**Does Gender Digital Divide exist among Arab young adults on Facebook? The Case of Kuwait**

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The political significance of Facebook has been discussed in relation to the uprisings the Middle East, particularly, in Egypt, where Facebook use was positively correlated with attending protests on Tahrir Square (Tufekci & Wilson, 2012). Facebook not only facilitated political changes but also empowered women who reported heavier social media use than males and said that Facebook allowed them to express opinions and be more politically active (Tufekci & Wilson, 2012). The purpose of the present study was to understand the link between Facebook use and the gender gap in the Arab world. The current study shed the light on social media habits in a sample of college students in Kuwait by exploring basic principles of ritualized Facebook use and referred to digital divide in an attempt to showcase whether this social networking site bridges the digital gap between genders.

**Facebook presence in Kuwait**

With more than 80% users residing outside the United States and Canada, Facebook has become one of the major social network sites on a global level with over a billion subscribers (Facebook, 2014). About a third of people living in Kuwait are Facebook users (Internet World Stats, 2014). Nearly two-thirds of them (64.3%) are between the ages of 18 and 34. Male Facebook users (70.8%) outnumber their female counterparts (29.2%; SocialBakers.com, 2014).

**Gender Divide: Application to Kuwait**

New communication technology adoption and use grow in different nations at different paces, creating "digital divide" (Norris, 2001, 3). Traditionally, economic indicators have been at the core of illustrating digital divide among and within countries, yet, one needs to look at physical, human, and social resources that contribute to the emergence of the gap between and within populations (Warschauer, 2003).

Regarding its economic indicators and ICT penetration level, Kuwait is considered a rich country, namely due to the oil boom in the past four decades, with a fast growing ICT market (CIA World Factbook, 2014; MENA Financial Network, 2007; OpenNet Initiative, 2009; UNDP, 2011, 2013). Other indicators, such as political participation and freedom of expression and the press, lessen the country's position in terms of overall human development. In terms of gender inequality, Kuwait ranks 47th globally. A larger proportion of females (52.2%) in Kuwait are educated compared to males (43.9%), this however, does not increase female participation in the labor force and politics (UNDP, 2011; 2013). Despite embracing modernity, Kuwait is characterized as a patriarchal society (Barakat, 1993; Tetreault, 2001) reflected in the hierarchy of gender roles. This led us to ask if gender differences in terms of sociopolitical and economic participation would transcend into adoption and use of new ICTs, in particular, Facebook, among college students residing in Kuwait.

**Gender Differences in Facebook Uses and Gratifications**

Studies have shown that males and females adopt ICTs with different speed (Ching, Basham, & Jang, 2005; Weiser, 2000). In 1990s, young men were the primary users of the Internet (i.e., Georgia Tech University's First Graphics, Visualization, and usability WWW User Survey, 1994). Such gender gap in technology adoption could be partially explained by the

socialization of young females who were rarely encouraged to pursue careers in computer science and math (Ching et al., 2005; Weiser, 2000). It also has been found that women were less confident about their computer and Internet use skills than men even when the actual skills did not differ by gender (Hargittai & Shafer, 2006; Sax et al., 2001).

Later research shows that the gender gap in Internet adoption has been lessened (Fallows, 2005; Jackson et al., 2001; Weiser, 2000). A similar trend has been witnessed in Kuwait. Freedom House (2011) reports that despite the fact that Kuwaiti women do not enjoy "a freedom of information act," they do "have some freedom to gain access to and use information to empower themselves in both their civil and political lives." The use of the Internet among Kuwaiti women increased with the increase in the availability of Internet access at home, in the workplace, and at public places like Internet cafes (Freedom House, 2011).

