

1 Preference of Social Networking Sites for Uncertainty Reduction: 2 Case of two Nationalities In Tertiary Institution

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5

6 **Abstract**

7 The computer mediated communication is shrouded in uncertainty and as a result, users tend
8 to consider other social networking sites to clarify their uncertainty. This paper tries to find
9 out the number of social media platforms employed by students in reducing their uncertainty
10 during communication when in North Cyprus. Questionnaire of about 310 were administered
11 but 300 retrieved for the analysis among two nationalities Nigerian and Palestinian in North
12 Cyprus amidst male and female of different educational level. Choice seems to be a mediating
13 factor, because students are open to different platforms in reducing their uncertainty. Out of
14 the 300 that participated about 164 are using more than one platform which implies that
15 students in Eastern Mediterranean University (EMU), don't depend on a platform in reducing
16 uncertainty.

17

18 **Index terms**— uncertainty reduction, preference, social networking sites, nationalities, north cyprus

19 **1 Introduction**

20 social networking sites (SNSs) are significant part of our lives in our society today; as a result, there is never a
21 day that passes without its application, (Bozkurt, Karadeniz, & Kocdar, 2017) Users have enjoyed from this
22 type of communication because of benefit they derived for example, the interactive and collaborative nature of
23 the means of communication it offers (Faizi, Afia, & Chiheb, 2013). Research revealed that all over the world
24 over 1 billion users are engaged in usage and this have propel researchers to continually involve researchers in
25 conducting research on how people use the sites (Jin, Diego, & Chen, 2013;Subramani, 2015).

26 Thus there a lot of research interest on how international students also use the platforms available for their
27 needs gartification (Rahman, 2014;Binsahl, Chang, & Bosua, 2015).

28 It is as a result of these availability and the engagement of usage that the present work tend to consider which
29 networking sites do students prefer to use in EMU, North Cyprus and also to find out why they prefer some sites
30 to others thereby considering the correlation that exist by nationality.

31 It is worth knowing that not communication online is now a days utilized as a single entity rather users are
32 trying as much as possible to apply two or three for better results, while some are aimed at quarantining privacy
33 sucha s Facebook, some like Instagram gives details using pictures with lots of attention from other, while some
34 other prefer the use Twitter for intellectual stimulation, hence they are all aimed atsocial connection but having
35 different communication modalities and such appeal to individuals in their own different ways (De Wall, et al.
36 2011;Hughes, et al. 2012).

37 Is not the availability but how students are managing their time to read and also the time they have for other
38 things: the questions how often do they use the social media platform and which one do they frequently prefer to
39 use since there are a lot of platforms. Based on this there may be some reasons that prompt them in choosing a
40 platform to the other thus they are referred to as the reasons why people reduce their uncertainty if so how many
41 platforms and the likely reasons for reducing their uncertainty.

42 2 II.

43 3 Objectives of the Study

44 4 a) History of Uncertainty reduction Theory

45 The uncertainty reduction theory was said to be theorized by Berger and Calabrese with the aimed at reducing
46 any form of uncertainty in initial interaction theory in 1975 from the post-positive perspective, being the only
47 theory that considers communication before engaging in a communication. This hinges on the fact that when
48 people wants to interact they need some information about their interlocutor partners those information acquire
49 will help them reduce their uncertainty about one another.

50 The Uncertainty Reduction Theory which is said to be initial communication in reducing doubt in communica-
51 tion based on the axiom posed by Berger and Calabrese, in an interpersonal communication is being utilized
52 on SNSs too by users as buttressed that media users make use of media in an interpersonal way to satisfy their
53 communication need (Eginli & Tas 2018). Vijayalakshmi and Lawrence (2018), in an empirical studies emphasize
54 that there is interpersonal relationship among middle age on social media with about 390 sample, which was
55 related to different social networking platforms with the aim of ascertaining the impact of the use of platforms
56 among students. This is because present communication is dominated by SNSs for interaction, collaboration and
57 also regarded as the fastest means of communication which turns out to be a global means of communication,
58 people cannot stay a day without using or applying it to their daily functions hence SNSs are inevitable in our
59 daily lives (Yao & Cao, 2017;Luna & Pennock, 2018).

