

## SELF-DISCLOSURE ON SOCIAL NETWORK SITES IN ADOLESCENTS: THE EXPLORATORY STUDY OF THAI STUDENTS

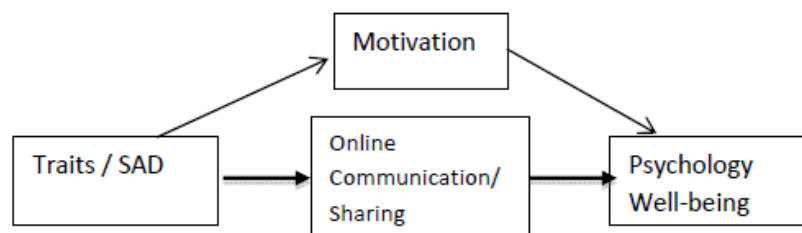
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### ABSTRACT

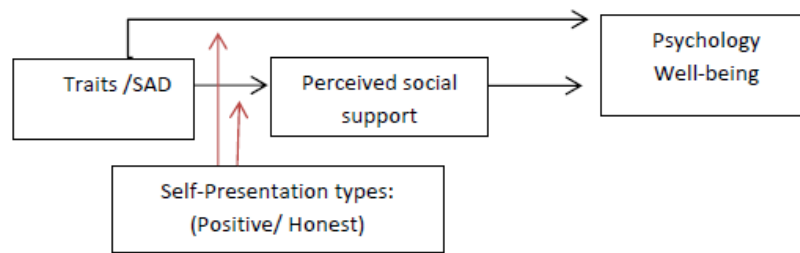
**Purpose:** Online media increase popularity among adolescent as they are growing up with the development of technology, particularly “Internet”. Adolescent has higher rate of using Internet and email as source of information in comparison to other age group (world value survey collected during 2005-2007). Social Network sites (SNS) received popularity among these adolescents. They are transforming the nature of social relations (Greenfield at al. 2012). Recent studies show the positive side of using SNS such as facebook, which lead to improvement in psychological well being via emotional sharing (Buechel and Berger 2012) and through perceived social support (Kim and Lee 2011). This study aims at extent the current research by examining the effect of how communication and sharing strategies (positive vs. honest) lead to psychology well being among individual from different traits. (Introvert vs. extrovert).

### Theoretical Framework 1



We posit that introvert individuals psychology well being will be enhance by online communication/ sharing. This effect is mediated by their motivation for using social network sits (SNS).

## Theoretical Framework 2



We posit that effect of positive self presentation is directly lead to improving psychology well-being, while the effect of honest self presentation is mediated by perceive social support. We predict that the degree of effect is varies on traits of individual.

**Design/ Mythology/ Approach:** Participants were high school students from two schools located in different part of Bangkok,

Thailand. We held a meeting with school research department and inform teacher the procedure. Students need to fill out 7 points, Likert-type format questionnaires and hand in to their class teacher in exchange for a gift. The questionnaire includes the several questions such as; “Motivation for using SNS”, which consists of twenty items, which can be divided into 3 subscales including (Self presenting, keep up with trend, information sharing and storage, entertainment, and showoff) with the alpha reliabilities of 0.863, .743, .836, .856, and .839 respectively. (We test for test for the reliability of our instrument, please see more detail in the appendix.)

**Finding:** The preliminary analysis shows that participants were 376 students; 210 students from a vocational school in a less affluent area of Bangkok and 166 students from an elite high school in the central business district of Bangkok. 95% of the participants were between 16-17 years old. Participants engage in various social network sites activities including chat, chatroom, bulletin board, blog, social network sites, and online games. The correlation analysis shows association among variables we are interested in such as traits, motivations, self-disclosure, and psychological well-being.

**Limitations:** Since this study was on the exploratory stage. Long-term research programs studying should

detect the change in adolescent’s psychological well-being overtime with respect to the degree of social network sites usage to capture the casual effect.

**Implication:** Social Media Marketing received popularity in recent year. Understanding the motivation and consequences of consumer engagement in SNS could help firms design appropriate relationship marketing tools that could involve with consumer self disclosure.

