Users' Perception of Facebook Data Use and

Data Privacy Concerns:

The Nigerian Case

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Users' Perception of Facebook Data Use and Data Privacy Concerns:

The Nigerian Case

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ACKNOWLEDGEMENT

DECLARATION
Manchester Metropolitan University

I declare that the work in this thesis was carried out in accordance with the Regulations of the Manchester Metropolitan University. The work is original except were indicated by special reference in the text and no part of the thesis has been submitted for any other degree.

The thesis has not been presented to any other university for examination either in United Kingdom or elsewhere.

Signed: A E Uwagbai

DEDICATION

This research is dedicated to the King eternal, immortal, invisible, the only

wise God, who has always been there for me.

Abstract

The study investgated Nigerian Facebook users' perception of Facebook's data use and data privacy concerns from the perspective of the sense making theory, the theory of planned behaviour and the privacy calculus theory. It evaluated the users' information sharing and seeking behaviour when using the platform, factors that promoted and impeded information seeking behaviour, differences in Facebook use across different population groups, level of awareness of Facebook's data mining business model, level of trust in Facebook and the magnitude, causes and impact of data privacy concerns.

A mixed methods research approach was adopted as the study involved collection of both qualitative and quantitative data. Qualitative data was collected through 30 semi-structured interviews involving Facebook users in Nigeria. The quantitative data was collected through an online survey that involved 389 respondents that were Facebook users in Nigeria. The qualitative data collected was evaluated through the thematic content analysis approach while the quantitative data collected was analysed through statistical analysis using SPSS.

The study's findings make an innovative contribution to existing knowledge on Nigerian Facebook users' information sharing and seeking behaviour, data privacy concerns and trust in the platform from the perspective of the sense making theory, the theory of planned behaviour and the privacy calculus model. At the time of this study, there was limited literature coverage of the above issues from the perspective of the sense making theory, the theory of planned behaviour and the privacy calculus model. From a sense making perspective, the findings of the study indicated that regardless of Nigerian Facebook users' level of education attainment, ethnicity, and occupation, they were likely to primarily use Facebook for purposes of content sharing and entertainment. The study's findings indicated that data privacy concerns among Facebook users in Nigeria negatively impacted their intention to share information on the platform.

CHAPTER 1: INTRODUCTION

1.1.   Research Context

Based on existing definitions of 'social media', social media involves communication, interaction, exchange of idea and knowledge using the internet (Williams and Chin 2010; Balakrishnan and Gan, 2016). The definition on social media by Drury (2008), which referred to social media as online resources that people use to share content such as images, photos, ideas, humour, opinion, gossip, news, and videos is considered appropriate for this study. In view of this, the current thesis suggests that social media is an open internet-based platform, where users share uncensored information with each other. The leading social media platforms in relation to the number of users are Facebook, Instagram, TikTok, Snapchat, LinkedIn, Whatsapp, Twitter, YouTube, Flickr, among others (Balakrishnan and Gan, 2016).

A huge proportion of the population in Nigeria uses Facebook and other social media sites such as Whatsapp, Instagram and Twitter. Though relatively high, the adoption of social media technologies in the country is still increasing (Sasu, 2022a; Sasu,2022b). As of 2021, at least 70 % of internet users in the country were using Facebook, Whatsapp, Instagram and Facebook Messenger (Sasu, 2022a). The figure below shows the leading social media platforms in the country as of 2021.
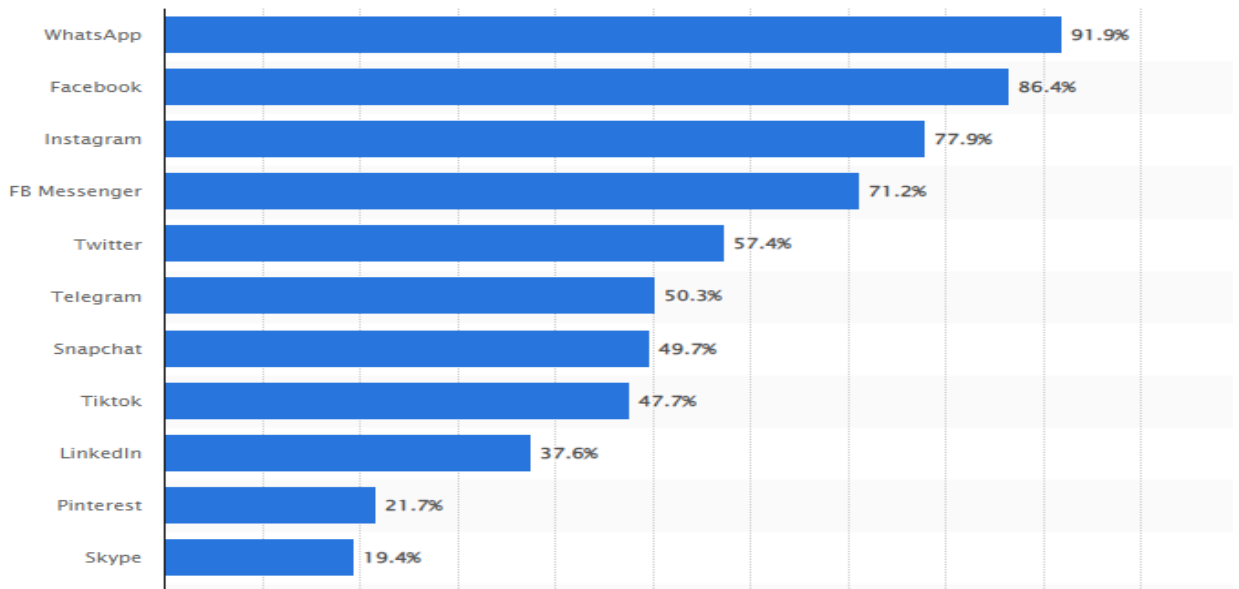
Figure 1 Utilisation of Social Media Platforms by Internet Users in Nigeria Aged between

