

Uses and Gratification Motivation for Using Facebook and the Impact of Facebook Usage on Social Capital and Life Satisfaction among Filipino Users

Richard Basilisco¹ and Cha, Kyung Jin^{2*}

¹*Keimyung University, 1095 Dalgubeo-daero, 704-401 Daegu, Korea*

²*KangWon National University*

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

¹rbasil2003@yahoo.com, ²kjcha7@kangwon.ac.kr

Abstract

Facebook is considered as the leading social network that has attracted millions of users across countries. However, the motivations for using Facebook may differ with each country. This study is an attempt to examine the motives that motivates Filipinos to use Facebook and the impact of their usage to their social capital and life satisfaction. The findings of the study suggest a significant degree on the identified motivations of seeking friends, entertainment, information, and convenience, social capital and life satisfaction aside social support.

Keywords: *uses and gratification, motivation, social capital, life satisfaction, Facebook use*

1. Introduction

The rapid growth of Facebook worldwide has been concurrent with the development of many SNSs that cater to their local and international audiences. As the years go by, Facebook is establishing itself as an alternative channel alongside traditional means of communication. The fact that Facebook enables its users to connect and communicate with others within their social and geographical proximity, it also facilitates a convenient way to manage existing social relationships and also to build new ones even with a 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, why people use Facebook and their interaction with others. Uses and gratification is one of the theoretical approaches that many researchers used to measure and understand the underlying motivation [6, 25, 34]. Uses and gratification perspective are the motivations behind an individual making a media selection and the satisfaction that the individual obtains from their choice [24], (in this sense choosing Facebook). The social value that Facebook can offer may be somewhat different from people to people depending on their cultural backgrounds; it is also important to understand the underlying role of social capital [27, 32] that will be impacted by the use of Facebook and that usage may also stimulate to level up the degree of their life satisfaction [45]. There are several studies that point out that the personal connection from both offline and online social networks contributes to the development of an individual's social capital [5, 40, 47]. Ellison [13] had proven that there is a strong relationship between Facebook usage and social capital among students; they've provided an ample knowledge that Facebook usage may able to benefit a user's low self esteem and low life satisfaction. The purpose of this study is to highlight the influence of individual motivation and identify the different motives that

* Corresponding Author

influence Facebook use among Filipinos. It would 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 the fulfillment of an individual's life satisfaction. While the research of Ellison [12] has found a relationship between motives, social capital, life satisfaction and self-esteem, little is known that the result of their research may find similar results in the Philippine context.

1.1. Research Questions:

1. What are the motivations of Filipinos to use Facebook? Are there any significant degrees among the identified U&G motivation?
2. Will Facebook usage significantly impact the social capital and life satisfaction among Filipinos?

2. Literature Review

2.1. Social Capital in Social Network Site

Online social networking sites give way to further exploration as people are inclined to engage social interaction through virtual community. Social networking sites have a social aspect not found in many other forms of information systems or online application. Previous studies show that one manifestation of the social aspect of social networking sites is the presence of social capital [9, 13, 23, 31]. Putnam [33] described two types of social capital namely bridging and bonding social capital that are linked to the strong and weak ties classification in social network research [17]. Williams [48] noted that different interactions and relationships differ in quality that leads to different types and level of social capital. Putnam [33] characterized bridging social capital as weak tie networks and is considered to be appropriate for linking individuals to external resources and for information diffusion and quantity of relationship rather than the quality of relationship that people provide with information and new resources, rather than emotional support. On the contrary Putnam [33] characterized bonding social capital as strong tie networks, which include family members or close friends with strong personal connections between individuals that enable those individuals to provide each other with substantive and emotional support. In response to the call for further study of social capital in relation to social network sites, Ellison [12] conducted a study between the use of social network sites and social capital among students and have found that, indeed, social network sites increase bridging and bonding social capital. Subsequently, they introduce an additional dimension of social capital; they call it 'maintain social capital'. Maintain social capital refers to the maintenance of important connections with individuals after being physically disconnected from them.

2.2. Motivation and Social Network Site Use

The word "Motivation" can be defined as those forces within an individual that push or propel him/her to satisfy basic needs or wants [50]. The importance of motivation in information science research has been recognized by researchers [2]. Some motivation theories clarify the important role motivation plays in information seeking behavior [2]. With the growth of media technology and social media, researchers have turned much of their attention to the motivational factors, underlining its usage and adoption by individuals. The use of the Internet has been continuously studied due to its growing advancement. The popularity of social media and online social network services has people all over the world engaged in as part of their everyday life. This new form of social arena has called researchers to investigate the ongoing phenomenon; this technological

determinism has employed the “Uses and Gratification” also known as U&G to measure the level of motivation.

