



## IDENTITY ORIENTATION AND FACEBOOK INTENSITY: A CHANGED WAY OF MEETING AND STAYING IN TOUCH WITH PEOPLE

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### INTRODUCTION

“The social web can’t exist until you are your real self-online”

Shery Sandberg.

Throughout human history new technologies of communication have had a significant impact on culture. Inevitably in the early stages of their introduction the impact and the effect of such innovations were poorly understood. Predictably the Internet is also an object of glorification by its technophile advocates. Time and again the public is informed that the Internet is transforming human life towards a more enlightened and creative existence. The public is constantly told that Big Data and the Internet of Things are about to revolutionize human existence. Claims that digital technology will fundamentally transform education, the way we

work, play and interact with one another suggest that these new media will have an even greater impact on our culture than the invention of writing and reading. The Internet and social media are very powerful tools that can influence and shape human behavior. The social media has played a significant role in recent outbreaks of social protest and resistance. The mushrooming of Occupy protests, the Arab Spring, the mobilization of resistance against the Government of the Ukraine or in Hong Kong was heavily dependent on the resources provided by the social media. Many observers have concluded that in a networked world the social media possesses the potential to promote public participation, engagement and the process of democratizing public life. The influence of the Internet has been most significant in the way it has transformed the lives of young people. Their digital bedroom symbolizes a childhood that is significantly mediated through the social media, mobile phones and the Internet. Friendship interaction and peer-to peer relations are increasingly conducted online or through text messaging. Such interactions have had major cultural consequences. Texting and online



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communications have influenced the evolution of language. They have thrown up new rituals and symbols and have had an important impact on people's identity the young in particular. Mediated exchanges often shape and reinforce people's status and identity. Consequently what happens to people through their online interactions really matters to the way that people perceive themselves offline?

The main purpose of this study is to learn how the social media revolution has changed and will continue to change the way of meeting and staying in Touch with People. What are the influencing factors of this changed way of communication in a person's social life? (**Refer Fig. 1**) Does the effect of social media change the way of meeting and staying in touch with people asking the people about their current behavior? In the digital world how the social identity orientation aligns with the change of meeting and staying in touch with people through Facebook Intensity? Does the behavior of bridging and bonding with people have changed by the effect of Facebook Intensity? With this background, the purpose of the present study is to examine the effect of Facebook intensity in relationship with Social Identity Orientation and Relational Identity Orientation moderated by bridging and bonding is a change way of meeting and staying in touch with people. For the purpose, we are proposing the following research questions.

## **LITERATURE REVIEW**

Ellison and Stein field (2007) describes the heavy usage patterns and technological capacities that bridge online and offline connections of Facebook, It is the rich site for researchers interests in the affordances of social

networks and also represents that an understudied offline to online trend in that it originally primarily served a geographically-bound community. And also the author considers Facebook as "an offline to online trend" is a pretty restricting view rather they thinks the intention of Facebook is more than offering a platform that "bridge online and offline connections". But the curiosity to know the real intension of the Face Book resulted as an answer to that question is less interesting than the consequences that Facebook is currently having on online sociability. Finally the impression is that Facebook polarize the discourse: either you are "part of Facebook" or not. It is the fact that currently the largest social networking site is Facebook with 727 million daily active users and 1.19 billion monthly active users. The amount of time spent on Facebook varies and ranging from 10-30 minutes per day to 90 minutes and 60-120 minutes per day. Studies have showed that one of the primary uses of Facebook is to keep in touch with old friends and make new ones social identity is a relational term, defining who we are as a function of our similarities and differences with others.

## **SOCIAL IDENTITY ORIENTATION**

Turner et al (1987) proposed the Social Identity Theory, in which he explains that a person acts as different selves as he is exploited into a different group environment. Different settings may inhibits an individual to think, feel and act on basis of his personal, family or national "level of self". Apart from the "level of self", an individual has multiple "social identities". Hogg and Vaughan (2002) stated that Social identity is the individual's self-concept derived from perceived membership of social groups. In other



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words, it is an individual-based perception of what defines the “us” associated with any internalized group membership. This can be distinguished from the notion of personal identity which refers to self-knowledge that derives from the individual’s unique attributes. It says that how much a person is meeting with the group that much he is coherent with them and builds bond between them.

