INFORMATION DISCLOSURE ON FACEBOOK: A CONTENT ANALYSIS OF
AMERICAN AND KENYAN USER PROFILES

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Definition of Terms

The following is a definition of terms as they are used in this thesis. The definitions are obtained from the TechEncyclopedia.

Internet

The Internet is the global system of networks, composed of hundreds of millions of computers worldwide. Also referred to as the "Net" is, the internet is the world's largest source of information on every subject and also the world's largest mail-order catalog (TechEncyclopedia, 2010).

Web

The web is the short form of the term World Wide Web. It describes an Internet-based system that enables an individual or a company to publish itself to the entire world. The World Wide Web is the world's largest source of information, news and commentary (TechEncyclopedia, 2010).

Internet vs. Web

Though the terms Internet and Web are sometimes used interchangeably in casual conversation, it is important to distinguish the two terms. The web is one of the services deployed by the internet. Web pages are transported in packets on the internet, in which case, the internet may be viewed an information super highway (TechEncyclopedia, 2010).
Social Networking Site

A Web site that provides a virtual community for people interested in a particular subject. Members create their own online "profile" with biographical data, pictures, likes, dislikes and any other information they choose to post. They communicate with each other by voice, chat, instant message, videoconference and blogs, and the service typically provides a way for members to contact friends of other members (TechEncyclopedia, 2010). Ellison and Byod define social networking sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (2007). The term social networking sites in this paper, will be used to refer to sites that offer these capabilities, though the characteristics may vary from site to site.

Social Media

The term social media refers to the online forms of communicating to the masses, which include blogs, micro blogs, social networking sites and podcasts (TechEncyclopedia, 2010).
CHAPTER ONE

Introduction

Throughout the last few years, social networking has experienced a rapid growth. It has evolved both in terms of a broader audience and new functionality. Globally, Internet users have embraced the use of social networking as part of their daily lives. This growth of social networking sites has made the Internet more than a place to just find information. The reasons that individuals have for joining and participating in social networking sites have been found to range from business interests to socializing and leisure (Acquisti and Gross 2006). The Internet is a place to interact, communicate, make friends, share experiences and opinions and connect people all over the world.

Social networking sites allow people to communicate in varied ways through the Internet. This is done through personal computers and mobile phones. Social networking sites give people the opportunity to create their own online pages or profiles and to construct and display an online network of contacts. Individuals can communicate through their profiles both with their contacts and with people outside their list of contacts (Ellison & Boyd 2007). Social networking sites present great opportunities for
public relations, marketing and advertising professionals. These sites can help practitioners reach their target audience engaging ways. If used appropriately, they can provide businesses with the tools and information necessary to approach their audience in creative ways in order to fulfill their objectives. In their book *The Cluetrain Manifesto*, Levine, Locke, Searls & Weinberger capture the power of the internet and the web that marketers can harness by engaging in conversations with their specific targets. On the internet, markets are more connected and therefore have greater vocal power than they did before. The conversations that go on in the markets offer users details such as the value of products and services being offered, organizations’ reputation, market position and the truth about any claims made by organizations. Also, these market conversations make the markets smarter, by giving them the ability to get quick information about any promises being made by organizations and the truth about those organizations themselves, (2001). This then poses a challenge to markers and public relations practitioners to engage in these market conversations.

Public relations is a dynamic field requiring practitioners to keep abreast of the trends in the environment. Some of these trends have a lot to do with adapting to social media as a tool of interacting with various groups of people. This posture of adaptation should be beneficial to practitioners all over the world. Moreover, public relations practitioners who embrace technologies such as blogging and the use of other social media tools are perceived as being more powerful within organizations. This is because they are viewed as industry leaders who are willing to use unconventional methods in getting their message out to the public (Porter, Trammell, Chung, & Kim, 2007). As
such, it is important for practitioners to understand not only how to use social networking sites, but also to understand how their target publics are using these sites and the information that they are availing about themselves through these avenues.

This paper details a study carried out to explore the information disclosure of Facebook users in Kenya and America. The literature review covers the definition and description of the nature of social networking sites and previous studies that have been carried out on social networking. The concept of self-disclosure is also discussed as it pertains to relationship development according to the social penetration theory. The concept of disclosure online is also highlighted.

The literature review also gives an overview of public relations in Kenya, Africa. There has been very little documentation on public relations in Africa, and in Kenya specifically. In fact an electronic search on public relations in Kenya yields limited results. Public relations as a practice has a crucial role to play in the economic and social development of Africa as a whole and also in Kenya as a country. Van Heerden (2004) highlights the role of Africa in the global public relations society. He argues that the continent has a responsibility towards the rural and urban classes of developing countries, which includes the empowerment of African public relations practitioners with knowledge and skills to serve the society, to contribute to public relations theory and the understanding of the profession on the continent. He purports that the lack of knowledge and understanding of the practice of public relations in Africa may prohibit the continent from participating in global discussions on the fundamentals of the profession. According
to him, Africa has a major role to play in creating a global understanding of the current practice of public relations.

It is important to have a body of knowledge about most if not all aspects of public relations. This study sought to uncover the specific information disclosed by Facebook users in Kenya and America. Numerous studies of the same nature have been carried out in the United States and other western nations but not in Kenya. Carrying out a study of the use of social networking sites in Kenya will provide useful information to scholars of public relations as well as practitioners of marketing, journalism, advertising and public relations in Kenya. Stutzman (2006) found that users of social networking sites share a great deal of information about themselves on their online profiles. This includes personal information such as the names of their work and education institutions, their contact information, interests and gender among many other vital details about who they are. The study was also important in determining whether there are any differences between the information that Americans reveal in through their Facebook profiles and the information disclosed by Kenyans in their profiles.

The results obtained from this study are useful in adding to the already existing body of knowledge concerning the use of social networking sites. The information gathered will help future scholars and researchers by serving as a source of secondary data.

This study, details the process of carrying out a content analysis on Facebook, which may be adapted and improved by future researchers interested in gathering
information from the Facebook platform. For this study only information that is static was traced. This means that information such as wall postings on Facebook, status updates and comments, games played and applications joined; was not considered. This is because this information changes as often as the users perform the action and the activity performed on Facebook is dependent on many factors such as the time spent on the site, the users personality and interests and the level of knowledge that a user has on the site’s features.

The disclosure of personal information in social networking sites, can provide great insights into the personal and professional interests, likes and dislikes, experiences and demographic data that is useful in communications efforts. This study will provide a basic understanding of the forms of data that are available from Facebook profiles that may be useful for the development and distribution of communication materials. A review of the process of creating targeted advertisements on Facebook reveals that when creating an advertisement, the creator can define very specific characteristics of the demographics that he or she would want to view the advertisement. Such information includes, age, geographic location, university or college major, interests and many other defining characteristics (Facebook Advertising, 2010). All this data is made available by Facebook users as they register for a Facebook account. They provide crucial information about themselves that may be used by advertisers, marketers and other communications professionals to get direct and targeted messages across. This study serves as a preliminary study to explore the types of basic information that Kenyans and Americans are providing on their Facebook profiles.
CHAPTER TWO

LITERATURE REVIEW

This chapter will present literature review of research and documentation that has been carried out about social networking sites and online communities. A basic overview and definitions of social networking sites will be provided. A brief history and development of social networking sites will be given. A brief description of Facebook will be given, as it is the main focus of this study. Also in this chapter, the social penetration theory will be introduced and discussed. Of particular interest to this study, will be the concept of disclosure and how it relates to computer mediated communication. This chapter also gives an overview of Kenya and highlights public relations practice in Kenya.

Social Networking Sites

The use and rapid growth in popularity of social networking sites is a phenomenon that has changed the way people use and view the Internet. These sites have allowed individuals to create and join online communities, influencing the way people carry out business and interact socially with each other. In defining social networking sites, Ellison
and Boyd describe them as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. They however propose that the nature of these connections may vary from site to site. (Ellison & Boyd 2007).

Acquisti and Gross (2006), offer their basic definition of an online social network as an internet community where users can interact with each other through profiles that represent themselves. These profiles may also reveal their networks or connections to other users.

In describing the nature of social networking sites, Barnes (2006), states that the growing popularity and use of social networking sites changes the development process of relationships by introducing the use of mediated communication. She further states that the exchange of interpersonal information in social networking sites is controlled by organizational and software procedures. Text messaging, instant messenger programs, bulletin boards, online role–playing games, computer–supported collaborative work (CSCW) and online education applications are tools that Barnes categorizes as social media. Barnes uses the term social media to describe an umbrella concept that describes social software and social networking.

Social networking sites can grow rapidly and some have managed to achieve mass-market penetration in a few months after they have been developed (Acquisti & Gross, 2005). Despite the different definitions that have been suggested for social networking
sites by different scholars, most definitions agree on the core features of a social networking site. One core feature is that through these sites, users present a profile which is a representation of their ‘self’ and of their networks or connections, which others can peruse.

By making all of their connections visible to others, users of Social Networking sites remove the privacy barriers that people would normally maintain between different aspects of their lives (Boyd and Donath, 2004).

**History and Development of Social Networking Sites**

Computer messaging systems were available before the development of social networking sites. The Compatible Time-Sharing System, (CTSS) was one of the first time-sharing operating systems. It was developed in 1961 at MIT’s Computation Center and it allowed several users to share the resources of one mainframe computer. The system also allowed user-to-user communication which can be compared to the use of email today. CompuServe was then developed in 1969 as an online commercial service that allowed users to access discussion boards, chat rooms and electronic mail. Later in 1971, email began to take shape with the incorporation of the ‘@’ sign which was now used to separate the name of the user and the machine (Computer Messaging Before the Web-A visual Timeline (1960-1990), 2008).

In 1978 computer experts established what they described as an Electronic Information Exchange System at the New Jersey Institute of Technology. The exchange system was used by the United States Office of Civilian Defense and it allowed its users
to send email messages to each other and also to access a common bulletin board (Hiltz & Turoff, 1993).

In 1985 an online community by the name, Whole Earth 'Lectronic Link (The Well), was developed. The Well was founded to create a platform for dialog between writers are readers of the Whole Earth Review. It is considered as the place where the online movement was born and it is also where Howard Rheingold first came up with the term ‘virtual community’. (Learn About the Well, 2010). Quantam Link was also founded in 1985 and featured services such as instant messaging, electronic mail and chat rooms. This service was later renamed to America Online (AOL). In 1988, Prodigy was launched as an online service which was very similar to CompuServe. Prodigy was different in that it had a graphical user interface which made it easier to use. The development of CompuServe is considered to have contributed to the development of other online communities (Computer Messaging Before the Web-A visual Timeline (1960-1990), 2008).

According to Boyd and Ellison (2007), SixDegees was the first recognizable web based social network site. The site was launched in the year 1997 and allowed users to create profiles, list their Friends and surf the Friends lists. Although each of these features existed in some form before it, SixDegees was the first to combine these features. SixDegees promoted itself as a tool to help people connect with and send messages to others and attracted millions of users. The service closed down in 2000, mainly because early adopters complained that there was little to do after accepting Friend requests, and most users were not interested in meeting strangers.
A few years later, some web community tools began supporting various combinations of profiles and publicly articulated Friends. For instance, Asian Avenue, BlackPlanet, and MiGente allowed users to create personal, professional, and dating profiles. On these profiles, users could identify Friends on their personal profiles without seeking approval for those connections. Adapted from NFI studios, a web technology company, the table below shows an outline of the development of social networking sites (Raphael, 2007).

**Fig: 2.1 Table showing a timeline of the development of social networking sites**

<table>
<thead>
<tr>
<th>Year Founded</th>
<th>Social Networking Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>Classmates.com</td>
</tr>
<tr>
<td>1997</td>
<td>Six Degrees of Separation</td>
</tr>
<tr>
<td>1999</td>
<td>Circle of Friends</td>
</tr>
<tr>
<td>2002</td>
<td>Friendster.com</td>
</tr>
<tr>
<td>2003</td>
<td>MySpace.com</td>
</tr>
<tr>
<td>2004</td>
<td>Orkut.com</td>
</tr>
<tr>
<td>2004</td>
<td>Facebook.com</td>
</tr>
<tr>
<td>2005</td>
<td>Yahoo!360</td>
</tr>
</tbody>
</table>

**Facebook**

Of all the Social Networking sites that have been developed so far, Facebook is perhaps the most popular. It also possesses technological capacities that bridge online and offline connections, as real life relationships can be further developed online.
Facebook was created in 2004 and by 2007; it was reported to have more than 21 million registered members generating 1.6 billion page views each day (Needham & Company, 2007). Current statistics found on the site’s press room, report that Facebook currently has more than 400 million active users, 50% of who log into the site on any given day. According to information on the site, over 500 billion minutes are spent on the site every month (Statistics, 2010). Due to this heavy usage patterns, Facebook constitutes a rich site for researchers interested in the study of social networks.

