

An Exploratory Study on the Use of Twitter and Facebook in Tandem



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CONTEXT

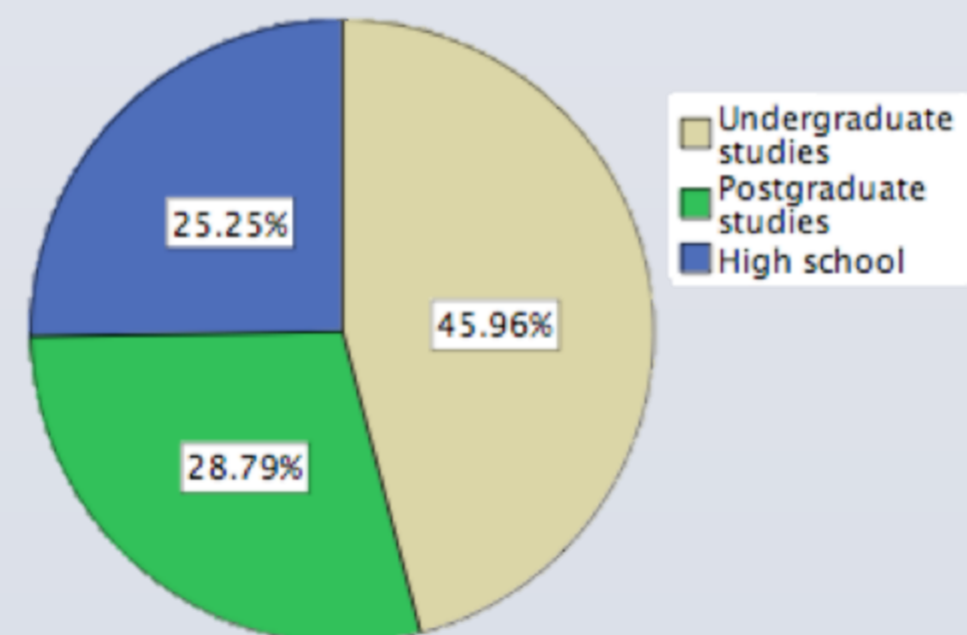
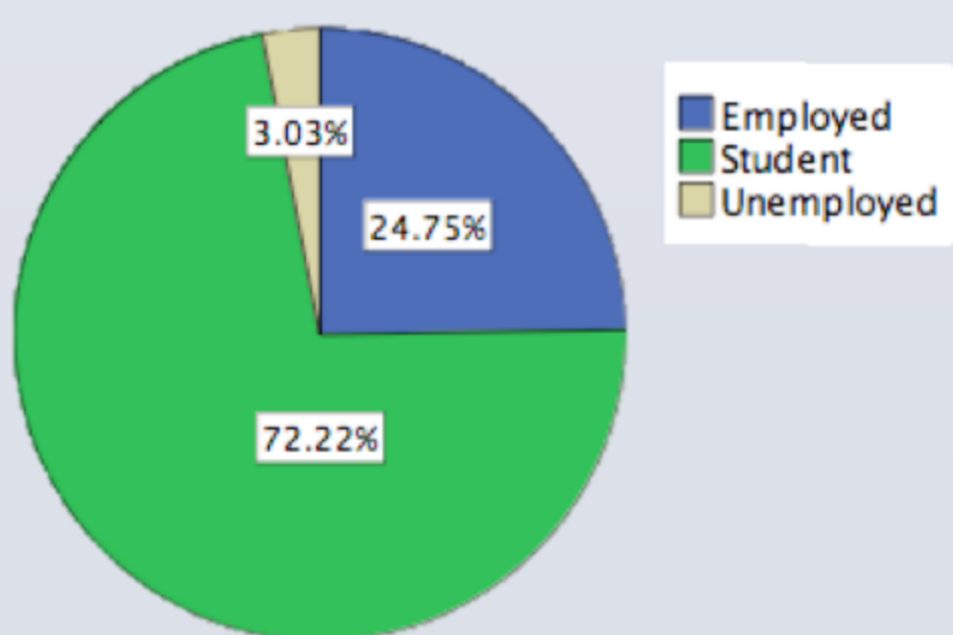
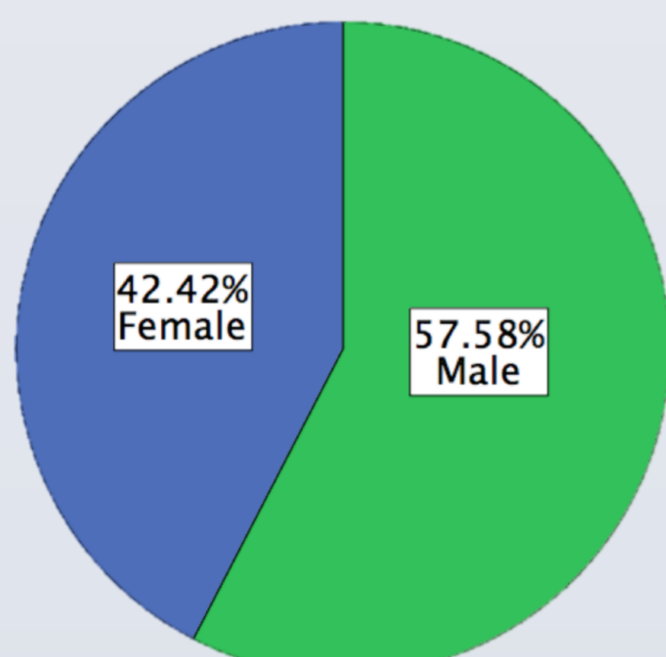
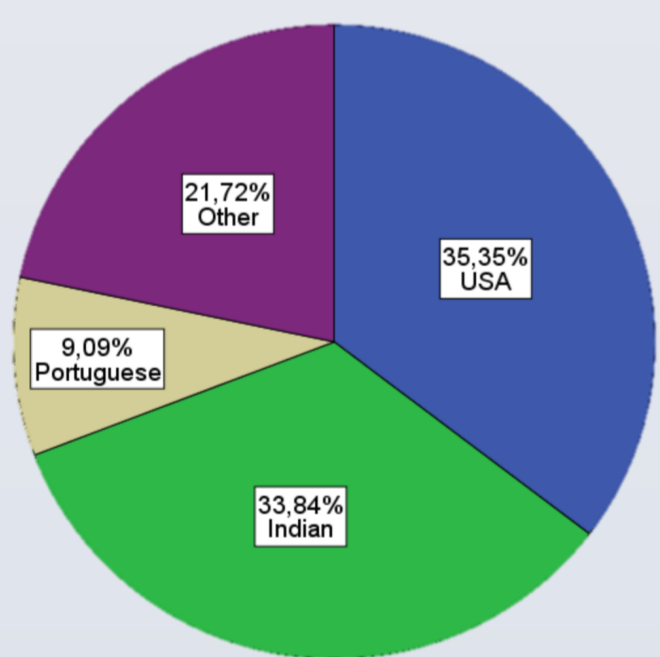
- Social Network Sites (SNSs) are often not used in isolation and users tend to adopt multiple services to fulfill their communication needs.
- 42% of online adults in the U.S. use multiple SNSs, while only 36% rely on just a single service.
- 90% of Twitter users also use Facebook and 22% of Facebook users report they use Twitter.
- However, most research on SNSs considers sites in isolation.
- There is a lack of literature in examining the same users' activity on the services together.

