

# A COMPARATIVE STUDY ON THE EFFECT OF CULTURAL DIMENSIONS ON SOCIAL CAPITAL AND LIFE SATISFACTION BETWEEN FILIPINOS AND KOREAN FACEBOOK USERS

<sup>1</sup>RICHARD BASILISCO, <sup>2</sup>JAE KWON BAE, <sup>3</sup>KYUNG JIN CHA\*

<sup>1</sup> Department of Management Information Systems, Keimyung University

1095, Dalgubeol-daero, Dalseo-gu, Daegu 704-701, Republic of Korea

<sup>2</sup> Department of Management Information Systems, Keimyung University

1095, Dalgubeol-daero, Dalseo-gu, Daegu 704-701, Republic of Korea

<sup>3</sup> Department of Business Administration, KangWon National University

Kangwondaehak-gil, Chuncheon-si, Gangwon-do, 200-701, Korea

E-mail: <sup>1</sup> rbasil2003@yahoo.com, <sup>2</sup> jkbae99@kmu.ac.kr , <sup>3</sup> kjcha7@kangwon.ac.kr

\*Corresponding Author

## ABSTRACT

Facebook is considered as the leading social network site that has attracted millions of users across countries. However, the motivations for using Facebook may differ with each country. Studies on the relationship between Facebook motivation, usage, social capital and life satisfaction have been conducted in a relatively limited context, such as within in a single country or a single demographic population. Although much research has shown significant results in their studies concerning SNS by just using one or two dimensions of Hofstede's cultural dimension, taking out the other cultural dimensions may not really represent the whole cultural attributes of the samples. Comparative research about Facebook has had so much emphasis on comparisons between Western and Asian countries not much of two Asian countries. This study showed the influence of all of Hofstede's cultural dimensions on to the motivation to use Facebook and the impact of their usage to their social capital and life satisfaction between Filipinos and Koreans. The 243 Filipino and 235 Korean respondents of the survey were processed using SPSS and AMOS. The findings of the study suggest that for Filipinos, the overall Hofstede cultural dimension has a significant influence on the identified motivations such as seeking friends, entertainment, information, convenience and social support. On the other hand for South Koreans, Hofstede cultural dimensions influence motivation such as seeking friends, information, convenience, and social support except entertainment. The study also reveals that the primary motivation for Filipinos to use Facebook is seeking convenience, information, entertainment, and seeking friends. Filipinos don't see Facebook as a source for social support. While for South Koreans, their primary motivation to use Facebook is seeking social support, convenience, seeking friends and information. South Koreans do not perceive Facebook as a source of entertainment. Both Filipino and South Korean Facebook activity does enhance their overall social capital and life satisfaction, suggesting that uses and gratification has been attained through their Facebook engagement.

**Keywords:** *Cultural Dimensions, Uses And Gratification, Motivation, Social Capital, Life Satisfaction, Facebook Use*

## 1. INTRODUCTION

These days the leading social network service (SNS) websites that has attracted numerous users around the globe is no other than Facebook. It has become a phenomenon in attracting users in various

walks of life. Apparently Facebook has more than 1 billion unique monthly visitors as of 2015 (Statista, 2016), and still continued to gain popularity and attracting people throughout the world.

Facebook is establishing itself as an alternative channel alongside traditional means of communication. Facebook enables its users to connect and communicate to others within their social and geographical proximity, it also gives convenient ways to manage existing social relationships and also builds new ones even with total strangers. This growing trend has prompted researchers to become interested and investigate what motivates people to use Facebook and the outcome of their usage (Bransdtzaeg et al., 2009).

The Uses-and-gratification (U&G) Theory is one of the backbone in theoretical approaches that many researchers used to measure and understand the underlying motivation (Jung et al., 2007; Raaeke et al., 2008). U&G Theory's perspective are the motivations behind an individual making a media selection and the satisfaction that the individual obtains from their choice (Joinson, 2008). The social value that Facebook has offered may be somewhat different from person to person depending on their cultural backgrounds; does it also important to understand the underlying role of social capital that may influence the use of Facebook and that use may stimulate their life satisfaction (Valenzuela et al., 2009).

There are several studies that point out that personal connection from both offline and online social networks contributes to the development of an individual's social capital (Boase, 2006; Ryberg et al., 2008). Ellison et al. (2007) had proven that there is a strong relationship between Facebook usage and social capital among students. They have provided ample knowledge that Facebook usage is able to benefit a user's low self-esteem and low life satisfaction. However, few of these studies have put aside the importance of examining the cultural differences in motivation for using Facebook, as well the effect on social capital and life satisfaction. It is notable that Facebook online penetration population in some Asian countries is much higher than in America and western counterparts. Few researchers have tried to do comparative studies that have dealt only with Asian countries. Perhaps it is because of the assumption that Asian countries have one common culture. Nevertheless, this paper selected South Korea and the Philippines for cross-cultural comparisons of the study variables of motivations, using Facebook as the common ground in identifying difference. Although we can say that South Korea and the Philippines are part of the Asian continent, at some point there is a gap in the cultural orientation and traditions between these

two countries. South Korea is known as a homogenous society while the Philippines is known for its diversified society. Another difference to look at is that Korea is following the Confucian teaching way of living that is manifested in their traditions and behavior, while Philippine culture is reflected through the blending of cultures of diverse indigenous tribes with characteristics introduced via foreign influence. Most importantly the difference of Hofstede's cultural dimension category, which is a well-known study may also shed light that South Korea and the Philippines may have differences in their measurements. This paper will utilize all five cultural dimensions to really draw and capture significant similarity and differences between South Korea and the Philippines. The purpose of this study is to highlight the influence of cultural dimensions on individual motivation and identify the different motives that influence Facebook usage between South Koreans and Filipinos. It will also examine the underlying role of Facebook usage, whether it will affect individuals' social capital, and it will also investigate the relationship of Facebook usage and fulfillment of an individual's life satisfaction among groups in a cross cultural context. While the research of Ellison et al. (2007) and Kim et al. (2011) has found that there are relationships between motives, social capital and life satisfaction there is little research known in cross-cultural contexts across different cultures. Using the attributes that Ellison's et al. (2007) and Kim et al. (2011) used in their research will be a big factor for this research. To understand different motives and underlying roles of culture and social capital based on different cultures may produce different results between South Koreans and Filipinos. The research questions of this study are as follows:

Research Question 1: Is the difference of cultural dimension between South Korea and Philippines related to the identified U&G motivations to use Facebook?

Research Question 2: What is the primary motivation for using Facebook among Filipinos and South Koreans? Are there any relative differences in motivation to use Facebook between Filipinos and South Koreans?

