Communication without borders

A quantitative study on how mobility and a cosmopolitan self-identity affect Swedish expatriates communication patterns with friends.

Kommunikation utan gränser
En kvantitativ studie om hur mobilitet och en kosmopolitisk självbild påverkar utlandssvenskars kommunikationsmönster med vänner.

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Abstract

The purpose of this study is to find out how Swedish voluntary migrants communicate with friends in three different groups: friends that resides in the same country as the respondent currently lives in, friends in Sweden, friends in other countries around the globe and whether or not individual mobility, demographic factors or a sense of global citizenship affect the chosen mean of communication. The reason behind the study is to introduce a previously unstudied area into the field of geographically based media studies and hopefully contribute to a deeper understanding of the role played by different means of communication in shaping the dynamics of global friendship. The theoretical approach in this study will be from three different outlooks, *migration*, *polymedia (including the second-level digital divide)* and *cosmopolitanism.*

The study is based on data from the Institute for Society, Opinion and Media (SOM) and their survey questionnaire sent out to Swedish expatriates during fall 2014 / winter 2015, also known as Utlands-SOM. The total number of respondents are 2268. The study starts with basic frequencies to find out which media that are the most prominent, then binary logistic regressions have been made. The total number of dependent variables are 21 and these have then been analysed from seven independent variables; age, gender, education, travel patterns, years spent abroad, number of countries lived in and whether or not the respondent consider himself/herself being a cosmopolitan. This generates a total of seven tables (one for each media) with three models in each (contact with friends in current country of residency, contact with friends in Sweden and contact with friends in other parts of the world).

Amongst Swedish expatriates, e-mail and Facebook are the two most popular media for keeping in touch with friends, regardless of the friends location. The most significant demographic variable is age. Usage of video call, text message, chat, Facebook and other social media tend to decrease with age. Every year spent abroad decreases the communication with friends in Sweden, but increases the communication in the current country of residency. The number of countries lived in have a positive effect on communication with friends in other parts of the world. Cosmopolitan self-identity is found to be most significant when communicating with friends in other parts of the world, and it also affects e-mail the most. Level of education, which in previous studies have been found closely linked to a cosmopolitan identity, is found to have no significant correlation. Arguably, this is explained by the other means of communications negative relationship with the variable.

Keywords: *Cosmopolitanism, polymedia, human connectivity, digital divide, migration.*

Abstract [Swedish]

Syftet med denna studie är att ta reda på hur svenskar som frivilligt emigrerat utomlands kommunicerar med vänner inom tre olika grupper: vänner som bor i samma land som respondenten för tillfället lever i, vänner i Sverige samt vänner bosatta i övriga länder världen över. Detta sätts i perspektiv med huruvida den individuella mobiliteten, demografiska faktorer eller en känsla av ett världsmedborgarskap påverkar det valda kommunikationsmedlet. Denna studie ämnar att introducera ett tidigare förbisett forskningsområde inom geografiskt baserade mediestudier och därigenom förhoppningsvis bidra till forskningsfältet genom en fördjupad förståelse om kommunikationsmediers roll för vänskapsdynamik på global skala. Det teoretiska ramverk som utgör studiens grund är tre stycken skilda delar, migration, polymedia (inklusive en andra gradens digital klyfta) och kosmopolitism.

Denna studie bygger på data från Institutet för Samhälle, Opinion och Media (SOM), och deras undersökning ställd till utlandssvenskar (Utlands-SOM) från hösten 2014 / vintern 2015. Totalt antal respondenter är 2268. Först görs en enkel frekvenstabeller för att undersöka vilket/vilka de primära medierna är i varje grupp, därefter har binära logistiska regressioner körts. Det totala antalet beroende variabler som behandlas är 21. Dessa sätts i perspektiv med ålder, kön, utbildning, resemönster, antal år utomlands, antal boendeländer och om respondenten anser sig vara världsmedborgare eller ej. Detta genererar totalt sju tabeller (en för varje media), med tre modeller i varje (kontakt med vänner i nuvarande boendeland, kontakt med vänner i Sverige och kontakt med vänner i övriga världen).

Utlandssvenskarnas favoritmedium för att hålla kontakten med vänner, oavsett var vännerna befinner sig, visade sig vara e-post och Facebook. Den mest signifikanta demografiska variabeln visade sig vara ålder. Användandet av videosamtal, SMS, chatt, Facebook och andra sociala medier visade sig minska med högre ålder. För varje år respondenterna spenderar utomlands minskar oddsen för kommunikationen med Sverige, men ökar i det nuvarande boendelandet. Antalet länder som respondenterna har bott i har en positiv inverkan på kommunikationen med vänner i övriga världen.

Den kosmopolitiska identiteten är mest signifikant när det kommer till att kommunicera med vänner i övriga världen och den påverkar även e-post som medium allra mest positivt. Utbildningsnivå, vilket sedan tidigare studier funnits vara tätt länkat med en kosmopolitisk identitet, visade sig inte vara signifikant i denna undersökning. Detta kan förklaras genom de andra kommunikationsmediernas negativa förhållande med variabeln.

Nyckelord: *Kosmopolitanism, polymedia, demografisk kontakt, digital klyfta, migration.*

To a wise man, the whole earth is open;
for the native land of a good soul is the whole earth.[1]
Democritus

1 Translation: Freeman, K. (1983[1948]). *Ancilla to the pre-Socratic philosophers: a complete translation of the fragments in Diels, Fragmente der Vorsokratiker*. Cambridge Mass.: Harvard University Press

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Acronyms

DESI – Digital Economy and Society Index

EU – European Union

HIC – High Income Country

ICT – Information and Communication Technology

IM – Instant Messaging

IMF – International Monetary Fund

IOM – International Organization for Migration

ITU – International Telecommunication Union

LIC – Low Income Country

MMS – Multimedia Messaging Service

MNC – Multinational Corporations

NGO – Non-governmental Organisation

NITA – The National Telecommunications and Information Administration

SCB – Statistiska Centralbyrån (Statistics Sweden)

SMS – Short Message Service (also referred to as *text message*)

SOM Institute – Institute for Society, Opinion and Media

TCC -Transnational Capitalist Class

UN – United Nations

UNDESA – United Nations Department of Economics and Societal Affairs

UNHCR – United Nations High Commissioner for Refugees

WTO – World Trade Organization

1. Introduction

You have seen them, heard of them or perhaps know some of them personally, the ones that leave their countries of origin behind and travel to a faraway land to take up residency. Whether or not you envision the current refugee crisis in Europe or an expatriate, they all have one thing in common: They are part of the transnational migration flows that contribute to the ongoing globalisation processes. These are the people who for one reason or another left the place that once was their home and their stories tell the effect of migration. When one think of the word *migration*, it is not unusual to primarily think of forced migration, such as refugees, from the developing South to the developed North, and this is not completely without a reason. The southern migration is in fact the largest. As a recent report from the International Organization for Migration (IOM) shows, about 40 percent of people who migrate from one country to another actually move from South to North, and that 33 percent is made up by people who migrate from South to South. The migration from North to South consists of as little as five percent (World Migration Report 2013, p. 108.) and despite these numbers, migration is so much more. Behind every figure is a living, breathing individual bearing witness to that we are living in a world of rapid globalisation and growing transnationality, that affects almost everyone of us in one way or another. Especially for those who do move, for whom it can be life changing. But migration does not only affects the individual, it also affect societies at large and is a driving force in our technological development as well. Since the end of the World Wars there has been a tremendous growth in multinational corporations (MNC:s) and non-governmental organisations (NGO:s) worldwide. This renders the nation states and multinational states not weaker, but more open, especially through membership in e.g. the European Union (EU) or the United Nations (UN) and the opportunities to seek employment far from home has increased. On a global scale, this has affected the mindset of millions. Culture is one prominent proof of what has become widespread and it fairly uncommon to grow up in society today without getting to know different cultures on a daily basis. Food is a great example of this, e.g. in Sweden the all time favourite dish, Spaghetti Bolognese, originally an Italian dish that now is considered to be *husmanskost*[2] (Mattsson, 2014). The adaptation and incorporation of other cultures in similar ways might act as a bridge between the so called '*us'* and '*them'* and instead create a global '*we',* i.e. global citizens. Migration, whether forced or voluntary, does not only affect society and our culture, it also affects our relationship with friends and family and how we communicate with them. One evidence of this is that during the last decades several mobile phone operators have introduced low-fare subscriptions tailor maid for people who frequently phones family and friends abroad. One

2 Swedish *husmanskost* means traditional Swedish dishes with local ingredients, that make up classical every-day Swedish cuisine.

example is *Lebara Mobile*, who early on specialized in migrant workers[3]. While technology developed, so did the means of communication, but little research has been conducted among the users of this technology from the perspective of emigration and friendship. Hence, the foundation for this study will be the patterns of how we maintain relationships with help of this new and developed media, connecting local to global and focusing on the northern voluntary migration, which has not been as thoroughly investigated as forced migration. An additional focus will also be given to the notion of the world citizen (the so called *cosmopolitan*), in order to better understand how this self-identity affect communication patterns for people on the move, who do have access to a surplus of media (also known as *polymedia*). The purpose of this study will be explained in more detail below in chapter *1.3*, as well as in chapter *3.1*.

1.1 Framing the research topic

During the fall of 2014, the Institute for Society, Opinion and Media (SOM Institute) conducted a comprehensive survey questionnaire amongst Swedish citizens living abroad and the survey is the first of its kind, exposing attitudes and opinions among Swedes on every continent (Solevid, 2016). This research paper will be based on some of the questions from this survey. The aim is to probe the field through a quantitative narrative (as opposed to previous research which primarily has been qualitative), focusing on cosmopolitan attitudes in the field of polymedia. The connection between polymedia and mobility has not been very deeply investigated through a quantitative perspective earlier, and even though some qualitative studies exist (as will be shown in chapter *2*), none of these cover the Swedish expatriate situation nor is based on as large of a group of respondents as this paper is. Hence, this study will hopefully contribute to closing the

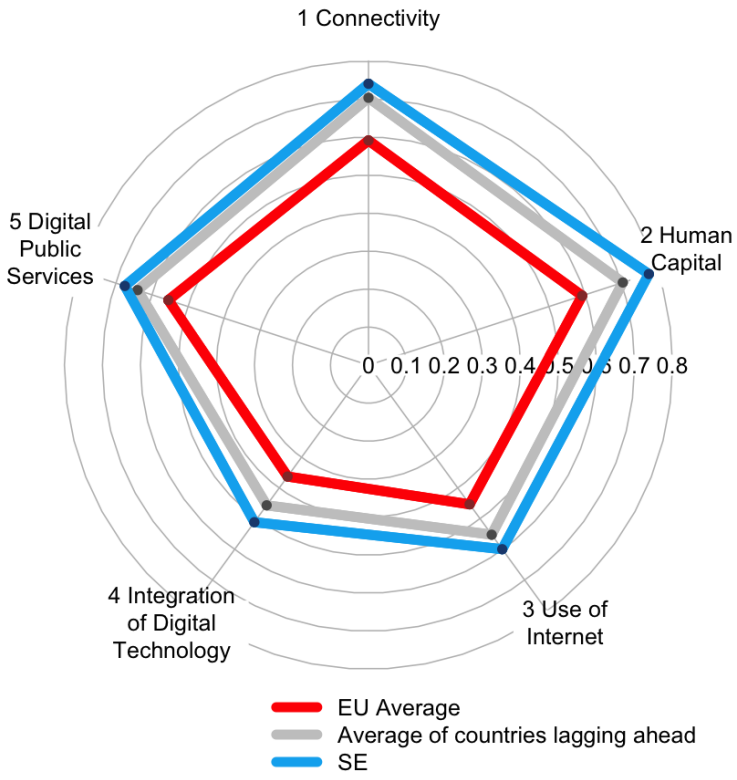

Illustration 1: DESI 2016 - Sweden

3 http://www.lebara.co.uk/aboutlebaramobile

scientific gap that exists today. The study seeks to understand how the Swedish expatriates communicates with friends around the globe and if their patterns and means of communication differs depending on distance as well as demographic factors. After establishing this, the concept of cosmopolitanism will be brought in, to investigate whether or not a cosmopolitan self-identity makes a difference in the respondents communication patterns. Several studies throughout history focus on how individuals communicate with family members and how this communication has changed with the development of new means of communication, e.g. social media, but few are built around communication between friends. This shows that there is a need for an empirical study like this one.

Sweden have long been in the forefront of the digital revolution, according to the European Commissions *Digital Economy and Society Index* (DESI) from 2016, meaning that 99 percent of the Swedish population do have access to fixed broadband and 4G/LTE technology. Sweden is far beyond the EU average in both connectivity and usage of Internet as well as in integration of digital technology, as shown in *Illustration 1*, and the daily usage of Internet at home is about 90 percent between ages 12-45. Then, the usage declines with higher age and in the case of those beyond 76 years, the usage is about 40 percent[4]. This study probes a new field and breaks the traditional South to South or South to North migration patterns stated in the World Migration Report (2013), by looking at a random sample of expatriates, between ages 18-75, who stem grow from a highly connected, Northern society. What should be emphasised here however, is the fact that the respondent group in this survey do have a higher education mean and higher socio-economical status than the Swedish population do on average (Solevid, 2016) and that several of the respondents are older than some of the new media.

1.2 Background

In this section the Swedish emigration will be presented throughout a historical perspective leading up to present time and the development of the country's previously mentioned high connectivity.

Although the third largest country in the EU, surpassing 9.9 million inhabitants at the end of June 2016 (Statistiska Centralbyrån, 2016), Sweden do have a very low population density, leaving the emigration percentage quite high. When discussing the Swedish emigration, it is not uncommon to think about the massive amount of Swedish citizens that between circa 1850 and 1930 decided to move to North America due to factors such as crop failure and with hopes of a better financial situation. The exact number of emigrants during this period in time is difficult to come by since many travelled in the holds of cargo ships before the enormous ocean liners began to traffic the Atlantic Ocean (Runblom & Norman,1976; Thornborg, 2013). However, it is estimated that at least 1.5 million people

4 http://www.soi2015.se/aktiviteten-pa-internet-okar-fortfarande/tillgang-till-dator-internet-och-bredband/

made the voyage during this period and that the peak came in 1887, a year when as many as 50 000 Swedes set sail (Solevid, 2016).

Taking this into consideration, it is interesting to look at the country that the emigrants in this particular study now are leaving behind. Sweden is no longer the poor country, rived by starvation and disease that the people of the late 19th- and early 20th century left behind. Rather, it is the opposite. The Swedish citizens do enjoy a wealthy country, with high standards on education, health care and also low corruption level, rendering Sweden a country people *migrate to*, not from (Solevid, 2016). Still, people chose to leave it all behind and in 2011 the number of emigrants actually surpassed the record number from 1887 (Statistiska Centralbyrån, 2016), even though the overall percentage were a lot lower in 2011 due to population growth (Solevid, 2016). The possible reasons behind this movement will be discussed more in chapter *2.1.1 International voluntary migration*.

If we look back at the information gathered by the EU (2016) and presented in DESI 2016, Sweden is not only a country with high access to Internet, but with as many as 92 percent of the population that actually make use of it. This could be seen as evidence that the media literacy is very high in Sweden and we can presume that the expatriates from this region is used to having access as well as adapting to technological advancements.

1.3 Purpose of the study

Human connectivity has been widely investigated throughout the history of communication studies, as well as studies on the relation between demographic factors and means of communication. In a world where cross-border movement of people are increasing annually, the need to understand *how* technology can help us stay connected increases as well, and not only through a psychological perspective. The knowledge of usage and roles of various media in human relations would not only broadened the academic field, but it would also make it possible for companies that provides these types of services to tailor their products for maximum user satisfaction. Prior to this paper, substantial amounts of research has been done on migration and media, especially on how movement of people from low income countries (LIC) (e.g. refugees, guest workers or illegal immigrants) have helped developed means of communication (see the *Lebara*-example on p. 10) or use media to keep in touch with family members who have stayed behind. However, very little of it has been done from the perspective of highly skilled, voluntary emigrants from a high income country (HIC). Hence, this study seeks to introduce a previously unstudied area of the field of geographically based media studies. Previous studies do cover communication between global families, or partners living in one and the same country, but none covers friends on a global scale, as will become evident in *chapter 2* and the study will therefore contribute to a deeper empirical understanding of the role played by the different means of communication in shaping the dynamics of global friendship in a world less concerned with border.

The purpose of this study is to find out how Swedish expatriates communicate with friends in three different groups: friends that resides in the same country as the respondent currently is living in, friends in the country of origin (i.e. Sweden) and friends in other countries around the globe and whether or not individual mobility, demographic factors or a sense of cosmopolitan identity (the concept will be explained later on in this paper) affect the chosen mean of communication. The theoretical approach will therefore be from three different points, *migration*, *polymedia* and *cosmopolitanism*, and the relation between them will be highlighted in chapter *2.4*. What already is clear however, is that this is a study of human connections. In this paper there are three general types that are being discussed based on the case; (1) the *actual connection* (e.g. moving and connecting on a personal, real life level), which is labelled as migration, (2) the *symbolic connection* (i.e. the connection the respondents have access to whether or not they make use of it) which here is tagged as polymedia and (3) the *imaginary connection* (i.e. the connection that the respondents envision themselves having on a global scale, with humans they do or do not know in person) made visible through the concept of cosmopolitanism.

1.4 Disposition

It rapidly becomes clear that some areas needs to be covered in throughout this paper and now, given the background of the Swedish emigration situation throughout history, it is time to piece it together with the keywords.

The paper will be made up by four chapters, not counting this introductory one, and the next one, chapter *2. Theoretical Framework*, will be divided into three sections corresponding with the keywords: starting with *2.1 Mobility*, in which the concept will be presented on a larger scale, introducing different aspects of the concept (e.g. forced or voluntary migration and elite migrants), before moving on to a sub-chapter about the network society and network capital. The latter is meant to be a bridge to *2.2 Polymedia connectivity* which will include a background of the concept, a discussion on the digital divide (which might affect the third research question) and a literature review of previous and current relevant studies. The third part of the theoretical chapter is *2.3 Cosmopolitanism*, where there also will be a differentiation made between the concept and what is known as transnationalism, then the combination of the three will be summarised in *2.4 Concluding remarks: Framing connectivity*.

In chapter *3. Study design*, the study purpose will be discussed further and summarised before the four research questions are presented and operationalisation of terminology will be conducted. Segment *3.2* is dedicated to the method, covering topics such as quantitative methodology, an introductory explanation to binary logistic regression analysis and a section with information about the survey and data from Utlands-SOM 2014. *3.3 Research credibility* will treat the issue of reliability and validity of the study.

Following this comes *4. Results and analysis* which will be divided into sub-chapters, one for each research question, with focus on the third and final model, cosmopolitanism. The analysis and findings from research question one will be presented first, then the results from questions two to four, before moving on to the analysis of these, because of their interlinked nature.

The final chapter that make up the text body is *5. Conclusion*. This will include a summary of the findings in relation to the research questions, a section where further studies and improvements will be outlined as well as thoughts on the societal and professional implications. In addition to this, there is of course a list of references at the end (chapter *6*), as well as the code book for this study (chapter 7).

