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SOCIAL MEDIA AS THE COSMO-NEIGHBORHOOD

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Abstract

The world has been transformed through the internet into a “global village¹”, and social media² platforms have possibly transformed the world into a larger neighborhood covering many regions of the world. Social networks such as Facebook and Twitter came into people’s lives through the Internet, growing daily at a large rate, and it has been proven that they are very popular. This study examines links between different phenomena through social media platforms (e.g. Facebook, Twitter, blogs, etc.). It discusses cohesiveness, desire to belong, sense of community, beliefs and opinions about different forms of these phenomena in popular virtual platforms in correlation with trust in social media, criticism of information that is spread by these virtual platforms, and if people are influenced in consumer decision making. A questionnaire has been distributed to a convenient sample of 159 international and Swedish students in Sweden in October-November 2012 in both English and Swedish versions. According to the peoples’ answers, tendencies were observed such as to not trust the platforms, and also the information received, beliefs such that social media are “controlled”, negative critique, but also an expression for a need for ‘membership’.

Key Words: Cohesiveness, Desire to belong, Sense of Community, Social Media, Global Village, Cosmo-Neighborhood.

People have been classified as social creatures (Baumaister & Leary, 1995), as individuals who have the need to form and maintain relationships (Donne, 1975), and as “political-animals” as Aristotle coined them in his work ‘politics’ almost 2.400 ago. By that phrase Aristotle supported peoples need for communication, for belonging to groups (political groups, religion, etc.), for the creation of ideas and discussions, and their need to “build” villages and communities to live in. In these times, the needs are presented as emotionally-filled for people, by the use of social media platforms. In order to investigate this, one must clarify at what level this type of “synchronous virtual agora³” influences an individual’s choice for membership there, and for taking part in actions and groups. If the popularity of these virtual-platforms were taken as facts, in a possible correlation with phenomena such as cohesiveness, desire to belong, and sense of community, it arises a need for further examination.

People express critique in a negative view through mistrusting the social media platforms; they agree that senses, such as desire to belong, are rising through social media,

¹ The world consider as a single community linked by communications (Oxford English Dictionary, 2011).

² Websites and applications used for social networking (Oxford English Dictionary, 2011).

³ (In ancient Athens) A public open space used for assemblies and markets (Oxford English Dictionary, 2011).

and they express their agreement about the influences that social media might have in consumers' assumptions.

Social media networks seem like they are particularly relevant in this era of modern hyper-connectivity and the World Wide Web, as the social world has strengthened and expanded its horizons through technologies and multiplied the power of social media exponentially. Forms of more efficient transport have hugely increased peoples' mobility, while new ways of communication have increased connectivity at an unprecedented level, resulting in the augmentation of the powerful face of social media platforms (Christakis & Fowler, 2009).

In the 21st century the world has been transformed by the Internet⁴ into a global village (McLuhan, 1992). The term became almost infamous in the era of information that humanity still associates itself with. This ability has been brought through Internet for people to receive and send information straight from one's home to every corner of the globe. Thus, the Oxford English Dictionary defines the Global Village as "the world considered as a single community linked by telecommunications" (Oxford English Dictionary, 2011, p. 605). One of the consequences was the rising of different social media such as Facebook, Twitter etc. and others that have collapsed over time in human interaction.

Laughey states (2007 p36), "we no longer live in tribal villages in the literal sense but in the metaphorical sense electrical media have expanded our horizons to such an extent that we feel a vicarious intimacy with people and places all over the world". McLuhan (1962, McLuhan et al., 2011) goes even further by supporting that the term 'global village' infiltrates peoples' lives so deeply that the concept of the human family exists through new technologies entirely under the lead of the global village - and moreover that this village re-patterns how people interpret their very identity (MacLuhan, 2006).

Social media can also influence the way people look at the world and the way they respond to important decision making, such as voting. One can support that this point of view is about what the Internet can give back to us, but also what we can give back. The Internet and its social media are not only useful in bringing the "news" or the "world" to us, but also to bring us to the world (McLuhan & Powers, 1992). One could say that every person in this world is in a position to share information by only using a computer and an IP address⁵. Is this what the "Global Village" offers to every internet's user? Is that responsible for a possible metamorphosis into a Cosmo-Neighborhood?

Paradigmatically, in December of 2008 Facebook counted 222 million members, and at a growing rate of a 10% monthly (Nash, 2010; Learmonth & Klaasen, 2009). Geist (2007) supported that by the social media formats it increased a localization effect, rather than globalism. That generates much regional connectivity, but it also limits the international interaction. According to Williamson (2011), social networking sites like Facebook and Twitter will increase 67% in USA, a gigantic number of approximately 164.2 million; a semantic number of 2 million new users are expected by 2013.

⁴ A global computer network providing a variety of information and communication facilities consisting of interconnected networks using standardized communication protocols (Oxford English Dictionary, 2011).

⁵ A unique string of numbers that identifies each computer using the Internet Protocol (IP) to communicate over a network (Oxford English Dictionary, 2011).

Obviously, so many users have to share a plethora of information, and also to receive a lot of messages by political parties, advertisement, and other types of “leadership”. This might be the group of social media formats’ users. For example, the Facebook has millions of users around the globe and it is really interesting to find out why users become so involved with a phenomenon such as this platform. On the other hand, before Facebook there was MySpace, and previously there were other social media formats. Tomorrow there will likely be another platform - the question in all this could be: why do all these users spend so much time with these platforms, is it something that is coming because of needs such as closeness and belongingness?

From a social psychology perspective, the gigantic group with the social media format users seems important. One could also imply that the use of internet in the 21st century and the possible transformation of the world into a “global village” transformed the world into a larger neighborhood covering many geographical borders. In other words, all this seems like a synthesis by people from around the globe for a lot of different reasons. For instance, a user would use the formats to communicate with other people, to receive information, because he/she wants to belong to a group, because of loneliness that might one feels, and so on. If someone agrees that this gives a sense of community - and that through the Global Village offered this - one might agree that it could be interesting to be study this “special” society that might rises, and in this study that is what called “Cosmo-Neighborhood”.

Do the people actually feel the need to engage these electronic platforms? Statistically, it could be supported that something perhaps exists in there. That perhaps these “sirens”⁶ ask human beings to join them, but in theoretical ways it could be discussed peoples’ needs to be part of special groups that they feel that belong, or to join in several types of “societies” that they desire. Alternatively, if social media can fill desires such as to belong, if cohesiveness rises there, and if people that engage social media have senses of community this position it might be right.

Festinger stipulated (1950, 1963), “group cohesiveness can be defined as the result of all the forces acting on members to remain in the group”. Several studies (Cartwright, 1968; McGrath, 1984; Shaw, 1981) supported that this larger attachment to the group results in a number of positive consequences, namely: more group interaction, stronger group influence, larger participation in group affairs, less absences, and higher self-esteem from participants. Shaw (1981) quoted that cohesiveness is increased the energy group might devote to task-related activities because group maintenance needs to be reduced. As a subject, cohesion in psychology, anthropology, biology, sociology has been a long-standing interest for research (Kellerman, 1981). Miller (1978) also used the concept of cohesion in his living systems theory in order to identify a fundamental property of all living systems. In addition, Miller (1978) added that the different levels of the group, individual, cell, community, or society, a minimum degree of cohesion must exist for it to be functioning.

Cohesion construct has been linked in the psychological community’s terms by community psychologists, in other words “psychological sense of community”. Saranson (1974) in her seminal book, gave an interest to community psychologists (in this concept),

⁶ According to Greek Mythology, each of a number of women or winged creatures whose singing lured unwary sailors on to rocks (Oxford English Dictionary, 2011).

and called it “psychological sense of community”. This has been defined as the sense of belongingness, “we-ness”, identity, fellowship and so on. It could be experienced in the context of a functional kind of group, or collected in a geographical basis. Paradigmatically, one could support that this community might become the Global Village’s community.

According to Buckner (1988), the level that one might experience a sense of community may be spread by other members of that group. For be characterized a collection of people as a group, it is required a basis to a level to which these people feel a sense of community. This requires a measure of a ‘collective-level’ factor. Few of the factors that people of a particular group tend to generally experience a more intense sense of community - possibly the variables of the group, for example: size, the existence of a mutual purpose, defined criteria for which members belong to the group, the presence of a threat, and a shared set of values etc. In fact, these variables are known as determinates of cohesion as manifested in small groups (Cartwright, 1968). Sarason’s (1974) proposition was that community psychologists should strive - in the settings in which they work - to enhance members’ psychological sense. Emphasis was placed in terms of a collective level, rather than the individual level.

Several studies (Baumeister & Leary, 1995; Bowlby, 1969, 1973; Maslow, 1968; McClelland, 1951; Murray, 1954; Stevens & Fiske, 1995) have argued about this question in decades. Human beings seek relationships with other people because of their fundamental need that has to be filled. This need is in position to lie at the heart in a big number of social phenomena, and that is something that takes place from the beginning of the life, the infant period, also in the adult attachment to perceptions of group and personal discrimination (Bowlby, 1973; Carvallo & Pelham, in press). The hypothesis of belongingness is that people have a persuasive drive that forms and maintains a minimum number of lasting, positive, and significant interpersonal relationships.

On the other hand, it is believed that the need to belong as a need is a common and speculated issue. Antithetically, the theory is not supported by the scientific community as a whole; there are researchers that disagree with the construction of this need as the combination of frequent interaction plus persistent caring. More of these theorists have not provided systematic empirical evaluation of this hypothesis however. One thought might be that social media formats are designed and are in a position to fill a respected part of the presented needs above, the question that maybe should give some skepticism to the scientific society, but also in general might be “are these virtual platforms only a way to be satisfied and pleased each user, or is something deeply”?