Facebook enables its users to present themselves in an online profile, accumulate “Friends” who can post comments on each other’s pages, and view each other’s profiles. Facebook members can also learn each others’ hobbies, interests, musical tastes, and romantic relationship status through the profiles. Individuals network connections, or ‘friends’ are able to write messages on a person’s wall, as well as edit or delete what they have written. They are however, not able to change or delete anyone else’s comments other than their own (Henderson, 2008). The site is tightly integrated into the daily lives and media practices of its making it a good source of information for researchers carrying out studies on social networking sites.

Facebook also has the “Group” feature that was introduced in 2004. Through groups, users have the opportunity to share common interests with each other. This is because the feature provides a common platform where Facebook users can meet other individuals with similar interests on different topics. The group platform gives members the opportunity to share information about that topic, and have public discussions that are
relevant to their interests. The group application is therefore an important feature that contributes to overall interactivity on Facebook (Feezell, Conroy & Guerrero 2009).

An individual’s profile is probably the most important feature of Facebook. This is because the user’s profile includes detailed information and it therefore acts as a mini-biography. Users have the flexibility of deciding the amount of information they want to disclose on their profile page. The profile is usually the first page that comes up when a user logs onto Facebook (Henderson, 2008).

Although most Social Networking Sites have similar technological features, they have differences in the cultures, rules and norms that surround their use. Most sites support the maintenance of already existing social networks; such as real life friendships, but others help strangers connect based on shared interests, political views, or activities. Several scholars have studied Social Networking Sites in order to understand the practices, implications, culture, and meaning of the sites, as well as users' engagement with them. The next few paragraphs highlight some of these studies.

Most studies on Social Networking sites have been concerned with the privacy of the information that is disclosed on social networking sites. Privacy on the internet has been a concern for internet users in general, and is not a unique concern with the use of social networking sites. Most web users are concerned about the risks that are involved in their disclosure of their personal information. They are worried that their personal information may be abused by the websites that collect their personal information, or by
Unauthorized parties. One privacy concern on the internet is identity theft as it has the potential cause other crimes on the Internet (Cheng, Wu & Zeng, 2006).

Joseph and Richard (2007), argue that the issue of privacy on online networking sites has been the main cause of tension between the business aspect of social networking sites and the safety and privacy concerns of the users. Social networking sites have the potential for huge monetary gains through online advertising. For privacy reasons, users of social networking sites usually receive privacy setting recommendations from social networking sites whose default settings are rarely altered or even questioned. However, there still exist privacy problems owing to the fact that some of the users are not usually aware of the amount of personally identifiable information they have provided to groups, companies and individuals.

An individual’s Facebook profile contains recognizable pieces of information such as name, date of birth, political and religious views, interests and hobbies as well as education and work information. This gives Facebook the ability to offer a snapshot of who an individual is and the people that that individual knows. The features and applications that Facebook users chose to engage in, also serve as conduits for information sharing. Facebook users share sensitive information on their profiles because they have social reasons and motivations that cause them to underestimate the risks involved in doing so. Facebook provides users access to its privacy policy, which makes users aware that the information they provide on their profiles may be shared with third parties and that Facebook takes some measures to protect the users’ information.
However, studies have shown that Facebook users do not read privacy policies and are even misinformed about what these policies are (Grimmelmann, 2009).

Also, users are not aware that Facebook’s default privacy settings allow their information to be published publicly and that they need to actively change these settings if they do not want their information viewed by other parties. The other reason why Facebook users easily share sensitive information on their profiles, disregarding the risks involved, is that Facebook offers users a strong sense of relationship with other users and this distracts the process of evaluation of the privacy risks involved (Grimmelmann, 2009).

Studies have also been carried out to find out the impact and use of social networking sites in other facets of society such as business, politics, media, education and healthcare. Feezell, Conroy and Guerrero (2009), carried out a study on Facebook using a multi-method design explore issues in the content of online political groups and whether these groups have any potential influence on offline political engagement. Results from their study revealed that online groups were useful in performing the most of the positive civic functions, such a mobilizing communities and encouraging political participation; just as offline groups did. An example of a service that has been used extensively in political mobilization is ‘Meetup’. Meetup is a large network of local groups that allows users to organize local groups or find one of the thousands groups that are already meeting up face-to-face (About Meetup, 2010). In past presidential elections, politicians such as Ron Paul, Mike Huckabee and Barack Obama have leveraged
meetup.com to mobilize their online supporters and achieve offline action (Meetup: The Secret Campaign Weapon, 2010).

There has also been a study carried out to examine the impact of teacher self-disclosure on Facebook, on perceptions of teacher credibility. An experiment was set up, in which a female teacher’s Facebook profile was manipulated for three experimental groups. The groups included; high, medium and low self-disclosures, whereby the self disclosure on Facebook was manipulated in photographs, biographical and personal information. The results of their study showed that teachers who exhibited high levels of disclosure in their Facebook profiles appeared to be more credible than those who did not (Mazer, Murphy & Simonds 2008).

Though several issues surround the use of Social Networking Sites, their growing popularity and use is of interest to media and public relations practitioners.

**Social Media and Public Relations**

Due to the growing popularity and use of various forms of social media, public relations professionals have more opportunities than ever to build strong relationships. It is therefore very important for practitioners to stay abreast of the changing trends on social media. This will enable them to determine the most effective ways to share information with various publics.

Researchers are of the view that public relations practitioners who embrace new technologies such as blogging and the use of other social media tools are perceived as
being more powerful within organizations. This is because they are viewed as industry leaders who are willing to use alternative methods in getting their message out to the public (Porter, Trammell, Chung, & Kim, 2007). Also, as suggested by Levine, Locke, Searls & Weinberger markets are constantly engaging in conversations on the web. The only way organizations can satisfy the markets’ demand for conversation is by participating in these conversations. It is especially crucial that organizations’ spokespeople be involved in these conversations on the web when it is required and desired by the markets (2001).

One of the main goals of public relations activities is to build and maintain relationships with the public. As with all forms of media, social media has evolved with society. Two centuries ago, media was used in reference to newspapers. The media was considered to be the fourth estate: the medium that existed between the political sphere and the individual citizen. The newspaper editor’s job was to frame political issues and provide local citizens with the information needed to make political decisions (Carlyle, 1869).

There are several reasons why social media offers great opportunity for public relations practitioners. First, social media has the potential to attract and hold the attention of a wide variety of people who might have grown numb to more traditional forms of marketing and advertising. According to a study conducted by InsightExpress, a market research firm, consumer trust in advertising has decreased 41% over the past three years. Meanwhile social media engages consumers in a way that encourages trust and increases message retention (Elkin, 2005).
Present research indicates that social media and blogs have had a significant impact on public relations. Public relations practitioners from institutions such as the Public Relations Society of America, Arthur W. Page Society, the International Public Relations Association (IPRA) and the institute of Public Relations participated in a 2009 survey on social media and blogs. The results of the survey indicated that blogs and social media have changed the way organizations communicate both with internal and external audiences. The use of blogs and social media has made communications more instantaneous as they require organizations to respond to criticisms in shorter periods of time. Most of the respondents also agreed that they thought that social media (including blogs), compliments mainstream traditional media (Hinson & Wright, 2009).

Most importantly, the results of this study indicated that social media and blogs have enhanced the practice of public relations. The participants of the survey agreed that social media and blogs influence new coverage in traditional media and have also made communications more instantaneous because they allow organizations to respond to criticisms quicker (Hinson & Wright, 2009). Sports organizations are also using Facebook and Twitter as marketing tools to offer ticket incentives and other giveaways, to recruit online fans and followers for their teams (Frazier, 2010).

One of the major advantages of social media is that it can be used to create a personal relationship between an organization and its community (Sioco, 2009). Businesses as well as nonprofit organizations are using social media as a tool to connect with clients. Social media is also being used extensively in sports public relations. Sports organizations are also using Facebook and Twitter as marketing tools to offer ticket
incentives and other giveaways, to recruit online fans and followers for their teams (Frazier, 2010).

One example of a social media campaign is the Adobe campaign that was created to help increase awareness of the student discounts that Adobe was offering for the Adobe creative suite 4 software. The strategy employed by Adobe involved engaging the college student market on Facebook through an interactive game by the name ‘Real or Fake?’ At the end of the game, the users were shown a promotion for the Adobe Creative Suite 4 Student editions and were also given the options to buy the products, play more games or share the games with their friends. The campaign was successful with the Adobe Students Facebook page receiving 3,000 new fans and more than 50,000 page views (Traction, 2009).

The Coca-Cola Corporation has also effectively incorporated social media into its public relations strategy. Coca-Cola has one of the most popular fan pages on Facebook with over 5 million fans. The fan page was started by two fans of the company and when the page began to grow in popularity, Facebook contacted Coca-Cola executives informing them that they would have to run the page themselves or it would be shut down. Coke responded by acknowledging the two fans, taking them on a tour at the World of Coke Museum in Atlanta and after several meetings with them, made an agreement to have them run the fan page in conjunction with Coke’s marketing team (Freberg, 2009).
The Disney Company also managed to implement a successful social media campaign, by creating a MySpace profile for the movie ‘Step Up’. Disney named the profile after the movie and maintained constant interaction with the friends that had been added. The company kept updating the profile constantly and adding friends and by the time the sequel to the movie was released, the MySpace profile for the movie had 156,000 friends. The friends were given an opportunity to interact with the actors and directors of the sequel and this contributed to making in a box office hit (Social Media Optimization, 2008).

(Schwartz, 2009) Proctor and Gamble has also managed to incorporate their use of social media into their public relations strategy by combining it with their corporate social responsibility as well as their marketing efforts. Proctor and Gamble’s Tide Loads of Hope Campaign was launched together with Facebook and Google at the company’s headquarters. Marketing executives were divided into teams and challenged to sell T-Shirts for charity through the use of Twitter and Facebook. The winning team raised 50,000 dollars which was then matched by Tide. Proceeds went to disaster relief agencies. The Tide Loads of Hope also has a program that provides clean clothes by means of a mobile Laundromat that caters to victims of disaster (Schwartz, 2009).

Organizations are also using social media extensively, in their efforts to build their brands. It is however important that organization use social media avenues that meet organizational needs rather than simply engaging in all channels (Lewis, 2010).
Incorporating social media to the practice of public relations presents a wide array of risks and opportunities. Through social media, public relations professionals can reach their target audience in new, engaging ways. Approaching social media in an informed and appropriate manner can help practitioners accomplish positive results.

**Social Penetration and Self-Disclosure**

Altman and Taylor (1973) conducted studies on the development of relationships and social bonding and came up with the Social Penetration Theory (SPT). This theory serves to illustrate patterns of relationship development, a process that they identified as social penetration. Social penetration describes the process of relationship building and social bonding through which individuals move from superficial communication to more intimate communication.

The social penetration process includes verbal behaviors such as the words used in communication and nonverbal behaviors such as body posture and the extent to which one smiles during communication. This process also includes environmentally oriented behaviors such as the space between communicators and the physical objects present in the environments (Altman & Taylor, 1973).

The social penetration theory has several assumptions. One such assumption is that relationships generally progress from not being intimate to being intimate. This implies that relational communication between people begins at a rather superficial level and moves along a continuum to a more intimate level. Another assumption of the social penetration theory is that relational development is generally systematic and predictable.
Social Penetration theorists argue that relationships progress in a fairly systematic and predictable manner. Though all relationships are uniquely dynamic and ever changing, even the most dynamic relationships follow some acceptable standard and pattern of development (Altman & Taylor, 1973).

The Social Penetration Theory also assumes that relationship development includes depenetration and dissolution. At some stage during the process of relationship development, relationships fall apart, or depenetrate. This depenetration can lead to relationship dissolution. If there are conflicts in communication that continue without being resolved, then the conflict continues to be destructive and may cause the relationship to become less close. The Social Penetration Theorists however, maintain that the depenetration of a relationship does not necessarily mean its dissolution or termination. Relationships that experience the violation of relational rules, practices and expectations may at times manage to continue after resolving these transgressions.

Another important assumption of the Social Penetration Theory is that Self-disclosure is at the core of relationship development. Self disclosure can be defined as the purposeful process through which an individual reveals information about himself to others. According to Altman and Taylor (1973), non intimate relationships progress to intimate relationships due to self disclosure. The process of self-disclosure helps in shaping the present and future relationships between two people.

Self-disclosure has also been defined as any message about the self that an individual communicates to another (Cozby, 1973).
Self disclosure has been found to have a positive effect on relationship development. However, it has also been found that the individuals participating in the relationship development process may go back and forth between being open and closed in their disclosures. It has also been found that too much self-disclosure especially that of negative information may have a negative effect (Greene & Mathews, 2006).

The social penetration theory views self-disclosure as a type of communication through which individuals make themselves known to other people and, when others show reciprocity by also revealing relevant information about themselves, it leads to intimacy and relational development (Altman & Taylor 1973). Relationships tend to develop gradually and in predictable ways as partners move from revealing superficial information about themselves to more intimate information. Self-disclosure is a crucial variable in the social penetration process, and the majority of studies using this theory have focused on the depth and breadth of information exchange.