The paper concludes with *Appendix 1* and *Appendix 2*. The first consists out of the survey questions used in this study, both in their original Swedish form, as well as translated to English. The second one presents tables with background data from the programme IBM SPSS Statistics, that was used to make up some of the recoded variables, as well as some data that did not contribute to the findings, but rather explained who the respondents actually are.

2. Theoretical framework

In this section, the most important theoretical concepts, crucial for the interpretation and analysis of the SOM-data in relation to the research questions, will be discussed. These concepts are *mobility and migration*, *polymedia* and *cosmopolitanism* and in this section each one will be explained, primarily through a literature review, before noting how they relate to this study. The section on mobility and migration will start with an overview of the concept and narrowing down to the type of migration and mobility that is prominent in this paper, the so called voluntary migration and elite migrants. Chapter *2.1* will then be divided into sub-chapters discussing reasons for mobility and migration and the role played by these concepts in re-shaping global media as well as the power structure that affects the voluntary human movements and network capital. In chapter *2.2*. the topic of polymedia will be covered, according to the same principle as the previous one, starting with an overview. The sub-chapters here will include the issue of the digital divide including the second-level digital divide and network capital, which, according to Urry means "the capacity to engender and sustain social relations with those people who are not necessarily proximate and which generates emotional, financial and practical benefit" (2007, p. 197). Chapter *2.3* will cover the final concept, cosmopolitanism. Here, the concept of transnationalism and the transnational capitalist class (TCC) will be presented and the difference between elite migrants and TCCs will be highlighted. Last but not least, chapter *2.4 Concluding remarks: Framing connectivity* will aim to show how these three concepts will be bridged and how the merge of them will make out the foundation of how to frame connectivity in this case.

2.1 Mobility and migration

It is of importance to understand the concept of mobility and migration since it is a crucial part of this paper as well as the basis for many of the studies done prior. Thus, the theoretical chapter will start with a brief history of the concept and its impact on the contemporary life, and then the following chapters on polymedia and cosmopolitanism will go deeper into the concept. This will be the outline due to the fact that the studies discussed in those chapters have migration as a base, hence covers previous studies on the subject. When one dives deep into the field, the theoretic problem of migration emerges, since it is too broad for being a single theory and the need for more interdisciplinary studies grow due to the diverse nature of the field (King, 2012). Migration is a fluid field, and it becomes hard to study since the different types of migration groups easily can transform and people move from one group of migrants to another on a daily basis (ibid.).

Movement of people is nothing new, in fact it goes as far back in time as to when humans moved depending on the seasons, the so called seasonal migration in agriculture. King (2012) ascribe the spread of different inventions to the human movements throughout time and also claim that the way it re-shapes our societies is the main reason and argument

of its importance. This notion is derived from Urry (2007), who claims that mobility actually re-shapes what traditionally is know as the western society, through the diversity it brings with it. This movement and growing diversity have also brought with it “new flows of media” (Thussu, 2006, p. 1).

Movement of people can be categorised into sub-categories of *mobility* and *migration*. Mobility, according to Knox and Marston, is “the ability to move from one place to another, either permanently or temporarily.” whereas the concept of migration is “a long-distance move to a new location.” (2010, p.107). With temporary migration, the migrant should have the intention to return 'home', whilst permanent migration is, just as the word implies, permanent (King, 2012). King also presents a third group, seasonal migrant, a group mainly consisting of workers in “agriculture, tourism and construction” (King, p. 7). Potter identifies that there also are those who differentiate between migration and *circulation* (2008). Migration is said to be a more permanent move, whilst circulation is considered to be shorter (e.g. guest workers or daily commute), an idea that made King (2012) present the thought that a migrant is a person who spend more than a year in another country (to separate all these versions of mobilities). Migration can be both forced or voluntary and it is divided into to three separate categories called immigration, emigration and internal migration. The first one refers to moving *to* a specific place whilst the second means moving *from* a specific place, what Knox and Marston (2010) also calls 'in-migration' and 'out-migration'. The third one, internal migration, which is more locally rooted and means moves within a certain country or region, will not be covered in this paper since the focus is on Swedish expatriates, although the rural-urban movement, that internal migration mostly consists of, make an interesting case as it might be seen as “a prelude for cross-border migration” (Castles, de Haas & Miller, 2013, p. 26).

The reasons for migration are as many as there are migrants, but particularly noted reasons are financial situations (employment) or political reasons (Knox & Marston, 2010). With all of these possible reasons, new forms of mobility appears, such as repeated circular movement and retirement migration, as an addition to the other forms and with this new transnationalism plenty of migrants end up with economic and social relations in more than one society or country at once (Castles et al., 2013). In this paper, the voluntary migration from Sweden is emphasised. The voluntary migration, just like all other types of migration, is highly controlled on governmental levels because, according to Knox and Marston, migration affects “political, economic and cultural conditions on national, regional and local levels” (2010, p.107). The patterns of migration are clearly visible between countries and reflects on their “social, political and economic development” (Ahmad, 2004, p.797).

Throughout this chapter, the concept of mobility and migration will be discussed in general terms in order to highlight the contrast with the common concept of human movement and the version of emigration that is key for this study. First, the reasons for moving abroad (the so called push- and pull factors) will be discussed in the context of

international voluntary migration and labour migration before moving on to power structures in a transnational world, that directly affect and contribute to the human capital flight. Finally, the group of migrants that the survey respondents are part of will be introduced as elite migrants.

2.1.1 International voluntary migration and labour migration

The United Nations Department of Economics and Societal Affairs (UNDESA) counted that the number of international migrants (i.e. people who have been living abroad for at least one full year) have more than doubled the last 50 years, from 100 million in 1960 to 214 million in 2010 (Castels et al., 2013). This number does, however, include refugees. As a recent report from United Nations High Commissioner for Refugees (UNHCR) states, about 65.3 million people are living their lives as refugees (Edwards, 2016), but with that number in bind, it becomes clear that the majority of the UNDESA number is made up by voluntary migration. The question of what draws people away from their home however, remains.

Ahmad (2004) brings forth the issue of why a person choose to migrate and why a particular new home is selected and through this he draws the same conclusion as Knox and Marston does; the issue of *push and pull factors*. The push-pull model was the primary model in the academic field of migration until at least the 1960s, and "reflect the neoclassical economics paradigm, based on principles of utility maximisation, rational choice, factor-price differentials between regions and countries, and labour mobility." (King, 2012, p. 13). Following the notion of these three authors, it is clear that push factors is the common name for the reasons one might have to leave the country of origin behind, whilst pull factors is the reasons why one chose the new home. These factors can be individual, such as romanticising a particular place or having friends and family in the new country, to a more nationwide problem with employment or high wage differentials. The idea of a push-pull model did not die in the latter half of the twentieth century, even though new models have emerged, it still does exist in all cases of migration, but if they are *beyond* reasons of life and death, they are often closely liked to international voluntary migration, a category where temporary labour migration is found. Speaking frankly, it can be seen as a sort of pro et contra list in the paradigm of structural functionalism, as it is seen from a macro-level. And it is the reason of how the model works on both micro and macro level that still makes it relevant. The push-pull model is relevant in this study, since it highlightens and underlines the difference between the group of migrant our respondents are part of and the more researched groups from the developing South.

The temporary labour migration, often spoken of simply as migrant workers or guest workers, tend to have a negative ring to its name, but might in fact be a reason as to why the economic situation in some developing countries is improving. Knox and Marston (2010) lists temporary labour migration as one of the reasons as to why some poorer countries do have very low unemployment rates and since many guest workers tend to send money home

to their families, the country's economic situation improves as well. Human labour has thus become one of the most profitable commodities of our time. When looking into temporarily labour migration, it is most common that the guest workers do come from a developing country and take up residency in a developed one instead, in some cases for years and years or even generations (Gorney, 2014).

Moving further into migration theory, it becomes evident that one thing affect human movement more than any other, what might be seen as the root of all other reasons; politics. The foundation of this is mainly found in theories of globalisation that emerged in the late 1980's, when cross-border trade agreements and foreign direct investment (FDI) emerged at the end of the Cold War (Castles et al., 2013; Urry, 2003a). The ongoing globalisation process can be seen as a mean of power, strengthening Northern dominance and finance, as well as MNC:s as the International Monetary Fund (IMF), the World Trade Organization (WTO) and the World Bank (Hardt & Negri, 2000; Petras & Veltmeyer, 2000). The power of the capitalistic approach in migration through globalisation and trade do become obvious when venturing further into the selectiveness of international voluntary migration; the prices for visas, education and other expenses (e.g. travel and housing) exclude certain groups from mobility (Castles et al., 2013). As a mean to control influx of human capital, many countries and unions in the industrialised world, e.g. the EU and the United States, did introduce the concept of *employer sanctions* during the late 1970's. Employer sanctions are meant to protect the employees from being exploited as cheap labour and punish those employers who do not abide, but have been known to backlash (ibid.). The need for proper procedure of employment, visas and paperwork make it hard on those born in the developing world to part take in the global job market and often force them to leave their countries of origin on dangerous pathways in search of a brighter future. Far to often is this dream not realised and since the migrants in that case have not gone through the proper channels, finding help could prove to be hard (Gorney, 2014). There is also another problem with the definition of voluntary migration, nicely presented by Sales (2007), and that is that a war or conflict can bring forth an economic catastrophe in a country, but without people being categorised as refugees. These people do automatically become classified as voluntary migrants even if the situation that made them cross nation-state borders might be less than voluntary. For this study, this poses a problem. What do we then call the emigrants from a developed HIC, since this paper do not take into consideration whether or not the new country of residency is a HIC or LIC. We call them *elite migrants*.

2.1.2 Elite migrants

According to Smith and Favell (2006), there are a lot of academics out there who refer to highly skilled or rich migrants, although they mainly are seen as a mobile elite and not migrants. This is not an issue of class per se, but rather a group that is fortunate enough to move on their own terms and conditions (Jansson, 2016b), which (naturally) can be linked

to higher income and an upbringing in an industrialised country. The classic theory on elites does not fully cover the topic in modern days and, as stated by Birtchnell and Caletrío, "elites have been widely researched in the past, but the lapse in quality and memorability of research over the last three decades stem from lack of clarity about the subject in question" (2014, p. 2). Voluntary travel, especially for other reasons than work-related, is a rare luxury granted few people, if seen on a global population scale, something that Urry (2003b) found to be a symbol of success and power. However, in this paper, the term mobile elite will not be used, due to the fact that it mostly involves the top-one percent, or wealthy individuals who travel in business or first class, and these people, even though privileged in life, still remain a minority far from what could be seen as 'reality' (Birtchnell and Caletrío, 2014). Rather, *elite migrants* will be used, drawing from the concept of mobile elites. Elite migrants include those who move, instead of just travel, but do so by free will. The elite migrants consists of people brought up in a stable, industrialised northern/western society and whom could easily stay in the country of origin without any difficulties but just as easily can become transnational cosmopolitans, if they so chose. They are not just a powerful elite, even though some of them might be highly educated, wealthy or management directors, rather they are a mix of people, who live far beyond the poverty line. Many of those who do make a career in HIC are highly mobile, e.g. compulsory trips and stays abroad in order to obtain particular skills, experiences and /or merits are common. International mobility is thus not always an active personal choice, but rather something that is included in social advancement. Hence, it is a far more privileged form of migration than large parts of the global migration flows. It is a bit risky to say that all of the respondents in this study fall under the category of elite migrants, since there might be respondents who are lacking in resources and who venture out in the world for that reason. As an example, it is a common phenomenon four young adults in Sweden work in Norway or Denmark due to the employment situation (Hanaeus & Wahlström, 2014). There might also, due to the fact that Sweden have a rather high influx of immigrants (Statistiska Centralbyrån, 2016), be those respondents who return to their countries of origin, but who kept their Swedish citizenship.

However, one thing that can be argued, regardless of these possible issues, these people are those who can be considered to have a high *network capital*. Acevedo (2007) describes network capital as a way to measure how humans interact over distance and that due to the possibilities it bring forth in connecting with numerous people for different causes, regardless of physical location, it is one of the fastest growing ideas on how the globalised world is interlinked. In the next section this idea will be briefly outlined, to bridge the respondents in this study and the second theoretical concept; polymedia.

2.1.3 The network society and network capital

When it comes to wealth of a country, there are more than one form of capital to consider. The traditional ones, financial capital, natural capital, physical capital and human capital

have been joined by what has become known as *social capital*. This social capital is highly interesting when combined with the thought that we live in an Information Age, and particularly through the context of network societies (Acevedo, 2007). In the second edition of his classical book *The Rise of the Network Society,* from 2010, Castells comes to the conclusion that "While the networking form of social organizations has existed in other times and spaces, the new information technology paradigm provides the material basis for its pervasive expansion throughout the entire social structure" (n.p.[5]).

The spread of digital information and communication technologies (ICTs) provoked changes in everything from culture and economy to politics and social life, and it is that change that often is described when talking about the network society. In the sphere of the network society emerged a new form of capital that, according to Acevedo (2007) can be measured by the ratio of social interaction with e.g. friends and which is extremely valuable for human development: the so called *network capita*l. One that has done substantial work on the subject and who is well cited in the literature is John Urry, and he describes network capital like this:

> "Network capital is the capacity to engender and sustain social relations with those people who are not necessarily proximate and which generates emotional, financial and practical benefit [...] Those social groups high in network capital enjoy significant advantages in making and remaking their social connections, the emotional, financial and practical benefit being over and above and non-reducible to the benefits derived from what Bourdieu terms economic and cultural capital [...]." (Urry, 2007, p. 197)

For this paper, it is easy to see how our respondents navigate through the networked society and how they, as people with high network capital, make the most of the ICTs that is out there to both nurture and expand their social relationships. Looking at the aspect of ICTs, it is clear that there are a multitude of media forms, but that does not mean that an individual have access to, or even know how to use them. Therefore, the next chapter will go deeper into the concept known as polymedia. The aim here is not only to explain what polymedia is, but also to discuss the two primary problems the concept faces, present previous studies on the matter as well as draw an outline for how this relates to this study.

2.2. Polymedia

The concept of polymedia was presented by Madianou and Miller, due to the fact that we in recent years have witnessed a rapid technological development that have had serious impact on our communication patterns. The '*poly*' of the concept is derived from the Greek language and mean 'many' or 'several'. The word indicates both the many forms that media do take, as well as the various ways we use it (Herbig, Herrmann & Tyma in Aneesh, Hall &

5 Electronic resource via Google Books, no page number available in the preview.

Petro, 2015) and Madianou and Miller (2012) lists three things that are the essential preconditions for polymedia: *access and availability*, *affordability* and *media literacy*.

Access and availability means that the user do have access to at least half a dozen media communication methods, which today most of the people in the North do, and they state that it is a rapid growing global phenomenon, even though it seems to be growing a lot faster in some regions and contexts (Madianou & Miller, 2012). The fact that polymedia is not being equally apportioned seems to be of little importance, and the concept "is successively becoming the socially normalized condition" (Jansson, 2015, p.48) and in most cases, access and cost is no longer the issue it once was, therefore we nowadays use multiple platforms to sustain our relationships and social interactions. Whether its social media or an old trusted telephone land line, we use the media that is most beneficial for each particular relationship, meaning that our communication pattern differ between our friends and our family members (Madianou & Miller, 2012).

New forms of media is constantly emerging and the search for the next type of communication is well under way. This opens up for new ways to link up, which according to Gershon (2010) and Baym (2015) not only strengthens, but also make our relationships more diverse. Polymediation can also be seen as a concept which happens transcendently in the world and "[...] starts where convergence stops" Herbig, Herrmann and Tyma (2015, p. xix). Throughout history media have had many forms and if the Gutenberg printing press, TV and Internet revolutionised communication once, the concept of polymedia will be the next big step, bridging mobility and connectivity. Polymedia transform traditional media from mere means of transmission to an expression of and window to our relations with others (Madianou & Miller, 2012).

2.2.1 The digital divide: First and second level

In this section the issue of access, as presented by Madianou & Miller (2012), to some forms of communication media will be discussed, since it might have affect the respondents answers. This might not be too big of a problem when communicating North – North, but communication for those respondents who do live in the South, the digital divide could be a problem when trying to keep in touch nationally. This due to the fact that plenty of people in the South lack access to even a basic telephone line (Norris, 2001). The differentiation between what is considered North contra South (industrialised as well as the developing world) needs to be established as well.

In 1980 Willy Brandt published a report called *North-South: A programme for survival* that presented a post-colonized world map of developed and developing regions, the latter primarily placed in the Southern Hemisphere. This report presented a graphic map with a thick line dividing the world into what have been known as the North-South divide (see *Illustration 2*[6] below), and it is this definition that will be used in this study when

6 Illustration 2 source: https://en.wikipedia.org/wiki/Brandt_Report

discussing North and South, since it is the basis for the term. However, a lot have happened since, and this map has been somewhat altered, particularly concerning the so called BRIC countries (Armijo, 2007).

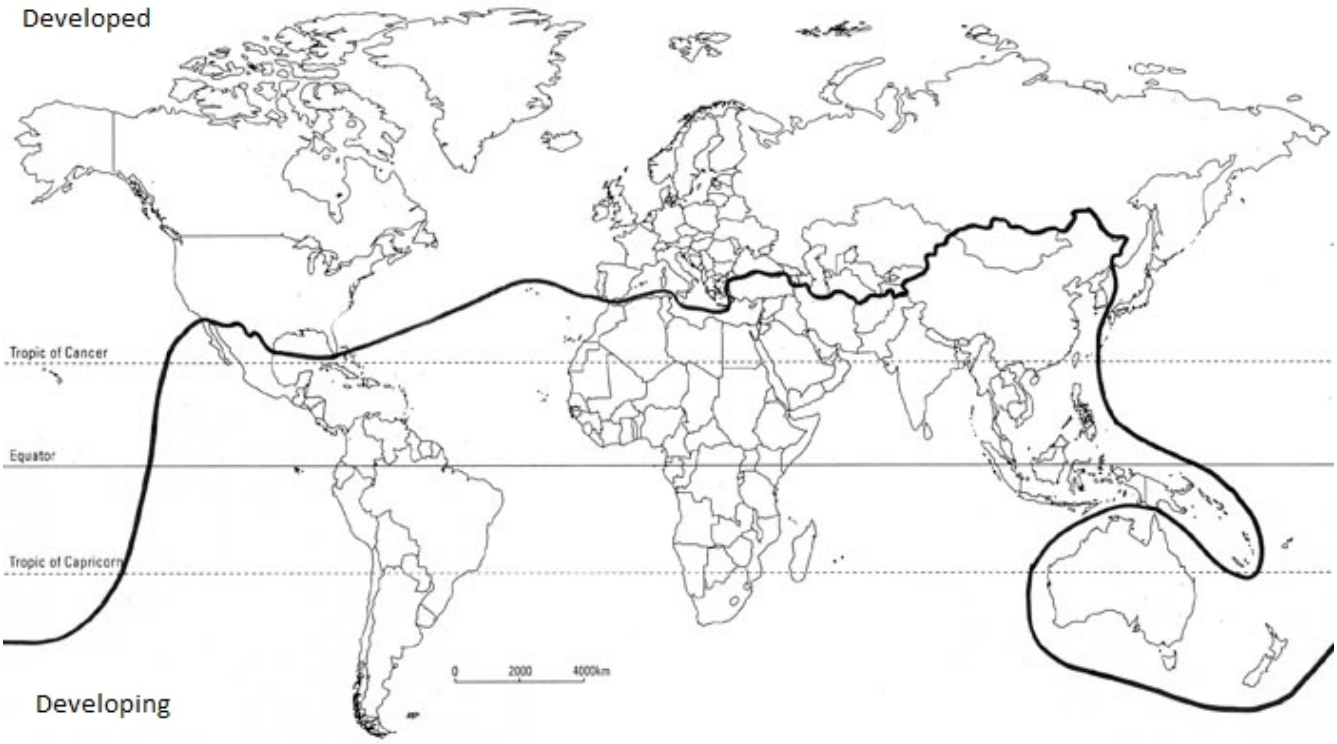

Illustration 2: The North-South divide

What then, is the digital divide? Technically the term goes back to 1999 when the National Telecommunications and Information Administration (NITA), part of the US Department of Commerce published a series of reports called *Falling through the Net: Defining the Digital Divide,* highlighting the unequal distribution of Internet connections in the United States (Murelli & Okot-Uma, 2002). This divide can be identified as the gap between those people and nations that have access to information and communication technologies (ICTs), and those who do not (Murelli & Okot-Uma, 2002; Van Dijk, 2006). What becomes clear by this is that this diverge is primarily based on infrastructural and economical shortcomings, and that it is most visible when comparing the developed, industrialised North with the developing South.