As for SNSs, empirical evidence suggests that a larger percentage of female than male Internet users have SNSs accounts (Hargittai, 2008; Shen & Khalifa, 2009; Zickuhr, 2011). Hargittai (2008) argued that the nature of SNSs, in the sense that it simulates person-to-person communication in an online setting, could explain why women were heavier SNS users. Shen and Khalifa (2009) stated that the restrictions and limitations that Arab women face in the offline world could lead to higher use of SNSs, especially Facebook, because such sites provide a platform for communication and self-expression. The following research question is asked:

*RQ1: Will there be a greater percentage of female than male students who report having a Facebook account?*

The diminishing gap in Internet access did not fully eliminate gender differences (Jackson et al., 2001; Weiser, 2000). A study conducted at the American University of Kuwait showed that female and male respondents shared similarity with regards to online activities such

as checking email and using the Internet for school-related work (Wheeler & Mintz, 2010); however, a greater percentage of females than males engaged in online chatting, listening to music and shopping, whereas a greater percentage of males than females reported reading news online (Wheeler & Mintz, 2010). As for social network site uses, female Facebook users spent significantly more time on the site, logged into the site more often, and changed their appearance on the site more frequently while males reported having a greater number of Facebook friends (Muise, Christofides, & Desmarais, 2009). Thus:

**H1.1: Females will report higher intensity to use Facebook than males.**

**H1.2: Females will report spending more time on Facebook than males.**

**H1.3: Males will report having a greater number of friends on Facebook than females.**

Previous research has shown that women use Internet predominantly for interpersonal interaction and academic assistance while men did it for information search and entertainment (Jackson et al., 2001; Jackson et al., 2008; Jonier, Gavin, Duffield, et al., 2005; Weiser, 2000). A similar trend has been observed with motivations to use Facebook (Barker, 2009; Muise et al., 2009; Shen and Khalifa, 2009). Females are more interested in maintaining Facebook relationships, staying connected, communicating with others, sharing secrets, while males are interested in dating, social compensation, and learning about new events (Barker, 2009; Muise et al., 2009). Shen and Khalifa (2009) found that female students in United Arab Emirates were significantly more motivated to use Facebook for various purposes that their male counterparts. It was hypothesized differences between male and female students in Kuwait with regards to motivations to use Facebook.

**H2: Motivations to use Facebook will differ between males and females.**

It was also asked if the relationship between the motivations to use Facebook and Facebook use patterns would be different as a function of gender.

*RQ3: Which motivations to use Facebook will predict Facebook use intensity, number of Facebook friends, and time spent on Facebook for males?*

*RQ4: Which motivations to use Facebook will predict Facebook use intensity, number of Facebook friends, and time spent on Facebook for females?*

**Method**

A cross-sectional survey was conducted among college students ($N = 241$) at a university in Kuwait. The majority were females (62.7%); mean age = 20 years old ($SD = 4.31$). A third of those sampled were freshmen (31.5%); another third (28.2%) were sophomore; one-fifth were juniors (21.2%), and another fifth were seniors (18.2%). Two respondents declined to answer (.8%). The majority of respondents (88%) identified themselves as Arabs.

**Measures**

**Gender.** Participants were asked to self-report their gender as either male or female.

**Facebook Account.** Participants indicated if they had a Facebook account. A portion of the sample reported not having a Facebook account, thus, the final sample size used for statistical analyses was 201.

**Motivations to Use Facebook.** Joinson (2008) explicated seven motivations that drive individuals to use Facebook: social connection, shared identities, photographs, content, social investigation, social network surfing, and status updates. Following Joinson's (2008) scale, participants were asked to rate their agreement with 28 statements using a 7-point scale from "Strongly Disagree" to "Strongly Agree." Items loaded well on each of the sub-scales with an average factor loading of .823 (range: .509 to .952) and with an average variance explained of

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69.90% (range: 52.62% to 85.43%). Motivation scales were found reliable with a mean Cronbach's $\alpha$ of .83 (range: .69 to .91). Items were reduced to seven different variables to represent the seven motivations to use Facebook (Table 1).

**Facebook intensity.** The Facebook intensity scale was borrowed from Ellison and colleagues (2007). Participants rated six items related to Facebook use on 7-point scales from "Strongly Disagree" to "Strongly Agree." Items were factor-analyzed; all factor loadings exceeded .700. The variance explained by the factor was 67.32%. The scale was found to be reliable with a Cronbach's $\alpha$ of .90. The six items were reduced to one variable (Table 2).

**Number of Facebook friends.** Participants reported the number of friends they had on Facebook. Nine response categories started with "10 friends or less" and ended with "More than 400 friends." The variable was dichotomized. One group of participants reflected those who had 200 Facebook friends or less (52.5%), while another group represented participants who had more than 200 friends (47.5%).

