Socio-Demographic and Technological Factor as Correlate of Users' Communication Behaviour on Social Networks among Undergraduate Students

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ABSTRACT

The study examined Socio-demohraphy and technological factors and their impact on the communication conducts on social media among students. A framework for remodelling online social network user behaviour is proposed and tested. Findings from the research showed that socio-demographic characteristics of social network users such as gender, ethnicity, marital status, institution and peer influence can affect their online behaviour. Other technological variables affecting behaviour also include types of mobile phones, the availability of internet and ICT literacy. It was also observed that concerns for personal privacy can influence the extent to which an SNSs user discloses personal identity on social media thus influencing users behaviour. Reccomendations were made for research and practices.

Keywords – Socio-Demography, technology, social networks, correlate, communication, behaviour & students

1. INTRODUCTION

Communication refers to the process of transmitting information and establishing a common understanding from one person to another (Lunenburg, 2010). It can be understood using a very simple model where the speaker or writer or signer sends a message through some medium which may or may not be received and interpreted correctly. The receiver, if he gets the message, provides some form of feedback to the sender. However, the sender and the receiver switch tasks, and round and round it goes. If all goes well, the message sent is received and interpreted properly and effective communication is achieved. But since this all happens within a cloud of noise, often all does not go well. The medium may include a paper, telephone wires or social network media. According to Smith and Harwood (2011), social media is used to describe the latest evolution of internet and web based communication platforms which enable users to rapidly connect and interact in a variety of formats. It allows for user-generated content to emerge through interactions and collaboration in a virtual community which contrasts with earlier websites and other forms of broadcast media where users are limited to the passive viewing of content.

Boyd and Ellision (2007), and Ellison & Boyd (2013), in earlier studies noted that communication tools enabled individuals to create a private list of contacts, to establish a group of contacts that were shared by others, or to publish a list of related links, but social networking sites (SNSs) extend the practice of creating a publicly visible, personally created list of contacts and made it a mainstream practice. The connections between people and, thus, profiles serve multiple purposes on a social network site. They are employed to mark and display relationships, delineate who can access what content, and serve as a filter through which viewers can browse profiles and discover friends in common. For users, these connections represent what sociologists refer to as a person's *social network*—the collection of social relations of varying strengths and importance that a person maintains.

Major types of social media and networking sites such as YouTube, Twitter, MySpace, LinkedIn and Facebook have been the most used social network sites across the world as they facilitate and promote the exchange of messages between people across the world (Sawyer, 2011). Facebook was created in 2004 by Mark Zuckerberg, whose mission was to bring people of different backgrounds together and encourage interaction (Facebook, 2010). There are over 500 million users of Facebook in the world with a population of 6.8 billion, which means that about 1 out of every 14 people have a Facebook account (Sawyer, 2011). Also, the Arab Social Media Report (2012) stated that at the global level, Facebook still dominates, with over 901 million 'monthly active' users worldwide - at the end of March 2012 – out of which 500 million users access the Facebook platform through their mobile phones. Additionally, 500 million Facebook users log in daily and 80 percent of users are located outside North America and 70% of users (including Nigerians) are outside the U.S. (Facebook, 2010). Also, approximately 1.71 billion people are monthly active users (Statista, 2016).

One impact that social media has on intercultural dialogue is providing a common medium for exchanging messages, and many people around the globe can use the Internet to communicate and collaborate. According to Mark Zuckerberg, "If Facebook were a country, it would be the 6th most populated country in the world." This social networking among numerous countries enriches social lives and sidesteps the factors of distance and culture (Sawyer, 2011). This is because it brings people of different backgrounds together and encourages interaction among them.