2.3. Uses and Gratification Theory

Uses and Gratification Theory is considered to be one of the most influential theories in media research [36]. It acknowledges individual use and choice and that different people can use the same medium for different purposes. Uses and gratification are the motivations behind why an individual makes a media selection and the satisfaction that the individual obtains from this choice [24]. Motives are a fundamental component 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 and media content, with the selection of media type evolving to match the dominant or emerging media of the day [22, 7, 30, 4, 29]. In recent years, uses and gratification has been applied to the new context, the so-called new media, such as Internet and mobile phones [38, 39, 18]. The Internet strength is interactive while the core of uses and gratification is interactivity and active audience; it is therefore regarded as effective theoretical bases for this medium [20]. The Internet users are actively involved and engage in using the Internet because of its interactivity [26]. The investigation done by Sheldon [42] for using Facebook found that students use Facebook to cultivate friendship and maintain relationships with friends. Entertainment and passing time are also found to be important predictors of Facebook use [42]. Reacke [36] found that the main reason for using Facebook and MySpace in the US were to “meet friends” and to “seek information” through Facebook and Myspace connection. Jung [26] identified six reasons for using Cyworld, a popular SNS in South Korea and these are 1) entertainment, 2) self-expression, 3) professional advancement, 4) passing time, 5) communication with friends and families, and 6) trends. The findings of these studies illuminate the key motives for using Facebook. This paper adapts [49, 35] specific items of internet motives such as the 1) seeking friends, 2) seeking social support, 3) entertainment, 4) seeking information and 5) seeking convenience.

2.4. Impact of Facebook usage on Life Satisfaction and Social Capital

It is known that Facebook provides users with an online arena for presenting their social identity, social connection, interactions and communication; the pattern of usage among various users vary significantly across cultures, and many previous research discussed the relationship between motivations and usage of SNSs in the context of uses and gratification theory [43]. There are also previous research that includes the relationship of Facebook, well being, self-esteem, social capital and life satisfaction. Valkenburg [46] found that the more people used social network services, the greater the frequency of interaction with friends, which had positive benefits on respondents' self-esteem and ultimately their reported life satisfaction and social capital [45, 13]. There are a number of research that has investigated the relationship of life satisfaction, however the result of their research may not be the same outcome when applied to a third world country such as the Philippines where majority of the population are struggling to survive for their daily needs. Usually, researchers equate life satisfaction and social capital with subjective happiness or personal contentment [11, 13, 45]. According to existing research, it highlights that individuals’ life satisfaction and social capital is determined, in part, by their social ties [10, 45, 13].

2.5. Hypotheses

- H1. The need for seeking friends will significantly influence Filipinos to use Facebook.
- H2. The need for social support will significantly influence Filipinos to use Facebook.

H3. The need for seeking entertainment will significantly influence Filipinos to use Facebook.

H4. The need for seeking information will significantly influence Filipinos to use Facebook.

H5. The need for seeking convenience will significantly influence Filipinos to use Facebook.

H6. Facebook usage will significantly enhance social capital among Filipinos.

H7. Facebook usage will significantly mediate life satisfaction among Filipinos.

2.6. Research Model

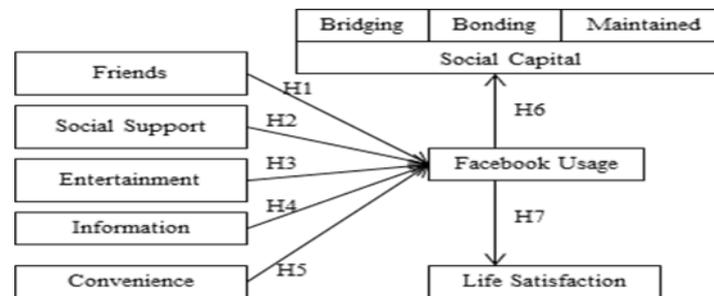


Figure 1. Propose Research Model

3. Research Method

3.1. Samples and Procedures

The researcher administered a web-link of the online survey questionnaire using Google tool. The web-link was then sent to the random Filipino Facebook users in their message box using the researcher's Facebook account. Responses were obtained on the five point Likert-type scale, from 1 (strongly disagree) to 5 (strongly agree). The survey started in mid April 2014 and was closed in mid of May 2014. The final valid samples after the data screening is N=243. Descriptive frequency shows that respondents are composed of 137 females, which is 56.4%, and males compose 106 which is 43.6%. 144 (59.3%) of Filipino respondents reported for being single, 89 (36.6%) of them reported for being married, 1 (.4%) for being widowed, 1 (.4%) for being divorced and 8 (3.3%) reported for being separated. The age group among respondents compose of under 17 years old at 19 (7.9%), 18 -25 years old is 46 (18.9%), 26-35 years old is 98 (40.3%), 36-40 years old is 49 (20.2%), 41-50 years old is 21 (8.6%) and 51 years old above is 10 (4.1%). Respondents also reveal 142 (58.4%) reported to be living in the Philippines while there are 101 (41.6%) reported to be living abroad. Hours spent in Facebook shows only 23 (9.5%) who spend less than 1 hour in Facebook, while there are 75(30.9%) who spend 1-2 hours, the same also goes to 3-4 hours 75(30.9%) spent in Facebook and about 70 (28.8%) spend more than 5 hours in Facebook.

