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# Core factors influencing satisfaction with a Chinese social networking site page service

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ABSTRACT

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We are in the WEB2.0 period, in which we see such phenomena as: social networking sites, blogs and so on. Social networking sites are the most visible trends. By the end of 2007, Facebook has introduced page service. The purpose of this service is to strengthen the ties between users, engage communication between users, enhance the viscosity of users, and it is also hoped that it would build a new profit pattern. Right from the start, Chinese social networking sites took Facebook as a standard modal, and they followed the steps of the Facebook at all steps. In July of 2009, "RenRen" released a page service named Public Page. In China, this is a totally new application or service, and seldom has been researched.

This study includes: literature investigation, case study, data collection and related analysis. In the phase of the literature investigation, two motivations of social networking sites, seven user elements are collected and analyzed related to literatures. In the phase of the case study, the Facebook page service has been analyzed deeply. In the phase of user study and requirement analysis, a requirement model that is helpful to social networking sites development has been built.

Key words: social networking site; social networking service; motivation; requirement; interaction

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## 1 INTRODUCTION

During the last 15 years, the Internet system in China has grown from scratch until now, it has become the largest Internet user group in the world. (Tao, 2007)

Nowadays, the Internet user group provides unprecedented technology which helps human beings in many fields. It is also a great convenience, for example, people can browse the latest news, buy goods at home, communicate with others and so on.

The Internet has been changing our lives step by step. Moreover, along with the appearance of social network sites, it has improved the importance of Internet. As early as in 1967, a social psychology professor, Stanley Mailgram from Harvard, who advanced a theory “the six degree of separation”:

This refers to the theory that everyone requires six steps on average, he/she can connect any two people in six steps or fewer by the way of introduction. (Mailgram, 2011)

Everybody can find a friend through all kinds of social networking sites, in which the real-name system is special. Judging from the developing trend of social networking sites, social networking sites will replace the stranger forums so that it can help human beings reduce a lot of troubles.

Via “the six degree of separation” theory, each social circle will enlarge till forming a relationship networking, which is a primitive one. Depending on “the six degree of separation” theory, the social networking site is created. To illustrate, one of the most famous Chinese social networking sites is “RenRen” ([www.renren.com](http://www.renren.com)). It provides a flat, in which human beings can create their own online personal-zone, it can be used to share information and interact with others. The social networking sites are changing the interactive ways of the entire world in their direct way.

The study focused around two motivations: “social searching” and “social browsing”. There are seven elements which belong to “social searching” and “social browsing”. The research question is: what are core factors influencing satisfaction with a Chinese social networking site page service?

So what is the page service? It is one of the services of social networking sites. Generally speaking, there are many kinds of page services, such as: famous persons,

events, virtual characters and so on. In fact, Facebook was the first to put forward this idea in 2007, and then following Facebook; “RenRen” put forward its own page service named “Public Page” in 2009. The study can improve the quality of “RenRen” Public Page.



## 2 RESEARCH APPROACH

### 2.1 Research processes

The study begins with a literature review that is about the explanations of the Facebook page service. In this study, the author focuses on the previous theories about social networking sites. There are two theories that will be used, one is about two motivations of users, and the other is about seven elements influencing satisfaction with the Facebook page service.

The second step is data collection. The author will interview four users from “RenRen”, and then evaluate the manners as well as scopes based on the summarized theories of the literature. Furthermore, the interview contents will be used in the next step.

The third step analyzes the interview contents. By analyzing data, the author can find core factors that exactly influence satisfaction with Public Page.

At last, according to these three steps, the author will get some results of study.

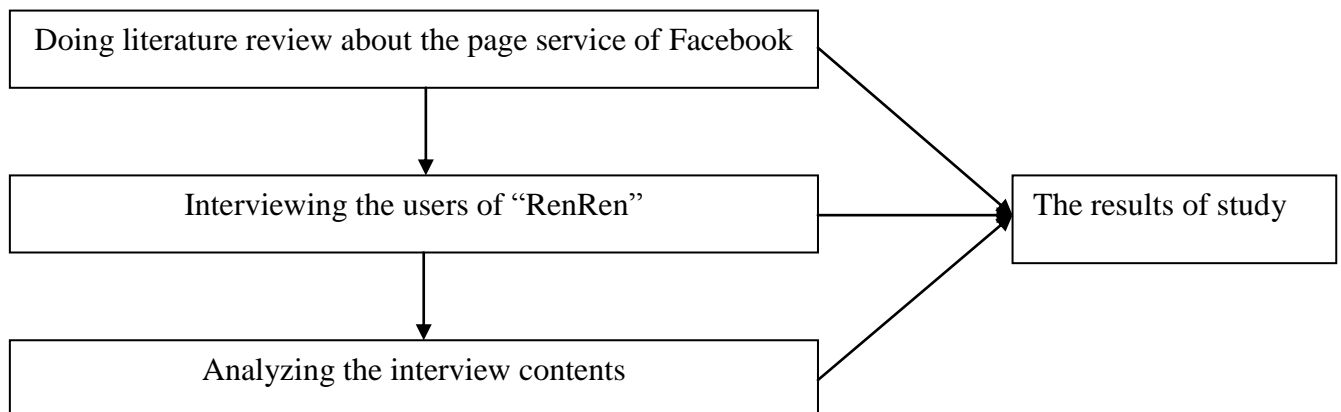


Figure 1: Research processes diagram

## 2.2 The research question

The case website of the study is “RenRen” ([www.renren.com](http://www.renren.com)) which is the leader among Chinese social networking sites. It really drives people to a new field of the Internet. “RenRen” still has several shortcomings especially in the page service part by comparing with the top social networking sites around the world. Under this general background, the research question is: what are core factors influencing satisfaction with “RenRen” Public Page? What is more, the aim of the research is to find out some factors in order to improve the qualities of Public Page.

## 2.3 Qualitative research methods and deductive analysis methods are relevant

The qualitative research methods will be used in the study. Firstly, as a loyal user, the author has witnessed all the changes of “RenRen”. That means the author has enough user experience. Secondly, the author is able to know all kinds of perspectives of the “RenRen” user group using the qualitative research method. What is more, the study does not concern a lot of numerical data. The purpose is to find factors that have the most important impact on the development of “RenRen”. The study needs in-depth interviews. So the qualitative research method is fit for the author to study.

Based on literature review, there are four interviews that will be carried out. By analyzing four interviews contents, the author developed the research theories. In summary, the deductive analysis method is suitable for the author to study.

## 2.4 Data framework

The study involves two major areas, two motivations and seven factors.

Cliff (2005) summarized two motivations of users about using social networking sites; they are “social searching” and “social browsing”. Based on the theory of Cliff, Adam found seven factors influencing satisfaction with social networking

sites. Seven factors are divided into two parts: one part belongs to “social searching” and the other belongs to “social browsing”. The motivations and factors will be collected. At last, the result of the study will be found by analyzing the interview contents.

