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Рукопись поступила в редакцию 28 февраля 2014 г.

УДК 316.472.4 Фейсбук + 004.93'14 + 379.82

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PROFILING FACEBOOK USERS: WHO IS THE OPEN-ATTENTIVE USER IN FACEBOOK?

Both Indonesians and Poles are considered as the most active Facebook users in their own regions. Yet, there are differences between users in those countries regarding cultural backgrounds. Hence, this study purposed to cluster the Facebook users considering the behavioural variables of personal sharing, frequency of using public communication features, profile accessibility, and need for popularity (NfP) between those countries. Non-hierarchical (k-mean) cluster analysis was performed in this study. The three groups of cluster solutions were considered as the most appropriate. Indonesians seem to be the moderate users and then followed by the open-attentive users. Furthermore, Poles tend to be the passive-distance users and just a small number of them become the open-attentive users.

K e y w o r d: Facebook, cluster analysis, cultural backgrounds, Polish, Indonesian.

1. Introduction

The rapid development of social networking sites (SNS) has changed the pattern of people interaction of communication. Facebook as the most popular SNS has

been one of the most interesting social phenomena regarding the revolution of people expression and human interconnectedness around the world.

Facebook users have reached 1,15 billion by the end of June 2013 which 60 % of them become daily active users [10]. The active users increase around 27 % year-over-year making Facebook turns into the top most visited websites in the world [Ibid].

Indonesia contributes an enormous number of Facebook users by becoming the 4th biggest in the world which has more than 47 million users [28]. It brings Indonesia to the first rank concerning a number of Facebook users among its neighbourhood countries in South East Asia. On the other hand, Poles have turned into the most engaged social media users in Central Europe and the top five in the world spending their time averagely 26,2 hours per month per user [7].

Interestingly, the spread of SNS use also transforms the users' attitude related to the privacy and personal sharing in online interaction. Mark Zuckerberg, the Facebook founder, explicitly said that the rise of SNS use has made privacy no longer a social norm and it leads people to be more open to share any information [16]. Several findings also support his claim. Certain studies showed that SNS have given new vogue for people to share personal issues and intimate information publicly [5, *36*]. In addition, the survey conducted by ConsumerReports.org [8] showed that only 37 % of Facebook users in US use privacy tools to protect their page. Furthermore, 28 % of the users shared almost anything including personal information to their audiences regardless of the quality of friendship network [Ibid].

The study conducted by Utz, Tanis and Vermeulen [32], indicated that disclosing personal information in SNS is more related to Need for Popularity (NfP) than the other psychological variables such as self-esteem, strategic self-presentation, and need to belong. Yet, SNS is known as a space giving a freedom of expression while at the same time it gives a chance to impress the other user relative to his anonymous nature. Thereby, it brings SNS to be the self-promotional medium to gain popularity among others.

However, most of existing researches regarding SNS use are more likely to explain the best psychological predictors of online disclosure attitude. However, it was only a few study segmentation of Facebook users. Profiling Facebook users based on disclosure behaviour factors and psychological aspects, such as NfP simultaneously, would be able to describe the interaction characteristic of the users in SNS. In addition, the studies related to SNS behaviour mostly focus on the investigation within culture. Segmentation of the users even could give an advantage to the marketers to use Facebook features as an accessible resource from the target audience [18].

Therefore, this study has three research questions. The first research question proposes to examine the Facebook user segmentation in terms of personal sharing, frequency to use public communication features, accessibility of profile page, and NfP (RQ1). The second research question attempts to investigate the differences between nationalities (Polish and Indonesian) among users segments identified in the first research question (RQ2). The last research question pursues to identify the difference characteristic of profile page information between Indonesian and Polish (RQ3).

2. Literature review

2.1. Personal Sharing

Personal sharing is a behavioural form of intimate self-disclosure. Intimate self disclosure is defined as a private aspect about the self that an individual communicates to another [35, *11*]. It is related to the extent of individual expression while revealing about private features to others including thoughts, feelings, and experiences [19].

Computer Mediated Communication (CMC) has different nature in comparison with face-to-face encounter [3]. The requirement for physical proximity in CMC is less necessary due to the nature of interaction is dislocated, disembodied and anonymous [33]. Internet has given a freedom for people to be braver to express anything which is impossible to do in the physical encounter [17, 22, 24, 27, 29, 30]. People even might reveal the intimate aspect on the internet due to the absence of physical appearance [22], the reduction of rejection feeling [25], and perception of common interest [9]. Mazur, Burns, and Emmers-Sommer [21] indicated that CMC gave a benefit for individual to increase their relational interdependence.