3.2 Measures

Using SPSS (Statistical Package for the Social Science), we conducted an EFA (Exploratory Factor Analysis) using Maximum Likelihood with Promax rotation to see if the observed variables loaded together as expected, were adequately correlated, and met criteria of reliability and validity. Employing EFA would determine the importances of intercorrelations between the studied variables that are presented. Aside from SPSS, this paper also employed AMOS in later data analysis of the data.

3.3. Adequacy

The KMO and Bartlett's test for sampling adequacy was significant 0.931 for motivation, Facebook use and life satisfaction together while social capital as second order factor obtained 0.937 and the communalities for each variable were sufficiently high (all above 0.300 and most above 0.600), thus indicating the chosen variables were adequately correlated for a factor analysis. It is known to researchers that high significance in sampling adequacy is a signal to further test the samples for a meaningful result, otherwise if KMO and Bartlett's test failed to provide a significant number a researcher must look into account to look at what caused the problem. Our study, nevertheless, has provided a high significant KMO and Bartlett's test result for both first order factor and second order factor.

3.4. Reliability

The Cronbach's alphas from the extracted factors are shown in table 1, along with their labels and specification. In our study, all alphas were above 0.70, relatively a high reliability in each construct. The factors are all reflective because their indicators are highly correlated and are largely interchangeable [23]. As it is shown in the table, bonding social capital is the only construct that has near to .70; this result indicates adequate reliability with minor caution in interpretation. Like any other research this paper will pursue to have a good reliability that would extend its data adequacy in such a way that will solidify the result. This goes to test and to explore the variable using different methods that would give us more solid results on reliability other than the measure of Cronbach's alpha. This paper also employed CFA (Confirmatory Factor Analysis) to explore and to test further; to be able to extract solid proof of numbers that will tell us that our chosen variables in our construct are appropriate and has strong reliability and would support to the proposed research model.

Table 1. Cronbach's Alpha

Factor Label	Cronbach's Alpha	Specification
Facebook usage	0.915	Reflective
Seeking Social Support	0.915	Reflective
Life Satisfaction	0.870	Reflective
Seeking Entertainment	0.856	Reflective
Seeking Information	0.882	Reflective
Seeking Friends	0.840	Reflective
Seeking Convenience	0.904	Reflective
Bridging Social Capital	0.925	Reflective
Bonding Social Capital	0.785	Reflective
Maintained Social Capital	0.858	Reflective

3.5. Validity

The factors demonstrate sufficient convergent validity, as their loadings were all above the recommended minimum threshold of 0.350 [19]. The factors also demonstrate sufficient discriminant validity, as the correlation matrix shows no correlations above 0.700, and there are no problematic cross-loadings with two items loading above 1.00 in first order construct. Table 3 shows FBU5 in factor 2 and SI in factor 3 show a loading of 1.013 and 1.036. Is this a concern to be mindful of? The answer really is that it depends on the rotation that the researcher utilizes. Of course, researchers will be concerned by the

factor loading greater than one in exploratory factor analysis; however, this concern is often based on a fundamental misunderstanding of factor rotation. Where the factors have been rotated orthogonally; the conception that the factor loading is correlations, and cannot be greater than one. But when the factors have been rotated obliquely like Promax rotation, the factor loading are regression coefficients and can be greater than one. The standardized coefficient greater than one does not imply a problem with the data, but they could imply a high level of multicollinearity in the data, which means the variable can be explained by other variables in the analysis [3]. In our study a Promax rotation has been used, therefore a factor loading greater than one was unavoidable. The reason why we used Promax is that we would like to be consistent in the later analysis in the confirmatory analysis by using AMOS.

Table 2. Second Order Pattern Matrix

Pattern Matrix for Social Capital			
	Factor		
	1	2	3
BRSC3	.832		
BRSC2	.830		
BRSC1	.758		
BRSC4	.757		
BRSC5	.689		
BOSC4		.837	
BOSC3		.650	
BOSC1		.598	
MSC3			.963
MSC5			.615
MSC2			.466
Extraction Method: Maximum Likelihood.			
Rotation Method: Promax with Kaiser Normalization.			
a. Rotation converged in 6 iterations.			

Table 3. First Order Pattern Matrix

Pattern Matrix for Motivations, Facebook use and Life Satisfaction							
	Factor						
	1	2	3	4	5	6	7
SSS2	.914						
SSS5	.835						
SSS1	.818						
SSS3	.813						
FBU5		1.013					
FBU3		.950					
FBU4		.699					
FBU7		.569					
SI2			1.036				
SI1			.855				
SI3			.850				
LS3				.927			
LS2				.822			
LS4				.788			
LS5				.663			
SC2					.986		
SC3					.870		

SC1					.797		
SF3						.991	
SF2						.710	
SF4						.592	
SE3							.965
SE2							.509
Extraction Method: Maximum Likelihood.							
Rotation Method: Promax with Kaiser Normalization.							
a. Rotation converged in 6 iterations.							

