Factors Affecting the Adoption of Facebook by Information Professionals

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ABSTRACT
This study seeks to explore whether or not information professionals who deal consistently with various technologies are familiar with Facebook and are ready to incorporate it within their organizations. The current study uses the Technology Acceptance Model (TAM), a well-known theory for explaining individuals’ technology behaviors, as well as the "Big Five" model of personality, as theoretical bases from which to predict factors that may influence the adoption of Facebook by information professionals within their organizations. The research was conducted in Israel during the first semester of the 2013 academic year and encompassed two groups of information professionals: librarians, and information specialists. Researchers used five questionnaires to gather the data. Findings indicate that this study has expanded current research about the TAM by examining it within the context of Facebook, focusing on the variable of perceived enjoyment. In addition, the research findings confirm that the TAM (in its modified version), as well as other personality characteristics, significantly predict the likelihood of Facebook use, and highlight the importance of personality characteristics when considering technology acceptance. Researchers recommend that directors of information organizations be familiar with both the TAM and the issue of personality characteristics. These factors may help them choose the most appropriate employees, as well as understand and supervise threatened and/or unmotivated workers.

Keywords
Facebook, information professionals, TAM, "Big Five"

INTRODUCTION

Social Networks
Social networking sites have become an important social platform for computer-mediated communication (Correa, Hinsley, & de Zuniga, 2010; Powell, 2009; Tapscott, 2008) and play a prominent role in young peoples’ lives (Wang, Jackson, Zhang, & Su, 2012). A social network site is a web-based service that allows users to: (1) present a profile within an organized framework, (2) create a list of other persons with whom they share connections, and (3) navigate their list of connections and view those made by others within the system (Boyd & Ellison, 2007). In other words, a social network site provides the individual an opportunity to create his/her profile, and share texts, images, and photos (Boyd & Ellison, 2007; Pfeil et al., 2009; Powell, 2009; Tapscott, 2008). Usually, individuals use social networks to strengthen offline relationships or support offline connections. These connections may be based on weak ties, but generally there is some common offline connection among participants (Ellison, Steinfield, & Lampe, 2007).

Social networks enable communication by employing computers as collaborative tools to expand group formation, scope, and influence (Kane, Fichman, Gallaugher, & Glaser, 2009; Pfeil, Arjan, & Zaphiris, 2009; Ross et al., 2009). It appears that social networking sites provide internet users a venue for interpersonal communication with friends, relatives, peers, co-workers, and strangers. Facebook® includes numerous communication features such as: sending public and private messages, posting photos, blogging, instant messaging (IM), games, and even presenting a user’s likes. People can search for other users by names or fields of interest and gather friends by ‘friend requesting’ (Muscanel & Guadagno, 2012). Social networking has accelerated dramatically over the last several years and as of February 2013, Facebook—the largest, most popular such network—had over one billion active users. Hence, the question arises as to what factors may influence information professionals’ choices when adopting new technologies such as Facebook in their information centers. This question is crucial since information professionals should understand that many of their patrons use Facebook as a major channel of communication, and they too should be able to use it in

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order to reach and influence their clients. Further, information professionals should realize that they can use Facebook as a new and convenient avenue of communication with their colleagues, as well as have it serve as a platform for professional updates.

This study seeks to explore whether or not information professionals who deal consistently with various technologies are familiar with Facebook and are ready to assimilate it within their organizations. Although various studies have considered Facebook in the library arena (Aharony, 2012, 2013; Carlsson, 2012; Connel, 2009; Jacobson, 2011; Phillips, 2011; Scale, 2008), no one has focused so far on information professionals’ attitudes towards it. This research may contribute to an understanding of the variables that influence information professionals’ attitudes towards Facebook, and may lead to further inquiry in this field.

The current study uses the Technology Acceptance Model (TAM), a well-known theory for explaining individuals’ technology behaviors (Davis, 1989; Venkatesh & Morris, 2000), as well as the "Big Five" model of personality as theoretical bases from which to predict factors that may influence the adoption of Facebook by information professionals within their organizations. Since personality characteristics play a major role in human cognition, beliefs, attitudes, and behaviors, we suggest that personality will assume a pervasive role in dealing with information technology acceptance. The current study will investigate the relationship between personality characteristics, TAM, and Facebook use. Researchers chose the TAM as it is well-accepted and validated in the professional literature. In addition, it emphasizes individual reactions to technology, in which we assume personality characteristics may play an essential part.