WHY STUDY SNSs IN TANDEM

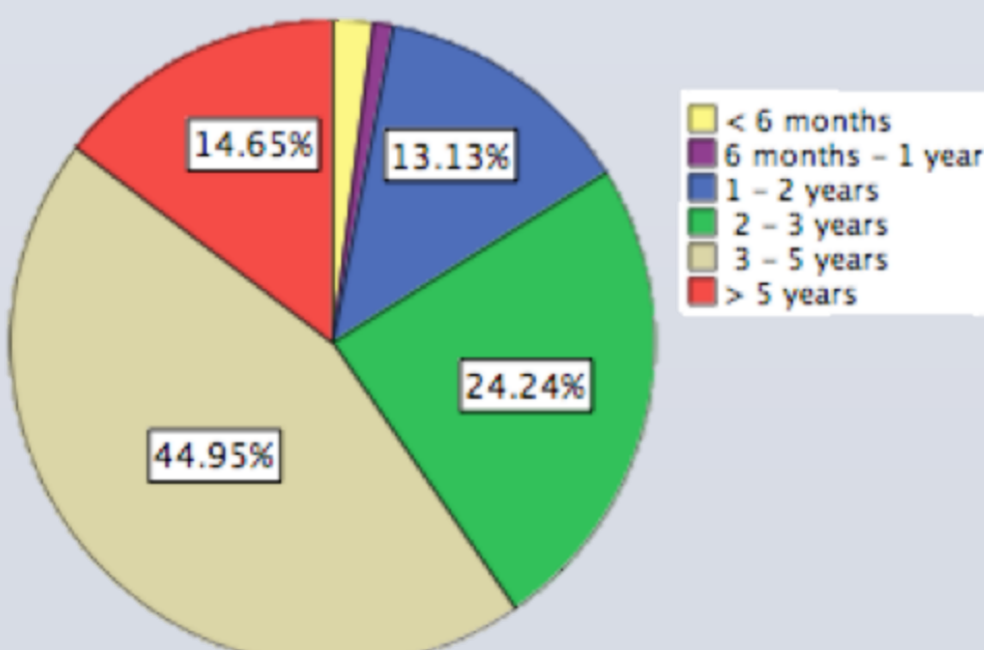
- Overlapping, competing or complementary functionality across SNSs.
- Context collapse.
- Information overload.
- APIs that allow the connection of accounts and automatic sharing across SNSs.