60 5 b) SNS and their different Historical background

61 The history of Social networking sites are believe to be in stages which can be traced back to the time that human
62 begin to use the computer for their interaction (Linke, 2011). In 1997, the SNS began with the "sixdegrees.com"
63 model which witness advancement in communication to be call (SNSs) this advancement, ease the manner people
64 interact (Boyd & Ellison, 2007).

65 In supporting this, Chae(2018), observed that there are different SNSs with different functionality and
66 applicability. Prominent among the sites are Facebook, Twitter, Instagram and Snapchat use for communication
67 purposes, blogging and forming of communities as submitted by (Faruq, Rahman, & Alam, 2017). For example
68 detailed information are done with Facebook, Pictures of things happening and other event are carried out with
69 other platforms like snapchat and others.

70 WhatsApp are refered to as instant messaging thus, seen as secretive but very effective where users can upload,
71 pictures and video, audio and also described as a selective instant messaging service for selected phones which can
72 be connected to the internet hence its services are subscribe to, for smart phones and some selected phones with
73 the features that WhatsApp, can be downloaded and function on This is confirmed by the Pew Research Center's
74 Internet & American Life Project who chooses to examine SNS in a research to establish a fact that people all
75 over the world depend on the use of social networking sites for their communication needs ??Hampton, Goulet,
76 Rainie, & Purcell, 2011).

77 All these are based on the gratification users derived from the use of their media. The Uses and Gratification
78 Theory (UGT), consider how individual deliberately apply their media to fulfil certain needs. Some of the
79 satisfactions users derive are itemize as: pastime, affection, fashion, share problems, sociability, and social
80 information as given by (Quan-Haase & Young, 2010).

81 There are different reasons why people use specific media, while others are of the opinion that they use the
82 Facebook to get in touch with friends some are of the opinion that they use it to pass time and to be entertained
83 (Pempek, Yermolayeva, & Calvert, 2009). According to Ancu & Cozma (2009), their research revealed that users
84 are after desire for social interaction, Information seeking and Entertainment on SNSs, while to Clark, Lee, &
85 Boyer, (2009), SNS is use to be specific for passing time and meant to entertain.

86 In a recent research the use of SNSs was seen to be in different category in satisfying interpersonal need of
87 connecting people, self discovery, entertainment value and social enhancement Ifinedo, (2016), thus we can say
88 that SNSs are employed differently by different users and the users have choice of a platform.

89 In a similar vein, users also reduced their uncertainty using the SNSs too, as one of the means through which
90 they can solve their problems as stated by Quan-Haase & Young, (2010). One of the uses and gratification obtain
91 by user is to seek answer to those Ascertaining this by age, category among the students which group seems to
92 be the avid users of reducing their uncertainty with a specific SNS, if more than one SNSs is put to use.

93 Secondly, age seems to be a factor that influences the choice of a network by preference, so the correlation
94 between age and the preference will also be considered, since all the two nationalities use Facebook being the
95 dominant of all the SNSs.

96 A lot of people have made some research inline the way people tend to prefer one network to the other but
97 in Eastern Mediterranean University, there is little research with respect to case preference of a social media
98 platform used by students, thus this will add to existing literature. For example, thesis on "Use of Social Media
99 as an Alternative News Sources Among

100 **6 c) Research Methodology and Design**

101 The method use for this study is the quantitative research method which is based on measuring the strength in
102 relationship between the variables. The questionnaires that were administered to the two nationalities were 310
103 but only 300 was successfully filled and returned with about 96.77% response rate.

104 The quantitative research methodology is said to be reliable because other researchers have employed this
105 method in collecting data theses are:(Manasijevic, Zivkovic, Arsi, & Milosevic, 2016; Rousseau, Eggermont,
106 & Frison, 2017). The research is aimed at conducting a survey on international students restricted to two
107 nationalities (Nigerian and Palestinian) students in North Cyprus of their preference of SNSs by use.

108 **7 d) Sampling and data Collection**

109 Data were collected from 300 respondents studying at the Eastern Mediterranean University North Cyprus by
110 using a probability sampling technique. Based on agreement from the Ethics committee, to carry out the research,
111 the questionnaires were designed by the researchers. After administering the questionnaire it was collected back
112 as they filled, the need to use the two countries is to give a reflection of not being restricted to a particular region
113 hence Nigerians from Africa and the Palestinian from the Middle-East all in EMU, North Cyprus.

