

RESEARCH

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MOTIVATIONAL DIMENSIONS ON FACEBOOK IN UNIVERSITY STUDENTS AND WORKERS FROM ECUADOR

DIMENSIONES MOTIVACIONALES EN FACEBOOK EN ESTUDIANTES Y TRABAJADORES UNIVERSITARIOS DEL ECUADOR

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ABSTRACT

To know the uses and gratifications that individuals make of Facebook is important to learn why they use it and how business marketing should proceed. This research focuses on analyzing the possible motivational dimensions and their relationship with satisfaction and use of the platform. A questionnaire was provided to 214 students from 7 different careers and 50 workers from the Technical University of Ambato (Ecuador). The factorial and correlational analysis showed various components depending on age, as well as relationships with the degree of satisfaction or connection time. The results indicated statistically significant differences between the uses made by students compared to workers, as well as discrepancies based on gender and age. The conclusions lead to a more profundity and longitudinal study of the platform, proposing new lines of research, as well as different reflections on the uses and repercussions that this social network site has every day in the lives of millions of people.

KEYWORDS: Facebook – Motivations – Students – Workers – Social Networks.

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RESUMEN

Conocer los usos y gratificaciones que los individuos hacen de Facebook es importante para saber por qué la utilizan y cómo debería proceder el marketing empresarial. Esta investigación se centra en analizar las posibles dimensiones motivacionales y su relación con la satisfacción y uso de la plataforma. Se suministró un cuestionario a 214 estudiantes de 7 carreras distintas y 50 trabajadores de la Universidad Técnica de Ambato (Ecuador). El análisis factorial y correlacional mostraron diversos componentes en función de la edad, así como relaciones con el grado de satisfacción o el tiempo de conexión. Los resultados indicaron diferencias estadísticamente significativas entre los usos que hacen los estudiantes en comparación con los trabajadores, así como también discrepancias en función del género y la edad. Las conclusiones conducen a un estudio más profundo y longitudinal de la plataforma, proponiendo nuevas vías de investigación, así como diferentes reflexiones sobre los usos y repercusiones que este sitio de red social tiene cada día en la vida de millones de personas.

PALABRAS CLAVE: Facebook – Motivaciones – Estudiantes – Trabajadores – Redes sociales.

DIMENSÕES MOTIVACIONAIS NO FACEBOOK EM ESTUDANTES E TRABALHADORES UNIVERSITÁRIOS NO EQUADOR

RESUMO

Conhecer os usos e gratificações que os indivíduos fazem do Facebook é importante para saber porque o utilizam de como deveria proceder o marketing empresarial. Esta pesquisa se centra em analisar as possíveis dimensões motivacionais e sua relação com a satisfação e o uso da plataforma. Se fornece um questionário a 214 estudantes de 7 graduações diferentes e 50 trabalhadores da Universidade Técnica de Ambato (Equador). A análise fatorial e correlacional mostrou diversos fatores em função da idade, assim como as relações com o grau de satisfação ou o tempo de conexão. Os resultados indicam diferenças estatisticamente significativas entre a forma de uso dos estudantes em comparação com os trabalhadores, assim como discrepâncias em função do gênero e da idade. As conclusões levam a um estudo mais aprofundado e longitudinal da plataforma, propondo novas formas de pesquisa, assim como diferentes reflexões sobre os usos e repercussões que este site de rede social tem cada dia na vida de milhões de pessoas.

PALAVRAS CHAVE: Facebook – Motivações – Estudantes – Trabalhadores – Redes sociais.

Translation by **Paula González** (Universidad Católica Andrés Bello, Venezuela)

1. INTRODUCTION

Facebook originates in 2004 as a virtual place for Harvard University students. The idea was so successful that the project to date is the most widely used social media

website in the world with more than two billion users (We are social and Hootsuite, 01-30-2019). The growing volume of business has made this company go down in history in 2012 for being the technology company with the highest IPO (20minutos.es, 05/18/2012). Its commercial expansion has allowed it to acquire important computer applications such as Messenger, Instagram, or WhatsApp (El Mundo, 02/01/2017).

In 2017, it incorporated seventy million active users in a single quarter, something that it had never achieved before and that forces those responsible for the social networks of companies, even more, to include it in the fundamental strategies of Social Media Marketing (Mejía, 05/02/2017). With more than thirty-seven thousand employees at the end of March 2019 (Facebook-Newsroom, 2019), it is mainly financed by sales from advertising in continuous growth, especially on mobile devices (El Mundo, 02/01/2017).