The objectives of this study are: (a) To what extent does the TAM explain information professionals use of Facebook, (b) To what extent does the "Big Five" model explain information professionals use of Facebook, and (c) To what extent do differences in demographic variables such as age and gender explain information professionals use of Facebook. The first objective seeks to observe information professionals adoption patterns of Facebook. The second and third consider the elements underlying the patterns of adoption by comparing differences between information professionals’ personal and demographic characteristics.

The remainder of the article is organized as follows: The next section introduces the theoretical foundations and hypothesis development for the study. Research methods are provided next, followed by findings and discussion. The last section provides theoretical contributions along with a discussion of some limitations of the findings.

THEORETICAL BACKGROUND

Technology Acceptance Model

One of the main research questions concerning information systems is why do people adopt certain technologies and reject others. Davis (1989) developed the Technology Acceptance Model (TAM) which proposes that user acceptance of technology can be explained by two main beliefs: perceived usefulness (PU) and perceived ease of use (PEOU). PU is "the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989, p. 320). PEOU is “the degree to which a person believes that using a particular system would be free of effort” (Davis, 1989, p. 320). Later, Davis et al. (1992) added another dimension: perceived enjoyment (PE), defined as "the extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated” (p. 1113). Moon and Kim (2001) referred to the term enjoyment as the pleasure individuals feel when committing a specific behavior. They found that enjoyment was a dominant factor for user's acceptance of the Internet.

Other research was conducted across various disciplines addressing the TAM. PU was found to be the strongest predictor of user acceptance of technology (Lee, 2009; Lu, Zhou, & Wang, 2009; Pontiggia & Virili, 2010; Sledgianowski & Kulviwat, 2009; Wu, Chen, & Lin., 2007; Yen, Wu, Cheng, & Huang, 2010), while PE was found to be the weakest among the three variables (Davis et al., 1992; Igbabia, Parasuraman, & Baroudi, 1996).

van der Heijden (2004) addressed the term hedonism in relation to the TAM. According to the Merriam-Webster Dictionary (2013), “hedonic” is derived from the word “hedonism” a belief that pleasure or happiness is the main good in life. Hedonic systems are designed to provide users a self-fulfilling value and seek to increase the degree to which the users experience fun when using the system. In contrast, utilitarian systems aim to provide their users instrumental value, such as increasing task performance, while encouraging efficiency. van der Heijden (2004) continues by discussing technology acceptance, noting that there are two kinds of motivations: intrinsic and extrinsic. Intrinsic motivation pertains to the pleasure and satisfaction provided by performing a behavior (Deci & Ryan, 1985), while extrinsic motivation stresses performing a behavior to achieve rewards or goals (Vallerand, 1997). van der Heijden (2004) maintains that the definition of PU is associated with an outside benefit, external to system interaction (e.g., improving job performance), which is an extrinsic motivation. The definition of PE is associated with the extent of fun derived when using the system itself. Therefore, it may be perceived as intrinsic motivation. As a result, we may assume that in utilitarian systems, extrinsic motivation will be the major predictor of intentions to use the system while in hedonic ones; intrinsic motivation will be the major predictor of intentions to use the system.
The distinction between hedonic and utilitarian systems can help in understanding the TAM within different environments. It seems that within work environments, PU is the appropriate term; in home environments, PE is the suitable one. Van der Heijden (2004) proposes that in hedonic contexts, PE and PEOU are stronger determinants of intention to use technology when compared to PU, since these systems are aimed towards providing self-fulfilment value. Atkinson and Kydd's (1997) findings support this idea by claiming that PEOU influences Internet use for entertainment (hedonic) purposes. Several studies of the WWW and mobile commerce have included PE in the TAM (Bruner & Kumar, 2005; Moon & Kim, 2001; Van der Heijden, 2003). Others have used this variable to explore playing computer games and IM (Kraut et al., 1998; Venkatesh & Brown, 2001). Several studies have investigated it within social networking sites (Kang & Lee, 2010; Sledgianowski & Kulviwat, 2009).