**Time spent on Facebook.** Participants were asked to report the amount of time they spent on Facebook on an average day. Response categories ranged from "Less than 10 minutes [per day]" to "More than 5 hours [per day]." The variable was dichotomized. One group of participants included those who spent 10 minutes or less on Facebook every day (37.8%), and another group included those who used this SNS for more than 10 minutes daily (62.2%).

## Results

### Descriptive Information

The sample reported a slightly above-average intensity to use Facebook ($M = 3.68$, $SD$ 1.66). Nearly four in every 10 participants (35.7%) reported having between 101 and 250 Facebook friends, followed by those with 11 to 100 friends (21%) and with 251 to 400 friends

(21%); 16.8% had more than 400 friends, and 6% had 10 friends or less. About 38% reported spending 10 minutes or less on Facebook everyday. A third (30%) spent 11 to 30 minutes. The rest spent more than 30 minutes on SNS daily. Respondents picked social connection as the most common Facebook use motive ($M = 4.99$, $SD = 1.18$), while content received the lowest scores ($M = 2.58$, $SD = 1.56$; Figure 1).

**RQ1**

A larger percentage of males (91%) reported having a Facebook account, compared with females (80.1%), $\chi^2(1) = 4.97$, $p < .05$ (Figure 2).

**H1.1**

An independent sample t-test with gender as a grouping variable and Facebook use intensity as a DV showed that although female respondents (M=3.77, SD=1.74) were found to use Facebook more intensively than males (M=3.54, SD=1.52), the difference was not significant, $t(194)=-.95$, n.s. Hypothesis 1.1 was not supported.

**H1.2**

A chi-square test with gender and time spent on Facebook as variables indicated that females and males did not differ with regards to time devoted to Facebook daily, $\chi^2(1) = .06$, n.s. Hypothesis 1.2 was not supported.

**H1.3**

A chi-square test with gender and number of Facebook friends as variables showed an approaching significance result, $\chi^2(1) = 2.67$, $p = .10$. The results were consistent with the prediction: males had more Facebook friends than females. More males had a higher number of Facebook friends (55.1%) than the lower number of Facebook friends (44.9%). More females

had the lower number of Facebook friends (56.8%) than the higher number of Facebook friends (44.9%; Figure 2). Hypothesis 1.3 was supported.

**H2**

Seven t-tests were run with gender as a grouping variable and Facebook use motivations as DVs. One t-test indicated an approaching significance difference between males and females with regards to social investigation, $t(194)=1.87$, $p=.06$. Males (M=2.98, SD=1.32) had a stronger motivation to use Facebook for social investigation than females (M=2.63, SD=1.24). Gender differences for other motivations were not significant: social connection, $t(194)=-.002$, n.s.; shared ID, $t(194)=-.90$, n.s.; photographs, $t(194)=1.02$, n.s.; content, $t(194)=.20$, n.s.; surfing, $t(194)=-.84$, n.s.; status updates, $t(194)=-.58$, n.s. Hypothesis 2 was not supported.

**RQ3**

The sample of males only was used to answer the question.

A standard multiple regression test with seven motivations to use Facebook and Facebook use intensity as a DV indicated that status update ($\beta=.45$) was the strongest motive that influenced Facebook use intensity, followed by shared ID ($\beta=.26$). A follow-up stepwise multiple regression with these two factors showed that status update explained 41% ($R^2$) of variance in Facebook use intensity when entered to the model by itself, $F(1,76)=52.64$, $p<.001$. The addition of shared ID explained extra 5% of the variance in the DV ($R^2$ change, $p<.01$; $F(2,75)=32.14$, $p<.001$). Males who were highly motivated to update Facebook status and participate in Facebook groups/events (shared ID) used Facebook more intensively (Table 3).

A binary logistic regression with seven motivations and number of friends showed that the constant only model was significantly different from the full model, $\chi(7)^2=14.75$, $p<.05$. Cox & Snell $R^2$ (.17) and Nagelkerke's $R^2$ (.23) showed moderate relationships between the seven

predictors and the DV. The model prediction success was 67%. Wald statistics indicated that content ($p$<.01) was the only significant contributor to the model. Male respondents who had strong motivations to use Facebook for its content were less likely to have a high number of friends (Exp(B)=.52; Table 4).