Note: SSS= Social Support, FBU=Facebook usage, SI=Information, LS=Life Satisfaction, SC= Convenience, SF= Friend, SE= Entertainment, BRSC= Bridging Social capital, BOSC= Bonding Social capital, MSC= Maintained Social Capital

3.6. Confirmatory Factor Analysis

As it was mentioned above, to further test the data, we conducted a confirmatory factor analysis (CFA) to get the whole presentation of the specified model's construct and its interrelationship. By doing this we can determine whether CFA measures (model fit) support our proposed hypothesis and model constructs. In doing confirmatory analysis we used structural modeling using AMOS to measure the measurement model and the structural model to get the significant coefficient.

3.7. Model Fit

Modification indices were consulted to determine if there was opportunity to improve the model. Accordingly, we covaried the error terms between items. The table below (Table 4) indicates that the goodness of fit for our measurement model is sufficient, as manifested by [51] the statistics Normed Fix Index (NNF), 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 values above or very close to 0.9 to properly consider the goodness of fit of the model [3, 43, 46]. In our study the GFI and NFI does not pass the common recommended value, however it is near enough to be considered to have a good fit. Nevertheless, previous studies speculate that this is not the only model fit indices that has to be looked at as the main bases for model fit. Especially in GFI, it appears that GFI is clearly inappropriate as an index of global fit for models with many indicators [15]. The downward bias of the GFI has been demonstrated by Anderson and Gerbing [16] in their Monte Carlo study. They argued about the sample size bias of GFI and it has been widely discussed in some literature as well (*e.g.*, Gerbing and Anderson, 1992). Therefore alternative fit index must be added to further confirm the result. Table 4 shows 9 model fit indices along with recommendation or common threshold that previous literature had used or recommended for good model fit. The observed value shows significant value that will tell us that the proposed model has a good model fit when compared to the model fit indices in most literature.

Table 4. Model Fit on the Measurement Model

Metric	Observe value	Recommended
cmin/df	1.658	Between 1 and 3
NFI	0.885	>0.90
IFI	0.951	>0.90
GFI	0.815	>0.90
TLI	0.942	>0.90
CFI	0.950	>0.90
RMSEA	0.57	<0.060
PCLOSE	0.50	>0.50
SRMR	0.0494	<0.090

3.8. Validity and Reliability

To test for convergent validity, we calculated the AVE. For all factors, the AVE was above 0.50; 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. We also computed the composite reliability for each factor. In all cases the CR was above the minimum threshold of 0.70, indicating we have reliability in our factors. This result in the confirmatory factor analysis with significant values signifies further high validity and reliability of the variable construct. One thing to take note here is the merging of the three construct forms a second order construct, which is now named Social capital (bridging social capital, bonding social capital and maintained social capital)(See Table 5).

Table 5. Validity and Reliability

Label	CR	AVE	MSV	ASV	1	2	3	4	5	6	7	8
Convenience	0.945	0.852	0.608	0.475	0.923							
Facebook use	0.903	0.701	0.682	0.474	0.774	0.837						
Social Support	0.877	0.645	0.331	0.238	0.515	0.542	0.803					
Satisfaction	0.864	0.618	0.289	0.192	0.492	0.538	0.221	0.786				
Entertainment	0.847	0.735	0.615	0.471	0.780	0.731	0.557	0.442	0.857			
Information	0.923	0.801	0.729	0.408	0.661	0.630	0.442	0.446	0.697	0.895		
Friends	0.826	0.616	0.590	0.447	0.763	0.725	0.575	0.371	0.741	0.645	0.785	
Social Capital	0.959	0.887	0.729	0.523	0.767	0.826	0.471	0.484	0.784	0.854	0.768	0.942

3.9. Findings and Hypotheses' Testing

The hypotheses were assessed by looking at the parameters provided by the structural model in AMOS (see Figure 2). More specifically, R^2 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 [8]. The value of R^2 on Facebook usage is .801, which indicates that the proposed model explained a substantial amount of variance. The five identified U&G motivations contribute to a total of 81 percent of the variance to Facebook usage. While Facebook contributes to 84 percent of the total variance explained on social capital and in 30 percent of total variance on life satisfaction. Following a criterion by [14] which suggest that the R^2 value of a dependent variable should be at least 10 percent in so that it would have a meaningful interpretation and would demonstrate explanatory power; in this case the proposed model base on the path diagram in Figure 2 it has a substantive explanatory power. The confirmation of the hypothesis can be seen in the path diagram in Figure 2. Among the hypothesis on motivation, seeking friends significantly affects Facebook usage with the path coefficient of ($\beta = .20$; $p < 0.01$) supporting our H1. On the other hand seeking social support does not have a significant effect on Facebook usage with the path coefficient of ($\beta = .03$) therefore it does not support our H2. Seeking entertainment significantly affects Facebook usage with the path coefficient of ($\beta = .19$; $p < 0.05$), supporting our H3. Seeking information significantly affects Facebook usage with the path coefficient of ($\beta = .28$; $p < 0.01$) supporting our H4. Seeking convenience is also significantly affecting Facebook usage with the path coefficient of ($\beta = .33$; $p < 0.001$) supporting our H5. Facebook usage significantly enhances social capital with ($\beta = .92$; $p < 0.001$) does support our H6. Lastly, Facebook usage also significantly enhances life satisfaction with the path coefficient of ($\beta = .55$; $p < 0.001$) supporting our H7.