Aim and Research Question

Aronson (2008) established that, modern media is a powerful engine in increasing cohesiveness, desires (e.g. belongingness), needs and some of the outpointed by Janis and Mann (1977) groupthink symptoms. If people are influenced to voluntarily “obey” by these symptoms we might have cohesiveness and different types of group-thinking. The aim of this study was to investigate relations between different phenomena such as; cohesiveness, desire to belong, types of sense of community, and beliefs and opinions about different forms of these phenomena’s in social media platforms (e.g. Facebook, Twitter, blogs, etc.).

Modern media is trying to convey a message and attempting to educate. This can be seen in TV, radio, newspapers, magazines, but now also on Facebook, Twitter and YouTube, and so on. Every time that someone turns on the radio or TV, every time that we log in on

Facebook, every time that a book, or magazine, or newspaper is opened by someone, another person is there trying to convince him or her for buying a product, or to persuade him or her to vote for a candidate, or to subscribe to some version of what is right, true, or beautiful (Aronson, 2008).

Hypotheses

Three hypotheses and several individual questions have been formulated in order to see if people are attached with social media platforms, and if these platforms fill the earlier noticed “needs”. Another aspect to be studied might be if virtual platforms are “controlled” from the market industry, or other forces that attempt to lead people through social media networks. One might wonder what internet and its media formats actually are! Is all this experience something that is in people’s life as a precious present for making users’ lives enjoyable and easier, or is it just something new that people has to accept and be familiar with? And moreover what is this that has been offered by the “Global Village” and is actually the world in a possible metamorphosis to a larger virtual-neighborhood?

- i. Firstly, it was hypothesized that high level of cohesiveness, community sense, and desire to belong might be positively correlated to the beliefs, opinions and thoughts about social media formats.
- ii. Secondly, cohesiveness, desire to belong, and community sense might be positively related to the expressed trust in social media messages.
- iii. Lastly, it was hypothesized that high level of cohesiveness, desire to belong, and community sense is expected to be negatively correlated to the critical review of information received from social media.

Theoretical Background

Several studies support that the Internet, as has been noticed earlier, is responsible for this transformation of the world into a “global village”. Through social media networks emotions evolved to fulfill important functions. For instance, that kind of function may be communication of information, or synchronization of facilitation and behavior of interpersonal ties. Similarly, peoples’ evolution has allowed them the capacity to mimicry and to empathize, and hence people are directly or indirectly influenced by an affectionate state from those who surround them (Christakis & Fowler, 2009).

Ideologically, one could wonder what internet and its media formats are, for example is it a tool, or a “weapon”, or both of them? In a sense thus, something that is a tool for one could be a weapon for someone else. Politically, these phenomena of cohesiveness, desire to belong, and tendencies such as to follow adverts or be influenced by them could be seen as a result of some of the uses of the internet itself and the social media networks specifically. For example, advertising companies, or political parties could be powerful by using internet’s users that are billions of human beings such as for voting and consumer public. Antithetically, the same phenomena could be the path for an individual to fill his/her desire to belong in groups, to find people that promote the same ideas that he/she has, or to satisfy the need for relationships (every kind) that human beings have (Scherer et al., 1983).

Van Dijk (2012) supported that it was the Internet that fundamentally developed the Global Village. Moreover, he stated that networking created for every user a micro-

society with family members, friends, neighbors, people that are important for one, etc., and the Internet has not only supported this but has also intensified it with the existence of instantaneous flows of information over large spaces (Van Dijk, 2012). It might be supported that contagion and connection are the forces that social networks are driven by and their structure and function are respectively constituted. All social groups have a particular intricate arrangement of ties among its memberships, and groups are also dependent on those bonds. The connections could be geographic associations, blood relations, economic exchanges, religion/sport/political groups, or ideological rapport. These ties facilitate the genesis of everything that flows across them, may that be fads, money, sexually transmitted diseases, or religious ideologies (Xygalatas, 2010).

But theoretically, what was it that drove humanity to accept the Internet, the Global Village, and these modern virtual-communities which perhaps have a central basis, a matrix⁷? Members of the scientific community have for years discussed hypotheses related to cohesiveness, belongingness, and sense of community. It was Aristotle, which has mentioned in the beginning of this essay in his book *Politics* approximately 330 BC that defined the human being as a “social animal” - and such a “political-animal”. It is the translation from Greek to English that shows what Aristotle wanted to express by that phrase, and it has to do with human being’s needs to communicate, to express opinions, to receive and give information (the desire to be part of groups and the society).

Human beings’ tendency to enjoy and live in social networks has formed the enlargement of their species. These virtual platforms have placed special demands on users’ brains, something that increased in size and evolved to facilitate empathy, language, cooperative behavior and Theory of Mind. According to Christakis and Fowler (2009), genes can affect people sociability as well as nurture. And they went further by strongly supporting the idea of human being is a social animal, and that social networks are part of human beings’ genetic heritage (Christakis & Fowler, 2009). So, if someone needs only an electric machine and an IP address to engage in this society, and such appliances are given through social media, it might be possible.

Baumeister and Leary (1995) defined human beings as social organisms, and their development and functioning occurs within a social context. It has been assumed that people harbor a need to belong that makes them pursue frequent and useful social encounters. This theory proposed that people experience a well-being sense and enhanced functioning when this need is satisfied.

In a sense, it is not a surprise that the need to belong is a necessity given human’s evolutionary history. The dependency of human beings on the cooperation of other people to find food, to be protected, and the acquisition of essential knowledge is something that has been done for long time now (Caporael & Brewer, 1995; Wilson, 1978). The need of relationships to human beings is evident in the strong emotional reactions they elicit (Scherer et al, 1983). Most frequently and also intensely experienced in the interpersonal relationships context are the emotions (Ekman & Davidson, 1994).

What is this force that drives human beings to form and maintain interpersonal relationships? Donne (1975) was the first that found support for the hypothesis that the human beings are motivated to maintain and form bonds. The interpersonal contact issue has been also supported by Freud (1930) who usually checked the motivation and its

⁷ An environment in which something develops (Oxford English Dictionary, 2011).

derivation from the sex drive and from the filial bond. Maslow (1968) also pointed out this fact in the hierarchy of needs, that is, the medium ranked needs for love and belongingness. In light of these facts, one could say that belongingness is not a need to emerge until safety, food, hunger, and the other basic needs that human beings have and are satisfied, but they take priority over esteem and self-actualization. Bowlby (1973) has also supported the idea that human beings have the need for forming and maintaining relationships.

The phenomena of forming and maintaining social bonds are related to happiness in life and positive outcomes (Baumeister & Twenge, 2003; Myers, 1993). Human beings that are positively connected and close with other people are not only happier but are also mentally and physically healthier than people who lack stable and meaningful social support (McAdams, 1986). Mundane emotions are also tightly related to social experience. For instance, whether bowlers smile or frown is likely related to the reactions of their fellow bowlers, rather than the outcomes (for example: bowling a strike) (Ruiz-Belda et al, 2003).

In antithesis loss or lack of interpersonal relationships have been shown to be related to negatively emotional experiences such as loneliness, anxiety, distress, depression, and feelings of isolation (Baumeister & Tice 1990; Simpson, 1987). For instance, there exist a correlation between social exclusion with antisocial behavior and crime (Sampson & Laub, 1995), poor academic performance (O'Neil et al, 1997), substance abuse (D.R. Williams et al, 1992), losing one's sense of control (K.D Williams et al, 2000), and reckless driven (Harano et al, 1975). Feelings of self-esteem also lead to considerable decreases in social exclusion or rejection (K.D. Williams et al, 1998). People that have a dismissing avoidant personality style are often described as people that desire to maintain or form social bonds (Atkinson et al, 1954; Bartholomew, 1990), but also devalue the importance of relationships (Bartholomew & Horowitz, 1991).

Bartholomew (1990) stated that the positive views that people hold about their own selves has a basis possibly on the sense of achievement that they have rather than in feelings that they receive from others. Several studies (Bartholomew, 1990; Collins & Feeney, 2000; Griffin & Bartholomew, 1994) supported that when human beings are asked to explain their interpersonal preferences; indifferent individuals usually reject or lessen the important components of emotional attachments. They avoid close relationships in a passive way, and strive for independence and self-reliance. For example, participants in Bartholomew and Horowitz's (1991) work indicate, "I am comfortable without close emotional relationships. It is very important to me to feel independent and self-sufficient, and I prefer not to depend on others or have others depend on me" (p.244).

Thus, indifferent participants display a specific behavioral pattern even in the presence of separation and loss from close relationships, two instances in which the attachment system should be most probable to be initiated (Ainsworth et al., 1978; Baumeister & Leary, 1995; Fraley et al., 1998). Dismissive avoidants additionally, appear to be indifferent in what other people believe about them (Bartholomew & Horowitz, 1991) and are more relatively averse to positive thoughts and acceptance by other human beings (Brennan & Bosson, 1998).

In summary, according to Baumeister & Leary (1995), people appear to be strongly inclined to initiate social relationships fairly easily in the absence of any particular set of eliciting situations or ulterior motives. Friendships and group allegiance seem to emerge spontaneously, without requiring evidence of material advantage or assumed similarity.

Not only do relationships come about naturally, but people invest a large amount of time and effort in initiating supportive relationships with others. External threat seems to increase the likelihood to form strong bonds.

Method

Participants and procedure

A questionnaire (consisting of a statistically relevant sample size) has been distributed to a sample of 159 international and Swedish students in Sweden in October-November 2012. The questionnaire was distributed in both English and Swedish. In the questionnaire, questions relating to socio-demographics (e.g. age, gender, and marital status “share computer, lap top, iPad, TV, etc.”); were asked in regards to the respondents’ use of social media, their beliefs and opinions about different forms of social media, trust in its content and messages, and the degree to which they critically review received information were asked. A total of 12 questionnaires were returned to the investigator unanswered, and a total of 5 were returned half-completed.