114 **8 e) Measures**

115 The questionnaire administered contains Demographics questions, Background information of the users. Others
116 questions are those that concerns the users number of hours and reasons for using a particular social networking
117 sites additionally the students level of uncertainty based on behavior exhibited on social networking sites were
118 put into consideration and questions on their preference reasons for preferring a particular platform was also
119 posed. 9-28 questions are divided into questions on Likert scale of use of platform, uncertainty and preference
120 of a platform. Each group uses the Likert scales ranging from strongly disagree to strongly agree on a scale of 5
121 points. And in all the questions posed to answer the questions are in statements form in accordance with (Froget,
122 Baghestan and Asfarjan 2013).

123 V.

124 **9 Reliability and Validity**

125 The computed Crombach alpha is at .818 and on standardized item, .837, thus meeting the required measurement
126 scale as reliable to be qualified as given by Nunnally(1978) thus for the questions under preference on friendship
127 and reduction of uncertainty, the result is seen on the tables below.

128 Considering table 1 below the questions are mixed with those on friendship and how their uncertainty in those
129 relationship are establish and which one is most preferred. The outcome is the crombach alpha of each question,
130 thus based on the table they can be used since it is quantitative results and can be generalized:

131 **10 Data Analysis and Results**

132 **11 Graph as table 2 2018 survey**

133 Data collected were analyzed with the help of the Statistical Package for Social Science version 25. Descriptive
134 statistics were used to for the description of the samples and the Pearson's bivariate correlation, one-tailed
135 significance criterion to determine the correlation of the variables age and usage for inferential statistics. Aside
136 that, correlation for the two nationalities by preference, and that of level of uncertainty by gender, a one sample
137 t-test (one tailed test) was used to ascertain if women reduced uncertainty more or their male counter parts Using
138 point graph for the plotting friendship on social networking sites among international students in EMU, North
139 Cyprus is based on how they show themselves friendly one to another. The number of men tend to be shorter
140 as female dominate. On part of the female it depicts that the plotting is not directly on the lines which means
141 it is not fully with strongly disagree but then also disagree to some extend that is not up to 10 counts that and
142 below 50 also said they disagree and above 125 agree that students that show themselves friendly are those they
143 relate with on side of the female respondents only since their points seems to be higher.

144 **12 a) Ethical considerations**

145 The research was guided and approved by the university Ethical Committee after fulfilling their requirement of
146 submission of the consent letter to carry out a research on this topic, with the sample of the questions attached
147 (reference number: ETK00-2019-0019) for the approval on the 21.02.2019. Participants were assured of the
148 anonymity and the confidentiality of their rights and pre-inform of their willingness to withdraw from the study
149 if they felt when they felt to withdraw.

150 **13 b) Results**

151 The result of the present study will be grouped into descriptive, Graph on points and inferential statistics to
152 determine whether the questions posed are well answered based on this we can know the position of the questions
153 if hypothesis posed can be accepted.

154 **14 c) Descriptive results**

155 Descriptive data analysis of the demographics respondents showed that age bracket between 22-27 are the majority
156 of the respondents with (n=159)53%, while age between 16-21 made up (n=81)27% and age 28-33 constitute
157 (n=60)20% of the respondents. Based on gender more than half of the sample size are female constituting (n=200)
158 66.7% and the male are (n=100)33.3%.Regarding educational background, (n=225)75% for undergraduate while
159 (n=75)25% for the graduate students. Lastly the result revealed that the majority of the respondents by
160 Nationality are Nigerians (n=200)66.7% and Palestinians ??33.3%, n=100).

161 With use of platforms as students the result reveal that the use of 2 platforms by students is the highest (n=164, 54.7%), platforms (n= 74, 24.7%), the use of four platforms (n=42, 14%)while the use of one (1) platform, (n=20, 6.7%).