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## Appendix I Scales

Question	Scale (Adapted from)	Reliability Test
<b>Part I Internet Usage</b>		
a. Form of Use	"Online service adoption likelihood (1999)", Carolyn A. Lin	
b. Frequency of use	"Adolescents online communication usage", Patti M. Valkenburg (2007)	
c. Motivation of Internet usage (8 items scales)	Marketing Scale Handbook: Reference, Lin, Carolyn A. (1999, 2000) alpha .91	
<b>Part II Self Disclosure in Social Network</b>		
d. Communication with friends (Private vs. public)	Adapted from "Communication with friends scales", Adriana M. Manago, Tamara Taylor, and Patricia M. Greenfield (2012)	Alpha = .877 6 items, one component
e. Motivation for Self disclosure Scales	Adapted from "Motivation and consequence for Self disclosure Scales", Soo Hee Lee, Seunghee Im, and Charles R. Taylor (2008)	1. Self presentation .863 (6 items) 2. Keep up with trend .743 (3 items) 3. Info storage sharing .836 (5 items) 4. Entertainment .856 (3 items) 5. Showoff .839 (3 items)
f. Positive self disclosure and Honest self discloser	Adapted from "self presentation scale", Jung Hyun Kim and Jong Eun Roselyn Lee (2011)	Positive Alpha = .734, 5 items, one component Honest Alpha = .865, 2 items, one component
g. Perceive social support	Adapted from "Multidimensional scale of perceived social support", Zimet, Dahlem, Zimet & Fareley (1988)	Alpha = .853, 6 items (friends) and Alpha = .795, 3 items (family)
h. Consequence for Self disclosure Scales	Adapted from "Motivation and consequence for Self disclosure Scales", Soo Hee Lee, Seunghee Im, and Charles R. Taylor (2008)	1. Relationship management = .886 (4 items) 2. Psychology well being = .901 (3 items) 3. Habitual = .893 (3 items)
<b>Part III Personality/ Trait/ Self esteem/ Social anxiety</b>		
j. Personality (10 items)	Adapted from Hand book of marketing scales, William O. Bearden et al. (3rd edition 2011)	Extravert (5 items) = .749 Aggressive (3 items) = .517 Introvert (2 items) = .416
k. self esteem (10 - items)	Adapted from Rosenberg's self esteem scale (1965)	Alpha = .738 (5 items)
l. social anxiety (Fear of Negativity -FNE, Social avoidance and Distress - SAD)	Adapted from "Social Anxiety Scale for Children-Revise (SASC-R)" Annette M. La Greca and Wendy L. Stone (1993)	SAD New = .85 (4 items) SAD General = .847 (4 items) FNE = .868 (7 items)



## Appendix II *Instrumental Testing*

***Ten Items Personality Inventories (TIPI)*** consists of ten items referring traits and characteristic of individual (e.g. Warm, Careless, and Conventional). We can divide into 3 subscales. However, we will focus on two dimensions, “Extrovert (e.g. extraverted, enthusiastic)” and “Introvert (Conventional, reserved)” with Alpha reliabilities of .75 and .42 respectively. ***ii) Social Avoidance and Distress (SAD)*** consists of eight items referring to in group and out group social avoidance, which can divided in to two subscales with alpha of .85 and .847 respectively. ***iii) Self esteem (adapted from Rosenberg, 1965)*** we select 5 items with alpha =.738. ***iv) Communication with friends*** consists of six items referring to how frequent individual communicate with friends n public and private. The alpha reliabilities is 0.877. ***v) Motivation for self-disclosure*** consists of twenty items, which can be divided into 3 subscales including (Self presenting, keep up with trend, information sharing and storage, entertainment, and showoff) with the alpha reliabilities of 0.863, .743, .836, .856, and .839 respectively ***vi) Self Presentation (Adapt from Lee, Im, and Taylor, 2008)*** consists of 7 items, 2 subscales; “Positive self-disclosure” with alpha of .734 and “Honest self disclosure” with alpha of .865. ***vii) Perceive social support (Adapt from Zimet et al., 1988)*** consists of 9 items, 2 subscales; “Friends” with alpha of .853 and “Family” with alpha of .795. ***viii) Psychology Well-being*** consists of 3 items with alpha of .901.