Illustration 3 below, which is based on data from the International Telecommunication Union (ITU)[7], show the global Internet usage per 100 inhabitants. Even though developing world (red marker) have increased their usage, the developed world (blue marker) still is on a far higher level, even compared with the world in global terms (yellow marker). This is the digital divide, and it is arguably hard to bridge (Van Dijk, 2006).

7 Illustration 3 source: https://en.wikipedia.org/wiki/Global_Internet_usage

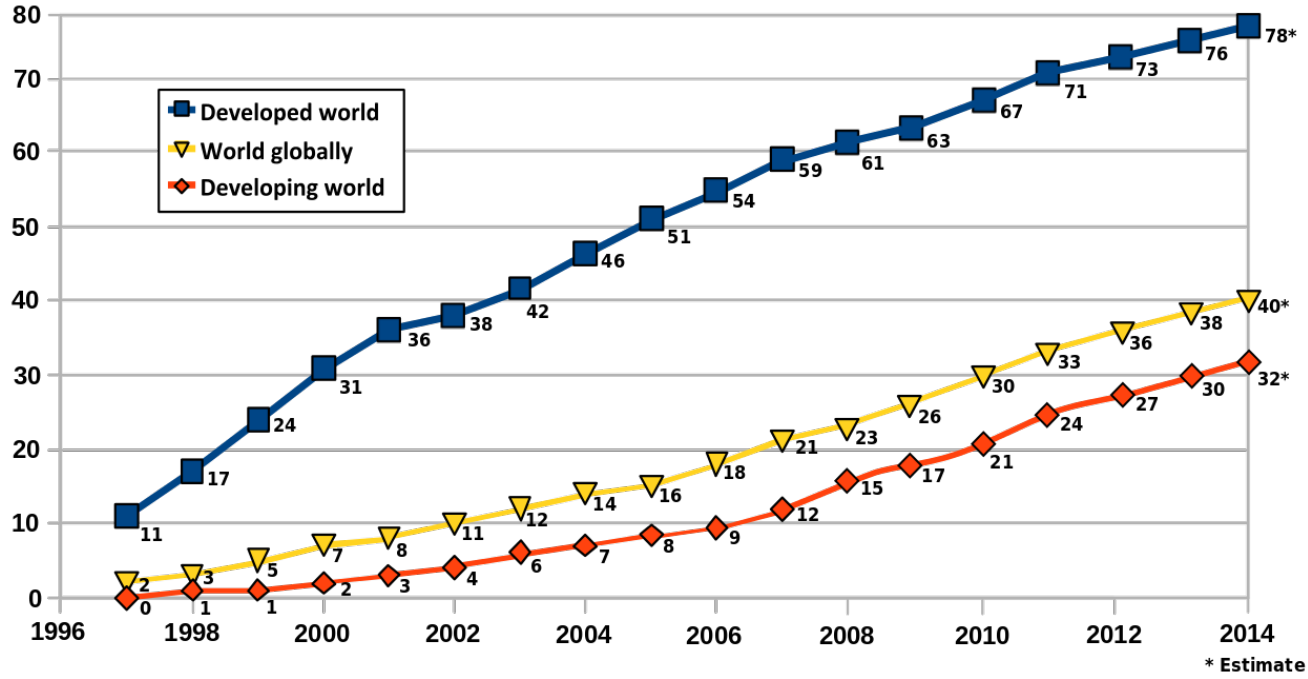

Illustration 3: Internet users per 100 inhabitants

This first level digital divide lays way for another type of digital divide that has emerged in the last couple of years in academic research and which is particularly interesting for this study; the issue of the *second-level digital divide*, which basically is 'inequalities of Internet use among users' (Abdollahyan, Semati & Ahmadi in Ragnedda & Muschert, 2013, p. 238). The second-level digital divide 'focuses on the user profiles of new technologies' (Korupp & Szydlik, 2005, p. 409). Younger generations are found to be more keen on adopting new technologies and with this comes a stronger media literacy. Korupp & Szydlik found that if a person of an older generation live with or spend time around the younger (mainly children), they show greater tendencies to adopt a similar usage as well (2005). This concept will be crucial when addressing the demographic factors in chapter *4.3,* since researchers have pointed out age, gender and education as types of inequalities responsible for a second-level digital divide (DiMaggio, Hargittai, Neuman & Robinson, 2001; Hargittai; 2001; Herring in Holmes & Meyerhoff, 2003; Bonfadelli, 2002; Hargittai & Walejo, 2008) showing that even though they do have access to Internet, it does not necessarily mean that the chances of making use of it is available, due to these variables.

2.2.2 Previous research: Polymedia communication

Even though polymedia is a newly coined term in media communication sciences, there have been quite plentiful research done in the field the last couple of years. The studies presented in this sub-chapter forms a solid foundation for the later analysis of the SOM-data. When going through some notable studies, two particular things becomes evident: they all focus on polymedia communication between family members or partners and are

mainly done through a qualitative approach. This underlines the need for further research, where different relationships are studied. The concept becomes an extra interesting phenomenon for multi-theoretical, approaches, because as Madianou and Miller stated;

> [...] a discussion of each medium's qualities cannot provide a complete answer to why people choose a particular medium over another. Neither can a technical analysis on its own predict the consequences of a particular medium. The comparative analysis [...] needs to be accompanied by an understanding of the sociality in which the relationships are enacted. (Madianou & Miller, 2012, p. 126)

Backtracking the history of polymedia, the most obvious starting point in a literature review, is the one done by frequently mentioned Madianou and Miller. Their study *Migration and new media: transnational families and polymedia* focus not only on polymedia usage but, as the title state, another key concept in this paper; migration. The scholars conducted a long time ethnographic study on Filipina migrant mothers, in London and Cambridge, and their communication patterns with their children who had remained in the Philippines, what they identifies as 'connected transnational family' (2012, p. 1). Amongst the most important findings the authors highlights age differentiation, i.e. that children are more prone to choose computer-based media due to technical competence that surpasses their parent's. They also note that different media is used for different reasons, particularly text-based media contra voice-based. This conclusion is drawn from qualitative interviews with both mother and child, where plenty of the interviews showed that text is preferred when discussing topics that could upset or be uncomfortable (ibid.).

In 2013, Madianou and Miller published an article named *Polymedia: Towards a new theory of digital media in interpersonal communication*, which is partially based on the Filipino study, but also ventures further into the theory of polymedia and polymedia usage. Their aim is to interpret what role digital media play in interpersonal communication, when the choice of media is shifted from access and availability, affordability and media literacy to a personal choice affected by 'the social, emotional and moral consequences of choosing between those different media' (p.169). The article concludes with the idea that polymedia is not a technological shift in traditional sense, but instead a new form of kinship between technology as we know it and our human social bonds and that the popularity of smart phones play an important role in making polymedia usage more widespread.

Madianou and Miller focus the majority of their work on qualitative studies, but there are studies that do focus on polymedia-people from a quantitative perspective as well (even though the majority still are qualitative). One example that is quantitative is Jansson's *Polymedia Distinctions: The Sociocultural Stratification of Interpersonal Media Practices in Couple Relationships* (2015). Comparable to this study, the one by Jansson is also based on a survey conducted by the SOM Institute, although done in 2012 and covering only

Swedes within the nation borders. Jansson used a filter sample, working only with data from those that had access to at least half a dozen media (in accordance with the definition by Madianou and Miller) and answered that they were in a relationship. Jansson found that the chosen means of communication reflects on a sociocultural level, e.g. e-mail being more frequently used among highly educated individuals and individuals in white-collar positions prone to travel.

This leads us to the issue of cosmopolitanism and the bridge between the concepts. Roberts (2011) claim that technology and media may be the causing factor as to why it is not unlikely for media consumers and producers to get the feeling of a shrinking world. Lindell carry this thought further, stating that "'the media' have become a *deus ex machina* in the sense that [...] their capacity is increasingly understood as a capacity to fuel a process whereby everyone is becoming 'cosmopolitan by default'." (2015, p. 191). This thought is particularly interesting for this study, since here, the respondents need to, on their own, respond to whether or not they consider themselves to be cosmopolitans, and living a life where polymedia usage is norm, might contribute to the sense of this cosmopolitanism.

2.3 Cosmopolitanism

Most of us knows what a nationalist is, and many have heard the word cosmopolitan before, not only as a combination of vodka, triple sec and cranberry juice, but few contemplate on their own place and self-identity within the new emerging global context. As Anderson stated in 1983, "[...] the members of even the smallest nation will never know most of their fellow-members, meet them or even hear of them, yet in the minds of each other lives the image of their communion." (p. 6). We as humans often search for a sense of belonging, and the radius in which we search for it has expanded through history from local to national and now global scale. The word cosmopolitanism is of Greek origin and it is a well debated topic through history with notable persons such as Kant and Marx discussing it, and it is no secret that the word is used both in a negative and positive way. But what does it really imply?

According to Beck (2005), the word *cosmopolitan* refers to a person that is both citizen of the world (the *cosmo*) and the state (the *polis*), and in this paper, the concept of the world citizen is the one that will be used, primarily since the question in the questionnaire is formulated as "world citizen". When an individual expresses that he or she feels like a citizen of the world, it could, according to Jansson and Lindell (in Solevid 2016) be interpreted in two ways. First that the individual feel connected with the world as a whole, or that he or she has a sense of connection to other citizens of the world. Hence, the concept could be viewed on both a micro or a macro level, and Rantanen did in her work identify five 'zones' of cosmopolitanism. She argues that in order for an individual to become a cosmopolitan, he or she need to exist in more that one of the following zones; "(1) media and communication, (2) learning another language, (3) living/working abroad or having a family

member living abroad, (4) living with a person from another culture and (5) engaging with foreigners in your locality or across a frontier" (Rantanen 2005, p. 124). Cosmopolitanism could be seen as an effect of the ongoing globalisation processes, even though the specific relationship between both concepts is hard to establish (Schoene-Harwood, 2009).

"What does connectivity mean for us today?" This thought provoking question were posed by Tomlinson in 2011 (p. 356), and he follows it up with; "[...] there *has* [italics in original] been a real and significant movement towards a form of cultural and political cosmopolitanism that can be attributed specifically to the connectivity provided by media and technologies." Although, scholars such as Roberts state that there are three different forms of cosmopolitanism; *political means*, *moral responsibility* and *cultural identity* (2011, p. 69), this study will primarily focus on the third of these since it by far is the most problematic form of the concept, and it is the one that tend to involve the individual as a citizen of the world on a personal level. There is also, according to Yilmaz, a desirability "among urban, upwardly mobile, social group[s]" to be cosmopolitan (2014, p. 1), which corresponds with the fact that "urban lifestyles seem to involve more complex patterns of mediatization (Jansson, 2015, p. 43). Cosmopolitanism truly is a topic that can be discussed through various lenses, from economical and political to moral and cultural (Roberts, 2011; Kleingeld & Brown, 2014), but in this case, the classification of a cosmopolitan persona is viewed, as it nicely was formulated by Schoene-Harwood (2009), that a cosmopolitan identity can be achieved through moving away from the classical personal identity traits that are based on tradition and belonging, a foundation that usually is laid out during ones childhood, and this definition should be coherent with the fact that the respondents in the survey have decided to move by their own free will.

However, in the survey sent out by the SOM Institute, no frames or definition have been given to the respondents regarding what makes a citizen of the world, so the question of what each individual respondent view as cosmopolitan, remains. What we do know from chapter *2.2.2* however, is that the network society "opens up a wider array of possibilities for individuals to behave as 'global citizens'" (Acevedo, 2007, para. 15). So far in this paper, the Swedish expatriates have been dubbed simply as voluntary elite migrants, but there is a concept that might describe these people even better, that correlates with the cosmopolitan notion.

2.3.1 Transnationalism or cosmopolitanism?

In this paper, I will borrow the idea of intertwining cosmopolitanism and transnationalism from Beck (2000), since he proposes the idea that transnationalism foster cosmopolitanism. Transnationalism could be seen as something measurable since it is a concept that is spacial and more or less tangible, whilst cosmopolitanism is somewhat more on an abstract level. The nature of cosmopolitanism is more of an attitude and it could be viewed as a reaction to transnationalism (Roudometof, 2005). But being transnational does not necessarily make a

cosmopolitan out of people. Roudometof comes to the conclusion that “While some transnationalists might be predisposed towards cosmopolitanism, others might be predisposed towards localism.” (2005, p.128). Cosmopolitans on the other hand have low attachment to localism as well as state or country (ibid.).

Most authors and scholars do seem to agree on that transnationalism and cosmopolitanism go hand in hand, the former supporting the latter as a state of mind among migrants, but there is one scholar in particular who think that these two are combined a little too easily. Anker, who have written substantial amounts on the subject of cosmopolitanism and migration, did in 2010 publish an article where she critically examines the relationship between transnationalism and cosmopolitanism. Anker presents “The two extremes of cosmopolitan identity: [as] being 'at home everywhere' and 'being from nowhere' [which] are interlinked in this conception of transnationalism.” (Anker, 2010, p.11). She also states that other scholars in the field too lightly assume that a migrants who is connected to more than one country care beyond borders in a way someone who live in their country of origin do and therefore assuming that transnationalism lead the way for a cosmopolitan mindset and/or attitude.

Looking at HIC emigrants mentioned earlier, there is an additional group that surface in the literature, the so called transnational capitalist class (TCC). This is a highly privileged group of people that are likely to move abroad based on advantageous economic situations and according to Mulvaney (2010) the TCC's “seek to advance the notion that they are `citizens of the world´,” (p.407). This idea goes well with the argument presented by Hannerz (1990), since he portrays the cosmopolitan individual as a person who have both the means to travel on a global scale, as well as the cultural ability to adapt to different situations. Drawing from Kant (Kant, 1784/2003; Kant, Kleingeld, Waldron, Doyle & Wood 2006; Nussbaum, 1997), the Hannerz' cosmopolitan individual are interlinked with elites, thereby they can be found primarily in HIC, and to a far greater extent in groups with larger capital (monetary, in this case). This idea is backed up by further research, that have found that the traditional self image of a cosmopolitan individual most often can be found in individuals with strong financial and cultural capital, highly educated and those with extensive travel patterns (Gustafson, 2009; Jansson, 2011; Lindell, 2014).

The Swedish expatriates are made up by a fairly homogeneous group, viewed from a social perspective, and they have high educational level, and few consider themselves to be working class or blue collar (Solevid, 2016). Jansson and Lindell finds, from the same sample as this study is based on, that the Swedish expatriate cosmopolitan is a privileged traveller and that amongst the expatriates, there are an exclusive group hyper-mobile individuals who have a generally higher education level and to greater extent have a higher cosmopolitan identity as well as that travels over broader geo-social distance affect the cosmopolitan attitudes in a positive way (2016).

2.4 Concluding remarks: Framing connectivity

In conclusion to this chapter, the link between all three theoretical concepts will be made clearly visible. There is no doubt that this study will focus on a minority of mobile individuals; the highly skilled and desired, voluntary migrants. No differentiation will be made between what Knox and Marston (2010) defines as mobility and migration, this due to the fact that the survey respondents have moved both near and far and no focus will be given to whether or not they consider moving 'home' to Sweden again.

The first part of the theoretical chapter was mobility and migration, and in this part a brief overview of the field was given. It early on became obvious that the respondents in this study belongs to a privileged elite group of migrants and the remainder of the sub-chapter was spent on narrowing this group down. First, we saw that they are voluntary migrants, hence they differ quite a lot from other types of migrants. But not only are they voluntary, they are in fact a form of elite, with high education level and financial means (when viewed on a global scale) and they are a group with high network capital, which is key when it comes to sustaining social relations over distance (Urry, 2007).

Then we moved on to the concept of polymedia, which can be seen as the main area of research in this paper. Polymedia was identified as the access to various means of communication media, regardless of usage, and since the aim of this study is to investigate how our Swedish expatriates communicate, this is central. Madianou and Miller (2012) presented three preconditions for polymedia; (1) access/availability, (2) affordability and (3) media literacy. Our respondents do originate from a country with a high connectivity and usage of communication media (as shown in *Illustration 1*) through which we can make the plausible assumption that the Swedish expatriates are, indeed, media literate. In the previous chapter, we also identified them as elite, and thereby as financially strong, which means that the factor affordability do not apply to our selection. This left the case of access and availability, since that cannot be all to controlled by our respondents. Therefore, the concept of the digital divide was brought into the discussion, highlighting that there is an infrastructural difference between the developed North and the developing South that might affect the answers in the questionnaire, depending on which region the respondents currently resides in.

Then the third and final concept was introduced, cosmopolitanism. First, we identified what cosmopolitans are, and found that this is a concept that is well debated amongst scholars worldwide. Since the respondents in this survey had to answer the question of their cosmopolitan identity on a four graded scale of agreement, the idea of the cosmopolitan identity was borrowed from Beck (2000; 2005) and Hannerz (1990), both whose ideas correspond with Kant's (2003; 2006) ideas and goes well with what Bourdieu (1984) identified as *habitus*, i.e. the state in which an individual understand the world around himself or herself, and also react to it, based on the individuals emotional, physical state and character (Bourdieu & Nice, 1977).

Earlier on in this paper, the idea of an actual, symbolic and imaginary connection was presented and by now, it hopefully is clear how these types of connections are related. However, it could be highlighted and summarised further. The aim of this paper is to answer four research questions, which will be presented in the next chapter, all concerning how the symbolic connection is affected when adding the other types of connectivity. First, we need to establish how the Swedish expatriates do communicate with their friends on a local as well as global scale, then the actual connection will be brought in to see whether or not the symbolic connection is altered due to the respondents mobility and its effect on their social life. The idea being that the communication patterns will be affected by time spent abroad as well as the region the respondent currently resides in (i.e. the digital divide). After this, the third form of human connection will be put into the equation; the imaginary one. The aim being to shed light on to what extent the means of communication change whether or not the respondent identifies himself or herself as a cosmopolitan.

3. Study design

In this chapter, an outline for the study will be drawn. Starting with a more detailed description of the purpose of the study, leading up to the four research questions, the thesis based on previous research as well as the operationalisation. Thereafter the methodological approach will be discussed as well as the SOM-data, before moving on to a discussion of the reliability and validity of the study. Each of the research questions will be followed by a short explanation as to why the question is important and what is assumed to be found, based on previous research.