A binary logistic regression with seven motivations and time spent on Facebook indicated a significant difference between constant only and full models, $\chi(7)^2$=15.63, p<.05. Cox & Snell $R^2$ (.18) and Nagelkerke's $R^2$ (.25) showed moderate relationships between the seven predictors and the DV. The model prediction success was 74%. Wald statistics indicated that only status updates ($p$<.05) significantly contributed to the model. Male respondents who were highly motivated to update status were more likely to spend more time on Facebook (Exp(B)=1.64; Table 5).

**RQ4**

A standard multiple regression with seven motivations to use Facebook and Facebook use intensity as a DV indicated that social connection ($\beta$=.43) was the strongest motive that influenced Facebook use intensity, followed by status update ($\beta$=.20). A follow-up stepwise multiple regression indicated that when only social connection was entered in the model, it explained 34% ($R^2$) of variance in Facebook use intensity, $F(1,116)$=60.78, $p$<.001. Status update explained additional 5% of the variance in the DV ($R^2$ change, $p$<.05; $F(2,115)$=37.09, $p$<.001). Females who were highly motivated to connect with other people on Facebook and update Facebook status used Facebook more intensively (Table 6).

A binary logistic regression with seven motivations and number of friends indicated that the constant only model was significantly different from the full model, $\chi(7)^2$=25.41, p=.001. Cox & Snell $R^2$ (.19) and Nagelkerke's $R^2$ (.26) showed moderate relationships between the

seven predictors and the DV. The model prediction success was 73%. According to Wald statistics, two motives: surfing ($p<.05$) and photographs ($p<.05$) significantly contributed to the model. Social connection was found approaching significance ($p=.07$). Females who were strongly motivated to use Facebook to look at or share photographs were more likely to have more Facebook friends (Exp(B)=1.54). As for surfing, those who were strongly motivated to surf on Facebook were more likely to have a lower number of friends (Exp(B)=.73; Table 7).

A binary logistic regression with seven motivations and time spent on Facebook showed an approaching significance difference between constant only and full models, $\chi(7)^2=13.66$, $p=.06$. Cox & Snell $R^2$ (.11) and Nagelkerke's $R^2$ (.15) showed weak relationships between the seven predictors and the DV. The model prediction success was 68%. Only status update approached significance ($p=.10$). Females who were strongly motivated to update Facebook were more likely to spend time on this social networking website (Exp(B)=1.29; Table 8).

**Discussion**

The present study indicated interesting findings in the analysis of differences between male and female students in Kuwait with regards to Facebook use and motivations. Men were more likely to have Facebook accounts and a larger number of Facebook friends than women. This finding is consistent with one of the theoretical propositions of the digital divide: males have more social access to technology than females, especially in patriarchal societies such as Kuwait (Barakat, 1993; Tetreault, 2001) where becoming more public, offline or online, can be considered less acceptable for a female than for a male. Yet, Facebook use intensity and time spent on Facebook did not differ by gender, suggesting gender equality in SNS use rather than access. This finding contradicts some evidence from previous studies, suggesting that the

restrictions in offline life may lead to the increase in uses of online tools of socialization (Shen & Khalifa, 2009).

Little gender difference was found with regards to motivations to use Facebook other than males were driven by the motive to investigate other people on Facebook more than females. Major differences were discovered in the relationships between motivations to use Facebook and Facebook use intensity, number of Facebook friends, and time spent on Facebook compared across genders. The intensity of Facebook use was predetermined by status update and shared ID motivations among males. The motivation to connect with other people was the strongest predictor of Facebook use intensity among females, followed by status update. These findings are consistent with the existing evidence: males use Internet and, in particular, SNSs, for information and learning, among other purposes, while females used these technologies to maintain social relationship (Barker, 2009; Jackson et al., 2001; Jackson et al., 2008; Jonier, Gavin, Duffield, et al., 2005; Muise et al., 2009; Weiser, 2000). It is also important that shared ID was the strong motivation that influenced the intensity of Facebook use among males but was not significant for females, meaning that males were more likely to use Facebook for participation in SNS groups and group events. This difference might be partially explained by the local culture where it is more acceptable for males than females to be public.