The business at the moment continues to expand, more and more people integrate this platform into their daily lives, hence many researchers from various areas have paid attention to the study of social networks to try to understand the practices of users, the implications that these have in culture, and the meaning of these types of applications (Boyd and Ellison, 2007; Salzinger, Antrobus, and Hammer, 2015). Therefore, one of the main objectives of both Facebook and the companies and institutions that have incorporated it into their operation would be precisely to analyze how and why they use this platform and observe its evolution over the years according to patterns such as age, gender, or occupation.

The biggest consumers of social networks are young people (18 to 34 years old), where 90% use them regularly (Colas-Bravo, González-Ramírez, and de Pablos-Pons, 2013; We are social and Hootsuite, 01/30/2019). This data coincides with the Ecuadorian population; If the number of hours dedicated to this type of network is compared according to the age segment, young people are the ones who dedicate the most time to it in the Andean country (García-Guerrero, 2015).

Latin America is one of the regions of the world with the most activity in social networks, with Facebook being the one with the highest incidence and with a great difference compared to the rest of digital platforms (Hutchinson, 2016). In Ecuador, the incursion of new technologies has grown considerably in recent years, although it still presents a slight digital gap between young people and adults (Jiménez-Sánchez et al., 2019). By 2020, the Andean country has about twelve million inhabitants who actively use digital social networks (69% of the population), where Facebook is the seventh most visited website and one of the first in time-of-use. The most used device to access is the mobile phone (96.8%). The rest of the platforms such as Instagram, LinkedIn, TikTok, Twitter, Pinterest, or Snapchat are still far from its figures, although in recent years Instagram has grown quite quickly to reach four million users (DataReportal, 2020; Dávalos, 03/14/2020).

Due to these figures and the impact on the lives of its users, it is convenient to delve into the different motivations that underlie this virtual platform.

1.1. Background

Mark Zuckerberg was not the first to work on virtual social networks and from the beginning, he had to compete with others of great importance such as Friendster, MySpace, MSN Spaces, Hi5, Tuenti, Fotolog, Buzz, or SecondLife to mention a few with the same purpose but with different results. Maslow (1970) theorized about the need for social acceptance as a fundamental part of the human being and its importance in self-esteem. With the Internet, platforms arose that tried to promote this sociability, but it has been Facebook that to date has reached world hegemony.

According to its founder, one of the keys to business success is creating value, creating products that are innovative and valuable for their users (Gutiérrez, 09/19/2013), this means focusing efforts on knowing the needs of customers, their particularities, motivations, and thus be able to evolve as they change with the context.

Numerous researches have focused specifically on studying the behavior of people in virtual social networks from the theory of uses and rewards (Katz, Blumler, and Gurevitz, 1986), concluding that they use them to satisfy a series of needs such as social acceptance (Flanagin and Metzger, 2001; Lee, 2009; Papacharissi and Rubin, 2000) and achieve different motivational objectives such as being able to relate in another way with friends and colleagues (García, López de Ayala, and Gaona, 2012). Likewise, the uses that are made depend on factors such as age, gender, or time of use (García et al., 2012; Igartua and Rodríguez de Dios, 2016; Joison, 2008; Sheldon, 2008; Spiliotopoulos and Oakley, 2013).

Although most use social networks to communicate and be in contact with family and friends (Colás-Bravo, González-Ramírez, and Pablos-Pons, 2013; Raacke and Bonds-Raacke, 2008; Sheldon, 2008; Urista, Dong, and Day, 2009), the most important predictor in the use of Facebook is not so much the social connection but the status update. This means that the number of contacts does not matter so much as the fact of having an active attitude that determines the use of this platform (Alhabash, Park, Kononova, Chiang, and Wise, 2012).

Among the most common reasons for using this social network are spending time and the entertainment dimension to relax (Igartua and Rodríguez de Dios, 2016; Papacharissi and Mendelson, 2011; Smock *et al.*, 2011). In turn, Facebook would be mainly determined by the basic needs of belonging and self-presentation (Nadkarni and Hofmann, 2012), concepts of great importance as described by Maslow (1970) in the hierarchy of needs proposed by him. Other motivational dimensions of interest contributed by these researches would be belonging to a virtual community, the character of coolness, the maintenance of relationships or the company, all of them directly or indirectly related to this sense of belonging that Facebook would try to cover as its primary purpose along with the generated entertainment.