The participation counted 159 subjects, 96 of them females and 63 males. The sample included 42 international student females and 52 Swedish females; in addition to 27 international student males, and 36 Swedish males. The subjects that answered no to the question “Are you from Sweden” were the international cohort.

Questionnaire

Some questions about you

The first part of the survey included general questions; in this part of the questionnaire every participant was asked to answer some questions about him/her. The questions included gender, age, living status, work status, children status, place of origin (to separate the local students from the international ones), how they access the “News”, if they have a routine to regard the “News”, at which level are they or not active members or members on Social Media Formats, how they have access to Social Media (Facebook, Twitter, etc.), if it is important to be present in these platforms and for how many years (membership), how many times they access daily the social media formats, and if they are owners in an internet blog or personal internet site (appendix 1).

Scale questions:

Each questionnaire contained eight scale questions (in parenthesis is presented which item measures which concept): a) interest about specific subjects in social media groups (appendix 1), b) statements about how useful and fun social media is (cohesiveness) (appendix 1), c) critique and expressed trust on social media formats (believes & opinions, consume) (appendix 1), d) critique in social media information (Community Sense) (see appendix 1), e) sense of community –belongingness (desire to belong) (appendix 1), f) if people that they grew up with follow the news (appendix 1), g) preferred news to read or watch in social media formats (appendix 1), and h) express trust on social media received information (trust in social media information) (appendix 1). The computing set and consideration in these questions were measured with 7 item Initiating Structure and Subscales. The scales asked the participants to indicate the level that they

agree or disagree with the presented question. For example, “To what extent do you agree with the following statements about social media”. Each of the items were rated on a 7-point scale 1= Not at all, 4= To some extent, 7= To a large extent.

Other questions about you

The questionnaire includes also a part in which the initiating structure and consideration was measured differently. In this part the participants were asked if they have friends that they had never met in real life as a result of their use of social media and if the answer was yes, then why they do consider them to be their friend (appendix 1). The initiating structure and consideration in these questions was measured with 7 item Initiating Structure and Subscales. For example, “We share the same ideologies”. Each of the items were rated on a 7-point scale 1= Not at all, 4= To some degree, 7= Very Much So. The same measure has been used for the scale question 27 that was if it is important to have many independent sources for news presented in social media, and “if they read books”.

Additionally, the participants were also asked if they would use the social media formats even if the formats would be illegal in the future (Yes, No, Maybe), if they ever ended a friendship as a result of conflicting ideologies, in which format they prefer to receive the information (News Casting Format Written information, or both of them), and if they have friends with other nationalities. The participants were also asked about their knowledge about cohesion and conformity (“if they ever heard of Stanford Prison Experiment and Solomon Asch’s experiment”), and if they read books (appendix 1).

Tools

In this part of the study has been used a type scale ranging from 0 (not at all) to 7 (in a very large extend). The tools that used were the six items of Bollen and Houles’ Perceived Cohesion Instrument, cohesion’s measure questions according to Boyer (1985), and Price and Mueller (1981), and the a type of Neighborhood Cohesion Instrument (Barker, 1968; Trickett et al, 1972; Vincent & Trickett, 1983). The statements were spread between the different scale-questions in the questionnaire.

The six items of Bollen and Houles’ (1990; Chin et al, 1999) PSC were used, but with questions rephrased to transform them from their “community” to our “Cosmo-Neighborhood virtual community”. Questions such as: a) “I feel a sense of belonging to the groups that I’m a member of (Facebook, Twitter, You Tube, etc.)”, b) “I feel a sense of belonging because of my use of social media”, c) “I think that people see themselves as a part of the “social media community”. To capture the “feelings of moral” were used as above three items: a) “I’m enthusiastic about my use of social media, b) “I’m content to be part of these groups”, c) “Social media is one of the best virtual communities on internet” (appendix 1) were asked to participants.

Additionally, questions have also been composed in order to measure the cohesion according to Boyer (1985), and Price and Mueller (1981). Specifically, the questions that were asked to the respondents were to rate their beliefs and opinions about their use of the social media formats, particularly in friendship personal interest, trust in the received information, belongingness, and routines. Questions such as: “I trust in social media information”, “Social media a good source of information about the news in the world (world events, sport, weather, etc.)” “I believe that the news on social media is controlled

by governments, or other forces (Political parties, Business, the Market, etc.)” (appendix 1) were also solicited.

Questions according to the Neighborhood Cohesion Instrument (Barker, 1968; Trickett et al, 1972; Vincent & Trickett, 1983) have been applied in this study include: “My participation on social media gives me a sense of community”, “I use social media because there are groups that I would like to be a member of (or belong to)” (appendix 1), “I think that people that use social media (Facebook, Twitter, MSN, etc.) feel a sense of belonging to a special society, community, or group”, “I’m on Facebook, Twitter, You Tube, etc. because I enjoy it”, “Social media is a good way of keeping in touch with family and/or friends”.

Results

The aim of this study was to measure symptoms such as the cohesiveness, desire to belong, sense of community, beliefs and opinions about different forms of these phenomena’s in social media (e.g. Facebook, Twitter, blogs, etc.), expressed trust in social media, and criticism to the received information. A number of indexes were computed. Reliability analyses were conducted on the suggested indexes and indexes with unacceptable alpha values (e.g. Neighborhood Cohesion Instrument, Perceived Cohesion Scale) were used as single items in the subsequent analyses. Some of these questions were used separately in order to measure tasks. The computed indexes were: a) Use/Fun for measuring the way that participants understand the social media formats (see Table 5), b) Cosmo Neighborhood for measuring cohesion (see Table 7) which was constructed according to Buckner (1988). Sense of Community and Belongingness has been measured with the compute indexes “Feelings (own) about Community Sense and Beliefs (other people) about Community Sense correspondingly (see Table 9). The relationship between the discussed variables was investigated using Pearson product-moment correlation coefficients. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity, and homoscedasticity.

A majority of 98.1 percent have friends with different nationalities other than their own and only 3/159 participants said they did not. A 70.2 percent of the subjects answered “Yes” in the question “is it important for you to be a member of a social media format”. The 92.5 percent of the participants engage in social networks from 1-2 times to more than 6 times daily (29.6 percent more than six times daily), and approximately 80 percent stated that they were active members on social media formats. The mean age for this study was (M= 7.28 SD: 3.33).

Table 1 presents a description of participants’ access in social media (Facebook, Twitter, YouTube, blogs, etc.) and their daily use overall in the total sample and for the sub samples of and International and Swedish participants.

Table 1
Description of Social Media use presented in percent.

| | Total sample | International Students | Swedish Students |
|--|-----------------|---------------------------|---------------------|
| How do you access Social Media (Facebook, Twitter, YouTube, blogs, etc.)? | | | |
| Mainly with a stationary computer | 20.8 | 29.0 | 14.4 |
| Mainly with a Smart Phone, iPad or Lap top | 64.8 | 49.3 | 76.7 |
| Equally from both | 14.5 | 21.7 | 8.9 |
| Is it important for you to be a member of Social Media? (Yes) | 72.3 | 42.6 | 57.4 |
| How many times per day do you use Social Media? | | | |
| Never | 0.6 | 0.0 | 1.1 |
| 1-2 times/week | 5.0 | 5.8 | 4.4 |
| 1-2 times/month | 1.9 | 0.0 | 3.3 |
| 1-2 times/day | 32.7 | 39.1 | 27.8 |
| 3-6 times/day | 30.2 | 33.3 | 27.8 |
| 6 or more times/day | 29.6 | 21.7 | 35.6 |

The participants were asked about how they access social media; almost 65 percent said they accessed social media formats using smart phones, iPads, and laptops. Twenty one percent enjoy the “virtual-neighborhood” through stationary computers and 14 percent accessed all of the above. The subjects were additionally asked if they would still use social media if it was to become illegal in the future (for example, anonymously or with a nickname). A 30.2 percent answered “No”, a 32.1 percent responded “Yes”, and the option “Maybe” picked a 37.7 percent of the participants.

According to the responses of the participants, 47.8 percent gained access to the news using mainly smart phones, iPads or laptops, and 64.8 percent also use these technologies to access the social media formats. In regards to the question discussing routines in their daily life in order to search for the world news - the sample was divided: 57.9 percent have no routine, but 42.1 percent have a routine. In reference to the question that involved the aspect of membership on social media formats (“active, non-active, no-more, never been member”), and the question “if it was important for one to be member of a social media format” (MSN, Facebook, Twitter, YouTube, Skype, etc.), exactly 79.9 percent were active members on social media formats, and only 1.3 percent answered that they are no longer members. Hence, all the participants were or are members on a social media format. In other words, no one answered “No, I have never been member”.

A quarter percent of the participants have ended a friendship on social media as a result of conflicting ideologies. Twenty-nine percent of the participants run a personal site or blog on the internet. A 70.4 percent of the subjects preferred news in both “News Casting Format” and “in written information”. About 52 percent of the participants had not heard of the Stanford Prison Experiment, and 82.4 percent of Asch’s experiment. Exactly 93.7 percent read books in their past-time. About 35.8 percent responded “Yes” to the question regarding friends that they never met in real life as a result from their use of social media.

Table 2 summarizes a description of participants' background, sex, marital status, children status (only the "yes" answers), working status, and mean age (with standard deviation presented in parenthesis for the age), for the sample and for the sub sample of female and male participants (with measured variables in parenthesis).

