The Motivations of Users to Endorse Entities via Facebook

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Overview
- Many entities on Facebook do not know how to reach their target audience.
- Method: creating and distributing a survey via a Facebook group.
- Users are more motivated to gain information from Political entities vs. Just for Fun entities.
- Other motivations of Facebook users were not statistically significant, possibly due to low sample size.

Introduction
- Variables:
  - 1: Motivations of Facebook users to endorse
  - 2: Types of entities endorsed
- Findings provide information to users and organizations about Facebook as a marketing tool.

RQ: What motivates users to endorse specific types of entities via Facebook?

Method
- 136 survey participants
- 27% response rate
- Demographics:
  - Ages ranged from 18 to 60, average of 24.6
  - Gender: 63% female and 37% male
- Convenience sample
- Online survey asked participants to rank order 7 motivations for 7 entities
- Inspired by the Interpersonal Communication Motives Scale (Rubin & Barbato, 1982) and the Television Viewing Motive Scale (Greenberg, 1988)

Motivations to use Facebook
- So I can get benefits
- Because it amuses me
- To put off something that I should be doing
- Because it peps me up
- When I have nothing better to do
- So I can gain information
- Because my friends do it

Entities:
- Sports
- Media
- Retail
- Music
- Celebrities
- Just For Fun
- Education
- Politics

Results
- A series of one-way within-subjects analyses of variance (ANOVA) were used to examine differences in motivations for endorsing different types of entities on Facebook.
  - The overall test for the motivation to Gain Information was statistically significant, $F(6, 90) = 2.93, p < .05, \eta^2 = .16$. The motivation to Gain Information is significantly stronger for endorsing political entities than for endorsing “just for fun” pages, $p < 0.05$.
  - The overall tests for five of the motivations were not significant.

Discussion
- The overall test for the motivation to Obtain Benefits (e.g., coupons, discounts) was statistically significant, $F(6, 78) = 2.33, p < .05, \eta^2 = .15$. However, significant differences were not indicated by the presence of non-overlapping 95% confidence intervals.
- Increased statistical power (through larger sample size) may reveal other significant differences in future research (if indeed, they do exist).
- Findings have a social benefit for Facebook. The political organizations now understand that the information issued is appreciated by users.