**Personal Innovativeness**

Another variable that may affect and predict information professionals' perspectives towards Facebook is personal innovativeness, a well-known variable in innovation diffusion research generally (Rogers, 1983, 1995). Agarwal and Prasad (1998) suggested that personal innovativeness is related to information technology and proposed that it be defined as the willingness to try new information technology. According to their definition, people with higher personal innovativeness would be more likely to take advantage of a new technology. Further, it is a stable personality characteristic not influenced by situational considerations. Lu, Yao, and Yu (2005) added that these innovative people are more likely to adopt new technologies, although they are aware of the high degree of uncertainty that follows adoption. In addition, other researchers (Uray & Dedeoglu, 1997; Venkatraman, 1991) contended that innovative people will search for intellectually or sensorially stimulating experiences. The literature shows there is a tendency to associate technology adoption with personality characteristics (Amichai-Hamburger, 2002; McElroy et al., 2007). Therefore, the next section discusses the "Big-Five" personality model that presents personality traits that might influence Facebook use.

**The “Big Five”**

The “Big Five” model of personality dimensions is one of the most well-researched measures of personality structure in recent years (Golbeck, Robles, & Turner, 2011), and is considered a comprehensive model of personality (Costa & McCrae, 1992). The model consists of five factors that represent personality traits: extraversion, neuroticism, openness to experiences, agreeableness, and conscientiousness (Ehrenberg et al., 2008; John & Srivastava, 1999). The model's five domains were conceived by Tupes and Christal (1992) as fundamental characteristics that emerged from analyses of personality tests (McCrae & John, 1992). Different scholars (John, 1990; McCrae & Costa, 1990) delved into five-factor model research and found validity and reliability across gender, age, and cultural lines (McCrae & John, 1992). Researchers also found that validity was maintained despite different tests, languages, and methods of analysis (Digman, 1990; John, 1990; McCrae, 1989; McCrae & John, 1992).

These facts have led various psychologists to accept the Big Five as the current model of personality (Peabody, & De Raad, 2002; Schmitt, Allik, McCrae, & Benet-Martinez, 2007). Each factor in the model is bipolar and contains different aspects. The Big Five traits are described as follows: Extraversion is characterized by assertiveness, sociability, energy, talkativeness, outgoing, and seeking excitement. Agreeableness involves warmth, cooperativeness, helpfulness, trust of others, and optimism. Openness to experience consists of creativity, curiosity, intellectualism, and preference for novelty. Conscientiousness is reflected in discipline, responsibility, organization, reliability, and orderliness. Neuroticism is characterized by anxiety, moodiness, hostility, impulsiveness, sensitivity, vulnerability, and emotional instability (John & Srivastava, 1999, Golbeck, Robles, & Turner, 2011; Seidman, 2013).

**The “Big Five” in Research**

Early study about personality traits and Internet use showed that extraversion and neuroticism were significantly related to online activities (Amichai-Hamburger, 2002; Amichai-Hamburger & Ben-Artzi, 2003; Amichai-Hamburger, Wainapel, & Fox, 2002). More recent studies involving personality traits as predictors of social networking sites showed all five factors were relevant (Ross et al., 2009; Selfhout et al., 2010; Wehrli, 2008; Zywica & Danowski, 2008). Extroverts have many connections via the social networking site and extraversion was shown to be the dominant factor of the group (Gosling, Augustine, Vazire, Holtzman, & Gaddis, 2011; Wilson, Fornasier, & White, 2010; Zywica & Danowski, 2008). They use Facebook to contact friends (Correa, Hinsley, & de Zuniga, 2010) and comment on others' pages (Gosling et al., 2011). They also have more friends than introverts on social networking sites (Aharoni, 2013; Amichai-Hamburger, Kaplan, & Dorpatcheon, 2008; Amichai-Hamburger & Vitinsky, 2010; Moore & McElroy, 2012; Ross et al., 2009; Ryan & Xenos, 2011), a fact which emphasizes that they maintain the same pattern of behavior in both their 'real' and 'virtual' lives. In addition, Ross et al. assert that extraversion was positively associated with belonging to Facebook groups. Neuroticism, was related to IM (Ehrenberg et al., 2008) and writing on the 'wall' (Ross et al., 2009). These researchers suggest that both instant messaging and writing on the wall provide users the opportunity to take time to think about their messages and responses, making it easier for more neurotic people to communicate, since the potential for unintentionally revealing personal information is reduced. Ross et al., (2009) also found that heavy users of social
networking sites have higher levels of openness to experience. They suggested that since social networking sites are relatively new, it is not surprising that those individuals who are more open to experiences would use social networking sites more than others. When considering agreeableness, Selhout et al. (2010) found that people with a high level of agreeableness were selected more often as friends in social networks. Concerning conscientiousness, Wehrli (2008) found that very conscientious people, who were thought to refrain from taking part on social networking sites, were indeed active on them. One explanation is that perhaps those who exhibit high levels of emotional instability tend to spend more time on social networking sites in order to change their image and present themselves in a more attractive manner.

