

The Impact of Demographics on Social Networking

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ABSTRACT

The use of social networks has risen dramatically over the last few years as users have reached out to friends, new acquaintances and businesses. Curran & Lennon (2011) developed a model which illustrates how antecedent beliefs influence a user's attitude toward a social network and how that attitude influences the user's intentions to engage in different social networking behaviors. A convenience sample of 495 useable questionnaires was collected for this study. This paper adds to the understanding of the Curran & Lennon model by examining the impact of demographic variables on antecedent beliefs and attitudes toward social networks. The findings of the current study demonstrate that peoples' antecedent beliefs and attitudes toward social networks differ based on gender, age, marital status and parenthood. This paper further adds to the literature on the relationship between demographic variables and the use of social networking.