In recent years, young users of these types of social networks continue to be motivated to use them to meet their social and personal needs, such as being communicated, informed, knowing what their contacts are doing, or promoting a narcissistic and happy version of their own lives (Tarullo, 2020). However, platforms such as TikTok or Instagram have burst with force in recent years, showing themselves just as capable or even more effective when it comes to meeting these personal and social needs (Kim and Kim, 2019; Morais-Martín, 2020), especially in young users (Ahlse, Nilsson, and Sandström, 2020; Callejo-González, 2019; Sheldon and Newman, 2019).

Lastly, there are differences according to the cultural context (Alhabash et al., 2012; Kim, Sohn, and Choi, 2011) where the use of Facebook would be determined by the space-time and evolutionary situation of people, which implies trying to cross-culturally validate the model of uses and rewards associated with Facebook (Nadkarni and Hofmann, 2012), since each culture has demonstrated a different use of the platform, which leads to researching this social phenomenon in other places or cultural contexts (Igartua and Rodríguez de Dios, 2016), as, for example, the little-researched Ibero-American panorama (Salzman, 2015).

2. OBJECTIVES

Thus, the main objective of this research is to analyze satisfaction with the platform and its relationship with the different motivational dimensions, differentiating on the one hand between students and workers, and on the other, possible discrepancies between gender and age.

The derived results may be relevant for any company interested in using Facebook for its commercial activity as proposed by the platform itself (Facebook for business, 2019). The final purpose is to continue contributing to the construction of a geo-cultural map that allows understanding the satisfaction and motivations for the platform.

3. METHODOLOGY

During the 2016-2017 academic period, a questionnaire was provided to 214 students and 50 workers from the Technical University of Ambato (central Ecuador) with a Facebook profile to measure the variables related to its use. 54.9% men and 43.6% women (1.5% did not indicate). The age range of students is from 17 to 28 years old (Average=20) and that of workers from 25 to 58 years old (Average=36). Given that the total university student and employee population is 18,000 (16,000 and 2,000 respectively), a minimum sample of 263 people is obtained with a 95% confidence level and a 6% margin of error. The type of sampling to be used is by two-stage conglomerates, where the different careers to participate are first defined (Systems Engineering, Mechanical Engineering, Physical Culture, Biochemistry, Graphic Design, Accounting and Auditing, Social Communication) and later, simple random sampling is applied for selecting courses.

Thus, a survey was conducted of a class or parallel by career (seven in total) and workers from different areas (especially professors and university administration personnel). All were informed of the purpose of the research and of the anonymous nature of the questionnaire that they had to answer voluntarily. The survey time was approximately 7 minutes.

This questionnaire is based on the previous study by Igartua and Rodríguez de Dios (2016), which also takes as references other researches, and especially that of Sheldon (2008). The degree of satisfaction is valued from 1 (minimum) to 10 (maximum), while for the uses a Likert-type scale is used from 1 (minimum motivation) to 5 (maximum).

The items are adapted to the Ecuadorian linguistic context, to extract data on the various motivations in the use of Facebook, the way of using this social network, and their satisfaction with the platform. To validate this adaptation, first, a pre-test or test questionnaire with 30 students is used, after doing it individually, a discussion phase about the understanding of the items and suggestions is carried out. Finally, the Cronbach's alpha of this first sample is analyzed to rule out those issues that affect lower reliability. Thus, the final evaluation instrument has an alpha of .930 for students and .944 for workers.

Subsequently, the data are analyzed with the statistical program SPSS (Version 23 for Windows). To check the possible differences between students and workers, Pearson's correlations are applied for the quantitative variables and the U-Mann-Whitney for the ordinal variables. Then a factorial analysis of main components is applied to reduce the dimensionality of the data set and finally the t-Student to see the difference of the factors extracted in students and employed persons.

The research complies with the standards set by the Research and Teaching Ethics Committee of the Technical University of Ambato.

4. ANALYSIS AND DISCUSSION

4.1. Results

In general, the data shows that satisfaction with Facebook is relatively high (7.58 in students and 6.28 in employees out of ten). The greatest predictor of student satisfaction with the platform is the number of contacts. It is also observed that some reasons for use predict higher satisfaction, a greater number of contacts, and an increase in the daily connection time.