## 2.5 Research methods

There are two methods in data collection.

Firstly, the study was trying to find core factors via summarizing the literature review.

Secondly, the data was collected by interviews. All questions of interview were about factors and satisfaction. The individual interview was held to the users of “RenRen”. Considering that the interviewees knew enough about Chinese social networking sites, the author believed they could stand for “RenRen” user group. So the data from them was accurate. Under the permission of interviewees, the interview can make data more realistic. Although questions for users were the same, every answer from the users is different, so the answers had great value for analysis.

According to their different roles and different background conditions we could get a different understanding of factors. In order not to affect users by providing a wide range of information, we took following steps.

The first step is that interviewees describe their goals and motivations of using “RenRen”. And then, let the interviewees list all the possible needs for achieving the goals. Finally, interviewees evaluated the factors.

There are four interview goals as well. The first goal understands the present situation of “RenRen”. The second one understands the user view of the page service and user motivations. The third one understands the behavior of users and what is the most frequently used information of users? The last one understands the evaluation of Public Page.

## 2.6 Data analysis methods

The interview contents would be summarized into a combination of data.

Firstly, based on records, the author studied the importance of factors. Besides, the data was classified into a metric which could be distinguished actual requirements of Chinese social networking sites and sort factors depending on the importance from high to low. We could get the results of study via analyzing the importance of factors.

### 3 LITERATURE REVIEW

#### 3.1 Two user motivations of Facebook

The motivations of human beings are based on needs. When needs reach a certain intensity, motivations will be generated. The author focuses on the user motivation and behavior pattern by studying other literatures.

Cliff regards Facebook as a subject to research from different perspectives. By researching 2525 student users (First time was 1440 students in 2005 and the second time was 1085 students in 2006) from Michigan State University, the author found that: the real-name system community was different from the virtual community. In the early stage of virtual communities, most contacts were strangers, and the relationship between the users might be a common hobby or a behavior, but in real life, they have not interacted. For real-name system communities, all or most contacts of users came from common life experience. Cliff concluded that there were two categories of motivation in social networking sites (such as: Facebook or “RenRen”): “social searching” and “social browsing”. (Cliff Lampe, 2005)

##### 3.1.1 Social searching

During the Cliff research, the users regard Facebook as a social tool. There are several keywords related to “social searching”: “keep in touch”, “check out”, “get”, “find out”, “to have”, “learn about” and so on. The explanation from Cliff is that the users want to find more offline contacts (real-life contacts) via social networking sites to establish a contact or find out information about another user which is he/she wants to keep in touch with.

In the Cliff investigation report, “social searching” is the main motivation of the users. But the research began in 2005, during which time Facebook did not open enrollment they only surveyed the students. There are six factors about “social searching”:

**Table 1 SIX FACTORS OF SOCIAL SEARCHING**

1. Keep in touch with an old friend or someone I knew from high school.
2. Check out a Facebook profile of someone I met socially.
3. Get information about people that live in my dorm, fraternity or sorority.
4. Get information about people in my classes.
5. Find out a party or an event at Michigan state university.
6. Have a face-to-face encounter with someone that I learned about through Facebook.

Why does a person need social contacts? According to the “Hierarchy of the needs of Maslow”, needs are divided into “physiological needs”, “safe needs”, “love/belonging needs”, “esteems needs” and “self-actualization needs”. The “love/belonging needs” can be understood by social needs, when physiological and safe needs are fulfilled. Next are the needs of people: these are interpersonal needs, social needs, family needs, friendship needs and so on. The aim of this motivation is to meet the “social searching”. (Maslow, 2011) The Cliff research concluded that Facebook provided the interactive model to support this user motivation.

At the initial stage of Facebook, the users should receive an invitation from a friend before registering in Facebook. Because of this reason, every Facebook user owns at least one friend, rather than an isolated point. When user A signs into Facebook, his dynamic status updates will be forwarded to him, these updates might be: what I did today, which game I played or which movie I watched, and so on. Among these statuses, A might be interested in one of them. For example: A likes a game that is named “Dota”, and he found user B updated a status about “Dota”, then A commented the status of B. After that, B and all the contacts of B could view this status and comments. Then, A and B experienced one time interaction. This kind of

interaction is between individuals that will not be interrupted. (Nicole B. Ellison, 2009)

In order to meet social needs, Facebook forwarded “friend feeds” to the users who formed an open platform. In the real-name system social networking sites, both sides should approve of the relationship between two users, such as: A and B are friends, so they can develop a relationship. That is the reason for creating “social searching”.

The “social searching” motivation is an entry point to attract the users of Facebook. Because of this motivation, Facebook have developed the first group users. This kind of social networking site has such strong extension that it allows the users to notice more easily. Most users do not refuse an invitation that comes from an acquaintance; through a social networking site, the users can find students from primary school who they have had no contact with many years. (Joan DiMicco, 2008) Based on that entry point, “RenRen” owns a certain number of users and has become the largest Chinese social networking site.

### 3.1.2 Social browsing

Cliff explained that “social browsing” was what the users wanted to find or browsed strange contacts and to follow offline activities news via Facebook, which the users were interested in.

There are several keywords related to “social browsing”: “to meet”, “to attend”, “scored” and so on. The purpose of these behaviors in social browsing is to improve their own ability and value.

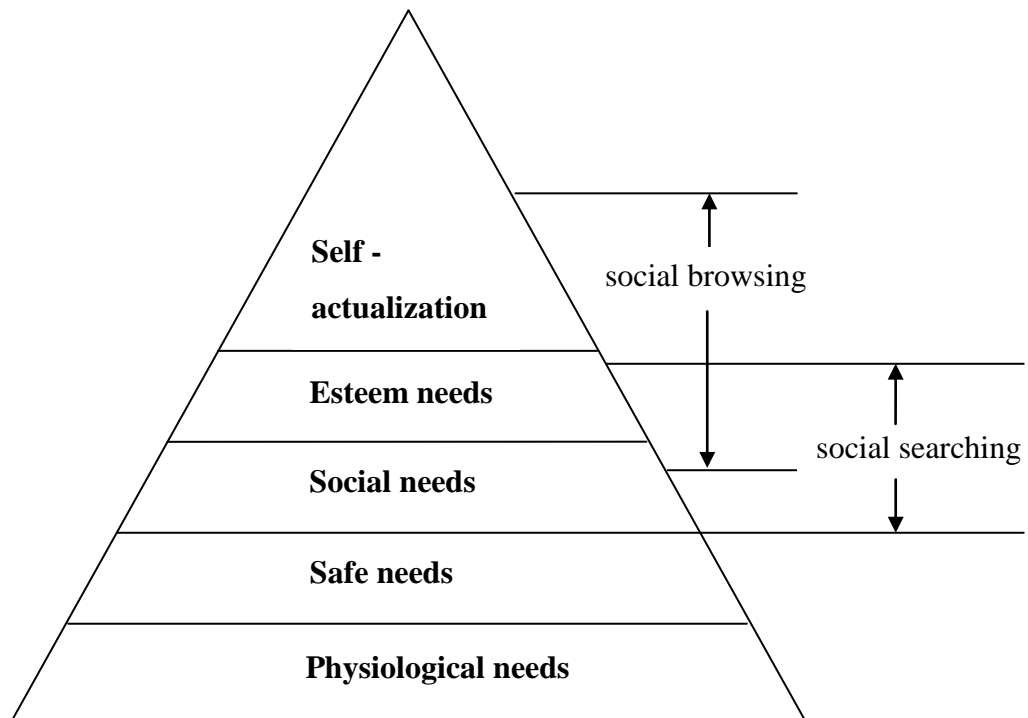


Figure 2: Maslow theory and user motivations, source from Maslow.