Table 2
Description of background presented in percent of the total sample (participants' gender, marital status, children status "yes", working status) and mean age (standard deviation in parenthesis).

| | Total Sample | Female Students | Male Students |
|---|--------------|-----------------|---------------|
| Gender | 100 | 60.4 | 39.6 |
| Marital status | | | |
| - <i>Living Alone</i> | 68.6 | 40.3 | 28.3 |
| - <i>Married (living with partner)</i> | 31.4 | 20.1 | 11.3 |
| Children in the household (Yes) | 3.1 | 1.3 | 1.9 |
| Working status | | | |
| - <i>Student</i> | 87.4 | 51.6 | 35.8 |
| - <i>Working part time</i> | 5.0 | 4.4 | 0.6 |
| - <i>Working full time</i> | 3.1 | 2.5 | 0.6 |
| - <i>Unemployed or other alterntive</i> | 1.9 | 0.6 | 1.2 |
| Mean Age | 23.80 | 22.99 | 25.03 |
| | (3.32) | (2.78) | (3.70) |

Table 3 presents a description on how they normally access the "News", if they have a routine when searching for the "News" and in addition if they are members of a social media format or not, for the total sample and for the sample subs of international and Swedish participants.

Table 3

| Description of "News" search and Social Media membership presented in percent. | | | |
|--|--------------|------------------------|------------------|
| | Total sample | International Students | Swedish Students |
| How do you normally gain access to News? | | | |
| Mainly with stationary computer | 23.3 | 33.3 | 15.6 |
| Mainly with Smart Phone, iPad or Lap top | 47.8 | 40.6 | 53.3 |
| Mainly through TV or Radio | 10.1 | 5.8 | 13.3 |
| Mainly through Newspapers | 4.4 | 5.8 | 3.3 |
| Equally from all alternatives | 14.5 | 14.5 | 14.4 |
| Do you have a routine when searching for news? | | | |
| Every morning | 23.3 | 23.2 | 23.3 |
| During lunch break | 1.3 | 1.4 | 1.1 |
| After work/studies | 17.6 | 15.9 | 18.9 |
| No routine | 57.9 | 59.4 | 56.7 |
| Are you a member of a Social Media format (MSN, Facebook, Twitter, etc.)? | | | |
| Yes, I'm an active member | 79.9 | 78.3 | 81.1 |
| Yes, but I'm not an active member | 18.9 | 21.7 | 16.7 |
| No, I'm not a member any longer | 1.3 | 0.0 | 2.2 |
| No, I have never been a member | 0.0 | 0.0 | 0.0 |

Fifty-five percent of the samples believed that it was necessary to have more than one independent news source (global news, world events, fashion, sport, weather, etc.) presented in social media. The participants in the question "to what extent are you interest in specific subjects in social media groups" showed interest to all the given specific areas the highest mean being in news about music ($M = 4.81$ $SD = 1.79$) and the lowest mean in news about religion ($M = 2.20$ $SD = 1.43$).

Table 4 summarizes means and standard deviations regarding alternative subjects that participants' are interested in.

Table 4
Means and standard deviations regarding different topics of interests in Social Media in the total sample and the sub groups of international and Swedish students.

| | Total sample | International Students | Swedish Students |
|---|--------------|------------------------|------------------|
| To what extent are you interested in specific subjects in social media groups? | | | |
| Literature | 3.32 (1.79) | 3.58 (1.73) | 3.12 (1.82) |
| Education | 4.65 (1.72) | 4.67 (1.42) | 4.64 (1.92) |
| Environment * | 3.65 (3.58) | 4.33 (4.99) | 3.13 (1.76) |
| Fashion | 2.99 (1.79) | 2.83 (1.55) | 3.12 (1.96) |
| Music | 4.81 (1.79) | 4.67 (1.88) | 4.91 (1.73) |
| Sport | 3.47 (2.01) | 3.70 (1.92) | 3.29 (2.07) |
| Religion | 2.20 (1.43) | 2.18 (1.63) | 2.22 (1.28) |

Note. Scale 1 (not at all), 2, 3, 4 (to some degree), 5, 6, 7 (to a very large degree). * indicating a significant group difference on a $p < 0.01$ level.

The participants' beliefs about social media were investigated using a number of different questions. The sample was most positive toward social media as a good way to keep in touch with family and/or friends ($M = 5.76$ $SD = 1.33$) and least positive using social media because one's boy/girlfriend is a member ($M = 1.51$ $SD = 1.06$). People's trust in social media formats were investigated with specific questions. The participants highest belief was that government, or other forces (Political parties, Business, the Market, etc.) is trying to lead people through social media ($M = 5.23$ $SD = 1.53$) and lowest belief mean was in using social media to criticize different groups ($M = 2.12$ $SD = 1.53$).

Several questions were also asked about how critical the respondents in social media information. The highest score in this section were in participants' statement with respect to their parents and if they agree with the use of social media ($M = 5.79$ $SD = 1.61$). The lowest score was in relation to if they agree with the most of their virtual friends and feel that they can give them advice about what is important in life ($M = 2.87$ $SD = 1.57$). Also high score in this section was participants' belief about the power of anonymity that people use through social media to express thoughts and opinions that they could not express in public ($M = 5.23$ $SD = 1.52$).

The participants were additionally asked questions relating to belongingness and sense of community. The respondents highest believe was that people see themselves as a part of a social media community ($M = 4.62$ $SD = 1.52$). Their lowest belief was that they feel a sense of belonging to the groups that they are members of (Facebook, Twitter, You Tube, etc.) ($M = 3.30$ $SD = 1.70$). Following this, one item based on parents (or guardians) and if they follow the news ($M = 5.87$ $SD = 1.60$). Concerning the preferred news to read or watch in social media (Facebook, Twitter, You Tube, MSN, etc.) the highest choice was "news" from their countries ($M = 4.62$ $SD = 1.92$) and the lowest was in the statement "news" about

fashion ($M=2.91$ $SD= 1.92$). In this variable has been found a significant group difference between the sample, it seems like the international students are more interest in social media groups about the environment than the Swedish sample.

The final questions were concerned with trust in the information received by social media. The highest mean value was that social media spreads biased and stereotypical information ($M= 4.44$ $SD= 1.36$), and the lowest mean value was their trust in social media information ($M= 3.00$ $SD= 1.23$). In addition, information received from social media was found to be poor ($M= 4.40$ $SD= 1.60$).

Table 5 presents Means, Standard Deviations and the Alpha Value in total and in subgroups (males and females) of the computed index and items that regarded questions about beliefs, social media platforms and also to what level social media platforms could be useful.

| Beliefs about social media | Total sample | Alpha value | Female Students | Male Students |
|--|--------------|-------------|-----------------|---------------|
| Social Media as something good/enjoyable/fun | 4.58 (1.19) | 0.82 | 4.84 (1.09) | 4.18 (1.23) |
| I would enjoy my life to the same level as now, if social media was no longer available | 4.58 (1.98) | | 4.43 (1.55) | 4.81 (2.02) |
| Using social media is just something you do these days | 4.53 (1.67) | | 4.83 (1.59) | 4.06 (1.69) |
| I use social media because my boy-/girlfriend is a member | 1.51 (1.07) | | 1.50 (1.10) | 1.52 (1.01) |
| I use social media because there are groups that I would like to be a member of (or belong to) | 3.19 (2.03) | | 3.41 (2.00) | 2.86 (2.03) |
| What I post online is influenced by if people who are important to me (e.g. a close friend, your boss or your professor) have social media accounts. | 4.04 (1.94) | | 4.39 (1.85) | 3.52 (1.96) |

Note. Scale 1 (not at all), 2, 3, 4 (to some extent), 5, 6, 7 (to a large extent).

Table 6 summarizes Means, Standard Deviations and the Alpha Value in total and in sub samples (International and Swedish students) of the computed index and items that concern social media's influence on peoples' conception patterns and critical view on social media platforms.

Table 6
Means and standard deviations for expressed beliefs about Social Media and reported alpha values for the computed index (Social Media's influence on Consumption Patterns).

| Beliefs about social media | Total sample | Alpha Value | International Students | Swedish Students |
|---|--------------|-------------|------------------------|------------------|
| Social Media's influence on Consumption Patterns | 2.42 (1.42) | 0.75 | 2.55 (1.44) | 2.32 (1.41) |
| I use links on Facebook and Twitter to visit other pages and receive information | 4.30 (1.77) | | 4.35 (1.50) | 4.26 (1.89) |
| I believe that the expressed quotes of people on social media are real | 3.01 (1.39) | | 2.94 (1.50) | 3.07 (1.30) |
| I share my opinions and thoughts freely with friends, or other people, on social media | 3.14 (1.62) | | 3.25 (1.53) | 3.07 (1.68) |
| I use social media to make fun or criticize different groups | 2.12 (1.54) | | 2.43 (1.55) | 1.88 (1.48) |
| I critically review the information I view in social media | 4.99 (1.51) | | 4.67 (1.52) | 5.24 (1.45) |
| Government, or other forces (Political parties, Business, the Market, etc.) is trying to lead people through social media | 5.23 (1.54) | | 5.03 (1.50) | 5.38 (1.55) |

Note. Scale 1 (not at all), 2, 3, 4 (to some extent), 5, 6, 7 (to a large extent).

A series of 14 independent t-tests were conducted between variables such as gender and origin with the following computed indexes: a) Use/Fun for counting the view that samples have about social media formats (see Table 5), b) Cosmo Neighborhood that was related cohesion (see Table 7), c) Sense of Community and Belongingness has been measured with the compute indexes "Feelings (own) about Community Sense and Beliefs (other people) about Community Sense correspondingly (see Table 9). For example, females or males were tested, showing more symptoms and different beliefs about social media, and whether respondents with different cultural origin differed with respect to the discussed phenomena and beliefs about social media (and if the level of education is related to differences in symptoms and beliefs).