Due to the differences found in the use of Facebook between students and workers, it is convenient to show the analyzes separately and later observe the divergences between both groups.

4.1.1. Students

The results show an average of 931 contacts, 233 minutes of connection per day, 41 minutes of one-off connection, 7.58 level of satisfaction, and a 5.84 degree out of ten in which they would miss it if this social platform suddenly disappeared.

In turn, 57% use the cell phone device to connect as the main option (of which 39% have contracted data), while the rest would use computers or other computing devices. The usual place of connection is the home (63%), followed by the university with 36%, while only 1% do so in places such as the park or cyber.

Table 1 shows Pearson's correlations in the use of Facebook. The purpose of carrying out these analyzes is to significantly verify the relationship between satisfaction with the platform regarding the number of contacts and time-of-use of it. Following the line of Igartua and Rodríguez de Dios (2016), it is expected to find a high correlation between these categories.

Table 1: *Pearson's correlations between contacts, satisfaction, and connection time*

	Minutes per day of connection	Minutes of a connection	Satisfaction	Miss it
Contacts	.135	.107	.227**	.226**
Minutes per day of connection		.283**	.118	.162*
Minutes of a connection			.057	-.068
Satisfaction				.316**

Note: * $p. < .05$; ** $p. < .01$.

Source: self-made.

After performing the U Mann-Whitney test, no significant differences were found based on gender concerning the use of Facebook (contacts, minutes, and satisfaction), but there were differences with age, where the most significant Pearson's correlations show how, as age increases, the number of contacts is lower ($r = -.229$, $p. < .01$) and satisfaction is reduced ($r = -.149$, $p. < .05$). This corroborates the correlation found between the number of contacts and the degree of satisfaction ($r = .227$, $p. < .01$), since the older the person, the smaller number of contacts and less satisfaction with the social network, and vice versa.

Next, a main component factor analysis was performed with Varimax rotation (KMO = .886; Bartlett $p. < .000$). The results converge on seven factors with eigenvalues greater than one, which explained 63.24% of the total variance. Tables 2 and 3 show the factors with saturations greater than .525, the variance that explains each one, the internal consistency values (Cronbach's Alpha), and descriptive data (average and standard deviation).

Given the sample size and the characteristics of the obtained scores, the use of parametric statistics was considered acceptable (Pardo and San Martín, 1998). Depending on whether or not the homoscedasticity assumption was fulfilled, the statistics, degrees of freedom, and significance levels were taken into consideration, assuming that the variances were equal or not, depending on the case. When the existence of statistically significant differences was determined, the effect size was calculated, according to the procedures and considerations appropriate to the case (Cohen, 1988; Hedges and Olkin, 1984).

Table 2: main components in students (1)

Factors (scale items)	Factorial weight	Explained variance	α
<i>1-Coolness and Company (A = 2.06, SD = 1.16)</i>		31.92	.88
To conquer	.763	9.23	.87
To not feel alone	.743		
Because it makes me look cool among my friends	.706		
Because it's cool	.699		
To maintain romantic relationships	.667		
To make new friends	.599		
To find company	.595		
<i>2-Self-expression (A = 2.20, SD = 1.23)</i>			
To express my opinions on politics or social issues	.728		
To publish information about my personal interests	.695		
To tell on my wall things that happen/have happened to me	.604		
To feel visible	.576		
To express how I feel	.571		
To promote	.532		

Source: self-made.

It can be seen in Tables 2 and 3 that the most important motivational dimension for using Facebook is maintaining relationships ($A = 3.94$), followed by entertainment ($A = 3.08$), however, components 1 and 2 (Coolness-Company and Self-expression I) are the ones that explain the greatest variance (31 and 9 respectively), despite having a lower average than the previous ones.