Research Question 3: Does Facebook usage relate to the social capital and life satisfaction of Filipinos and South Koreans?

The rest in this study was prearranged as follows. Section 2 discusses the theoretical background and twelve hypotheses were also proposed. In section 3

described the methodology, the data samples and the measure of instruments constructs. Section 4, presents the study results and the test that has been utilized, here descriptive statistics, exploratory and confirmatory analysis were applied using SPSS 21 and Amos 21. Finally, Section 5 presents the discussion, conclusion and implication of this study.

## 2. THEORETICAL BACKGROUND AND HYPOTHESES

### 2.1 Hofstede's five cultural dimensions

Hofstede's five cultural dimensions, uses and gratification, social capital, and life satisfaction are the following theories that were selected as the guiding framework for developing the conceptual model in this research. The conceptual model in this study, illustrates the cultural dimension factors affecting motivation to use Facebook and in the process relates to social capital and life satisfaction.

Culture is considered the most influential factor that affects people's motives, intentions, and attitudes; this is because culture shapes the way people behave, interact, and build relationships with each other (Hofstede, 2001). The influence of culture has already been recognized in the field of new media like the internet and in the context of social network use. I do agree with Dou's (2011) postulation that without knowing how social network use is influenced by culture, it might cause a misunderstanding between social network sites and their users. According to Gudykunst et al. (1996), the most popular model used in cross cultural studies is Hofstede five cultural dimension framework. These are power distance, masculinity vs. femininity, uncertainty avoidance, individualism vs. collectivism and lastly long/short orientation. Previous research using Hofstede's cultural dimensions are well documented in many different research disciplines (Ford et al., 2005; Lewis, 2007; De Angeli et al., 2009). The fact that people are increasingly aware of new internet technologies and the emergence of social network sites, researchers then became interested in understanding the underlying factors of this phenomenon by employing Hofstede's cultural dimensions to compare data samples from different countries. However, most research were only focused on one or two dimensions particularly individualism and collectivism. Our assumption is that taking aside some of his cultural dimensions and comparing it with others lacks the overall concept of culture in the sense that one individual possess as a member

of that particular society at the very least in the context of this study. Al Omoush et al. (2012), conducted research determining the impact of cultural values on motivation and attitude toward social networking sites (Facebook) in 15 Arab countries. Using Hofstede's five cultural dimensions they concluded that the result revealed significant effect on Facebook member's motivation, attitudes and usage on the continuity of Facebook membership value (Al Omoush et al., 2012). This study adapts Hofstede five cultural dimensions and proposes these hypotheses.

**Hypothesis 1:** Cultural dimensions will significantly influence motivation 'Seeking Friends'.

**Hypothesis 2:** Cultural dimensions will significantly influence motivation 'Seeking Social Support'.

**Hypothesis 3:** Cultural dimensions will significantly influence motivation 'Seeking Entertainment'.

**Hypothesis 4:** Cultural dimensions will significantly influence motivation 'Seeking Information'.

**Hypothesis 5:** Cultural dimensions will significantly influence motivation 'Seeking Convenience'.

### 2.2 Uses and Gratification Theory

Uses and Gratification Theory is a well-thought-out to be one of the most dominant theories in media research (Roy, 2009). Its theoretical framework addresses many research questions related to media research. It explains the gratifications users seek in a particular medium and their perception and affinity for that medium and its content (Ruggiero, 2000). This theory acknowledges individual use and choice and that different people can use the same medium for different purposes (Roy, 2009). These are motivations behind why an individual makes a media selection and the satisfaction that the individual obtains from this choice (Joinson, 2008). Motives are fundamental components of audience activity and are the universal disposition defined by uses and gratification theorists that influence an individual's action. This theory has been applied to a variety of mass communication and media content, with the selection of media type evolving to match the dominant or emerging media of the day. For example uses and gratification has been applied in the context of radio, print media, television and. In recent years, uses and gratification has been applied to the new context,

the so called new media, such as internet and mobile phones (Grant, 2005; Rubin, 2002; Ruggiero, 2000; Grant & O'Donohoe, 2007).

**Seeking Friends:** Studies on SNS have indicated that people use SNS to socialize online. SNS users connect to friends, families and may find new friends to connect with when their interests are the same and they want to be connected. People who are socially active will find even more friends on SNS. Raacke et al. (2008) have found that the main reason for using Facebook and MySpace is to meet “friends” and seek “information”. Tufekci (2010) found that 52 % of their samples that believed in online friendships were more likely to have met new friends online. It is right to say that seeking friends is one of the motives for SNS use, therefore, this study propose this hypothesis.

**Hypothesis 6:** The need for seeking friends will significantly influence South Koreans / Filipinos to use Facebook.

**Seeking Social Support:** Barnes and Duck (1994) illustrate that social support is considered as the exchange of verbal and nonverbal messages related to information or emotion transmitted to help reduce one's stress or uncertainty. It is also a communication to someone to be cared for and to be valued by others. In other words the perception of being loved, valued and cared for are the main facets of social support. Ellison et al. (2011) found that users of SNS who engaged in online activities would most likely receive social support online. Kim and Lee (2011) also found that people who had self-updates about feelings and thoughts, sharing them with others honestly and openly, were more likely receive social support online. They also found that Facebook users were more likely to provide support to others when they saw others needed support. Thus, this study proposes these hypotheses.

**Hypothesis 7:** The need for seeking social support will significantly influence South Koreans / Filipinos to use Facebook.

**Seeking Entertainment:** People receive gratification from various kinds of media outlets, like for instance reading newspapers, listening to the radio or watching the television. These are some of the past popular ways to entertain oneself. People seek ways to be entertained when they want to relax, when they feel loneliness or boredom; research has been carried out to compare motives

across media. Ray (2007) investigated the use of social networking sites for simultaneously fulfilling entertainment, information, surveillance, diversion and social utility gratification. The results showed that social networking sites have the ability to meet multiple needs at different levels. Papacharissi et al. (2000) had an entertainment dimension as one of their scales which is adapted by this study. People utilize SNS to seek entertainment and to feel self-satisfaction. Therefore, this study proposes this hypothesis.

**Hypothesis 8:** The need for seeking entertainment will significantly influence South Koreans/Filipinos to use Facebook.

**Seeking Information:** Seeking information came to light from Papacharissi et al. (2000) research dimension such as information seeking, convenience, interpersonal utility, passing time and entertainment on the study of internet usage. They found that information seeking and entertainment motivation predicted total email use, they also found that information seeking is a significant predictor of overall life satisfaction with the internet (Papacharissi et al., 2000). Kaye and Johnson (2004) also postulated information searching, convenience, entertainment, and social interaction as major motivations for using the internet.