Source from: the theory of Maslow

According to the “hierarchy of the needs of Maslow”, we discover that “social browsing” is about “esteem needs” and “self-actualization needs” besides “social needs”. The “esteem needs” stands for respecting others, The “self-actualization needs” stands for developing the potential of persons and achieving desired demands. When the “social needs” is fulfilled, higher level needs will display. That is why “social browsing” is not the main motivation, but it is still an important motivation. When “esteem needs” and “self-actualization needs” produce incentive, they will have great influences on Facebook users, especially the “self-actualization needs”.

The “Social searching” and the “social browsing” are not two unrelated motivations. They have an overlap part in “social needs”. This is affected by the impact of a



special relationship between the users. Usually making a new friend in social networking sites require having common friends. The system forwards friends not based on matching common hobbies or occupations, but based on common friends. (Yin, 2007)

For example: A and B are the users of one social networking site. A does not know B, however, they have common friends C, D, E. And then, the system thinks that A and B know each other in real life possibly. Even if A does not know B, they also should belong to be in the same circle. Therefore, the social networking site will match the lists of contacts, and then an invitation will be sent to the users through a link. The effect of this method is striking, because the familiar persons send the invitation, making the trust increase greatly, (Ding xin, 2009) and the success rate will be higher.

### 3.2 The relationship between motivations and factors

Adam conducted a study based on the Cliff idea, which was about a relationship between two motivations and seven factors of users. (Joinson, 2008) The case study of Adam was Facebook as well. There were seven factors having a direct impact on satisfaction. After 2006, Facebook opened enrollment, leading to “social browsing” needs increasing a lot.

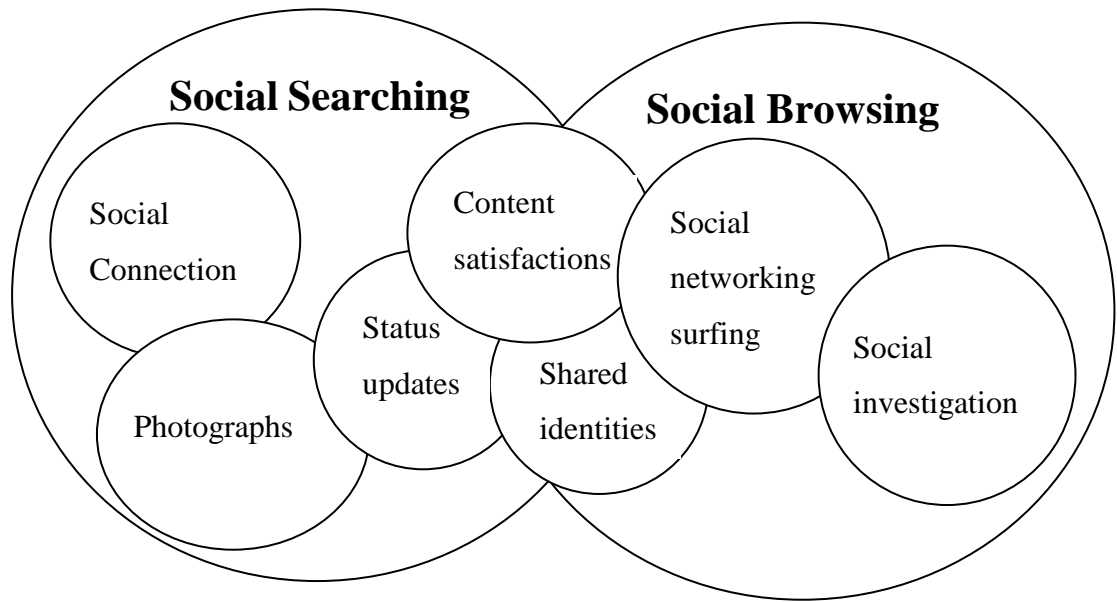


Figure 3: The relationship between motivations and factors diagram

In these seven factors, “social connection”, “status updates”, “photographs”, “content satisfactions” are mainly related to “social searching”. “shared identities”, “social investigation”, “social networking surfing” are mainly related to “social browsing”. In the opinion of users, “social connection” and “photographs” are the greatest impact on satisfaction and “status updates” is the least.

### 3.3 Summary of the literature review

Through the literature review, the author understood the users using social networking sites for two motivations “social searching” and “social browsing”, Chinese social networking sites are suitable for these two motivations. Public page service is aimed at increasing connection between users, promoting interaction between users, enhancing user viscosity and so on. If these aims are fulfilled, the satisfaction will increase as well. The interaction of the users is related to seven factors, which are concluded by Adam.

The study is based on two motivations and seven factors, and then the follow-up study is to find core factors influencing satisfaction with “RenRen” Public Page.

There are two kinds of relationships in social networking sites, one is two-way relationship and the other is one-way relationship. The relationship between two users is two-way relationship, which means if A succeeded in adding B as a contact, A is a friend of B, and B is a friend of A as well. But maybe there exists a situation: A wants to add B, but B does not accept this friend request. In order to protect the user information, a two-way relationship must be recognized mutually. (BlazingCD, 2007)

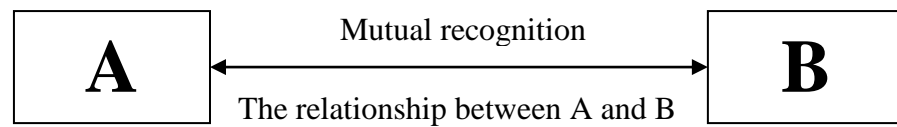


Figure 4: Two-way relationship

The relationship between the followers and Public Page is one-way. In the one-way relationship, the followers create a relationship with Public Page, but Public Page does not create any relationship with the followers. (Tian, 2010) Twitter perfected interprets one-way relationships, the users created a relationship different from traditional social networking sites. The users can follow an interesting target and receive the information from the target directly.