Communicating using social networking site enables individuals to meet old friends, family members and to make new friends including establishing a long time relationship. People freely express themselves on social media as it is in the real-world (Rosen, 2007; Posey et al., 2010; Sas et al., 2009). In providing platform for communication, social networking sites such as Facebook, Twitter, MySpace and LinkedIn enable their users to post anything about themselves and relate to other users based on their intended image (Amichai-Hamburger and Vinitzky, 2010). As a result, the honesty of such information and images have posed question to many researchers and other individuals interested in the innovation (Dwyer et al., 2007; Posey et al., 2010). This is because users are provided with the opportunity to present themselves in varying fashion which could be deceitful since there is no standard to determine the authenticity of the information presented to the audience (Posey et al., 2010; Dwyer et al., 2007; Lewis and George, 2008). Studies have shown that users of social media network create their own avatars to describe their identity, priming it with physical attributes that portray their intention with the information they wish to communicate (Cachia, 2009; Jin, 2009; Talamo and Ligorio, 2001). Also, the free communication on social networking sites poses security concerns to users' privacy. Overcoming the security issues will provide endless opportunities in various ways to the users to satisfy their communication needs using its interactive features (Cachia, 2009; Papacharissi, 2009).

Social networking sites provide an interactive platform that enables users communicate with other members to establish social relations in order to share information and knowledge relative to individual's experiences and activities in real life (Alassiri, Muda, Ghazali and Ahamefula, 2014). Users' information such as profile name, age, gender, marital status, among others are needed for sign up (Chiu et al., 2008). In addition, users can interact with various features on the social networking site using instant message, offline massages and posting of images and pictures, sharing of ideas, pictures, posts, activities, events, and interests among members in one's network is also another feature of social media networks.

Despite its elastic importance, studies have shown that various factors still limit the use of social networking sites among users. Some of these factors include Socio-demographic characteristics such as gender, age, culture, religion, marital status, occupation, peer influence, schools attended by users, among others (Sawyer, 2011; Arab Social Media Report, 2012; Alassiri et al., 2014), and technological factors (Alassiri et al., 2014). According to Sawyer (2011), socio-demographic differences such as cultural, religion, gender differences, among others can influence user communication behaviour in an online SNS. There are differences in the way people from different socio-demographic backgrounds identify with different cultures, and based on both national identity and gender, they manage their communicative behaviours within SNSs differently (Rosen et. al, 2010). Arab Social Media Report (2012) stated that, female participation in Facebook usage in Arab remains low at 33.7%, as compared to the global female percentage of Facebook users (roughly 50%) and youth between 15 and 29 years of age continue to drive the growth of Facebook in the region, comprising 70% of Facebook users. There is the need for this study in Nigeria, which is the most populated country in Africa with a population of more than 150 million as at 2006.

Technological systems such as mobile phones, internet and computer, network availability, telecommunication service providers, among others support social media services and provide a reliable platform for online interaction and socialization (Alassiri et al., 2014). The quality of a technological system as regards reliability, convenience, ease of use and system flexibility is a significant predictor of users behaviour toward online social networking site (Liu et al., 2005; Koh, et al., 2007). Also, high cost, poor accessibility, slow speed and lack of information search facilities are constraints of online interaction (Whitaker and Parker, 2000). De Souza and Dick (2007) have rightly stated that technological factor in the use of communication which also include SNSs communication provides traditionally disadvantaged groups with dynamic communication channels.

In addition, the use of technology such as used for SNSs requires skills which are also important for users to adapt to effective use of the technology (Avram, 2006;Bross et al., 2007; Chatti et al., 2007). Such skills may include information communication technology skills, information skills and ICT literacy skills. Most studies on social networking have focused on developing sociability features with the intention that improving certain functions or presentation features such as widget showing the presence of other people, and proper visualizations of social activities will effectively elicit the sociability of specific contexts without considering its adverse impact to the users (Knobel and Lankshear, 2008; Farnham et al., 2001;Kreijns, et al., 2004). A major problem arising from such design concept is that the real effect of the design features on sociability was not empirically examined, partly due to lack of a proper measurement of the sociability limit of the technology to the users (Alassiri et al., 2014). A detailed description of the technological impact of social networking sites could elaborate more its usefulness and will enable the designers to incorporate features that will confine its usage within a limit of interest and technological availability and usability with regard to users socio-demographic characteristics.