## Appendix II Correlation Analysis

		Correlations Analysis											
		Positive self presentation	Honest self presentation	Perceived social sup. friends	Perceived social sup. family	Consequence Relationship Mbro	Consequence PWB	Consequence Habit	FNE	Self Esteem	Trait Extrovert	Trait Agg	Trait Introvert
Positive self presentation	Pearson Correlation	1	.567**	.426**	.255**	.629**	.514**	.563**	.273**	.352**	.407**	.239**	.183**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002
	N	277	277	273	277	273	275	274	274	269	276	276	276
Honest self presentation	Pearson Correlation	.567**	1	.230**	.060	.509**	.484**	.538**	.156**	.260**	.235**	.153**	.040
	Sig. (2-tailed)	.000		.000	.250	.000	.000	.000	.003	.000	.000	.003	.442
	N	277	373	367	372	367	371	368	369	363	372	372	371
Perceived social support_friends	Pearson Correlation	.426**	.230**	1	.570**	.441**	.365**	.209**	.053	.441**	.499**	.148**	.137**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.310	.000	.000	.004	.009
	N	273	367	370	369	364	368	365	366	360	369	369	368
Perceived social support_family	Pearson Correlation	.255**	.060	.570**	1	.173**	.184**	-.027	-.034	.374**	.354**	.075	.101
	Sig. (2-tailed)	.000	.250	.000		.001	.000	.610	.515	.000	.000	.147	.050
	N	277	372	369	375	369	373	370	371	365	374	374	373
Consequence Relationship Mbro	Pearson Correlation	.629**	.509**	.441**	.173**	1	.783**	.565**	.203**	.402**	.435**	.182**	.196**
	Sig. (2-tailed)	.000	.000	.000	.001		.000	.000	.000	.000	.000	.000	.000
	N	273	367	364	369	370	368	365	366	360	369	369	368
Consequence PWB	Pearson Correlation	.514**	.484**	.365**	.184**	.783**	1	.471**	.191**	.293**	.344**	.155**	.132**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.003	.011
	N	275	371	368	373	368	374	369	370	365	373	373	372
Consequence Habit	Pearson Correlation	.563**	.538**	.209**	-.027	.565**	.471**	1	.220**	.199**	.290**	.196**	.202**
	Sig. (2-tailed)	.000	.000	.000	.610	.000	.000		.000	.000	.000	.000	.000
	N	274	368	365	370	365	369	371	367	361	370	370	369
Fear of Negative Evaluation	Pearson Correlation	.273**	.156**	.053	-.034	.203**	.191**	.220**	1	-.008	.171**	.433**	.260**
	Sig. (2-tailed)	.000	.003	.310	.515	.000	.000	.000		.872	.001	.000	.000
	N	274	369	366	371	366	370	367	372	362	372	371	370
Self Esteem	Pearson Correlation	.352**	.260**	.441**	.374**	.402**	.293**	.199**	-.008	1	.611**	-.026	.226**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.872		.000	.619	.000
	N	269	363	360	365	360	365	361	362	366	365	365	364
Trait Extrovert	Pearson Correlation	.407**	.235**	.499**	.354**	.435**	.344**	.290**	.171**	.611**	1	.212**	.350**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.001	.000		.000	.000
	N	276	372	369	374	369	373	370	372	365	375	374	373
Trait Aggressive	Pearson Correlation	.239**	.153**	.148**	.075	.182**	.155**	.196**	.433**	-.026	.212**	1	.294**
	Sig. (2-tailed)	.000	.003	.004	.147	.000	.003	.000	.000	.619	.000		.000
	N	276	372	369	374	369	373	370	371	365	374	375	373
Trait Introvert	Pearson Correlation	.183**	.040	.137**	.101	.196**	.132**	.202**	.260**	.226**	.350**	.294**	1
	Sig. (2-tailed)	.002	.442	.009	.050	.000	.011	.000	.000	.000	.000	.000	
	N	276	371	368	373	368	372	369	370	364	373	373	374

### Appendix III Statistic Summary

**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	220	58.5	58.8	58.8
Valid Male	154	41.0	41.2	100.0
Total	374	99.5	100.0	
Missing System	2	.5		
Total	376	100.0		