Table 3: main components in students (2)

Factors (scale items)	Factorial weight	Explained variance	α
<i>3-Maintenance of relationships (A = 3.94, SD = 1.05)</i>		7.05	.83

To stay in touch with my friends	.873		
To communicate with my friends	.846		
To send a message to a friend	.838		
To chat	.616		
<i>4-Entertainment (A = 3.08, SD = 1.09)</i>		4.30	.77
Because it's entertaining	.746		
To occupy my free time	.710		
To have a good time	.697		
Because I really enjoy connecting	.696		
<i>5-Self-expression II and playful component (A = 2.61, SD = 1.23)</i>		4.06	.66
To upload photos or videos	.655		
To put comments (post) on my friends' wall	.584		
To play	.530		
<i>6-Education (A = 3.03, SD = 1.24)</i>		3.38	.61
To get informed	.755		
To study	.669		
<i>7-Virtual community (A = 2.80, SD = 1.16)</i>		3.28	.70
To view other people's photos/videos	.737		
To view other people's profile	.713		

Source: self-made

Regarding gender, statistically-significant differences are only found in factor 1 (Coolness-Company), with a low effect size according to the Student's t-test ($d = .30$; $t(193) = 2.13$, $p = .034$), indicating that this type of use predominates more in men than in women. On the other hand, there is a relationship between age and the fifth factor (Self-expression II and playful component) with a Pearson's correlation of $-.143$ ($p < .05$), suggesting that the youngest are the ones who are more motivated by this type of use.

Significant correlations were found between factor 3 and 4 and the degree of satisfaction ($r = .173$, $p < .05$ [Maintaining relationships]; $r = .427$, $p < .01$ [Entertainment]). Also, between the number of contacts and the factors 4 ($r = .172$, $p < .05$) and 5 [Self-expression II and playful component] ($r = .190$, $p < .01$), and also, between the fourth component and the number of minutes of daily connection ($r = .179$, $p < .05$), thus confirming the results obtained by Igartua and Rodríguez (2016), in which entertainment would be one of the greatest predictors when using Facebook.

In turn, the reliability of the test ($\alpha = .93$) and the data of each of the factors shown, validate the adaptation of the questionnaires used (Igartua and Rodríguez de Dios, 2016; Sheldon, 2008).

Finally, it should be mentioned that no statistically significant correlations were found between having a partner and the rest of the factors and proposed variables, but there were between having Internet at home and the number of contacts ($r = .253$, $p. < .01$), although neither the daily and punctual connection time nor the degree of satisfaction was sufficiently related to having Internet access at home. Even so, this information would require a larger sample, since less than 14 people argued that they had no connection at home.

4.1.2. Workers

Of the 50 employees, 9 factors with eigenvalues greater than one were obtained, explaining 78.15% of the variance (KMO = .645; Bartlett $p. < .000$), and the third component being the use of Facebook to work (7.41% variance).

Table 4: main components in workers (1)

Factors (scale items)	Factorial weight	Explained variance	α
<i>Factor 1 (A = 2.38, SD = 1.14)</i>		37.51	.91
To occupy my free time	.799		
To upload photos or videos	.678		
Because it's entertaining	.656		
Because I really enjoy connecting	.605		
To put comments (post) on my friends' wall	.588		
To pass the time when I'm bored	.562		
To have a good time	.561		
<i>Factor 2 (A = 1.29, SD = .67)</i>		8.96	.89
To conquer	.847		
To not feel alone	.799		
To maintain romantic relationships	.771		
To find company	.766		
<i>Factor 3 (A = 1.98, SD = 1.32)</i>		7.41	.87
To study	.870		
To express my opinions on politics or social issues	.776		
To publish information about my personal interests	.706		
To work	.657		
<i>Factor 4 (A = 3.1, SD = 1.21)</i>		5.72	.919
To stay in touch with my friends	.880		
To communicate with my friends	.847		
To send a message to a friend	.711		
To chat	.619		

Source: self-made

Table 5: main components in workers (2)

Factors (scale items)	Factorial weight	Explained variance	α
<i>Factor 5 (A = 1.39, SD = .88)</i>		4.59	.92
Because it's cool	.784		
Because it makes me look cool among my friends	.725	4.06	.74
<i>Factor 6 (A = 2.55, SD = 1.11)</i>			
To view other people's profile	.841		
To view other people's photos/videos	.624		
To get informed	.527	3.6	.78
<i>Factor 7 (A = 1.68, SD = .88)</i>			
To remember things that have happened to me	.746		
To tell on my wall things that happen/have happened to me	.612		
To express how I feel	.603		
<i>Factor 8 (A = 2.19, SD = 1.20)</i>		3.16	.64
To play	.726		
To find groups that inform me about things of interest	.608		
To find out about the events that take place in bars or my city	.549		
<i>Factor 9 (A = 1.93, SD = 1.17)</i>		3.1	.44
To promote	.730		
To create networks or groups with personal interests	.644		

Source: self-made

As can be seen in Tables 4 and 5, statistically significant differences are found compared to the student group. Taking into account the result that correlated lower satisfaction at older age, working people are less satisfied with the use of Facebook ($d = 0.53$, $t = 3.33$, $p = 0.002$). They also have fewer contacts ($d = 0.43$, $t = 2.65$, $p = .009$) and decrease the time of a one-off connection ($d = .67$, $t = 2.25$, $p = .025$), but the fact of having data on the cell phone increases in employees ($d = .54$, $t = -4.2$, $p < .000$).