### **RELATIONAL ORIENTATION**

Mark Zuckerberg (2003) and his roommates while at Harvard University created and launched the social network- Facebook. Hit wise (2010) recently surpassed Google to become the most visited site on the Internet. Hit wise analytics report that Facebook is responsible for 7.26 percent of all Internet visits or .21 percent more than Google. Hit wise (2010) stated that the market share of visits to Facebook increased 185% in March 2010 as compared to the same week in 2009. Kazeniak (2009) described that Compete.com study ranked Facebook as the most used social network by worldwide monthly active users, followed by MySpace. This generation of students is truly blazing the way for future generations. The results of the study help to support the notion that the younger the student is, he or she will spend more time with social networking. Thus, the question for the future will be if social networking will become the norm or standard for future generations of students. Currently, at least from the results from this study, white students seem to be more comfortable with this medium? Will students live more on line like some have projected by Bahkand Rohm (2009).

### **FACEBOOK INTENSITY**

According to former Secretary of Education, Riley (2010), it seems certain that social networking is starting to become intertwined within the fabric of society. How far it will go is something to watch and definitely not to be ignored. This group of millennial learners will allow for researchers to start to understand the role of social networking like never before in the history of the world. It seems that information technology is being embraced quicker and more internally than any other time in history.

### **BRIDGING & BONDING**

Cohen (1985) and Wills et al., (1998) stated that it is well documented by many studies that social relations may positively or negatively affect psychiatric and physical morbidity. The term social support is used to refer to social processes contributing to individual well-being and health Barrer et al. (1981) and Cutrona& Russell(1987) respectively suggested a number of instruments are available to measure different aspects of social support, such as frequency of received supportive actions perceived quality or availability of diverse types of support generalized beliefs about the supportiveness of others social integration and social networks and relationships and interactions relevant to social support Usually these measures concern the general population, but some of them are specific for subgroups such as children, college students and the elderly Cohen (1988) and Uchino et al., (1996) respectively stated that the social network may strengthen the person’s self-confidence, security, sense of stability and increase the predictability of the environment. Cohen et al.,(1996) stated that according to the stress buffering model, the protective functions



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of social support appear mostly when a person faces stressful events. Under stress, the perceived availability of social resources may generate less pessimistic appraisals of the existing difficulties and of personal adaptive capacities. In addition, there is less physiological arousal, fewer chronic intrusive negative thoughts and fewer maladaptive reactions.

### **RESEARCH QUESTION**

1. What is the relationship between the social identity orientation and Facebook intensity?
2. What is the relationship between the relational identity orientation and Facebook intensity?
3. Does the bridging and bonding an impact of Facebook intensity with social & relational Identity orientation?

### **HYPOTHESES**

With the reference to the above research questions, the following hypotheses has been framed

H0: There is no significant positive relationship between the social identity orientation, the relational identity orientation and the intensity of Facebook usage

H1: There is a significant positive relationship between the social identity orientation and the intensity of Facebook usage

H2: There is a significant positive relationship between the relational identity orientation and the intensity of Facebook usage

H3: The relationship between the social identity orientation, the relational identity orientation

and the intensity of Facebook usage is moderated by the bridge and bonding

### **RESEARCH METHODOLOGY**

A cross-sectional survey design was administered and survey was collected through online Google forms. A total of 300 impressions were circulated through online and we received a filled-in response from 178 online users. During circulation of the impression, we clearly mentioned to fill the survey based on what they feel. We used overall a non-probabilistic sampling technique to collect the samples. The impressions of Google forms were circulated in different social media channels using a snowball sampling methodology. Of the total sample, it also consists of male and female college students. The age group of the participants ranged between 20-70 years.

### **ANALYSIS**

Multiple Hierarchical linear regression analyses were conducted to examine the research questions and hypotheses of the study. First the content validity was checked using measurement model then the relevant statistical measures were employed to test the hypotheses. The model showed significant moderation and satisfied the basic conditions for content, convergent and discriminant validity.

### **MEASUREMENTS**

Dollinger et.al, (1996) created a 45 item scale that is Aspects of Identity Questionnaire (AIQ) in which each of the scale scores is the sum of the answers (1-5) given to those items: Social identity orientation and Relational Identity Orientation is the major elements of the scale. Hence the social identity orientation and



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Relational identity orientation can be measured with the aid of AIQ scale.

Cheek, J. M. and Briggs, S. R(2013) developed a relational identity scale which is a 10 item scale to accomplish the relational attribute among people and thus the measurement will be done considering the aspects in the scale. Ellison et.al, (2007) created a Facebook usage beyond simple measure of frequency and duration incorporating emotional connectedness and its integration into individual's daily activities, to establish a relationship between the relational identity orientation and the Facebook intensity this hypothesis has been framed. It is 8 item scales which are used to measure the attribute towards individual usage of Facebook.