2.2. Need for Popularity

The research conducted by Utz, Tanis, and Vermeulen [32] has shown that NfP is strongly related to the Facebook use. NfP is defined as certain motivation to get popularity among others [Ibid].

Lack of physical appearance in CMC makes users possible to attract other attentions by using impression management [3]. Yet, making impression of popularity in CMC is a manifestation of NfP. It requires social capital due to being popular. In CMC, it needs not only ability to use the SNS features, such as updating status, writing comments, or uploading pictures, but also it demands ability to observe other users' values, norms, and context simultaneously [31].

2.3. Profile Availability

Facebook profile page contains self-description, such as name, address, birthday, instant messaging account, and email address. Users are able to set up the availability of their profile page. Govani and Pashley [13] indicated that although many users know how to control the privacy settings of their pages in SNS, they mostly did not set them up.

Mark Zuckerberg, the Facebook founder, believes that ordinary people's attitudes regarding privacy issues are changing [16]. People are more willing to share anything in social media including personal information [Ibid]. The research conducted by Amdoc [1] and ConsumerReports [8] mentioned that social media users are more open to give any access and share personal information to others.

Nosko, Wood, and Molema [23] noted that Facebook users revealed around 25 % of personal information which they considered as highly sensitive and potentially stigmatizing. In addition, according to marketing research, Amdocs [1] has shown that most of consumers in social media did not object to share extensive personal data, including information about family and social network profiles, in order to get

financial rewards or better service. Even 54 % of consumers were not against if their data was to be given on to a third party under several circumstances [1]. Furthermore, ConsumerReports.org [8] reported that one-third of the SNS users in US controled their privacy settings, but the other one-third users shared almost any information without protecting it with privacy settings.

2.4. Cultural differences

The basic dimension of cultural differences may be expressed in two categories; they are individualism and collectivism [2]. Indonesia belongs to the collectivistic culture emphasizing their value on contact, togetherness, and control of individual emotion, particularly the disclosure of negative emotion [Ibid]. On the other hand, Poland belongs to the individualistic culture [15] accentuating their value on space distance, privacy, and freedom of expression [2].

Privacy becomes the more important issue in individualistic cultures than in collectivistic cultures [Ibid]. The degree of individualism and levels of personal disclosure are negatively correlated [4], for instance people who live in individualistic countries tend to be less concerned with higher levels of depth/intimate disclosure.

3. Methods

3.1. Participants

This study was based on online survey conducted in March until June 2013. The snowball sampling procedure was performed in this study which obtains 646 participants comprised 346 of Indonesians and 300 of Poles. Most of the participants were females consisting of Indonesian (59 %) and Polish (83 %). Students also dominated to participate in this survey, for the Indonesian group (61 %) and the Polish group (70 %) as well. The mean age for Indonesians was 26,48 (SD = 6,98) and it was 24,1 (SD = 5,64) for Polish. The majority of the users using Facebook in daily activity consists 80,7 % of Poles and 90,3 % of Indonesians. In general, Indonesians have more friends in Facebook (n = 341, M = 1124,88; SD = 751,540) than Polish (n = 299; M = 309,31; SD = 183,017). There were six participants who gave no answer for total friend questions.

3.2. Measurement and Data Analysis

Cluster analysis with non-hierarchical (k-mean) method was performed in this study to put users into different types. Hierarchical clustering with Ward's method was also conducted to verify the result of k-mean clustering. The indicators for the cluster analysis were based on the several variables, such as frequency of using public communication features, personal sharing, profile accessibility, and NfP. Furthermore, nationality and gender were used as covariates to profile the resulting segments. Analysis of variance was conducted to examine the profile page accessibility between Indonesians and Poles.

Frequency of using public communication features was measured by the frequency rating of updating status in the wall, commenting, and uploading the pictures which there was in the range of 1 (less than once a month) up to 7

(several times a day). Personal sharing was assessed by the frequency rating of following statements: 1) relationship issues (for example, family member, couple, girl/boy friend, significant other, friends), 2) mood of the day, 3) daily activities, 4) Place/location (i.e where you are or where you will go). The rating frequency of personal sharing in the range of 0 = never to 5 = very frequently. Profile accessibility was measured by asking the accessibility of 14 information written in Facebook profile such as, address, relationship status, email, etc). The participants were required to choose one option from 1 = not written, 2 = private, 3 = limited, and 4 = public.