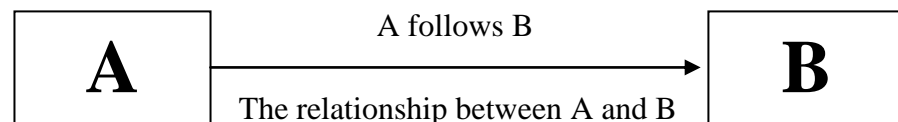


Figure 5: One-way relationship

The One-way relationship is a core relationship of Public Page. Public Page is related to “social needs”, “esteem needs” and “self-actualization needs”. A user following Public Page is a one-way relationship. The behaviors are related to “shared identities”, “social networking surfing” and “social investigation” closely. “Status updates” and “content satisfactions” are essential parts to maintain one-way relationship. Status of Public Pages is contributed to “social connection”. As is recognized, the users concern about photographs in a Public Page as they are concerned about photos in a friend page. The photographs are most attractive in Public Pages and the friend pages.

Public Pages can increase varieties of links and improve interaction frequency between the users, Public Pages are related to two motivations and seven factors as well. (Ding Xin, 2007)

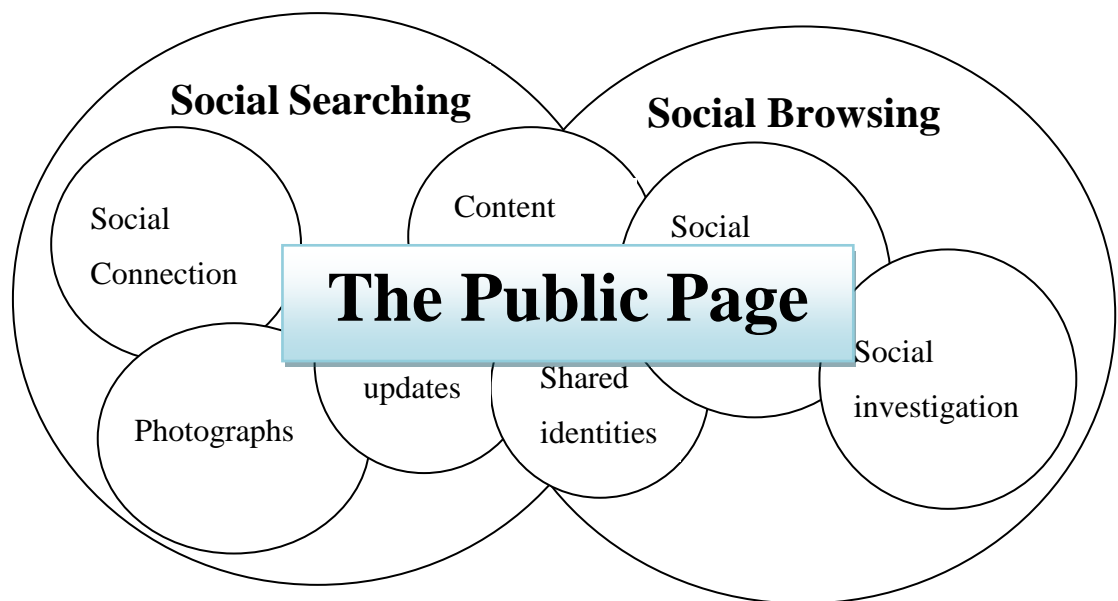


Figure 6: The relationship of motivations and factors and public page

## 4 COLLECTING DATA FROM CASE WEBSITE

### 4.1 Introduction to the case website

The case website which is one of the most famous Chinese social networking sites is named “RenRen”. “RenRen” was founded in 2005. It is similar to Facebook, so it has been called Chinese Facebook. “RenRen” is quite popular among university students. Until now, “RenRen” has had 31 million users.

### 4.2 What is social networking site page service

Facebook was the first to put forward a page service that allows different networks and groups to attend, like an administrator controlling a blog.

In 2007 Facebook introduced the page service, and the users of Facebook could create a page that allowed other users to take part in a Facebook fans club. (Jianhua, 2009)

In 2009 “RenRen” put forward its own page service that was named “Public Page”. Public Page supported eight administrators; they used state, albums, logs, music and videos to show information. The followers could write comments and communicate with other users in this platform. (LiMing, 2009)

Public Page is similar to a personal page, but still they have some differences. Public Page is different from one-to-one communicating between profile friends. It shows information to all the followers to achieve the dissemination one-to-many.

Similarly, mutual friends need two sides confirmation in both profile pages, but in Public Page, every follower is allowed to follow any Public Page without the confirming of the administrators as in Twitter, and there is no limitation of the number of the followers.

#### 4.3 Select the interviewees

Most users of “RenRen” are the youth, so the author chose university students and graduate students as interviewees; they used “RenRen” at least five days per week and more than half an hour per time.

The author set four interviewees for study: two men and two women initially. Interviewees were from two of the largest majors in the university, two business students and two IT students. Four interviewees were different genders and majors, but they were in the same age range. (Akerlof, 1970) So in the opinion of the author, they could stand for “RenRen” user.

#### 4.4 Interviews with the users of “RenRen”

The interview was guided by a speech of an interviewer, and the whole interview was around the motivations and the factors of the users using Public Pages of “RenRen”.

The interviews follow the following steps:

Firstly, let the interviewees describe their goals to use Public Page so that we can understand why the users use Public Page? And prepare for the next step.

Secondly, let the interviewees list the reasons why they use “RenRen” Public Page. These goals and reasons are useful to find the factors influencing satisfaction with “RenRen” Public Page.

The last step evaluates the reasons for interviewees mentioned (1 to 5) before. The value of this step is to sort reasons in order to make the metric table easier to understand.

The interviewee A is a male and studying IT at a university, and he registered a “RenRen” account four years ago. A follows four Public Pages in total, they are: “EHOME E-Sports Club”, “Photoshop”, “Chen Ou” and “Zhang Zhenyue”.

The interviewee B is a female and she is an IT student at a university. B follows “Feng Feng” and has followed “Christmas Party 2010”.

The interviewee C is a male and he is a graduate university student with a major in international business. He follows “Photoshop”, “Monster”, “Cartoon”, “Go Gym”, and “T-Mac”.

Interviewee D is a female and graduated from university last year. She follows “World Cup”, “Lady Gaga”, “Li Songze”, and “FrienDoc”.

#### 4.5 Interview summary

Four interview contents can explain the relationships between factors and motivations clearly. A metric table can be made via records of interviews.

**Table 2 INTERVIEWEES’ CORE FACTORS IN EACH MOTIVATION**

Interviewee	Social searching	Social browsing	Satisfaction
A	Photographs, Status updates	Shared identities	Yes
B	Photographs, Social connection	Social investigation, Shared identities	Yes
C	Status updates, Content gratifications, Photographs	Shared identities	Ordinary
D	Status updates, Photographs, Content gratifications	Social networking surfing	No

## 5 DATA ANALYSIS

### 5.1 The reasons for following Public Pages

Interviewee A has followed four Public Pages, aiming at finding the activities, the events, which A is interested in. The reason why A follows “EHOME E-Sport Club” is that “EHOME E-Sport Club” is a famous team of one PC game that is his favorite PC game. As you know, Photoshop is software. A was studying Photoshop by himself at that time and he wanted to improve his Photoshop skills, this is why he has followed “Photoshop”. What is more, Chen Ou is a young well-known entrepreneur and Zhang Zhenyue is a popular singer. Both of them are idols to A, so A has followed these two Public Pages.