Also, the advancement in technology such as the production of smart phones and other sophisticated phones has facilitated access to social networks via mobile phones (Alassiri et al., 2014). For instance, Facebook Statistics has shown that more than 250 million active users access the site through their mobile devices (Guradian, 2011). This acquisition presumably spurs the mobile access trend, especially in developing countries such as Nigeria where developed (2G, 3G and even 4G) Global System for Mobile Communications (GSM) mobile phones is widely utilized (Alassiri et al., 2014).

These differences in the socio-demographic characteristics and technological factors among users of SNSs can best be understood through Hofstede's five dimensions. power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, and long-term/short-term orientation. Understanding how users behave when they connect to social networking sites creates opportunities for better interface design, richer studies of social interactions, and improved design of content distribution systems (Benevenuto, Rodrigues, Cha and Almeida, 2009). This paper uses Hofstede's five dimensions to explain users behaviour in Social networking sites with emphasis on Facebook users.

The increasing use of social networking sites can increase the workload of such sites thereby limiting the efficient working of such social networking sites. For instance, writing messages, uploading pictures, videos, etc to other users or accessing third party applications can lead to increasing the work load of any social networking site (Benevenuto et al., 2009). If this is not tackled, such a network may stop working. As a result, there is a need to understand users behaviour and workload on social networking sites to further enhance the efficiency of future social networking sites or remodeling recent social networking sites to meeting the increasing data usage among users.

User behaviour on SNSs also cut across information disclosure behaviour. Social networking sites allow users to restrict default permissive privacy (visibility) settings to "friends only", meaning that only users who are designated as a "friend" can access one's profile (Cavusoglu, Phan, and Cavusoglu, 2013). Since the default visibility was "everyone" in case of Myspace and "everyone in the network" in case of Facebook, researchers downloaded and examined user profiles to understand if disclosure behaviour restricts the audience to "friends only" or if users choose not to reveal, thereby withhold, information in some fields on their profile (Cavusoglu, Phan, and Cavusoglu, 2013). Also, Jones and Soltren (2005) surveyed users (mainly college students), to infer the amount of information revealed and the usage of privacy settings, and to compare stated privacy attitudes with actual disclosure behaviour and found that more than half of the students (college students) disclosed information about their favorite books, music, and interests, but much less (17.1%) disclosed their phone numbers. Also, Stutzman (2006) concluded that students overwhelmingly disclosed their birthday, relationship status, and political view, while disclosure of cell phone number was limited to 16.4%. Also, Gross and Acquisti (2005) stated that very few social networking sites users adjust the default (permissive) privacy settings to restrict the visibility of their profiles. According to Acquisti and Gross (2006), privacy concerns have little influence on information disclosure behaviour among social networking sites users: highly concerned users also reveal extensive information on their profiles. Furthermore, Lampe et al. (2007) reported that only 19% of profiles are set as "friends only". In summary, from the works of Jones and Soltren (2005), Gross and Acquisti (2005), Acquisti and Gross (2006), Stutzman (2006), and Cavusoglu, Phan, and Cavusoglu (2013), there is actually the dichotomy between stated privacy concerns and actual information sharing behaviour. To this end, it is also important to understand users behaviour in online information behaviour to revealing their information on the network and why?

2. LITERATURE REVIEW

Social networks have become extremely popular and have pulled ahead of email as the most popular online activity (Benevenuto et al., 2009). More than two-thirds of the global online population visit and participate in social networks and blogs. Social networking and blogging account for nearly 10% of all time spent on the Internet. This statistics suggest that SNSs have become a fundamental part of the global online experience (Benevenuto et al., 2009). Through SNSs, users connect with each other, share and find content, and disseminate information. Numerous sites provide social links, for example, networks of professionals and contacts (e.g., LinkedIn, Facebook, MySpace) and networks for sharing content (e.g., Flickr, YouTube).

Understanding how users behave when they connect to these sites is important for a number of reasons. First, according to Williamson (2007), Burke, Marlow, and Lento (2009) in Benevenuto et al. (2009) and Wilson, Boe, Sala, Puttaswamy and Zhao (2009) in Benevenuto et al. (2009), examining user behaviours allows the performance of existing systems to be evaluated and it leads to better site design and advertisement placement policies. Second, accurate models of user behaviour in SNSs are crucial in online sociological studies as well as in viral marketing. For instance, viral marketers might want to exploit models of user interaction to spread their content or promotions quickly and widely (Leskovec, Adamic and Huberman, 2007; Watts and Peretti, 2007). Third, understanding how the workload of social networks is re-shaping the Internet traffic is valuable in designing and re-designing next-generation internet infrastructure and content distribution systems which may also include remodeling social networking sites (Krishnamurthy , 2009).