According to Altman and Taylor (1973), a central route to social penetration is when partners share a wide range of topics (breadth) and personally revealing information that is at the core of one’s self-concept (depth). Both depth and breadth have an equal role to play in the process of social penetration, and both dimensions tend to increase during the process of relational development.

Floyd describes breadth as the range of topics about which a person self-discloses to another (2008). For instance, if a person meets a new friend at a pottery class, their topics of conversation would typically have little breadth at the beginning of the
friendship; they would probably start by discussing their class or pottery in general. If their friendship grows over time, their topics of conversation will likely increase in breadth; they might move on to discussing politics, romantic interests, etc, in addition to their original topic. The concept of depth in the social penetration theory is defined by Floyd as being the intimacy of the topics about which one person reveals to another. He purports that the depth of communication generally deepens over the course of a relationship. For instance, someone might inform a classmate that he has known for a few months about his intentions to find an apartment.

That person might then talk to a family member such as a brother about his intentions to find a new place to live but he might go into greater detail about the feelings associated with his intentions to find a new place to live. This example goes to show that there are varying degrees of depth with which a person may communicate on the same subject according to the different relationships he has with others; he has not known his classmate for as long as a family member, so he discloses more information to the family member because he has trust for the person and feels comfortable sharing more information (Floyd, 2008).

Self-disclosure has also been defined as the telling of the previously unknown so that it becomes shared knowledge; also the process of making the self known to others (Jourard & Lasakow, 1958). According to this definition, this shared knowledge might exist between pairs of people, within groups, or between an individual and an organization. The shared knowledge may have a variety of purposes, depending on factors such as the context in which disclosure occurs.
In describing the nature of self-disclosure Devito (1988), defines it as a type of communication in which information about the self that is normally kept hidden is communicated to another person. Devito’s definition is in agreement with the earlier sited example. This definition of the concept of self-disclosure has several implications; 1) self-disclosure is a type of communication, this includes forms of communication such as overt statements about the self, slips of the tongue, unconscious non verbal movements and public confessions. 2) self-disclosure is information; this implies that in order for the communication to be considered disclosure, new knowledge has to be communicated. 3) Self-disclosure is information about oneself; this implies that disclosure refers to an individual’s thoughts, behaviors, actions and feelings or to those who have a direct relationship to who a person is. 3) self-disclosure involves information that is normally kept hidden; information that has not previously been revealed and which an individual actively keeps secret.

Morton (1978) also studied the concept of self-disclosure and proposed that it can be described in three dimensions; descriptive, evaluative and topical. He describes descriptive self-disclosure as the process through which an individual presents somewhat private, otherwise unavailable facts about themselves. Such information may include personal information that may be descriptive but not necessarily apparent, like marital status and number of siblings. Evaluative intimacy on the other hand, involves information that judges certain phenomena. This type of disclosure may be in form of a statement indicating the like or dislike of a certain television program. Topical disclosure
involves reveal information about one’s views on sensitive topics such as abortion, political affiliations and sexual orientation.

Research has also been carried out in the area of electronic commerce to find the relationship between information disclosure and trust. Results have shown that trust is strongly related to information disclosure (Metzger, 2004). The concept of trust has also been found to be an important element in the social exchange theory (Roloff, 1981). The social exchange theory mainly describes social interaction in terms of a cost benefit analysis. According to the theory, if an individual perceives the exchange to be beneficial, then he/she is more likely to enter into an exchange relationship. Trust is therefore believed to be a major component in the calculation of perceived cost, with high trust leading to a perception of low cost, and vice versa.

Studies of interpersonal exchange and social interaction situations also support the notion that trust is a precondition for self-disclosure. According to Metzger, trust reduces perceived risks involved in revealing private information.

The concept of self-disclosure has also been studied in the group setting. According to Galegher, Sproull and Kiesler (1998), disclosure within groups has a role to play in enhancing social bonds and increasing the levels of trust between members of a certain group. Self-disclosure in the group setting may also serve to make the group membership legitimate and strengthen group identity. For instance, the disclosure of negative information such as the admission of a negative identity (e.g. ‘I am an alcoholic’) within
a shared identity group increases the level of trust because a stigmatized identity is revealed. This type of disclosure also acts as a membership card for a particular group.

**Self-disclosure Online**

Although most research on self-disclosure has been carried out in the context of human communication and development of personal relationships. The concept is highly applicable in the context of online communications.

Moon (2000), proposed that individuals interact with avenues of electronic communication in the same way that they interact with other people. Therefore, theories on interpersonal communication, specifically on self-disclosure, are applicable to the study of electronic communication.

Within the online environment, breadth and depth of self-disclosure play an especially important role due to the limited nonverbal and contextual cues. The social penetration theory was mainly developed in the context of face-to-face interactions. However, like other human communication theories, it has also been applied by researchers studying online interactions to understand how the online environment influences relationships between variables being studied (Walther, 1992). Walther also proposes that people may feel less inhibited when using online communication because they see their communication partners in a more positive light, during online interactions.

People tend to filter out their negative aspects when using online dating and community websites as well as instant messaging. However, personal self-disclosure has
been found to be useful in helping individuals cope with life issues such as serious illness or loss of loved ones, in an online support group for instance (Walther, 1992). As proposed by Galegher, Sproull and Kiesler (1998), disclosure in these situations plays an important role in enhancing social bonds and increasing the level of trust between members of a certain group. However, many studies have also shown that revealing certain information on online networking sites for instance has many implications on users’ privacy and security. This is due to the fact that information posted on the internet can be saved and/or used by someone else (Walther, 1992). An individual who discloses personal information to another person, organization or group, online might be at a higher risk for the vulnerability that usually follows self-disclosure of personal information offline (Ben-Ze’ev, 2003).

The use of Facebook and other social networking sites requires users to disclose a significant amount of information about themselves. This information may be expressed in form of text, images, posts, contact information and other demographic information. Though users are not necessarily required to reveal their personal information, in Facebook for instance, they are allowed to do so to maintain their online interactions with their networks of connections (Needham & Company, 2007).

Generally, participation in online communities and reaping their potential benefits requires that users provide some information about themselves. This information may be limited to only a username and password or it may include extensive and detailed personal information. Despite the fact that most social networking sites allow users the possibility of participating with disclosing only very limited information, (social)
mechanisms reward users that provide more information (Dwyer, Hiltz & Widmeyer, 2008).

Some studies conducted on computer mediated communications, suggest that online behavior contains high levels of disclosure behavior. Some scholars have even suggested that some individuals actually reveal more about themselves on the internet than they would in person to person communication. Rheingold (1993), for instance states that the internet is the place where people reveal intimate information about themselves. This is because in an online environment, there are fewer restrictions based on social norms and expectations. He claims that despite many limitations of communication in an online environment, it offers opportunities for the formation of meaningful relationships.

A study was carried out through a content analysis of Myspace profiles to reveal the content on the profiles. This study was concerned with exploring the types of personal information that users disclose on their Myspace pages and the types of communications that users engage in through their accounts. Results of the study indicated that users on Myspace, used the site for creating and developing online identities and relationships. The results also revealed that very few users posted personal information such as telephone numbers and addresses on their sites (Jones, Millermaier, Goya-Martinez & Schuler 2008).

Acquisti and Gross (2006) combined survey analysis and data mining to study Facebook. They studied a representative sample of Facebook users at a college campus to
find out their use of Facebook and their privacy concerns, if any, about the social networking site. They were also interested in uncovering the college students’ attitudes towards Facebook and their awareness of the visibility of their own Facebook profiles. Results from their study revealed that the users were at the time either unaware or unconcerned about privacy implications on Facebook and other social networking sites.

However, other studies have indicated that users are more aware of the visibility of their Facebook profiles. For instance, DiMicco and Millen (2008) conducted a study on identity management and the multi representations of self on Facebook. The results of their study indicated that Facebook users who were transitioning from college to employment settings were deliberate in changing their Facebook profiles. Some of the strategies that these graduates employed included; creating new profiles that they thought were more appropriate for their corporate context and/or deleting certain information from their Facebook profiles.

Lampe, Ellison and Steinfield (2006), also found that some Facebook users were well aware of the privacy settings on Facebook and were involved in managing the security of their profiles either by restricting the people who are able to view certain elements of their profiles or by deleting some information that they thought would either make them vulnerable or portray them in a negative light.

Researchers have also been concerned with the various reasons individuals have for using social networking sites. Joinson (2008) used the Uses and Gratifications approach to study the use of Facebook. Some of the most common uses of Facebook that he found
included; participating in applications, sharing photographs with connections and friends, maintaining contacts and organizing groups.

There is also the question of gender differences in relation to the disclosure of personal information on social networking sites. Though many studies focusing on gender differences have been conducted most of them focused on gender identity and self presentation. Acquisti and Gross (2006) also set out to examine the differences males and females in the usage of Facebook. Their results showed that females were less likely to disclose personal information on their profiles, than males.

Though most studies show high disclosure and information sharing on social networking sites, there is a question with regard to the accuracy of the information shared. Jones, Millermanier, Goya-Martinez, and Schuler (2008), proposed that some users of social networking sites intentionally mask their offline identities by using pseudonyms or remaining anonymous.

These users do this because they are afraid that sharing information that is sensitive or that which reveals negative personal characteristics, may have negative consequences. Lampe, Ellison and Steinfield (2006), however found that Facebook users believed that their profiles portrayed them both accurately and positively.

Also, in a study conducted by Parks and Floyd (1996) to explore relationships formed by Internet users, the results showed that participants disclosed more important information in their Internet relationships compared to their real life relationships.
Though Internet use and engagement in social networking sites causes a lot of privacy concerns for users, most users are either unaware of these privacy risks or do not feel that they are at risk. Since users disclose important information on the internet and specifically on social networking sites, the study of disclosure behavior of these users has the potential to provide useful insights to communication professionals with different target audiences.

**Public Relations in Kenya**

**Country Overview**

The Republic of Kenya is a country in East Africa. Kenya lies along the Indian Ocean, at the equator and is bordered by Ethiopia to the north, Somalia to the north east, Tanzania to the south, Uganda and Lake Victoria to the west and Sudan to the northwest. The capital of Kenya is Nairobi, which is the 2\(^{nd}\) largest in Africa (after Cairo). Nairobi houses two United Nations agencies. Kenya spans an area about 85% the size of France or Texas and has a population of nearly 38 million. Kenya has numerous wild reserves, with thousands of animal species (Kenya, 2010).

Kenya’s official language is English and Swahili is the national language; both are widely used for communication between members of different ethnic groups, education, business, government. Nearly all of the African ethnic groups in Kenya also have their own languages this makes the country very rich in linguistic diversity. Many Kenyans speak three languages: the language of their particular ethnic group, Swahili, and English.
The Public Relations Society of Kenya

The development of the practice of public relations practice is Kenya has been influenced greatly by the Public Relations Society of Kenya. The Public Relations Society of Kenya (PRSK) was established in 1971. It was established in order to guide the professional body and bring together PR practitioners in Kenya. PRSK was formed by constitution and is a registered Society. The Society's broad objective is to advance excellence in Public Relations in Kenya and to ensure that the practice continues to thrive within the ethical framework defined by the profession (Background on PRSK, n.d.).

PRSK is affiliated to regional, continental, and global Public Relations bodies. For instance within the East African region, PRSK is a member of the East African Public Relations Association (EAPRA). PRSK is also a member of the Federation of Africa Public Relations Association (FAPRA) which is the continental body for all PR national associations in Africa. At the global level, PRSK is a founder member of the Global Alliance for Public Relations and Communications Management (GA). Also, members of PRSK subscribe to the International Public Relations Association (IPRA), thus forming the Kenya IPRA chapter (Background on PRSK, n.d.).

The Public Relations Society of Kenya exists with the following objectives; 1) To be the recognized professional authority in Public Relations in Kenya 2) To educate and inform the public as to the purpose and practice of Public Relations 3) To establish and promote a high standard of professional ethics in Public Relations 4) To contribute to the
improvement of professionalism through education and training in Public Relations

(Objectives, n.d.).

Public Relations Firms in Kenya

Though the field of public relations is fairly young in Kenya as compared to other countries, it is growing at steady rate. There are about thirty public relations firms in Kenya. The growth of the practice of public relations in Kenya is also being propelled by the expansion of well established public relations firms into the country. One such firm is the International communications consultancy Hill & Knowlton, which recently expanded into Africa with the launch of a new public relations company in a joint venture with Scangroup Limited. (An already existing marketing communications firm in Kenya) The new company is called Hill & Knowlton East Africa. Another such firm is Fleishman-Hillard International Communications which also recently extended its reach in Africa with an affiliation with Tell-Em Public Relations in Kenya (Freitag & Stokes, 2008).

Public Relations Education in Kenya

Though public relations education in Kenya has a lot of room for growth, more and more colleges and universities are offering training on public relations. According to the PRSK website there are about twelve institutions of higher education that offer public relations courses. These institutions include; Nairobi University, Maseno University, Kenyatta University, Moi University, Daystar University and the United States International University (USIU-Africa). Public Relations is also offered in other colleges such as Kenya Institute of Management, School of Professional Studies, Makini, Zafrica
Business School, Air Travel and Related studies and Kenya Polytechnic (Freitag & Stokes, 2008).