16 and 64 Years (Sasu, 2022a)

The number of Facebook users in the country has increased considerably in the last 5-years between 2017 and 2022 and is projected to continue increasing until 2026 as shown by the figure below.
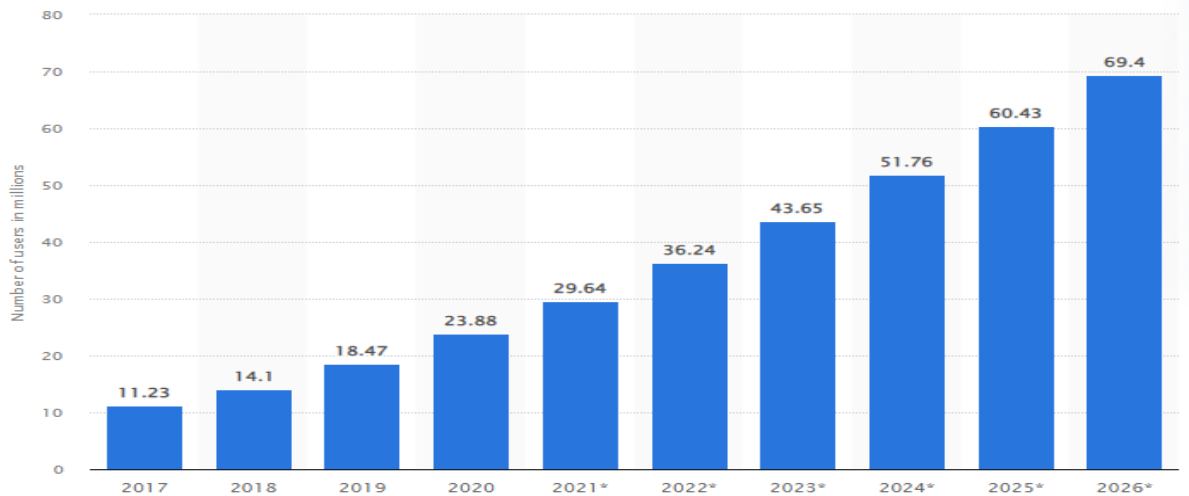
Figure 2 Facebook users in Nigeria from 2017 to 2022(Sasu, 2022b)

As shown by the figure above, between 2017 and 2022, the number of Facebook users in Nigeria has increased by 222.7 % between 2017 and 2022 from 11.23 million users in 2017 to 36.24 million users in 2022 (Sasu, 2022b).

The use of social media platforms such as Facebook, Twitter, Skype, and others has enabled real time communication and information gathering by users such as individuals, companies, institutions, among others (Onifade and Babarinde, 2020). Importantly, information can be passed to numerous persons within a very short period; breaking distance barrier and making communication, information sharing and gathering easy and unproblematic (Onifade and Babarinde, 2020). This study investigated information sharing and seeking behaviour of Facebook users in Nigeria, the impact of data privacy concerns as evidenced on information seeking and sharing, and the level of trust that Facebook users in Nigeria have in the platform. It investigated how the risk of identity theft and fraud on the platform as evidenced by Tsoutsanis (2012) and Rusere et al. (2022) impacted the level of trust that Nigerian users have in the platform and their information sharing and seeking behaviour. The information sharing and seeking behaviour of Facebook users in Nigeria was investigated from the theoretical perspectives of the sensemaking theory and the theory of planned behaviour. The impact of data privacy concerns on information sharing and seeking behaviour was investigated from the theoretical perspective of the privacy calculus model, the sense making theory and the theory of planned behaviour. Factors impacting information sharing and seeking behaviour on the platform were investigated from the theoretical perspective of the sense making theory.