**School**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Vocational	210	55.9	55.9	55.9
Valid General	166	44.1	44.1	100.0
Total	376	100.0	100.0	

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 14	2	.5	.5	.5
Valid 15	2	.5	.5	1.1
Valid 16	179	47.8	48.4	49.5
Valid 17	176	46.8	47.6	97.0
Valid 18	11	2.9	3.0	100.0
Total	370	98.4	100.0	
Missing System	6	1.6		
Total	376	100.0		

**Devices**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	17	4.5	4.6	4.6
Valid smart phone	132	35.1	35.4	39.9
Valid computer laptop	224	59.6	60.1	100.0
Total	373	99.2	100.0	
Missing System	3	.8		
Total	376	100.0		

**Location**

	Frequency	Percent	Valid Percent	Cumulative Percent
.00	34	9.0	9.1	9.1
home	302	80.3	80.5	89.6
Valid school	12	3.2	3.2	92.8
internet cafe	27	7.2	7.2	100.0
Total	375	99.7	100.0	
Missing System	1	.3		
Total	376	100.0		

### Internet Usage

**ANOVA**

Gender		Sum of Squares	df	Mean Square	F	Sig.
Chat	Between Groups	2.598	1	2.598	.678	.411
	Within Groups	1415.003	369	3.835		
	Total	1417.601	370			
Chatroom	Between Groups	24.497	1	24.497	8.290	.004
	Within Groups	1084.435	367	2.955		
	Total	1108.932	368			
Bulletin board	Between Groups	2.272	1	2.272	.712	.399
	Within Groups	1177.011	369	3.190		
	Total	1179.283	370			
Blog	Between Groups	1.369	1	1.369	.451	.502
	Within Groups	1120.362	369	3.036		
	Total	1121.730	370			
Social network Sites (SNS)	Between Groups	3.100	1	3.100	1.430	.233
	Within Groups	799.919	369	2.168		
	Total	803.019	370			
Online Games	Between Groups	293.554	1	293.554	70.266	.000
	Within Groups	1533.226	367	4.178		
	Total	1826.780	368			
Frequency_Weekdays	Between Groups	4623423.395	1	4623423.395	13.334	.000
	Within Groups	122399938.623	353	346742.036		
	Total	127023362.018	354			
Frequency_Weekends	Between Groups	1712961.417	1	1712961.417	9.785	.002
	Within Groups	58820278.720	336	175060.353		
	Total	60533240.137	337			



ANOVA

School		Sum of Squares	df	Mean Square	F	Sig.
Chat	Between Groups	35.881	1	35.881	9.576	.002
	Within Groups	1390.092	371	3.747		
	Total	1425.973	372			
Chatroom	Between Groups	80.642	1	80.642	28.896	.000
	Within Groups	1029.789	369	2.791		
	Total	1110.431	370			
Bulletin board	Between Groups	104.623	1	104.623	35.965	.000
	Within Groups	1079.254	371	2.909		
	Total	1183.877	372			
Blog	Between Groups	64.167	1	64.167	22.401	.000
	Within Groups	1062.702	371	2.864		
	Total	1126.869	372			
Social network Sites (SNS)	Between Groups	.955	1	.955	.440	.508
	Within Groups	804.965	371	2.170		
	Total	805.920	372			
Online Games	Between Groups	127.046	1	127.046	27.514	.000
	Within Groups	1703.822	369	4.617		
	Total	1830.868	370			
Frequency_Weekdays	Between Groups	811048.560	1	811048.560	2.273	.133
	Within Groups	126326419.864	354	356854.293		
	Total	127137468.423	355			
Frequency_Weekends	Between Groups	759243.867	1	759243.867	4.277	.039
	Within Groups	59994415.571	338	177498.271		
	Total	60753859.438	339			