The main focus here is the need for seeking information using social network sites. Previous study of uses and gratification done by Kayahara et al. (2007) has grouped the gratification of the media into two categories; process and content. Process gratification occurs from the performance of the activity such as web browsing while content gratification occurs from acquiring information (Kayahara et al., 2007). Since acquiring information would gratify an individual's need of self-education and information on the basis of this assumption this study propose this hypothesis.

**Hypothesis 9:** The need for seeking information will significantly influence South Korean / Filipinos to use Facebook.

**Seeking Convenience:** Seeking convenience is a uses and gratification factor that is defined as providing convenience or usefulness of social media usage such as the internet. Researchers such as Papacharissi et al. (2000), Ko et al. (2005), Kaye and Johnson (2004) had a convenience motivation factor in their study which was

significant as a predictor of media usage. Kim et al. (2011) found that there was no significant difference on motivation to seek convenience among Korean and Americans respondents for using social network sites. This is perhaps because both countries are highly modernized and technology is far more advanced. Karimi et al. (2014), highlighted convenience as the main motivation for using SNS among U.K. students. Hence, this study proposes this hypothesis.

**Hypothesis 10:** The need for seeking convenience will significantly influence South Korean / Filipinos to use Facebook.

### 2.3 Social Capital Theory

Another guiding theory for this study is the social capital theory. This theory is about the tangible and intangible value or resources formed by the relationship among members of the society (Lin, 1999). The applicability of this theory to different studies has led many researchers to explore to what extent and aspect of relationships does social capital have in online social network use. As previous studies have shown, social networking sites have potential manifestations of the social capital (Chiu et al., 2006; Drentea et al., 2005; Robert et al., 2008; Ellison et al., 2007, 2008; Joinson, 2008; Pfeil et al., 2009). For this study social capital descriptions by Putnam (2000) and Ellison et al. (2007) were applied. These are bonding social, bridging social capital and maintained social capital. In the study of Facebook usage, social capital has been found to have a significant relationship to Facebook use (Valenzuela et al., 2009; Ellison et al., 2007). However, most of the study done on social capital and Facebook usage focused mostly on university students. Therefore, in order to assume and reaffirm the results of previous research, this study will attempt to apply it to multiple subjects.

**Hypothesis 11:** Facebook usage will significantly influence social capital between South Korean and Filipino Facebook users.

### 2.4 Life Satisfaction

Life satisfaction can reflect experiences that have strong influences on a person in a positive way (Bailey et al., 2007). This means that the more positive people can be the more actively they will pursue and reach their goal. Previous studies have shown that positive views and life satisfaction were mediated by self-esteem; in fact studies found that self-esteem plays an important role in influencing

life satisfaction. In the context of online social network use, life satisfaction has been found to have a significant relationship with Facebook use (Valenzuela et al., 2009; Ellison et al., 2007).

In this study life satisfaction among Filipino and South Korean Facebook users will be measured through their Facebook usage. This will allow us to understand the level of differences of life satisfaction between Filipinos and South Koreans. Seligman (2002) postulated that happier people are less focused on the negative, have greater tendency to like other people, and in the process correlates to a higher level of a person's life satisfaction (Seligman, 2002).

**Hypothesis 12:** Facebook usage will significantly influence life satisfaction between South Koreans and Filipino Facebook users.

### 2.5 The research framework of this study

Base on the theoretical framework, figure 1 shows the structure of the model and the hypothesis. There have been no previous research that combine all five factors of cultural dimension as well as the all three factors of social capital. Motivation is categorically describe as seeking friends, seeking social support, seeking entertainment, seeking information and seeking convenience

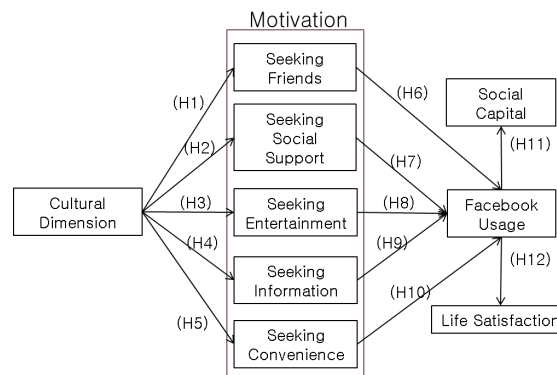


Figure 1: Research Framework

## 3. METHODOLOGY AND MEASUREMENT

### 3.1 Data collection and the samples

In this study we needed two group samples, samples from South Korea and samples from the Philippines, since we are going to compare two nationalities. For the reason that the main aim of this study was to compare two groups, namely South Korean people and Filipinos, careful

examination of data samples were highly valued. To obtain information from the samples a survey questionnaire was used as the data collection instrument, this study used an online survey to obtain data. Doing online surveys has strengths and weaknesses as Evan and Mathur (2005) elaborated thoroughly; online surveys have a global reach, flexibility, speed and timeliness, technological innovation, convenience, ease of data entry and are easy to analysis. The questionnaire was formulated in both English and Korean. A web-link of the online survey questionnaire using Google tools was administered by the researcher, the web-link was then sent to random Filipino and South Korean Facebook users on their message box located in the acquaintance's friend list of the researcher's Facebook account. Respondents are given the assurance that their answers would not be to link to them at the stage of the data analysis in the research, therefore ensuring their anonymity. The measurement instruments of the research model constructs that have long been used in previous research and that have shown high reliability and validity. Therefore, it is reasonable to employ these instruments in this study. A number of constructs and measures were derived from the related literature for the purpose of this study. Furthermore, consistent with research literature, the measurements of the cultural values construct is composed of 25 items derived from Dorfman et al. (1988), Hofstede et al. (2008) and Srite et al. (2006). The measurement of social capital such as the bonding and bridging capital is composed of 10 items adopted from William (2006) internet subscale measures while measurement of maintained capital is composed of a 5 item construct adopted from Ellison et al. (2007). All constructs had minor reconstructions to fit into the research sample. Motivation is measured using uses and gratification theory composed of a 25 item construct adopted from Kim et al. (2011), Papacharissi et al. (2000), and Ko et al. (2005). Facebook usage is measured by an 8 item construct from the Facebook intensity scale developed by Ellison et al. (2007). Lastly, life satisfaction is measured using the Satisfaction with Life Scale developed by Diener et al. (1985). This 5-item scale is among the most widely used measure in psychology to assess global life satisfaction of the respondent in question, this scale had been showing high levels of internal consistency and temporal reliability in many researched (Diener et al., 1991). Responses were obtained on the five points Likert scale, where 1 is labeled (strongly disagree) and 5 is labeled (strongly agree). The number of

respondents yielding from the survey before doing data screening were N=266 Filipino respondents and N= 262 South Korean respondents. In the spanned of one month the survey garnered a response rate of 88% from Filipinos and 87% from South Koreans. Hamilton (2003) postulated that a 30% response rate is the average rate depending on how the researcher administered the survey.