NfP scale (α = 0,92), created by Santor, Messervey, and Kusumakar [26], were used to measure motivation of person to conform to peer pressure. There was modification on the item number 11 which stated "I often do things just to be popular with people at school" in which concerning the need of the study. It had been changed to "I often do things just to be popular with people on Facebook".

4. Result

According to the descriptive statistics, participants are more likely to use public communication features (update status, writing comment and upload pictures) once a week (M = 3,64; SD = 1,42). Frequency of participants to share personal issues tend to be very rare (M = 1,48; SD = 1,03). Furthermore, the accessibility of profile page is open-limited (M = 2,53; SD = 0,65). Moreover, participants are more likely to have low degree of NfP (M = 1,89; SD = 0,7).

The first research question addressed how Facebook users in Indonesia and Poland could be segmented into homogenous groups based on personal sharing, frequency of using public features, accessibility of profile page, and NfP (RQ1). The three-cluster solutions were determined by using k-mean cluster analysis. The four-cluster solutions were also examined but they had almost similar patterns with the three-cluster solutions concerning personal sharing, frequency of using public features and accessibility. Therefore, the three-cluster solutions are considered as more parsimonous and likely easier to interpret. The characteristics of these groups were identified by examining the mean score of the variables for each cluster.

In general, the defined clusters have several characteristic (Table 1). The first cluster consisted of participants who used public communication features once a month (M = 1,93, Zscore = −1,2), were very rarely to share personal issues (M = = 0,58, Zscore= −0,87), had private profile pages (M = 2,20, Zscore = 0,50), and had the lowest NfP (M = 1,66, Zscore = −0,32). Therefore it was named as the *passive distant user* (n = 246).

In addition, the second cluster was named the *moderate user* (n = 263). It was showing the tendency to use public features 2–3 times per month (M = 3,47, Zscore = −0,11), to disclose personal issues rarely (M = 1,73, Zscore = 0,24), to have open-limited profile page (M = 2,68 Zscore = 0,11), and have moderate NfP (M = 1,94, Zscore = 0,07). The mean of NfP in this cluster differs very slightly from the mean NfP in remaining clusters and it is located in the midst of them.

Table 1

Means from K-Means Three-Cluster Solution

	Mean values cluster number			Z score values cluster number			*F*	Sig
	1	2	3	1	2	3		
Frequency of using public communication features	1,93	3,47	5,22	−1,2	−0,11	1,11	1007,4	0,000
Personal sharing	0,58	1,73	2,62	−0,87	0,24	1,10	433,3	0,000
Profile accessibility	2,20	2,60	2,97	−0,50	0,11	0,68	81,4	0,000
NfP	1,66	1,94	2,21	−0,32	0,07	0,45	30,2	0,000
Cluster Sample Size	246 (38 %)	263 (41 %)	137 (21 %)	246 (38 %)	263 (41 %)	137 (21 %)		

The characteristics of the third cluster represents the participants who used public communication features several times a week (M = 5,22, Zscore = 1,11), occasionally disclose personal issues (M = 2,62, Zscore = 1,10), had open-limited profile (M = 2,97, Zscore = 0,68), and had higher NfP (M = 2,21, Zscore = 0,45). In regard to the characterictis mentioned, the third cluster was named as the *open attentive user* (n = 137).

Hierarchical cluster analysis using Ward's method which applies squared euclidean distance was also carried out to verify the optimal number of cluster. The result of cluster membership did not differ a lot between hierarchical and k-mean methods. The squared euclidean distance was used in order to place greater weight on objects that are further apart [14]. Ward's method was choosen to assess cluster by calculating the total sum of squared deviations from the mean of a cluster. The linkage points can be identified by observing the dendrogram (Fig. 1)

