

Social Networking Sites Shaping Behavior

Maria Anjum^{1*}, Mariam Rehman², Hajra Waheed³ and Muhammad Asif Kamran⁴

^{1,2,3}*Department of Computer Science, Lahore College for Women University, Lahore, Pakistan*

⁴*Nuclear Institute for Agriculture and Biology, Faisalabad, Pakistan*

*E-mail: *maria.anjum@gmail.com, ²dr.mrehman13@gmail.com, ³w.hajra@gmail.com,
⁴agriecon.niab@gmail.com*

KEYWORDS Technology Acceptance Model (TAM). User Behavior

ABSTRACT User behaviors on Social Networking Sites (SNSs) are being studied largely in terms of intention to use. By employing Technology Adoption Model (TAM), the relation between user behavior and actual use of SNS can be investigated. To investigate the effect of characteristics associated with human behavior on the actual use of SNS by focusing on users having background in Computer Science, a framework was constructed by employing TAM along with external variables. Moreover, hypotheses were formed and evaluation was carried out by conducting statistical analysis. The results concluded that social influence, perceived control and hedonism are the elements found to be positively associated with the SNS use. Additionally, the construct of disclosure was found to be negatively associated with the SNS use that represents user resistance for information sharing. It was also found that privacy is the only concern common in users having a background in computer science.