## 4. EMPIRICAL RESULTS

### 4.1 Descriptive and Demographic

The final valid samples after the data screening are N=243 from the Filipino samples and N=235 from the South Korean samples. The descriptive frequency shows that in the population, Filipino respondents were composed of 129 females(53.1%) and 114 male(46.9%). On the other hand South Korean respondents were composed of 129 females (54.9%) and 106 males(45.1%). Filipino respondents were composed of the following ages: under 20 years old, 60(24.7%), 21 - 30 years old, 103(42.4%), 31-30 years old, 49 (20.2%), 41-50 years old, 23(9.5%), and 51 years old and above, 8 (3.3%). The ages group from South Koreans were, 20 years old, 112 (47.7%), 21-30 years old, 85(36.2%), 31-40 years old, 26(36.6%), 41-50 years old is 7(3.0%), and 51 years old and above, 5(2.1%).

Then we also asked them about where they access Facebook. Of the Filipino respondents 116(47.7%) access Facebook at their home computer, while others 23(9.5%) access it at their workplace. Then there are 4(1.6%) who access the internet at their school or university. With the invention of smart mobile phones 92(37.9%) use mobiles to access Facebook. At the very least 8(3.3%) still go to internet cafes to access their Facebook. The majority of South Korean respondents 194(82.6%) access Facebook anywhere using their mobile phone. About 27(11.5%) access in their home, while 13(5.5%) access it in their workplace. Surprisingly only 1(4%) reportedly access it through school/university.

We also checked the intensity of Facebook usage among respondents by asking how many friends they have and how many hours they are actively on Facebook. 128(52.7%) Filipinos reported to have 600 and above friends in their friendlist, 18(7.4%) have 401-500 friends, about 48 (19.8%) have 251-400 friends, and 36(14.8%) have 101-250 friends with the lowest 12(4.9%) with 11-100 friends. On the other hand 25(10.6%) South

Korean reported to have 600 and above friends, while 29(12.3%) have 401-500 friends, 58(24.7%) have 251-400 friends on their friendlist, and 67(28.5%) have 101-250 friends, 50(21.3%) have 11-100 friends and 6(2.6%) have 6 friends. From the South Korean respondents 123(52.3%) spend about less than 1 hour on Facebook, about 78(33.2%) spend about 1-2 hours, about 25 (10.6%) spend 3-4 hours and 9(3.8%) spend more than 5 hours on it a day. For Filipino respondents only 23(9.5%) spend less than 1 hour on Facebook, there are 75(30.9%) spend 1-2 hours same goes for 3-4 hours 75(30.9%) spent in Facebook and about 70(28.8%) spend more than 5 hours on Facebook.

600 above	25	10.6	128	52.7
<b>Time Spent on Facebook</b>				
less than 1 hour	123	52.3	23	9.5
1 - 2 hours	78	33.2	75	30.9
3 - 4 hours	25	10.6	75	30.9
more than 5 hours	9	3.8	70	28.8

Table 1: Demographic Table .

Gender Difference	South Korean		Filipino	
	Frequency	Percent	Frequency	Percent
Female	129	54.9	129	53.1
Male	106	45.1	114	46.9
<b>Age Group Gap Difference</b>				
under 20 years old	112	47.7	60	24.7
21 - 30 years old	85	36.2	103	42.4
31 - 40 years old	26	11.1	49	20.2
41 - 50 years old	7	3.0	23	9.5
51 years old and above	5	2.1	8	3.3
<b>Place to Access Facebook</b>				
Home	27	11.5	116	47.7
Workplace	13	5.5	23	9.5
School/University	0	0	4	1.6
Anywhere (mobile)	195	83.0	92	37.9
Internet Cafe	0	0	8	3.3
<b>Number of Facebook Friends Difference</b>				
11 – 100	56	23.9	13	5.3
101 – 250	67	28.5	36	14.8
251 - 400	58	24.7	48	19.8
401 - 500	29	12.3	18	7.4

#### 4.2 Exploratory Factor Analysis (EFA), Adequacy, Reliability and Validity Test

The To examine the data for further analysis, we conducted an EFA using Maximum Likelihood with Promax rotation to see if the observed variables loaded together as expected and to examine the data, if they were adequately correlated, met the certain criteria of reliability and validity (Gaskin, 2013). Maximum Likelihood Estimation was selected for this analysis in order to determine unique variance among items and the correlation between all the factors. We also wanted to remain consistent with our subsequent analysis in my confirmatory factor analysis (CFA). Another reason for using maximum likelihood is that, ML provides goodness of fit test for the factor solution. Since I am dealing with a sample size over 200 it is quite appropriation to use promax as rotation because of its ability to handle large datasets (N=243 for Filipinos and N=235 for South Koreans) and promax can account for the correlated factors (Gaskin, 2013). The initial EFA 15 factor solution, as expected in the proposed model result shows that a second order factor must be applied due to the multiple items significantly loading only to the first, second, and third factor. So, a second order factor has to be constructed and these are the constructs under cultural dimensions and the construct under social capital. Therefore, both dataset Filipino samples and South Korean samples were processed in the same procedure. A total of six separate EFA's was performed for the two data sets to get the factor structures for both data samples.

In order to identify if the dataset adequately qualifies for further analysis, a KMO and Bartlett's test for sampling adequacy was performed. This is the recommendation of Lewis et al. (2005) to obtain the Kaiser-Mayer-Olkin (KMO) and the Bartlett's test of Sphericity to see the adequacy of the dataset. Kaizer (1974), recommended a value of 0.70 or above to be considered adequate. Both the cultural dimension constructs on Filipino and South Korean samples

are roughly at the cut-off value at .803 and .762 respectively. While the social capital construct for Filipino samples is significantly high at .945 and the South Korean samples are also significant .803 both clearly show adequate variance and are ready

for further factor analysis. The same goes for U&G motivation, Facebook usage, and life satisfaction combined. It produced a high significant KMO at .937 from the Filipino samples and .806 from the South Korean samples. For this paper Cronbach's alphas for extracted factors are shown in the table below along with their specifications. All factors are reflective because their indicators are highly correlated and are largely interchangeable (Jarvis et al., 2003, Gaskin, 2012). As it shows, most of the alpha's obtained were above 0.70 except for "individualism/collectivism" from the Philippines dataset which has a Cronbach's alphas of .691 while in South Korea the dataset "bonding social capital" has a Cronbach's alpha of .623. These results indicate adequate reliability with minor caution in interpretation. For this research, the factors demonstrate sufficient convergent validity, as their loadings of the pattern matrix were all

above the recommended minimum threshold of 0.4. This paper is considering the recommended correlation coefficient of 0.30 by Tabachnick et al. (2007) and Hair et al. (1998).