3.1 Purpose revisited

As shown above, a lot of research has been conducted on the topics of mobility, polymedia usage and cosmopolitanism prior to this study, but what also becomes evident is the lack of research as to how they affect one and other in a broader global context. There are research investigating the relationship, but not from an angle of mobility and friendship, and especially not with such a large sample as the SOM-data provides us with, therefore the following four research question aim to shed light on how our Swedish expatriates communication patterns are affected depending on demographic factors, mobility factors and the cosmopolitan identity.

This study presents a new path, since previous studies mostly have focused on how mobility affects the cosmopolitan mindset and how cosmopolitans use media. Here, the table is shifted and the results that will be presented are; how Swedish expatriates communicate with friends, how demographic factors affect the communication patterns, how mobility affect the communication patterns and finally, how a cosmopolitan identity affect the communication patterns. The communication patterns will be examined through three different perspectives; friends that resides in the same country as the respondent is currently living in, friends in the country of origin and friends in other countries around the globe.

3.1.1 Research questions

Due to the fact that the aim of this study is to investigate how mobility and cosmopolitanism affects the means of communication between the Swedish emigrants and their friends, the questions regarding family has been weeded out in order to delimit the study and also in order to hopefully fill the scientific knowledge gap that exist regarding transnational friendship. Based on the coding scheme from the survey questionnaire, the following questions emerged.

1. **What is the primary media used by Swedes living abroad in order to stay connected with their friends and do the media used for maintaining these**

relationships vary depending on if a) the friends live in the same country as the respondent, b) if they live in Sweden or c) in another country? Since the aim of this question is to answer which media is the primary one in order to stay connected with friends, three questions from the survey are of interest. These three questions are in fact stated in the research question itself and consists of the three mentioned groups, these questions all have the same choices of answer. In the questionnaire it is specified that the respondent only should recall communication channels used during the *last month*: "Phone call", "Video call", "Short Message Service" [SMS], "Chat", "E-mail", "Facebook" and "Other social media platforms". There is also a possibility to answer the question with "Not applicable", and this one will be part of the study in this first question, even though the aim is to investigate usage (this will be explained in *3.1.2 Operationalisation*). The three survey questions are as follows: a) When it comes to keeping in touch with family and friends, have you, during the last month, used any of the following to keep in touch with: close friends in current country? b) When it comes to keeping in touch with family and friends, have you, during the last month, used any of the following to keep in touch with: close friends in Sweden c) When it comes to keeping in touch with family and friends, have you, during the last month, used any of the following to keep in touch with: close friends in other parts of the world? (See *Appendix 1*) In this paper no differentiation will be made regarding *how* the user accessed the communication service, since nowadays much of media is conjoined, e.g. Skype or Facebook being embedded in a smartphone through an application, even though smartphones add to the growth of polymedia usage (Madianou & Miller, 2013). We can expect to find more usage of phone calls and SMS (hence forward referred to as *text message*) between friends that live in the same country, based on factors such as *affordability*. The primary media for contacting friends in Sweden and friends in another country will most likely be based on in which region the respondent is living, and will probably depend on access to different media. The possibility for video calls is expected to be lowest if the respondent and friend live on opposite sides of the world, due to very different time zones.

2. **What demographic factors might affect the patterns of communication in the three above mentioned cases?** For the second research question, a comparison of the results from question one, with three background factors will be done, that according to previous research should have an impact on the result. A regression analysis between demographic background variables such as age, gender and level of education with the results from research question one, will hopefully shed light upon whether or not there is a division in media adaptation between these. Here, the respondents who chose 'not applicable' earlier will be excluded. The dependent variable (y) will be the mean of communication and the independent variables (x_1-x_3) will be the

background factors. Due to the factor of media literacy (the second-level digital divide), there should be a difference in media usage between the different age groups, but not very much, as explained in *chapter 2.4*. Since this study does not including family, which might affect the ways of communication depending on e.g. age of the person the Swedish expatriate abroad seeks to contact, we need not to take media literacy of the friend into account. There should also be a difference due to the level of education since, as Jansson (2015) found, individuals with higher education are more keen on using e-mail services. Previous research also shows that women use social media to a greater extent than men (Jansson, 2015), but this data is based on women residing in Sweden, therefore it would be of interest to see if this is the case with Swedes living abroad as well or if they have adopted to the social media culture of their current home, if it might be an issue of class or the individuals mobility. As discussed in the theoretical section, there is also evidence supporting the notion that individuals not only with higher education, but who travel more frequently than other groups, also use e-mail as a mean of communication to a greater extent than others to stay connected (although, this data is based on communication with family). Drawing from this, it would be interesting to see if this do change when Swedes choose to move abroad, leading to the third question.

3. **Does the mobility patterns affect the above mentioned patterns for the three relation types?** With this question, the aim will be to investigate how mobility patterns among the respondents affect communication patterns. Mobility patterns here means the travel patterns during the last 12 months, the time the respondents have spent in a new country or the number of countries. The contact with the country of origin should, in accordance with previous research, decrease whilst the contact in the country of residency gradually should increase with the years spent abroad and that number of countries will have a positive impact on communication with friends in other parts of the world. A regression analysis will be applied, where y will be the mean of communication and x_4-x_6 are years spent abroad, travel patterns during the last 12 months as well as number of countries lived in. The issue of time away from Sweden and number of countries lived in is vital, but the travel patterns particularly interesting, since previous research supports the thought that the longer time a person spends away from “home”, or if he or she has extensive contact with different cultures, might in fact increase the cosmopolitan self-identity. With that said, the cosmopolitan identity do not constitute the final dependent variable, rather it is an independent variable in relation to media usage. Previous research also shows that people prone to travel, the hyper-mobile group, feel connected to the world on a larger scale than others do (Jansson & Lindell, in Solevid, 2016). The idea here being that groups with higher mobility, are more likely to have friends around the globe. Building on this, the third question will be

interlinked with the fourth and final question, that of whether or not the respondent identifies himself or herself as a cosmopolitan.

4. **Does the above mentioned patterns for maintaining relationships with friends vary depending on whether or not the respondent consider himself or herself being a cosmopolitan?** If the respondent consider himself or herself a cosmopolitan or not will most likely affect the means of communication. Previous research shows that people who consider themselves to be cosmopolitans tends to be more in contact with citizens in other countries than the country of origin and the present country of residency than the other two groups. Based on this, it is expected to find a greater network, although still grounded, in those who consider themselves to be cosmopolitans. Previous research done points towards cosmopolitans being more prone to use e-mail and other text based forms of communication (Jansson, 2015), therefore there should be an over-representation in use of e-mail as a primary tool to stay connected, in this group. It will also be interesting to see if the pattern reflects in the case of friends independent of geographical position. Another factor is that level of education may affect whether or not a person does adopt a cosmopolitan mindset. Although, it needs to be taken into consideration that previous research is based on other factors, and no study prior to this one covers this type of attitudes and behaviours from Swedes living abroad. The dependent variable y will still be the mean of communication but an additional independent variable will be added, hence x_7 will be the question if a respondent consider himself or herself to be citizen of the world.

3.1.2 Operationalisation and definitions

From research question two and onwards, tables have been made for each of the means of communication; (1) Telephone, (2) Video call, (3) SMS, (4) E-mail, (5) Chat, (6) Facebook and finally (7) Other social media. Each of the tables are divided in three categories, the first representing contact with friends in the current country of residency (labelled: *Current 1-3*), the second representing contact with friends in Sweden (labelled: *Sweden 1-3*) and the final one represents contact with friends in other parts of the world (labelled: *World 1-3*). The number after each section is the model number. 1 is the first model, based solely on the three demographic factors, in model 2 the mobility-variables have been added and in model 3, the final one, the variable of cosmopolitanism have been added as well. This means that every table and the presentation of the findings will be presented accordingly:

- Model 1: Demographic factors
- Model 2: Demographic factors + mobility patterns
- Model 3: Demographic factors + mobility patterns + cosmopolitanism

In section *4.2*, the table findings will be presented and in part *4.3-4.5* the analysis of the results will take place, divided into the three research questions these tables account for. But

before looking further some information on the variables needs to be given (for a full overview, see *chapter 7*). *Age* (x_1) is scale based, and the respondents are between 18-75 years old. The exp(B)-value seen here represents the odds ration per year, which means that if the value is 1,02 and the respondent is 18 at the moment, then each year added to their lifespan will increase their usage of telephone as a mean of communication with 1,02, or two percent. The second one, *degree* (x_2) is constructed out of the response of level of education, narrowed down to whether or not the respondent have a degree from higher education, with no degree being 0 and a degree being 1, This means that the tables presents the odds ratio of a respondent with a degree, compared to those without. After this, we find *woman*, (x_3) which is coded with men=0 and women=1, meaning that with a value over one, the odds for women to use the media is higher, and if the number starts with 0, it is higher odds for the male respondents. *Travel* (x_4) is the respondents travel patterns, the question regards how frequently the respondent have travelled abroad (not including Sweden) during the past 12 months. The responses ranges from none=1 to several times a week=7. *Years abroad* (x_5) is constructed by the SOM Institute from nine other variables (year since move and years in different countries, maximum being eight countries). The same principle applies for the category *number of countries* (x_6), which is based on year since move and number of countries (maximum eight countries). The final independent variable is cosmopolitan (x_7), where the respondents assessed their own agreement to the statement, ranged from 1=do not agree, to 4=fully agree.

The concept of migration is not part of the survey per se so in this paper the definition of migration will be borrowed from King (2012) and Potter (2008). Both of the authors agree that a migrant is a person who (for whatever the reason) have *moved abroad* and not only travelled for a longer period of time. In the SOM questionnaire, the respondents have not needed to state if they consider themselves migrants or not, but since the sample in this particular study is made up by Swedish emigrants it could, from a theoretical aspect, be argued that the respondents all in fact are migrants. This definition is further validated through the statement in Solevid (2016, p. 7), where it is stated that the respondents all ar Swedish citizens *living abroad*.

Regarding the concept of polymedia and the cosmopolitan idea, there are some things that need to be clarified before moving on. In the survey sent out by the SOM Institute, there is no particular question that identifies the respondents as specifically 'polymedia-people', i.e. no question that measure which media the respondents have access to on a daily basis. The definition of what makes a person a 'polymedia-person' is the *access* to multiple means of communication media, and not whether or not they actually make *use* of it. Based on this notion and the fact that the respondents answered the questionnaire via Internet implies that they do have access and makes the assumption of them being 'polymedia-people' viable.

The first research question will include those who answered the questions of which means of communication they had used for contact the last month with '*not applicable*', which in this study refers to respondents that do not have friends in the particular area. If we look at media on an abstract level, all sorts of media can be seen as a mean for communication (Hepp, 2012) and thus, even those who do not consider themselves to keep in touch with friends (or perhaps do not have friends in another country than current one and Sweden) do have that vital access that Madianou and Miller (2012) spoke of.

As mentioned earlier, the concept of cosmopolitanism is based on the question of whether or not the respondent consider himself or herself to be a '*världsmedborgare*', directly translated to *'citizen of the world*', meaning that this study will follow Hannerz' thought of cosmopolitanism as a "state of mind" (1990, p. 238). Not discussing other forms of cosmopolitanism than how the respondents actually view themselves will make for more reliable analysis and results when discussing the correlation between transmigrants and cosmopolitanism, due to the abstract nature of the concept. The aim of using Hannerz' approach is also to try and avoid that such a complex and well debated concept as cosmopolitanism will become simplified. By using this approach on a variable that is constructed as this particular one is, there is no question on how the concept is to be interpreted, since it is only the respondents own interpretations, ideas and opinions that are being measured. In this paper this comprehension will be identified as *'cosmopolitan self-identity'*.

3.2 Method

This section will cover what a quantitative methodology is, what its benefits and shortcomings are as well as discussing what will be the proper way of presenting the data. The chosen method is binary logistic regression through SPSS, hence a discussion on the subject will be done, including a short presentation of the different parts of the tables that will be presented in chapter *4*. This section is based on the information given about the survey in *Svenska Utlandsröster* (Solevid, 2016).

3.2.1 Regression analysis

Due to the fact that this study will contain such large amounts of data, which will be compared and put in correlation with one and other, and the fact that one of the intentions are to compare how the value of the *dependent* variables change when, one group at the time, *independent* variables are added while at the same time as still keeping the previous unaltered, the decision to use regression analysis was made.

Regression analysis is arguably the most advantageous method for calculating relationships among multivariate statistics and by choosing regression analysis, the reader will also benefit since the tabulations will be far shorter and therefore easier to follow. In

short, the regression analysis allows for three things: (1) summarising data, (2) predict the future and (3) predict the result of casual interference (Edling & Hedström, 2003). There is one thing to keep in mind with regression analysis though, and that is the risk of false relations between variables when conclusions are being drawn. A linear regression analysis is one of the most common and important methods amongst researchers in social sciences since its purpose is to find a line that, in the most satisfying way, explain a correlation between variables (ibid.) in a way that cross tabulations can not do, since these are limited due to the fact that they primarily deal with qualitative variables, preferably binary ones (Djurfeldt & Barmark, 2009). But in this study, the binary logistic regression will be used, since the aim is not to understand the correlation, but rather the effect these independent variables have on the mean of communication.

The data will be analysed through the programme IBM SPSS Statistics (version 23), and the results will be rounded to two decimals. This is not considered to be an issue in this paper, especially since it is a study in social science and therefore not as precise as mathematics. The dependent variable is normally called *y* and the independent one is called *x* (Edling & Hedström, 2003) and these two will be used later on in this study to make it even more clear what each question will investigate. The output in SPSS will be presented in tables in chapter 4, and some things are of particular interest. Primarily, the focus will be on the anti-logarithm, the Exp(B). This number explains the odds ratio between our independent variables and the dependent one. All of the data will be presented, but those with high statistical significance will be marked as follows: *p<0,05, **p<0,01 and ***p<0,001 (p-value or alpha-level refers to the probability that the relational effect occurred in the regression). This means that the Exp(B) followed by * is, with 95 percent certainty not zero. ** means that there is a 99% certainty and *** means 99,9 percent certainty. These will then be converted to percentages in the analysis according to the formula *100(exp(B)-1)=%* in order to present a more understandable effect. The constant, also known as the *y*-intercept is the estimated mean on *y* when all *x*=0. Nagelkerke R2 is the mean used in this study to reduce errors. It can reach the value of 1, and a higher value here means a larger correlation. N is basically the number of respondents in each model. The Hosmer and Lemeshow value is a way to evaluate how well the data fits the model, and it is based on a null-hypothesis, meaning that we strive to find a value over 0,05 (p>0,05).

3.2.2 Utlands-SOM 2014: The survey, data and variables

This section will be based on *Svenska Utlandsröster* (Solevid, 2016, pp.287-). In this study, data from a survey study conducted by the SOM Institute between September 2014 and February 2015 will be used. It is the first study that the institute ever have conducted outside Swedish borders, and it is based on a stratified random sample, in order to be able to generalise the respondent group as a whole, this gives us as researchers the possibility to

identify statistical relationships between variables (making this a suitable method for this purpose).

The information about the sample was provided by the Swedish Tax Agency (Skatteverket). The same agency is also responsible for Statistiska Centralbyrån's (SCB) population statistics which validates the sample, even though it, naturally, occurs some moving between countries and also deaths amongst Swedes abroad that fail to be reported to the agency. The institute sent out a web based questionnaire worldwide (with the exception of a few island states in the Caribbean and Pacific region, since these were too few to make up a strata) to 10 000 Swedish expatriates aged 18-75 and received 2668 responses from 103 of the 136 different countries included. This means that the response rate were 27 percent. The questionnaire was sent out disproportionally to six geographically and/or cultural areas; (1) Nordic countries, (2) Western Europe, North America, Australia and New Zeeland, (3) Easter Europe and former Soviet states, (4) Africa and the Middle East, (5) Asia and (6) Latin America. Overall, Swedes in area 5, Asia, answered to greatest extent, 32 percent, and area 2 were not far behind with 31 percent. The largest respondent group came from Norway, which in that sense is over represented in the study. A disproportional stratified random selection mean that every strata mirrors the population in the region it represents, but that the sample will be skewed geographically compared to reality. The SOM Institute motivates their sampling with the argument that the base for analysis would not have been sufficient in regions that with another approach would have been to few to fit in a quantitative analysis.

The original questionnaire consisted of 75 questions. In this study, three will be the main questions: (1) Means of communication with friends in current country, (2) means of communication with friends in Sweden and (3) means of communication with friends in other parts of the world. Questions of age, gender and level of education will be so called demographic questions and will make up the first model in each table. The second model will consist out of mobility patterns; the travel patterns during the last 12 months, time spent abroad and number of countries the respondent have lived in. These last five questions are there to draw conclusions that relates to theory and previous studies. The third model will add only one independent variable, the one of cosmopolitan self-identity. Some of the variables needed recoding in order to fit the regression model and for original versions as well as the new ones, see section *7.1 SOM-constructed variables* and section *7.2 Recoded variables*.

3.2.3 The problem of multiple media functions

One important aspect to discuss, is the issue of the format of the means of communication. At first glance, it all do look easy and understandable, but when starting to investigate some problems surface: There are no explanations in the questionnaire as to what the respondent should include in each mean. Telephone could be seen as the traditional landlines, but some

respondents may have include mobile phone calls in this category as well. In order to not miss out on any important aspect, this paper will therefore include both in the analysis. SMS, or text message, could include what is known as MMS as well and the implications this foster will be further discussed in chapter *4.5.3*. Video call and e-mail are the two that are easy to define, but when looking at chat, Facebook and other social media, there are a number of problem that arouses. The fact that no definition have been given causes problems when discussing what should and/or should not be part of these questions. Starting with Facebook, it is primarily a social media web site, but it do have a built in chat-function, and that function has in smartphones been developed to an independent instant messaging application, with the suitable name *Messenger*. Here, there is no possibility to know if the respondents consider this application to be chat or Facebook. The same problem occurs when looking at other social media as well, most of the most popular social media do have some form of built in direct messaging function (e.g. both Twitter and Instagram). Due to these dubious platforms, caution should be applied in the analysis of the results.

3.3 Research credibility

Madianou and Miller (2012) showcases a core difficulty in conducting a larger survey on polymedia users and usage, being that it is very hard to break down the concept. Discussing media in general terms is hard in a case like this, since no differentiation is done depending on e.g. devices or channels and that might be the contributing factor as to why quantitative studies on polymedia issues are hard to come by. Polymedia does not necessarily mean that an individual do use or do not use e.g. Facebook, but rather that the person in question have the ability to use it if he or she wanted to do so. Highlighting this issue, it is of utmost importance to do a thorough discussion about reliability and validity in this study, before venturing onwards.

3.3.1 Reliability

The question of reliability is basically the question of whether or not a study could be reproduced, if the data is objective and according to Patel and Davidson (2003), questionnaires are the most difficult approach when one beforehand tries to evaluate the reliability, since it is hard to investigate exactly how the respondents interpreted the questions and how much of their own *doxa* (i.e. the general premise of an individual) that affected their response (Bourdieu, 1984). What we can do to minimise this, is to produce a study with great transparency, where every step is easy to follow (Babbie, Halley, Wagner III & Zaino, 2011). This is, however, a survey that measure a small window in time, hence the respondents could in the future answer differently due to personal growth or adaptation of new media. But, in this particular study, the data has been grouped into three categories;

demography, mobility and cosmopolitanism in order to minimise the risk of any aspect being forgotten (Babbie et al, 2011; Østbye 2004).