Though public relations is taking strides towards development in Kenya, the profession still faces many challenges. One of the major challenges is that the profession is still not well recognized in the country. Many people still mistake public relations for marketing or advertising. Also, organizations and businesses have not fully realized the benefits that public relations presents to them, if employed in their day to day operations (Freitag & Stokes, 2008).

Internet Use in Kenya and in the United States


Some of the common social networking sites in Kenya include; Kenya social network, Mashada.com, Iborian.com, Myspace, Cooltribe, Zuqka, Myafricasite.com and Ushahidi.com (Kemibaro, 2008).

The rapid growth of internet use and growing popularity of social networking sites presents numerous opportunities for organizations looking to find new ways to reach their target audience with different messages.

**Research Questions**

This particular study will seek to answer the following research questions:

**RQ1** What demographic information do Kenyans and Americans reveal on their Facebook profiles?

**RQ2** What personal information do Kenyans and Americans reveal on their Facebook profiles?

**RQ3** Are there any differences in information disclosure on Facebook between Americans and Kenyans?

**RQ4** Are there any gender differences in information disclosure on Facebook?

**RQ5** What different types of Facebook groups do Kenyans and Americans join most often?
CHAPTER THREE

RESEARCH METHODOLOGY

This chapter specifies the method and procedures of the research. The selection of social networking site, the research design, sampling procedure and specific research methodology will be discussed in this chapter. This chapter will also discuss the data collection tools and the data analysis techniques employed in the study.

Selection of the Social Networking Site

Facebook was selected as the social networking site to be examined in this study. This is because Facebook is the most popular social networking site. According to checkfacebook.com, there are 474,560 registered Facebook users in Kenya and 94,748,820 users in the United States. Also, according to Needham and Company (2007), Facebook has been found to have heavy usage patterns, making it a rich site for researchers interested in the study of social networks.
Pilot Study

A pilot study was carried out before the study could be done on a larger scale. The pilot study was done in order to assess the feasibility of the full scale study and also to test and refine the research instruments (content analysis code book and coding sheets). Stutzman (2006), carried out a pilot study in order to develop some quantitative metrics that could be used to examine participation of online social networking sites by students on a college campus.

The main goal of his pilot study was to conduct a viability test for conducting research in what he referred to as social network communities.

For this pilot study a total of ten Facebook profiles were analyzed. Five Facebook profiles of Kenyans and five Facebook profiles of Americans were studied. Only the profiles that had a home town listed were included in the study. This ensured that the users of the profiles selected had self-identified as either Kenyans or Americans. During the pilot study an individual code sheet was used for each of the ten profiles studied.

The content analysis code book and code sheets were changed significantly during and after the pilot study. The group categories to be coded for were redefined. Initially the researcher had developed groups and come up with operational definitions to be used to determine the group categories during coding. However, during the pilot test it emerged that based on the operational definitions some Facebook groups could be grouped in the same category. To deal with this challenge, the researcher did away with
her own operational definitions and adapted the group categories that are defined by Facebook.

The pilot study was also useful in identifying major challenges that could be faced in the course of the study and also to ascertain whether or not the research methodology outlined earlier would indeed be workable. The pilot study also served as training to the researcher and also helped in the re-designing of the research questions.

**Research Design**

This particular study adopted a descriptive research design; this was because all objectives of the study were already clearly stated. The Facebook profiles were studied to determine the behavior of Facebook users in Kenya and in the United States, without any attempt from the researcher to alter their behavior. The users, whose profiles were examined, were not made aware of this process. The data was collected through direct observation, without the researcher’s engagement in the users’ activities on Facebook.

The study was carried out through a content analysis of individuals Facebook profiles of Kenyans and Americans. Individuals’ profiles were studied to determine the personal, demographic, contact, education and work information disclosed in their Facebook profiles. The Facebook groups joined by the users were also examined.
Content Analysis

Primary data was used for this study. Data was collected and analyzed through the method of content analysis. Jones, Millermaier, Goya-Martinez, and Schuler (2008), also employed a traditional content analysis of MySpace pages to study the types of personal information that users disclose on their pages as well as to reveal the types of communication that users engage in on their profiles.

The following definitions have been given for content analysis; “Content analysis is a research technique for the objective, systematic, and quantitative description of manifest content of communication”. (Berelson, 1952, p. 18). “Content analysis is a research technique for making replicable and valid inferences from data to their context.” (Krippendorff, 1980, p. 21).

Content Analysis may be conducted on two levels;

Manifest content: This refers to the surface meaning of text and is concerned with the actual characters of a text.

Latent content: This involves analyzing the deeper layers of meaning embedded in the text. This study will however focus on the analysis of the manifest content.

According to Berelson (1952), content analysis may be used for the following purposes 1) to describe trends in communication content which may be studied by observing relative frequencies of occurrence 2) to trace the development of scholarship especially by studying literature in various scholarly fields 3) to disclose international
differences in communication content by making comparisons of the communications available in different countries 4) to identify the intentions and other characteristics of the communicators 5) to determine the psychological state of persons and groups 6) to reflect the attitudes, interests, and values of population groups, based on the assumption that content of communication reflects the themes and topics that people are interested in during certain periods 7) to reveal the focus of attention of groups of people on various subjects 8) to describe the attitudinal and behavioral effects that various forms of communications have upon individuals, groups, institutions and society. Based on this uses of content analysis, the method was found the most suitable to use in this study.

Krippendorff (2004) describes the determination of the units of analysis as an important step in carrying out a content analysis. Units are the wholes that analysts distinguish as independent elements which are conceptually and logically distinct and can be counted. He describes sampling units as mutually exclusive units that are distinguished for selective inclusion in an analysis.

The units of analysis in this study constituted the selected Facebook profiles. The elements analyzed include; Individuals’ demographic, personal, contact, education and work information, as provided on their Facebook profiles. The types of groups joined by the individual users were also analyzed. The main identifying mark (profile picture) on the individual’s profile was also analyzed to determine what type it is.

The Facebook groups were grouped in the same categories as defined by Facebook. This approach helped in ensuring that the categories were mutually exclusive.
Sampling Procedure

Sampling may be defined as the process of selecting a subset of units for study from the larger population (Neuendorf, 2004). For this particular study, the sampling procedure employed was non probability sampling, a technique in which the inclusion of elements in the sample is unknown. The specific type of non-probability sampling used was convenience sampling. This is a method that relies on the selection of readily available units, to be included in the study.

The population of interest in this study constituted Kenyans and Americans who have Facebook profiles. The researcher used a convenience sample of Facebook users whose profiles had no security restrictions, and were therefore accessible for analysis. The researcher used her own personal Facebook account to access the profiles of the population to be studied. The researcher logged on into her own account, then browsed for Facebook groups that specifically featured Kenyans. An example of such a Facebook group is “Kenyans on Facebook”. The researcher then had access to view the profiles of the members of such groups, who had no security restrictions on their profiles. The same procedure was followed to access the profiles of the Americans on Facebook.

Only a limited number of profiles could be accessed through this method as a majority of the Facebook users in the various groups had security restrictions on their profiles. The researcher therefore modified the sampling procedure by browsing through the friends’ lists of the few accessible profiles to reach the desired number of profiles. This method was time consuming but appropriate under the circumstances described. As
mentioned earlier, there are a total of 474,560 registered Facebook users in Kenya and 94,748,820 users in the United States. (checkfacebook.com). Out of these profiles, 250 Facebook profiles of Kenyans and 250 Facebook profiles of Americans were studied.

The researcher ensured that the profiles selected met the following criteria in order to be included in the study; 1. Had a hometown indicated (to qualify the Facebook user as having self identified as Kenyan or American), 2. Had a gender indicated (to help the researcher in identifying gender differences in information disclosure according to research question 4). 3. Profiles were accessible (had no security settings) therefore enabling the researcher gather the required data.

**Coding Protocol and Procedure**

In content analysis, data coding is a way of recording transient, unstructured, or fuzzy phenomena into terms of data that can be analyzed. The process of recording and coding may include activities such as transcribing speech, describing observations, taking field notes, interpreting messages, judging, performances and categorizing television shows (Berelson, 1952).

Recording involves an interpretation of the data which is seen, read or observed into formal terms of analysis. Coding involves carrying out the same procedures as in recording, following independent rules (Krippendorff, 2004).

For this study, the coding procedure involved describing observations. The rules of this process were articulated in a code book developed by the researcher. The rules were
followed in the analysis of the content of the individual’s Facebook profiles. The code book contained items and specified codes for the broad categories of information to be studied (See Appendix A).

The first broad category describes the type of demographic information that the Facebook users have provided on their profiles. This category included information such as Sex, Birthday, Current City, Relationship Status, Political and Religious views.

The second broad category included personal information describing users’ interests, activities, favorite music, books, television shows and quotations.

The third category featured users’ contact information such as email addresses, websites, telephone numbers and home addresses.

The fourth category dealt with users’ education and work information such as employer information and schools and institutions of higher learning in which the users studied.

The fifth category was concerned with information on the groups to which the users’ studied belong.

The last category was an analysis of the main identifying mark in each of the profile studied. The identifying mark (profile picture) analyzed was placed in one of the categories described in the code sheet. The coding protocol and the categories for the main identifying mark were borrowed from Jones, Millermaier, Goya-Martinez, and Schuler (2008), who developed the codes based on some preliminary research. Two new
categories were added for this present study; ‘none’ and ‘national symbol’ (Appendix A).

Profile Analysis

Once a Facebook profile was identified for analysis as per the sampling procedure outline earlier, the researcher first saved the profile as a HTML file. Archiving all the Facebook profiles studied, was necessary in case the researcher needed to go back to the profile to counter check anything or account for any missing data, during analysis.

After saving the profile, the researcher followed the code sheet (see Appendix B), to go through all the categories outlined and do the coding. The code book was used constantly to ensure that the correct codes (numbers) were entered for each of the categories of interest.

Most of the categories coded for were straightforward with information available on the first page of the Facebook profile. To code for the Facebook groups joined the procedure required the researcher to click on the groups link on the users profile and was then taken to a new window listing the details of all the groups that a particular subject was a member of. This procedure was repeated for each of the profiles analyzed.
Data Analysis

For each of the 500 profiles analyzed, the data was entered into a master code sheet. The master code sheet was a Microsoft excel file developed as a modification of the individual coding sheet (See Appendix B). The data on the master coding sheet was then transferred into SPSS for analysis. The total number of data points for this study was 50,500 (101 variables for 500 cases).

The most frequently used function for data analysis during this study was frequencies. This was because most the research questions set out at the beginning of the study mostly had to do with the presence or absence of certain sets of information and how often this information was revealed or disclosed across the profiles studied.

The analysis of the Facebook groups joined was partly carried out using Microsoft Excel 2007, software. The totals of the number of groups joined in each of the available categories in the code book, were computed then ranked against the total number of groups joined, to find the most popular groups.

The cross tabs function was also used to identify if there was any relationship between certain variables and information disclosed on the Facebook profiles. SPSS was also used in creating tables and graphs that were instrumental in reporting the results of the study.
CHAPTER 4

RESULTS

This chapter details a report of the results that were obtained from the study. An overview of the demographics of the individuals whose profiles were examined will be described as well as results on the main identifying mark displayed on the users’ Facebook profiles. This will be followed by more specific data related to the research questions. The results are presented to describe the type of demographic and personal information that American and Kenyan Facebook users disclose on their profiles. Gender differences in information disclosure as well as differences in disclosure between the two countries sampled, are also described. The results will also show the different Facebook groups that users join most often.

The presentation of results will offer an overview of the findings as far as the total sample is concerned, for each variable, followed by any gender differences for the variable. For each of the variables, the differences in the two countries will be presented.
Demographics

A total of 500 Facebook profiles were analyzed. Of the 500 profiles, 250 belonged to American users while the remaining 250, belonged to Kenyans. 61.8% of the profiles studied belonged to male users, while the remaining 38.2% belonged to female users. Out of the 250 Facebook profiles belonging to American users, 137 belonged to male users (54.8%) while 113 belonged to female users (45.2%). 78 Facebook profiles belonging to Kenyan females were analyzed (31.2%) while 172 belonged to Kenyan males (68.8%).

Fig 4.1: The Total Number of the Study Population, By Country and Gender

<table>
<thead>
<tr>
<th>Sex</th>
<th>Country</th>
<th>Count</th>
<th>% within Country</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Kenya</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td>172</td>
<td>68.8%</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>78</td>
<td>31.2%</td>
</tr>
<tr>
<td></td>
<td>United States</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td>137</td>
<td>54.8%</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>113</td>
<td>45.2%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>250</td>
<td>100.0%</td>
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<tr>
<td></td>
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<td>250</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Profile Picture/Identifying Mark

As far as a profile picture was concerned, results from the total sample population showed that a majority of the subjects sampled (40.4%), had a self portrait as the main identifying mark. A number of subjects (32.0%), had a photo with a friend or a romantic partner for a profile picture, while a few had put up a group photo (14.8%). 4.8 % had
chosen to put up a cartoon character or drawing as their profile picture (4.8%), while a smaller number used a child’s photo (2.8%).