Despite the potential benefits, little is known about social network workloads. A few recent studies examined how the patterns data use can be gathered from social network sites, for instance, writing messages to other users or accessing third party applications (Benevenuto et al., 2009). A complementary approach to study OSN workloads is to use traces such as clickstream data that capture all activities of users (Chatterjee, Hoffman and Novak, 2003). Since clickstream data include not only visible interactions, but also silent user actions like browsing a profile page or viewing a photo, they can provide a more accurate and comprehensive view of the SNSs workload.

Schein, Wilson and Keelan (2010) stated that there is general agreement, that the new media environment is characterized by interactivity, user generated content, and multidirectional communication flows. Thus, the transition to Web 2.0 marks a shift from a "one-way conversation" to a "multi-way conversation," in which users participate as both creators and consumers of web content (Turnbull, Summers, Summers, Gotta, Beauchamp, Klein, Kyzar, Turnbull and Zuna, 2009; Hudson, 2010). The nature of the content produced by users varies considerably across platforms, from passively collected data that can be fed back into the system and reflected back to users in word clouds or other popularity metrics, to content actively created, propagated, and iteratively revised by users in wikis, blogs, and video-sharing or social networking sites, on RSS feeds, or through the creation and circulation of "widgets," "gadgets," and "badges" that can be embedded in sites across the web (Taubenheim, Long, Smith, Jeffers, Wayman and Temple, 2008).

Also, of major concern to this study is the issue of privacy on SNSs. With increased awareness of privacy threats and extensive coverage of privacy on SNSs in popular press, SNSs users began to exhibit more privacy seeking behaviour over time (Cavusoglu, Phan, and Cavusoglu, 2013). Tufekci (2008), Caverlee and Webb (2008), Thelwall (2008) and (Cavusoglu, Phan, and Cavusoglu (2013), have revealed that SNSs' users such as Facebook and Myspace users do not set their profile visibility in relationship to the level of their general privacy concern, but the fear of unwanted audience has an impact on profile visibility settings. However, perceived future audience (romantic partner, employee, government) has no impact on the visibility of their profiles. They concluded that although users are better at managing "spatial" boundaries by restricting the visibility of their profiles to current audiences, they are less concerned about, or less aware of, intrusions through "temporal" boundaries by future audiences. Lewis et al. (2008) examined relational data as factors that contribute to student having a private profile instead of a public one and found that female student users whose friends, especially roommates, who play active role on Facebook; and preferred music that is relatively popular are more likely to have a private profile.

2.1. Theoretical Underpinning

Hofstede's cultural dimensions are power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, and long-term/short-term orientation. Power distance is the extent to which the less powerful members of organizations and institutions accept and expect that power is distributed unequally. Individualism and collectivism refer to the degree to which individuals are integrated into groups. Masculinity and femininity describe the distribution of roles between the genders; for example, assertive and competitive vs. caring and nurturing. Uncertainty/avoidance deals with a society's tolerance for uncertainty and ambiguity, and long-term and short-term orientation illustrates the focus and values of a culture (Itim, 2009).

In this study, each factor would be treated with respect to technological usage. For example, power distance is the extent to which users in the Facebook community accept and expect background differences to influence the use of social networking sites with respect to the unequally distributed power of technology. Individualism and collectivism refer to the degree to which individuals are integrated into groups with respect to the technological factors in the SNSs. Masculinity and femininity describe the distribution of roles between the genders in the use of social network in assertive and competitive vs. caring and nurturing nature in their use of technology. Uncertainty avoidance with regard to this study deals with a tolerance for uncertainty and ambiguity in the use of SNSs with respect to technological differences, and long-term and short-term orientation illustrates the focus and values of a culture toward the deployment and use of technology and SNSs.