After the interview, A introduced Public Pages, and the author asked him his motivations in the “social searching” side and the “social browsing” side. For the “social searching” side, A searched photos of Zhang Zhenyue, which is a good way to collect pictures of his favorite singer, and he checked the status updates of EHOME and Chen Ou that gave him the latest news. On the “social browsing” side, interviewee A checked the shared identities of “Photoshop”, and he could communicate with other users in this way.

“Feng Feng” is a network celebrity, B is curious why so many persons are concerned about “Feng Feng”, and then, she has followed that Public Page. “Christmas Party 2010” was an event that happened two years ago, B only needed to follow “Christmas Party 2010” during that period, and after Christmas in 2010, B canceled following the “Christmas Party 2010”.

In the motivation of “social searching”, interviewee B checked the photographs of Feng Feng, which made her understand Feng Feng preliminarily. The factor of following “Christmas Party 2010” is a kind of social connection, B can find a lot of old friends in this way and establish connection with them. Besides, in the motivation of “social browsing”, social investigation is a factor to follow “Feng Feng”. After viewing Feng Feng’s photos, B wanted to deepen an understanding Feng Feng. In order to take part in Christmas party, she had followed “Christmas Party 2010” that was related to the share of identities.



Interviewee C also wants to improve his Photoshop skills, which is the same motivations as A. Monster is the brand of a headphone set; C wants to view comments about evaluation of this headphone. And then, C follows “Monster”. “Cartoon” is a Japanese comic Public Page; C has followed “Cartoon”. It is a good way to spend time. Besides, C can learn a lot of skills from “Go Gym”, which is helpful for him to go to a gym. What is more, “T-Mac” is a Public Page of a basketball star named Tracy Mcgrady, C is a dedicated form of Tracy Mcgrady, and then, C has followed “T-Mac”.

In the “social searching” side, interviewee C checked status updates of “Monster” and “Go Gym” which could get information about headphone and sets fitness skills. A factor for following “Cartoon” is related to content gratifications, interviewee C can play smart games and do tests in this Public Page. Tracy is his favorite basketball player, he wants to collect pictures of Tracy; this factor is related to photographs. What is more, in the “social browsing” side, interviewee C has followed the “Photoshop” that aims at sharing identities.

The reason why she follows “World Cup” is that she wants to get the latest information during the Football World Cup. Lady Gaga is one of the most popular singers, D is a fan of Lady Gaga, and then, she has followed “Lady Gaga”. Li Songze is a quite popular person on the Internet, which is always putting funny pictures in his Public Page. That is why D follows “Li Songze”. “FrienDoc” is an application to statistics of all contacts that are useful for D.

The author recorded this interview in the “social searching” side and the “social browsing” side as well. In the “social searching” side, interviewee D checked the status updates of “World Cup” and “Lady Gaga”. Besides, she checked photographs of Lady Gaga. FrienDoc is an application of “RenRen”, which is related to content gratifications. What is more, in the “social browsing” side, D browsed the Public Page of “Li Songze” that is related to social networking surfing.

## 5.2 Why interviewees use “RenRen” Public Page

Through the interviews, the author summarized seven main reasons for the interviewees using Public Pages:

**Table 3 SEVEN REASONS OF USER FOR USING PUBLIC PAGE**

Seven reasons:
1. Concerned about the favorite celebrity updates.
2. Searching network celebrities to satisfy curiosity.
3. Finding some funs to cost time.
4. Following friends to increase the common topic among them.
5. Checking comments to know the other opinions of users in that public page.
6. Needing to get the information of something.
7. He or she is a fan of someone or a certain brand.

## 5.3 The reasons for the interviewee evaluation

The author summarized seven main reasons from content of the interviews, then the interviewees evaluated these reasons, the range of points was from 1 to 5, and then, the author found the highest point reason and the lowest point reason.

**Table 4 THE EVALUATION OF REASONS**

Reasons:	Points:
1. Concerned about the favorite celebrity updates.	Highest ↑
2. He or She is a fan of someone or a certain brand.	
3. Finding some funs to spend time.	
4. Following friends to increase the common topics among them.	
5. Checking comments to know the other opinions of users in that public page.	
6. Needing to get information of something.	↓
7. Searching network celebrities to satisfy curiosity.	Lowest

The result can be found through this table, “concerned about the favorite celebrity updates” gets the highest point, and the second is “he or she is a fan of someone or a certain brand”. Actually, both of them are related to “social investigation”. Besides, the lowest point is made by “searching network celebrities to satisfy curiosity”.

#### 5.4 The behavior stages of the Public Page users

After the four interviews, the users have three behavior stages:

The first stage is “requirements and cognitive stage”. Users want to establish a relationship with interesting famous persons, brands or organizations in one Public Page. The users prefer to get continuous information instead of fitful information from other websites.

The second stage is “information search stage”. The users see one of their friends add several Public Pages and click to view them, they can find that he or she is

aware of Public Page contents, and then through the Public Page navigation, the users can search interesting information.

The third stage is “usage stage”. The users can enter Public Pages to view information instead of searching it.