164 **15 Number of**

165 **16 Field survey 2018**

166 Results revealed that those who use more than one platforms are the majority about 164 out of 300 students
167 use2 platform 54.7% and it is followed by students that uses 3 only with 74(24.7%) which is a clear indication
168 that students have more than one social media platform for their communication for their gratification. On two
169 different submissions Facebook as a platform is still leading in communication with about 85% and in place of
170 business with 2 billion users making use of it as these two authors revealed with effect from January 1 to 10 that
171 Facebook is still effective in all spheres (Ahmad 2019; Lua 2019). Based on the result above when all questions
172 under preference are pull together they are given a name "preference of social media platform"(I prefer to use
173 Instagram because it is Instant, "I prefer to use Facebook because you can write and share with other people,"
174 I prefer snapchat because you can snap and chat at the same time, Sometimes I use two to three platforms for
175 my clarification, "I prefer to use Twitter because of less words, " I use LinkedIn as a professional, " I combined
176 platforms because it reduced my uncertainty better, " On SNS I prefer to relate with my friends)"(?=.751,
177 M=3.93, all questions are on 5 Likert square, thus given "P"which is used to do the correlation and the since there
178 are two items they are bivariate, result shows they nationalities and the preference of social media platform have
179 positive correlation at 1 level of significant .000 is statistically significant at 2 tailed. Hence there is relationship
180 between nationality and the user's preference of their social media platform.

181 **17 VII. iscussion**

182 Based on the question posed for this very research, result revealed that students will prefer to use more than a
183 particular platform for their communication thus the use of at least two is the most preferred. This supports the
184 notion that when there is high level of uncertainty information seeking behavior increases (AXIOM 3). See table
185 1a above.

186 Students are always willing to know something new based on research conducted in a school, results revealed
187 that students use the different platforms based on their motivation thus they prefer one platform to the other
188 therefore not using just 1 but 2 platforms, 3 platforms and 4 is an indication that students are inquisitive to
189 source for information through other platforms (Alhabash and Ma 2017). See table 1a above too.

190 Correlation and the t-test sample shows that all nationality and preference of the platform are positively
191 correlated and also age and level of uncertainty are significant statistically. Thus, the two based on inferential
192 statistics they are positively related and also significant when computed.

193 Table ?? depicts some reasons for relationship to take place in other to reduce level of uncertainty, which the
194 highest .776 "I relate with those that I think they can accept my friends request" which is faster.

195 Relationship usually is faster with those we think we know in a natural setting agreeing with the notion that
196 for a relationship, " Results confirmed that Facebook as a platform which is agree to be the most popular of
197 the platforms; facilitates spread-out social networks that grow excessively through distant kinds of relationship
198 (acquaintances and activity connections), while also expanding the number of close relationships and stranger
199 relationships, albeit at slower rates" (Manago, Taylor and Greenfield 2012).

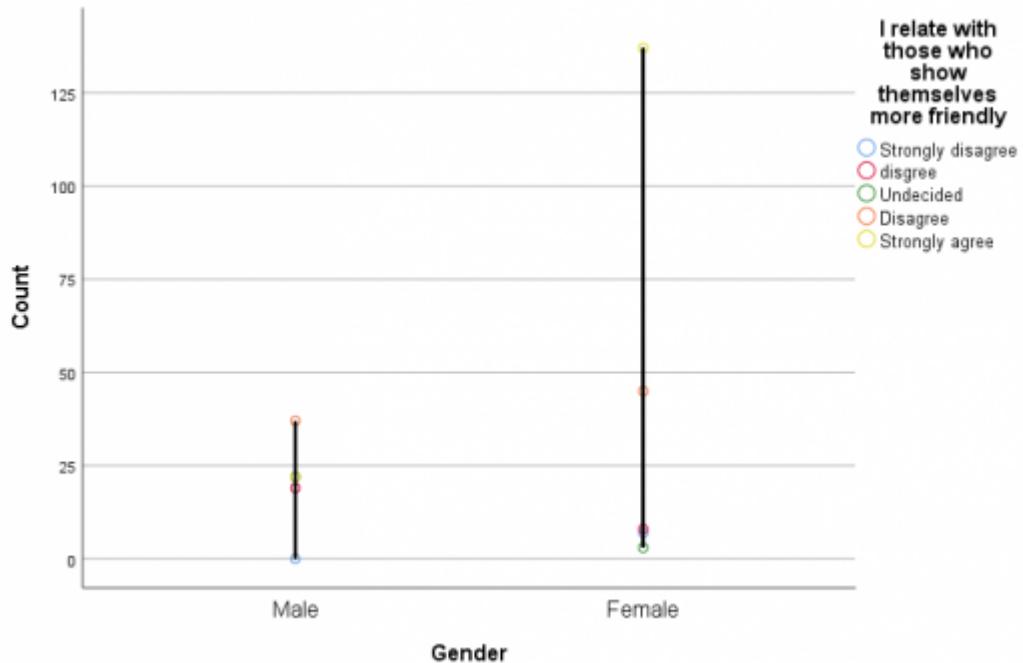
200 Therefore since the place of uncertainty reduction is aimed at reducing uncertainty possibly it is worth knowing
201 that the place of perceived Outcome value (POV) too is taken into consideration the rational steps of considering
202 the goal during initial stage of meeting is targeted at interpersonal outcome, (Berger & Calabrese, 1975).