Also, studies such as Sawyer (2011); Arab Social Media Report (2012); Alassiri et al. (2014) have affirmed that socio-demographic characteristics such as gender, age, culture, religion, marital status, occupation, peer influence, schools attended by users, among others can influence users communicative behaviour on SNSs. Also, technological factors such as type of mobile phones used, internet and computer and network availability, telecommunication service providers, information communication technology skills, information skills and ICT literacy skill among others can also support social media services and thus SNSs users online behaviour. To this end, the following framework is used to drive this study.
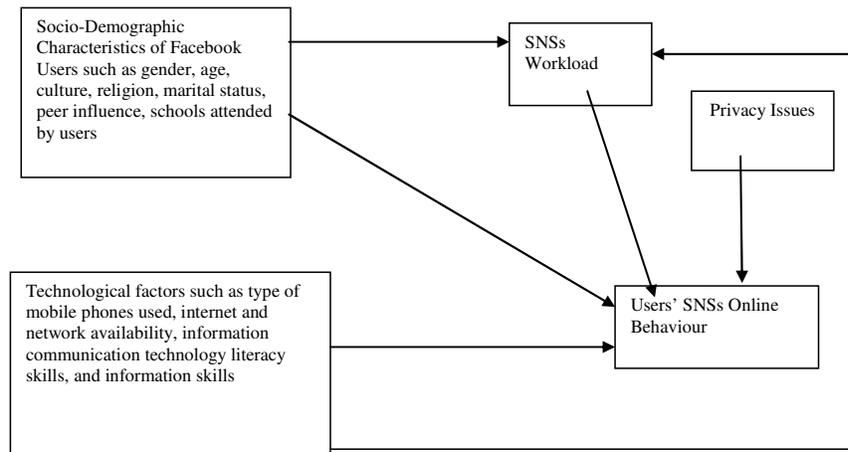
Figure 1: Research Framework for Remodelling Online SNSs Users' Behaviour
Source: The Author

3. RESEARCH METHODS

The study deployed quantitative correlational survey research methods. Population of interest include undergraduate students of three selected Universities in Nigeria. The convenient sampling method was also used to select participants for the study and a total of 450 undergraduate students were selected and used for this study. A reliability analysis was conducted for the constructs of interest in the study and provided a crunbach alpha of technological factor (0.74), Users' online behaviour (0.77) and SNSs workload (0.72). In addition, the spearmans' correlation, Mann Witney U and Kruska Walis analysis were used for data analysis method for the data obtained from the respondents of this study.

4. RESULTS

Socio-Demographic Characteristics and SNSs User Behaviour
The result for the relationship between the socio-demographic characteristics of respondents and SNSs behaviour is presented in table 1.

Table 1a: Model Summary of Socio-Demographic Characteristics and SNSs User Behaviour Analysis

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	357.546[a]	.119	.165
a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.			

Table 1b: Classification Table for Socio-Demographic Characteristics and SNSs User Behaviour

Classification Table[a]					
	Observed		Predicted		
			Users SNSs Behaviour		Percentage Correct
			1.00	2.00	
Step 1	Users SNSs Behaviour	1.00	185	20	90.2
		2.00	70	35	33.3
	Overall Percentage				71.0
a. The cut value is .500					

The result reveals that the result for the relationship between socio-demographic characteristics and SNSs user behaviour is 71% predictable. That is at least within the range of 71%, the relationship between these variables of interest is accurate. The binary logistic result is provided in table 1c.

Table 1c: Binary Logistic Regression result for Socio-Demographic Characteristics and SNSs User Behaviour