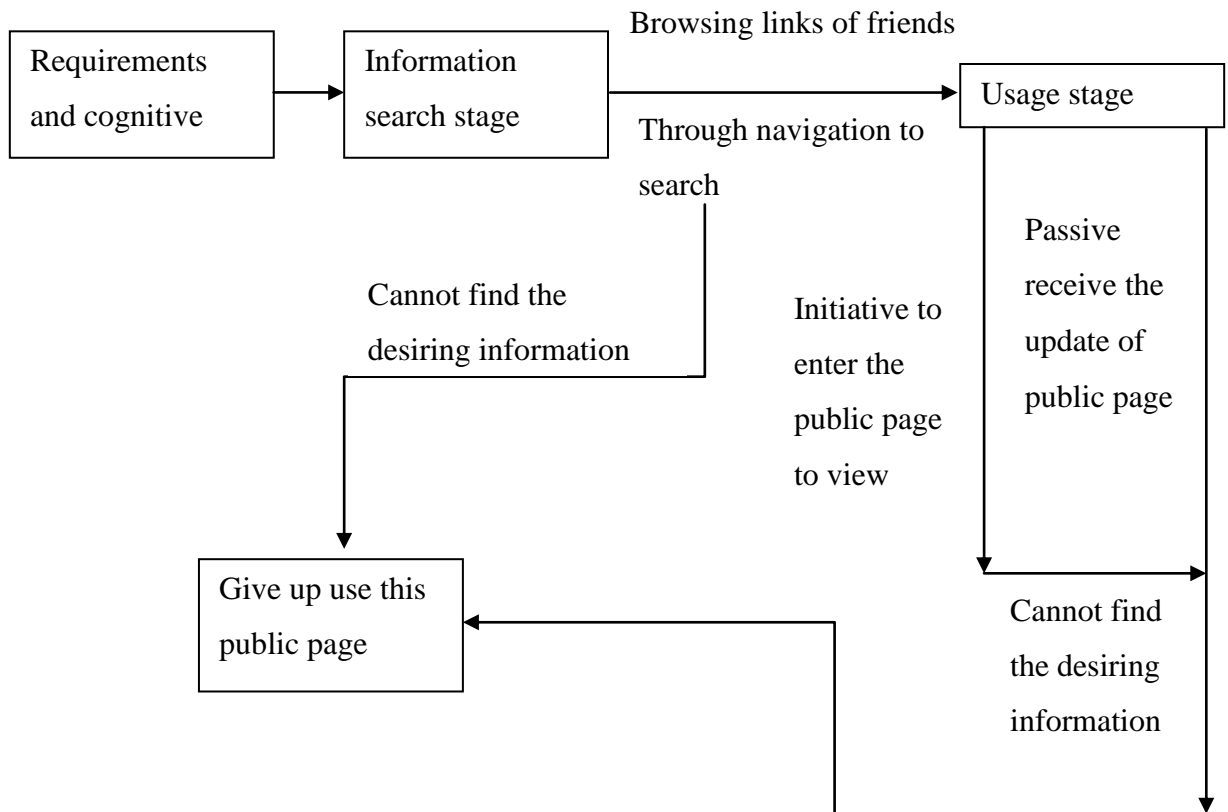


Figure 7: The user behaviors to use Public Page

In the “information search stage”, if the users cannot find the desiring information quickly, he or she will stop following that Public Page. When they cannot find the information quickly, they prefer to concern about Public Pages that their friends have followed and browsed quickly. If they cannot find valuable information in quick browsing, usually they will not browse that Public Page again.

In the “usage stage”, if the interviewees cannot find updates or valuable information after entering the following Public Pages, they will feel boring and not enter that Public Page any more. Public Page updating slowly can cause the users to forget it.

In Public Pages, the users are “gods”. Before analyzing behaviors and motivations, cost to users should be calculated. Long time ago, forums and blogs used contents as a link between users. Social behaviors are completed by user contents. The users need to publish articles or posts to attract social concern, but high quality articles or posts are rare, the behavior cost of forums and blogs are relatively high. Moreover, after forming a culture circle, the outsiders want to come in, and then the behavior cost will be higher. So most users are keeping silence instead of interacting.

The user behavior cost reduces to the lowest for developing Facebook and “RenRen”. Just a few isolated words can complete an interactive, especially development of applications, such as: happy farm, happy market and so on. An interaction is completed by one click of a mouse.

When the users are accustomed to low cost behavior way to interact, Public Pages should reduce behavior cost to prevent the users leaving. So Public Pages need to pay a lower behavior cost to generate interaction between nodes, which can attract more users to participate. A large number of users are the key point of Public Page.

### 5.5 The relationship between the factors and the satisfaction

The author found the user motivations including “social searching” and “social browsing” by analyzing the interview contents. The purpose of “social searching” is keeping in touch with valuable persons, “social browsing” is aimed at finding new friends or interesting things. There are four main factors which are leading the users to use Public Pages.

The first factor is “social interaction requirement” that includes contact with friends or others to reduce the loneliness.

The second factor is “getting information requirement” that includes getting information about self or others.

The third factor is “entertainment requirement” that aims at killing time, self-relaxation and reducing stress.

The last factor is “self-realization requirement” that means letting more and more people to concern about myself and become a well-known leader.

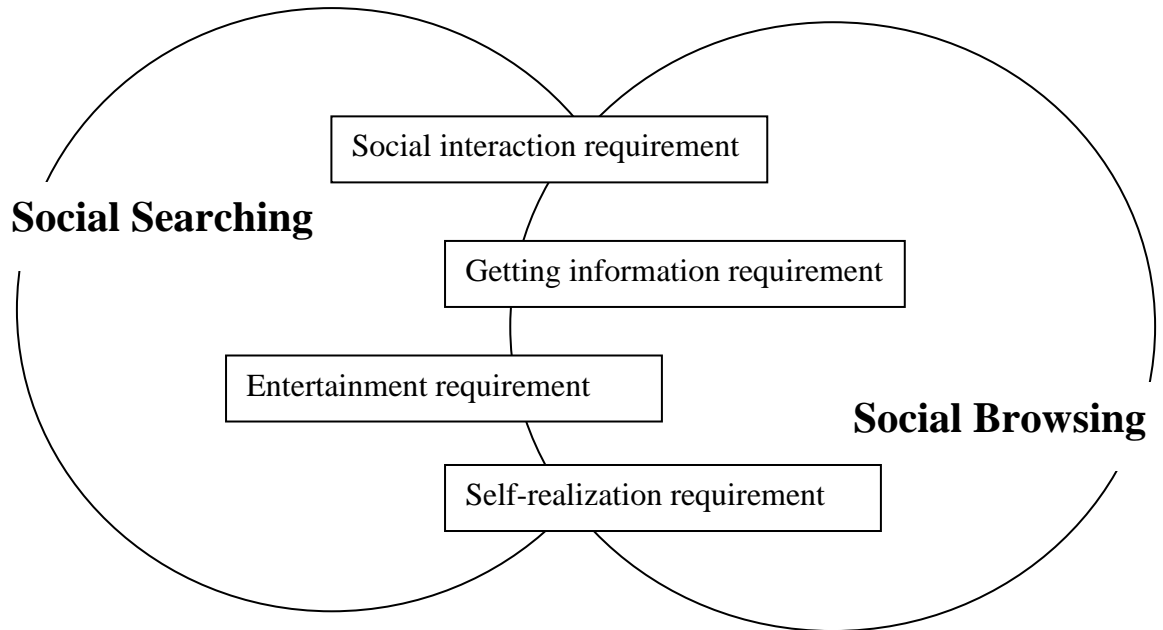


Figure 8: Four requirements and two motivations

Social networking sites are the first time to put the individual user as a center of community aggregation. Only by fully understanding the individual user, the satisfaction with the users would be improved. (Du Mainan, 2009) Because every individual user is different, requirements are different. However, requirements are cross-cutting. The users not only need social interaction requirements, but also need self-realization requirements.

Satisfaction with the users such as abscissa and ordinate are important for demands, according to different value of requirements that can be divided into four different natures of areas. The relationship can be found in Figure 6.