**Hypotheses**

Assuming that perceived ease-of-use, perceived enjoyment, personal innovativeness, and personality characteristics may predict Facebook use, the underlying assumptions of this study are:

1. The more respondents perceive Facebook as easy to use, the greater their Facebook use (H1).
2. The higher the level of perceived enjoyment information professionals have, the greater their Facebook use (H2).
3. The higher information professionals’ personal innovativeness is, the greater their Facebook use (H3).
4. The more extroverted information professionals are, the greater their Facebook use (H4).
5. The higher the level of neuroticism information professionals have, the greater their Facebook use (H5).
6. The more open to experience information professionals are, the greater their Facebook use (H6).
7. The more agreeable information professionals are, the greater their Facebook use (H7).
8. The higher levels of conscientiousness information professionals have, the less they use Facebook (H8).
9. The younger information professionals are, the greater their Facebook use (H9).

**METHODOLOGY**

**Data Collection**

The research was conducted in Israel during the first semester of the 2013 academic year and encompassed two groups of information professionals: librarians, and information specialists. The researchers sent a message and a questionnaire to an Israeli library and information science discussion group, an Israeli information specialist group, and an academic librarians’ discussion group explaining the study’s purpose and asking their members to complete the questionnaire. These three discussion groups comprise about 1000 members; 131 responses were received, giving a reply percentage of 13.1%.

**Data Analysis**

Of the participants, 24 (18.32%) were male and 107 (81.67%) were female. Their average age was 46.68 years. Concerning their roles, 61 (46.56%) were librarians, 48 (36.64%) were information specialists, and 21 (16.79%) were information center directors. As to their education, 46 (35.14%) had a Bachelor’s degree, 79 (60.30%) had a Master’s degree and 7 (5.34%) had a doctorate.

**Measures**

Researchers used five questionnaires to gather the following data: personal details, Facebook use, attitudes to Facebook, perceived enjoyment, and the Big Five. The personal details questionnaire had four statements (https://docs.google.com/forms/d/19W0CeLJPwKozjynzcUGpvsSy1eG6oT9xBEU80f0Bpw/viewform).

The Facebook use questionnaire consisted of four questions. Respondents’ scores were aggregated into one measure according to the mean of the item scores. Higher scores indicated higher Facebook use. The value of Cronbach’s Alpha was .80.

The Facebook attitude questionnaire, based on Liu, Li, and Carlsson (2010), was modified for this study and consisted of seven statements rated on a 7-point Likert scale (1=strongest disagreement; 7= strongest agreement). The questionnaire had two factors. The first related to Facebook ease of use (items 5, 4, 7, 1); the second to information professionals’ personal innovativeness (items 2, 3, 6). The values of Cronbach’s Alpha were .93 and .90, respectively.

The perceived enjoyment questionnaire, based on van der Heijden (2004), was modified for this study and consisted of four statements rated on a 7-point Likert scale (1=strongest disagreement; 7= strongest agreement), and its Cronbach’s Alpha was .94.

The Big Five questionnaire (John, Donahue, & Kentle, 1991) consisted of 44 statements rated on a 5-point Likert scale (1=strongest disagreement; 5 = strongest agreement). The questionnaire had five factors: extraversion (items 1, 6, 11, 16, 21, 26, 31, 36); agreeableness (items 2, 7, 12, 17, 22, 27, 32, 37, 42); conscientiousness (items 3, 8, 13, 18, 23, 28, 33, 38, 43); neuroticism (items 4, 9, 14, 19, 24, 29, 34, 39); and openness to experience (items 5, 10, 15, 20, 25, 30, 35, 40, 41, 44). The values of Cronbach’s Alpha were .82, .70, .77, .84, and .72, respectively.

**RESULTS**

In order to examine the relationship between age, personality characteristics (The Big Five), attitudes towards Facebook, perceived enjoyment, and Facebook
use, researchers performed Pearson correlations, which are given in Table 1.