All the t-test results have been confirmed with Bonferroni correction test with a new p value ($p=0.004$) after the correction was applied. A one-way between – groups multivariate analysis of variance was performed to investigate sex and cultural differences in the use of social media, in cohesion through social media networks, and in senses of community and belongingness in the virtual platforms. The independent variables were gender and cultural origin. Preliminary assumption testing was conducted to check for linearity, normality, multivariate and univariate outliers, homogeneity of variance-covariance matrices, and multicollinearity, with no serious violations noted.

Significant differences were observed in the samples between male and female students in the indexes: a) "Social Media as something fun/enjoyable/useful" $t(157)= 3.51$ $p= 0.001$, which was about believes, opinions and thoughts about social media formats, and

b) "Feelings about Community Sense" $t(157) = 3.04$ $p = 0.003$, which was about Sense of community. Significant differences in female and male samples have been also observed in the individual questions: a) Using social media is just something you do these days $t(157) = 2.90$ $p = 0.004$, b) What I post online is influenced by if people who are important to me (e.g. a close friend, your boss or your professor) have social media accounts $t(157) = 2.79$ $p = 0.006$, (Table 5) c) I feel a sense of belonging because of my use of social media $t(157) = 3.24$ $p = 0.001$, and d) My participation on social media gives me a sense of community $t(157) = 2.82$ $p = 0.005$.

Table 7 presents the Mean, Standard Deviation and the Alpha Value in items regarding the topic of friendship through social media platforms, and the trust expressed in social media formats.

Table 7
Means and standard deviations for expressed beliefs about Social Media and reported alpha values for the computed index (Cosmo-Neighborhood).

| Beliefs about social media | Total sample | Alpha value | International Students | Swedish Students |
|--|--------------|-------------|------------------------|------------------|
| Social Media and virtual friendship (Cosmo Neighborhood) | 3.11 (1.42) | 0.82 | 3.24 (1.31) | 3.00 (1.50) |
| Social media influences people's choices in general | 4.84 (1.34) | | 4.64 (1.28) | 5.00 (1.36) |
| People are truthful in their status details on social media | 3.26 (1.40) | | 3.36 (1.51) | 3.19 (1.51) |
| People use the power of anonymity to express thoughts and opinions that they could not express in public | 5.23 (1.53) | | 5.25 (1.57) | 5.21 (1.49) |
| My parents agree with my use of social media | 5.79 (1.62) | | 5.04 (1.76) | 6.36 (1.23) |
| People prefer groups in social media with the same background as themselves | 4.32 (1.41) | | 4.23 (1.38) | 4.39 (1.43) |
| My personal view or religion agree with me using social media | 4.40 (1.94) | | 4.52 (1.89) | 4.31 (1.98) |

Note. Scale 1 (not at all), 2, 3, 4 (to some extent), 5, 6, 7 (to a large extent).

Significant differences were not observed between international and Swedish students in the computed indexes: a) "Social Media as something fun/enjoyable/useful" (see Table 5) $t(157) = 0.16$ $p = 0.87$, b) "Consume" (related to believes, opinions and thoughts about social media) $t(157) = 0.97$ $p = 0.33$, c) "Cosmo Neighborhood" (related to cohesiveness) $t(157) = 1.08$ $p = 0.28$, d) "Feelings about Community Sense" (see Table 9) $t(157) = 0.03$ $p = 0.975$, and "Beliefs about Community Sense" (see Table 8) $t(157) = 0.74$ $p = 0.45$. In this variable, significant differences in the individual questions: a) I critically review the information I view in social media $t(157) = -2.43$ $p = 0.01$ (Table 6), and b) I believe that information received from social media is poor $t(157) = -3.36$ $p = 0.001$ (Table 8) were seen.

Table 8 portrays the mean and standard deviation for the expressed trust in social media information in the origin variable. As previously noticed in the statement “I believe that information received from social media is poor ($t(157) = -3.36$ $p = 0.001$)” has been found to be significantly different.

Table 8 presents the expressed trust in social media formats and in the information received from these platforms.

Table 8
Means and standard deviations for expressed trust about Social Media information.

| Beliefs about social media | Total sample | International students | Swedish students | p-values |
|--|--------------|------------------------|------------------|----------|
| I trust in social media information | 3.00 (1.24) | 3.13 (1.32) | 2.90 (1.16) | 0.246 |
| Social media is a good source of information about the news in the world | 3.75 (1.55) | 3.90 (1.58) | 3.64 (1.51) | 0.306 |
| I believe that social media spreads biased and stereotypical information | 4.44 (1.37) | 4.51 (1.46) | 4.39 (1.29) | 0.590 |
| I believe that information received from social media is poor | 4.40 (1.61) | 3.93 (1.68) | 4.77 (1.45) | 0.001 |
| It is important for me to watch a video on the internet, or TV, to trust the presented information | 3.38 (1.72) | 3.55 (1.77) | 3.26 (1.51) | 0.260 |
| I believe that the news on social media is controlled by governments or other forces | 3.60 (1.72) | 3.81 (1.82) | 3.44 (1.62) | 0.183 |

Note. Scale 1 (not at all), 2, 3, 4 (to some extent), 5, 6, 7 (to a large extent).

The hypotheses were tested using computed indexes and individual questions related to the hypothesized task. Beliefs, opinions and thoughts were measured with the computed index Use/Fun which has been constructed with the individual questions: “Social media makes our lives easier”, “Using social media is cool and/or fun”, “I’m enthusiastic about my use of social media”, “I’m on Facebook, Twitter, YouTube, etc. because I enjoy it”, and “Social media is a good way of keeping in touch with family and friends” (see Table 5). The Alpha Value for this index was $\alpha = 0.82$.

Another computed index that has been created and it was also related to beliefs, thoughts and opinions in the virtual-platforms was the index “social media’s influence in consuming decision patterns”. It has been constructed with the questions: “ I’m guided by adverts in social media, when I buy goods from the internet”, and “News received from social media influences my choices of vacation destinations”. The Alpha Value for this index was $\alpha = 0.75$ (see Table 6).

The cohesiveness was tested with the computed index Cosmo-Neighborhood and the Alpha Value was for this index $\alpha = 0.82$ (see Table 7). Sense of Community and Belongingness were measured with the indexes Feelings about Community Sense ($\alpha = 0.79$) and Beliefs about Community Sense ($\alpha = 0.86$) (see Table 9).

The relationship between the discussed variables was investigated using Pearson product-moment correlation coefficient as mentioned earlier in the study. Preliminary

analyses were performed to ensure no violation of the assumptions of normality, linearity, and homoscedasticity.

Table 9 shows the participants' own feelings about sense of community and peoples' beliefs about other people sense of community.

Table 9
Means and standard deviations for expressed beliefs about Social Media and reported alpha values for the computed index (Social Media and Sense of Community, others and own).

| Beliefs about social media | Total sample | Alpha value | Female Students | Male Students |
|--|--------------|-------------|-----------------|---------------|
| Social Media –Feelings about Community Sense | 4.69 (1.31) | 0.79 | 4.94 (1.20) | 4.30 (1.40) |
| Social Media – Beliefs about Community Sense | 3.64 (1.32) | 0.86 | 3.81 (1.35) | 3.38 (1.22) |

Note. Scale 1 (not at all), 2, 3, 4 (to some extent), 5, 6, 7 (to a large extent).

Firstly, it was hypothesized that high level of cohesiveness, community sense, and desire to belong might be positively correlated to the Use/Fun (beliefs, opinions and thoughts) of social media formats. There was a positive correlation between cohesiveness (Cosmo Neighborhood= 0.28) and desire to belong with community sense (Community Sense “Feelings”= 0.13, Community Sense “Beliefs”= 0.51), to the use, fun, beliefs, opinions and thoughts about social media formats. In the parentheses are the computed indexes that used when the hypotheses tested.

Secondly, cohesiveness, desire to belong, and community sense might be positively related to the expressed trust in social media messages. The second hypothesis has been tested with individual questions (“I believe that information received from Social Media is poor, and I trust in Social Media information) and the computed indexes in the parentheses. When the first used question tested has been found a weak positively correlation between cohesiveness (Cosmo Neighborhood= - 0.79) and desire to belong with community sense (Community Sense “Feelings”= 0.17, Community Sense “Beliefs”= 0.02), to the expressed trust in social media messages. When the second question tested it has been found a moderate positive correlation between cohesiveness (Cosmo Neighborhood= 0.28), desire to belong, and community sense (Community Sense “Feelings”= 0.14, Community Sense “Beliefs”= 0.43) to the expressed trust in social media messages.

Lastly, it was hypothesized that high level of cohesiveness, desire to belong, and community sense is expected to be negatively correlated to the critical review of information received from social media. The correlation in this hypothesis was expected to be negatively correlated to the critical review of information received from social media, something that has been supported by the analysis. This hypothesis has been tested with individual questions (I critically review the information I view in social media, and government or other forces “Political parties, Business, the Market, etc.” is trying to lead people through social media). The first used question, that was about cohesiveness, was negatively correlated (Cosmo Neighborhood= 0.043), to desire to belong - community sense (Community Sense “Feelings”= - 0.82, Community Sense “Beliefs”= 0.89) and to the critical review of information received from social media platforms. The hypothesis in the second used question was also negatively as was expected (Cosmo Neighborhood= - 0.11),

and desire to belong - community sense (Community Sense “Feelings”= - 0.32, Community Sense “Beliefs”= - 0.54).

Table 10 is a correlation matrix that presents the relationships between the computed indexes that have been used in for measuring the phenomena of cohesiveness, desire to belong, and community sense in social media formats.

