



東海大學學生報告 ePaper

報告題名：

台灣年輕人退出臉書的因素與分析

Factors and Analysis of Quitting Facebook of Young
People in Taiwan

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中文摘要

根據數據中心的研究，在二零一四的十二月前，大約有百分之七十一的成年人使用臉書，百分之二十三的成年人使用推特，百分之二十六的成年人使用 Instagram，百分之二十八的成人使用 Pinterest，與百分之二十八的成人使用 LinkedIn。這個數據資料可以充分的解釋目前在台灣的狀況，大多數的現代人為了達到娛樂、宣傳或是商業目的而使用臉書。

對青少年來說，他們使用臉書的原因可能只是單純為了娛樂。遊戲或是心理測驗都是他們在臉書上常用的功能。除此之外，他們使用臉書來保持與朋友的聯絡。

然而對成年人來說，他們使用臉書的原因卻與青少年有很大的不同。這些原因與許多議題有關。成年人使用臉書去進行商業的交易，舉例來說，在臉書上買賣某樣商品或是服務。

對某些組織來說，他們可能為了從大眾裡獲得更多的知名度。然而現在有越來越多人因為許多原因停止使用臉書。真正放棄使用臉書的原因和許多隱私相關的議題、版面不斷地更換、贊助商的文章、越來越多的廣告或是洩露個人私密的資料有關。雖然這些原因都可以合理地解釋，但是在這些原因的背後卻還有放棄使用臉書更重要的因素。

隨著智慧型手機的普及，人們更加的沈迷於社交網站。在各個年齡層之間，青少年群更是為社群網站的主要使用者。然而，今日的社交網站逐漸拓展許多家長或更為年長的使用者，而這一現象也引發了一連串有趣的現象。研究顯示出，美國的青少年們多數已不再使用臉書，反而是活躍於社交網站如推特、Instagram 以及 Snapchat。於是，我們的研究便是想要探討台灣的年輕人使用其他社交網站來替代臉書的原因。我們設計出了一份問卷，以期能夠蒐集許多的數據來探討這背後的原因。

關鍵字：

1. 社交軟體
2. 心理測驗
3. 臉書遊戲
4. 網路隱私
5. 臉書廣告

Abstract

According to Pew Research Center, up to September in 2014, there were 71% of online adults using Facebook, 23% of online adults using Twitter, 26% use Instagram, 28% using Pinterest, and 28% using LinkedIn. The situation in Taiwan can be well explained by the statics that most of the modern people use Facebook as their tools for entertainment, propaganda, or business.

For teenagers, they probably use Facebook for pleasure. Games, psychological tests are the functions they use on Facebook. In addition, they use it for keeping connected with their friends.

However, the reasons why adults use Facebook may differ from teenagers. The reason may deal with numerous issues. They may use it as a media to do their business like selling stuffs or services.

As for certain organizations, they may use it for gaining more reputations from the publics. However, there are more and more people quit using Facebook due to several reasons. The real reasons to quit Facebook deal with trust and privacy issues, or continual changes in format, sponsored posts, increased advertisements or the selling of your personal data and attention. Although all of these factors are legitimate to explain, there is a more important reason to quit Facebook behind all these factors.

People are attached to social networking websites as smart phones become popular among everyone. It is also clear to see that teenagers are more addicted to social networking websites than any other generations. However, there are some interesting things happened while social networking sites such as Facebook is becoming popular among parents generation or even elder generation. Studies show that teenagers in United States are now abandoning Facebook and becoming more active on other social networking websites such as Twitter, Instagram or Snapchat. We want to know the reasons of young people in Taiwan to use other social networking websites instead of Facebook. As a result, we have prepared a questionnaire for teenagers in Taiwan to collect statistics and conduct our research

Keywords :

1. Social Networking Sites
2. Psychological tests
3. Games on Facebook
4. Internet privacy
5. Advertisements on Facebook

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Factors and Analysis of Quitting Facebook of Young People in Taiwan