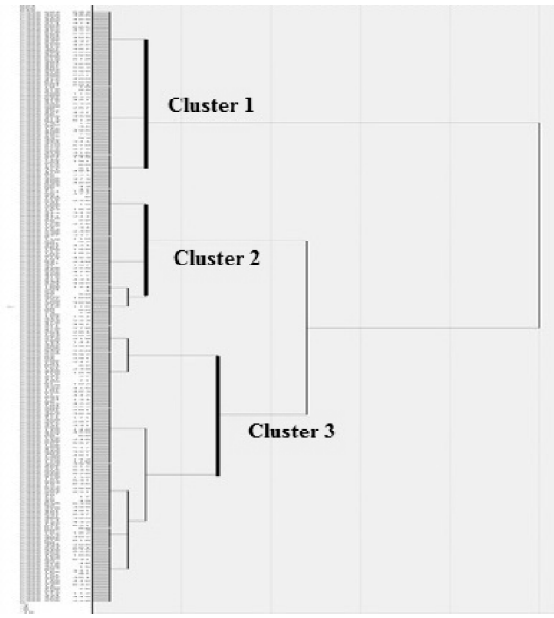

Fig. 1. Dendrogram using ward Linkage

Chi-square test was performed to examine how the identified cluster differed between nationalities (RQ2). It showed statistically significant difference in the quantity of the users in each segment between Indonesian and Polish ($\chi 2$ (2, N = 646) = 70,602, $p < 0{,}001$ $\varphi = 0{,}331$) (See table 2 and Fig. 2).

Table 2

Crosstabulation of nationalities and clusters idenfied

	Cluster			X^2	Φ
	Passive-Distant	Moderate	Open attentive		
Indonesian	84	157	105		
Within nationality	(24,3 %)	(45,4 %)	(30,3 %)	70,602[a*]	0,331
Within cluster	(34,1 %)	(59,7 %)	(76,6 %)		
Polish	162	106	32		
Within nationality	(54 %)	(35,3 %)	(10,7 %)		
Within cluster	(65,9 %)	(40,3 %)	(23,4 %)		

*$p < 0{,}01$.

In general, Indonesian respondents were included in the moderate cluster (45,4 %, $n = 157$), then in the open-attentive cluster (30,3 %, $n = 105$), and subsequently in the passive-distant cluster (24,3 %, $n = 84$). On the other hand, most of Polish respondents fell into the passive-distant cluster (54 %, $n = 162$), then in the moderate cluster (35,3 %, $n = 106$), and afterwards in the open-attentive cluster (10,7 %, $n = 32$).

To examine the difference of profile accessibiliy between Polish and Indonesian users (RQ3), we performed one way anova (Table 3). Statistically significant differences between Polish and Indonesian were found in several information as follows: work profile ($F = 87{,}93$, $p < 0{,}05$, $\eta^2 = 0{,}120$), education ($F = 29{,}59$, $p < 0{,}05$, $\eta^2 = 0{,}044$), address ($F = 100{,}98$, $p < 0{,}05$, $\eta^2 = 0{,}136$), email ($F = 12{,}394$, $p < 0{,}05$, $\eta^2 = 0{,}019$), relationship profile ($F = 73{,}267$, $p < 0{,}05$, $\eta^2 = 0{,}102$), hobby ($F = 4{,}868$, $p < 0{,}05$, $\eta^2 = 0{,}008$), profession ($F = 158{,}810$, $p < 0{,}05$, $\eta^2 = 0{,}198$), interest in gender ($F = 28{,}443$, $p < 0{,}05$, $\eta^2 = 0{,}042$), religion ($F = 272{,}466$, $p < 0{,}05$, $\eta^2 = 0{,}297$), political view ($F = 56{,}308$, $p < 0{,}05$, $\eta^2 = 0{,}080$), and family member ($F = 44{,}908$, $p < 0{,}05$, $\eta^2 = 0{,}065$).

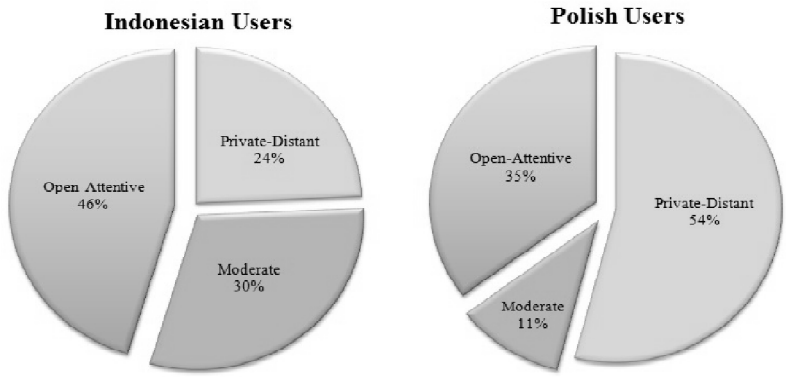

Fig. 2. Cluster differences between nationalities

Table 3

df, mean, standard deviations, anova test, and effect sizes of profile accesibility