Table 10
Correlation Matrix for Social Media: Beliefs, Consume, Cosmo-Neighborhood, Sense of Community (others), Community Sense (own).

| | Beliefs | Consume | Cosmo- Neighborhood | Sense of Community (Believes) | Sense of Community (Feelings) |
|----------------------------------|---------|---------|------------------------|-------------------------------------|-------------------------------------|
| Beliefs | - | | | | |
| Consume | 0.35 | - | | | |
| Cosmo-Neighborhood | 0.29 | 0.24 | - | | |
| Sense of Community (Believes) | 0.14 | 0.15 | 0.98 | - | |
| Community Sense (Feelings) | 0.51 | 0.31 | 0.39 | 0.42 | - |

Correlation is significant at the 0.01 level (2-tailed)

Discussion

The purpose of this study was to investigate relationships between different phenomena in social media formats such as: cohesiveness, desire to belong, types of sense of community, beliefs and opinions about different forms of these phenomena's in social media (e.g. Facebook, Twitter, blogs, etc.) in correlation with expressed trust in social media, if people are influenced in consumer decision making, and criticism to the received information. Hence, the study has also examined relationships between the presented above symptoms and the view on different sources of information in social media. Overall, the findings show that in social media formats showed cohesiveness, belongingness, sense of community, and influence in consumer affairs. Thus, through social media, criticism and mistrust in their messages and information was observed, but we also noted positive influences such as: fun and enjoyment.

Firstly, signs of mistrust and criticism were observed in social media platforms and received through social media information. Participants' belief was high concerning governments, or other forces (political parties, business, the market, etc.) trying to lead people through social media, supporting one of the statements expressed in the hypotheses section of this essay. They also believed at reasonably high levels that bias and stereotypical information is spread through social media and that the information received from social media is poor. Other negative findings were that subjects' expressed in a low level trust in platforms; and trust in social media information. In light of these facts, one could support that the participants' do not trust the platforms, an oxymoron is that they use them frequently, and they expressed that is important that the platforms exist. It also seems that they admire the usage of social media platforms.

Criticism has also been expressed in the discussed formats. In a high level subjects believe that through social media platforms, people use the power of anonymity to express thoughts and opinions that they could not express in public. Opinion was also that social media influence people's choices in general. Their critical review in the viewed information in social media was also at a high level. Like previously, participants' showed a strong tendency to mistrust the virtual platforms and negatively criticize them. Believes the participants had about the "news" on social media and whether it is controlled by governments, or other forces (political parties, business, the market, etc.) were also in negative lights. But, they rated at a quit high level that they are online when they are working or studying and in a very high level that their personal views or religion agree with their use of social media. One might wonder how that is possible. In other words, according to the participants, the social media platforms is a negative environment which is "controlled" by forces which has a strong influence in users' choices in general. How moral concepts such as religion or/and personal views agree with the use of the platform is also important according to the participants. All of these statements make on wonder why they are online in this environment even when they are studying or working.

Secondly, the study indicates reasons for using social media formats. For instance, they highly rated options like fun, enjoyable, and communication. Participants' indicated that they would enjoy their lives on the same level as the present, if social media was no longer available. Additionally, they believe that using social media is something you do these days. However, instead of the expressed mistrust and criticism it was shown that people actually enjoy the formats at a high level. So, one might support the finding that internet and the social media formats are enjoyable and something that the users would really like to do for several reasons (e.g. information, keep in touch with important figures). On the other hand, according to participants' believes, all these reasons for which they highly rated are excuses for using these virtual formats so often; the communication, the enjoyable face of social media, in other words the good reasons of this using have a basis to virtual platforms that are "controlled"? And also rhetorically, if they are so into this it might be as complicated as "labyrinth"⁸ to figure out how they would enjoy their lives in the same level as they have until now if the virtual formats would not be available in the future?

It has also been noted that the highest mean in this task and in the questionnaire generally was viewed in the statement "Social media is a good way of keeping in touch with family and/or friends". This result may be is the stronger ally in the idea of "Cosmo-neighborhood". As has been quoted by several studies in the beginning of this essay, it was the internet that brought a worldwide connection by interconnecting all of society (Fleras, 2003), but the social media networks brought something different. A new idea was expressed, where a novel method was defined to connect human beings and through the internet (Scatamburlo-D'Annibale & Boin, 2006). Social media networks in this era are powerful, and according to the statistics, they are on a path to increase further, as has been noticed earlier. It is proven that they are incalculably popular; every day new members engaged them, millions of new users all over the globe adopt new types of social conversations (Scatamburlo-D'Annibale & Boin, 2006), and new ways to fill human beings' needs such as the desire to belong "somewhere". Arguably, it was noted earlier in this study that McLuhan (1962) went further by supporting that the term of the global village

⁸ A complicated irregular network of passages or paths (Oxford English Dictionary, 2011).

infiltrates people lives so deeply, that the concept of the human family exists through new technologies entirely. Fifty years later, the basis for the question 'Social media is a good way of keeping in touch with family and/or friends' ($M = 5.76$ $SD = 1.33$), and according to the result obtained McLuhan's theory was proven correct. Hence, it seems that maybe the Achilles hill⁹ of the users of social media formats is the "communication". A big issue in this study was cohesiveness and how cohesive people could be in their presence in social media platforms. In the theoretical background's section has been noticed that according to Bollen and Houle (1990) has been designed the Perceived Cohesion Scale, according to Buckner (1988) a type of the Neighborhood Cohesion Instrument, and according to the work of Boyer (1985), and Price and Mueller (1981) the Cohesion's Measure. In addition, it was previously noticed that the questions have been rephrased in order to measure findings in the virtual-community, and the questions have been used in the same motive as the prototypes. The statements that they completed are the three presented, but were spread between the different scale-questions in the questionnaire - but since the Alpha Value was unacceptable for all the three instruments, the questions that were related to the task have been used separately in order to test the cohesiveness. Thus the possibly transformation of the PCS to a virtually version has not been supported by the analyses.

It was not surprising that it was easier for the subjects to criticize other users' using the virtual platforms than themselves. For example, they answered in high levels that people see themselves as a part of the "social media community", and that social media is one of the best virtual communities on internet. When the questions were more personal the means were little above or below the average but the answers were very close statistically. So, around the average the participants were content to be part of groups on social media, they felt a sense of belonging to the groups that were a member of (Facebook, Twitter, You Tube, etc.), the sample felt a sense of belonging because of their use of social media, and they stated that they were enthusiastic about their use of social media. The results showed that cohesiveness has been proven to exist through social media platforms, in the expressed opinions, beliefs and use of social media formats.

Belongingness was also an important factor in this study and the results show that it exists in the Global Village or in its next possible transformation; the Cosmo-Neighborhood. The computed index according to the theory that has been tested showed a level a little below the average, but strong cohesiveness between the sample with a strong Alpha Value support (see Table 7 $\text{Alpha} = 0.82$), the variable included statements according to Buckner's (1988) work.

Inspired by Aronson's (2008, p 61) statement "we live in an age characterized by attempts at mass persuasion", and by his thought about the modern media and its try to convey messages and education. A computed index was construed with the statements: I'm guided by adverts in social media, when I buy goods from the internet, and the statement News received from social media influences my choices of vacation destinations. The mean in this index is at a low level, but it seems also very cohesive in positive or negative lights, and moreover looks like the social media's information influence the sample in consume choices.

The participants' also answered questions regarded feelings in sense of community at a high level. It seems like before that for the participants is easier to support the idea to

⁹ A weakness or vulnerable point (Oxford English Dictionary, 2011).

belong “somewhere” when the answer is for other human beings, but they accept it a little more than the average when the statement was personal.

The fact that the majority has friends with other nationalities than their and only a tiny number of the participants’ they did not, and also that several other routines or actions were observed in social media users can support the idea of Global Village and may be a step forward in the idea of “Cosmo-Neighborhood”. Specifically, the subjects expressed at a high level the importance for them to be members of a social media platform, also how often on a daily basis they engage in these formats, and how active they are there. In addition, in a convenience sample of 159 participants that have been collected in a Campus of a University all the participants were or are members of a social media format. Hence people’ tendency to log in to the virtual platforms using smartphones – therefore it may convey the message that the users actually need to satisfy the needs previously discussed, and they do it promptly and effectively.

Paradoxically, one more finding that could support this study is the mean time of how many years they have used social media and its statistically link or relevance with Facebook’s globally starting date (locally – 2004 / globally - 2006)(Facebook.com). In other words, it is not surprising that the mean time of membership for the participants lie close to the 7 years that have passed between 2006 until now (2013) as that was the time it took for this platform to become famous around the globe. Arguably, one might wonder that while the mean average in this study was 23.80 years old is it possible for Facebook to have users in the age of ~14? But does Facebook have an age limit? The answer to this question is no!

One notion that could be discussed is a possible cultural difference between the participants. When participants were asked what they would do if social media would be illegal sometime in the future, a significant difference was actually found between the subjects with different backgrounds were the results suggested that Swedish students respect the laws more than the international participants. A significant difference was also found insinuating that International students are more interest in the environment than Swedish students. They were also different in the way that they review the received information on social media, and they had different believes about how poor the information received by social media is.

In the gender variable the samples expressed significant differences in their statements in their use of social media and in which level and how they enjoy being there (e.g. fun, useful), and in their feelings about community sense. Males and females expressed significantly different opinions about the statements using social media such as something people have to do these days, and about what they post online and if that is influenced by important to figures them (e.g. a close friend, your boss or your professor).

In summary, this study might rise an interesting pauperism and might be a good idea for a possible future research in why people express their negative critique, mistrust while they agree that desire to belong is rising through social media formats as well as agreeing about the influence of the formats in consume assumptions, while still considering the virtual platforms (Facebook, Twitter, YouTube, blogs, etc.) as something important to them to such a high extent in it at such frequent level daily.

