increasingly reliant on them.

Facebook was founded in 2004 by Mark Zuckerberg et al. (Valenzuela, Park, & Kee, 2008), and to date it has over 1.3 billion users, making it the most popular social network worldwide. According to the research results of Cheung et al., most people use Facebook to maintain real-time communications with friends; when users in a group share similar values with other group members, they will develop a sense of belonging and have stronger intentions to use Facebook (Cheung, Chiu, & Lee, 2011). The findings of Mouakket show that satisfaction is the most important factor for users to continue their use of social networks, and that Facebook enhances customer satisfaction by offering new functions; thus, users will use social networks on a regular basis and form the habit of using social networks (Mouakket, 2015). People communicate with others on Facebook in a manner similar to reality, thus maintaining communications with real friends (Surma, 2016). Currently, Facebook has become a social network that can be used at any time and at any place. According to the study by Bicen and Cavus, Facebook can be used at home, at school, and in cafes and restaurants. Most college students spend time on Facebook every day: 28% of students spend over two hours on Facebook every day, 16% spend three hours, and 32% spend over four hours. In most cases, students use Facebook to chat with friends and family members or enhance relationships through links and photos (Bicen & Cavus, 2011).

The personalities of the users also have an effect on the use of Facebook; for instance, extroverted persons may have a larger number of groups and use Facebook as a social tool, rather than replace their social activities with it. Outgoing individuals are more willing to use new functions of Facebook, and even replace old functions with the new functions (Ross et al., 2009). Regarding gender, the main motive for females to use social networks is to entertain themselves and kill time, and they are more inclined to contact friends through groups; males seek social compensation and recognition through social networks (Barker, 2009).

According to the investigation by Correa et al., extraversion and openness to experiences are positively correlated with the use of social media. Gender analysis reveals that emotional stability is negatively correlated with social media for men and is unrelated to social media for women (Correa, Hinsley, & De Zuniga, 2010). Lin, Tov, and Qiu (2014) investigated emotional disclosure on social network sites and found no gender effects on either positive or negative emotional disclosure. Other researches have confirmed a tendency for women to report feeling stronger and longer emotions and be willing to self-disclose more than male users (Schrock, 2009). Women also seem readier than men to express (negative) emotions associated with vulnerability (Brody & Hall, 2008). The overall gender differences in emotion

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