Males who were motivated to use Facebook for content were less likely to have a greater number of friends. As for females, posting and viewing photos as well as connecting with people were the key factors in expanding the social network. The more female respondents used Facebook for surfing, the fewer friends they had. Considering the previous finding that females had fewer friends than males, it could be suggested that they are more interested in checking profiles of unknown people, "friends of friends."

Status update as a motivation to use Facebook predicted the time spent on Facebook in males and females, such that both groups of respondents who were motivated to use Facebook to read and share news tended to spend more time on this SNS.

The present study has good exploratory value; yet, there are some limitations. One of the study limitations can be related to the problem of social desirability. The questionnaire included items such as "stalking people" (a part of social investigation scale). Even though the survey was fully anonymous, some respondents could feel uncomfortable answering such question, which could lead to imprecise measurement of social investigation. The study also used a small convenience sample of college students, which creates a difficulty in generalizing the results to a larger population.

Overall, the current study indicated that a slight gender-based digital divide exists on the level of the access to SNS technology (Facebook), such that Kuwaiti males have more Facebook accounts than Kuwaiti females. The uses of this social networking website, however, do not differ much by gender. Since the existing literature suggests that the gender gap with regards to ICT technology adoption diminishes with time (Ching et al., 2005; Weiser, 2000), more attention has to be paid to how men and women differ in their uses of ICT, in particular, SNSs that have become popular in the Arab region lately.

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Table 1.

*Means, standard deviations, factor load, factor analysis and reliability results for Motivations to use Facebook*

| Item | Mean | SD | Loading |
|---|---|---|---|
| **Social Connection** | | | |
| Finding out what old friends are doing now | 4.14 | 1.92 | .733 |
| Reconnecting with people you've lost contact with | 5.02 | 2.00 | .915 |
| Connecting with people you otherwise would have lost contact with | 4.72 | 2.07 | .830 |
| Receiving a friend request | 3.57 | 2.04 | .467 |
| Finding people you haven't seen for a while | 4.66 | 1.97 | .850 |
| Maintaining relationships with people you may not get to see very often | 4.95 | 2.08 | .806 |
| Contacting friends who are away from home | 5.22 | 2.08 | .787 |
| Eigenvalue | 4.61 | | |
| Variance Explained | 61.04% | | |
| Cronbach's alpha | .91 | | |
| **Shared Identities** | | | |
| Organizing or joining events | 3.13 | 1.94 | .838 |
| Joining groups | 2.57 | 1.68 | .758 |
| Communication with likeminded people | 3.31 | 1.93 | .577 |
| Eigenvalue | 2.04 | | |
| Variance Explained | 53.66% | | |
| Cronbach's alpha | .76 | | |
| **Photographs** | | | |
| Viewing photos | 4.40 | 2.12 | .690 |
| Being tagged in photos | 3.43 | 2.11 | .897 |
| Tagging photos | 3.12 | 2.01 | .882 |
| Sharing/posting photographs | 3.83 | 2.14 | .771 |
| Eigenvalue | 2.97 | | |
| Variance Explained | 66.32% | | |
| Cronbach's alpha | .88 | | |

*Table 1 (continued).*

**Content**

| | | | |
|---|---|---|---|
| Applications within Facebook | 2.65 | 1.96 | .848 |
| Playing games | 2.41 | 1.95 | .850 |
| Discovering apps because you see friends have added them | 2.31 | 1.74 | .736 |
| Quizzes | 2.41 | 1.90 | .699 |
| Eigenvalue | 2.84 | | |
| Variance Explained | 61.80% | | |
| Cronbach's alpha | .86 | | |

**Social Investigation**

| | | | |
|---|---|---|---|
| Virtual people watching | 2.19 | 1.55 | .668 |
| Using advanced search to look for specific types of people | 2.85 | 2.04 | .691 |
| Meeting new people | 2.80 | 1.93 | .616 |
| Stalking other people | 2.75 | 2.20 | .572 |
| Eigenvalue | 2.22 | | |
| Variance Explained | 40.73% | | |
| Cronbach's alpha | .72 | | |

**Social network surfing**

| | | | |
|---|---|---|---|
| Looking at the profiles of people you don't know | 2.73 | 1.94 | .880 |
| Viewing other people's friends | 2.85 | 1.92 | .968 |
| Browsing your friends' friends | 2.90 | 1.89 | .873 |
| Eigenvalue | 2.64 | | |
| Variance Explained | 82.44% | | |
| Cronbach's alpha | .93 | | |

**Status updates**

| | | | |
|---|---|---|---|
| Updating your own status | 3.80 | 2.26 | .796 |
| The new feed | 3.99 | 2.22 | .867 |
| Seeing what people have put as their status | 3.84 | 2.11 | .837 |
| Eigenvalue | 2.39 | | |
| Variance Explained | 69.51% | | |
| Cronbach's alpha | .87 | | |

Table 2.