Introduction

Thesis Statement

Undoubtedly, smart phones are popular these days, so as Social Networking, such as Facebook, Twitter, Instagram, Tumblr, Snapchat etc. ([3] “about tech”). Facebook is the most popular social networking site of all time. Within six years, Facebook has experienced dramatic growth—it has reached more than a billion users and is still growing rapidly. In Taiwan, Facebook was the most popular Social Networking Sites. ([12] “天下雜誌”). For many, Facebook has become an integral part of day-to-day life[6” Public Opinion Programme, The University of Hong Kong”]. However, while the social media site can be very useful, it's important to avoid becoming addicted to it. Facebook is not only the most convenient tool for finding old friends and keeping friendships alive but also a media which lets you connect to different people from anywhere in the world. Besides, Facebook provides everyone with an easy way to share one’s feelings. People can share their achievements to get some appreciation or sorrows to get support from their generous friends. Besides, more and more people make good use of Facebook fan pages, groups, and events. Fan pages and groups are very handy for promotional activities. This is why almost every well-known celebrity or organization has a Facebook fan page and is investing lot of money to get exposure to their core constituents. Facebook groups like FLLD can also be a great way to connect all of close friends. What’s more, it can be private in the group's settings. The other main function on Facebook is to benefit those businessmen and give them more chances to advertise. It is very helpful for a successful marketing campaign, because Facebook allows potential consumers to engage, stay informed. In terms of Facebook online games, they are more popular and addicting to users since there are millions of users who regularly engage in these games. Besides the games, there are thousands of applications, quizzes available on Facebook. From those above, it seems like Facebook is well-designed; however, popular social Networking Sites shall be replacing from time to time. According to this, since Facebook is currently the biggest Social Networking Site, ([9] “Small Business TRENDS”), it may be replaced by other Social Networking Sites in the future (in Taiwan). We can see that Facebook is losing young people, ([1] “BUSINESS INSIDER”) so as the situation in Taiwan ([2] “科技報橘”). We assume that young Taiwanese may quit using Facebook. In order to make sure if our speculation is right, a research towards young

Taiwanese (ages 15-25) about the possible factors which lead them to quit using Facebook is made. 200 questionnaires are being distributed to Taiwanese around ages 15-25. By analyzing the results, statistics are also calculated. In the paragraphs below, reasons and factors that lead to young people in Taiwan quit using Facebook will be shown. We hope that the results can be a reference for the Social Networking Sites to evolve and improve themselves.

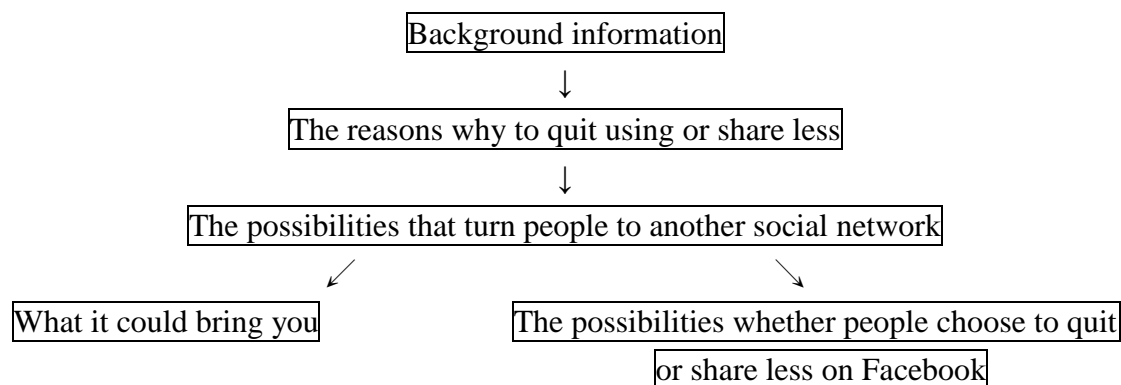
Body (should contain Method and Results)

Ask questions and gain results through questionnaire

Method

Since the purpose of this paper is to look into the factors which influence Taiwanese (ages 15 to 25) to quit using or share less on Facebook and turn to another social network such as Instagram, Twitter, and so on. Our questionnaire is used to find out the reasons why these people gradually are inactive on Facebook. Instead, many of them turn to other social networks to share their lives on Instagram or Twitter (for Instagram and Twitter are main social networks ([4] “The Washington Post”), except for Facebook.

What we can observe from the questionnaire is shown below:



【Figure 1】 (What we can get from the questionnaire)

Except for the basic information, we also asked people the factors that lead to quit using or share less on Facebook, the possibilities that make people to use other social networks, what other social networks could bring you, and the possibilities that people quit using or share less on Facebook. The participants answered if they are going to use the same social networks or turn to another one and the reasons why they make this decision.

For the survey, 200 hardcopy questionnaires are being distributed. As one of the group members works at a cram school, he distributed large numbers of questionnaire to students from ages 15-18. Others distributed the questionnaire to college students. As for the reason of not using online survey, we believed that in order to get valid examples, we need to give them hardcopies of the questionnaire, and kindly ask people to finish it. In this case, more valid sample we can receive, using less time to finish the project (as time is limited), thus much effective. In the end, we received 192 valid questionnaire responses.