Table 2: Reliability Score of Cronbach's Alpha.

Construct Items	Cronbach's Alpha (Filipino)	Construct Label	Cronbach's Alpha (South Korea)	Construct Items
6	.925	Facebook Usage	.844	6
5	.916	Seeking Social Support	.843	5
5	.894	Life Satisfaction	.827	5
3	.871	Seeking Entertainment	.841	4
4	.908	Seeking Information	.904	3
5	.876	Seeking Friends	.887	3
3	.914	Seeking Convenience	.905	3
4	.773	Long/Short Term Orientation	.805	4
3	.742	Masculinity/Femininity	.788	3
2	.778	Uncertainty Avoidance	.835	2
3	.691	Individualism/Collectivism	.869	3
4	.860	Power Distance	.734	2
5	.937	Bridging Social Capital	.774	4

3	.819	Bonding Social Capital	.623	3
3	.881	Maintained Social Capital	.804	3

### 4.3 Confirmatory Factor Analysis, Assessing the Model Fit

The To further test the datasets, we conducted a confirmatory factor analysis (CFA) to get the whole presentation of the specified model's construct and its interrelationship. Through this process we can determine whether CFA measures (model fit) support my proposed hypothesis and proposed model constructs. In performing confirmatory analysis we used structural equation modeling (SEM) using AMOS version 21 to measure the measurement model and to get the significant coefficients through structural aspects of the proposed model. The structural modeling base was contracted on the pattern matrix taken from the EFA performed in the previous analysis. Then we run the first confirmatory factor analysis and obtained the initial fit from the Filipinos as follows : cmin/df = 1.902, RMR = .093, GFI = .705, IFI = .872, TLI = .861, CFI = .871, RMSEA = .061, PCLOSE = .000 and SRMR = .0717. For the South Korean samples I also ran the same procedure and the initial measurement model fit was as follows: cmin/df = 1.812, RMR = .070, GFI = .723, IFI = .816, TLI = .799, CFI = .813, RMSEA = .059, PCLOSE = .000 and SRMR = .0764. As we can see from the initial measurement model fit from both group samples it can be said that there is a partial mediocre model fit in each group. It was established also that there is still room for improvements by looking at the modification indices, filtering items with loadings by removing them in the process.

Seen in Table 3 indicates that the goodness of fit for our measurement model is sufficient or in the sense a good enough fit as most of the observed values are in or near enough to the recommended thresholds. Researchers postulated that the statistics Non-Normed Fit Index (NNFI), Comparative Fit Index (CFI), and LISREL: Goodness of Fix Index (GFI) and Adjusted Goodness of Fix Index (AGFI) should reach the values above or very close to the value of 0.9 so that it would be properly considered to have goodness of fit of the model (Valkenburg et al., 2006; Uriel, 2005; Bentler, 1990). In this study the value of GFI does not reach the specified value of recommendation, however near enough to be considered to have a good fit.



Table 3: Model Fit for Filipino and Korean Construct.

Metric	Model fit for Filipino Construct	Model fit for South Korean Construct	Recommended
	Observe value	Observe value	
cmin/df	<b>1.541</b>	<b>1.395</b>	Between 1 and 3
IFI	<b>0.950</b>	<b>0.941</b>	>0.90
GFI	<b>0.834</b>	<b>0.838</b>	>0.90
TLI	<b>0.939</b>	<b>0.928</b>	>0.90
CFI	<b>0.949</b>	<b>0.939</b>	>0.90
RMSEA	<b>0.047</b>	<b>0.041</b>	<0.060
PCLOSE	<b>0.786</b>	<b>0.995</b>	>0.50
RMR	<b>0.050</b>	<b>0.044</b>	<0.090
SRMR	<b>0.0494</b>	<b>0.0559</b>	<0.090

Note: Recommended threshold of the model fit was adopted form (Hu & Bentler, 1999).

#### 4.4 Validity and Reliability Test

To test for convergent validity and reliability the AVE., was calculated using the stats tool package developed by Gaskin (2012). With the same procedures for Filipino and South Korean construct were processed. All factor averages were above the minimum threshold of 0.50 except for the Cultural Dimension construct in both groups where it was below boarder line of the threshold, with 0.492 from Filipinos and 0.427 from South Koreans. However, this kind of issue was elaborated on by Fornell and Larcker (1981) in their paper. According to them, if the AVE. is less than 0.5, but the composite reliability is higher than 0.6, the convergent validity of the construct is still adequate. As we can see in Table 4 and Table 5 all factors are correlated with other factors in the model, and because the reliability score was greater than 0.700, we can say that we have a reliable, convergent and distinct construct within the proposed model. To test for discriminant validity we compared the square root of the AVE (on the diagonal in the matrix below) to all inter-factor correlations. All factors demonstrated adequate discriminant validity because the diagonal values are greater than the correlations. The composite reliability for each factor shows a minimum threshold of 0.70 has been achieved, indicating we have good reliability in our factors **Table 6**.

Table 4: Factor Loading for Filipino Constructs

	Facto r 1	Facto r 2	Facto r 3	Facto r 4	Facto r 5	Facto r 6	Facto r 7	Facto r 8	Facto r 9
	SOC	FBU	LS	SSS	SE	SI	SF	SCO	CUD
<b>SOC</b>	<b>0.925</b>								
<b>FBU</b>	0.831	<b>0.858</b>							
<b>LS</b>	0.596	0.612	<b>0.822</b>						
<b>SSS</b>	0.442	0.481	0.270	<b>0.826</b>					
<b>SE</b>	0.772	0.711	0.539	0.527	<b>0.825</b>				
<b>SI</b>	0.859	0.632	0.508	0.440	0.680	<b>0.894</b>			
<b>SF</b>	0.658	0.602	0.383	0.605	0.657	0.545	<b>0.806</b>		
<b>SCO</b>	0.788	0.777	0.569	0.520	0.785	0.685	0.645	<b>0.870</b>	
<b>CUD</b>	0.459	0.430	0.428	0.475	0.506	0.444	0.503	0.408	<b>0.701</b>