When discussing the objectivity of the study, the data collecting and the coding of variables have been done by the professionals at the SOM Institute, which means that the risk of systematic errors should be minimal. The recoded variables have been automatically generated in IBM SPSS Statistics, hence minimising the risk of current researcher constructing variables wrongly. All the variables are presented (both original and recoded) with an explanation in chapter *7. Codebook*. Also, by focusing only on data that show at least 95 percent significance, as well as looking at Nagelkerke R2 and the Hosmer and Lemeshow test in each model, the data should be seen as safe to generalise and draw conclusions from.

3.3.2 Validity

Validity is, to put it simple, the issue of whether or not the study do measure what is set out to measure, i.e. if the design is optimal for answering the questions. As have been stated earlier on in this paper, a quantitative methodology is a good choice when one wants to understand general tendencies (as is the aim with this paper), and not a particular case. Validity also includes the relationship between variables and theory, and whether or not the best variables in accordance with theory have been chosen. Discussing validity from the concept of mobility, it is fairly easy to see that the three mobility-variables (travel patterns, years abroad and number of countries lived in) suits the theory nicely. Highly mobile individuals who stay abroad for longer periods are known to establish more relations on a global scale. Age do interact with this as well, since an older person have had more time to build relations. Gender and education are the other two demographic factors, and previous research on polymedia usage have shown that these two do effect the means of communication.

However, there are some limitations to what we can draw conclusions on. For instance, we can not find out if the respondents do use a media less frequently, or did use one frequently up to the month they received the survey, since the respondent is asked to answer for their usage the *last month*, nothing more. Then there is the issue of cosmopolitanism, which place in the field of validity is well debated due to its problematic nature in operationalisation (Skrbis & Woodward, 2007). Since a quantitative study creates a distance between the researcher and the respondents, a broad term such as 'cosmopolitanism' could be hard to explain. The respondents did not get an explanation as to what a cosmopolitan is, rather they had to resort to self-reporting. But, the complex word 'cosmopolitanism' was not the one stated in the questionnaire, rather the respondents had to take a stand on whether or not they *considered* themselves to be '*citizens of the world*'. The validity lies in the italics. First of, it is not a question of truth, but perception of the self and secondly by using the words 'citizen of the world' we avoid the entire discussion of cosmopolitanism as a negative or positive personal trait.

The second issue in this paper is that there is no question discussing whether or not the respondents actually have access to all of the media they are asked about. The question is on contact during the last month, so a person that did not tick the box might have done so for three reasons a) they did not use that particular media the last month, b) they do not have access to it or c) they do not have friends in that particular area. However, we can assume that option b is not applicable. Since the survey were sent out online the respondent should have access to Internet and therefore the different types of media.

4. Results & analysis

In this chapter, research question one will be presented separate, but the following three will be presented after the sub-chapter *4.2 Regression output*. This due to the fact that each of the tables contain the results for all the following three questions. But before looking into the regression analysis results and the correlation between the variables at all, some background data need to be presented. These tables can be found in *Appendix 2*. According to the Swedish Tax Agency, there are more women than men living abroad in the age group 18-75, 53 percent are women (Solevid, 2016) and most of the respondents are female, 54,6 percent. Ages between 30-49 made up 47,9 percent of the respondents. The group that have some form of higher education (i.e. degree from a college/university or studies/degree from postgraduate studies) consisted of 58,1 percent, which is particularly interesting when compared to the 7,7 percent that have less than a high school degree. When it comes to whether or not the respondents consider themselves to be cosmopolitans or not, a staggering 78,7 percent said that they identified themselves as citizens of the world.

4.1 Favoured media

This is the easiest question to answer in this study. Through running basic frequencies we quickly get a percentage on each of the seven different media. In this section, the three different regions of friends will be combined to one table, in order to make for an easy overview. Looking at the three questions, a total of six percent of the 2668 respondents did not answer neither of the three. These six percent are not part of *Table 1* nor the study in full. However, those who did not answer one particular question, but some of the others, are still accounted for at the N-row in the regression models of the tables. This due to the fact that the respondent might have skipped a question instead of checking the 'not applicable'-box. This can be interpreted in two ways; either the respondent does not have friends in that particular region, or have not had contact with anyone the last month (note that this does not mean that they have not had contact with anyone face to face).

From *Table 1*, it becomes obvious that the response rate is quite high and that some media are more favoured than others. For contact with friends in *current country*, telephone calls is the highest ranking media, followed by text messages. When it comes to keeping in touch with friends *in Sweden*, the respondents use phone calls and Facebook equally and for *other parts of the world*, Facebook and e-mail is neck and neck by only one percent. When comparing all three tables, there are only two media that stand out, that are being used in over 40 percent in all of the cases: Facebook and e-mail (these are marked bold in the table below). Therefore, we can draw the general conclusion that these are the most popular and used media by our Swedish expatriates when it comes to keeping in touch with friends, independent of place. Looking at this conclusion, three overall pattern emerges, each covering a different aspect as to why the usage may differ.

Table 1: Contact with close friends

	Current country (N = 2470)	Sweden (N = 2444)	Other parts of the world (N = 2373)
Telephone	73,8 %	49,5 %	23,1 %
Video call	5,2 %	15,5 %	11,9 %
SMS	63,3%	42,4 %	9,7 %
E-mail	**48,3 %**	**41,6 %**	**41,6 %**
Chat	17,7 %	18,1 %	13,7 %
Facebook	**43,4 %**	**49,5 %**	**41,7%**
Other social media	11,2 %	12,2 %	10,9 %
Not applicable	3,6 %	4,2 %	17,7 %
Did not answer the particular question	1,4 %	2,4 %	5,0 %

Media used to connect with friends during the last month. Percentage based on N for each category, highest outcome in bold.

This first table is merely a base for the regression analysis later in this chapter, where we now through the stand out values, can see that particular interest should be paid to e-mail and Facebook as means of communication. But before moving on, let us take a look at the results and briefly discuss the possible reasons as to why they differ more or less on some of the seven options.

4.1.1 Telephone and text message

Telephone and text messages are by far the most popular mean in current country, which should come as no surprise. That these two are favoured above the other might be ascribed to pricing from phone operators. Texting or calling abroad can quickly become rather expensive and in some cases even the receiver may be charged a minor amount. For most phone operators the prices for calls or text messages abroad is based on the geographical distance and agreements between operators worldwide, as an example it is often cheaper to call within the EU than to another continent. This may be one of the contributing factors to why these two media are used more frequently for keeping in touch in current country, and

with Sweden (a majority of the respondents are found in the EU-area and North America, see *Table 15*, *Appendix 2*). The issue of pricing on international calls may also explain why the usage drops when it comes to keeping in touch with friend in other parts of the world.

4.1.2 Video call

If we turn our attention to the usage of video call on the other hand, there is a completely different story, and this is rather unsurprising as well. The usage is the lowest in current country, which could be explained through the fact that it is far easier to meet friends face to face if you live close to each other. The number increases, however, for friends that are further away, and therefore it is possible to argue that the usage of video call as a mean of communication is based on the nature of the relationship and the geo-social distance the friends face. The percentage is higher regarding connecting with friends in Sweden than other parts of the world, but the difference between both Sweden and other parts is significantly lower than the one between current country and the other two.

4.1.3 Internet-based services

E-mail, chat, Facebook and other social media are all Internet-based services, meaning that the issue of cost is less obvious as a reason to favour one over another. To access all of these, the respondent can pay for the amount of time online but in most cases one pay a monthly subscription fee for unlimited Internet access. This is particularly interesting, since it could be the reason as to why the percentages in these groups sway so little between the three different regions. Chat, Facebook and other social media are mostly popular when it comes to keeping connected with friends in Sweden, and e-mail is used slightly more for communicating in current country.

4.2 Regression output

In this section, seven tables will be presented. As stated earlier, the number of tables is due to the number of dependent variables and all have the mean of communication in the headlines. All tables follows the same pattern; the first three columns (2-4) contains the first three cases; the demographic variables, followed by the second case; demographic variables and mobility factors (columns 5-7). The last three columns (8-10) contains the output of the combination of demographic variables, mobility factors and the cosmopolitan identity. Under each table is an additional explanation including this pattern as well as the significance codes. In this section, the aim is not to present all of the data from the output, but rather to highlight those of particular interest for the following in-depth discussion.

4.2.1 Telephone

The aim here is to find variables that have a significance of at least p<0.05, a Hosmer and Lemeshow value of p>0,05 and a Nagelkerke R2 as high as possible (around 20 percent is considered a good measurement in social sciences).

Table 2: Mean of communication – Telephone

	Current 1	Sweden 1	World 1	Current 2	Sweden 2	World 2	Current 3	Sweden 3	World 3
Age	1,02***	1,02***	1,03***	1,01	1,03***	1,03***	1,01	1,03***	1,03***
Degree	0,85	1,06	1,10	0,90	0,99	0,90	0,90	1,00	0,89
Woman	0,96	0,75***	0,68***	0,92	0,84*	0,77**	0,93	0,84*	0,78*
Travel	-	-	-	1,07	1,25***	1,45***	1,05	1,26***	1,44***
Years abroad	-	-	-	1,02***	0,99**	1,01**	1,02***	0,99**	1,01*
Number of countries	-	-	-	0,95	0,90*	1,24***	0,93	0,91*	1,22***
Cosmopolitan	-	-	-	-	-	-	1,18**	0,91	1,25***
Constant	2,07	0,44	0,10	2,16	0,24	0,02	1,35	0,3	0,01
Nagelkerke R2	0,02	0,05	0,06	0,04	0,08	0,15	0,04	0,08	0,16
N	2421	2390	2320	2408	2376	2308	2380	2350	2285
Hosmer & Lemeshow	0,26	0,05	0,03	0,80	0,70	0,00	0,03	0,31	0,39

*Usage of telephone during the last month to stay connected with friends in three different regions compared to demographic factors (1), mobility patterns (2) and cosmopolitanism (3). Significance code: *<0,05 **<0,01 ***<0,001.*

Let us begin by presenting the results that will be discussed in the analysis section for research question 2 below, the demographic factors. Here, we focus solely on the first model, including *Current 1*, *Sweden 1* and *World 1*.

When it comes to keeping in touch with friends via the trusted old telephone there is only one factor that is significant in all three models; *age*. The odds for using this medium increases with 0,2-0,3 percent for every year older the respondent gets, and this is with 99.9 percent certainty. However, the data do not fit very well and the model explain very little of the outcome.

Adding the mobility factors, we see quite a change in the results. Looking at *Current 2*, age is no longer relevant, but is replaced by years abroad, usage increasing two percent for every year. Looking at *Sweden 2*, age goes back up to the top of significance, with about a three percent increase per year. The tendency to use telephone in order to keep in touch with friends in Sweden increases with more frequent travel. Years abroad is another thing that is interesting in this case, every year the respondents spend abroad, the tendency to use telephone decrease slightly. Those who have lived in more than one country also tend to use telephone to lesser extent than those who have only lived in Sweden and the current country. Men are more likely than women to use telephone in this case. For *World 2*, age, travel patterns and number of countries are extremely significant, followed by the gender-issue and years spent abroad. This means that the respondents age, the number of times he or she travel abroad during the last 12 months and the number of countries the person have lived in, affects the probability to keep in touch with friends outside Sweden and the current country of residency.

When adding the seventh variable into the regression, the cosmopolitan identity, the table show that it plays a significant role in keeping in touch via telephone in current country, as well as previously mentioned years abroad. When it comes to keeping in touch with Sweden, five of the seven independent variables were significant but the Nagelkerke R2 and the Hosmer and Lemeshow-test scored low. In the final model, *World 3*, we find the first really interesting results, with a Nagelkerke R2 explaining about 16 percent, which is considered to be high in social sciences, and the data fits the model as well. Age, travel patterns, number of countries, the cosmopolitan identity and years abroad increase usage, and men show that they are more prone to pick up the phone.

4.2.2 Video call

The next media that will be examined is video call, which proved to differ quite a lot from the rest in chapter *4.1 Favoured media*. Below, *Table 3* shows the results for how the Swedish expatriates use video call to stay in touch with their friends and the outcome in this table show that video call truly is a stand alone media in this context. The results will be processed in the same way as *Table 2*, starting with the first model; *Current 1*, *Sweden 1* and *World 1*.

The data for current country of residency (*Current 1)* fits the model with 66 percent, which is very high, but no variables are of statistical significance and the Nagelkerke R2 is very low. Only one variable is significant when it comes to keeping in touch with Sweden, which is age. The results for *World 1* is basically the same, even though the data fits the model even better. The other difference is in the variables, age has been replaced with whether or not the individual do have a degree from university or equivalent; a degree increases the chances of usage with 49 percent.

Table 3: Mean of communication – Video call

	Current 1	Sweden 1	World 1	Current 2	Sweden 2	World 2	Current 3	Sweden 3	World 3
Age	1,00	0,99*	1,00	1,00	1,00	1,00	1,00	1,00	1,00
Degree	0,76	1,10	1,49**	0,69*	1,06	1,28	0,69*	1,05	1,27
Woman	0,75	1,05	0,89	0,86	1,15	1,05	0,84	1,11	1,02
Travel	-	-	-	1,29***	1,05	1,36***	1,28***	1,04	1,34***
Yeas abroad	-	-	-	1,00	0,98***	1,00	1,00	0,98***	1,00
Number of countries	-	-	-	1,07	1,10	1,19***	1,07	1,09	1,17**
Cosmopolitan	-	-	-	-	-	-	1,06	1,22*	1,32***
Constant	0,08	0,27	0,16	0,03	0,17	0,05	0,02	0,10	0,02
Nagelkerke R2	0,006	0,00	0,01	0,03	0,02	0,06	0,03	0,03	0,07
N	2421	2390	2320	2408	2376	2308	2380	2350	2285
Hosmer & Lemeshow	0,66	0,31	0,77	0,41	0,00	0,07	0,35	0,01	0,15

*Usage of video call during the last month to stay connected with friends in three different regions compared to demographic factors (1), mobility patterns (2) and cosmopolitanism (3). Significance code: *<0,05 **<0,01 ***<0,001.*

When adding the mobility variables to the models, not much change. The only variable that reaches significance in more than one case is travel patterns, the usage of which increases with almost 30 percent for a respondents who travels more frequent (not applicable for communication with Sweden). Degree matters when communicating in current country; usage decreasing with a staggering 31 percent if the respondent holds a degree from higher education. Years spent abroad matters in communication with Sweden, the usage decreases for every year whilst the number of countries the respondent have lived in increases the odds of usage when connecting with other parts of the world. This last category is the only one that reaches the levels we want to find both in significance, Hosmer and Lemeshow and Nagelkerke R2, even though it is barely there.

When we add the cosmopolitan value to the regression, something interesting happens regarding the current country and the world (especially the latter). But looking at *Current 3* first, it is clear that travel patterns and degree are significant and the data fits the model very well, but the model explains very little. Video call to keep in touch with Sweden is an

even worse fit, low on both Nagelkerke R2 and Hosmer and Lemeshow, even though years abroad, which points to a decrease in usage, and cosmopolitan self-identity are significant. Especially cosmopolitan self-identity (with a 22 percent increase) effects whether or not the media is being used. However, it is the last category, *World 3*, that is of interest here. When using video call to keep in touch with friends in other parts of the world, those who travel frequently, those who consider themselves to be cosmopolitans and those who have lived in more than Sweden and the current country are more prone to use the media.

4.2.3 SMS

The results of clashing Nagelkerke R2 and Hosmer and Lemeshow values continue when we look at *Table 4* below, which presents the results of what might effect the communication via text message.

All the demographic factors are statistically significant regarding text messages as a mean of communication in *Current 1*. When it comes to communication with Sweden and other parts of the world, age is the only variable which is significant, therefore we can see that for every year older the respondents get, they are getting less likely to use text messaging as a mean of communication, whilst a degree from a university or equivalent increases the chances of using text to keep in touch in the current country, where women are also more likely to use the media.

Adding the mobility-variables, all variables except number of countries are significant in *Current 2*. When it comes to communicating with Sweden, the significant variables are age, gender (where women are 33 percent more likely to text), frequent travels and years spent abroad. When looking at the *World 2*, it is clear that travel patterns, number of countries, and age are statistically significant for usage of text message to communicate with friends who live in other parts of the world.

Adding cosmopolitanism as a variable does not change much for the text message-communication in the respondents current country. Four out of seven variables are significant, whilst travel patterns, number of countries and the cosmopolitan identity does not affect the communication, and the data does not fit the *Current 3*. When it comes to *Sweden 3*, the data does not fit and the level of explanation is only nine percent but three variables reaches a statistical certainty; age and travel patterns. Gender affects as well, here women are more likely to use the mean of communication. The final model, *World 3*, is the only one where the cosmopolitan variable is significant, the odds increasing with this type of identity. Other variables that show statistical significance in this model is travel patterns and number of countries lived in.

Table 4: Mean of communication – SMS

	Current 1	Sweden 1	World 1	Current 2	Sweden 2	World 2	Current 3	Sweden 3	World 3
Age	0,95***	0,97***	0,99**	0,95***	0,98***	0,99*	0,94***	0,98***	0,99*
Degree	1,32**	1,12	1,21	1,28**	1,04	0,98	1,31**	1,03	0,98
Woman	1,33**	1,14	0,89	1,31**	1,33***	1,10	1,30**	1,30**	1,09
Travel	-	-	-	1,09*	1,26***	1,55***	1,07	1,26***	1,52***
Yeas abroad	-	-	-	1,01***	0,98***	1,00	1,01***	0,98***	1,00
Number of countries	-	-	-	0,97	0,93	1,19***	0,96	0,92	1,17***
Cosmopolitan	-	-	-	-	-	-	1,11	1,00	1,18*
Constant	17,67	2,81	0,43	17,00	1,44	0,09	13,30	1,47	0,05
Nagelkerke R2	0,15	0,06	0,01	0,16	0,09	0,11	0,16	0,09	0,11
N	2421	2390	2320	2408	2376	2308	2380	2350	2285
Hosmer & Lemeshow	0,00	0,03	0,81	0,00	0,46	0,43	0,00	0,03	0,01

*Usage of text message during the last month to stay connected with friends in three different regions compared to demographic factors (1), mobility patterns (2) and cosmopolitanism (3). Significance code: *<0,05 **<0,01 ***<0,001.*

4.2.4 E-mail

E-mail has emerged in previous research as a media widely used by cosmopolitans and polymedia-people (Jansson, 2015) and as became clear in *Table 1*, it is one of the Swedish expatriates favourite mean of communication in all three categories. Therefore, *Table 5* is particularly interesting for the analysis. Before looking further at the results here, it is interesting to note that only one of the nine categories reaches a Hosmer and Lemeshow value above what we are looking for, and that is *World 3*, which also is the category with the highest explanatory value as well.