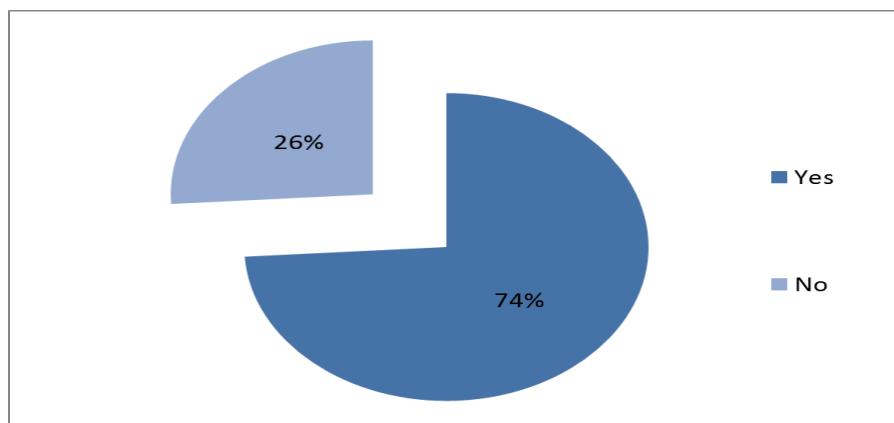
We listed several potential reasons why they quit using or share less on Facebook. For the reasons, there are to lack of privacy, old-fashioned, no one cares what I posted, and so on. We also asked the individuals who turn to another social networking site to answer the following question: “why do you use other social networks?” and “what can it bring you?” According to the answers to these questions, the participants may choose multiple answers.

Results

At the very beginning, there is some basic information that we need to know. To ensure the questionnaire is valid, since we need the young Taiwanese to be the one who complete the questionnaire. That is the reason we need them to provide their age.

The questionnaire is divided into 2 parts. Part A is for those who once had the thought of quit/ sharing less on Facebook because of other Social Networking Sites in his/her mind. Part B is for those who never think of quit/ sharing less on Facebook even after using other Social Networking Sites. All of the interviewees only need to do one part out of 2. Among these 200 questionnaires, the numbers of valid samples are 192.

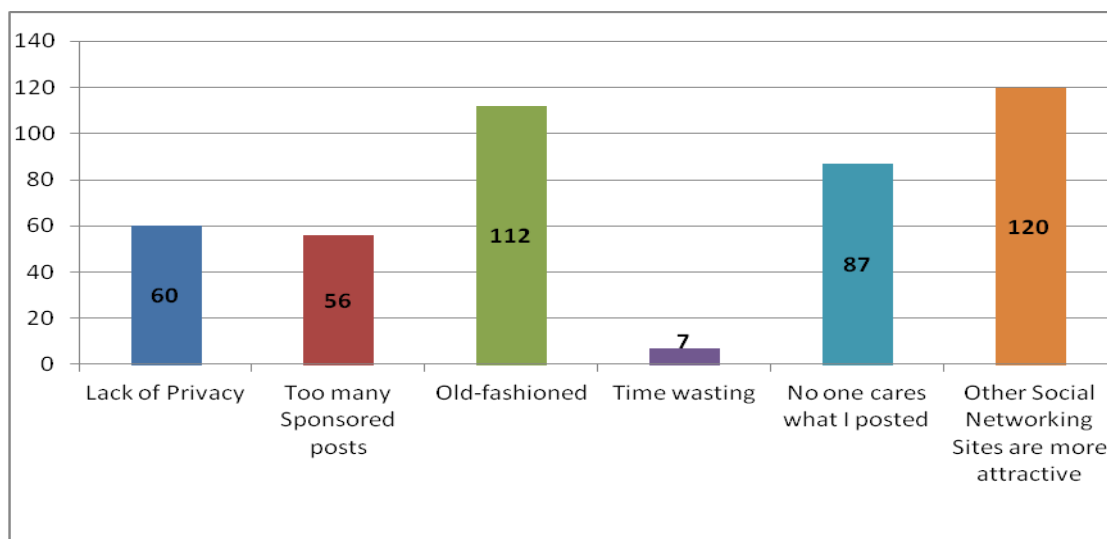
There are 172 people who said that they had this thought in mind and 20 people said they had never thought of this. It is clearly shown that many people (more than 70%) had think of quit using/sharing less on Facebook because of other Social Networking Sites. In the following, the possible reasons which cause this thought to appear will be explored.