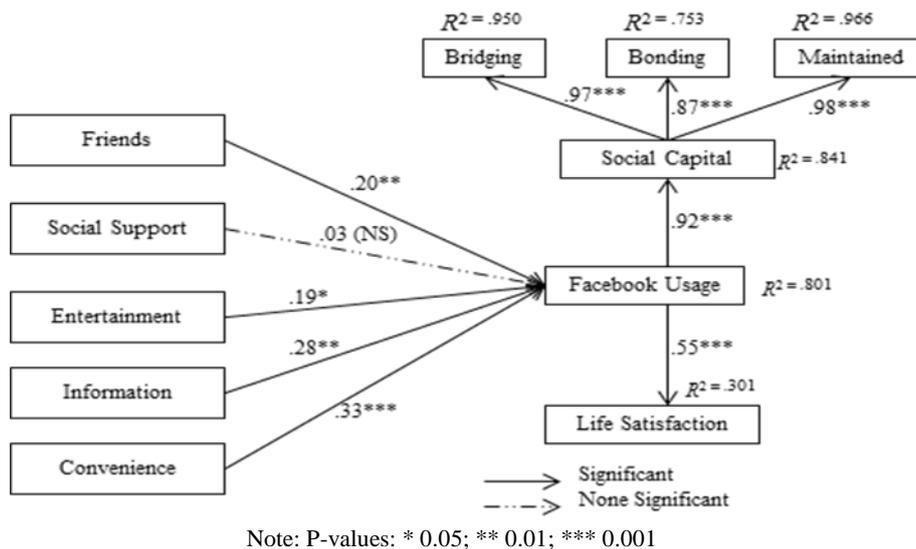


Figure 2. Measurement of the Structural Model

Table 6. Summary of the Path Diagram

Constructs	Result
Seeking Friends -----> Facebook Usage	Supported
Seeking Social Support-----> Facebook Usage	Not Supported
Seeking Entertainment-----> Facebook Usage	Supported
Seeking Information-----> Facebook Usage	Supported
Seeking Convenience-----> Facebook Usage	Supported
Social Capital <-----Facebook Usage	Supported
Life Satisfaction <-----Facebook Usage	Supported

3.9.1. Addressing Research Questions

To address the research question on this paper we can simply look at the summary of the path diagram of the proposed model in Table 6. The first question was “What are the motivations of Filipinos to use Facebook? Are there any significant degrees among the identified U&G motivation? Among the five identified uses and gratification motivation, four of them came out as the motivator among Filipinos to use Facebook. These are seeking friends, seeking entertainment, seeking information, and seeking convenience. These four constructs are significantly supported in the assumption in the hypothesis. And the degree of significance is quite surprising; seeking convenience turned out to have the highest degree, followed by seeking information, then seeking friends, and lastly seeking entertainment. We can say that yes there is a significant degree in these four constructs as it is shown in the path diagram of the proposed model. Further discussion about this result will be covered in the later discussion part as we are going to find resolution as to why these results came out as it is. Another thing to look at also is the non-significant or not supported hypothesis to one of the five identified U&G motivations, which is seeking social support. We are also going to find resolution and find a better argument that could support as to why Filipinos do not consider seeking social support as a motivator in their Facebook usage. We feel obliged to find the best answer as possible for this result as we

didn't expect to be like this, considering that Filipinos are one of the highest Facebook users in the world.

The second question to be addressed is "Will Facebook usage significantly impact the social capital and life satisfaction among Filipino?" As we can see in the summary of the path diagram, Facebook usage does impact social capital among Filipinos, and Facebook usage also impacts life satisfaction among Filipinos. This result reaffirms previous research that Facebook usage increases social capital and overall life satisfaction.

4. Discussion and Implications

As it was mentioned above, the purpose of this study was to examine the underlying motivation behind the use of Facebook among Filipinos and also examine the impact of their Facebook usage to their social capital, namely bonding social capital, bridging social capital, and maintained social capital and lastly, investigating the role of Facebook usage to their life satisfaction. Uses and gratification motivation were identified as the primary reason for using Facebook and these were seeking friends, seeking social support, seeking entertainment, seeking information, and seeking convenience. Out of these motivations, seeking convenience came out to be strongly significant; 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; this includes as a means of a tool for communication among friends, families and even connecting to strangers in the other part of the world. Another is the free access of promoting oneself, business, marketing, and to be able to make it without difficulties. Our findings suggest that the affordance of feature tools of Facebook may in fact facilitate the means for communication purposes, a platform that Filipinos conveniently use for different online goals to obtain.

Second 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. The greater use of Facebook as a source for entertainment is being covered as a source for informational purposes; Filipinos use this information as potentially useful information. Thus suggesting that Filipinos are motivated to use Facebook for information exchange with their social connections as well as other online activities.