Table 5: Mean of communication - E-mail

	Current 1	Sweden 1	World 1	Current 2	Sweden 2	World 2	Current 3	Sweden 3	World 3
Age	1,02***	1,04***	1,03***	1,01**	1,04***	1,03***	1,01**	1,04***	1,03***
Degree	1,72***	1,74***	1,88***	1,63***	1,60***	1,64***	1,63***	1,57***	1,63***
Woman	0,89	0,95	0,83*	0,90	1,02	0,91	0,91	1,02	0,92
Travel	-	-	-	1,15***	1,18***	1,33***	1,14***	1,18***	1,33***
Yeas abroad	-	-	-	1,01***	1,00	1,01***	1,01***	1,00	1,01***
Number of countries	-	-	-	1,09	1,13**	1,39***	1,08	1,11*	1,35***
Cosmopolitan	-	-	-	-	-	-	1,07	1,14*	1,21***
Constant	0,37	0,15	0,17	0,25	0,08	0,05	0,20	0,05	0,02
Nagelkerke R2	0,04	0,10	0,08	0,07	0,12	0,17	0,07	0,13	0,18
N	2421	2390	2320	2408	2376	2308	2380	2350	2285
Hosmer & Lemeshow	0,03	0,00	0,00	0,00	0,00	0,02	0,00	0,00	0,24

*Usage of e-mail during the last month to stay connected with friends in three different regions compared to demographic factors (1), mobility patterns (2) and cosmopolitanism (3). Significance code: *<0,05 **<0,01 ***<0,001.*

When it comes to using e-mail as a mean of communication in current country, variables as age and degree are of statistical significance, and the same goes for communicating with friends in Sweden as well. When we turn our attention toward the communication via e-mail to other parts of the world we find that not only age and degree (the latter with a staggering 88 percent increase) matter, but that men are 17 percent more prone to use e-mail in this case, a case that, however, explain only eight percent of the outcome.

In the second model it becomes even more clear that gender does not impacts usage of e-mail amongst the respondents to large extent. However, the mobility variables show in almost all cases that they do have a positive impact on the usage, in all three categories. Hence, it will be particularly interesting to analyse this favoured media from the perspective of mobility later on, in section *4.3*.

The pattern becomes even more obvious when attention is shifted to the third category. Not much change in the terms of percentages, but the interesting finding here are not the percentages of the variables, rather it is the sudden increase in reliability of the data

compared to the model that deserves attention, and the fact that all variables but gender reaches a significance value of 99,9 percent. When we add cosmopolitanism to the mix, something really interesting clearly happens.

4.2.5 Chat

In the following table, the usage of chat will be the focus. A mean of communication that is hard to narrow down, since it is integrated in so many other forms of media but equally interesting to look at for exactly the same reason. Once again, the table show that gender is something that is not significant for usage.

Table 6: Mean of communication – Chat

	Current 1	Sweden 1	World 1	Current 2	Sweden 2	World 2	Current 3	Sweden 3	World 3
Age	0,94***	0,95***	0,95***	0,95***	0,96***	0,95***	0,95***	0,96***	0,95***
Degree	0,82	0,78*	1,04	0,78*	0,73**	0,89	0,79*	0,73**	0,90
Woman	0,84	0,92	0,80	0,91	1,02	0,94	0,91	1,01	0,93
Travel	-	-	-	1,19***	1,13**	1,38***	1,16***	1,12**	1,36***
Yeas abroad	-	-	-	1,00	0,97***	0,99	1,00	0,97***	0,99
Number of countries	-	-	-	0,98	1,04	1,12*	0,94	1,03	1,09
Cosmopolitan	-	-	-	-	-	-	1,32***	1,09	1,36***
Constant	3,72	3,59	1,96	2,28	2,07	0,34	0,99	1,67	0,26
Nagelkerke R2	0,14	0,13	0,10	0,14	0,15	0,15	0,15	0,15	0,16
N	2421	2390	2320	2408	2376	2308	2380	2350	2285
Hosmer & Lemeshow	0,18	0,11	0,13	0,06	0,04	0,69	0,01	0,14	0,50

*Usage of chat during the last month to stay connected with friends in three different regions compared to demographic factors (1), mobility patterns (2) and cosmopolitanism (3). Significance code: *<0,05 **<0,01 ***<0,001.*

Looking solely on the demographic factors, we find that age is the only variable that reaches significance in all three cases in the first model. This shows that chat is a media for the younger generations, and there is a tendency for the usage to decrease if the respondent

have higher education, in the case of *Sweden 1*. For *World 1*, the results are basically the same, with age (decrease of five percent) as the only significant one. Adding the mobility factors, we see that the model explains about 15 percent in all three cases, which is the most even one so far. Age remains significant in all as well, but also and travel patterns. Degree is here significant in two cases, *Current 2* and *Sweden 2*, whilst number of countries lived in (increase of 12 percent in *World 2*) and years abroad (decrease of three percent in *Sweden 2*) are significant in one case each. The most interesting column is *World 2*, since this column fits the model the best, and explains rather much of the outcome. Cosmopolitanism and travel patterns emerges as important in the final model. It also becomes evident that years abroad do have a negative impact on the contact with friends in Sweden, via this particular mean of communication.

4.2.6 Facebook

Table 7: Mean of communication – Facebook

	Current 1	Sweden 1	World 1	Current 2	Sweden 2	World 2	Current 3	Sweden 3	World 3
Age	0,95***	0,94***	0,95***	0,95***	0,95***	0,95***	0,95***	0,95***	0,95***
Degree	0,77**	0,84	0,97	0,80*	0,88	0,95	0,81*	0,85	0,96
Woman	1,73***	1,75***	1,54***	1,65***	1,72***	1,56***	1,65***	1,69***	1,54***
Travel	-	-	-	0,93*	0,91**	1,00	0,92*	0,90***	0,99
Yeas abroad	-	-	-	1,01	0,99*	1,00	1,00	0,99*	1,00
Number of countries	-	-	-	0,97	1,04	1,24***	0,95	1,02	1,20***
Cosmopolitan	-	-	-	-	-	-	1,18**	1,21***	1,28***
Constant	8,94	15,60	8,65	11,95	18,04	6,61	7,57	11,05	3,19
Nagelkerke R2	0,18	0,21	0,17	0,18	0,21	0,19	0,19	0,22	0,19
N	2421	2390	2320	2408	2376	2308	2380	2350	2285
Hosmer & Lemeshow	0,05	0,05	0,01	0,16	0,03	0,11	0,00	0,00	0,00

*Usage of Facebook during the last month to stay connected with friends in three different regions compared to demographic factors (1), mobility patterns (2) and cosmopolitanism (3). Significance code: *<0,05 **<0,01 ***<0,001.*

Facebook was the second mean of communication that the respondents favoured and, this the second to last table, will describe how the different variables affect the usage of the social media platform.

From the demographic variables in the first model it becomes clear that users tend to be young, and women are 54-73 percent more likely to use the medium. In *Current 1* the respondents are less likely to use Facebook to keep in touch with their friends if they have a degree from a university or equivalent. *World 1* is the only case that does not reach p>0,05 on the Hosmer and Lemeshow-test, but all of the three cases explains the variations in the outcome to great extent.

Age and gender still remains in the top when the mobility factors have been added, travel patterns comes in second, being significant in two cases whilst degree, years abroad and number of countries lived in all are significant in one case each.

Adding x_7, cosmopolitanism, we find that age and gender continues to be in top (age still with a five percent decrease per year and women still use Facebook to larger extent, 54-69 percent), and the cosmopolitan self-identity is significant in all three cases as well. Interesting enough is the fact that the data does not fit the model in any of the cases (all three scored 0,00), whilst the Nagelkerke R2 is close to 20 percent in all of them.

4.2.7 Other social media

The final table below will show the results from other types of social media (e.g. Twitter, Instagram and other like them), which is the lowest scoring variable from *Table 1*. After these results we will move on to the analysis of the research questions.

For the demographic variables, the trend is clear; higher age decrease the usage and women are 39-44 percent more likely than men to use other social media. These two are the most significant factors, the first can be found in all three cases and the second in the first two since gender do not reach significance when it comes to communicating via other social media with friends in other parts of the world.

When the mobility factors have been added, the variable age still comes out on top, still showing a decrease in usage with older age, closely followed by gender where women still tend to use the media more. However, gender is still not significant in the World-column. It is also interesting to see here that four other factors presents themselves in this model: degree (*Current 2*), years abroad (*Sweden 2*), travel patterns (*World 2*) and number of countries lived in (*World 2*). The first column explains 11 percent and the other two 12 percent of the outcome, which is not particularly high, but a lot higher than in other tables. *Current 2* scores the lowest when it comes to whether or not the data fits the model, but it still is beyond the limit value of p>0,05. *Sweden 2* and *World 2* score very high, with 0,68 and 0,80, meaning that the data is trustworthy for further analysis.

Nothing changes in the significance of the values when the final variable is added, nor does the Nagelkerke R2 or the increase/decrease percentages of the values (apart from one

or two percent, in some few cases). The only thing that changes notably is how well the data fits the cases, increasing to 0,40 for *Current 3*, decreasing ever so little for *Sweden 3* and drops down to 0,31 for *World 3*. However, despite the drop in the last column, the Hosmer and Lemeshow value is very high in all three cases, still making the results very interesting in the analysis to come.

Table 8: Mean of communication – Other social media

	Current 1	Sweden 1	World 1	Current 2	Sweden 2	World 2	Current 3	Sweden 3	World 3
Age	0,95***	0,95***	0,95***	0,95***	0,96***	0,95***	0,95***	0,96***	0,95***
Degree	0,78	1,08	1,04	0,75*	1,01	0,91	0,75*	1,02	0,91
Woman	1,39*	1,44**	1,02	1,49**	1,59***	1,19	1,48**	1,58***	1,17
Travel	-	-	-	1,09	1,09	1,21***	1,08	1,08	1,20***
Yeas abroad	-	-	-	1,00	0,98**	0,99	1,00	0,98**	0,99
Number of countries	-	-	-	1,06	1,11	1,26***	1,04	1,09	1,24***
Cosmopolitan	-	-	-	-	-	-	1,13	1,10	1,13
Constant	1,19	1,14	1,19	0,85	0,67	0,46	0,63	0,53	0,34
Nagelkerke R2	0,10	0,11	0,09	0,11	0,12	0,12	0,11	0,12	0,12
N	2421	2390	2320	2408	2376	2308	2380	2350	2285
Hosmer & Lemeshow	0,08	0,38	0,05	0,14	0,68	0,80	0,40	0,67	0,31

*Usage of other social media during the last month to stay connected with friends in three different regions compared to demographic factors (1), mobility patterns (2) and cosmopolitanism (3). Significance code: *<0,05 **<0,01 ***<0,001.*

4.3 Demographic factors

In this section, the focus will be solely on the results of the models labelled *1* in the tables. Of course, results that reaches statistical significance is the only one that receive attention in this analysis of the results. In the case of communication with friends who live in Sweden, no *y*-variable do have an entire row of demographic factors that does not reach significance. However, we find that degree is only relevant in two of the seven cases this time.

With that said, the different demographic variables will now be presented one at the time and the means of communications for each region of friends will be presented in order (in those cases it differ), starting with the communication with friends in current country. In this first category, video calls will not be part of the analysis, since none of the independent variables reached a value of $p<0,05$.

4.3.1 Age

Findings show that the only demographic variable which is significant in all, but the above mentioned case, is age. Therefore we will start with that one and the results are almost the same in all three cases. The usage of the traditional old telephone and the reliable e-mail might not look like much at a first glance, reaching an increase of only two percent, but we need to take into consideration that this is the percentage *per year*. If a respondent, as an example, is 25 years old at the moment and uses telephone or e-mail, the increase of usage should be 20 percent greater for a respondent whom is 35 years old, rendering a tremendous growth in usage with age, especially if one were to compare generations.

For text message, chat, Facebook and other social media however, the case is rather different. These "new" and upcoming media show a decrease in usage over age, five percent in all cases but chat, where the number is slightly higher. Arguing that these are means of communication for a younger generation is therefore fairly simple and the interesting debate of the second-level digital divide, with younger individuals being more prone to use Internet for chatting and instant messaging (Bonfadelli, 2002; Hargittai & Hinnant, 2008) is validated. The only real difference in age between the current country and Sweden, is that the decrease in usage of text message seems to be slightly less, that and the usage of e-mail increases an additional two percent per year. The newcomer is video call, by which the usage decreases one percent for each year older the respondents get.

4.3.2 Education

Education on a higher level can be seen as an advanced level of cultural capital, which means that these individuals should be more at home with text based communication (Jansson, 2015). The next variable which is found to be a significant factor is exactly this, and it is relevant in three of the seven cases when communicating in current country: text message, e-mail and Facebook. In the first two cases, a degree from a university or equivalent increases the usage, which comes as no surprise since higher educated people time and time again have shown a higher usage of e-mail and other capital-enhancing activities (Hargittai & Hinnant, 2008; Jansson, 2015), but when it comes to Facebook and keeping in touch, there is a huge difference in current country. When one of our respondents have at least a bachelor's degree from a university or equivalent, there is a massive 77 percent decrease in usage of the popular website. Degree is not only a major factor when it comes to using e-mail in current country, the odds of using this media when

communicating with friends in Sweden increases 74 percent if the respondent have a degree. The same can not be said when it comes to chat with Sweden. Here, the opposite relation become evident; having a degree decreases the chances of usage with 78 percent. This could be linked with the age-factor, seeing that younger people have not had the time to reach what in this study is seen as higher education, and those who have a degree could in the case fall into the category of people Hargittai and Hinnant refers to as being 'less likely than those with less education and income to use [this form] of instant messaging' (2008, p.607). Madianou and Miller (2012) do also argue that children (here interpreted as the younger generation) have a greater technical competence than persons who are older, and therefore might choose to use computer-based communication over any other form.

4.3.3 Gender

Turing to the final demographic factor, gender, we find that this one is significant in three cases as well: text message, where women are 33 percent more likely to use the medium to stay connected with friends in the current country. Facebook, where the number reaches 73 percent for women, and other social media where the women are 39 percent more prone to use the media follow the same trend. Worth noting is the fact that these are the numbers that are significant *under control* for age and degree. If one did a cross tabulation of media and gender, one would find that women use the medium to greater extent, which is coherent with previous research as well. Men on the other hand, are more likely than women to use the telephone to keep in touch with Sweden, with 25 percent, and the women respond with taking that same number to their advantage in Facebook usage in the same region. Being a woman also increases the chances that the respondents will use other social media to stay in touch with friends in Sweden by 44 percent.

Communicating with friends in other parts of the world can be challenging, these are the friends our respondents might not see as often, as they inhabit a larger area of the globe than the other categories combined. Age remains the one variable which is significant in most of the cases and those that previously had an increasing or a decreasing value still do (although some minor changes have occurred amongst them), and here we see that degree comes in third place as a significant value. The regression outputs show that men are 17 percent more likely to use e-mail for this kind of communication, which is the first significant gender value we have seen for this media. The most interesting thing here is, however, the impact education do have on video call. A respondent with a degree have a 49 percent greater chance at using this media to stay connected with friends abroad. The reason behind this odd number, that does not seem to fit the theoretical frames of the second-level digital divide, could possibly lie in the factor of mobility. Because, even though the data do fit the model, the model only explains one percent of the variations in the outcome.

4.3.4 Summarising the research question

The second research question aimed to answer what demographic factors might affect the patterns of communication for or respondents and a) the friends live in the same country as the respondent, b) if they live in Sweden or c) in another country and the output from the demographic factors came as no surprise regarding this question. The tables showed what have been consistently proved throughout previous research: respondents with a degree from a university or equivalent are more prone to use a media that is valued higher on in sociocultural hierarchy, e-mail in particular, regardless of the geographical position of the respondents and their friends. It also showed tendencies towards a second-level digital divide, where the younger respondents favoured social media and chat to greater extent than the older respondents. The findings show that there is much to be learned about what impacts usage, and in this study only a few of the models received a combination of high values on both the Hosmer and Lemeshow tests and the Nagelkerke R2 in the outputs, meaning that there is more to the story.

4.4 Mobility factors

In this section, the focus will be solely on the results of the models labelled *2* in the tables. Of course, results that reaches statistical significance is the only one that receive attention in this analysis, just like in the previous section. Most research on how migrants communicate, prior to this study, has primarily been done on migrant workers and their connectivity with their families who in most cases have stayed behind in the country of origin, e.g. Madianou and Miller (2012). Even though these individuals can be seen as voluntary migrants, that is not the case for most of them, and there is a vast majority of fathers or mothers that have moved abroad to send money back home to their children, whom in many cases are staying with the grandparents. This means that most migrant communication studies focuses on communication between children and their elderly parents, or between parents and their adolescent children. In these types of studies, it has been found that they to great extent uses video call (e.g. Skype) as a mean to narrow the geographical gap that exists (Kang, 2012) and it may bridge the second-level digital divide between generations since it does not need any particular skill in writing on a keyboard. These results, especially the latter, is interesting when the mobility variables have been added.

4.4.1 Travel patterns

For communication with friends based on how frequent the respondent travels, the general pattern shows the following: It increases usage in four of seven cases regarding communication with friends in current country and Sweden, whilst it decreases it in one (Facebook) of both cases as well. When it comes to keeping in touch with friends in other

parts of the world, there are positive relationships between six of the seven means of communication and usage. In the seventh case, Facebook, it is not significant.

Based on this, it is easy to argue that frequent travels have a tendency to increase usage on a global scale, but do have a negative relationship with Facebook in general (none of the three geographical groups had a positive or significant value in this table). The reason behind this could be that those who travel more often tend to meet more people and make more friends on a global scale, but why Facebook, which should be one of the favourite media according to *Table 1*, is standing out from the rest, is worth further study. Another interesting thing emerges when we turn back to previous research: People who spend at least six months abroad and those who travel for business regularly are also more prone to use e-mail when communicating with partners, according to Jansson (2015). This is validated in the table where there is a positive relationship between e-mail and all three geographical places, but interesting enough chat, a media for the younger generations, show the same tendency. Therefore, it will be interesting to see what happens to usage of e-mail and chat when adding additional mobility variables and what impacts the usage of it the most.

4.4.2 Years spent abroad

Longer forms of text, just as e-mail provide, could make it easier to keep up more intimate relationships, rather than shallow short chat messages (Jansson, 2015). This because the longer format allows for more space to express feelings, which might make up for the distance in geographical location between individuals (ibid). Now this fits the outcome in some ways, but as we saw in previous section, chat and e-mail came out neck and neck when it came to travel patterns. When we shift attention to the number of years the respondents have spent abroad, something odd happened; e-mail is still positive in the current country and in the world, but looses significance when it comes to Sweden, whilst chat suddenly have only one significant value, a negative relationship with Sweden. Just like Jansson (ibid.) suggested, e-mail is the media that all three mobility variables affects the most, the highest impact found in the *World 2* category. This is coherent with the distance-idea and proves further more that e-mail is a great tool for communicating over distance.

In the case of the world, the number of countries the respondent have lived in have a positive impact on the usage for all media (or is not significant). This should, as mentioned earlier, not come as a surprise since the respondents who have lived in more than Sweden and the current country quite possibly should have more friends abroad to keep in touch with. But when we look at communication with friends in Sweden, there are mostly a negative relationship between all variables (six out of seven in total, the last one, e-mail, is not significant), for every year the respondent has lived abroad. This is not coherent with the studies done on families (Madianou & Miller, 2012). Here, it could be argued that for every year our respondents spend abroad the Swedish friendships are becoming fewer,

because the years apart tends to make the respondents lose touch. This is a possible reason, and would also explain why the results here differ from what Madianou and Miller (ibid.) found.