Fig 4.2: Profile Pictures Description of the Total Sample Population

There were some gender differences as far as profile pictures were concerned, with more males (35%), than females (18.6%), using a self portrait as their main identification mark. However, the same number of females (9.6%) as males (9.6%) had put up a photo.
of with a romantic partner or friend as the main identifying mark on their Facebook profiles. Also, slightly more females (11.5%), than males (9.4%), had uploaded a group photo as a profile picture.

A large majority of the Kenyans had a self portrait as the identifying mark or profile picture on their Facebook profiles (66.8%). 10% had uploaded a cartoon, drawing or animation as a profile picture, while 6.4% had a photo with a friend or a romantic partner as a profile picture. 5.6% of the Kenyans had a group photo as their profile picture while 5.2% had uploaded the photo of a child as a profile picture. A smaller number of the Americans in the study sample had uploaded a self portrait, 40.4% as compared with the Kenyans. 32% of the American profiles studied, featured a photo with a friend or a romantic partner as a profile picture, this was much higher than the number of Kenyans who had uploaded this type of picture as the main identifying mark on their Facebook profiles. Also the number of subjects who had uploaded a group photo as a profile picture was much higher than that of Kenyans who had done so, 15%. About 5% of the Americans studied had uploaded a cartoon, drawing or animation, as a profile picture, this was number was half that of Kenyans who had used the same kind of photo as the main identifying mark on their Facebook profile.

The Disclosure of Demographic Information on Facebook Profiles

This study sought to explore the types of demographic information revealed most often on Facebook profiles. This information includes; date of birth, current city, and hometown, family members, relationship status, interested in and looking for. The
following section is a presentation of the results of the study, with regard to the disclosure of the information mentioned above.

**Date of Birth**

The results also show that a large majority of the total subjects studied, revealed their date of birth (87.2%). 43 % of the population studied chose to reveal their full date of birth, i.e date, month and year. 44.2% only revealed the month and the date. Of the total number of profiles studied, 12.8% did not reveal their date of birth at all.

**Fig 4.3: Birthday Disclosure of the Total Study Sample**

<table>
<thead>
<tr>
<th>Birthday * Sex Crosstabulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
</tr>
<tr>
<td>Birthday: Full Date</td>
</tr>
<tr>
<td>% within Sex</td>
</tr>
<tr>
<td>Birthday: Month and Day</td>
</tr>
<tr>
<td>% within Sex</td>
</tr>
<tr>
<td>Not Revealed</td>
</tr>
<tr>
<td>% within Sex</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>% within Sex</td>
</tr>
</tbody>
</table>

As far as gender is concerned, 42.4 % of the male studied revealed their full date with 44.3 % revealing only the date and the month, a smaller number (13.3%) did not
reveal their birthday at all. The results of the female gender as far as date of birth was concerned, did not differ much from those of the male gender, with a larger number (44%) revealing only their date and month of birth. The same number of females (44%) revealed their full date of birth, while an even smaller number did not disclose their birthday at all (12.8%).

Of the total number of Kenyans studied, a majority indicated only the month and day (64%), while only 24.4% indicated their full date of birth. A smaller percentage of the Kenyan sample studied, 11.6%, did not disclose their birthday at all.

The results showed that 25.5% of the Kenyan males revealed their full date of birth, and 59.8% revealed only the month and date of birth. A smaller number of the Kenyan males studied, chose not to reveal their date of birth at all (14.5%). These results differed from the Kenyan female subjects, a larger majority of whom revealed only their date and month of birth (73.1%). A smaller number of Kenyan females revealed their full date of birth (21.7%), and an even smaller number chose not to reveal their birthday at all (5.12%).

In comparison to the Kenyans, results showed that a larger majority of the American population sampled revealed their full date of birth, 61.6%. Only 24.4% partially revealed their birthday. Also, a small number of the Americans, 14% did not reveal their date of birth at all. The results for the overall American sample studied, as far as disclosure of birthday information was concerned, showed a great similarity with the results of the Kenyan sample studied as described earlier.
A larger number of the American males sampled revealed their full date of birth (63.5%), while only 24.8 % partially revealed their birthday. 11.6 % of the American males chose not to reveal their birthdays at all. The results of the American female subjects revealed that a larger majority (59.2%), had disclosed their full date of birth on their Facebook profiles. This number is higher as compared to the Kenyan females who had revealed their full date of birth. 23.8% of the American females revealed their birthdays partially, while 16.8% chose not to disclose any information about their date of birth.

**Fig 4.4: Birthday Disclosure of the Sample Population by Country**

<table>
<thead>
<tr>
<th>Birthday * Country Crosstabulation</th>
<th>Country</th>
<th>Kenya</th>
<th>United States</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birthday Full Date</td>
<td>Count</td>
<td>61</td>
<td>154</td>
<td>215</td>
</tr>
<tr>
<td></td>
<td>% within Country</td>
<td>24.4%</td>
<td>61.6%</td>
<td>43.0%</td>
</tr>
<tr>
<td>Month and Day</td>
<td>Count</td>
<td>160</td>
<td>61</td>
<td>221</td>
</tr>
<tr>
<td></td>
<td>% within Country</td>
<td>64.0%</td>
<td>24.4%</td>
<td>44.2%</td>
</tr>
<tr>
<td>Not Revealed</td>
<td>Count</td>
<td>29</td>
<td>35</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>% within Country</td>
<td>11.6%</td>
<td>14.0%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>250</td>
<td>250</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>% within Country</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Current City, Hometown and Neighborhood**

36.6% of the subjects studied, indicated their current city, while 63.2% did not indicate their current city. A good number of individuals also indicated their specific neighborhood (10.4%).
Of the total number of Kenyans subjects studied, a majority did not indicate their current city (70%), only 30 % of the subjects had revealed their current city.

A closer look at the Kenyan results by gender as far as disclosure of current city is concerned, showed no major differences between males and females sampled. Only 30.2% of the males sampled disclosed information about their current city and only 29.4% of the females provided this information on their Facebook profiles.

Results from American Facebook profiles showed that a larger number of people had indicated their current city, (43.2%), while 56.8% had not.

More American males (48.9%) than American females (36.2%) disclosed information about their current city.

Of the total population of males sampled, only 23.8% disclosed their current city, with the larger majority (38%) choosing not to disclose. These results were not very different from those of the female subjects sampled. Only 12.8% of the females disclosed their current city, 25.4 % chose not to reveal this information.

All of the subjects studied had indicated their hometown, as this was one of the key criteria for selection of the study sample. Indicating their hometown was the measure used to determine whether or not the subjects self identified as either Kenyan or American.
Family Members

Facebook also allows for users to indicate their family members such as siblings, parents and children. A majority of the subjects studied (71.8%), however, did not indicate any family member on their Facebook profile. A smaller percentage, (28.2%), indicated at least one family member.

Fig 4.5: Family Member Disclosure of the Total Sample Population

<table>
<thead>
<tr>
<th>Family members * Country Crosstabulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
</tr>
<tr>
<td>-----------------------------------------</td>
</tr>
<tr>
<td>Family members</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>% within Country</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>% within Country</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>% within Country</td>
</tr>
</tbody>
</table>

Results showed that a higher number of Americans disclosed the names of at least one family member (37.6%). This was about twice as many Kenyans who disclosed the name of at least a family member on their Facebook profile (18.8%).

An examination of the results of the American sample by gender, revealed that twice as many females (45.1%) as males (21.8%), disclosed information about one or more family members on their Facebook profiles.
Results showed that only a small majority of the Kenyans sampled disclosed the name of at least a family member on their Facebook profile (18.8%).

Results of the Kenyan sample population showed that slightly more females (23.1%) than males (16.8%) disclosed information about one or more family members.

Results showed that, of the total number of subjects whose Facebook profiles were analyzed, more females (36.1%) than males (23.3%) had revealed information about one or more family members.

**Relationship Status**

A large majority of the sample studied, indicated their relationship status (73.6%), with a smaller number choosing not to disclose their relationship status (26.4%).

Further results of the disclosure of a relationship status indicated that a larger majority of the male population studied (76.1%), disclosed their relationship status. 69.6% of the total number of female subjects also disclosed a relationship status.
Fig 4.6: Relationship Status Disclosure of the Total Study Sample

<table>
<thead>
<tr>
<th>Relationship Status</th>
<th>Count</th>
<th>Country</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Kenya</td>
<td>United States</td>
</tr>
<tr>
<td>Yes</td>
<td>187</td>
<td>181</td>
<td>368</td>
</tr>
<tr>
<td></td>
<td>% within Country</td>
<td>74.8%</td>
<td>72.4%</td>
</tr>
<tr>
<td>No</td>
<td>63</td>
<td>69</td>
<td>132</td>
</tr>
<tr>
<td></td>
<td>% within Country</td>
<td>25.2%</td>
<td>27.6%</td>
</tr>
<tr>
<td>Total</td>
<td>250</td>
<td>250</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>% within Country</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

The presence of an indication of a relationship status on the Facebook profiles was similar in both Kenya and the United States, with 74.8% of Kenyans revealing their relationship status and 72.4% of Americans doing so. A large majority of the Kenyan male subjects (76.7%), disclosed their relationship status, while 70.5% of the Kenyan females studied, revealed their status.

Results of the indication of a relationship status by the American subjects studied, also showed that a large number of American males had indicated their relationship status (75.1%), the majority of their female counterparts also disclosed their relationship status (69.1%).
Interested In and Looking For

About half the sample indicated what they were interested in (54.8%) on Facebook. 45.2% of the sample did not indicate what gender they were interested in. Among the options that Facebook users have to chose from as far as interests are concerned include; man and women, or both.

As far as gender differences are concerned, results showed that more of the male sample population (58.8%), than that of the female sample (48.1%), disclosed what they were interested in. Of the total number of Kenyan profiles studied, a majority had an indication of what gender the users were interested in 60%.

More than half of the Kenyan males (59.8%) had indicated what they were interested in. A slightly higher number of the Kenyan females also disclosed what they were interested in (60.2%).

Almost half of the American profiles studied had an indication of what gender the users were interested in (49.6%). More than half of the American male subjects had indicated what they were interested in (57.6%). This number was higher as compared to the American females who had indicated what they were interested in (39.8%).

Users also have an option of indicating what they are looking for, options for this category include; friendship, networking, a relationship and whatever I can get. A larger number of subjects indicated what they were looking for (61.4%), while 38.6% had not disclosed what they were looking for.
A large majority of the Kenyans indicated what they were looking for (79.2%). About the same number of Kenyan males (79.06%) as Kenyan females (79.4%), had disclosed what they were looking for. Less than half of the Americans indicated what they were looking for, (43.6%). About the same number of American males (43.1%) as American females (44.2%) disclosed what they were looking for.

There were slight gender differences in the indication of the subjects studied, of what they were looking for. More males (63.1%) than females (58.6%) disclosed what they were looking for, on their Facebook profiles.

**The Disclosure of Personal Information on Facebook Profiles**

The personal information that most people disclose on their Facebook profiles was also studied. This information includes; Political and religious views, activities and interests, Favorite quotations, favorite music, favorite TV shows, favorite movies,
favorite books, and ‘About Me’. The disclosure of contact information, education and work information was also examined. The following section is a presentation of the results of the study, with regard to the disclosure of the information mentioned above.

**Political Views and Religious Views**

Slightly more than half of the sample population disclosed their political views on their Facebook profiles (53.2%). About the same number of individuals also indicated their religious views (56.8%).

**Fig 4.8: Disclosure of Political Views by the Total Sample Population**

<table>
<thead>
<tr>
<th>Political views</th>
<th>Country</th>
<th>Kenya</th>
<th>United States</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Count</td>
<td>161</td>
<td>105</td>
<td>266</td>
</tr>
<tr>
<td>% within Country</td>
<td></td>
<td>64.4%</td>
<td>42.0%</td>
<td>53.2%</td>
</tr>
<tr>
<td>No</td>
<td>Count</td>
<td>89</td>
<td>145</td>
<td>234</td>
</tr>
<tr>
<td>% within Country</td>
<td></td>
<td>35.6%</td>
<td>58.0%</td>
<td>46.8%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>250</td>
<td>250</td>
<td>500</td>
</tr>
<tr>
<td>% within Country</td>
<td></td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

A large majority of the Kenyans sampled indicated their religious views, (74.8%), this was much higher as compared to the Americans who disclosed their religious views (38.8%).
Fig 4.9: Disclosure Religious Views by the Total Sample Population

<table>
<thead>
<tr>
<th>Religious views</th>
<th>Country</th>
<th>Kenya</th>
<th>United States</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>Count</td>
<td>187</td>
<td>97</td>
<td>284</td>
</tr>
<tr>
<td>% within Country</td>
<td>%</td>
<td>74.8%</td>
<td>38.8%</td>
<td>56.8%</td>
</tr>
<tr>
<td>No</td>
<td>Count</td>
<td>63</td>
<td>153</td>
<td>216</td>
</tr>
<tr>
<td>% within Country</td>
<td>%</td>
<td>25.2%</td>
<td>61.2%</td>
<td>43.2%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>250</td>
<td>250</td>
<td>500</td>
</tr>
<tr>
<td>% within Country</td>
<td>%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Of the total population sampled, it was interesting to find that more men (61.4%) than women (39.7%) disclosed their political views. Results also indicated a higher percentage of the males sampled (59.2%) disclosed their religious views as compared to females (52.8%)

There was a slight difference in the disclosure of religious views among Kenyans, as far as gender is concerned. 74.4% of the Kenyan males indicated their religious views while 75.6% of the Kenyan females indicated their religious views. As far as political views were concerned, most Kenyans disclosed their political views (64.4%), while slightly less than half of the American sample disclosed their political views (42%).
Activities and Interests

Only a small number of the entire sample revealed their activities (5.2%). Results also showed about the same number for disclosure of interests with only 5.4% of the sample disclosing their Facebook profiles. Of the total sample population, results showed that slightly more females (6.3%) than males (4.9%), disclosed their interests. The same case applied to the indication of activities with 6.3% of the females sharing their activities and only 4.5% of the males doing so.