*Means, standard deviations, factor load, factor analysis and reliability results for Intensity to use Facebook*

| Item | Mean | SD | Loading |
|---|---|---|---|
| **Facebook Intensity** | | | |
| Facebook is part of my everyday activity | 3.19 | 2.24 | 0.88 |
| I am proud to tell people I'm on Facebook | 3.70 | 2.16 | 0.82 |
| Facebook has become part of my daily routine | 3.15 | 2.28 | 0.88 |
| I feel out of touch when I haven't logged onto Facebook for a while | 3.07 | 2.35 | 0.77 |
| I feel I am part of the Facebook community | 3.42 | 2.08 | 0.84 |
| I would be sorry if Facebook shut down | 3.55 | 2.31 | 0.70 |
| Eigenvalue | 4.31 | | |
| Variance Explained | 66.45% | | |
| Cronbach's alpha | .92 | | |

Table 3
*Stepwise Regression Analysis for Predicting Facebook Use Intensity in Male Sample*

| Model | $R^2$ | $_{adj}R^2$ | $R^2$ change | F change | p-value |
|---|---|---|---|---|---|
| Status update | .50 | .49 | .50 | 57.17 | <.001 |
| Status update + Shared IDs | .55 | .53 | .05 | 6.10 | <.05 |

| Variable | B | SE | β | t | p-value | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| Status updates | .54 | .09 | .60 | 5.97 | <.001 | .80 | 1.25 |
| Shared ID | .29 | .12 | | 2.47 | <.05 | .80 | 1.25 |

Note: * p=<.05, ** p=<.001

Table 4

*Binary Logistic Regression for Predicting the Number of Facebook Friends in Male Sample*

| | Model 1 | | | Model 2 | | |
|---|---|---|---|---|---|---|
| **Variable** | **B** | **SE** | **OR** | **B** | **SE** | **OR** |
| Constant | 1.60 | .58 | 4.93 | .05 | .81 | 1.06 |
| Content | -.49* | .19 | 6.44 | -.67* | .23 | .51 |
| Status updates | - | - | - | .48* | .20 | 1.62 |
| | | | | | | |
| -2LL | | 73.11 | | | 66.24 | |
| | | $\chi^2(1)=7.30, p<.05$ | | | $\chi^2(2)=14.17, p=.001$ | |
| Nagelkerke $R^2$ | | .16 | | | .29 | |
| Hosmer & Lemeshow test | | p=.676 | | | p=.212 | |
| Classification accuracy | | 64.4% | | | 69.5% | |

Note: * p=<.05, ** p=<.001

Table 5

*Binary Logistic Regression for Predicting the Time Spent on Facebook in Male Sample*

| | Model 1 | | | Model 2 | | |
|---|---|---|---|---|---|---|
| **Variable** | **B** | **SE** | **OR** | **B** | **SE** | **OR** |
| Constant | -2.00 | .81 | .14 | -1.03 | .93 | .36 |
| Status updates | .58* | .19 | 1.78 | .77** | .23 | 2.15 |
| Social investigation | - | - | - | -.57* | .93 | .36 |
| | | | | | | |
| -2LL | | 68.53 | | | 64.37 | |
| | | $\chi^2(1)=11.20, p<.001$ | | | $\chi^2(2)=15.36, p<.001$ | |
| Nagelkerke $R^2$ | | .23 | | | .31 | |
| Hosmer & Lemeshow test | | p=.938 | | | p=.561 | |
| Classification accuracy | | 72.9% | | | 69.5% | |