4.4.3 Number of countries lived in

As we move on to the final mobility variable it could, once again, be argued that those who have lived in more countries than others are more likely to have friends on a global scale with whom they want to keep in touch and that more years abroad increases the chances that the respondents actually have lived in more than Sweden and the current one. This argument is further strengthened by the outcome in this section, where all types of media have a positive impact on communication with the world. Only one value is significantly negative; the communication with Sweden via telephone. However, Sweden score positive on e-mail usage.

Due to the cohesive nature of this particular factor, there is not much to be said about it as a stand alone factor, which is why we, in the section below, will look further into the impact of the combined mobility factors, as well as look at how the adding of these have affected the demographic variables to be able to answer the third research question.

4.4.4 Summarising the research question and adding demographic variables

Frequent travel and years spent abroad are increasing the usage in current country whilst travel patterns, years abroad as well as number of countries (rather unsurprisingly) increases usage in the *World 2* categories. Especially for text messaging where the odds of usage increases with 55 percent with frequent travel. There are also several studies that look into how partners in a relationship communicates over distance, and how people dubbed polymedia-people choose among these media (Jansson, 2015) and very few people limit themselves to one media, most use several and use the ones that are most suitable for the particular relationship and their communication needs (Madianou & Miller, 2013). In this study, we do not have couples, nor families, but those are the closest things we got as a theoretical output and we find that mobility patterns have a positive effect on media usage to stay connected with friends in current country and friends around the world. E-mail is viewed more highly regarded on the sociocultural scale, compared to social networking sites (Jansson, 2015), therefore it comes as no surprise that it is the only media which is affected by the level of education in all cases in this round as well, when we have added the mobility variables. But what have happened to the other demographic variables when the three new variables have been added? Many of them did not change, or did so ever so slightly that it hardly is worth noting, but some did and these will be examined by looking at the differences in current country first. If the respondent do have a degree or not have gone from degreasing the chances to becoming insignificant in the case of video call, chat and other social media. Regarding communication through Facebook, where those with a degree

were 77 percent less likely to use it in research question 2, there have been a huge decrease. Now, those with a degree are only 20 percent less prone to use the medium. The men do also gain ground compared to women using Facebook, the women are now 65 percent more prone to use the media, as to 73 percent in the previous model. When it comes to communicating with Sweden, the men are now only 16 percent more likely to use telephone and the women respond by gaining a 33 percent increase in odds of using text message. Also, those with a degree seem to be more likely to use chat, since the decrease in odds dropped from 78 percent to 27 percent. When communicating with friends in the final section (*World 2* categories), men loose another 10 percent from telephone, degree is no longer significant for video call, the odds for using e-mail goes from 88 percent with a degree to 64 percent and gender is no longer significant for this particular media. The changes and the levelling of the playing field that the mobility factors brings forth should not come as a surprise either because as stated earlier, Madianou and Miller have expressed more than once that polymedia-people tend to 'create a particular configuration of media that works best for their particular communicative needs' (2013, p. 179). However, one need to take into consideration that the first level digital divide could impact these configurations, meaning that the communication might look different if all respondents and friends had a level playing field when it comes to access. This is, of course hard to measure further in this study, but nevertheless of importance.

4.5 The cosmopolitan factor

In this section, the focus will be solely on the results of the models labelled *3* in the tables. There are no doubts that our respondents do practice friendship beyond borders of the nation, and the effect that the mobility variables have in the case of the cosmopolitanism and vice versa is very much in accordance with what Beck (2005) reasoned about, that transnational activities have a positive impact on the cosmopolitanisation. The idea that transnationalism is more tangible and measurable and that a cosmopolitan attitude is a sort of reaction to this, which was mentioned in the theoretical chapter, becomes clearly visible here. We see that those who have spent many years abroad, in various countries and who travel extensively to a far greater extent also have greater positive contact with friends beyond the current country and Sweden, and it is in these models (*World 3*) the cosmopolitan variable is found to be the strongest as well. This is also supported by Anker, who argue for 'the possibility of transnationalism becoming a vehicle for developing a cosmopolitan motivation' (2010, p. 8). In the last regressions made, the question of whether or not the respondent considered himself or herself a citizen of the world was added to the equation. Cosmopolitanism is the only variable in this study that only impacts the communication patterns in a *positive* way, and there is no surprise that it is particularly significant when discussing communication with friends in other parts of the world.

Summarising the results, it shows that when it comes to the communication with friends in current country, cosmopolitanism is significant in the cases of telephone, chat and Facebook. For communication with Sweden it is a positive factor for video call, e-mail and Facebook and for those who stay in touch with friends in other parts of the world, it is significant in all cases but other social media, reaching an increase of odds over 30 percent for video call and chat. The model where the data fits the most in case of current country is telephone, but that model only explains four percent of the variations in the outcome. The highest Nagelkerke R2 is found in Facebook, but there the data does not fit the model. The media with highest in both of these is other social media, where the Hosmer and Lemeshow value is 0,40 and the model explains 11 percent of the outcome. When looking at Sweden the dependent variables with the highest scores in both categories are chat and other social media, and the same can be said for *World 3* telephone, where chat and other social media score the highest as well. Therefore, looking at the new outputs in demographic factors, mobility patterns and this, the new cosmopolitan case are the most interesting in these, because here we can be sure that there is a correlation. But, for the sake of the significance, all of the media will be discussed, with additional focus given to the ones mentioned above. Since this section will contain analysis and discussion on huge amounts of data, it will be divided into sections addressing each media separately.

4.5.1 Telephone

Telephone has been around for a long time and it is considered a well established traditional media for keeping in touch. No particular skill is needed for its usage, you simply dial a number and speak, nothing more. Telephone is highly impacted by the cosmopolitan self-identity in the case of current country, and besides years spent abroad, it is the only significant variable here meaning that nothing has changed in the other cases since the prior regression.

In the case of *Sweden 3*, cosmopolitanism in itself is not significant, but its presence affects some of the mobility variables slightly, adding one percent in increasing odds for travel patterns and also makes the negative impact of each year abroad decrease by one percent.

When we turn our attention to the Swedish expatriates communication with friends in other parts of the world, it is basically the same with only some few percentages that are altered. But this shows nothing surprising or shocking. The only thing that somewhat stands out, is the cosmopolitan value itself. Apparently, for positive every step a respondent reports on their cosmopolitan self-identity, the odds for using telephone to connect with global friends increase with 25 percent, which is a rather big increase. This final model (*World 3)* could be seen as evidence for what so many researchers have noted before; that those who travel more, have spent longer time abroad and those who have lived in multiple countries feel like cosmopolitans to greater extent than others. The data fits the model far beyond the

minimum of p>0.05 (it reaches 0.39 to be precise) and the model explains 16 percent of the variations in the outcome (earlier on it was mentioned that a value close to 20 percent is good in a social science study), making this the most reliable outcome regarding telephone. Unfortunately, in a quantitative study like this one, it is hard to find out the reason behind this, if it is merely tradition of the usage, if it is cost effective or any other ground. Although, the question stated in the SOM questionnaire did not specify if the question were posed with land line or mobile calls in mind, therefore it is a safe assumption to incorporate mobile telephones in this discussion. As stated early in the introduction to this paper, there have been a tremendous boom in the operators that provide cheap mobile calls, both local and global calls (see example on p. 10), and as an example of this, the international phone calls increased tenfold between 1982 and 2001(Vertovec, 2004). This could be seen as evidence for a growing global connectivity via telephone, which is coherent with the findings in this model.

4.5.2 Video call

Szerszynski and Urry discussed three types of travelling that all can be incorporated in this paper; (1) bodily, (2) imaginatively and (3) virtually, and it is the latter that in this particular case is relevant. The authors argue that '[...] virtual travel, transcending geographical and often social distance through information and communication technologies' (2006, p. 115) could be seen as one of the reasons as to why cosmopolitanism increase. This form of mobility includes all types of media that is studied in this paper, and the idea propose that people do not need to travel in person to experience other places and other people's lives. Since the mobility factors are found to be amongst the least affected by the cosmopolitan self-identity in the first two cases (*Current 3* and *Sweden 3*) for video call, this notion explains why the cosmopolitan value still is quite high. Here, the argument for this is that video call could be linked more closely to the studies made on visual media and cosmopolitanism, since it is the only media in this study that does includes image. Visual media are known to foster an image of distant places and others, so even though one might not have visited all places one keep in touch with, it is not impossible for an image and a sense of connectivity to exist.

If the respondent has spent few or many years abroad or have/have not lived in multiple countries (variables which did not reach p<0,05 in the tables above, in the case of current country), the usage of video call lack significance, but the travel patterns increase the odds. For a respondent who have lived only in Sweden and the current country, but who travel on a regular basis the cosmopolitan self-identity actually decreases the odds of using video call compared to the percentage in previous model. In the case of communicating with Sweden, cosmopolitanism not only in itself increases the odds, but it also renders the number of countries a respondent have lived in significant. The odds now increase with nine percent per year. Looking at communication with friends on a global scale, the cosmopolitan

self-identity again increases the odds in itself, but decreases the odds of travel patterns and country numbers slightly.

Video call comes in as the least significant mean of communication for current country, and did not score particularly high when it came to communication with Sweden either. The mobility patterns amongst the respondents did not account for much so, in order to better understand this an additional binary regression were made (see *Appendix 2; Table 14*), replacing the *y*-variables with variables regarding video call usage to keep in touch with spouse/partner, siblings, children and parents. Here, the mobility patterns tend to be of far greater importance, therefore making it easier to argue that it is possible that our respondents value seeing family members face to face more than they do with friends. We can therefore say that whom they keep in touch with through a visual media is far more important for the respondents than the actual distance. However, there is worth noting that these additional variables are not part of the research questions, rather a way to interpret the data and analyse it.

4.5.3 Text message

Text messaging is a quick and easy way to communicate in today's' society, and have been part of our mobile phone usage since the age before smart phones. Since it came into our lives, the length of them have increased, allowing for longer messages, combining attributes of both chat and e-mail as a sort of digital convergence (Fairon & Cougnon, 2014). From the data and questionnaire, there is no way to interpret if SMS only means text messages, or if the respondents also include the concept of multimedia messaging services (MMS), which allows the user to send both pictures and short videos (Mind Commerce, 2012), but in order to not miss out on any possible usage, both types will be included in this analysis.

Odds of usage increases mainly amongst the younger, women and those prone to travel, and we find that a cosmopolitan self-identity have little effect on the media. The reasons behind this is hard to come by in a quantitative study like this, but since it is one of the older means of communication it could be due to the fact that is a well established media, and it have been cast a typical role in communication.

Text messages usage have in previous studies been deemed a media for the younger generation who finds 'traditional email far too formal' (Fairon & Cougnon, 2014, p.4), and the numbers in these models do show a similar notion (i.e. the difference in odds for usage between text message and e-mail). With this logical reasoning, text messages should also be a mean of communication with higher odds of usage amongst those without a degree from a university or equivalent, since achieving a degree takes a couple of years and in the case of *Sweden 3* and *World 3* this is the case; degree is not significant. However, looking at communication with friends in the current country, something peculiar happens. The odds of using text messages increases in this case by 31 percent with a degree, regardless of whether or not the respondent feels like a citizen of the world. This is an interesting find,

since it in some ways contradict previous research on the matter and further investigation would be useful to evaluate if this is just something that occurs in this particular case or if it is something that is common. Especially since the outcome can be explained to 16 percent, but the data do not fit the model at all, with a Hosmer and Lemeshow value of 0,00.

4.5.4 E-mail

It is the digital form of classic mail, and it has rapidly become one of the most appreciated mean of communication since it started being incorporated into the lives of the average user in the late 1980s and early 1990s, serving both the business sector and private correspondence (Watson & Hill, 2015). E-mail is, as we have seen in previous research, a media that is considerably used by the so called *elite*. It is in many cases a favoured media for cosmopolitans, and cosmopolitanism (as the concept is perceived in general) is closely linked to mobility and higher education (Jansson, 2016a) but in this study we find that degree overall do have very little significant impact on the means of communication with friends on a global scale as well as Sweden. Above that, the findings show it is mostly a negative relationship between this when keeping in touch with friends in the current country (apart from the odd results seen with messaging services above). But with e-mail, there is a different story.

E-mail is the only media where degree is significant in all three cases, and it also happens to be the only media where no variable at all have a negative impact on the usage. Au contraire, degree have very large effect, its impact on the odds is between 57-63 percent. For many, e-mail is used as a primary media for the work space, which possibly could be why it is used by white-collar workers and highly educated individuals to a greater extent than other groups, which also could be seen as a reason as to why usage tend to increase with age. One of the reasons as to why e-mail is so popular could be ascribed to its versatility. Madianou and Miller (2012) found in their interviews that migrant workers liked to use e-mail when dealing with topics hard to deliver, such as bad news. E-mail allow for longer messages, which also decrease the risk of misinterpretation of the message, even though you cannot use body language or tone of voice to indicate the mood the way you could through telephone or video call.

Age is the second variable that surfaces when looking at prior studies of e-mail as a mean of communication, and as Jurgensmeyer and Anheier (2012) pointed at, there is a noticeable difference of usage over generations. They give an example of the American usage from the Generations Online study conducted in 2009, where it was found that Americans between ages 45-63 did favour e-mail as a mean of communication whilst the respondents between ages 18-32 'were more likely to use email in tandem with other forms of computer-mediated communications such as social networking sites, texting and instant messaging' (Jurgensmeyer & Anheier, 2012, p. 473). In this study, this is once again confirmed, since all three models support an increase of odds regarding higher age and usage.

However, as variables have been added, the odds for both age and degree have generally decreased a bit, before levelling in the third and final model. What we end up with in the final category, *World 3*, is an extremely reliable result on how usage is impacted, since the model score 0,24 on the Hosmer and Lemeshow test, and 18 percent of the variations in the outcome are explained throughout this model. The cosmopolitan impact on the outcome of the variables of mobility is slightly negative as well. We see no dramatical changes, but there is a decrease in effect, particularly on number of countries in the case of *Sweden 3* and *World 3*. One could argue that this is worth investigating, but since the usage still remains higher than in most other cases, and since the cosmopolitan variable in itself impacts the usage positively, there is nothing in this minor decrease that implies an odd relation between these two models.

4.5.5 Chat

Chat, in some studies also referred to as instant messaging, have gone trough rapid development in its short history of existence, technically speaking. From chat rooms, where people could gather and talk anonymously to the revolutionary birth of ICQ in 1996 and all the way to today's built in chat applications, most of the users of instant messaging functions state that they use it both via computer and phone, and admit to doing other things simultaneously as they chat (Bridgewater & Cole, 2009). The direct connection that chat provides, the instant communication it brings differs from e-mail in that sense that you might need to wait longer for a friend to reply to an e-mail. Therefore, chat simulates more of a real time conversation, available even in those situations when one cannot talk. Some instant messaging programmes even provide what is known as *push technology* (Pohja, 2009), allowing you to see the message from whom you are chatting with, being written letter by letter. Chat also provides the user with instant sharing of images and/or other media and you can also keep connected with more than one person at once (i.e. group-chats), making it easy to sustain multiple friendships through one simple media and keeping your position in a group of friends, even though you are not there in person.

Jansson's (2016a) interviews with UN workers in Geneva show that it could be hard for people with a career that produce mobility to visit places where they have made friends prior to their current country of residency, and in this study we can see that individuals with ties in more than two countries (regardless of reason) tend to use multiple media to sustain their relationships – on distance, which could be seen as a way to make that hard physical distance easier to bridge. Looking at chat in particular, which could be seen as a sort of new media, it should make it easier '[...] to compensate for the emotional and social costs of mobility' [...] (Jansson, 2016a, p. 12), and it does. For those who travel frequently and those whom consider themselves being citizens of the world, the odds for usage of chat to stay connected is particularly high and the model explains it well (even though the odds of using chat with friends in Sweden decrease with each number of year the respondent has spent

abroad). Chat could in that sense bridge the gap. Seeing that chat provides instant connectivity, without having to make time to sit down for a conversation that possibly could be long (something that professionals might not have time for or perhaps prioritising close family for that sort of communication), it still allows for daily communication.

The variable of age is pointing towards a usage amongst the younger generation, which could be seen as part of the puzzle that is the second-level digital divide. Chat do involve more advanced technology; the user must be familiar and comfortable in front of a computer or smartphone, as well as not having difficulties typing on a keypad (whether a traditional one punching down buttons or a touch-based model) and there is no surprise in the fact that older generations tend to choose means of communication that are less technologically advanced (Madianou & Miller, 2012).

4.5.6 Facebook

The success story of Facebook have hardly gone anyone by, and the online social networking site have grown rapidly and steadily for many years. Facebook allows the user not only to stay connected via their private messaging function but also by sharing content on their private page which then is made public on the start page feed of their friends, encouraging people to interact with happenings in others lives. Previous findings have shown that people with friends that are geographically far away, use this social networking site primarily to keep in touch and they claim that Facebook do has a positive effect on the quality of said friendships (Vitak, 2014). However, the findings in this study are a little bit different.

Comparing the results, there is a correlation between Facebook and the cosmopolitan self-identity, since the variable increase the odds of usage between 18-28 percent. But there is only one mobility factor that impacts the usage positively and only doing so in one single case. For those who use Facebook as a mean of communication with friends in the world, the usage increase with 20 percent for each new country the respondent have lived in. This number in itself is not particularly surprising – a new country means the opportunity to meet new friends that you would want to stay in touch with – but what is surprising is how mobility patterns seem to have a negative effect on the odds in the other cases. When communicating with friends in the current country and friends in Sweden, frequent travel decreases the usage between eight to ten percent and for every year the respondent spend away from Sweden, the less likely they are to use Facebook as a mean to nourish their friendships there. Worth noting here is that Facebook as a variable scored extremely low in all three cases when it came to the data fitting the model, but the levels of which the model explains the variations in the outcome are amongst the most stable, between 19-22 percent. It seems as two friends do not have to synchronously interact to maintain their relationship (Burke & Kraut, 2014).

The direct messaging function, which on the web page often is referred to as the Facebook chat also poses a problem in this study. This chat is available to be downloaded

separately as an application to smartphones, known as *Messenger*, which is a form of instant messaging function. Therefore, it is hard to know if the respondents have identified this as a mean of instant messaging and thus ticked the box for 'chat' above, or if they consider this to be Facebook usage. This would have been very interesting to find out, especially since the usage of the both variables are rather different. Could Facebook be seen as an independent mean of communication, or is it a supplement, working side by side with any of our other media to create that repertoire of means for each friendship that Madianou and Miller suggested in previous research?

What can be said with great confidence however, is that Facebook is a media for the younger generations, and primarily used to far greater extent by females, which validates what Vitak (2014) amongst other already have stated. But Facebook is not the only social media out there, so lets move on to the final mean in the final model before drawing any conclusions.

4.5.7 Other social media

What the respondents have included in other social media is not know, but it feels rather safe saying that sites as Instagram and Twitter are included. This final media is also one that is clearly reliable, with the data fitting the model in all cases as well as explaining the variations to an acceptable level and it is highly relevant. Studies show that about 88 percent says that the main reason for social media usage is social interactions people claim that "they have more contact with people via social media than face to face" (Whiting & Williams, 2013, p.366). It is this promise of connectivity that made users seek out these various social media platforms from the beginning (Dijck, 2013).