METHOD, SAMPLE AND RESULTS

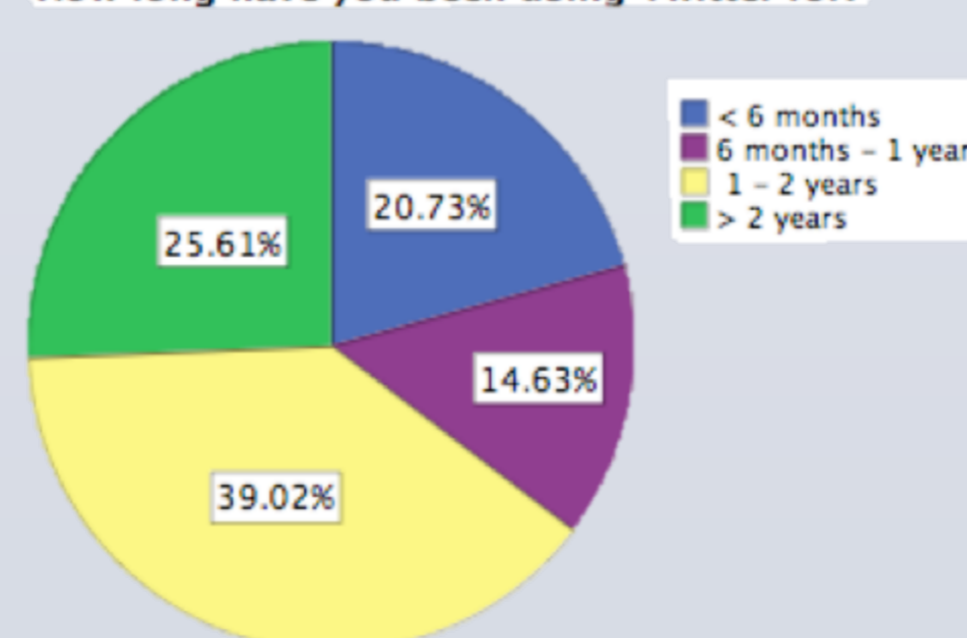
- **Goal:** Predict ownership of a Twitter account based on Facebook usage.
- **Method:** Distributed online survey while collecting activity data from the Facebook API for each participant.
- **Sample:** 198 Facebook users (mean age = 24.6 years). 82 of them reported to also be Twitter users.



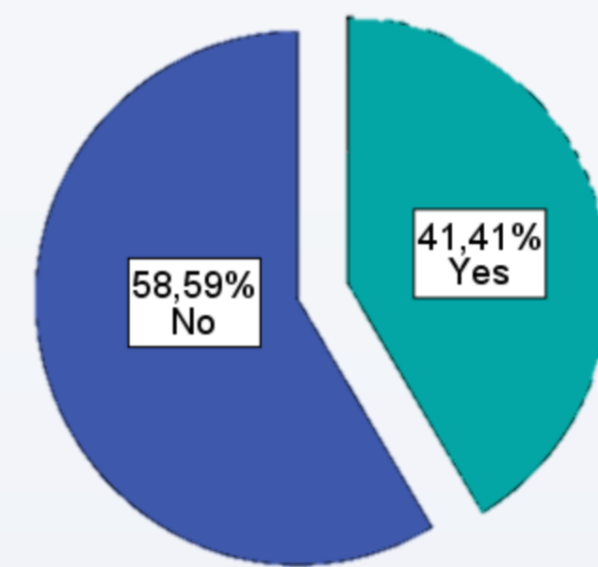
How long have you been using Facebook for?



How long have you been using Twitter for?



Do you also use Twitter?



- 12 user activity variables were gathered from the Facebook API. Exploratory Factor Analysis identified five discrete **Facebook usage dimensions**:

Item	Factor Loading
Text communication ($\alpha = .821$)	
Comments made	.901
Likes (to posts, comments etc.) given	.885
Posts made	.719
Photographs ($\alpha = .723$)	
Photographs posted	.843
Photograph albums created	.764
Photographs tagged in	.649
Profile ($\alpha = .835$)	
Activities mentioned	.919
Likes (to pages) given	.878
Offline ($\alpha = .652$)	
Check-ins made	.836
Events attended	.809
Network ($\alpha = .681$)	
Facebook groups joined	.889
Facebook friends	.795

$KMO = .702$. α is based on standardized items.

- A binary logistic regression showed that two usage dimensions were strong and significant positive **predictors of having a Twitter account** in addition to being a Facebook user:

Measure	β
Age	-.034
Gender (male)	.389
Occupation (student)	-.600
Nationality (USA)	-.295
Text communication	.052
Photographs	.051
Profile	-.168
Offline	.622**
Network	.682**
Intercept	.812

Nagelkerke $R^2 = .184$. * $p < .05$, ** $p < .01$, *** $p < .001$. All beta coefficients are standardized.

CONCLUSIONS

Facebook usage is multidimensional; it breaks down into distinct factors that can be used as input for further analysis. Of the five usage dimensions that we identified, only those that corresponded to functionality not available in Twitter significantly (and positively) predicted ownership of a Twitter account. This result suggests *complementary* use of the two SNSs based on feature differentiation, i.e. the presence of differentiated features is a driver for adopting a SNS over another. In contrast, if similar functionality is available in multiple services, users tend to use those features in only a single SNS.