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APPENDIX A: SAMPLE QUESTIONNAIRE



University of Malaya

University of Malaya

Faculty of Business and Accountancy

Graduate School of Business

Master of Business Administration

Examining Social Networking Continuance Intention to Use from the Perspectives of Network Externalities and Social Presence: The Mediation Effect of Perceived Benefit

Dear Sir/Madam,

The following questionnaire is conducted as part of my fulfilment of the Master of Business Administration degree with University of Malaya. As social networking sites like Facebook are becoming part of people's daily life and with regard to their exponential membership growth, the general purpose of this study is to examine some factors affecting social network usage and the relationship among them in order to provide references for operators in marketing and operation sections.

I just want to ensure you that all of your data will be treated with strict confidentiality and only the aggregate data will be analysed.

I would highly appreciate your participation in this survey as it helps me to get a better representative sample for a more successful completion of the study. The questionnaire is tried to be designed straight forward and easy to fill, which should take not more than 5 minutes of your precious time.

Having any concerns about this study, please contact me at:

Mahsa_omidi1363@yahoo.com.

Kind Regards

MahsaOmidi

University of Malaya

Matrix number: CGA090123

Section A

The following section contains some statements about your perception regarding to Facebook. Please choose your answers based on your degree of agreement from 1= strongly disagree to 5= strongly agree.

	Strongly disagree	←—————→			Strongly agree
1- I think many friends around me use Facebook.	1	2	3	4	5
2- I think most of my friends are using Facebook.	1	2	3	4	5
3- I anticipate many friends will use Facebook in the future.	1	2	3	4	5
4- A wide range of applications is available on Facebook.	1	2	3	4	5
5- A wide range of supporting tools is available on Facebook (e.g., photo sharing, message sharing, video sharing).	1	2	3	4	5
6- A wide range of social activities on Facebook can be joined (e.g., fan pages).	1	2	3	4	5
7- A wide range of friend-finding tools is available on Facebook.	1	2	3	4	5
8- There is a sense of human contact in Facebook.	1	2	3	4	5
9- There is a sense of personalness in Facebook.	1	2	3	4	5
10- There is a sense of sociability in Facebook.	1	2	3	4	5
11- There is a sense of human warmth in Facebook.	1	2	3	4	5
12- There is a sense of human sensitivity in Facebook.	1	2	3	4	5
13- Using Facebook enables me to acquire more information or know more people.	1	2	3	4	5
14- Using Facebook improves my efficiency in sharing information and connecting with others.	1	2	3	4	5
15- Facebook is a useful service for interaction between members.	1	2	3	4	5

	Strongly disagree	←—————→			Strongly agree
16- Using Facebook provides me with a lot of enjoyment.	1	2	3	4	5
17- I have fun using Facebook.	1	2	3	4	5
18- Using Facebook bores me (reversed).	1	2	3	4	5

Section B

The following section contains some statements about the degree you intend to continue using Facebook. Please choose your answer based on your degree of agreement from 1= strongly disagree to 5= strongly agree.

	Strongly disagree	←—————→			Strongly agree
1- I intend to keep using Facebook in the future.	1	2	3	4	5
2- I intend to recommend my friends to use Facebook in the future.	1	2	3	4	5

Section C

Respondent Profile:

Kindly, please fill up the following questions.

Gender

Male

Female

Age (years)

Under 18

18-24

25-34

35-44

45-54

above54

Nationality

Please specify your nationality here: -----

Education

High school or under

Undergraduate

Graduate degree

Occupation

Student

Office worker

Self- employment

Home makers

Others

Facebook services (most frequently tried)

Communications

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Commerce

Thank you for your participation.