203 But the perspective of the POV individual at the beginning is for interactive friends to gain more information
204 about their partner to enable them antedate the outcome in future interaction. In other words individual may
205 choose to lay off the relationship if there is no need to have a close connection with their associates, (Sunnafrank
206 1986;1990). Consideration is given in the place of how to the conversational partners meeting and exchanging
207 ideas that could open up for more interaction by way of information seeking thereby reducing uncertainty.

208 18 VIII.

209 19 Recommendation

210 This very research was conducted in an institution of learning therefore a similar research can be carried out
211 in a work place where we also have different people of different background. Although the work took place in
212 Turkish Republic of North Cyprus a replication the work can be conducted in Greece Cyprus to ascertain the
213 result by nationalities that are there if it will yield same result. Additionally the need for longitudinal study to
214 be conducted can also be carried out. More nationalities can also be used when next the researcher wants to
conduct a similar research but with different nationalities. ¹



215 Figure 1:

1

Statement	Mean	Scale	Corrected	Squared	Cronbach's Alpha if Item Deleted
	if item deleted	Variance if Item Deleted	Item- Total Correla- tion	Mul- tiple Correla- tion	
I relate with peers better be- cause of age	11.0167	9.749	.598	.361	.790
I reduced uncertainty based on pictures I see even if there is no word	11.1800	10.683	.701	.580	.766
I relate faster with	11.4167	7.929	.615	.385	.806

Figure 2: Table 1 :

Number of platform used to reduce uncertainty	Frequency	Percentage
1only	20	6.7
2only	164	54.7
3only	74	24.7
4 and above	42	14.0
Total		100.0

Figure 3:

Variables	Categories	Frequency	Percentage
Age of respondents	16-21	81	27.0%
	22-27	159	53.0%
	28-33	60	20.0%
	Total	300	100.0%
Gender	Male	100	33.3%
	Female	200	66.7%
	Total	300	100.0%
Level of Education	Graduate	75	25.0%
	Undergraduate	225	75.0%
	Total	300	100.0%
Nationality	Nigerian	200	66.7%
	Palestinian	100	33.3%
	Total	300	100.0%

Depicting the reasons for reducing uncertainty for relationship to take place with the crombach alpha of each question

S.No.	Statements on reducing uncertainty in relationship	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.	I relate with those that I have had prior face to face contact	.564	.762
2.	I relate with those who show themselves friendlier.	.560	.762
3.	I relate with people based on lifestyle.	.649	.730
4.	I relate faster with people I think they can easily accept my friend request.	.546	.774
5.	I relate with my peers better because of age.	.605	.746

Figure 4: Table 2 :

(a):
 Year 2019
 27
 Volume XIX Issue V Version I
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Figure 5: Table 1

19 RECOMMENDATION

3

	One-sample Test			Test Value = 0	95% Confidence
	t	df	Sig. (2-tailed)		
Age	48.935	299.000		1.93000	1.8524
Uncertainty	59.418	299.000		1.98571	1.9199
Also on sample t-test results revealed that age and level of uncertainty are significant. Therefore the degree of freedom is at 299 while the mean is 1.93 for					
Correlation Analysis					
Correlations					
Nationality	Pearson Correlation		Sig. (2-tailed)	Nationality	Preference
Nationality				1	.687 **
					.000
	N			300	300
Preference	Pearson Correlation		Sig. (2-tailed)	.687 ** .000	1
					300
	N			300	

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

Figure 6: Table 3 :

45

d) Inferential statistical results
Year 2019
28
Volume XIX Issue V Version I
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Figure 7: Table 4 :Table 5 :

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