Variables	df_1	df_2	Nationality		*F*	*P*	η^2
			Mean (SD) Indonesian	Mean (SD) Polish			
Work	1	644	3,11 (1,13)	2,23 (1,26)	87,93	0,000	0,120
Education	1	644	3,5 (0,81)	3,1 (1,04)	29,59	0,000	0,044
Birthday	1	644	2,93(1,05)	2,99 (0,84)	0,60	0,436	0,001
Address	1	644	1,98 (1,13)	2,86 (1,11)	100,98	0,000	0,136
Telephone	1	644	1,73 (0,93)	1,59 (0,79)	3,72	0,054	0,006
Email	1	644	2,61 (1,12)	2,32 (0,97)	12,39	0,000	0,019
Instant messaging	1	644	2,32 (1,18)	2,36 (0,92)	0,29	0,592	0,000
Relationship	1	644	2,79 (1,25)	1,99 (1,13)	73,267	0,000	0,102
Hobby	1	644	2,90 (1,21)	2,70 (1,1)	4,87	0,028	0,008
Profession	1	644	3,14 (1,14)	1,98 (1,19)	158,81	0,000	0,198
Interested gender	1	644	2,82 (1,29)	2,30 (1,19)	28,44	0,000	0,042
Religion	1	644	3,21 (1,14)	1,75 (1,10)	272,47	0,000	0,297
Political View	1	644	2,23 (1,31)	1,54 (0,97)	56,31	0,000	0,080
Family member	1	644	2,98 (1,09)	2,39 (1,13)	44,90	0,000	0,065

5. Discussion

This study was designed to identify segments of Facebook users based on behavioural characteristics (frequency of using public features, frequency of personal sharing, and accessibility of profile page) and psychological tendency, that is NfP. Our analysis suggests that Facebook users can be segmented in three clusters as follows: 1) the passive-distant user, 2) the moderate user, and 3) the open-attentive user. The name of the cluster is based on the mean score of the continuous-level segmenting variables for each cluster.

The cluster of passive-distant users represents the participants who make a distance with social media communication. Participants in this cluster are very seldom to use public communication features in Facebook, almost never share personal issues in online circumstances, keep private their profile page, and have the lowest degree of desire to be popular among others.

Several studies implied existence of a group with characteristics of passive-distant users. The survey by Globalwebindex [12] showed that nowadays people became more passive over time on Facebook due to the consciousness that they were in the public eye. Brandtzæg [6] also mentioned the typical of SNS users who are called as lurkers and sporadics. Lurkers are related to the passive users of Facebook whose activity is only based on time killing, and observing other friend's profile. Furthermore, sporadic users seem to be nonusers of SNS, because they almost never use Facebook as the media for public communication and they only connect to check whether the other users have been in touch with them [Ibid].

The open-attentive users are indicated as typical of Facebook users in certain tendencies, such as constantly to use public communication features at least several times a week, disclose personal issues from time to time, more available to access their profile page, and higher degree of NfP. The word attentive was used for this cluster due to the fact, that participants still keep their profile page confidential for other users who were outside from the friend network. They consider and pay attention to the visibility of information by selecting the audience who can see their profile page, despite of the fact that they tend to share and reveal personal information. This cluster is in line with the survey result by Amdoc [1] and ConsumerReports [8]. They noted that nowadays several SNS users are more willing to share private information. Tufekci [31] and Utz, Tanis & Vermeulen [32] also noted that people with higher degree of NfP may disclose more intensely in SNS.

The cluster of moderate users are in the midst of passive-distant and open-attentive users. The participants in this cluster seem to be seldom to use public communication features and disclose personal information in Facebook. They limit the other audience to see their profile although to some extent it is still visible for certain users. Their motivation to be popular among others are in the middle of passive-distant users and open-attentive users.