【Figure 3】 (Ever think of quitting/sharing less on Facebook)

The questionnaire divides into Part A and Part B after the question above. Part A is for people who answer “Yes” in the question above, which is the part we are going to analysis first.

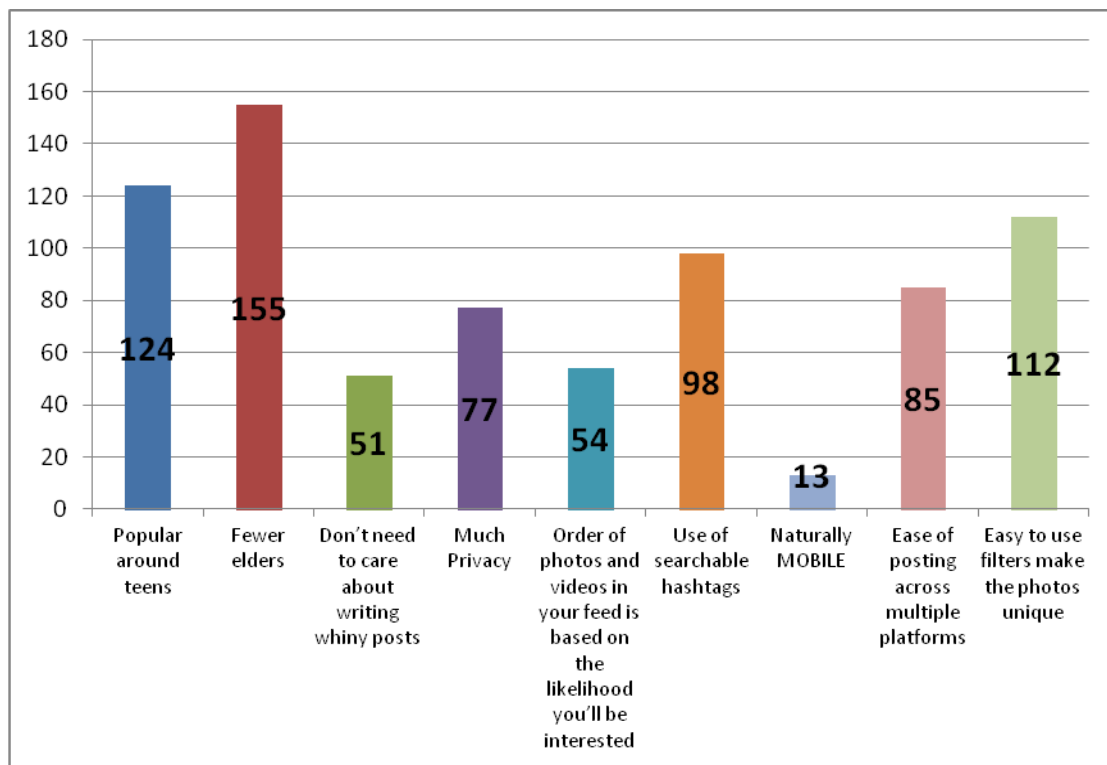
In the very first question (except the basic information), we ask them if they agree to some reasons that may lead them to quit using/share less on Facebook [(15 “ettoday”)]. We can see that 70% of people agree that other Social Networking Sites are more attractive to them; old-fashioned is also a reason that leads people to leave Facebook. On the other hand, almost no one thinks that time-wasting is a reason for them to leave Facebook and turn to other Social Networking Sites.



【Figure 4】 (Reasons that may lead to quit using/share less on Facebook)