	B	S.E.	Wald	df	Sig.	Exp(B)
Age (Ref Cat= Above 40 years)			5.352	4	.253	
Below 15 Years	.001	1.305	.000	1	1.000	1.001
16-20 years	.261	1.266	.043	1	.837	1.298
21-30 years	-.513	1.261	.166	1	.684	.598
31-40 years	-.229	1.265	.033	1	.856	.795
Gender Female (Ref Cat= Male)	-2.430	.821	8.749	1	.003	.088
Ethnicity (Ref Cat= Others)			7.248	3	.064	
Yoruba	1.660	.747	4.936	1	.026	5.259
Hausa	-.124	.547	.051	1	.821	.883
Ibo	-.214	.605	.125	1	.723	.807
Religion (Ref Cat= Others)			4.627	3	.201	
Christianity	-.389	.443	.773	1	.379	.678
Muslims	.575	.493	1.362	1	.243	1.777
Jehovah Witness	-.395	.502	.619	1	.431	.674
Year of Study	-.002	.001	2.736	1	.098	.998
Marital Status (Ref Cat= Married)			4.194	2	.123	
Engaged	-.702	.350	4.035	1	.045	.496
Single	-.349	.302	1.332	1	.249	.705
Institution attended (Ref Cat= Col. Of Education)			4.103	2	.129	
Polytechnic	-.428	.369	1.342	1	.247	.652
University	-.600	.299	4.023	1	.023	1.102
Peer Influence	.097	.043	5.138	1	.045	2.549
Constant	.047	1.601	.001	1	.977	1.048

The result in table 1c reveals that only gender, ethnicity, marital status, institution and peer influence are major variables influencing users' online SNSs behaviour (p<0.05). For gender, the females are known to have a negative SNSs online behaviour and do not post vital information of their identity on the SNSs thus reducing the potentiality of a user to post images, videos, communicate freely on SNSs by approximately 9%.. Also, for ethnicity, only users who belong to the Yoruba ethnic group have positive SNSs online behaviour which includes posting information such as images, pictures, videos and responding to various posts within the network thus affecting their positive behaviour by 25%. Also, users who are engaged are responsible for a negative SNS online behaviour thus affecting their user behaviour by 50%. SNSs users who are students of various universities also have positive online behaviour on social network sites thus affecting their SNSs behaviour by 10%. In addition, peer influence also has positive influence on users SNSs online information behaviour thus affecting users SNSs behaviour by 55%.

Technological factors and SNS online users behaviour
Table 2a: Model Summary of Technological factors and SNSs User Behaviour Analysis

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	411.919[a]	.057	.078
a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.			

Table 2b: Classification Table for Technological factors and SNSs User Behaviour Analysis

Classification Table					
	Observed		Predicted		
			Users SNSs Behaviour		Percentage Correct
			1.00	2.00	
Step 1	Users SNSs Behaviour	1.00	194	24	89.0
		2.00	90	26	22.4
	Overall Percentage				65.9
a. The cut value is .500					

The result reveals that the result for the relationship between technological factors and SNSs user behaviour is 66% predictable. That is at least within the range of 66%, the relationship between these variables of interest is accurate. The binary logistic result is provided in table 2c.

Table 2c: Binary Logistic Regression Result for Technological factors and SNSs User Behaviour Analysis

	B	S.E.	Wald	Df	Sig.	Exp(B)
Mobile Type			11.450	3	.010	
Basic Phones	.049	.595	.007	1	.934	.343
Smart Phones	-1.069	.331	10.460	1	.001	1.550
Others	-.628	.297	4.484	1	.034	.534
Internet, and network availability	-.099	.050	3.984	1	.046	.905
ICT literacy and Skills	.122	.057	4.582	1	.032	1.630
Constant	-.557	1.055	.279	1	.598	.573

The result in table 2c reveals that types of mobile phone used by SNSs user, availability of internet, and network and ICT literacy and skills are all major technological factors that could affect SNSs user online behaviour among users ($p<0.05$). Also, the result shows that SNEs users who use smart phones have positive online behaviour by 55%. Availability of internet and network can affect user tendency to post images, videos, information on the site by 90%. Also, ICT literacy and skills can influence users SNSs behaviour positively by 63%. This shows that technological factors are important to ensuring a positive users SNSs online behaviour among users.

Privacy Issue and Information Communication Behaviour among Users on SNSs
Table 3: Spearman's correlation Result for privacy issue and information communication behaviour

	N	Mean	Std. Deviation	r-value	p-value	Comment
Privacy Issue	398	51.8678	7.58391	.158**	.004	Significant
Users' Behaviour to personal information disclosure online on SNSs	423	12.9237	2.33183			
Valid N (listwise)	392					

The Spearman's correlation analysis result shows an r-value of 0.158 with a p-value of 0.004. This reveals that there is significant relationship between concerns for personal privacy and the extent to which an SNS user disclose personal identity on Facebook ($p<0.05$).