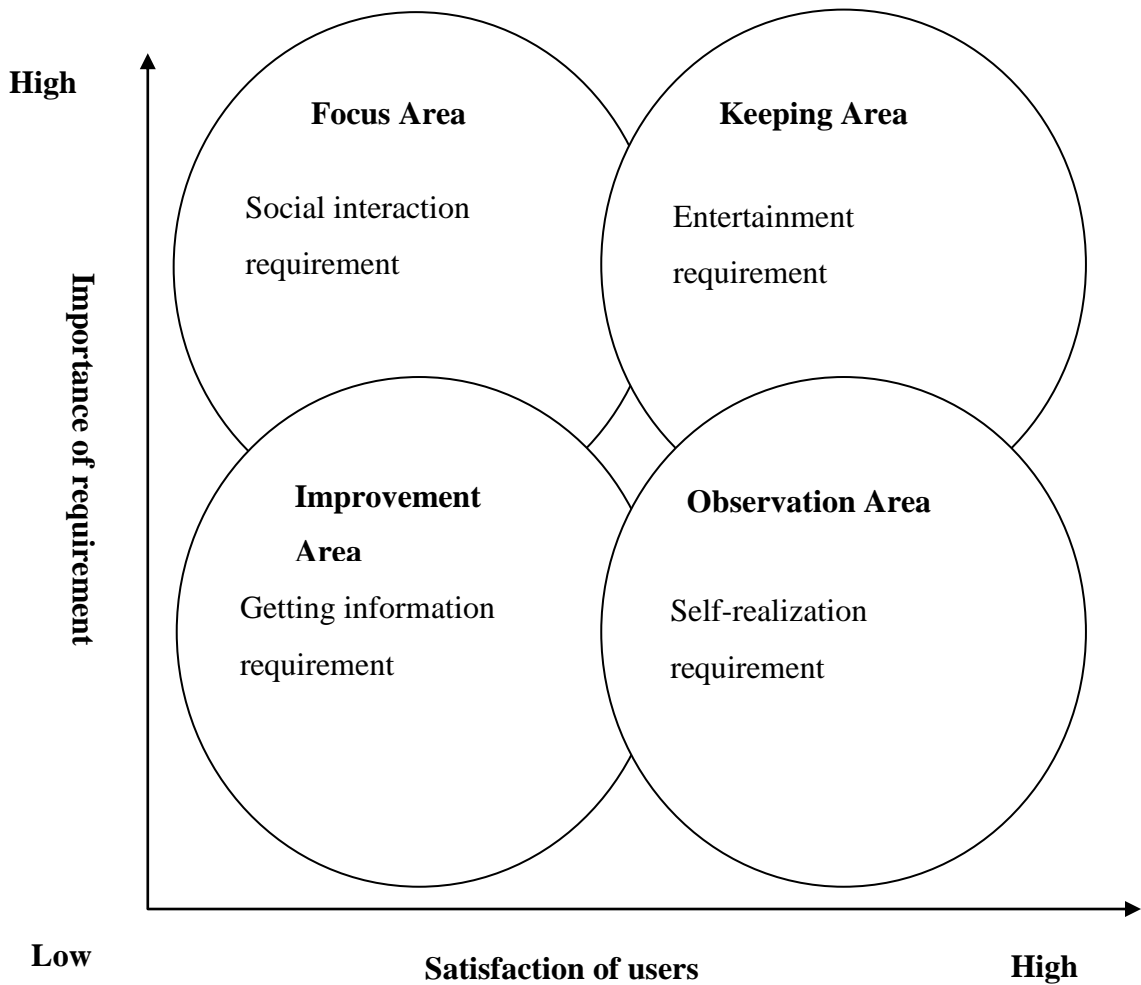


Figure 9: The relationship between requirement and satisfaction

### 5.5.1 Focus area

The focus area is the most important area. In this area, the importance of requirement is the highest, but satisfaction with the users is relatively low. This user requirement is one of the key factors influencing the users on overall satisfaction with Public Page. One of the purposes of “RenRen” is launching Public Page to increase the ties between users, prompting the users to generate feedback to other users, in order to increase user viscosity.

Facebook, “RenRen” and other social networking sites serve “social connection”. The users always prefer to interact with friends. Public Page in China not only provides chances to know like-minded friends, but also strengthens interaction between the users. In the interviews, interaction between the users is the most mentioned problem.

Applications in Public Page as subscription, after selecting object of attention, the users can receive information from Public Page automatically. Other users only receive a piece of information that is about somebody following a Public Page. It cannot promote interaction between the users, which is deviated from the original intention of “RenRen”. Public Page should be provided to the users with a common connection value to keep connecting. For example: fair-weather friends without the value chain of “meat and wine”, their relationship will be broken. (Ximen Liushang, 2008) Based on a common connection value, connection between two users will be created, but their connection is weak. Once the users have interaction in social networking sites, their connection will be strong.

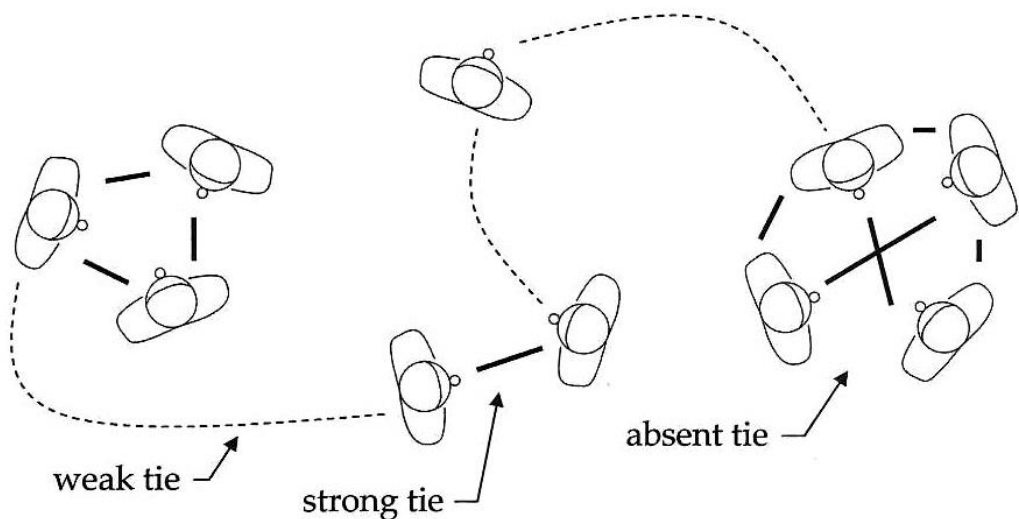


Figure 10: Interpersonal ties, source from: en.wikipedia.org



### 5.5.2 Improvement area

The importance of improvement area is behind the focus area. In that area, the importance of requirement and satisfaction with users are relatively low, but in another side, there are a lot of spaces to improve. The information flow of social networking site is one of the factors to prompt interaction between the users. Public Page relies on updates to attract the users, that means the quality of updates in Public Page is essential.