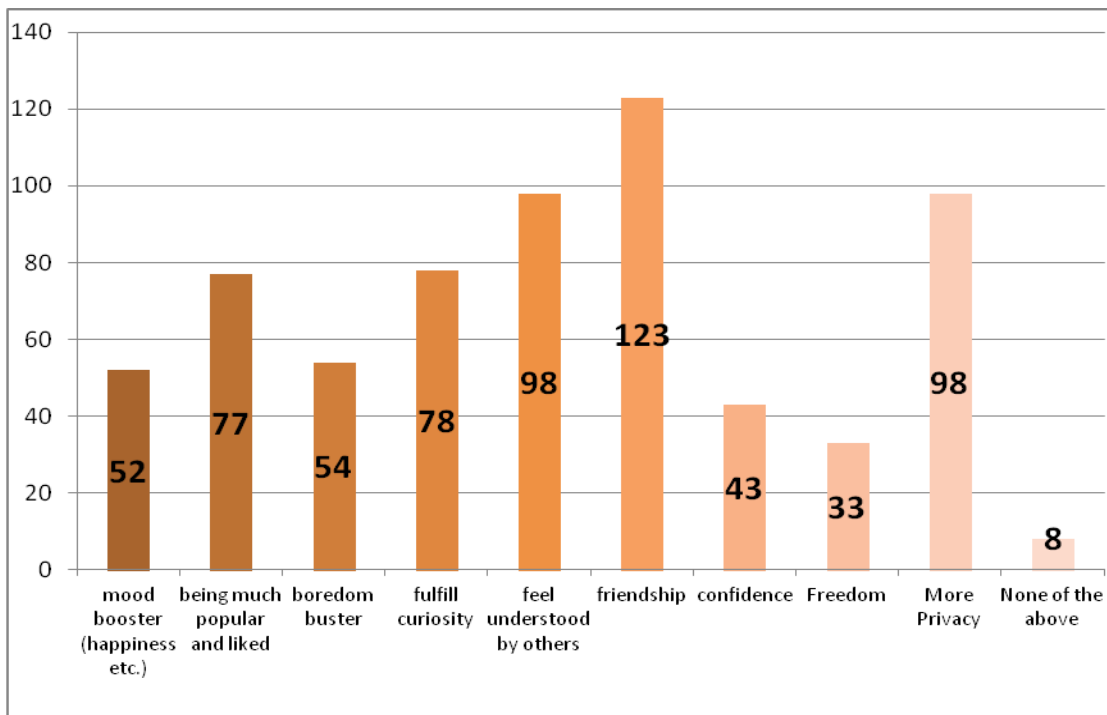
Next, we ask them what the possible reasons that make them turn to other Social Networking Sites are ([7] ”UDN”) . According to the results, fewer elder users is the strongest reason that make them to leave Facebook. Popular around teens and ease of posting across multiple platforms are also very strong factors that lead young

Taiwanese to abandon Facebook. As a matter of fact, except the age of users and the problem of popular or not, it shows that nowadays young Taiwanese are using multiple Social Networking Sites, so they need to post on different sites, therefore a comfortable site is very important to them.



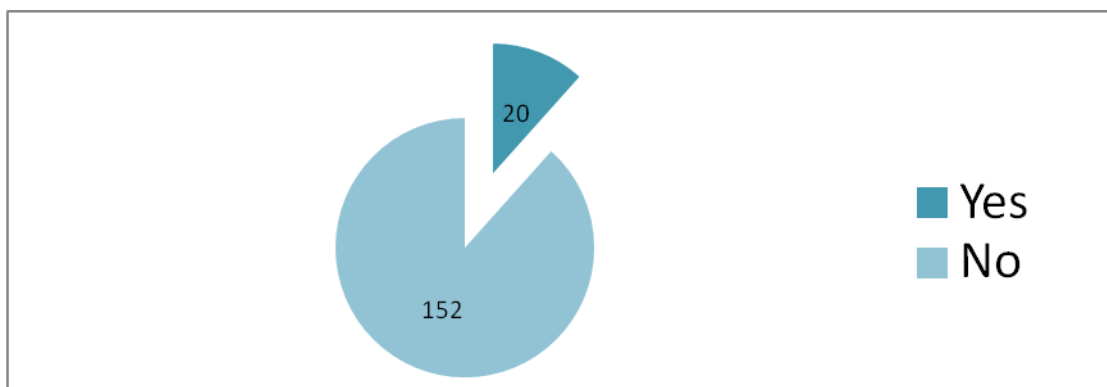
【Figure 5】 (Possible reasons that turn to other Social Networking Sites)

Following, we need to know what other Social Networking Sites can bring them, but not Facebook. As Facebook are not so popular around young Taiwanese nowadays, most people believe that friendship can be brought by using other Social Networking Sites. They also highly believe that they can enjoy much more privacy, and understood by others, by not using Facebook but other Social Networking Sites. However, there are some people (8) did not say anything about what other Social Networking Sites can bring to them.