Third motivation with high significance is seeking friends; this means that Filipinos are always active to seek new friends and connect to others with the common interest in the virtual world. For some Filipinos sometimes seeking friends on Facebook can be very rewarding, like for example a Filipino guy met a Canadian woman on Facebook, for three years they had been talking in Facebook until they got married in the Philippines. This finding suggests that Filipinos are motivated with the desire to meet and to make new friends through Facebook; and with that Facebook can facilitate for them and not only that but also they can keep in touch with old friends and acquaintances as well.

Fourth motivation with significance is seeking entertainment; this means that Filipinos viewed Facebook as a source of enjoyment, one of their hobbies, and platform for their youthful expression. In other words, Facebook is a utility for pleasure that might come from the activity in the form of exchanging information with their social ties, watching viral videos that have been posted in their timeline or by just simply looking at the photos that have been posted their social ties. Filipinos are known for posting videos that go viral on Facebook through sharing. Facebook providing online gaming platforms is also one factor that drove Filipinos to use Facebook for the entertainment purpose. These findings suggest that Filipinos are driven with the desire to be entertained when they use Facebook.

The last 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 an opposite to the finding of [37] that social support is one the most central motives to join a virtual community. It is also

opposite results from [51] findings, in their comparative study on motivation for using social network sites on Koreans and Americans, both countries show significant results on their social support construct. But in our study on Filipinos, seeking social support is not supported, and the reason that has been assumed was that of being a collectivist nature of Filipinos. A study on Overseas Filipino Workers, also known as OFW, had found that the intent to seek online counseling was fairly low. 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 of the Filipino value of “*hiya*” or shame; this is an act of a person from behaving in such a way that it could ruin one’s pride or damage the family’s reputation if one discusses personal problems with strangers [28]. Therefore, expressing one’s problem online or seeking support online is a big risk for Filipinos to take into. In this context perhaps we can say that it depends on what sort of social support does a Filipino want if in case he/she would ask or turn into asking social support through Facebook.

Another study in psychology found that Asian participants in the study were Chinese, Korean, Japanese, Vietnamese, Indian and Filipinos, researchers found that these participants’ show significantly less use of social coping strategies compared to European American counterparts. Thus it appears that the tendency not to seek social support is high. This is due to the cultural difference attribute that each participant possesses [21].

Social capital was significantly supported by Facebook usage, this means that Filipinos’ individual social capital will be enhanced as they use Facebook, it increases their social relationship online, it strengthens their bonding between friends and family, it will also give them a chance to reconnect those lost ties, and be able to maintain those who are existing ties. Facebook plays an important role for Filipinos in the process of maintaining social capital and in further process increases them later on. Facebook is a platform to access a closer emotional support as expressed as bonding relationship. Likewise it also provides reconnection to weak relationships. Overall, this result suggests that intense Facebook usage would give more experience active bonding, bridging and maintaining social capital for Filipino Facebook users. These experiences create more eagerness to participate in community activities organized by the Facebook group in which they belong to engage.

Life satisfaction was also significant and was supported by Facebook usage as well. This means that Filipinos as they use Facebook, they feel contented at some degree to be able to satisfy at their life’s desire. These results were very much consistent with the study of [45, 13] where Facebook usage enhanced student’s social capital and mediated life satisfaction. The present study was to highlight the motives that drive Filipinos to use Facebook. Uses and gratification expands its range of applicability to a newer media such as social networks online. Plus identifying additional motivations to use Facebook may provide more reliable insights into the uses and gratification research. The findings of this study shows that consistency of the result may differ from the cultural background of the participants. The result of this study opens a new set of directions for future research. This future research should be directed to the influence of culture on motivations. This research did not include the level of influence of culture that would play, in such a way, impact the motives of individuals. In this study for instance where seeking social support is not significant, we didn’t expect that culture would play an important part in such a way that it take out our expectations. Investigating the potential role of culture might be an important future research topic. The findings of the research practically suggest that it is the job of the social network site maker to look for possible solution as to how to provide this need for its users who are unwillingly or not motivate to engage to seek social support. Makers may need to incorporate features that facilitate and attract users that both collectivistic and individualistic cultural background may be able to use as they seek social support without exposing one’s integrity. Or one that does not put one into shame if

one asks for social support online. Perhaps categorical features of online social support systems that provide specific answer to one's specific needs.

One of the limitations of this study is that it only focused on a single point and made possible to test only linear hypotheses, therefore we cannot establish causality. Additionally, our 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 or demographic information since the survey was done online.

5. Conclusion

This study presents a view of the role of the identified motivations and the impact of Facebook on Filipinos. We found a robust connection between Facebook usage toward social capital and life satisfaction. We also found a strong connection between Facebook users and their motivations to be benefited from their online practices at such a strong linkage between the life satisfaction among Filipinos by just simply keeping in touch with their family, loved ones, friends and acquaintances. Our findings highlighted the motives for Filipinos in their Facebook usage. And out of five identified motivations, namely seeking friends, seeking information, seeking entertainment, seeking convenience and seeking social support. Unexpectedly, seeking social support was not significant. Despite the issue with the seeking social support construct we believed that the proposed model is a good starting point and that the issue at hand is a gateway for new possibilities to develop a new model where the influence of culture would play an important role for our future studies in Facebook research.