Report

School		Gender	Chat	Chat room	Bulletin board	Blog	Social network Sites (SNS)	Online Games	Frequency Weekdays (Minutes)	Frequency Weekend (Minutes)
Vocational	Female	Mean	4.5909	3.4351	3.7273	3.3485	5.7121	3.9847	355.5543	293.8703
		N	132	131	132	132	132	131	129	116
		Std. Deviation	1.54798	1.56942	1.58278	1.65306	1.46996	1.87282	412.50249	354.08897
	Male	Mean	4.3836	4.0000	3.8219	3.3288	5.7945	5.4247	850.1408	560.4583
		N	73	72	73	73	73	73	71	72
		Std. Deviation	2.11890	1.86895	1.86594	1.94404	1.72368	1.84027	886.95827	524.96551
	Total	Mean	4.5171	3.6355	3.7610	3.3415	5.7415	4.5000	531.1325	395.9678
		N	205	203	205	205	205	204	200	188
		Std. Deviation	1.77011	1.69890	1.68512	1.75747	1.56132	1.98144	665.18254	445.67245
General	Female	Mean	5.2614	2.3409	2.4545	2.2841	6.1023	2.1250	456.4706	292.9136
		N	88	88	88	88	88	88	85	81
		Std. Deviation	2.08715	1.51533	1.68092	1.63966	1.23213	1.72748	469.54944	358.78643
	Male	Mean	4.9744	3.0769	2.9615	2.7821	5.5769	4.7013	404.4286	309.9130
		N	78	78	78	78	78	77	70	69
		Std. Deviation	2.16809	1.69621	1.76136	1.55127	1.44617	2.21279	531.70190	425.73268
	Total	Mean	5.1265	2.6867	2.6928	2.5181	5.8554	3.3273	432.9677	300.7333
		N	166	166	166	166	166	165	155	150
		Std. Deviation	2.12395	1.63986	1.73263	1.61329	1.35854	2.34823	497.59672	389.75013
Total	Female	Mean	4.8591	2.9954	3.2182	2.9227	5.8682	3.2374	395.6379	293.4769
		N	220	219	220	220	220	219	214	197
		Std. Deviation	1.80895	1.63533	1.73538	1.72503	1.39008	2.02921	437.78208	355.11456
	Male	Mean	4.6887	3.5200	3.3775	3.0464	5.6821	5.0533	628.8652	437.8511
		N	151	150	151	151	151	150	141	141
		Std. Deviation	2.15773	1.83449	1.85739	1.76763	1.58481	2.06533	763.34704	493.55441
	Total	Mean	4.7898	3.2087	3.2830	2.9730	5.7925	3.9756	488.2718	353.7040
		N	371	369	371	371	371	369	355	338
		Std. Deviation	1.95738	1.73592	1.78529	1.74118	1.47320	2.22802	599.01841	423.82055

**Finding:** Vocational school students use online communication tools in public space such as bulletin board, blog, online game significantly more than general school students. They also use internet at a significant higher level during weekends.

## Internet Motivation

ANOVA						
School		Sum of Squares	df	Mean Square	F	Sig.
keep myself company	Between Groups	15.088	1	15.088	6.928	.009
	Within Groups	814.443	374	2.178		
	Total	829.529	375			
keep yourself from being bore	Between Groups	4.377	1	4.377	2.282	.132
	Within Groups	715.261	373	1.918		
	Total	719.637	374			
get advice	Between Groups	60.262	1	60.262	27.791	.000
	Within Groups	806.650	372	2.168		
	Total	866.912	373			
forget about your problems	Between Groups	137.224	1	137.224	50.487	.000
	Within Groups	1013.806	373	2.718		
	Total	1151.029	374			
tune out what's going on around you	Between Groups	42.363	1	42.363	14.234	.000
	Within Groups	1113.074	374	2.978		
	Total	1155.438	375			
relax	Between Groups	.390	1	.390	.228	.635
	Within Groups	641.791	372	1.725		
	Total	642.182	373			
make friends with people who share the same interests on the network	Between Groups	160.857	1	160.857	58.431	.000
	Within Groups	1026.839	373	2.753		
	Total	1187.696	374			

Report							
School	keep myself company	keep yourself from being bore	get advice	forget about your problems	tune out what's going on around you	relax	chat with people who share the same interest
Mean	5.3190	5.5789	5.2115	4.6938	3.4952	5.7560	5.3541
Vocational N	210	209	208	209	210	209	209
Std. Deviation	1.40339	1.31732	1.38434	1.62966	1.76420	1.32025	1.38640
Mean	4.9157	5.3614	4.4036	3.4759	2.8193	5.6909	4.8373
General N	168	166	166	166	166	165	166
Std. Deviation	1.56248	1.46538	1.57626	1.67224	1.67437	1.30486	1.77629
Mean	5.1410	5.4827	4.8529	4.1547	3.1968	5.7273	5.1253
Total N	378	375	374	375	376	374	375
Std. Deviation	1.48731	1.38714	1.52452	1.75431	1.75532	1.31212	1.58966

**Finding:** Vocational school students use online communication tools more than general school students significantly to in order to get advice or to escape from problem or surrounding environment, as well as making friends.