【Figure 6】 (What other Social Networking Sites can bring, but not Facebook)

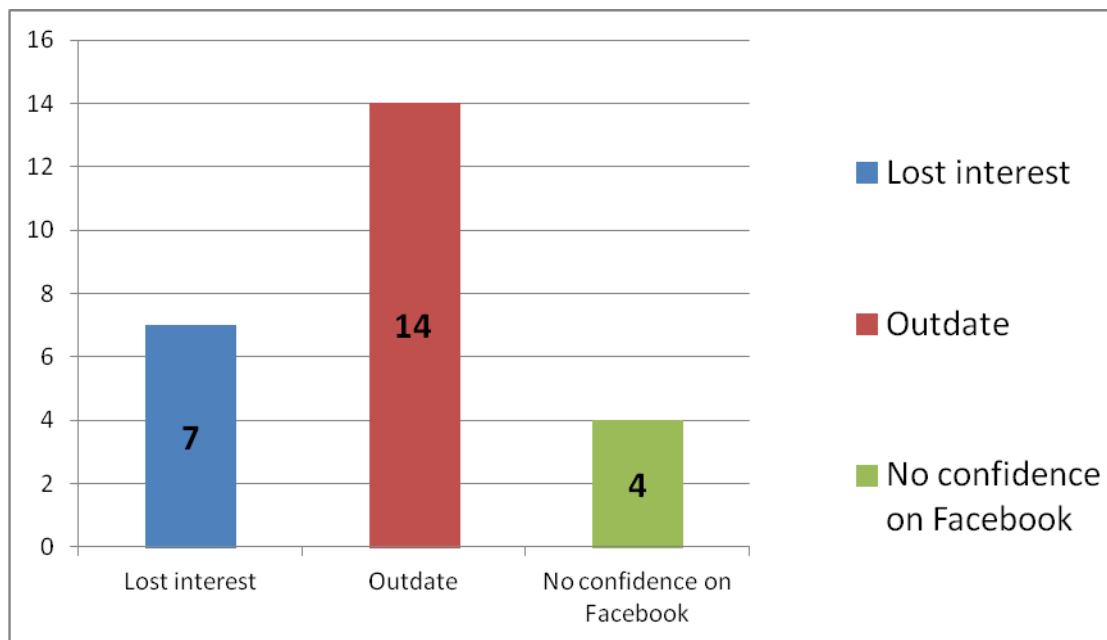
After all the questions above, we want to know that if Facebook has improved, will people still insist on using other platforms. This is a simple yes or no question. Only 20 say yes, others (152) say no, which means they will still using Facebook after the disadvantages disappears.



【Figure 7】 (If Facebook has improved, will people still insist on using other platforms)

As we have asked the question above, we would like to know the reason of those who answered “Yes”. It is clearly shown that most people believed that Facebook is already outdated, no matter the way Facebook has improve, they would no longer using Facebook anymore. In conclusion, Facebook not only need to solve its disadvantages, the company also needs to make users to believe that Facebook is not

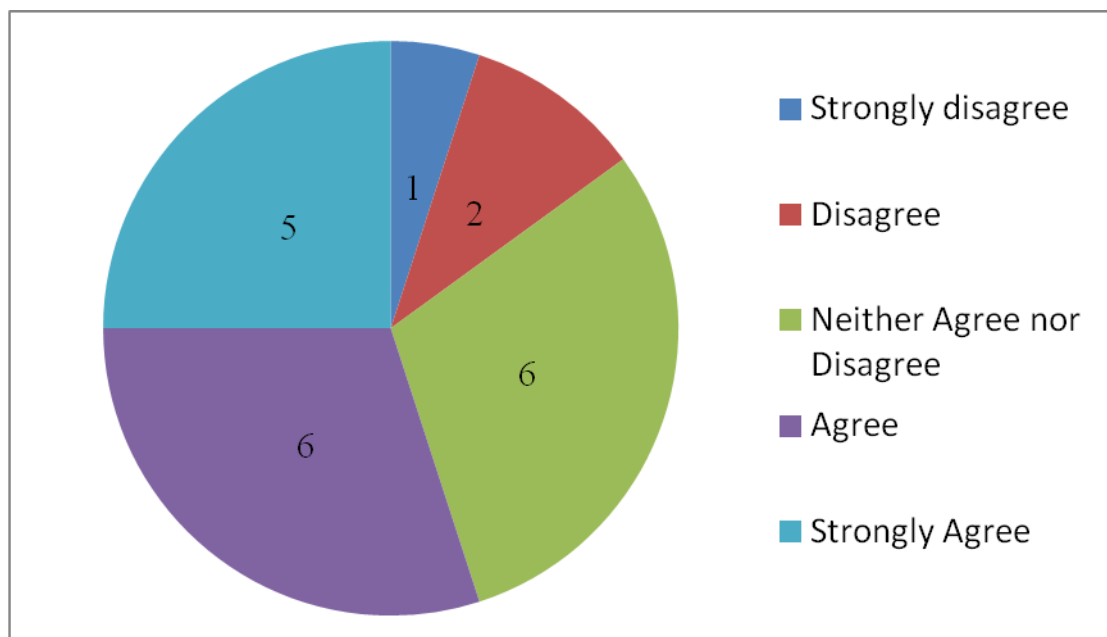
outdated yet. To achieve this, maybe it can promote more, in order to attract more users and earn a good reputation, one more time.