Through the analysis of this study the opportunity was given to find a plethora of interesting results. Significant differences were not seen between international and Swedish students in most of the questions, and that supports the idea of Global Village - but

this is not new information. The question might then be; what comes after the Global Village? People feel that these networks are new and the senses those people have and in what extent they agree or disagree in the Cosmo-Neighborhood that they might “live” in. Is the participation something “you have to do” these days as it was one of the questions for scaling, or is it an exodus from the reality to a cyber-reality, to “a personal micro-cosmos” that all of the users live and lead there like a “small god or goddess” by choosing only the friends that one desires to have, the neighbors that one chooses to have, the films, the actors, the celebrities, the clothes, the music bands, the games and so on that is preferred.

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Beliefs about Social Media

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Supervisor: Annika Nordlund

All the answers are important

This questionnaire will be distributed to a sample of 200 international and local students at Umeå University. The questionnaire includes questions related to the use of social media, and beliefs-opinions about different forms of them.

Thank You

The questionnaire is anonymous and data will only be presented on a group level. The participation is voluntarily and every participant is allowed to leave at any time.

Respond to the questionnaire and hand it in to the person me.

Some questions about you

1. I am ☐ Female ☐ Male

2. I am _____ years old

3. I live ☐ Alone ☐ With husband/wife, boy/girlfriend, other

4. Work Status (during my studies):

- ☐ I am working part-time
- ☐ I am working full-time
- ☐ Student
- ☐ I am looking for a job
- ☐ Homeworker
- ☐ Other: _____

6a. Do you have children? ☐ Yes ☐ No

5b. If yes, how many children do you have?

I/We have _____ (number) between the age/s of _____

6. Are you an international student? ☐ Yes ☐ No

If you answered yes, where are you from? _____

If you answered no, are you from Sweden? ☐ Yes ☐ No

7. How do you normally gain access to the News (global news, world events, fashion, sport, weather, etc)?

- ☐ Mainly with a stationary computer
- ☐ Mainly with my smart phone, iPad or lap top
- ☐ Mainly through TV/Radio
- ☐ Mainly through Newspapers
- ☐ Equally from all presented above
- ☐ Other : _____

8. Do you have a routine in your daily life regarding when to search for the news from the world?

- ☐ Every Morning
- ☐ During my lunch break
- ☐ After work/studies
- ☐ I don't have a routine/Several times per day

9. Are you a member of MSN, Facebook, Twitter, YouTube, or other social media formats?

- ☐ Yes, I'm an active member
- ☐ Yes, but I'm not an active member
- ☐ No, I'm not a member any longer
- ☐ No, I have never been a member

If your answer on question 9 was "NO, I have never been a member", you do not need to continue.

Thank you for your participation, please hand in the questionnaire

Otherwise, please proceed to question 10.

10. How do you access Social Media (Facebook, Twitter, You Tube, blogs, etc)?

- ☐ Mainly with a stationary computer
- ☐ Mainly with my smart phone, iPad or lap top
- ☐ Equally with both of them
- ☐ Other : _____

11. Is it important for you to be member of a social media format (MSN, Facebook, Twitter, YouTube, Skype, etc.)?

- ☐ Yes ☐ No

12. How many years have you used social media? _____ (years)

13. How many times on a daily basis do you engage in different forms of social media?

- ☐ Never
- ☐ 1-2 times a weekly
- ☐ 1-2 times monthly
- ☐ 1-2 times daily
- ☐ 3-6 times daily
- ☐ 6 times daily, or more

14. Do you have a blog or personal site on internet? ☐ Yes ☐ No

15. To what extent are you interested in specific subjects in social media groups?

| | Not at all | | | To some extent | | | To a very large extent |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Literature | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Education (groups from school, university, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Environment/Ecology | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fashion | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Music | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sport | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Religion | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other, namely:_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other, namely:_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other, namely:_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Beliefs about social media

| 16. To what extent do you agree with the following statements about social media | Not at all | | To some extent | | | To a large extent | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Social media make our lives easier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Using social media is cool and/or fun | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I'm enthusiastic about my use of social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I'm on Facebook, Twitter, You Tube, etc. because I enjoy it | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I would enjoy my life to the same level as now, if social media was no longer available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Using social media is just something you do these days | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Social media is a good way of keeping in touch with family and/or friends | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I use social media because my boy-/girlfriend is a member | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I use social media because there are groups that I would like to be a member of (or belong to) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My parents (or the people I grew up with) use social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| What I post online is influenced by if people who are important to me (e.g. a close friend, your boss or your professor) have social media accounts. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I'm online, on social media, when I'm studying, or working | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| 17. To what extent do you agree with the following statements about social media | Not at all | | | | To some extent | | | To a large extent |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| I use links on Facebook and Twitter to visit other pages and receive information | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I believe that the expressed quotes of people on social media are real | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I share my opinions and thoughts freely with friends, or other people, on social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I use social media to make fun or criticize different groups | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I critically review the information I view in social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Government, or other forces (Political parties, Business, the Market, etc) is trying to lead people through social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I'm guided by adverts in social media, when I buy goods from internet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| News received from social media influences my choices of vacation destinations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

18. If social media would be illegal sometime in the future would you still use it (for example, anonymously or with a nickname)?

☐ Yes ☐ No ☐ Maybe

19a. Do you have friends that you never met in real life as a result from your use of social media?

☐ Yes ☐ No (continue to question 20)

19b. If you answered YES, why do you consider them to be your friend?

| | Not at all | | To some degree | | | Very much so | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| We share the same ideologies | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I liked the posts, or comments he/she makes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| We had/have mutual friends | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I am uncomfortable to ignore the request for friendship | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**20. Have you ever ended a friendship on social media (Facebook, Twitter, You Tube, etc.)
as a result of conflicting ideologies?**

☐ Yes ☐ No

| 21. To what extent do you agree with the following statements about social media | Not at all | | | To some extent | | | To a large extent |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Social media influences people's choices in general | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| People are truthful in their status details on social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| People use the power of anonymity to express thoughts and opinions that they could not express in public | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My parents agree with my use of social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My virtual friendships and associations mean a lot to me | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I agree with most of my virtual friends and feel that they can give me advise about what is important in life | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I can ask one of my virtual friends, when I need advice about something | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| People prefer groups in social media with the same background as themselves | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My personal view or religion agree with me using social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| 22. To what extent do you agree with the following statements about social media | Not at all | | To some extent | | | To a large extent | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| I think that people see themselves as a part the “social media community” | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I think that people that use social media (Facebook, Twitter, MSN, etc.) feel a sense of belonging to a special society, community, or group | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I feel a sense of belonging because of my use of social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Social media is one of the best virtual communities on internet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I feel a sense of belonging to the groups that I’m a member of (Facebook, Twitter, You Tube, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I’m content to be part of these groups | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My participation on social media gives me a sense of community | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Social Media and “News”

23. Do you prefer news in the format of news casting, videos and reportage, or just written information?

- ☐ News Casting Format
- ☐ Written Information
- ☐ Both of them

| 24. | Not at all | | To some extent | | | To a large extent | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| My parents (or people I grew up with) follows the news | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

25. To what extent do you prefer to read or to watch about the following news in social media (Facebook, Twitter, You Tube MSN)?

| | Not at all | | To some extent | | | To a large extent | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| News from my country, or the country where I live | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Global News | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Criminality News | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sport | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Financially News | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Celebrities/ “Gossip news” | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Weather | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fashion | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other kind of News | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| 26. To what extent do you agree with the following statements about social media | Not at all | | To some degree | | | To a large extent | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| I trust in social media information | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Social media a good source of information about the news in the world (world events, sport, weather, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I believe that social media spreads biased and stereotypical information | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I believe that information received from social media is poor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It is important for me to watch a video on the internet, or TV, to trust the presented information | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I believe that the news on social media is controlled by governments, or other forces (Political parties, Business, the Market, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

27. To what extent do you think it is important to have many independent sources for news presented in social media (global news, world events, fashion, sport, weather, etc):

| | Not at all | | | | | To a large extent | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| One source is enough | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| At least two sources is important | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It is important to have more than two sources | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Other questions about you

28. Do you have friends with other nationalities than yours? ☐ Yes ☐ No

29. Have you ever heard of the Stanford Prison Experiment? ☐ Yes ☐ No

30. Have you ever heard of Asch's Experiment? ☐ Yes ☐ No

31. Do you read books? ☐ Yes ☐ No

32 If you do read books, what kind of books do you prefer to read?

| | Not at all | | To some degree | | | Very much so | |
|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Politics/Historical | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Romance/Theater/Poetry | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Science literature | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| According to my studies | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



Synen på Sociala Medier

Ioannis Kiritsis Agritellis
Supervisor: Annika Nordlund

Alla svar är viktiga:

Frågeformuläret kommer att delas ut till ett urval av 200 internationella och lokala studenter på Umeå universitet. Frågeformuläret innehåller frågor relaterade till användning av, och syn på, sociala medier.

Tack:

Frågeformuläret besvaras anonymt och data kommer endast att presenteras på gruppnivå. Din medverkan är frivillig, och varje deltagare kan när som helt välja att avsluta sitt deltagande.

Vi ber dig att svara på frågorna och lämna in frågeformuläret till mig.

Några frågor om dig

1. Jag är ☐ Kvinna ☐ Man

2. Jag är _____ år gammal

3. Jag är ☐ Ensamstående ☐ Gift/Sammanboende

4. Min huvudsakliga sysselsättning är:

- ☐ Förvärvsarbete, deltid
- ☐ Förvärvsarbete, heltid
- ☐ Studerande
- ☐ Arbetsökande
- ☐ Hemarbetande
- ☐ Annat: _____

6a. Har du barn? ☐ Ja ☐ Nej

5b. Om ja, hur många barn har du?

