Table 2.*Cross-cultural differences in motivations to use Facebook.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | F | df1 | df2 | p | η²p |
| Keep in touch with friends | 32.04 | 5 | 11578 | < .001 | 0.01 |
| Reconnect with people I’ve lost contact | 53.92 | 5 | 11590 | < .001 | 0.02 |
| Relieve boredom | 53.54 | 5 | 11607 | < .001 | 0.02 |
| Organize or join events | 47.00 | 5 | 11606 | < .001 | 0.02 |
| Join groups | 34.42 | 5 | 11604 | < .001 | 0.01 |
| Present my opinions and beliefs (social, political etc.) | 267.75 | 5 | 11637 | < .001 | 0.10 |
| See what my friends do | 33.12 | 5 | 11642 | < .001 | 0.02 |
| Inform other people what I do | 165.34 | 5 | 11630 | < .001 | 0.07 |
| Post pictures and share pictures | 74.88 | 5 | 11637 | < .001 | 0.03 |
| Write private messages | 158.27 | 5 | 11607 | < .001 | 0.06 |
| Make new friends | 168.92 | 5 | 11637 | < .001 | 0.07 |
| Date new people | 235.10 | 5 | 11590 | < .001 | 0.09 |
| Look at the profiles of people I don’t know | 60.53 | 5 | 11626 | < .001 | 0.03 |

Table 3.*Differences between men and women in motivates for Facebook use.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | M ± SD (males) | M ± SD (females) | t | df | p | Cohen's d [95% CI] |
| Keep in touch with friends | 3.61 ± 1.29 | 3.71 ± 1.25 | -4.08 | 11551 | < .001 | -0.08[-0.14; -0.05] |
| Reconnect with people I’ve lost contact | 2.76 ± 1.30 | 2.91 ± 1.28 | -6.34 | 11564 | < .001 | -0.12[-0.120; -0.11] |
| Relieve boredom | 3.27 ± 1.35 | 3.46 ± 1.34 | -7.40 | 11580 | < .001 | -0.14[-0.24; -0.14] |
| Organize or join events | 2.76 ± 1.38 | 2.86 ± 1.40 | -3.89 | 11579 | < .001 | -0.07[-0.15; -0.05] |
| Join groups | 2.60 ± 1.32 | 2.70 ± 1.33 | -4.00 | 11578 | < .001 | -0.07[-0.15; -0.05] |
| Present my opinions and beliefs (social, political etc.) | 2.25 ± 1.34 | 2.21 ± 1.30 | 1.31 | 11610 | 0.189 | 0.02[-0.02; 0.08] |
| See what my friends do | 3.14 ± 1.26 | 3.31 ± 1.25 | -7.33 | 11615 | < .001 | -0.14[-0.22; -0.13] |
| Inform other people what I do | 2.21 ± 1.26 | 2.27 ± 1.26 | -2.21 | 11604 | 0.027 | -0.04[-0.10; -0.01] |
| Post pictures and share pictures | 2.57 ± 1.32 | 2.74 ± 1.33 | -6.98 | 11610 | < .001 | -0.13[-0.22; -0.12] |
| Write private messages | 3.13 ± 1.44 | 3.08 ± 1.48 | 2.07 | 11582 | 0.039 | 0.04[-0.00; 0.11] |
| Make new friends | 2.22 ± 1.26 | 1.97 ± 1.19 | 10.72 | 11611 | < .001 | 0.20[0.20; 0.29] |
| Date new people | 1.72 ± 1.13 | 1.50 ± 1.01 | 11.39 | 11564 | < .001 | 0.21[0.19; 0.27] |
| Look at the profiles of people I don’t know | 2.18 ± 1.26 | 2.09 ± 1.28 | 3.87 | 11599 | < .001 | 0.07[0.05; 0.14] |

Table 4*.**Relationships between age and motives for Facebook use (r, 95% CI), with and without controlling for gender.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | General | Men | Women |
| Keep in touch with friends | Pearson's r | -0.14\*\*\* | -0.15\*\*\* | -0.15\*\*\* |
|  | 95% CI Upper | -0.12 | -0.13 | -0.13 |
|  | 95% CI Lower | -0.16 | -0.17 | -0.17 |
| Reconnect with people I’ve lost contact | Pearson's r | 0.01 | -0.01 | 0.01 |
|  | 95% CI Upper | 0.03 | 0.03 | 0.03 |
|  | 95% CI Lower | -0.02 | -0.01 | -0.01 |
| Relieve boredom | Pearson's r | -0.24\*\*\* | -0.22\*\*\* | -0.22\*\*\* |
|  | 95% CI Upper | -0.22 | -0.20 | -0.20 |
|  | 95% CI Lower | -0.27 | -0.24 | -0.24 |
| Organize or join events | Pearson's r | -0.19\*\*\* | -0.18\*\*\* | -0.18\*\*\* |
|  | 95% CI Upper | -0.17 | -0.16 | -0.16 |
|  | 95% CI Lower | -0.22 | -0.19 | -0.19 |
| Join groups | Pearson's r | -0.20\*\*\* | -0.17\*\*\* | -0.17\*\*\* |
|  | 95% CI Upper | -0.18 | -0.15 | -0.15 |
|  | 95% CI Lower | -0.22 | -0.19 | -0.19 |
| Present my opinions and beliefs (social, political etc.) | Pearson's r | -0.01 | 0.02 | 0.02 |
|  | 95% CI Upper | 0.02 | 0.03 | 0.03 |
|  | 95% CI Lower | -0.03 | 0.00 | -0.00 |
| See what my friends do | Pearson's r | -0.11\*\*\* | -0.10\*\*\* | -0.10\*\*\* |
|  | 95% CI Upper | -0.08 | -0.08 | -0.08 |
|  | 95% CI Lower | -0.13 | -0.11 | -0.11 |
| Inform other people what I do | Pearson's r | -0.05\*\*\* | -0.03\*\* | -0.03\*\* |
|  | 95% CI Upper | -0.03 | -0.01 | -0.01 |
|  | 95% CI Lower | -0.08 | -0.04 | -0.04 |
| Post pictures and share pictures | Pearson's r | -0.10\*\*\* | -0.07\*\*\* | -0.07\*\*\* |
|  | 95% CI Upper | -0.08 | -0.05 | -0.05 |
|  | 95% CI Lower | -0.13 | -0.09 | -0.09 |
| Write private messages | Pearson's r | -0.21\*\*\* | -0.22\*\*\* | -0.22\*\*\* |
|  | 95% CI Upper | -0.19 | -0.20 | -0.20 |
|  | 95% CI Lower | -0.23 | -0.24 | -0.24 |
| Make new friends | Pearson's r | -0.11\*\*\* | -0.09\*\*\* | -0.09\*\*\* |
|  | 95% CI Upper | -0.08 | -0.07 | -0.07 |
|  | 95% CI Lower | -0.13 | -0.11 | -0.11 |
| Date new people | Pearson's r | -0.09\*\*\* | -0.09\*\*\* | -0.09\*\*\* |
|  | 95% CI Upper | -0.07 | 0.07 | -0.07 |
|  | 95% CI Lower | -0.11 | -0.11 | -0.11 |
| Look at the profiles of people I don’t know | Pearson's r | -0.19\*\*\* | -0.17\*\*\* | -0.17\*\* |
|  | 95% CI Upper | -0.17 | -0.15 | -0.15 |
|  | 95% CI Lower | -0.22 | -0.18 | -0.18 |

Notes: *\* p < 0.05; \*\* p < 0.01; \*\*\* p < 0.001*