【Figure 8】 (The reason of those who insist on using other platforms)

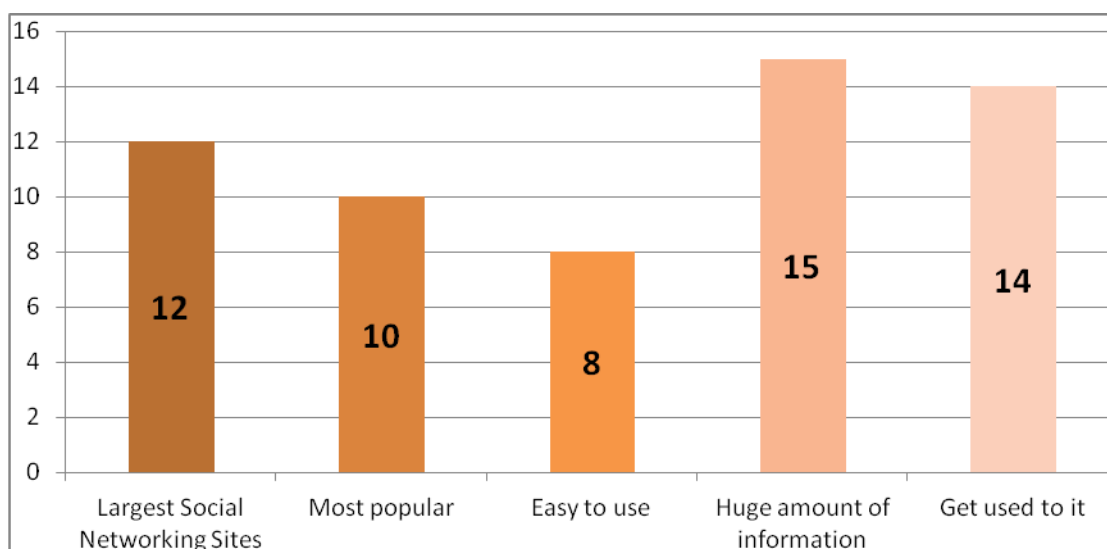
After the questions in part-A, we shall move to part-B, the part for those who never thought of quit/ sharing less on Facebook even after using other Social Networking Sites.

There are 2 questions in this part. The first one is asking them after knowing the reasons that lead young Taiwanese to abandon Facebook, if they will change their mind and using other platforms. We can see that more than half of people said that they will go to other platforms. About one-fourth of people have no idea, less than one-sixth of people will stay with Facebook, although knowing the reasons that lead young Taiwanese to abandon Facebook. This shows that Facebook really need to improve as soon as possible, otherwise it will lose much more users as time goes on.



【Figure 9】 (After knowing the reasons that lead young Taiwanese to abandon Facebook, will people change their mind and using other platforms)

The last question of part-B, we want to know the reasons that why people never think of leaving Facebook even though after trying other Social Networking Sites. No doubt, Facebook is a platform where people can receive large amount of information, and people seems to get used to Facebook. These are the main reasons that people will stay with Facebook[(13) “天下雜誌”].



【Figure 10】 (The reasons people never think of leaving Facebook even though after trying other Social Networking Sites)

Conclusion

Research beyond the thesis Analysis and discuss the test results

After the factors that may cause young Taiwanese to use different Social Networking Sites rather than Facebook have appeared, are they going to quit or share less on Facebook? Some of them give a certain answer, while others believed that they are not going to give up on Facebook.

To begin with, we simply ask them if they ever think of quit/share less on Facebook because of using other similar Social Networking Sites. This shows that if our interviewees think of the possibility of using Facebook in the future. Moreover, this can show if Facebook is still going to be popular in the near future. What's more, this leads them to different part of the questionnaire.