### Analysis by Personality Traits and SAD

SAD General		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
keep myself company	Between Groups	13.047	1	13.047	5.954	.015
	Within Groups	815.156	372	2.191		
	Total	828.203	373			
keep yourself from being bored	Between Groups	11.235	1	11.235	5.904	.016
	Within Groups	705.961	371	1.903		
	Total	717.196	372			
get advice	Between Groups	21.339	1	21.339	9.390	.002
	Within Groups	840.823	370	2.272		
	Total	862.161	371			
forget about your problems	Between Groups	45.523	1	45.523	15.296	.000
	Within Groups	1104.145	371	2.976		
	Total	1149.668	372			
tune out what's going on around you	Between Groups	49.119	1	49.119	16.536	.000
	Within Groups	1105.020	372	2.970		
	Total	1154.139	373			
relax	Between Groups	.194	1	.194	.112	.738
	Within Groups	638.460	370	1.726		
	Total	638.653	371			
make friends with people who share the same interests on the network	Between Groups	33.362	1	33.362	10.727	.001
	Within Groups	1153.807	371	3.110		
	Total	1187.169	372			

		Report						
Percentile Group of SADNew2		keep myself company	keep yourself from being bore	get advice	forget about your problems	tune out what's going on around you	relax	chat with people who share the same interest
0	Mean	5.0120	5.3655	4.6855	3.9116	2.9357	5.7177	5.0403
	N	249	249	248	249	249	248	248
	Std. Deviation	1.58999	1.47799	1.55788	1.75754	1.69317	1.35611	1.57870
1	Mean	5.4080	5.7339	5.1935	4.6532	3.7040	5.7661	5.2960
	N	125	124	124	124	125	124	125
	Std. Deviation	1.23194	1.15547	1.40080	1.65792	1.78264	1.22381	1.61157
Total	Mean	5.1444	5.4879	4.8548	4.1582	3.1925	5.7339	5.1260
	N	374	373	372	373	374	372	373
	Std. Deviation	1.49010	1.38850	1.52443	1.75798	1.75904	1.31204	1.59222

Finding: Students with higher Social Avoidance Distress are motivated to use online communication tools for getting advice, tune out problem and surrounding and to making friends at a significant higher level than students with low SAD.

**ANOVA**

Introvert		Sum of Squares	df	Mean Square	F	Sig.
keep myself company	Between Groups	11.566	1	11.566	5.291	.022
	Within Groups	813.205	372	2.188		
	Total	824.770	373			
keep yourself from being bore	Between Groups	8.314	1	8.314	4.364	.037
	Within Groups	706.823	371	1.905		
	Total	715.137	372			
get advice	Between Groups	15.904	1	15.904	6.931	.009
	Within Groups	848.964	370	2.294		
	Total	864.868	371			
forget about your problems	Between Groups	.883	1	.883	.286	.593
	Within Groups	1146.709	371	3.091		
	Total	1147.592	372			
tune out what's going on around you	Between Groups	7.166	1	7.166	2.324	.128
	Within Groups	1146.973	372	3.083		
	Total	1154.139	373			
relax	Between Groups	2.212	1	2.212	1.286	.258
	Within Groups	636.441	370	1.720		
	Total	638.653	371			
make friends with people who share the same interests on the network	Between Groups	11.919	1	11.919	3.769	.053
	Within Groups	1173.299	371	3.163		
	Total	1185.217	372			