Jag/Vi har _____ (antal) hemmavarande barn i åldrarna _____

6. Är du en internationell student? ☐ Ja ☐ Nej

Om svaret är ja, var kommer du ifrån? _____

Om svaret är nej, är du från Sverige? ☐ Ja ☐ Nej

7. Hur får du vanligtvis tillgång till nyheter (globala nyheter, världshändelser, mode, sport, väder, osv.)?

- ☐ Huvudsakligen genom min stationära dator
- ☐ Huvudsakligen genom min mobiltelefon (Smart phone), iPad eller bärbar dator
- ☐ Huvudsakligen genom TV/Radio
- ☐ Huvudsakligen genom tidningar
- ☐ Lika mycket genom alla ovan nämnda
- ☐ Annat : _____

8. Har du en daglig rutin för att söka efter nyheter från omvärlden?

- ☐ Varje morgon
- ☐ Under lunchrasten
- ☐ Efter jobbet/studierna
- ☐ Jag har ingen rutin/Flera gången om dagen

9. Är du medlem i MSN, Facebook, Twitter, YouTube, eller andra sociala medier?

- ☐ Ja, jag är en aktiv medlem
- ☐ Ja, men jag är inte en aktiv medlem
- ☐ Nej, jag är inte medlem längre
- ☐ Nej, jag har aldrig varit medlem

Om ditt svar på fråga 9 var "NEJ, jag har aldrig varit medlem", så behöver du inte fortsätta.

Tack för ditt deltagande, var vänlig lämna in frågeformuläret.

För övriga svar, var vänlig gå vidare till fråga 10

10. Hur får du tillgång till sociala medier (Facebook, Twitter, You Tube, blogs, etc)?

- ☐ Huvudsakligen genom min stationära dator
- ☐ Huvudsakligen genom min mobiltelefon (Smart phone), iPad eller bärbara dator
- ☐ Lika mycket med båda alternativen
- ☐ Annat : _____

11. Är det viktig för dig att vara medlem i sociala medier (MSN, Facebook, Twitter, YouTube, Skype, etc.)?

- ☐ Ja ☐ Nej

12. Hur många år har du använt social medier? _____ (år)

13. Hur många gånger om dagen ägnar du dig åt olika former av sociala medier?

- ☐ Aldrig
- ☐ 1-2 gånger i veckan
- ☐ 1-2 gånger i månaden
- ☐ 1-2 gången om dagen
- ☐ 3-6 gången om dagen
- ☐ 6 gången om dagen, eller mer

14. Har du en blogg eller personlig sida på nätet? ☐ Ja ☐ Nej

15. I vilken utsträckning är du intresserad av specifika ämnen i olika grupper av sociala medier?

| | Inte alls | | | I viss utsträckning | | | I stor utsträckning |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Litteratur | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Utbildning (grupper från skolan, universitet etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Miljö/Ekologi | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mode | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Musik | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sport | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Religion | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Annat, nämligen:_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Annat, nämligen:_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Annat, nämligen:_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Uppfattningen om sociala medier

| 16. I vilken utsträckning håller du med om följande påståenden om sociala medier | Inte alls | | I viss utsträckning | | | I stor utsträckning | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Sociala medier gör vårt liv lättare | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Att använda sociala medier är coolt och/eller roligt | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag är entusiastisk över mitt användande av sociala medier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag använder Facebook, Twitter, You Tube, osv. eftersom jag finner nöja i det | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag skulle njuta av livet lika mycket som nu, om sociala medier inte längre var tillgängliga | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Att använda sociala medier är bara något man gör nu för tiden | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sociala medier är ett bra sätt att hålla kontakten med familj och/eller vänner | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag använder social medier eftersom min pojk-/flickvän är medlem | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag använder social medier eftersom det finns grupper som jag vill vara medlem i (eller tillhöra) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mina föräldrar (eller de människor jag växte upp med) använder sociala medier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vad jag postar på nätet påverkas av om folk som är viktiga för mig (t.ex. nära vän, min chef eller min lärare) är medlem i sociala medier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag är "online" på sociala medier när jag studerar eller arbetar | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| 17. I vilken utsträckning håller du med om följande påstående om sociala medier | Inte alls | | I viss utsträckning | | | I stor utsträckning | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Jag använder länkar på Facebook och Twitter för att besöka andra sidor och få information | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag tror att människors citeringar på sociala medier är sanna | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag delar mina åsikter och tankar öppet med vänner, eller andra personer, på sociala medier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag använder sociala medier för att göra narr av eller kritisera olika grupper | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag granskar informationen som jag får via sociala medier på ett kritiskt sätt | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Regeringen, eller andra krafter (Politiska partier, Näringslivet, Marknaden, osv.) försöker påverka folk genom sociala medier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag leds av annonser som finns i sociala medier, när jag handlar på nätet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Nyheter som jag får från sociala medier påverkar mitt val av semesterdestinationer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

18. Om sociala medier blir olagliga någon gång i framtiden skulle du då fortfarande använda dem (t.ex., anonymt, eller med ett smeknamn)?

☐ Ja ☐ Nej ☐ Kanske

19a. Har du vänner som du aldrig har träffat i verkligheten som ett resultat av ditt användande av sociala media?

☐ Ja ☐ Nej (gå vidare till fråga 20)

19b. Om ditt svarade JA, varför anser du att de är dina vänner?

| | Inte alls | | I viss utsträckning | | | I stor utsträckning | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Vi delar samma ideologier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag tyckte om det han/hon postade, eller kommentarerna som han/hon skrev | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vi har/hade gemensamma vänner | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag känner obehag att neka någon vänskap | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Annat _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

20. Har du någonsin avslutat en vänskap på sociala medier (Facebook, Twitter, You Tube, osv.) på grund av oförenliga ideologier?

☐ Ja ☐ Nej

| 21. I vilken utsträckning håller du med om följande påstående om sociala medier | Inte alls | | I viss utsträckning | | | I stor utsträckning | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Sociala medier påverkar folks val i allmänhet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Folk är ärliga i sina statusdetaljer på sociala medier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Folk använder anonymiteten på sociala medier för att uttrycka tankar och åsikter som de inte skulle kunna uttrycka öppet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mina föräldrar accepterar mitt användande av sociala medier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mina virtuella vänner och kontakter betyder mycket för mig | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag håller med de flesta av mina virtuella vänner och känner att de kan ge mig råd om vad som är viktigt i livet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag kan fråga en av mina virtuella vänner när jag behöver råd om någonting | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Folk föredrar grupper på sociala medier med samma bakgrund som de själva | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mitt användande av sociala medier går i linje med mina åsikter eller min religion | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| 22. I vilken utsträckning håller du med om följande påstående om sociala medier | Inte alls | | I viss utsträckning | | | I stor utsträckning | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Jag tror att folk ser sig själva som en del av den “sociala mediegemenskapen” | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag tror att folk som använder sociala medier (Facebook, Twitter, MSN, etc.) har en känsla av tillhörighet till en speciell förening, gemenskap eller grupp | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag har en känsla av tillhörighet på grund av mitt användande av sociala medier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Social media är en av de bästa virtuella gemenskaperna på nätet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag känner en tillhörighet med grupperna som jag är medlem i (Facebook, Twitter, You Tube, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag är nöjd med att vara en del av dessa grupper | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mitt deltagande på sociala medier ger mig en känsla av gemenskap | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Sociala medier och "Nyheter"

23. Föredrar du nyheter i form av bara nyhetsändningar, videos och reportage eller genom skriven information

- ☐ Nyhetssändningar
- ☐ Skriven information
- ☐ Båda två

| 24. | Inte alls | | I viss utsträckning | | | I stor utsträckning | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Mina föräldrar (eller de människor jag växte upp med) följer nyheterna | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

25. I vilken utsträckning föredrar du att läsa eller titta på följande nyheter på sociala medier (Facebook, Twitter, You Tube MSN)?

| | Inte alls | | I viss utsträckning | | | I stor utsträckning | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Nyheter från mitt hemland eller landet jag bor i | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Globala nyheter | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Kriminalnyheter | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sport | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ekonomi | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Skvaller | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Väder | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mode | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Andra nyheter | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| 26. I vilken utsträckning håller du med om följande påstående om sociala medier | Inte alls | | I viss utsträckning | | | I stor utsträckning | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Jag litar på informationen på sociala medier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sociala medier är en bra källa till information om nyheter i världen (världshändelser, sport, väder osv) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag tror att sociala medier sprider fördomsfull och stereotypisk information | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag tror att informationen från sociala medier är knapphändig | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Det är viktigt för mig att se en video på nätet eller på TV för att lita på den presenterade informationen | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jag tror att nyheterna på sociala medier är kontrollerade av regeringar eller andra krafter (politiska partier, näringslivet, marknaden, osv) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

27. I vilken utsträckning tror du att det är viktigt att ha många oberoende källor till nyheterna som presenteras på sociala medier (globala nyheter, världshändelser, mode, sport, väder osv):

| | Inte alls | | | | | I stor utsträckning | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| En källa är tillräcklig | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Åtminstone två källor är viktigt | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Det är viktigt att ha mer än två källor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Andra frågor om dig

28. Har du vänner med andra nationaliteter än dig själv? ☐ Ja ☐ Nej
29. Har du hört talas om Stanford Prison Experimentet? ☐ Ja ☐ Nej
30. Har du hört talas om Asch's Experiment? ☐ Ja ☐ Nej
31. Läser du böcker? ☐ Ja ☐ Nej

32 Om du läser böcker vilken sorts böcker föredrar du?

| | Inte alls | | I viss utsträckning | | | I stor utsträckning | |
|----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Politik/Historia | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Romaner/Teater/Poesi | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vetenskapslitteratur | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Enligt mina studier | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Annat _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