References

- [1] A. Weiler, "Information Seeking Behavior in Generation Y students: Motivation, Critical Thinking, and Learning Theory", *The Journal of Academic Librarianship*, vol. 31, no. 1, (2004), pp. 46–53.
- [2] E. Babakus, C. E. J. Ferguson and K. G. Joreskog, "The sensitivity of confirmatory maximum likelihood factor analysis to violations of measurement scale and distributional assumptions", *Journal of Marketing Research*, vol. 24, no. 2, (1987), pp. 222-228.
- [3] P. Bentler, "Comparative Fit Indexes in Structural Models", *Psychological Bulletin*, vol. 107, no. 2, (1990), pp. 238-246.
- [4] B. Berelson, "What "missing the newspaper" means", P. F. Lazarsfeld & F. N. Stanton (Eds.), *Communication research*, New York: Harper, (1948–1949), pp. 111–129.
- [5] J. Boase, J. B. Horrigan, B. Wellman and L. Rainie, "The strength of Internet Ties", *Pew Internet & Merican Life Project*, vol. 05, (2006).
- [6] P. B. Brandtzæg and J. Heim, "Why people use social networking sites", *Lecture Notes in Computer Science*, vol. 5621, (2009), pp. 143–152.
- [7] H. Cantril and G. Allport, "The Psychology of Radio", Harper, New York, NY, (1935).
- [8] W. W. Chin, "Issues and opinion on structural equation modeling", *MIS Quarterly*, vol. 22, no. 1, (1998), pp. 7-16.
- [9] C. Chiu, M. Hsu and E. Wang, "Understanding knowledge sharing in virtual communities: An integration of social capital and social cognitive theories", *Decision Support Systems*, vol. 42, (2006), pp. 1872-1888.
- [10] D. Kahneman and A. B. Krueger, "Development in the Measurement of Subjective Well Being", *Journal of Economic Perspectives*, Winnter, vol. 20, no. 10, (2006), pp. 3-24.
- [11] E. Diener, R. A. Emmons, R. J. Larsen and S. Griffin, "The satisfaction with life scale", Accessed 15.10.09. Press, Akron, OH, (1992).
- [12] N. B. Ellison, C. Steinfield and C. Lampe, "The benefits of Facebook "friends": Social capital and college students use of online social network sites", *Journal of Computer-Mediated Communication*, vol. 12, (2007), pp. 1143–1168.
- [13] N. B. Ellison, C. Steinfield and C. Lampe, "Connection Strategies: Social capital Implications of Facebook-enabled Communication Practices", *New Media and society*, vol. 13, no. 6, (2011), pp. 873-892.
- [14] R. Falk, F. Miller and N. B. Miller, N. B. A Primer for Soft Modeling, University of Akron.
- [15] D. W. Gerbing and J. C. Anderson, "On the meaning of within factor correlated measurement errors", *Journal of Consumer Research*, vol. 11, (1984), pp. 572-580.