The adding of the cosmopolitan self-identity does not affect the other factors in the outcome particularly, it is still a media for the younger generation, used to a higher degree by women. All three cases do have additional factors that are significant, which are different in each one. For keeping in touch with friends in the current country of residency, *Table 8* shows that usage of other social media decreases if one have a degree, which is coherent with the findings that individuals with a higher education are more prone to use e-mail for their relationships. Regarding communication with friends in Sweden, each number of years abroad have a negative impact on usage, which could be a reaction to meeting new friends in the current country and loosing touch with friends that the respondents have not spent time with or perhaps even seen in years. For those respondents who connect with friends around the world, the mobility factors seem to have a positive impact, frequent travels and the number of countries lived in all reach an odds increase of 20 percent or more. Unsurprisingly, since these respondents, as stated above, logically should have more friends in this region; "Social networks are often grounded in spatial locality where the individuals form relationships with those they meet nearby (Jurgens, 2013, p. 273)"

The problem here, however, is much like the case with Facebook, other social media includes an instant messaging function, rendering the line between the different means of communication blurry. The output for other social media compared with chat is not close however, which might be seen as an indicator that some means of communication that a researcher should have included in one or the other group, might not have been included in the 'right' category by the respondents. Even though this is a study of perceived usage, not technical terms, it would have been interesting to see the categorisation made by the users.

4.5.8 Summarising the research question

When looking at a group of migrants it becomes clear that these are people that do create relations in various countries, but still keep connected with their roots. As most studies done on migrants and families have shown, there is a clear connection between the differences in relationships and the chosen mean of communication.

Nevertheless, if we look back on the final research question, (where we asked if the above mentioned patterns for maintaining relationships with friends did vary depending on whether or not the respondent consider himself or herself being a cosmopolitan), we find a very clear answer: The cosmopolitan self-identity do not effect the means of communication more than a few percent, even though it in itself is found to have a positive relation when under control for the other variables. The only table where cosmopolitanism was not significant at all, was in the case of other social media.

5. Conclusion

In conclusion, the findings vary greatly in reliability as well as in significance and there is room for further research, fitting the model. It is clear that the survey data does not fit the models and there might be other factors that will impact the means of communication further, and thereby rendering a better fit of the data.

The most interesting finding is how certain factors make some of the variables decrease in statistical significance, and therefore making them unworthy to discuss. What could make for an interesting case however, is to look at how much the significance drops. If the variables all of a sudden are far from significant, or perhaps borderline significant, with a value of perhaps $p<0,06$ or $p<0,07$ would be interesting and thus through that, one could measure the impact of the added variables actual impact, in all cases.

Looking solely on demographic factors, findings show that it is easy to verify previous research, where young individuals and those without a higher education are more prone to use chat and social media whilst those with a degree from a university or equivalent use e-mail to a far greater extent. There is also evidence for a second-level digital divide, since there is a clear connection between age and the different means of communication, independent of the region the friends live in.

Regarding the mobility factors it is obvious that the mobility factors are the most important ones when the respondent choose means of communication. The factors do also have mostly a positive impact on the media usage in all three cases. The frequencies of a respondents travels show the most significant and positive impact on the means of communication overall, but looking at the percentage of the increase, travel patterns affect usage of text messages the most. Ergo, frequent travels equals increase in odds of usage of texting. Years abroad do not impact much, but have a slightly negative impact on communication with friends in Sweden, which could be due to the fact that these friends tend to grow apart after years of separation. The number of countries in which the respondents have lived prior to this survey, strongly impacts the communication with friends in other parts of the world. Each new country increases usage significantly of all of the means of communication, which is logical since a respondent that have lived in many countries have a greater chance of knowing people in more countries.

When adding a cosmopolitan self-identity to the mix, the results vary. In some cases, the reliability of the models drop but in others, it increase. The cosmopolitan factor is mostly significant in the case of communication with friends in other parts of the world, which is coherent with the concept, as it is said that movement of people foster a cosmopolitan attitude. Those who travel frequently and those who have lived in multiple countries are more likely to make friends in these regions, and therefore connecting with them more frequently. These respondents, who have witnessed and experienced other cultures are also those who are impacted the most by the cosmopolitan attitude, making it

clear that there is such a thing as a network capital at play, i.e. these people make the most of their connections.

The complex nature and the broadness in this study does also impact the results. This paper can be seen as an introductory overview to this fascinating area of study, rather than an in-depth evaluation, which, obviously, is sorely needed. Most of the previous discussions, and studies, made on friendship do not include things that could impact the friendship, rather they focus greatly on how the media in itself is being used, and why, by the individual. Stepping away from this *Maslowian* approach of the uses and gratification theory (West, 2014), to a more effect-based approach would most certainly produce interesting findings.

In conclusion, let us look back at the aim and the research questions, to see if this study found what it set out to find. The aim was clear, and indeed the results show how different variables affect the Swedish expatriates means of communication with friends. The first question was to establish the favoured means of communication, which turned out to be e-mail and Facebook (*Table 1*).

The second question asked was if the demographic factors affected the means of communication, and they certainly did. Hypothesises in this were that (1) there should be a difference in age between the media, which were found, (2) that education would make an impact, particularly on e-mail, and the findings show that there is a positive effect on usage of e-mail when the respondent have higher education, and (3) women should show higher odds in usage of social media (chat, Facebook and other), and in the cases that were significant, women were more prone to use the medium.

The third question was regarding how mobility factors effect the communication, with two hypothesises. (1) Years abroad should show a decrease in usage in Sweden, and an increase in the current country, which it did overall, and (2) the number of countries the respondent have lived in should impact the communication with friends in other parts of the world positively, which it does significantly in all cases.

The final question was regarding the cosmopolitan self-identity, and it had three hypothesises. (1) The cosmopolitan value would be positive in the category *World 3*, (2) there should be a positive relationship between e-mail usage and the cosmopolitan value, and (3) education and cosmopolitan values should be high in the same cases. The first hypothesis is found to be true, the most positive and significant values are found in this category. For the second one, e-mail and cosmopolitanism do have a positive relation in the case of Sweden and the World. Finally, the only media that showed a correlation between cosmopolitan self-identity and education is the case of e-mail, which is not coherent with the hypothesis, but could be explained by the other means of communications negative relationship with education.

5.1 Further research

As all with research, there is some limitations and some things that could have been improved in order to achieve even more reliable results. The first limitation (apart from those already mentioned in the conclusion), is the fact that this is a quantitative analysis and nothing more. Being a quantitative analysis, as stated above, it allows for generalisation, but there is no room for interpretation of the mindset of the respondents and their opinions. This may lead to the possibility that we as researchers might miss out on vital background factors that was not part of the questionnaire, since the questionnaire were sent out long before this study was designed. A higher credibility would have been achieved with a method triangulation, so, for further research, it would be recommend to supplement these findings with a qualitative method, preferably interviews, with some of the respondents in order to find out whether or not the respondents agree on the background factors.

It would also be beneficial to further investigate what the respondent actually consider to be a "citizen of the world", since there were no explanation to this in the questionnaire (Steup, 2014). In this survey, this is interpreted as something positive, but that might not be how some respondent understands the concept.

This study is also very broad, trying to cope with large amounts of data from three perspectives (current country, Sweden and the World) and seven types of communication media through seven independent variables in three different categories (i.e. the theoretical perspectives). Hence, a more in-depth study on each region or each theoretical outlook could act as a compliment.

5.2 Implications for society and careers

When all of the results are combined, it is clear that the need for staying in touch in order to maintain relationships do not decrease on a global scale, rather as research have shown, mobile people tend to establish relationships in more countries than the country of origin and country of residency. This presents society with a difficult challenge; how do you allow for such complex relationships to grow?

The need for communication is key, and the obstacle to overcome in this particular case of global communication, the digital divide is the first thing that comes to mind. This could be seen from the two different perspectives that have been presented in this study (1) the issue of access, mainly due to infrastructure and (2) the second-level digital divide, having to do with media literacy, the presence of the latter clearly visible in the results. In order to become a truly global citizen and to be able to enjoy the benefits that a polymedia structure provide, both is needed. There is also a high need for the providers of the media to deeper investigate what effect their target audiences needs.

The outcome of this paper can be seen as evidence of the human need to maintain relationships and that this need does not decrease with demographic factors, mobility

factors or a cosmopolitan attitude, rather that the opposite, which in turn do have an impact on both micro and macro level. The human need for maintaining friendships, regardless of distance, is found to be fulfilled by the use of polymedia practices. The need to bridge gaps in the field of communication, whether it is by investing in optic fibre cables in the South, or helping senior citizens cope with Skype, is of utmost importance. Not only for the technological development of connecting the world or the economical development by increasing production/consumption through more users, but rather for the individual growth of network capital. Understanding and having access to communication technologies could in that sense be seen as a universal language which could help people stay in touch, but also help us accept, and possibly forget, the distances that do become more and more interlinked in the everyday life of citizens in our globalised world.

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7. Codebook- SOM-constructed variables

All variables in this study have been constructed or reconstructed by the staff at the SOM Institute as follows:

Contact with friends in current country [f45ea-f45eh]

0=”Not checked”

1=”Checked”

997=”Not answered – whole row”

998=”Not answered – whole question seen”

999=”Not answered – whole question unseen”

Contact with friends in Sweden [f45fa-f45fh]

0=”Not checked”

1=”Checked”

997=”Not answered – whole row”

998=”Not answered – whole question seen”

999=”Not answered – whole question unseen”

Contact with friends in other parts of the world [f45ga-f45gh]

0=”Not checked”

1=”Checked”

997=”Not answered – whole row”

998=”Not answered – whole question seen”

999=”Not answered – whole question unseen”

Age-variable [alder]

Based on variable f62 – year of birth

From:1939=”1939” To: 1996=”1996”

Gender-variable [woman]

0=”Male”

1=“Female”

Education-variable [examen]

Based on [f74]

(Counting those with at least a degree from a university or equivalent as 1 and the rest as 0.)

0=”No degree”

1=“Do have a degree”

Travel-variable [f41f]

1=”Not once”

2=”Once during the last 12 months”

3=”Once every 6 months”

4=”Once every quarter”

5=”Once a month”

6=”Once a week”

7=”More than once a week”

Years abroad-variable [sarutomlands]

Based on [f2 & f3ba-f3bh]

Year of move abroad

Years in country 1-8

Number of countries-variable [antland]

Based on [f2 & f3aa-f3ah]

Year of move abroad

Number of countries lived in 1-8

Cosmopolitan identity [omvandcosmo]

Based on [f52c]

1=”Do not agree”

2=”Agree to less extent”

3=”Agree to high extent”

4=”Completely agree”

Appendix 1

The following appendix will present the relevant questions from the SOM questionnaire, as they were sent out to the respondents. The questions will be presented first in Swedish, due to the fact that it is the language the questions were formulated in. Questions translated into English can be found after the Swedish ones.

Är du:

□ Kvinna

□ Man

□ Annat

Vilket år är du född?

[fritextssvar]

Vilken skolutbildning har du?

□ Ej fullgjort grundskola (eller motsvarande obligatorisk skola)

□ Grundskola (eller motsvarande obligatorisk skola)

□ Studier vid gymnasium, folkhögskola (eller motsvarande)

□ Examen från gymnasium, folkhögskola (eller motsvarande)

□ Eftergymnasial utbildning (ej högskola/universitet)

□ Studier vid högskola/universitet

□ Examen vid högskola/universitet

□ Studier vid/examen från forskarutbildning

De följande frågorna ställdes för både vänner och familj. Frågorna är formulerade likadant i början, men med skillnad på slutet. I detta fall har frågor gällande make/maka, syskon, föräldrar och barn valts bort.

När det gäller att hålla kontakten med familj och vänner, har du under den senaste månaden använt något av följande för att hålla kontakten med nära vänner i nuvarande land?

(Respondent kryssar i samtliga svarsalternativ som gäller för denne)

□ Telefonsamtal

□ Videosamtal

□ SMS

□ E-post

□ Chatt

□ Facebook

□ Andra sociala medier

□ Ej relevant för mig

När det gäller att hålla kontakten med familj och vänner, har du under den senaste månaden använt något av följande för att hålla kontakten med nära vänner i Sverige?

(Respondent kryssar i samtliga svarsalternativ som gäller för denne)

□ Telefonsamtal
□ Videosamtal
□ SMS
□ E-post
□ Chatt
□ Facebook
□ Andra sociala medier
□ Ej relevant för mig

När det gäller att hålla kontakten med familj och vänner, har du under den senaste månaden använt något av följande för att hålla kontakten med nära vänner i övriga världen?

(Respondent kryssar i samtliga svarsalternativ som gäller för denne)

□ Telefonsamtal
□ Videosamtal
□ SMS
□ E-post
□ Chatt
□ Facebook
□ Andra sociala medier
□ Ej relevant för mig

Hur ofta har du under de senaste 12 månaderna rest utomlands (ej till Sverige)?

□ Ingen gång
□ Någon gång de senaste 12 månaderna
□ Någon gång i halvåret
□ Någon gång i kvartalet
□ Någon gång i månaden
□ Någon gång i veckan
□ Flera gånger i veckan

Vilket år flyttade du utomlands?

[fritextssvar]

Om du bott i andra länder än ditt nuvarande, vilka andra länder har du bott i?

□ Land 1: (*respondenten fick fylla i landets namn*)
□ Land 2: (*respondenten fick fylla i landets namn*)
□ Land 3: (*respondenten fick fylla i landets namn*)
□ Land 4: (*respondenten fick fylla i landets namn*)

□ Land 5: (*respondenten fick fylla i landets namn*)
□ Land 6: (*respondenten fick fylla i landets namn*)
□ Land 7: (*respondenten fick fylla i landets namn*)
□ Land 8: (*respondenten fick fylla i landets namn*)

Om du bott utomlands i andra länder än ditt nuvarande, hur många år bodde du där?
□ Land 1: (*respondenten fick fylla i antal år*)
□ Land 2: (*respondenten fick fylla i antal år*)
□ Land 3: (*respondenten fick fylla i antal år*)
□ Land 4: (*respondenten fick fylla i antal år*)
□ Land 5: (*respondenten fick fylla i antal år*)
□ Land 6: (*respondenten fick fylla i antal år*)
□ Land 7: (*respondenten fick fylla i antal år*)
□ Land 8: (*respondenten fick fylla i antal år*)

Translation to English

Are you:
□ Female
□ Male
□ Other

Year of birth?
[free text answer]

What is your highest education level?
□ Not completed primary school (or equivalent education)
□ Primary school (or equivalent education)
□ Studies at high school or folk high school (or equivalent education)
□ Degree from high school or folk high school (or equivalent education)
□ Higher education (not college/university)
□ Studies at college/university
□ Degree from college/university
□ Studies or degree from postgraduate studies

The following questions were posed regarding both friends and family. The questions all begin the same, but the follow-up differs. In this case the questions regarding spouse, siblings, parents and children have been weeded out.

When it comes to keeping in touch with family and friends, have you, during the last month, used any of the following to keep in touch with close friends in your current country?

(Respondent ticks every applicable box)

□ Phone call

□ Video call

□ SMS

□ E-post

□ Chat

□ Facebook

□ Other social media

□ *Not applicable*

When it comes to keeping in touch with family and friends, have you, during the last month, used any of the following to keep in touch with close friends in Sweden?

(Respondent ticks every applicable box)

□ Phone call

□ Video call

□ SMS

□ E-post

□ Chat

□ Facebook

□ Other social media

□ *Not applicable*

When it comes to keeping in touch with family and friends, have you, during the last month, used any of the following to keep in touch with close friends in the rest of the world?

(Respondent ticks every applicable box)

□ Phone call

□ Video call

□ SMS

□ E-post

□ Chat

□ Facebook

□ Other social media

□ *Not applicable*

How often have you travelled abroad during the last 12 months? (Sweden not included)

□ Not once

□ Once during the last 12 months

□ Once every 6 months

□ Once every quarter

□ Once a month

□ Once a week

□ More than once a week

If you have lived in more that the country of origin and the current country, which other countries have you lived in?

□ Country 1: (*respondents had the option to fill out the country name*)

□ Country 2: (*respondents had the option to fill out the country name*)

□ Country 3: (*respondents had the option to fill out the country name*)

□ Country 4: (*respondents had the option to fill out the country name*)

□ Country 5: (*respondents had the option to fill out the country name*)

□ Country 6: (*respondents had the option to fill out the country name*)

□ Country 7: (*respondents had the option to fill out the country name*)

□ Country 8: (*respondents had the option to fill out the country name*)

If you have lived in more that the country of origin and the current country, how many years did you spend there?

□ Country 1: (*respondents had the option to fill out the number*)

□ Country 2: (*respondents had the option to fill out the number*)

□ Country 3: (*respondents had the option to fill out the number*)

□ Country 4: (*respondents had the option to fill out the number*)

□ Country 5: (*respondents had the option to fill out the number*)

□ Country 6: (*respondents had the option to fill out the number*)

□ Country 7: (*respondents had the option to fill out the number*)

□ Country 8: (*respondents had the option to fill out the number*)

Appendix 2

Here the additional tables can be found. These represent background data that contributed to recoded variables and the information on demographic factors.

Man	45,4 %
Woman	54,6 %

Table 9: Gender

18-19	1,0 %
20-29	9,8 %
30-39	24,1 %
40-49	23,8 %
50-59	17,2 %
60-69	15,3 %
70-75	8,9 %

Table 10: Age range

Not completed primary school (or equivalent education)	0,4 %
Primary school (or equivalent education)	2,9 %
Studies at high school or folk high school (or equivalent)	4,4 %
Degree from high school or folk high school (or equivalent)	11,9 %
Higher education (not college/university)	9,3 %
Studies at college/university	13,1 %
Degree from college/university	51,5 %
Studies or degree from postgraduate studies	6,6 %

Table 11: Level of education

Fully agree	35,2 %
Agree to great extent	43,5 %
Agree to less extent	16,7 %
Do not agree at all	4,7 %

Table 12: Consider himself/herself to be a cosmopolitan

	Total respondents	Percent of respondents
Yes	1936	72,6 %
No	525	19,7 %

Table 13: Respondents identifying themselves as cosmopolitans (recoded)

	Spouse/partner	Sibling	Children	Parents
Age	0,98***	0,98***	1,05***	0,94***
Degree	-	1,23*	-	1,54***
Woman	0,70**	1,23*	-	-
Travel	1,37***	-	1,21***	-
Yeas abroad	-	-	0,99***	0,99**
Number of countries	1,14*	1,17***	1,14*	1,26***
Cosmopolitan	1,73**	-	-	1,45**
Constant	0,12	0,49	0,11	2,61
Nagelkerke R2	0,10	0,06	0,11	0,20
N	2252	2316	2155	2264
Hosmer & Lemeshow	0,41	0,05	0,09	0,00

Table 14: Video call, regardless of geographic position.

	Total respondents	Percentage
Western Europe, North America, AU and NZ	1538	57,6 %
Nordic countries	806	30,2 %
Africa and the Middle East	110	4,1 %
Asia	102	3,8 %
Eastern Europe and former Soviet states	63	2,4 %
Latin America	50	1,9 %
N	2668	100 %

Table 15: Region respondents live in