However, information service in current social networking sites is not perfect. There are two major problems: the information explosion and the information omission. (Donews, 2009) The information omission is divided into two parts, one is vision limitation caused to information omission, and the other is information ignored caused by the information explosion.

The direct consequence of the information explosion is that the users will ignore the important information, resulting in the information omission. The information omission will cause the users to forget to use Public Page. Particularly, there are lots of Public Pages existing for the users to select and pay an attention. After adding Public Page in order to avoid the information omission, Public Page should reduce useless updates.

### 5.5.3 Keeping area

The third most important area is the keeping area. The importance of user requirement is relatively high in this area, and user satisfaction is relatively high as well. Requirements in this area are not the most important problem.

Pay attention, the top three Public Pages in “RenRen” are singers who come from the entertainment industry. Because the main users of “RenRen” are students. Students are more concerned about entertainment information. In contrast, there is another Chinese social networking site named “KaiXin”. White-collar workers are the main users of “KaiXin”. The top three Public Pages in “KaiXin” are “Xinhua News Agency”, “Shanghai Media & Entertainment Group” and “one foundation of

Li Lianjie”. (Ge, 2009) The protagonist of Public Page should choose the right social networking site. For singers, and famous persons, “RenRen” is the best choice. Shanghai Media & Entertainment Group is a media organization, which wants to expand influence over white-collar workers. That is why they choose “KaiXin”.

#### 5.5.4 Observation area

In terms of importance, this area is the fourth area, not because observation is unimportant, but because achieving these requirements is based on solving previous requirements, especially the requirements of social interaction. If it is satisfied, that will greatly affect satisfaction with Public Page.

“Let others know my abilities, to be a leader”, that is the explanation for the self-realization requirement. On this side, Facebook did a good job. In Facebook any user can register a Page, but the Page must be about a special person or an event. In page service validation it is not necessary. The users provide high-quality generated contents in order to attract the attention of thousands of the users, which is not hard work.

In the era of social networking sites, personal value will be enlarged by network type. Personal value depends on the number of persons who are influenced. However, “RenRen” is a semi-open social networking site, which is not available to an ordinary user for creating a Public Page. Quite a lot of wonderful Public Pages are not created because of this limitation. Besides, most users are using a social networking service in order to keep offline contacts which increase the difficulty of one user becoming a celebrity.

## 6 CONCLUSION

Public Page can enhance the connection between the users, promote interaction between the users and increase the user viscosity. Chinese social networking sites are still in a development stage, and there are limited studies on this service. Through analyzing Facebook and referring to other researchers, the author concluded that the user motivation study result could guide the development of Chinese Public Page accurately.

Analyzing basic demands of the Public Page, and understanding the requirements of the users are extremely important. The thesis is divided into four stages: literature investigation, case analysis, user survey, and requirement analysis. Via a literature review, we can understand that “social searching” and “social browsing” are the main motivations. Based on the literature study, the author found two motivations covering seven factors that influence satisfaction with Facebook. During analysis of Chinese Public Page, the author combined two motivations and seven factors. After interviewing users, the author found four main demands that are related to satisfaction. Through one figure, which is named “The relationship between requirement and satisfaction”, the author achieved the study result.

Through the study, the focus area and the improvement area got low satisfaction; these two areas must be improved in order to develop Public Page. The research as a tentative study should continue, to expect to lay a foundation for the development and consumption of Chinese social networking sites.

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**INTERVIEWS**

**Interviewee A:** Chen Huizhong. Interview date: 03/03/2012.

**Interviewee B:** Zhang Xiang. Interview date: 04/03/2012.

**Interviewee C:** Zhang Haicheng. Interview date: 04/03/2012.

**Interviewee D:** Yuan Yichuan. Interview date: 05/03/2012.

## APPENDICES

### Facebook Group Page service



The screenshot shows the Facebook group page for "Project 2011 LUAS". At the top, there is a banner image with several people. Below the banner, the group name "Project 2011 LUAS" is displayed with a lock icon, and navigation tabs for "关于" (About), "活动" (Events), "照片" (Photos), and "文件" (Files). On the right, there are icons for "通知" (Notifications), a star, and a search icon. Below the navigation, there are options to "发新帖子" (Post), "添加照片/视频" (Add photos/video), "提问" (Ask a question), and "上传文件" (Upload files). A text input field with the placeholder "写点什么吧..." is present. To the right, it says "6 个成员, 发信息" (6 members, send message) and a button "+ Add People to Group". Below the input field, a post by "Jari-Pekka Koivisto" is visible, with the text: "Heikki wants us to go to visit him as a whole group and we should decide a time for it. Here are the available options:". To the right of the post, there is a "推荐页面" (Recommended pages) section with a link "查看全部" (View all) and a recommendation for "Horrible Histories" by Liên Huệ Nguyễn, with the text "觉得这挺赞的" (I like this).

### “RenRen” Public Pages



The screenshot shows a list of public pages on RenRen. Each entry includes a profile picture, the page name, type, and scale, along with links to "查看公共主页" (View public page) and "解除好友关系" (Remove friend relationship). The entries are:

- 公共主页: 聚美陈欧 (Type: 企业家, Scale: 12485个好友)
- 公共主页: 健身专家 (Type: 话题, Scale: 18854个好友)
- 公共主页: 石家庄四十二中 (Type: 高校官方公共主页, Scale: 450个好友)
- 公共主页: 人人iPhone (Type: 技术产品, Scale: 3997548个好友)
- 公共主页: 好友档案 (Type: 人人网开放平台应用, Scale: 4163079个喜爱者)
- 公共主页: EHOME E-Sports Club (Type: 游戏战队, Scale: 45735个好友)

# The Public Page of "EHOME"

**EHOME E-Sports Club** StarsWar7英雄联盟邀请赛邀请队伍票选。请为EHOME.GIGABYTE.LOL投上一票。你的一票。将决定EHOME能否出现在上海滩的赛场。投票传送门：<http://rurl.cn/gQqu5>。O(∩\_∩)O谢谢。 2012-05-23

公共主页 资料 状态 相册 日志 分享 全部人人公共主页 赠送TA礼物 发站内信

相册 (27) [查看全部](#)

 EHOME.GIGABYTE.DOTA2获DOTA2邀请函  
2012-06-13 00:29更新

 REMIND  
2011-10-04 19:36更新

给EHOME E-Sports Club留言 0/140

写点什么来支持EHOME E-Sports Club吧...

[留言](#)

主页的新鲜事 好友留言 主页的回复

 EHOME E-Sports Club 上传了1张照片至 EHOME.GIGABYTE.DOTA2获DOTA2邀请函



06-13 00:29 [分享](#) [喜欢](#)

相关的公共主页 [查看全部](#)

 EHOME.ReMinD全圣植  
全圣植，男。韩国知名魔兽争霸选手，...

好友 (45734) [查看全部](#)

 慕冰

 李轶

 黄向峰  
cold sun's

 马斌文

 杨鹏飞

 赵雨阳  
Mr Tom