4. DISCUSSIONS OF FINDINGS

The findings of this study revealed that gender, ethnicity, marital status, institution and peer influence are major variables influencing users' online SNSs behaviour. The females were known to have a negative SNSs online behaviour and do not post vital information of their identity on the SNSs, thus reducing the potentiality of a user to post images, videos and communicate freely on SNSs. Also, users who belong to the Yoruba ethnic group have positive SNSs online behaviour which includes posting information such as images, pictures, videos and responding to various posts within the network thus affecting their behaviour positively. Also, users who are engaged or are in a relationship hoping to be married have negative SNS online behaviour thus affecting their user behaviour online. This implies that when a user is engaged, the tendency for him/her to post video, images, information or contribute to information, provide or disclose his or her information reduces. SNSs users who are students of various universities also have positive online behaviour on social network sites than others from either polytechnics or colleges of education, thus affecting their SNSs behaviour. In addition, peer influence also has positive influence on users SNSs online information behaviour thus affecting users SNSs behaviour. The result of this study supports the works of Sawyer (2011), Arab Social Media Report (2012), and Alassiri et al. (2014) that socio-demographic characteristics such as gender, age, culture, religion, marital status, peer influence, schools attended by users, among others have influence users behaviour on SNSs.

Also, the types of mobile phone used by SNSs users, the availability of internet and network and ICT literacy and skills are all major technological factors that could affect SNSs user online behaviour. For example, users who use smart phones have positive online behaviour than those who use basic or ordinary phones. Availability of internet and network can also affect user tendency to post images, videos and information on the SNSs. Also, ICT literacy and skills can influence users SNSs behaviour positively. This shows that technological factors are important in ensuring a positive users SNSs online behaviour. The findings of this study support the works of Whitaker and Parker (2000), Liu et al. (2005), Koh, et al. (2007), De Souza and Dick (2007), and Alassiri et al. (2014) that technological factors such as typse of mobile phones, internet and computer, network availability, telecommunication service providers, among others support social media services and provide a reliable platform for online interaction and socialization thus affecting users behaviour on SNSs. Also, the findings of this study bolster the works of Avram

(2006), Bross et al. (2007); Chatti et al (2007) that information communication technology skills, information skills and ICT literacy skills affect users behaviour online such as in SNSs.

Furthermore, there was significant relationship between concerns for personal privacy and the extent to which an SNSs user discloses personal identity on Facebook. This bolsters the study of Dwyer et al. (2007), Lewis and George (2008) and Posey et al. (2010) that the honesty of information and images posted on SNSs by users have posed questions as users can present themselves in varying fashions which could be deceitful since there is no standard to justify the originality of the information presented to the audience. The findings of this study support Cachia (2009) and Papacharissi (2009) that the free communication on social networking sites posses security concerns to its users' privacy and overcoming the security issues will provide endless opportunities in various ways to the users to satisfy their communication needs using its interactive features thus influencing users SNSs information behaviour.

5. CONCLUSION AND RECOMMENDATIONS

In conclusion, socio-demographic characteristics of SNSs users such as gender, ethnicity, marital status, institution and peer influence can affect their online behaviour. Also, the types of mobile phones used by SNSs users, the availability of internet and network and ICT literacy and skills are also major technological factors that could affect SNSs users online behaviour. In addition, smart phones and other type of phones that can connect to the internet used by users on SNSs affect workload on SNSs. Concerns for personal privacy can influence the extent to which an SNSs user discloses personal identity on Facebook, thus influencing users behaviour.

Therefore, the following recommendations can be put forth by this study:
i.   In designing SNSs, they should be designed in a way that they would accommodate anyone from any socio-demographic background.
ii.   Technological factors such as the types of mobile phones used by SNSs user, the availability of internet and network and ICT literacy and skills should be put into consideration in the design of SNSs.

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