Note: SOC = Social Capital, FBU = Facebook usage, LS = Life Satisfaction, SSS = Seeking Social Support, SE = Seeking Entertainment, SI = Seeking Information, SF = Seeking Friend, SCO = Seeking Convenience, CUD = Cultural Dimension, \* square root of AVE

Table 5: Factor Loading for South Korean Constructs

	Facto r 1	Facto r 2	Facto r 3	Facto r 4	Facto r 5	Facto r 6	Facto r 7	Facto r 8	Facto r 9
	SF	FBU	SSS	SE	SI	LS	SCO	CUD	SOC
<b>SF</b>	<b>0.804</b>								
<b>FBU</b>	0.313	<b>0.730</b>							
<b>SSS</b>	0.193	0.398	<b>0.730</b>						
<b>SE</b>	0.163	0.477	0.378	<b>0.758</b>					
<b>SI</b>	0.165	0.363	0.066	0.295	<b>0.881</b>				
<b>LS</b>	-	0.043	0.166	0.089	0.168	0.045	<b>0.736</b>		
<b>SCO</b>	0.329	0.381	0.250	0.259	0.137	0.132	0.132	<b>0.876</b>	
<b>CUD</b>	0.193	0.164	0.086	0.162	0.056	0.107	0.278	0.654	
<b>SOC</b>	0.273	0.700	0.358	0.460	0.506	0.276	0.357	0.191	<b>0.724</b>

Note: SF = Seeking Friends, FBU = Facebook usage, SSS = Seeking Social Support, SE = Seeking Entertainment, SI = Seeking Information, LS = Life Satisfaction, SCO = Seeking Convenience, CUD = Cultural Dimension, SOC = Social Capital, \* square root of AVE

Table 6: Validity and Reliability for Measurement Model Fit

Construct name	Filipino		South Korean	
	CR	AVE	CR	AVE
Cultural Dimension	0.826	0.492	0.785	0.427
Seeking Friends	0.847	0.649	0.843	0.646
Seeking Social Support	0.895	0.682	0.819	0.534
Seeking Entertainment	0.864	0.681	0.843	0.575
Seeking Information	0.923	0.800	0.911	0.776
Seeking Convenience	0.861	0.757	0.908	0.767
Facebook Usage	0.918	0.737	0.820	0.533
Social Capital	0.947	0.855	0.768	0.525
Life Satisfaction	0.892	0.675	0.823	0.541

Note: CR = Composite Reliability, AVE = Average Variance Extracted

#### 4.5 Assessing the Structural Model Analysis and Hypothesis Testing

To assess the magnitude effect of the sample sizes to the proposed model. Structural equation modeling (SEM) is a powerful model to use for multiple regressions, path analysis, factor

analysis and time series analysis. It is also the best way to test for modeling of interaction, nonlinearities, correlated independents, measurement of error, correlated error term. SEM has the substantial ability to model relationships among multiple predicators and multiple criterion variables (Chin, 1998). Structural equation modeling was used because of its ability to examine multiple relationships of dependences simultaneously, especially when indirect and direct effects are present among the constructs within the proposed model (Hair et al., 2006). In this paper, the structural model analysis was performed using AMOS ver. 21. Figure 2 and Figure 3 highlight the path coefficient of the proposed model for the Korean and Filipino construct.

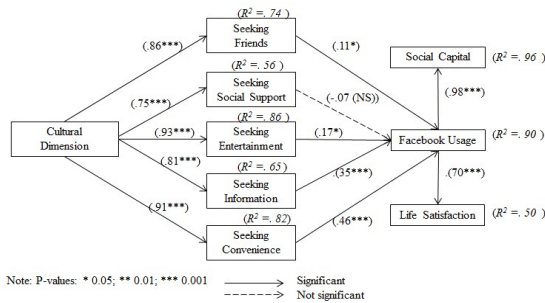


Figure 2: Structural Model with Path Coefficient (Filipinos)

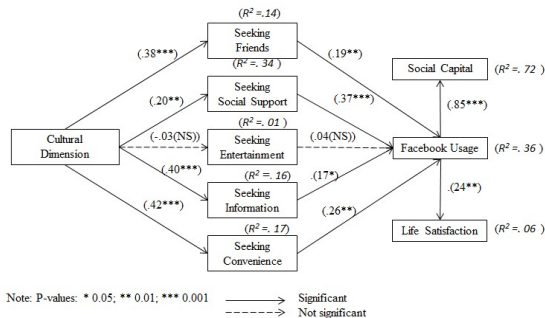


Figure 3: Structural Model with Path Coefficient (Koreans)

Table 7: Latent Composite Structural Model, Path, t and p Values.

	Regression Path	Filipino			South Korean		
		Path	t-value	p-value	Path	t-value	p-value
H 1	CUD-> SF	0.86	26.324	.001	0.38	6.271	.001
H 2	CUD-> SSS	0.75	17.506	.001	0.20	3.062	.001
H	CUD->	0.93	37.9	.001	-0.03	-	.69

3	> SE		88			.409	2
H 4	CUD-> SI	0.81	21.294	.001	0.40	6.599	.001
H 5	CUD-> SCO	0.91	33.147	.001	0.42	6.995	.001
H 6	SF-> FBU	0.11	3.164	.013	0.19	3.218	.001
H 7	SSS-> FBU	-0.07	-2.358	.027	0.37	6.754	.001
H 8	SE-> FBU	0.17	4.185	.001	-0.04	-.776	.443
H 9	SI-> FBU	0.35	11.174	.001	0.17	2.985	.001
H 10	SCO-> FBU	0.46	11.695	.001	0.26	4.484	.001
H 11	FBU-> SOC	0.98	78.310	.001	0.85	25.25	.001
H 12	FBU-> LS	0.70	15.287	.001	0.24	3.849	.001

Note: SF= Seeking Friends, SSS = Seeking Social Support, SE = Seeking Entertainment, SI = Seeking Information, SCO= Seeking Convenience, FBU = Facebook usage, SOC = Social Capital, LS = Life Satisfaction, CUD = Cultural Dimension

Table 8: Hypothesis Testing Result

Description	Results	
	Filipinos	South Koreans
H1 Cultural dimensions will significantly influence seeking Friends	Supported	Supported
H2 Cultural dimensions will significantly influence seeking social support	Supported	Supported
H3 Cultural dimensions will significantly influence seeking entertainment	Supported	Not Supported
H4 Cultural dimensions will significantly influence seeking information	Supported	Supported
H5 Cultural dimensions will significantly influence seeking convenience	Supported	Supported
H6 The need for seeking friends will significantly motivate South Koreans / Filipinos to use Facebook.	Supported	Supported
H7 The need for seeking social support significantly influence South Koreans / Filipinos to use Facebook.	Not Supported	Supported