**Report**

Percentile Group of Trait_introvert		keep myself company	keep yourself from being bore	get advice	forget about your problems	tune out what's going on around you	relax	chat with people who share the same interest
0	Mean	5.0159	5.3785	4.7068	4.1160	3.0956	5.6800	5.0120
	N	251	251	249	250	251	250	250
	Std. Deviation	1.50457	1.41851	1.55231	1.69293	1.70846	1.35089	1.65372
5.3902	Mean	5.1463	4.2195	3.3902	5.8443	5.3496		
	N	123	122	123	123	123	122	123
	Std. Deviation	1.42365	1.29774	1.43540	1.88409	1.84939	1.22657	1.43140
Total	Mean	5.1390	5.4826	4.8522	4.1501	3.1925	5.7339	5.1233
	N	374	373	372	373	374	372	373
	Std. Deviation	1.48700	1.38651	1.52682	1.75640	1.75904	1.31204	1.58989

## Extrovert

**Report**

Percentile Group of Trait_extrovert		keep myself company	keep yourself from being bore	get advice	forget about your problems	tune out what's going on around you	relax	chat with people who share the same interest
0	Mean	4.8880	5.2932	4.7258	4.0683	3.1980	5.5823	4.8193
	N	250	249	248	249	250	249	249
	Std. Deviation	1.45738	1.37019	1.49947	1.71314	1.70682	1.29603	1.59494
1	Mean	5.6480	5.8640	5.1120	4.3280	3.2080	6.0242	5.7360
	N	125	125	125	125	125	124	125
	Std. Deviation	1.42702	1.35208	1.55136	1.83504	1.85914	1.30330	1.40359
Total	Mean	5.1413	5.4840	4.8552	4.1551	3.2000	5.7292	5.1257
	N	375	374	373	374	375	373	374
	Std. Deviation	1.48927	1.38878	1.52592	1.75665	1.75658	1.31334	1.59178

## Appendix IV Regression Analysis

1. Personality Traits (Extrovert), Communication on fb, Motivations, Perceived support, PWB (relationship management)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 <sup>a</sup>	.583	.576	.64326026

- a. Predictors: (Constant), Communication with friends on fb, make friends with people who share the same interests on the network, Trait\_Extrovert, Motivation\_entertainment, Perceived social support\_friends, Motivation\_show off

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	200.599	6	33.433	80.799	.000 <sup>a</sup>
	Residual	143.583	347	.414		
	Total	344.182	353			

- a. Predictors: (Constant), Communication with friends on fb, make friends with people who share the same interests on the network, Trait\_Extrovert, Motivation\_entertainment, Perceived social support\_friends, Motivation\_show off  
b. Dependent Variable: Consequence\_Relationship Mng

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.480	.107		-4.482	.000
	Motivation_entertainment	.269	.043	.274	6.244	.000
	Motivation_show off	.253	.046	.256	5.495	.000
	make friends with people who share the same interests on the network	.113	.022	.206	5.037	.000
	Perceived social support_friends	.092	.042	.093	2.169	.031
	Trait_Extrovert	.140	.042	.142	3.315	.001
	Communication with friends on fb	.094	.047	.095	2.015	.045

a. Dependent Variable: Consequence\_Relationship Mng

## 2. SAD, Motivations, Perceived support, PWB (relieve stress)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 <sup>a</sup>	.468	.459	.72747632

a. Predictors: (Constant), SAD\_Ingroup, Communication with friends on fb, make friends with people who share the same interests on the network, Perceived social support\_friends, Motivation\_entertainment, Motivation\_show off

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.879	6	27.147	51.295	.000 <sup>a</sup>
	Residual	185.228	350	.529		
	Total	348.107	356			

a. Predictors: (Constant), SAD\_Ingroup, Communication with friends on fb, make friends with people who share the same interests on the network, Perceived social support\_friends, Motivation\_entertainment, Motivation\_show off

b. Dependent Variable: Consequence\_Psychology well being

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.367	.122		-3.015	.003
	Motivation_entertainment	.354	.049	.357	7.159	.000
	Motivation_show off	.193	.054	.195	3.594	.000
	make friends with people who share the same interests on the network	.084	.025	.153	3.311	.001
	Perceived social support_friends	.100	.045	.102	2.220	.027
	Communication with friends on fb	.093	.051	.094	1.806	.072
	SAD_Ingroup	.086	.042	.087	2.057	.040

a. Dependent Variable: Consequence\_Psychology well being