Regarding the motivational components, the employees score significantly less in almost all the items (and factors), except in: to view other people's photos/videos; view other people's profile; express opinions on politics or social issues; and post personal interests. These data are related to the lower satisfaction mentioned above

since the average of the workers was 6.28 while that of the students was 7.58 ($d = 0.53$).

4.1.3. Comparison between students and workers

Finally, there are differences in the linear regression model of each of the groups, because although the most significant factors are the same, Entertainment and Maintaining relationships (fourth and third in students, and first and fourth in employees), the prediction of satisfaction is higher in the latter group (adjusted $R^2 = .274$ versus $.204$ in students), as can be seen in Tables 6 and 7.

Table 6: satisfaction. Linear regression. Students

Group	R	R square	R squared fitted	Standard error of the estimate
Students	.461 ^a	.212	.204	1.162
a, Predictors: (Constant), Factor 4 (Entertainment), and Factor 3 (Maintaining relationships)				

Source: self-made

Table 7: satisfaction. Linear regression. Workers

Group	R	R square	R squared fitted	Standard error of the estimate
Workers	.553 ^a	.305	.274	2.217
a, Predictors: (Constant), Factor 1 (Entertainment), and Factor 4 (Maintaining relationships)				

Source: self-made

That is, although workers have less satisfaction with Facebook compared to students, this variable is somewhat more predictable in them through factors related to entertainment and maintaining relationships, something that can be understood if the explained variance given by these two dimensions is observed (students 11% and workers 43%), which shows that although these factors are the most relevant to predict satisfaction in both groups, in the case of employees the weight is much higher, since students would be more motivated to use Facebook in other aspects such as Company and Coolness (37% of the explained variance), which hardly correlates with satisfaction ($r = .089$; $p = .226$).

Ultimately, the similarity between both groups is that satisfaction with the platform is determined mainly by entertainment and maintenance of relationships, however, they would differ in the importance or weight that these two components have in each subsample, as shown in the previous factor analyses.

4.2. Discussion

After the research, it remains to be considered whether the studied application can be conceived as a trend. Some respondents comment that they no longer use Facebook as much as at the beginning in terms of social function and that for this use, they preferred other more "intimate" platforms to interact romantically and opt for other applications such as WhatsApp to form groups where they can exchange comments and content of a different nature than those appealed on Facebook.

As is happening in other countries such as Spain, people are migrating to other platforms such as Instagram (Marcelino, 2015; PuroMarketing, 05/29/2019), which shows the possibility that Facebook is just a fad. That is, if the studied social network was characterized by being a network of friends, for some people it had become too social and now the use they give it is different from the initial one proposed by Zuckerberg. But as shown by the increase in users over the years (Statista, 2019), Facebook has managed to renew itself thanks to becoming an application that goes beyond being constituted mainly to communicate with friends. For this reason, it is necessary to continue longitudinally researching the evolution of the observed factors over time, as well as studying and comparing the results with other countries to obtain a more precise map with which to understand the functioning of the analyzed factors.

Regarding the differences found between gender, age, and profession or occupation, it is interesting to take them into account not only to deepen the uses in a more segmented way, but this would also allow generating more specific content, both advertising and specific to the company. Thus, if, for example, you want to focus marketing on female university students in a similar population, advertising should be directed towards entertainment and leisure activities, while promoting the creation of newer or cooler environments or interfaces, since this type of user would give more value to these aspects compared to other targets. Although the management of commercials and the supply of activities take these factors, and many more, into account thanks to the high and precise knowledge of their users, more personalization with the interface would be needed, and greater promotion of attitudes and use of the tools offered by Facebook, all of this more specifically according to the different audiences and aware of their evolution.