To start with part-A, here we can discover the reasons that people leave Facebook. After doing some research by surfing the Internet, reading books and magazines, we selected some reasons that lead people to use other Social Networking Sites, put them into the questionnaire, and check out if young Taiwanese have the same thoughts as foreigners. The results shown that the reasons lead young Taiwanese to quit Facebook are more or less the same as the foreigners. This gives several explanations. First, this is not the problem of a certain region/country. Since the results of young Taiwanese and foreigners are not having a big difference, which means the problem is from Facebook. If Facebook wants its good reputation back, it needs to make their users believe that Facebook is one of the best Social Networking Sites. In part-A, we realize that young Taiwanese believe that the ages of user is very important, as they need use the same site as others, and not to be monitor by parents or relatives (a main problem of Facebook, too many elder users. Young users feel restricted while posting or sharing anything). Another reason is that young people love to take photos, after using filters for special effects, than put on Social Networking Sites. Therefore, a site which provides easy-to-use filters for special effects is extremely helpful to them. As mentioned above, young users want to use the same site as others, in order to bring friendship. Therefore, we discovered that many young Taiwanese believe that other Social Networking Sites can bring them friendship, but not Facebook. Then, we ask people if the Facebook has improved, will they insist to use other sites. The answer is mostly no. As for those who say yes, we ask them for reasons. Many of them believe that Facebook is a site that is outdated. This is a big warning for Facebook, which means people are already losing confidence, means that Facebook need to work out solutions as soon as possible, before it is too late, and

being replaced by other Social Networking Sites.

As for part-B, we want to know that if people will change their mind, after knowing the advantages of other sites, and using other platforms. In this question, more than half of people agree that they may want to try other sites after knowing the advantages. As for the second question, they are being asked why they will not give up Facebook or using other sites. We can see that many of them get used to using Facebook, which is good for Facebook. This means people do not really like to change their habits. Facebook still has its attraction. In other words, people will come back to Facebook if it is better than other Social Networking Sites.

The above is our research on reasons that young Taiwanese quit using Facebook. We hope that the result can benefit to those who look for reasons that young Facebook users in Taiwan are leaving Facebook, and helping Facebook to continue its improvement by knowing the reasons that make people to leave them. Last but not least, we hope that we can make this as a source document to all Social Networking Sites, in order to make better platforms for everyone.

Questionnaire

問卷調查

您好，我們是東海大學外國語文學系的學生。我們現在正在做一個關於為何在台灣年輕人(15-25 歲)會放棄使用臉書的原因的問卷。透過這簡單的問卷，您們尊貴的意見將會成我們達到問卷調查的目標。你的意見將只會用來作為問卷目的。如果您有什麼關於問卷的問題，歡迎您寄信到 eisenwu01@yahoo.com.hk。

感謝您的耐心與尊貴的時間。

請在框框內打 “x” 作為答案。

多重選項的話你可以重複選擇許多答案

- *1. 性別: 男
 女
- *2. 年齡: 15-18
 19-22
 22-25
- *3. 教育程度:國中
 大學專科
 研究生
 畢業
 其他（請說明）: _____

- *4. 你曾經想過因為其他社交網站而停止使用臉書嗎？

是的（請到**第一部份**作答）

不是（請到**第二部份**作答）

第一部份

5. 哪些原因讓你想放棄使用臉書？(多重選項)

缺乏隱私
太多贊助商的廣告
太老古板的介面
浪費時間
沒人在乎我發了什麼文章
其他社交軟體比較吸引

其他（請說明）：_____

6. 哪些可能的原因是你使用其他社交軟體的動機? (多重選項)

在年輕族群間很受歡迎

較少長輩知道

不需要在意是否發廢文

更有隱私

我感興趣的照片或影片會隨著我的喜好來排序

可以標籤人事物並且藉由標籤來搜尋

完全於手機上操作

不需要發文在各個平台

可以使用濾鏡讓照片更特別並且直接發文

其他（請說明）：_____

7. 你認為臉書以外的社交軟體可以為你帶來什麼? (多重選項)

使你心情愉快、感到快樂等等

更受人歡迎與被他人喜愛

消除無聊

滿足好奇心

覺得被人肯定與了解

友誼聯繫

增加自信心

自由自在

更有隱私

以上皆非

8. 如果臉書改善它的功能，你會仍然堅持使用其他社交軟體嗎?

會（請到**第9題**作答）

不會（問卷已完成）

9. 根據上一題的答案（如果選擇“會”），為什麼? (多重選項)

失去興趣

過時了

已沒信心

第二部分

10. 看完有可能導致人放棄使用臉書的理由後 (第一部分), 你可能會使用其他社交軟體

非常不同意

不同意

沒意見

同意

非常同意

11. 什麼原因使你拒絕放棄使用臉書或者不使用其他社交軟體? (多重選項)

它是最大規模的社交網絡

它擁有大量的資訊

已經習慣使用它

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