Table 1 presents significant, positive correlation between extroversion, neuroticism, openness to experience, the attitude variables, perceived enjoyment, and the dependent variable (Facebook use). Hence, the higher these measures, the greater the respondent’s Facebook use. In addition, a significant, negative correlation was found between age and Facebook use. Thus, the older respondents are, the lower their Facebook use. Significant, negative correlations were found between age and the variables of neuroticism, personal innovativeness, PEOU, and perceived enjoyment. It seems that the older respondents are, the lower their level

<table>
<thead>
<tr>
<th>Measures</th>
<th>Age</th>
<th>Extroversion</th>
<th>Agreeable</th>
<th>Conscientious</th>
<th>Neuroticism</th>
<th>Openness</th>
<th>Innovative</th>
<th>Enjoyment</th>
<th>EOU</th>
<th>Use</th>
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<td>Enjoyment</td>
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<td>-.07</td>
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*p < .05  **p < .01  ***p < .001

Table 1. Pearson correlations between age, personality characteristics, attitudes, perceived enjoyment, and Facebook use (n=131).

Pearson correlations were conducted between personality characteristics (The Big Five), attitudes towards Facebook, and perceived enjoyment. Significant correlations were found between extroversion, openness to experience, and personal innovativeness, as well as between extroversion and perceived enjoyment. Therefore, the higher the level of extroversion and openness to experience respondents have, the more personally innovative they are. Furthermore, the more extroverted respondents are, the more they perceive Facebook as being enjoyable.

Researchers also conducted a hierarchical regression using Facebook use as a dependent variable. The predictors were entered as five steps: (1) age, as a demographic variable; (2) three measures out of the Big Five: extroversion, neuroticism, and openness to experience (these measures were found to correlate with the dependent variable); (3) two attitude measures: perceived ease of use, and personal innovativeness; (4) perceived enjoyment; and (5) interactions between age X attitudes, and perceived enjoyment, and also between personality characteristics X attitudes, and perceived enjoyment. The entrance of the four first steps was forced, while the interactions were done according to their contribution to the explained variance of Facebook use. The regression analysis did not reveal any contribution of these interactions, therefore Table 2 presents only the first four steps of the regression. This regression explained 55% of Facebook use. Table 2 presents the
standardized and unstandardized coefficients of the hierarchical regression of respondents' Facebook use.

The first step reveals that the age variable contributed significantly by adding 14% to the explained variance. The beta coefficient was negative. That is, the older information professionals are, the lower their Facebook use. The second step introduced three measures of the Big Five: extroversion, neuroticism, and openness to experience, of which only extroversion and neuroticism contributed significantly by adding 12% to the explained variance of Facebook use and their beta coefficients were positive. In other words, the higher the level of extroversion and neuroticism of respondents, the more they use Facebook. The third step introduced perceptions about personal innovativeness and PEOU, of which only PEOU contributed significantly by adding 13% to the explained variance of Facebook use. The beta coefficient was positive. The more respondents perceive Facebook as easy to use, the greater their Facebook use. The fourth step added respondents' perceptions about enjoyment, and this also contributed significantly by adding 16% to the explained variance of Facebook use. The beta coefficient was positive, and we may therefore conclude that the more respondents perceived Facebook as enjoyable, the greater their Facebook use. This step gave a decrease in the beta size of age, extroversion, neuroticism, and PEOU. Sobel tests indicated that enjoyment mediates between age (z = 3.99, p < .001), extroversion (z = 2.22, p < .05), neuroticism (z = 2.01, p < .05), perceived ease of use (z = 6.04, p < .001) and Facebook use.

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<th>Predictors</th>
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<td>2. Age</td>
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<td>Personal Innovation</td>
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* p<.05  ** p<.01 *** p<.001

Table 2. Hierarchical regression coefficients of respondents' Facebook use (n = 131).
use. Hence, the younger, more extroverted, and neurotic respondents are, and the more they perceive Facebook as easy to use, the more they enjoy Facebook; thus the more they use it.

**DISCUSSION AND CONCLUSIONS**

Based on the premises of the TAM and the Big Five, the present research explored the extent to which they explain information professionals' perspectives about Facebook. By addressing these questions, this article makes a number of theoretical and practical contributions:

- Expands current research about the TAM model by examining it within the context of Facebook, focusing on the variable of perceived enjoyment.
- Findings confirm that the TAM (in its modified version), as well as other personality characteristics, significantly predict the likelihood of Facebook use, and highlight the importance of personality characteristics when considering technology acceptance.
- Directors of information organizations should be familiar with both the TAM and the issue of personality characteristics. These factors may help them choose the most appropriate employees, as well as understand and supervise threatened and/or unmotivated workers.