Also, in recent years it has been observed that the platform also stands out for other purposes, such as in the field of social protests (Bacallao-Pino, 2016; Chaves-Lopes, 2013; Fernández-Romero and Sánchez-Duarte, 2019; Rodríguez-Polo, 2013; Valenzuela, Arriagada, and Sherman, 2012). Private users cover different functions such as entertaining, working, finding out about events, the weather, or even buying and selling, where social networks increasingly influence buying behavior (Total Retail, 2016). Thus, institutions and companies also use it for all kinds of purposes with the consequent danger that the volume of business depends on this social network, "Facebook can take it away from you at any time and in a totally lawful way [...] as soon as it modifies its algorithms (that it modifies them) or changes its

conditions (that it changes them), your business can literally go down the drain” (Otto, 01/01/2018).

Therefore, to the question of whether Facebook is a fad, the only thing that can be pointed out at the moment is that the results in terms of motivational components show a wide range of uses and that there are differences between groups, gender, or age. This panorama allows the platform to be conceived as a tool that has been able to adapt to the needs of its users as they have increased and evolved.

5. CONCLUSIONS

Regarding the raised motivational dimensions, the results denote a concept of Facebook as a tool that facilitates the daily activities of some users framed in a particular psychological, evolutionary, social, and cultural context. Therefore, it is recommended to replicate this type of research by comparing different age ranges, such as elderly people. It is necessary to insert new responses adapted to the way of life of each generation, taking into consideration other indicators such as personality (Ryan and Xenos, 2011), family conditions, socio-cultural, political, and economic context. Therefore, it is not possible to speak of a single target with which to predict the motivations of use, but of several targets with uses and rewards of various kinds that Facebook tries to satisfy.

Thus, it is concluded that the uses and gratifications (Katz, Blumler, and Gurevitz, 1986) observed in this research are predominantly of a social (acceptance) and playful nature, covering part of the basic needs of the human being (Maslow, 1970). Furthermore, the multiple possibilities offered by the platform and the differences found in the analyzed groups make it possible to determine various and intermixed rewards, such as, for example, more focused on entertainment and self-expression or recognition in young people, or more aimed at maintaining relationships in the case of working adults. That is why we must bear in mind that the different segments evolve and change over time, and Facebook, aware of this, has been able to offer a wide range of possibilities capable of satisfying the needs and adapting to the trends of each part of the population as it has been changing.

Regarding these data, future studies should use original sources as much as possible, in this case, request information from Facebook itself. This would also solve problems such as establishing a common baseline with which to classify uses in a concrete and non-speculative way. Thus, accurate comparisons could be made regarding the number of videos they see on Facebook, the time they spend chatting, or the exact number of comments posted each day.

As it has been deduced, Facebook is not just another platform, but "The platform". It has become a mass communication channel, and in some cases elitist because it excludes from social life those who do not want to be part of this network of friends.

In turn, it has created a series of habits that it satisfies in a correct and well-thought-out way. It has become a virtual daily agenda, where one can congratulate birthdays, look at the current news, the weather in your city, or the assignments that the teacher has sent for the class; thus, increasing the typical effects of any habit, especially that of psychological dependence (Luengo, 2004; Villafuerte and Mainé, 2005). The used algorithms do not cease to surprise each year, either to show the posts and comments that may interest one the most, or that advertisement related to individual tastes.

In this field, Facebook has gained followers thanks to its voyeuristic component, where many users decide to opt for a passive position in their activities but active when observing those of others. In this sense, the information provided in many cases is not trivial (marital status, place of birth, residence, occupation, studies carried out, etc.), something that is being used above all by marketing companies that increasingly use the data to provide more specific advertising and in accordance with the heterogeneous clients, since we must not forget that Facebook is free, so the company must be financed in other ways such as advertising (El Mundo, 02/01/2017).

To this must be added the advantage that Facebook has in the omission of certain responsibilities regarding comments or offensive content where the company should take measures in this regard and "not clean their hands", leaving it to the users who have to be the ones to report and not the platform itself.

In short, it can be concluded that social networks are a tool with the capacity to socialize a group of people in a parallel way to physical social reality (García-Giménez, 2010), creating through them feelings of belonging and identity that satisfy the needs to express oneself, share, and interpret a concrete fact with a group.

Being the most widely used social network, it is pending that technological evolution and marketing have other digital tools that replace or facilitate each of the services offered by Facebook, which has become part of the daily lives of millions of people, groups, companies, or institutions whose way of communicating, satisfying their different needs, and especially defining ourselves in one way or another has changed.

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