The results showed that only 4% of the Kenyan sample and 7% of the American sample disclosed their interests. As far as activities are concerned, the results were similar with only 4% of Kenyans indicating their activities and 7% of Americans indicating theirs.

Favorite Quotations, Favorite Music, Favorite TV Shows, Favorite Movies, Favorite Books

Only a small percentage of the population sample indicated their favorite quotations (5%). 5.6% of the sample population indicated their favorite music, 5% indicated their favorite TV shows while 5.4% indicated their favorite movies. An even lesser number (4.4%), indicated their favorite books. There were no major differences in gender in the disclosure of this information.
Of the total Kenyan sample population, only 4% had indicated their favorite music. 3.2% indicated their favorite TV shows and the same number had indicated their favorite movies, on their Facebook profiles. Only 2% had indicated their favorite books. There were no differences as far as gender was concerned, in the disclosure of the Kenyan population sample of their favorite music, TV shows, Movies and books.

7.2% of the American sample population disclosed their favorite music, while 6.8% indicated their favorite TV shows. The same number indicated their favorite books (6.8%). A slight higher number of Americans had indicated their favorite movies. More Americans (8%) than Kenyans (2%) had disclosed their favorite quotations.

About Me

Facebook gives users an opportunity to write a description of themselves. This description is not restricted in any way and could feature any aspect of the users’ lives. 42% of the subjects in this study indicated something about themselves, while slightly more than half (58%) did not. Kenyan profiles studied that had the ‘About me’ section included were slightly more than American Facebook profiles with this section included. 46% of the Kenyans studied had included some information about themselves while 38% of the Americans studied had this information on their Facebook profiles.
Fig 4.10: Presence of an ‘About Me’ Section

<table>
<thead>
<tr>
<th>About Me</th>
<th>Country Crosstabulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Country</td>
</tr>
<tr>
<td>About Me</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>% within Country</td>
</tr>
<tr>
<td>No</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>% within Country</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>% within Country</td>
</tr>
</tbody>
</table>

Contact Information

As far as contact information goes, very few subjects indicated their mobile phone numbers (1%). A majority of the subjects (99%) chose not to disclose their mobile phone numbers on their Facebook profiles. An ever fewer number of subjects revealed a landline number (0.4%), the larger majority of subjects did not reveal a landline number. It was also interesting to find that none of the subjects studied revealed their place of residence on their Facebook profiles.

A slightly larger number of individuals (8.8%) revealed their email addresses, on their Facebook profiles. Results showed that 6% of the total number of profiles analyzed
had one email address indicated, while 2.8% of the profiles had more than one email address indicated.

Results indicated that a majority of males did not indicate their email addresses (91.6%), while only 5.5% indicated one email address.

Only 2.9% of the total male population sample indicated more than one email address. A slightly larger number of the female subjects (6.8%) indicated one email address than the males. However, results also indicated that a slightly smaller percentage of females (2.6%) than males indicated more than one email address. A majority of the female subjects did not indicate their email address on their Facebook profiles (90.6%).

**Fig 4.11: Disclosure of Email Addresses by the Total Sample Population by Gender**

<table>
<thead>
<tr>
<th>Email Addresses Indicated * Sex Crosstabulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Sex</strong></td>
</tr>
<tr>
<td><strong>Male</strong></td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Email Addresses Indicated</td>
</tr>
<tr>
<td>One Email Address Indicated</td>
</tr>
<tr>
<td>Count</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>More than one Email Address Indicated</td>
</tr>
<tr>
<td>Count</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Email Address Not Indicated</td>
</tr>
<tr>
<td>Count</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
There were some differences observed between the two countries studied, as far as the disclosure of email addresses was concerned. 12.4% of the Kenyan profiles contained at least one email address as compared to 5.2% of the American profiles, that had at least one email address indicated. 2% of the Kenyan sample provided more than one email address, while 3.6% of the American sample provided more than one email address.

**Address, City, Town, Neighborhood, Zip Code**

The results showed that the majority of the individuals, whose profiles were studied, did not disclose information about their residence. Only 0.2% of the total sample studied revealed their address. None of the Kenyan profiles studied had any indication of a home address.

**Web site**

17.6% of the total sample studied had disclosed website information on their Facebook profiles. Results showed that more males (12.6%) than females (5.0%), had listed a website on their Facebook profiles. The Web site information on the Facebook profiles is not restricted and could include personal or business sites or simply sites that the users like and want people who view their profile to access.

18.4% of the American profiles had a website indicated, while about 16.8% of the Kenyan profiles had a Website indicated.
Education and Work Information

More than half of the sample studied, indicated a University name at the college level, 59.4%. Also, a good number of subjects (54.2%) included their college year, with 41.4% of the sample including the name of at least one college concentration/major. A few individuals also indicated the name of a university at the graduate school level (9.4%), with at least 8.4% of the sample indicating the name of at least one concentration/major at the graduate school level. 38.0% of the males sampled indicated a University name at the college level, while only 21.4% of the females had disclosed this information. Also, 34.4% of the males sampled included the college years, with only 25.6% of the females doing so. Results also indicated that more males, 25.6% indicated information about their college concentration while only 15.8% of the females had this information on their Facebook profiles. Overall, there were notable gender differences in the disclosure of education information with more males than females indicating college names, years and concentrations, on their Facebook profiles.

Slightly less than half of the Kenyans sampled disclosed the name of a University at the college level, 46%. On the other hand, a larger majority of the American Facebook profiles had a university name indicated at the college level, 73%.

More than half of the total sample indicated the name of the high school they attended, (58%). More Americans (73%), than Kenyans (42%), had included a high school name on their Facebook profiles.
As far as employment and work information is concerned, only about 40% of the subjects had indicated their employer’s name. Results showed more males (24.4%), than females (14.8%), disclosing the name of their employer. This trend was the same as far as the disclosure of position name and position description was concerned. 20.2% of the males sampled indicated the title of their position while only 12.0% of the females sampled had this information indicated. The indication of a position description was low in both genders with only 0.2% of the males sharing a job description and none of the females including this information.

About half of the American Facebook users sampled had disclosed the name of their employer in their Facebook profile (48.8%), with 46.4% including the title or position and 24.8% giving a description of their position. The results indicated a lower number of the Kenyans disclosing their work information with only 30% of the Kenyans disclosing the name of their employer. Only 18% of the Kenyans had disclosed their work position/title, and an even lesser number disclosed their job description, 12.4%.

A majority of the subjects, whose profiles were studied, did not disclose information on the city or town of employment. Only 26% of the subjects had this information on their Facebook profiles.
Facebook Groups Joined

The results showed that a majority of the subjects whose profiles were studied were not members any Facebook groups and neither had they created any Facebook groups. Only 14.5% of the Facebook users whose profiles were studied were members of one or more Facebook groups.

Of the total number of male subjects whose Facebook profiles were analyzed, only 11.3% were members of one or more Facebook groups. The number of female subjects in at least one Facebook group was slightly higher at 18.8%.

Of the Americans, whose profiles were studied, only 14% were members of at least one Facebook group. These results were similar to those of the Kenyans whose profiles were studied, with only 14% having joined at least one group.

The total count of the number of groups joined by the entire population was 1665. This number is higher than the actual number of subjects studied (500), due to the fact the groups joined by the Facebook users were not mutually exclusive. It was therefore possible for an individual to be a member of one or more groups in the same category or in different categories. For instance, as shown in the table above, there were 429 subjects who were not members of any group at all, where as there was a single individual who was in a total of 111 Facebook groups.

Results from the groups joined indicate that the most popular group types had to do with Beliefs and Causes, Sports and recreation, Dating and Relationships, Religion and
Spirituality, Entertainment, Politics, Student, Companies, Music and Nightlife. The totals of the number of groups joined in each of the available categories in the code book, were computed then ranked against the total number of groups joined, to find the most popular groups. The table below shows a brief summary of the top ten groups joined.

**Fig 4.12: Table Showing the Facebook Groups That Had the Most Members**

<table>
<thead>
<tr>
<th>Group Type</th>
<th>Groups Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beliefs and Causes</td>
<td>166</td>
</tr>
<tr>
<td>Sports and recreation</td>
<td>150</td>
</tr>
<tr>
<td>Dating and Relationships</td>
<td>122</td>
</tr>
<tr>
<td>Religion and Spirituality</td>
<td>108</td>
</tr>
<tr>
<td>Entertainment</td>
<td>106</td>
</tr>
<tr>
<td>Politics</td>
<td>99</td>
</tr>
<tr>
<td>Student</td>
<td>98</td>
</tr>
<tr>
<td>Companies</td>
<td>90</td>
</tr>
<tr>
<td>Music</td>
<td>82</td>
</tr>
<tr>
<td>Nightlife</td>
<td>58</td>
</tr>
<tr>
<td>Others</td>
<td>586</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1665</strong></td>
</tr>
</tbody>
</table>
CHAPTER 5

DISCUSSION

The aim of this study was to explore the type of information that Facebook users disclose on their profiles. Facebook profiles belonging to American and Kenyan users were content analyzed to find out the specific demographic and personal information that was revealed in these profiles. The study also examined the Facebook groups that Kenyan and American users join and create most often as well as the main identifying mark/profile picture in the Facebook profiles. This study also sought to uncover any gender differences in the type of information disclosed on Facebook, as well as any differences in the revelation of information among Kenyan and American Facebook users.

Demographics

Of the total number of Facebook profiles that were content analyzed, a larger majority belonged to male users (61.8%). The sampling methodology employed in this study was convenience sampling, based on the accessibility of the profiles and that lack
of security restrictions on the profiles. This could therefore imply that male users are less concerned about the accessibility of their Facebook profiles, than females. In both Kenya and America, more males than females had Facebook profiles that were accessible. This could be an indication that in both countries, females are more concerned than males, about the accessibility of their Facebook profiles and therefore have their Facebook security settings in place to restrict the people who can view information on their profiles.

**Research Question 1: What demographic information do Kenyans and Americans reveal on their Facebook profiles?**

This study was concerned with the disclosure of demographic information. The profile picture used, and the disclosure of date of birth, current city, and hometown, family members, relationship status, ‘interested in’ and ‘looking for’; were examined. Evidence from this study revealed that the demographic information mostly revealed on Facebook profiles is, the presence of a self portrait as the main identifying mark, date of birth (excluding the year of birth), relationship status and ‘interested in’.

**Profile Picture**

A core feature of most social networking sites is the main identification mark or profile picture. The current study examined the different types of profile pictures that Facebook users uploaded on their profiles. A majority of the profiles sampled (40.4%) had included a self portrait as the main identifying mark. This number was followed by 32.0% who had uploaded a photo with a friend or a romantic partner as the main identifying mark. This results are similar to those of Jones, Millermaier, Goya-Martinez,
and Schuler (2008), who carried out a content analysis of MySpace profiles. Their study found a larger majority of their sample had a larger majority of their sample (61.5%), using a self portrait as the main identifying mark on their profiles.

The type of profile picture uploaded is an important element of disclosure as it may be used to predict the age and gender of individuals who do not provide this information. A profile picture may also serve as an important aspect of an individual’s personality as it might reveal their interests. For instance, the use of a picture of funny cartoon character as a profile picture may be an indication of a good sense of humor or an interest in animation. Walther (1992), proposes that online communication has limited contextual and non-verbal cues, therefore magnifying the importance of the breadth and the depth of self-disclosure (Walther 1992). The use of a self-portrait as the main identifying mark, may therefore serve as a way of increasing the breadth of communication, in comparison to online communications in which a self portrait or picture is available. Also, uploading children’s photos may be used to predict that the user is either a parent or someone who values family. Results also showed that more males than females had a self portrait as the main identifying mark.