## RESULTS AND DISCUSSION

The results of the study confirm that there is a significant positive relationship between the social identity orientation and the intensity of Facebook usage. Bridging is identified to have a high moderation value between the relationship of social identity orientation and relational identity orientation with the intensity of Facebook usage. The relationship between the social identity orientation, relational identity orientation and the intensity of Facebook usage has been moderated by bridging. **(Refer Table 7.1, 7.2 or 7.3)**

## MODERATING EFFECT

The result revealed that the social identity significantly moderates with bridging. Table 7.2 shows that the adjusted  $R^2$  was .619; the  $R^2$  change and the overall model were statistically significant. The result revealed that there no significant moderation between relational identity and social identity with bonding. Table

7.3 shows that the overall model is statistically insignificant.

## CONCLUSION

The relationships between the social identity orientation, relational identity orientation and the intensity of Facebook usage exhibited an indirect influence from the bridge and bonding more than the relationship they exhibited directly.

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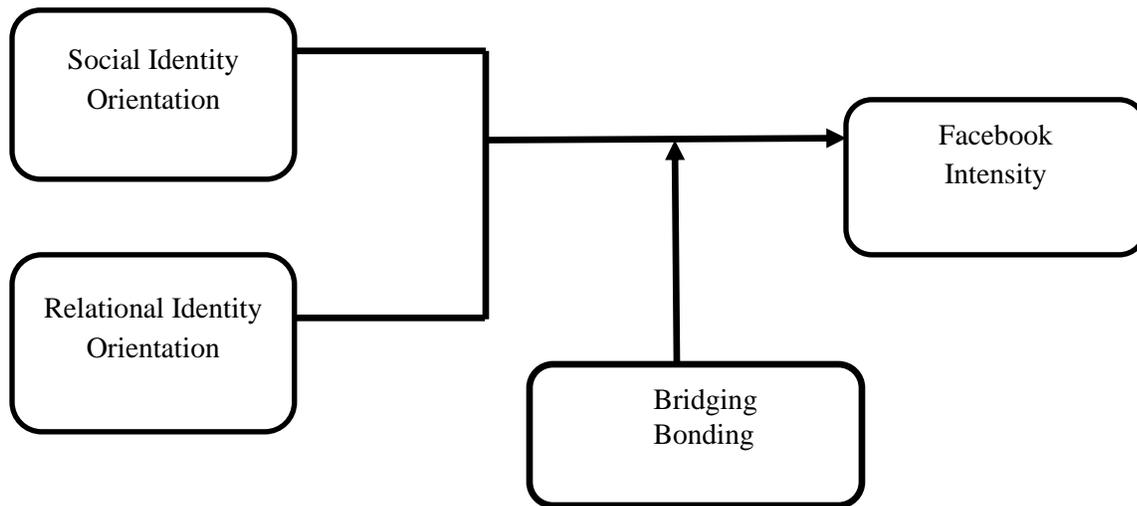
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**LIST OF FIGURES:**

**Fig 1. CONCEPTUAL FRAMEWORK**





**LIST OF TABLES:**

**Table 7.1: Correlation Table**

Variable	Social Identity	Relational Identity	Bonding	Bridging
Social Identity	1			
Relational Identity	.294**	1		
Bonding	.147*	.148*	1	
Bridging	.252**	.139	.568**	1
Facebook Intensity	.230**	.034	.256**	.775**

Notes: \*P<.05; \*\*P,.01; \*\*\*P<.001,(2-tailed)

**Table: 7.2: Moderating Effect of Bridging**

Factors	Facebook Intensity		
	Model 1	Model 2	Model 3
<b>Independent Variables</b>			
Social Identity	.240*	.062	0.125*
Relational Identity	-.036	-0.091	-0.130*
<b>Moderator</b>			
Bridging		.772***	.791***
<b>Interaction Effects</b>			
Social Identity X Bridging			.144**
Relational Identity X Bridging			-.104
<b>Model Summary</b>			
R <sup>2</sup>	.054	0.609	.629
Adjusted R <sup>2</sup>	.043	0.602	.619
F Value	4.994***	90.371***	58.400***
R <sup>2</sup> change	.054	0.555	0.020

Note; \*p<0.05, \*\*p<0.01, \*\*\*p<0.001

**Table: 7.3: Moderating Effect of Bonding**

Factors	Change Preparedness		
	Model 1	Model 2	Model 3
<b>Independent Variables</b>			
Social Identity	.240**	.214**	.229**
Relational Identity	-.036	-.063	-.078
<b>Moderator</b>			
Bonding		.233**	.163*
<b>Interaction Effect</b>			
Social Identity X Bonding			.115
Relational Identity X Bonding			.104
<b>Model Summary</b>			
R <sup>2</sup>	.054	.107	.133
Adjusted R <sup>2</sup>	.043	.091	.108
F Value	4.994***	6.923***	5.280***
R <sup>2</sup> change	.054	.053	.026

Note: \*p<0.05, \*\* p<0.01, \*\*\*p<0.001