Indonesians appear to be the moderate and open-attentive users. Contrarily, half of Polish participants belong to the passive distant users. Correspondingly, the profile accesibility between nationalities supports this finding showing that Indonesians seem to give more access to several information, such as work, education, email, relationship status, profession, gender who they are interested in, religion, political view, and family member. It indicates that people in collectivistic culture seem to be less protective with their privacy in comparison with individualistic culture [2]. Furthermore, it also shows that people in the collectivistic culture seems seem to have higher level of personal disclosure [4] and social interaction [34] than people in the individualistic cultures.

The reason why Indonesians tend to belong in the cluster of moderate and open-attentive users may also related to the collectivity value. People in the collectivistic culture are more likely to emphasize togetherness by maintaining social relations [2]. Whereas, being liked and accepted are important for people to maintain and to be salient in social relations. Correspondingly, Zywica and Danowski [37] implied that SNS may lead the user to choose online self-presentation in order to be socially liked.

Interestingly, both countries appear to give no open access of telephone number and instant messaging. Whereas, Poles tend to give public-limited access of their address than Indonesians for whom it appears to be more private. The public-limited access means that user may give access to the certain audiences to see information in their profile page. We suspect that it is due to the fact, that they have much smaller network than Indonesians. In this case, Poles have more probabability to be familiar with their own network compared to Indonesians. For Indonesians, sharing personal address seems to be more risky since they have three times larger network than Poles in which probably most of them belong to the

strangers and weak ties. However, this result still needs further investigation concerning why the address became more accessible in case of Poles than Indonesians.

However, this study has practical implications for both developers of SNS and marketers. Our findings suggested that moderate and open-attentive clusters have tendency to open their profile page. Thus, marketers and developers of SNS might use the tendency of identifiable profile and disclosure for enhancing customers and users satisfaction regarding to the cultural differences.

Inspite of the contribution of this study, there are some limitations. First, this study did not consider how the users perceive SNS as the media communication. Ma and Leung [20] showed that media perception gave influence to the pattern of online personal disclosure. Involving media perception as an indicator, it would provide richer and more comprehensive information about the user characteristics. Second, our study had no balance sample in regards to gender differences. Next, the study should pay attention to proportion between male and female in order to get optimum results. Third, this study used snowball sampling which was quite problematic for making generalization. Fourth, the users' network quality was not investigated in this study. Considering network quality as a research variable would give more comprehensive understanding to whom the user disloses. Fifth, the level of collectivism or individualism was based on literature instead of primary data. The next study needs to measure level of perceived individualism/collectivism among participants.

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Рукопись поступила в редакцию 23 мая 2014 г.

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ИЗУЧЕНИЕ ПРОФИЛЕЙ ПОЛЬЗОВАТЕЛЕЙ СОЦИАЛЬНОЙ СЕТИ ФЕЙСБУК: ЧТО СОБОЙ ПРЕДСТАВЛЯЕТ ОТКРЫТЫЙ ВНИМАТЕЛЬНЫЙ ПОЛЬЗОВАТЕЛЬ?

В пределах своей среды проживания наиболее активными пользователями Фейсбука являются индонезийцы и поляки. Тем не менее существуют отличия между пользователями в этих странах, основанные на культурных традициях. Данное исследование выделяет профили пользователей Фейсбука этих двух стран с учетом поведенческих переменных: обмена личными данными, частоты использования средств общественной коммуникации, доступности данных профиля и потребности в популярности. Был проведен кластерный анализ вне иерархических связей. Индонезийцы в большей степени относятся к умеренным пользователям и, кроме того, представлены открытыми внимательными пользователями. Поляки, в свою очередь, демонстрируют пассивно-дистанцированное поведение, и лишь небольшое число из них становятся открытыми внимательными пользователями.

К л ю ч е в ы е с л о в а: Фейсбук, кластерный анализ, культурные традиции, индонезийы, поляки.

Количество пользователей Фейсбука достигло 1,15 млрд к концу июня 2013-го, 60 % от их общей численности активно пользуются сервисом каждый день [3]. Индонезийское сообщество по численности зарегистрированных в социальной сети пользователей занимает четвертое место в мире и составляет более 47 млн пользователей [4]. С другой стороны, поляки занимают лидиру-

ющую позицию по количеству пользователей Фейсбука в Центральной Европе и входят в первую пятерку пользователей сети в мире, они тратят на использование всех видов социальных сетей в среднем 26,2 часа личного времени в месяц [2].