H8	The need for seeking entertainment will significantly influence South Koreans/Filipinos to use Facebook.	Supported	<i>Not Supported</i>
H9	The need for seeking information will significantly influence South Koreans / Filipinos to use Facebook.	Supported	Supported
H10	The need for seeking convenience will significantly influence South Koreans / Filipinos to use Facebook.	Supported	Supported
H11	Facebook usage will significantly influence social capital among South Koreans and Filipino Facebook users.	Supported	Supported
H12	Facebook usage will significantly influence life satisfaction among South Koreans and Filipino Facebook users.	Supported	Supported

The hypothesis can be assessed by simply looking at the parameters provided by structural models. We also want to see the R2 values of the dependent variables that represent the predictive measure of the proposed model and the standardized path coefficient indicates the strength of the relationship between the independent and the dependent variables (Chin, 1998). The criterion of Falk and Miller (2000) suggest that the R2 value of a dependent variable should be at least 10 percent in variance so that it would have a meaningful interpretation and would demonstrate explanatory power. For this research the R2 values of both structural construct shows significantly except for seeking friend in Korean construct. The result of the structural model in **Table 7 and Table 8** shows that the hypothesis are significant except for hypothesis H3 “seeking social support to Facebook use” in Filipino construct side reported was not significant as well in hypothesis H1c cultural dimension to seeking entertainment and H4 seeking entertainment to Facebook use in Korean construct side also reported were not significant.

#### 4.6 Addressing Research Questions

To address the first research question “Is the difference of cultural dimensions between South Korea and the Philippines related to relationships with identified U&G motivations to use Facebook? The answer is “yes”, for Filipinos, cultural dimension relates to all motives to use Facebook, all coefficients towards motivation has a high beta coefficient ranging from  $\beta = .75$  to  $.93$

with t values ranging from 17.506 to 33.147, thus indicating high significant relationships. On the other hand, for South Koreans, cultural dimension relates except for seeking entertainment where the beta coefficient is not significant because it only has a  $\beta = -.03$ , the rest of the coefficients ranged from  $\beta = .20$  to  $.42$  with t values ranging from 3.062 to 6.995, indicating high significant relationships towards motivations. It is clear in the path diagram that although both sample groups produced significant values of coefficients the degree is significantly different from each other.

The second question is, “What is the primary motivation for using Facebook among Filipinos and South Koreans? Are there any relative differences in motivations to use Facebook between the two sample groups?” Among the five identified uses and gratification motivation, seeking social support reported not significant while the other four came out as the motivators among Filipinos to use Facebook. The degree of significance is quiet surprising, seeking convenience turned out to be the primary motivation with the highest degree of coefficients followed by seeking information, then seeking entertainment, lastly seeking friends. On the South Korean side, we observed that seeking entertainment reported not significant among the five motivation construct. The others came out significantly high in coefficients. Seeking social support reported as the primary motivation followed by seeking convenience, then seeking friends and lastly seeking information. We can says that yes there are significant difference in the degrees of each motivation as is shown in the path diagram of the proposed model, each sample group has unique levels of motivation. The third question to address is “Does Facebook usage relate to the social capital and life satisfaction of Filipinos and South Koreans?” As we can see in the path diagram, Facebook usage does significantly relate to the social capital of Filipinos and South Koreans, and Facebook usage also relate to the life satisfaction of Filipinos and South Koreans. This result reaffirms previous research of Ellison et al. (2007) and Valenzuela et al. (2009) that Facebook usage enhances social capital and life satisfaction. The path coefficients for both Filipinos and South Koreans obtained were highly significant, which means Facebook usage does increase social capital between Filipinos and South Koreans.

## 5. DISCUSSION

First, the paper looked at the affecting result of cultural dimensions toward motivations

and compared the path coefficient of the result by elaborating the sequence of the results base on the degree of the beta coefficients. From the Filipino side, cultural dimension has the highest significant coefficient of ( $\beta=.93$  with  $R^2$  of .86) towards seeking entertainment. What this means is that Filipinos culturally perceive any form of social network sites as a form of entertainment, a place where they feel and want to be entertained. On the other hand, South Korean, culture has the highest influence on seeking convenience with the coefficient of ( $\beta=.42$  with  $R^2$  of .17). This without a doubt shows that South Korea places high value in the culture of convenience. This can be seen in everyday life in South Korea, from ordering food, delivery services, restaurants, public transportation, health and other public services, access to education such as schools and private academies, internet access and the convenience of technological advancements. Second, cultural dimension has a beta coefficient of ( $\beta=.91$  with  $R^2$  of .82) towards seeking convenience from the Filipino side while on the South Korean side a beta coefficient of ( $\beta=.40$  with  $R^2$  of .16) has been reported on seeking information. For Filipino culture, convenience is somewhat hard to come by, economic and industrial progress is far more different from its counterpart South Korea. South Korean technological advancements have been embedded in their culture and new social media is much stronger and contributed in a variety of ways. We can see this in Korean blogs, websites, and online cafes which are very popular in Korea. For Koreans, browsing their favorite social network sites for information is just a normal everyday activity in their online engagement. Third, the study also found that cultural dimension predicting seeking information has a beta coefficient of ( $\beta=.81$  with  $R^2$  of .65) from the Filipino side while on the South Korean side beta coefficient of ( $\beta=.38$  with  $R^2$  of .14) towards seeking friends was found. Filipinos are not totally different from South Koreans in terms of cultural information seeking behavior. Filipinos like to seek information regarding the current affairs of the country, entertainment, showbiz and sports. But most especially information about their loved ones abroad. Although the result of the study suggests that cultural dimensions influence seeking friends among Koreans, South Korean demographic results on the number of Facebook friends they have with more than 600 friends on their list is only 10.6% compare to Filipinos with 52.7% Table 1. This result suggests that South Koreans most likely value relationship from close ties. Nevertheless, as