Researchers divided the study hypotheses into three categories. The first one (H1-H3) refers to the TAM, the second (H4-H8) to personality characteristics, and H9 to the demographic characteristic. Addressing the first category, two of the three hypotheses were accepted (H1 and H2). Respondents who found Facebook easy to use, and who perceived Facebook use as enjoyable, were those who actually used the social network more frequently than others. These findings are not surprising because those who perceive that Facebook is easy to use also believe using it is enjoyable. As a result, they make greater use of the site than others.

These findings echo previous ones that considered social networking sites as pleasure-oriented information systems (Kang & Lee, 2010; Slegdianowski & Kulviwat, 2009). Furthermore, other investigators (Atkinson & Kydd, 1997; van der Heijden, 2004), found that in hedonic contexts (in this case, Facebook), perceived ease of use and perceived enjoyment are major factors that influence intention to use technology. In the current study, these two variables influenced respondents' actual use, and not just their intentional behavior. The fact that H3 was rejected is quite surprising, because usually those who are personally innovative tend to experience new things and technologies. If directors of information organizations would like their employees to use Facebook as a major channel of communication in their work environment, they should explain to their staffs that Facebook is not a complicated platform and should note its ease of use. Also, the enjoyable advantages employees would have if they use Facebook should be emphasized.

Referring to the second category, three out of the five hypotheses were accepted (H4, H5, H6). The more extroverted, neurotic, and open to experiences respondents are, the greater their Facebook use. These findings duplicate others (Gosling, Augustine, Vazire, Holtzman, & Gaddis, 2011; Ehrenberg et al., 2008; Ross et al., 2009; Wilson, Fornasier, & White, 2010; Zywicka & Danowski, 2008) who found that these three traits may predict social networking use. Apparently, respondents who are extroverted are more active on Facebook, have more friends, and keep the same pattern of behavior in both their ‘real’ and ‘virtual’ worlds. In addition, it seems that those information professionals who are more open to experience tend to use and experience this relatively new platform more than others.

It was not unexpected to see that H7 and H8 were rejected. Although several studies found a relationship between agreeableness (Selfhout et al., 2010) and conscientiousness (Wehrli, 2008) and social networks, the majority of literature stresses that the dominant predictor among the Big Five regarding social networking is extroversion. The significance of these findings is that they sharpen the importance of personality characteristics as predictors of social media use. Therefore, directors of information organizations who would like to adopt technological innovations, should be aware of the importance of these personality traits when hiring new workers or trying to create technological changes in their organizations.

Regarding the third category of hypotheses (H9), results show that H9 was accepted. Thus, younger respondents use Facebook more than older ones. This is consistent with results presented by Rainie (2013) which suggest that 86% of Facebook users are young (18-29). Furthermore, Lenhart (2009) noted that 18-24 year-olds made up the largest group of users. Therefore, if information organization directors would like to use the latest innovative technologies in their workplace to satisfy their patrons' needs and expectations, they should seek to convince older workers to try new technologies by demonstrating their ease of use, enjoyment, and other advantages of using them.

The theoretical contribution of the current study is primarily that it highlights the importance of expanding the scope of the TAM and including the perceived enjoyment variable, instead of perceived usefulness as used in hedonic or entertainment environments. The perceived enjoyment construct was found to be a crucial predictor of Facebook usage. However, the aim of this study was not to explore hedonic or entertainment environments per se, but rather investigate how information organizations can add Facebook as an essential tool in their workplaces. Our findings suggest that directors of such organizations should
promote Facebook’s perceived enjoyment and ease of use when trying to include it in their work environments.

In conclusion, the current study found that Facebook use was impacted by its perceived enjoyment and ease of use, as well as by three personality characteristics (extraversion, neuroticism, and openness to experience), and age.

This study has some limitations. The first is that in order to gain a broader perspective, a further study that includes a larger number of Israeli information professionals should be conducted. Secondly, since the current study focused only on Israeli information professionals, we suggest that in order to have an international perspective of Facebook assimilation, the study be done in other countries as well. Moreover, future studies may include other members of the information community (such as Library and Information Science students), in order to gain a broader understanding of the factors that may influence Facebook use. Finally, a future study may also use qualitative methods such as open questions or interviews to supplement the quantitative analysis and thereby enrich the findings by adding other dimensions to the inquiry process.

REFERENCES