- [16] W. Gerbing, J. G. Hamilton and E. B. Freeman, "A Large-scale Second-order Structural Equation Model of the Influence of Management Participation on Organizational Planning Benefits", *Journal of Management*, vol. 20, no. 4, (1994), pp. 859-885.
- [17] M. S. Granovetter, "The strength of weak ties: A network theory revisited", *Sociological Theory*, vol. 1, (1983), pp. 201-233.
- [18] I. Grant and S. O'Donohoe, "Why young consumers are not open to mobile marketing communications", *International Journal of Advertising*, vol. 26, no. 2, (2007).
- [19] J. Hair, W. Black, B. Babin and R. Anderson, "Multivariate data analysis", (7th ed.), Prentice-Hall, Inc. Upper Saddle River, NJ, USA, (2010).
- [20] H. Ko, C.-H. Cho and M. S. Roberts, "Internet Uses and Gratification: A Structural Model of Interactive Advertising", *Journal of Advertising*, Summer, vol. 34, no. 2, (2005), pp. 57-70.
- [21] H. S. Kim, D. K. Sherman and S. E. Taylor, "Culture and Social Support", *American Psychologist* Copyright 2008 by the American Psychological Association, (2008) September.
- [22] H. Herzog, "Professor quiz: A gratification study", P. F. Lazarsfeld & F. N. Stanton (Eds.), *Radio and the printed page*, New York: Duell, Sloan & Pearce, (1940), pp. 64-93.
- [23] C. B. Jarvis, S. B. MacKenzie and P. M. Podsakoff, "A critical review of construct indicators and measurement model misspecification in marketing and consumer research", *Journal of Consumer Research*, vol. 30, no. 2, (2003), pp. 199-218.
- [24] A. N. Joinson, "Looking at, looking up or keeping up with people?: Motives and use of Facebook", Paper presented at the 26th annual SIGCHI conference on Human Factors in Computing Systems, Florence, Italy, (2008) April.
- [25] T. Jung, H. Youn and S. Mcclung, "Motivations and self-presentation strategies on Korean based 'Cyworld' Weblog format personal home pages", *Journal of cyberpsychology & Behavior*, vol. 10, (2007), pp. 24-31.
- [26] B. Kaye and T. J. Johnson, "A Web for All Reasons: Uses and Gratifications of Internet Resources for Political Information", Paper presented at the Association for Education in Journalism and Mass Communication Conference, Washington, DC, (2001) August.
- [27] N. Lin, "Building a network theory of social capital", *Connections*, vol. 22, (1999), pp. 28-51.
- [28] M. R. M. Hechanova, A. P. Tulliao, A. Lota, A. P. Tulliao and A. Acosta, "Problem Severity, Technology Adoption, and Intent to Seek Online Counseling Among Overseas Filipino Workers", *Cyberpsychology, Behavior, and Social Networking*, vol. 16, no. X, (2013).
- [29] S. O'Donohoe, "Advertising uses and gratifications", *European Journal of Marketing*, (1994).
- [30] G. A. Payne, J. J. Severn and D. M. Dozier, "Uses and gratifications motives as indicators of magazine readership", *Journalism Quarterly*, vol. 65, no. 4, (1988), pp. 909-13.
- [31] U. Pfeil, R. Arjan and P. Zaphiris, "Age differences in online social networking: A study of user profiles and the social capital divide among teenagers and older users in MySpace", *Computers in Human Behavior*, doi:10.1016/j.chb.2008.08.015, vol. 25, (2009), pp. 643-654.
- [32] R. Putnam, "Tuning in, tuning out: The strange disappearance of social capital in America", *Political Science and Politics*, doi:10.2307/420517, vol. 28, no. 4, pp. 664-683.
- [33] R. Putnam, "Bowling alone: The collapse and revival of American community", New York, NY: Simon & Schuster, (2000).
- [34] J. Raacke and J. Bonds-Raacke, "MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites", *CyberPsychology and Behavior*, vol. 11, no. 2, (2008), pp. 169-174.
- [35] C. M. Ridings and D. Gefen, "Virtual Community Attraction: Why People Hang Out Online", *Journal of Computer-Mediated Communication*.
- [36] S. K. Roy, "Internet uses and gratifications: A survey in the Indian context", *Computers in Human Behavior*, vol. 25, no. 4, pp. 878-886.
- [37] A. M. Rubin, "Television uses and gratifications: The interactions of viewing patterns and motivations", *Journal of Broadcasting*, vol. 27, (1983), pp. 37-51.
- [38] A. M. Rubin, "The uses and gratifications perspective of media effects", Bryant, J. and Zillmann, D. (Eds), *Media Effects: Advances in Theory and Research*, 2nd ed., Lawrence, (2002).
- [39] T. Ruggiero, "Uses and gratification theory in the 21st century", *Mass Communication and Society*, (2000).
- [40] T. Ryberg and M. C. Larsen, "Networked identities: Understanding relationships between strong and weak ties in networked environments", *Journal of Computer-Assisted Learning*, vol. 2, (2008), pp. 103-115.
- [41] R. Schumacker and R. Lomax, "A Beginner's Guide to Structural Equation Modeling", Nueva Jersey: Lawrence Erlbaum Associates, Inc., (2004).
- [42] P. Sheldon, "The relationship between unwillingness-to-communicate and students", (2008).
- [43] M. A. Stefanone and C.-Y. Jang, "Writing for Friends and Family: The Interpersonal Nature of Blogs", *Journal of Computer-Mediated Communication*, (2007).
- [44] E. Uriel and J. Aldas, "Análisis Multivariante Aplicado", México: Editorial Thomson, (2005).
- [45] S. Valenzuela, N. Park and K. Kee, "Is There Social Capital in a Social Network Site?: Facebook Use and College Students' Life Satisfaction, Trust, and Participation1", *JCMC*, vol. 14, no. 4, (2009), pp. 875-901.

- [46] P. M. Valkenburg, J. Peter and A. P. Schouten, "Friend networking sites and their relationship to adolescents' well-being and social self-esteem", *CyberPsychology & Behavior*, vol. 9, (2006), pp. 584–590.
- [47] B. Wellman, A. Q. Haase, J. Witte and K. Hampton, "Does the Internet increase, decrease, or supplement social capital? Social networks, participation, and community commitment", *American Behavioral Scientist*, vol. 45, no. 3, (2001), pp. 436.
- [48] D. Williams, "On and off the 'net': Scales for social capital in an online era", *Journal of Computer-Mediated Communication*, vol. 11, (2006), pp. 593–628.
- [49] Y. Kim, D. Sohn and S. Marina Choi, "Cultural difference in motivations for using social network sites: A comparative study of American and Korean college students", *Computers in Human Behavior*, vol. 27, (2011), pp. 365–372.
- [50] L. Yorks, "A Radical Approach to Job Enrichment", New York: Amacom, (1976).
- [51] R. Canet Zapata and M. Giner, "Propuesta metodologica para la construccion de escalas de medicion a partir de una aplicaci3n empirica", *Revista electr3nica actualidades investigativas en educaci3n*, (2008) Mayo-Agosto, pp. 1-26.