Researchers have found that through social networking sites, users present a profile, which is a representation of their ‘self’ and of their networks or connections, which others can peruse (Acquisti & Gross, 2005). According to these findings, a profile picture may therefore have a crucial role to play in the presentation of self.
**Date of Birth**

Date of birth is perhaps one of the most important pieces of demographic information; this is because the date of birth is an indication of age, which is a crucial criterion in almost all research and communication processes and needs. A majority of individuals in this study (87.2%) disclosed their date of birth. It is however interesting to note that only about half of the people who indicated their date of birth, had indicated their full date of birth, i.e including the year of birth. This evidence supports studies that have found that users are more aware of the visibility of their Facebook profiles, such as that of DiMicco and Millen (2008).

The partial revelation of the date of birth by the subjects whose profiles were analyzed, could also be an indication that individuals revealing their date of birth on Facebook could be doing so simply to let their connections/friends know when their birthday rather than to share their age on Facebook, just as it is in real life (offline). This finding is in agreement with Moon (2000), who proposed that individuals interact with avenues of electronic communication in the same way that they interact with other people.

**Current City, Home Neighborhood, Mobile Numbers and E-Mail Addresses**

Demographic information on location is also important in research, communications, as it is often used to define target publics for communication. Results from this study indicated that a small number of the subjects studied, disclosed their current city, home neighborhood, mobile numbers and email addresses. These findings
are in agreement with those of Jones, Millermaier, Goya-Martinez, and Schuler (2008), who carried out a content analysis of MySpace profiles and found that very few users posted personal information such as telephone numbers and addresses on their sites.

**Family Members, Relationship Status, ‘Interested In’ and ‘Looking For’**

Facebook also allows for users to indicate their family members such as siblings, parents and children. Results from this study revealed that a large majority of the subjects studied did not indicate any family member on their Facebook profile. Although high levels of disclosure were found in other categories of personal information, the unwillingness to reveal information about names of family members may be an indication that the users’ level of trust has not progressed to the extent whereby they feel comfortable enough with the Facebook platform. Floyd (2008) proposes that the breadth of self disclosure progresses over time, with the depth of communication generally deepening with the course of time. It would only be possible to know if the trust levels of the subjects studied, has increased over time, if a longitudinal study was carried to examine the changes over time in the disclosure of information, such as names of family members.

Facebook users have the option of disclosing their relationship status, which shows publicly in their profiles. Some of the options available to choose from include; single, married, in a relationship, in an open relationship, widowed, engaged, and it’s complicated. Users may choose to indicate either one of these categories or not chose any at all. It is important to note that this study was concerned with the indication of a
relationship status rather than the specific relationship statuses themselves. Users also have an option of indicating what they are looking for, options for this category include; friendship, networking, a relationship and whatever I can get. Results also showed a large number of subjects indicating their relationship status and disclosing what they were interested in and what they were looking for. The disclosure of the subjects studied, of what they were looking for and what they were interested in, is important as it may be interpreted as an articulation of their goals and expectations in their use of the social networking site. Lampe, Ellison and Steinfield (2006) found that Facebook users believed that their profiles portrayed them both accurately and positively. This information is important as it gives specific insights into aspects of the individuals’ lives that would otherwise be unknown.

**Research Question 2: What personal information do Kenyans and Americans reveal on their Facebook profiles?**

As far as personal information is concerned, it was found political views and religious views were revealed by a majority of the sample population. Also, a large number of users included the ‘About Me’ section, which is a written description about themselves. Results also showed a very high disclosure of education and work information; such as names of colleges attended and year, as well as names of employers. The disclosure of contact information on Facebook was very low (mobile phone numbers, landline numbers and E-mail addresses).
Political Views and Religions Views

It was also found that more than half of the total sample population studied had disclosed their political views. The same trend was observed in the disclosure of religious views. Morton (1978) proposed three dimensions of self-disclosure; descriptive, evaluative and topical. Topical disclosure involves revealing information about one’s views on sensitive topics such as abortion, political affiliations and sexual orientation (Morton, 1878). These results could therefore be an indication of the willingness of the Facebook users sampled, to share information on topics that are sensitive. This observation therefore implies that users are comfortable and willing to use Facebook as a platform to share their views on issues that are sensitive and important to them, making Facebook a rich source of information for parties interested in learning the attitudes and opinions of certain groups of people on sensitive topics.

Education and Work Information

Findings from this study showed more than half of the entire population sample, disclosing their education information. A majority of people had included the name of a university at the college level and also a college year as well as a college major/concentration. Information on demographics such as this is valuable as more often than not, it serves as key criteria in the categorizing of populations for the sake of communication and research. College majors are also major indicators of a person’s interests and can therefore be useful in proving important insights about individuals being targeted for specific communication efforts. Furthermore, such information, if provided
can be relied upon based on the notion that Facebook users generally believe that their profiles portrayed them both accurately and positively (Lampe, Ellison & Steinfield (2006).

Results showed a good number of the sample population indicating the name of their employer. As is the case with the disclosure of education information, information on work and employment may serve to give deep insights into the interests of individuals. It may also serve as an avenue to make business contacts. Joinson (2008) found that one of the most common uses of Facebook was maintaining contacts, and organizing groups. The disclosure of education and work information can therefore be said to greatly facilitate this use.

**Research Question 3: Are there any differences in information disclosure on Facebook between Americans and Kenyans?**

Results from this study showed differences in information disclosure on Facebook between American users and Kenyan users. Differences were observed in the type of main identifying mark used (profile picture), disclosure of date of birth, the indication of at least one name of a family member, the disclosure of religious views, the inclusion of an ‘About Me’ section and the disclosure of education and work information.

It was interesting to find that more Kenyans than Americans used a self portrait as the main identifying mark on their Facebook profiles. This could be an indication that the American users are more deliberate in disguising their profile than Kenyans are. These findings are in agreement with DiMicco and Millen (2008), who proposed that users of
social networking sites are very much aware of the visibility of their online profiles. This could also be an indication that American users are more intentional in masking off their online identities in an attempt to remain anonymous, as suggested by Jones, Millermaier, Goya-Martinez, and Schuler (2008). Another possible explanation for this behavior could be the fact that the American users are more at risk on dangers online than the Kenyan users. This is because the Kenyan economic and social environment and everyday life is not as dependent on the internet as is the American environment. For instance, Kenyans do not often purchase goods online or enter any sensitive information such as social security numbers online.

Results on the disclosure of date of birth showed that a much higher percentage of Americans than Kenyans revealed their full date of birth. This could be an indication that American users are at a higher trust level with the Facebook platform. Trust has been found to be a major component in the determination of disclosure behavior. Trust greatly reduces the perceived risks involved in revealing private information (Metzger, 2004).

Results on the disclosure of political and religious views also indicated that Kenyan users who disclosed information about their religious and political views, were more than the American users who shared this information. Berelson (1952) described content analysis as being useful in the reflection of the attitudes, interests, and values of population groups. His proposition was based on the assumption that content of communication reflects the themes and topics that people are interested in during certain periods. The trends observed in this category could therefore be an indication of the differences in the social and political realms of the countries studied.
The differences in findings between the two countries also validate the usefulness of content analysis in revealing international differences in communication content by making comparisons of the communications available in different countries; as suggested by Berelson (1952).

It was also noted the more Americans than Kenyans, disclosed information on their college education, such as college name, year and college concentration. This may an indication that American users have developed a higher trust level with the Facebook platform, based on the notion that trust is directly related to information disclosure (Metzger, 2004). This observation could also simply be an indication that most of the Kenyans in the population sample had not attained a college education. The first explanation could be more accurate based on the fact that more Americans than Kenyans also indicated a high school name and year on their Facebook profiles.

**Research Question 4: Are there any gender differences in information disclosure on Facebook?**

Notable gender differences were found in information disclosure on Facebook profiles. There were differences in the types of profile pictures used, between males and females. Results mostly indicated that more males than females disclosed information such as date of birth, relationship status, ‘interested in’, political views, religious views and education and work information. On the other hand, more females than males had revealed information about at least one family member.
Twice as many males as females had used a self portrait as the main identifying mark on their Facebook profiles. These findings are an indication that females are more concerned with their security and therefore reveal less information about themselves online. It was also interesting to note that, just as it would be expected in offline communications, more males than females had disclosed their date of birth. These results are in agreement with Acquisti and Gross (2006), who found that females are less likely than males to disclose personal information.

A higher number of males than females indicated their email address. However, it was interesting to find that a larger population of the female sample (of those who had disclosed at least one email address at all) than that of the male sample in this study, revealed more than one email address on their Facebook profiles. These findings show some slight differences with the proposition of Acquisti and Gross (2006), who found that females are less likely than males to disclose personal information.

Results on disclosure of family member names also indicated that more females than males had revealed information on one or more family members. This disclosure behavior on Facebook is similar to offline behavior, whereby females tend to be more family oriented than males, and generally willing to talk about their families. This observation further supports Moon (2000), who proposed that individuals interact with avenues of electronic communication in the same way that they interact with other people and Acquisti & Gross’s (2005), notion of users social networking profiles as representations of their ‘self’.
Similar to results in many of the categories of disclosed information, that were of interest in this study, the examination of the disclosure of education information also revealed that males disclosed more information about their education than did females. This further supports studies that found the males tend to generally disclose more information online than do females, such as that of Acquisti & Gross (2005) and of Jones, Millermaier, Goya-Martinez, and Schuler (2008). As was the case with most of the categories, more males than females had included information about the name of their employer, their position name and position description, on their Facebook profiles.

**Research Question 5: What different types of Facebook groups do users join most often?**

This study was also concerned with the types of Facebook groups that are joined by the users. Results from the groups joined indicate that the most popular group types had to do with beliefs and causes, sports and recreation, dating and relationships, religion and spirituality, entertainment, politics, student groups, companies, music and nightlife.

The analysis of the types of groups joined by Facebook users was important as groups can serve to give deep insights into the interests of the population of interest. According to Feezell, Conroy and Guerrero (2009) groups allow for members to post comments on “the wall” which is accessible to members of the particular group and non-members alike. These comments on the group wall are seen as a proxy for discussions that are usually carried out in group settings in offline interactions (Feezell, Conroy & Guerrero (2009)).
It was found that only a small percentage of the total sample population had membership in at least one Facebook group. It is important to note that the sample for this study was obtained based on the accessibility of the Facebook profiles, which could be assumed to be due to lack of the awareness of the security settings available to users on Facebook. This could therefore mean that a large majority of the people in the sample population are not aware of most features on Facebook; including the group feature. It could also mean that the population sampled, simply did not feel the need to connect to other users who have the same interests, to share their views and participate in discussion forums.

An examination of the groups joined also allowed results to be obtained that showed the groups that were most common among the sample population. The most popular group types had to do with Beliefs and Causes, Sports and recreation, Dating and Relationships, Religion and Spirituality, Entertainment, Politics, Student, Companies, Music and Nightlife. These results can be useful in the predictions of the areas of interest in society at a particular point in time.

Berelson (1952), proposed that content analysis is a useful technique in describing the focus of attention of groups of people on various subjects, determining the psychological state of persons and groups, identifying the intentions and other characteristics of the communicators, reflecting the themes and topics that people are interested in during certain periods and studying the effects that various forms of communications have upon individuals, groups, institutions and society. As such, the
analysis of groups in this particular study validates the usefulness and application of content analysis on Facebook, in gaining insights into other aspects of interest in society.

Feezell, Conroy and Guerrero (2009), carried out a content analysis of 39 political Facebook groups to gather information on the content and quality available in these groups in the form of discussions, posts, links and shared videos. The current study only addressed the groups by analyzing the number of groups joined by individual Facebook users and the type of groups that are joined most often. Performing a content analysis of the groups would reveal the exact content and messages, discussions, and issues on which specific groups are based. This would help in giving a glimpse into the current concerns and state of the society being studied.

Limitations of the Study

The sample population for this study was obtained through convenience sampling, based on the accessibility of the Facebook profiles and the lack of security settings on the profiles. The results of the study can therefore not be generalized to the larger population.

Also, the sample population consisted of people whose Facebook profiles had no security restrictions, meaning that this group of people may not be aware of all the applications and settings of Facebook, and can therefore not represent all Facebook users accurately. This therefore means that the results of the study cannot be generalized to the entire population.
Content analysis is a time consuming research methodology. It therefore took a long time for the required data to be collected. Also, this study was dealing with a large set of data (500 Facebook profiles and more than one hundred variables for each profile), which made data analysis difficult and time consuming.

There was also a great deal of difficulty in obtaining the sample to be studied. This is because most potential subjects had security settings on their Facebook profiles which limited the access of information on their profiles.

**Recommendations for Future Studies**

According to Berelson (1952), content analysis may be conducted on two levels; manifest content which refers to the surface meaning of text and is concerned with the actual characters of a text and latent content which involves analyzing the deeper layers of meaning embedded in the text. The current study however focused on the analysis of the manifest content.

