Determinants of Continuance Intention of Facebook Usage Among Library and Information Science Female Undergraduates in Selected Nigerian Universities

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ABSTRACT

This study examined the determinant of continuance intention of Facebook usage among female library and information science (LIS) undergraduates selected from Four Library Schools in the Nigerian universities. Survey design approach was adopted and Questionnaire was used for data collection. Collected data was analyzed using percentages and frequency count; multiple correlation and regression. The results revealed that the inter-correlation exist between the dependent variable (continuance intention of Facebook usage) and the independent variables (i.e. Peer Influence, User Friendliness, sense of belonging, perceived enjoyment, Satisfaction, security, Facebook interface quality and attractiveness and perceived benefits) and jointly as indicated by the R-square value explained or predicted 49.4% of the variations in the LIS female undergraduates continuance intention of Facebook usage. The result generally suggests that the entire continuance intention dimensions/factors significantly correlates with Facebook continuance intention.

KEYWORDS
Continuance Intention, Facebook Use/Usage, Information Interface, Library and Information Science, Perceived Benefit

INTRODUCTION

Social networking websites are a type of online application that has grown rapidly in prevalence and popularity over the last few years. Social networking websites, such as Facebook, are a member-based Internet communities which allow participants to post profile information, such as usernames and photographs, and to interact with others in innovative ways, such as sending public or private online messages or sharing photos online (Pempek, Yermolayeva & Calvert, 2009). Moreover, Facebook members may use the site to contact people they already know offline or to meet new people (Ellison, Steinfield and Lampe, 2007). Facebook members can also join virtual groups based on common interests, learn each other’s hobbies, interests, and musical preference, and check romantic relationship
statuses through these profiles (Ellison et al., 2007). In addition, Facebook also offers many online games, such as Happy Farm, Restaurant City, Pet Society, Cafe World, and Mystical Fishbowl and so on. The rich entertainment functions provided by Facebook have resulted in heavy user immersion, and especially because its services are mostly free, it makes them affordable and attractive.

As a convenient tool for Internet communication, Facebook has become an essential part of Internet users’ lives. A number of previous studies have examined patterns of college students’ use of Facebook. Such research has focused on different academic interests, including the characteristics of profile elements (Park, Kee, & Valenzuela, 2009; Raacke & Bonds-Raacke, 2008), identity presentation (Stutzman, 2006), surveillance and privacy concerns (Gross and& Acquisti, 2005; Peluchette & Karl, 2008), social capital (Ellison et al., 2007) and social grooming (Tufekci, 2008), social well-being ( Valkenburg, Peter, & Schouten, 2006), relationship marketing strategies for the Facebook generation (Meadows-Klue, 2008), and students’ perceptions of instructor self-disclosure via Facebook (Mazer, Murphy, & Simonds, 2007). While some studies (e.g., Gross & Acquisti, 2005) have indicated negative outcomes of Facebook use, such as stalking and identity theft, others (e.g., Donath & Boyd, 2004; Ellison et al., 2007; Wellman, Haase, Witte, & Hampton, 2001) have shown how Facebook can generate positive social outcomes, such as enhanced social capital and academic collaboration.

With the coming of Web 2.0, Social Network Sites (SNSs) become more and more popular. Social network Facebook offers a brand-new interpersonal interaction model, and its community members extend the outward social circle that centers on oneself (Mayfield, 2005; Kwon and Wen, 2010). After gradually establishing Facebook in human context, the usage frequency may rise, and make Facebook become part of people’s daily lives. According to the research results, 65% of the users log on to Facebook every day, and 85% of the users log on to Facebook at least once a week, which shows that Facebook-is getting more and more popular, and is becoming one of the crucial tools for interpersonal interaction (Tella, et al. 2014). Bhattacherjee (2001) remarked that system acceptance is a vital factor for users’ adoption of the system. However, to see from a long-term angle, whether the system is really accepted has something to do with whether users “continue to use” that system. Therefore, for Facebook, it is an issue worthy of investigating currently how the users especially the female undergraduate keep on using the website.

Social networking websites represent a technology in which the distinction between human and technology characteristics is less clear. These technologies may demonstrate some human-like trusting characteristics such that users may develop competence and integrity beliefs. For example, Dwyer et al. (2007) find that users generally agree with the statement “I trust that Facebook will not use my personal information for any other purpose.” This statement reflects Facebook’s integrity in terms of safeguarding private information, an attribute that is associated with people. Other researchers report the statements like “I feel that this website is honest” reflect trust in social networking websites (Sledgianowski and & Kulviwat, 2009). Again, honesty is an attribute usually apply to people. Social networking sites may also demonstrate technology-like trusting characteristics that elicit beliefs such as Facebook is very reliable and consistent to use. Therefore, researchers may apply both interpersonal and technology trust beliefs to understand users’ trust in Facebook.

Facebook has grown rapidly as hundreds of millions of users have adopted it to communicate and socialize (Bausch and Han, 2006, Statista, 2014). Trust may play a role in this meteoric rise. For example, some researchers suggest that social networking users have a generalized trust toward the group of people that visit their sites and read their postings (Kennedy & Sakaguchi, 2009). Other researchers find that people also trust social networking websites (Dwyer, Hiltz & Passerini, 2007; Fogel & Nehmad, 2009; Sledgianowski & Kulviwat, 2009).

Much of the current researches on Facebook have primarily focused on connecting and reconnecting people, as well as addressing privacy and self-disclosure concerns. Relatively little attention has been paid to elucidating the factors that lead to users’ motives for continuance of Facebook usage. It has been observed that certain determinant factors influence the continuance usage of Facebook. However, examination of such factors especially among the female undergraduates in
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