Note: * p=<.05, ** p=<.001

Table 6
*Stepwise Regression Analysis for Predicting Facebook Use Intensity in Female Sample*

| Model | $R^2$ | $_{adj}R^2$ | $R^2$ change | F change | p-value |
|---|---|---|---|---|---|
| Social connection | .27 | .26 | .27 | 29.00 | <.001 |
| Social connection + Status update | .37 | .36 | .10 | 12.77 | =.001 |

| Variable | B | SE | β | t | p-value | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| Social connection | .51 | .14 | .37 | 3.67 | <.001 | .81 | 1.23 |
| Status update | .37 | .10 | .36 | 3.57 | =.001 | .81 | 1.23 |

Note: * p=<.05, ** p=<.001

Table 7
*Binary Logistic Regression for Predicting the Number of Facebook Friends in Female Sample*

| Variable | Model 1 | | | Model 2 | | |
|---|---|---|---|---|---|---|
| | B | SE | OR | B | SE | OR |
| Constant | .84 | .51 | 2.31 | -.40 | .73 | .67 |
| Surfing | -.45* | .16 | .64 | -.58* | .18 | .56 |
| Photographs | - | - | - | .42* | .18 | 1.51 |
| -2LL | 73.11 | | | 66.24 | | |
| | $\chi^2(1)=9.76, p<.05$ | | | $\chi^2(2)=15.78, p<.001$ | | |
| Nagelkerke $R^2$ | .16 | | | .24 | | |
| Hosmer & Lemeshow test | p=.595 | | | p=.215 | | |
| Classification accuracy | 67.9% | | | 76.5% | | |

Note: * p=<.05, ** p=<.001

Table 8

*Binary Logistic Regression for Predicting the Time Spent on Facebook in Female Sample*

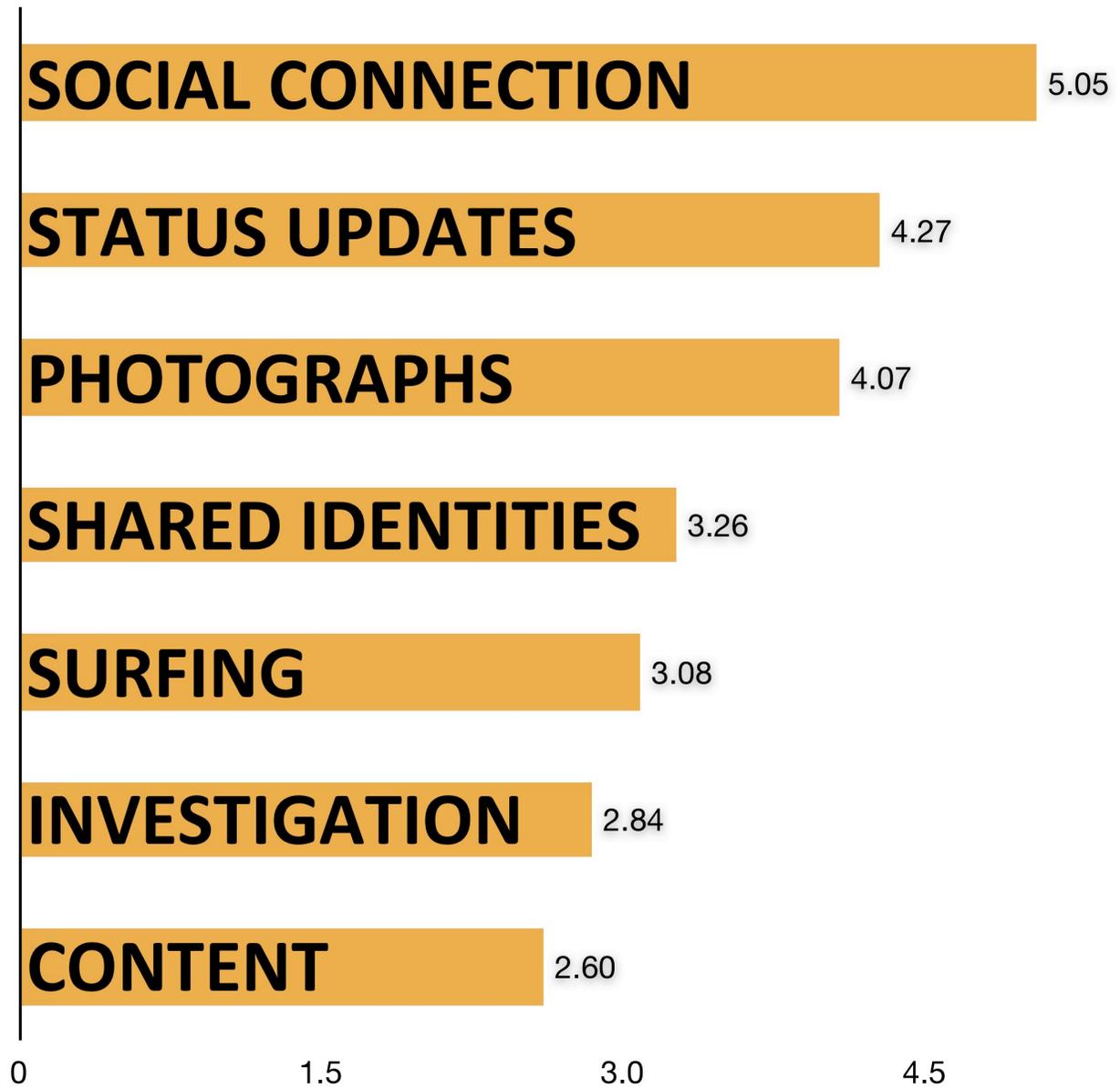| Variable | B | SE | OR |
|---|---|---|---|
| Constant | -1.17 | .64 | .31 |
| Status Update | .40* | .15 | 1.50 |
| | | | |
| -2LL | | 98.23 | |
| | | $\chi^2(1)=8.56, p<.05$ | |
| Nagelkerke $R^2$ | | .14 | |
| Hosmer & Lemeshow test | | p=.676 | |
| Classification accuracy | | 64.2% | |