It would be useful in the future, to conduct a content analysis of the latent content to understand the deeper meaning of the information disclosed on Facebook profiles. Conducting a content analysis of the information disclosed may be more useful in fulfilling the purposes of content analysis outlined by Berelson (1952), including the identification of the intentions and other characteristics of the communicators, determining of the psychological state of persons and groups, reflecting the attitudes, interests, and values of population groups, revealing the focus of attention of groups of people on various subjects and describing the attitudinal and behavioral effects that
various forms of communications have upon individuals, groups, institutions and society (Berelson, 1952). This information would be extremely useful to communications professionals and researchers seeking to understand the characteristics, attitudes and opinions of their target publics.

This study examined information disclosure of Kenyan and American Facebook users. Results revealed the type of information that these users often disclose on their profiles. It would be beneficial to conduct a study specifically in Kenya, to find out the specific reasons that people have for using Facebook and compare the results with the findings of the current study. This would serve to show if there is any relationship between information disclosed and the purpose for which individuals use Facebook. The information would also be beneficial to different communication entities seeking to engage Kenyan users through the use of social networking sites and Facebook in particular.

It would also be important to carry out a study to find out who the main influencers in Facebook are. These can be defined as individuals who are highly interconnected and those who serve as information transmitters to their friends and connections. They may also be considered the opinion leaders, whose actions on social networking sites, affects those of their friends. Trusov, Bodapati & Bucklin (2009), carried out a similar study by carrying out longitudinal observations of the activities of specific individuals who were members of a social networking site. This information would be helpful to communicators seeking to more precisely target their audiences, specifically in advertising.
Conclusions

The results of this study showed that Facebook users generally disclose a lot of important personal and contact information on their profiles. As with previous studies, it was found that males more readily shared information on information such as date of birth, contact information, education and work information. However, females were found to show higher disclosure than males in areas such as the names of family members.

Findings in this study show that the information that is disclosed by individuals can serve as a rich source of data in gaining insights into the likes and dislikes, interests, family life and relationships, education and work information and even contact information. All this information would otherwise not be available or known to the interested parties, either for the purposes of research or communication. Furthermore, the results of this study support the thoughts of Henderson, 2008 who described Facebook profiles as mini-biographies, due to the nature and detail of information contained in these profiles (Henderson, 2008).

Also, as found in the review of literature, self-disclosure involves the telling of the previously unknown so that it becomes shared knowledge, (Jourard & Lasakow, 1958). According to this definition, this shared knowledge might exist between pairs of people, within groups, or between an individual and an organization. The shared knowledge may have a variety of purposes, depending on factors such as the context in which disclosure occurs. Seeing that individuals on Facebook generally disclose a large amount of
information on their Facebook profiles, organizations looking to engage their audiences through the Facebook platform ought to reciprocate the disclosure of company information, for the purpose of relationship building, which is a major goal of the role of public relations.

The main purpose of this study was to explore that type of information that is disclosed on Facebook profiles by American and Kenyan users. The methodology of content analysis was employed to answer the research questions that this study sought to answer. It emerged that Facebook users generally disclose a great deal of personal and contact information on their profiles. As was the case with previous studies, it was found that males more readily shared information on information such as date of birth, contact information, education and work information, than did females. However, females were found to show higher disclosure than males in areas such as the names of family members.

The current study served as an important step in developing procedures for carrying out content analyses on Facebook. Not only did this study provide useful insights into the concept of information disclosure on Facebook, but also it further validated the method of content analysis as a feasible and useful method in understanding communication patterns and behavior. The use of the specific Facebook categories to develop a codebook and code sheet was also outlined in this study, which sets a foundation for other researchers who would want to content analyze Facebook in the future. The completion of this study strongly suggests that content analysis may be a useful tool to trace the
development of social networking sites and to track the changes, if any of the type of information that users disclose on these sites.

Implications to the Practice of Public Relations

More often than not, public relations practitioners are concerned with the opinions, attitudes and behaviors of their target publics. Confirming the findings by Henderson (2008), who described Facebook profiles as mini-biographies of individuals, this study has served to show that Facebook is indeed a rich source of data for public relations practitioners and researchers. Public relations professionals carrying out research to understand the likes, dislikes, interests, values, attitudes, opinions, family life, relationships and education and work information of their target publics should consider Facebook as a major source of this information.

Relationship building is a major component of all public relations activities. Evidence from this study has shown that Facebook users generally disclose a large amount of information on their Facebook profiles. Organizations looking to engage their audiences through the Facebook platform ought to reciprocate the disclosure of company information, for the purpose of relationship building. Jourard and Lasakow (1958), described disclosure as involving the telling of previously unknown information such that it becomes shared knowledge between two parties. In this case, this shared knowledge may serve the purpose of relationship building between an organization and its publics.
This study also has implications for communications and public relations research. The process of this study has not only provided useful insights into the concept of information disclosure on Facebook, but also it has further validated the method of content analysis as a feasible and useful method in understanding communication patterns and behavior. Practitioners engaging in communications research should consider using content analysis as a method to uncover the attitudes, interests and values of certain target publics. As proposed by Berelson (1952), they may also use content analysis to discover international differences in communication content available in different countries.

The findings in this study as far as differences in disclosure of information in Kenya and America indicate that different cultures may view, use and adapt different social networking sites differently. Also, trust and comfort levels of the Facebook platform differ from one country to another. This information is particularly useful for practitioners who would want to launch online campaigns in either country. Before launching any online campaign, it would do them best to understand the information that their target publics disclose on the specific avenue they wish to use, their expectations in the use of the site and the specific use they have for that site.
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APPENDIX A

CONTENT ANALYSIS CODE BOOK

Category I: Demographic Information

Sub-categories

1. Country: Kenya=44, United States= 55
2. Sex : Male=1, Female=2
3. Birthday: Full Date revealed = 1, Only Month and Day revealed=2, Not Revealed=3
4. Current City: Yes=1, No=2
5. Hometown: Yes=1, No=2
6. Home Neighborhood : Yes=1, No=2
7. Family Members: Yes=1, No=2
8. Relationship Status: Yes=1, No=2
9. Interested in : Yes=1, No=2
10. Looking for : Yes=1, No=2
11. Political views: Yes=1, No=2
12. Religious views: Yes=1, No=2

Category II: Personal Information

13. Activities: Yes=1, No=2
14. Interests: Yes=1, No=2
15. Favorite music: Yes=1, No=2
16. Favorite TV shows: Yes=1, No=2
17. Favorite Movies: Yes=1, No=2
18. Favorite Books: Yes=1, No=2
19. Favorite Quotations: Yes=1; No=2
20. About Me: Yes=1, No=2
Category III: Contact Information

21. Email address: One Email address indicated= 1, More than One Email address indicated= 2, Email address not indicated= 3

22. IM screen names: One IM screen name indicated=1, More than One IM screen name indicated=2, IM screen name not indicated=3

23. Mobile Phone: Yes=1, No=2
24. Landline: Yes=1, No=2
25. Address: Yes=1, No=2
26. City/Town: Yes=1, No=2
27. Neighborhood: Yes=1, No=2
28. Zip: Yes=1, No=2
29. School mail box: Yes=1, No=2
30. Residence: Yes=1, No=2
31. Room: Yes=1, No=2
32. Website: Yes=1, No=2

Category IV: Education and Work

33. College/University(College level) Name: Yes=1, No=2
34. College/University(College level) Year: Yes=1, No=2
35. Concentration(college): Yes=1, No=2
36. Second concentration(college): Yes=1, No=2
37. College/University(Graduate school level): Yes=1, No=2
38. Concentration(graduate): Yes=1, No=2
39. Second concentration(graduate): Yes=1, No=2
40. High school name: Yes=1, No=2
41. High school Year: Yes=1, No=2
42. Employer name: Yes=1, No=2
43. Position: Yes=1, No=2
44. Position Description: Yes=1, No=2
45. City/Town of Employment: Yes=1, No=2
46. Time Period of employment: Yes=1, No=2

**Category V: Groups**

47. Number of groups joined = Actual Number (From 0- to Infinity)
48. Companies joined = Actual Number
49. Consumer groups joined = Actual Number
50. Employment and Work joined = Actual Number
51. Home business joined = Actual Number
52. Investing joined = Actual Number
53. Marketing and Advertising joined = Actual Number
54. Public Relations joined = Actual Number
55. Real Estate joined = Actual Number
56. Age joined = Actual Number
57. Beauty joined = Actual Number
58. Beliefs and Causes joined = Actual Number
59. Current Events joined = Actual Number
60. Dating and Relationships joined = Actual Number
61. Families joined = Actual Number
62. Food and Drinks joined = Actual Number
63. Friends joined = Actual Number
64. Gardening joined = Actual Number
65. Health and Wellness joined = Actual Number
66. History joined = Actual Number
67. Hobbies and Crafts joined = Actual Number
68. Languages joined = Actual Number
69. Pets and Animals joined = Actual Number
70. Philosophy joined = Actual Number
71. Politics joined = Actual Number
72. Religion and Spirituality joined = Actual Number
73. Science joined = Actual Number
74. Self-help joined = Actual Number
75. Sexuality joined = Actual Number
76. Travel joined = Actual Number
77. Wine joined = Actual Number
78. Books and Literature joined = Actual Number
79. Celebrity joined = Actual Number
80. Entertainment joined = Actual Number
81. Comics and Animation joined = Actual Number
82. Dance joined = Actual Number
83. Fashion joined = Actual Number
84. Fine Arts joined = Actual Number
85. General joined = Actual Number
86. Humor joined = Actual Number
87. Movies joined = Actual Number
88. Nightlife joined = Actual Number
89. Online Media joined = Actual Number
90. Performing Arts joined = Actual Number
91. Radio joined = Actual Number
92. Television joined = Actual Number
93. Theatre joined = Actual Number
94. Geography joined = Actual Number
95. Internet and technology joined = Actual Number
96. Facebook classics joined = Actual Number
97. Music joined = Actual Number
98. Academic organizations joined = Actual Number
99. Sports and recreation joined = Actual Number
100. Student groups joined = Actual Number
Category 8: Identifying Mark/Photograph

101. Profile Picture: Self-portrait=1, Photo with a friend or romantic partner=2, Group photo=3, Animal=4, Cartoon/drawing/animation=5, Environment=6, Child’s photo=7, Vehicle=8, National Symbol (E.g National Flag, Emblem) =9, None = 99
APPENDIX B

CONTENT ANALYSIS CODE SHEET

Category I: Demographic Information

Sub-categories

1. Country: _____
2. Sex: _____
3. Birthday: _____
4. Current City:
5. Hometown: _____
6. Home Neighborhood: _____
7. Family Members: _____
8. Relationship Status: _____
9. Interested in: _____
10. Looking for: _____
11. Political views: _____
12. Religious views: _____

Category II: Personal Information

13. Activities: _____
14. Interests: _____
15. Favorite music: _____
16. Favorite TV shows: _____
17. Favorite Movies: _____
18. Favorite Books: _____
19. Favorite Quotations: _____
20. About Me: _____
Category III: Contact Information
21. Email address: _____
22. IM screen names: _____
23. Mobile Phone: _____
24. Landline: _____
25. Address: _____
26. City/Town: _____
27. Neighborhood: _____
28. Zip: _____
29. School mail box: _____
30. Residence: _____
31. Room: _____
32. Website: _____

Category IV: Education and Work
33. College/University(College level) Name: _____
34. College/University(College level) Year: _____
35. Concentration(college): _____
36. Second concentration(college): _____
37. College/University(Graduate school level): _____
38. Concentration(graduate): _____
39. Second concentration(graduate): _____
40. High school name: _____
41. High school Year: _____
42. Employer name: _____
43. Position: _____
44. Position Description: _____
45. City/Town of Employment: _____
46. Time Period of employment: _____
Category V: Groups

47. Number of groups joined _____
48. Companies joined _____
49. Consumer groups joined _____
50. Employment and Work joined _____
51. Home business joined _____
52. Investing joined _____
53. Marketing and Advertising joined _____
54. Public Relations joined _____
55. Real Estate joined _____
56. Age joined _____
57. Beauty joined _____
58. Beliefs and Causes joined _____
59. Current Events joined _____
60. Dating and Relationships joined _____
61. Families joined _____
62. Food and Drinks joined _____
63. Friends joined _____
64. Gardening joined _____
65. Health and Wellness joined _____
66. History joined _____
67. Hobbies and Crafts joined _____
68. Languages joined _____
69. Pets and Animals joined _____
70. Philosophy joined _____
71. Politics joined _____
72. Religion and Spirituality joined _____
73. Science joined _____
74. Self-help joined _____
75. Sexuality joined _____
76. Travel joined _____
77. Wine joined _____
78. Books and Literature joined _____
79. Celebrity joined _____
80. Entertainment joined _____
81. Comics and Animation joined _____
82. Dance joined _____
83. Fashion joined _____
84. Fine Arts joined _____
85. General joined _____
86. Humor joined _____
87. Movies joined _____
88. Nightlife joined _____
89. Online Media joined _____
90. Performing Arts joined _____
91. Radio joined _____
92. Television joined _____
93. Theatre joined _____
94. Geography joined _____
95. Internet and technology joined _____
96. Facebook classics joined _____
97. Music joined _____
98. Academic organizations joined _____
99. Sports and recreation joined _____
100. Student groups joined _____
101. Profile Picture _____