a homogeneous society Koreans tend to seek friends online, so this goes against their only valuing close-tie relationships. Fourth, cultural dimension has a beta coefficient of ( $\beta=.86$  with  $R^2$  of .74) towards seeking friends from the Filipino side, while from the South Korean side seeking social support has a beta coefficient of ( $\beta=.20$  with  $R^2$  of .34). For Filipinos, making new friends is part of the culture, being friendly and open for interaction, the language is not much of a problem for Filipinos to interact with people from another country. Filipinos are hospitable and always open to engage in any conversation with strangers, this is probably one of the cultural differences between South Koreans and Filipinos. Table 1 shows that 52.7% of Filipinos have more than 600 friends in their friend-list, evidently suggesting that Filipinos are more open to engaging in online relationships through friendship. For South Koreans, cultural dimensions significantly influence seeking social support. As it was mentioned earlier, Korea is a collectivist homogeneous society where members of the inner circle are the foundation of the relationship. Also, the nationalistic culture among South Koreans is by far one of the strongest among Asian countries. There is no doubt that South Koreans put more on weight on obtaining social support from their existing social relationship. Fifth, cultural dimension has a beta coefficient of ( $\beta=.75$  with  $R^2$  of .56) predicting seeking social support on the Filipino side while a beta coefficient of ( $\beta=-.03$  with  $R^2$  of .01) was reported on seeking entertainment from the South Korean side. Filipino culture is also centered in the foundation of the family. The cultural conceptualization of social support among Filipinos is mainly a hands-on support from the family. For Koreans, entertainment culture has evolved from traditions to K-pop, Korean Hallyu and online virtual games.

Uses and gratification motivation were identified as the reasons for using Facebook and these were seeking friends, seeking social support, seeking entertainment, seeking information, and seeking convenience. Firstly, the motivation seeking convenience came out as the primary motives for Filipinos with a strong significant relationship to Facebook usage. This means that Filipinos have a high level of perception towards Facebook's technological capabilities and the gratification that it can offer to its users. For South Koreans, seeking social support is the primary motive which has a strong significant relationship to Facebook usage. The results of this study coincide with the study of Kim et al. (2011) on motivation to use SNS. Secondly, the motivation

with high significance is seeking information; this means that Filipinos tend to access their Facebook to get updated in any useful information that has been shared into their Facebook timeline or from the Facebook feeds. On the other hand South Koreans seeking convenience is the second motivation for Facebook usage, again coinciding with previous study Kim et al. (2011) indicating that seeking convenience has a strong relationship towards Facebook use. Thirdly, the motivation with significance seeking entertainment; this means that Filipinos viewed Facebook as a source of enjoyment, one of their hobbies, and a platform for their self-expression to be entertained. For South Koreans seeking information is the third highest motivation. Contrary to the findings of Kim et al. (2011) where seeking information is not significant in their study; our findings reveal that South Koreans do in fact seek information through Facebook, this information may be in the form of news articles, showbiz, trending fashions or any information that would be useful for them in any way. Fourthly, the motivation with high significance is seeking friends; this means that Filipinos are always active to seek new friends and connect to others with common interest in the virtual world. From the South Koreans the fourth highest motivation is also seeking friends; this also coincide with the study of Kim et al. (2011) that South Koreans seeking friends has a significant relationship. Fifthly, the motivation which is seeking social support showed a non-significant motivation toward Facebook usage. This means that Filipinos do not perceive Facebook as a place to seek social support. This result is opposite to the findings of Riding and Gefen (2004) that social support is one the most central motives to join a virtual community. It is also a contradictory result to the study of Kim et al. (2011) findings. According to Hechanova et al. (2013), it is said that for Filipinos, family members and friends are seen as the primary sources of social support. Another reason for reluctance to seek online counseling may be due to the Filipino value of “hiya” or shame, this is an act of a person behaving in such a way that it could ruin ones pride or damage the family’s reputation if one discusses personal problems to strangers (Hechanova et al., 2013). The same goes for the South Korean side. Seeking entertainment is not significant which again re affirmed the results of Kim et al. (2011) study on SNS motivations. This is mean that South Koreans does not percept Facebook as a means for entertainment, a source of enjoyment and their activity on Facebook may not be the same as for Filipinos who enjoy Facebook

features as much as the free variety of games and utility applications are available on Facebook. This is a good future research topic to be discussed on Facebook user’s daily activities. Social capital was significantly supported by Facebook usage, this means that Filipino and South Korean individual social capital will enhanced every time they use Facebook. It increases their social relationship with others online, it strengthens their bonding between friends, family, it will also give them a chance to reconnect with those lost ties, and be able to maintain existing ties. Life satisfaction was also significant for Filipinos and South Koreans predicted by Facebook usage. These results were very much consistent with the study of Ellison et al. (2007) and Valenzuela et al. (2009) that Facebook usage enhanced student’s social capital and mediate life satisfaction. We would like to give importance that in this study for instance where social support is non-significant among Filipinos, it interestingly it is the primary motive to use Facebook among South Koreans. On the contrary, seeking entertainment is not significant among South Koreans but significant among Filipinos. To put it simple, South Koreans do not perceive Facebook as a platform for entertainment, conversely Filipinos do perceive Facebook as a platform for entertainment, but they do not perceive Facebook as a platform for social support.

### 5.1 Implication of the Study

To This research study postulated the importance of cultural difference, uses and gratification motivations, social capital and life satisfaction in analyzing Filipinos and South Korean Facebook usage. This study claims that the awareness of cultural influence on motivation to use Facebook can highlight our understanding of global interactions through Facebook, where it effectively connects and reconnect users around the world. Most social networks sites are based only on one’s home country, which only targets local users, however, in the virtual world of the internet, the world itself is becoming more borderless as more people become more connected throughout the world; social network makers should provide needs to facilitate users from different backgrounds; social network sites must be ready to open their doors to international users as well. Social network makers should evaluate their business processes and they should not only identify the right features to establish, but also consider delivery method that can support these processes for the satisfaction of the users. The research suggests that social network maker’s decisions should determine the following: What features and design can be done to motivate

users to maintain engagement to the site, likewise what features and design can be done to motivate those non-users to use the site? When should a social network features be release? Where can it be release? These suggestions may guide social network makers and managers to create strategic plans for business success.

## 5.2 Limitation of the Study and Future Research

The major limitation about this study is that it only focused on a single point and it only tested a linear hypotheses. The assumption has been made that a complex hypothesis may have given the research an undesirable result; but then again it could be the other way around; so we cannot establish strong causality. Secondly, in the ability to assess the effect of Facebook members who participated in the survey, there is a chance that respondents may have mis-reported their perceptions on the subject matter or in the demographic information since the survey was done online. Another limitation of the study was that cultural descriptions of the samples were not used in the regression analysis as a control or mediator, therefore, the effect of demographic size could not properly be drawn to the regression analysis. Therefore, we strongly recommend extending this study so that it's possible for the demographic factor be included into the regression to see the further impact of culture to Facebook motivation and usage. It is also recommended a future study in the context of South Korean and Filipino Facebook users to study their daily activity on Facebook and the impact of these activities into their lives should be carried out.

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