Note: * p=<.05, ** p=<.001

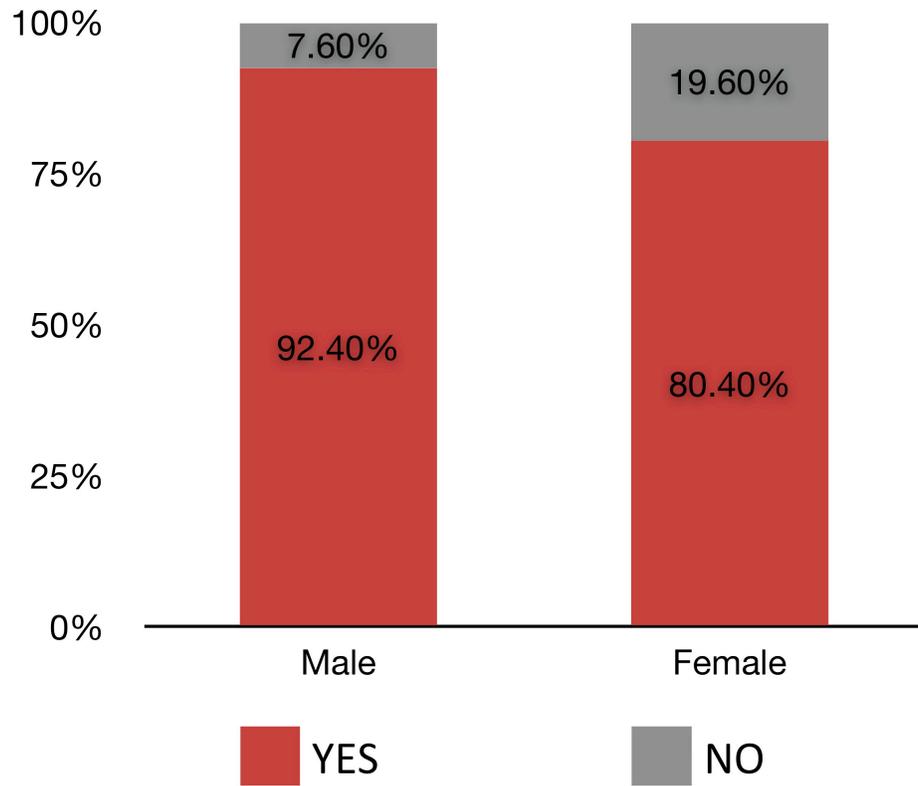*Figure 1*. Means of different motivations to use Facebook, overall sample.

*Figure 2.* Percentages of males and females having Facebook account