Большинство исследований об использовании социальных сетей рассматривают психологические причины открытого поведения в онлайн-режиме. Кроме того, исследования поведения в социальных сетях главным образом концентрируются в пределах культуры одной страны. Однако это только частичное изучение сегментирования пользователей Фейсбука. Изучение профилей пользователей Фейсбука, основанное на факторах открытого поведения и психологических аспектах, таких как потребность в популярности, позволило бы описать особенности взаимодействия пользователей социальных сетей.

Таким образом, настоящее исследование ставит три задачи. Первая — исследование сегментов пользователей Фейсбука с точки зрения готовности поделиться личной информацией, частоты использования средств общественной коммуникации, а также с точки зрения доступности страниц профиля и потребности в популярности. Вторая задача — выявление национальных различий поляков и индонезийцев в пользовательском сегменте, который был выделен на первом этапе. Третья задача исследования — поиск различий в информации на страницах профиля у индонезийцев и поляков.

Кластерный анализ с помощью неиерархического метода (к-средний) был использован в этом исследовании с целью выделения различных типов пользователей. Иерархическая кластеризация методом Уорда была проведена для проверки результата к-средней кластеризации. Показатели для кластерного анализа были основаны на нескольких переменных, таких как частота использования средств общественной связи, готовность открыть личную информацию, доступность профиля и потребность в популярности. Кроме того, национальность и признак пола были заданы в качестве независимых переменных для создания профиля конечных сегментов. Дисперсионный анализ был проведен для изучения разницы доступности страниц профиля между индонезийцами и поляками.

У выделенных кластеров есть несколько особенностей. Первый кластер состоял из участников, которые использовали средства общественной связи один раз в месяц и редко демонстрировали готовность делиться личной информацией, они показали самую низкую потребность в популярности. Поэтому этот кластер был назван «пассивно-дистанцированный пользователь».

Второй кластер был обозначен как «умеренный пользователь». В нем наметились тенденция к использованию средств общественной связи 2–3 раза в месяц, редкая готовность раскрывать личную информацию, более открытая страница профиля и умеренная потребность в популярности. Среднее значение потребности в популярности в этом кластере очень незначительно отличается от среднего значения потребности в популярности в оставшихся кластерах, и он расположен посередине.

Характеристики третьего кластера свойственны пользователям, которые использовали средства массовой коммуникации несколько раз в неделю, чаще

были готовы делиться личной информацией, имели открытый профиль и демонстрировали более высокую потребность в популярности. В связи с упомянутыми особенностями третьего кластера он был обозначен как «открытый внимательный пользователь».

В большинстве своем индонезийские респонденты были представлены во втором кластере, затем — в третьем, в меньшей степени — в первом. В свою очередь, большинство польских респондентов находились в первом кластере, затем — во втором, в меньшей степени представлены в третьем.

Причина, по которой индонезийцы, как правило, состоят в группе умеренных и открытых внимательных пользователей, может быть также связана с понятием коллективности. Люди в коллективистской культуре, вероятно, подчеркивают близость, поддерживая социальные отношения [1]. Людям важно быть любимыми и принятыми, чтобы поддерживать и быть заметными в социальных отношениях. Соответственно Цивайка и Дэновски [5] подразумевали, что социальные сети могут привести пользователя к выбору презентации себя онлайн, чтобы повысить свою социальную привлекательность.

Интересно, что пользователи обеих стран не выставляют в открытый доступ номер телефона и средства мгновенной передачи сообщений (instant messaging). Но поляки, как правило, показывают свой адрес в частично-ограниченном доступе — в отличие от индонезийцев, для которых такое поведение является более приватным. Частично ограниченный доступ означает, что пользователь может предоставить доступ определенным людям, чтобы видеть информацию на их странице профиля. Предполагаем, что это связано с тем, что у них сеть друзей намного меньше, чем у индонезийцев. В этом случае у поляков более вероятны знакомства в их собственной сети по сравнению с индонезийцами. Для индонезийцев делиться адресом проживания может быть более опасно, так как их сеть в три раза больше, чем у поляков, в которой, по всей видимости, большинство либо вообще незнакомы, либо являются друзьями друзей. Однако ответ на вопрос, почему поляки в большей степени, чем индонезийцы, готовы делиться адресом, требует дальнейшего изучения.

Перевод с английского языка Р. Арди, В. В. Макерова

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