Social media networks are characterised by information sharing and information seeking. Based on evidence from Aksoy (2018), Gruzd et al. (2018), Yildrim and Uslu (2018) and Obermayer et al. (2022), social media users share and seek information on different social media platforms for different reasons. There is a significant amount of evidence from Reelfs et al. (2022) and Balaban and Mustățea (2019) indicating that information sharing and seeking behaviour on social media is influenced by multiple factors some of which are country specific. Additionally, there may be considerable differences in information seeking and sharing behaviour on social media platforms among users from different countries in view of the significant influence of culture on

human behaviour (Bauer & Schedl, 2019). Some of the reasons for sharing information on social media are; building and maintaining social networks, engagement with other users in areas of interest, sharing information about local news events and marketing of products and services (Gruzd et al. 2018; Aksoy, 2018; Obermayer et al. 2022). In relation to information seeking, some of the reasons for seeking information on social media platforms including Facebook are; seeking news, entertainment, maintaining and building social networks and seeking information about personal interests (Aksoy, 2018; Obermayer et al. 2022; Kim, 2021).

As stated earlier, the sense making theory and theory of planned behaviour were utilised to explain the information sharing and seeking behaviour of Facebook users in Nigeria. The sense making theory mainly focuses on how individuals assign meaning to their experiences through a process of action, selection, and interpretation (Dervin,1998). The theory was used to explain Nigerian Facebook users' perception of their information seeking and sharing behaviour on the platform. The theory of planned behaviour outlines the main factors that influence human behaviour (Conner, 2020). Based on the theory of planned behaviour, the tendency of individuals to engage or avoid engaging in behavioural actions is influenced by their attitude toward the behavioural actions, behavioural intention, subjective social norms, and perceived behavioural control (Conner, 2020). The theory was used to evaluate how factors that typically influence human behaviour impacted the information sharing and seeking behaviour of Facebook users in Nigeria.

The study focused on investigating the impact of data privacy concerns on information seeking and sharing behaviour among Facebook users in Nigeria in view of evidence from multiple studies indicating the presence of significant data privacy concerns among social media users in different countries. Some of the studies that highlight these concerns are Tsay-Vogel et al. (2018) and Jozani et al. (2020). There is currently limited research on how data privacy concerns impact the information sharing and seeking behaviour of Facebook users in Nigeria. Users seem to have insufficient information on how the information they post might be used by others in the platform (Jozani et al. 2020). This makes privacy one of the most identified and significant issues confronting social media platforms and many users do not have idea of the

consequences of revealing personal information on the internet (Jozani et al. 2020; Houser & Voss,2018). In addition to data privacy concerns, users of social media platforms may not have adequate information of the risks involved in using social networks (Onifade et al., 2018). As stated earlier, when investigating the influence of data privacy concerns and level of trust in Facebook on information sharing and seeking behaviour, both the sense making theory and the theory of planned behaviour were utilised. The privacy calculus theory was also utilised to explain the influence of data privacy concerns on information sharing and seeking behaviour of Facebook users in Nigeria. The theory posits that - individuals tend to rationally weigh the potential risks and benefits of data disclosure when making data disclosure decisions (Keith et al. 2013).

There is significant evidence from Alemany et al. (2019) and Choon (2018) to indicate that lack of awareness of social media site's terms and conditions contributes to data privacy concerns due to users being unaware of how social media sites use their data and how they can control who accesses information they post on social media. Social media sites require new users to consent to certain terms and conditions (Onifade et al., 2018). These terms and conditions (T & C) are usually a binding agreement between the organisation and the users (two parties). Terms and conditions contain a list of provisions such as a disclaimer of liability and agreement clause. Evidence from Fowler (2022) and Benoliel and Becher (2019) suggests that a significant number of social media users do not read the terms and conditions for social media platforms before signing up. Some of the reasons provided by users for not reading terms and conditions are that it is time consuming, tedious, and unnecessary (Fowler, 2022). Through privacy settings on different social media platforms including Facebook, it is possible for social media users to control who accesses the information they post on the platform (Garg et al., 2014). In the case of Facebook, users can prevent users who are not on their friend list from viewing their posts and profile information. This study investigated Nigerian Facebook users' awareness of the platform's terms and conditions appertaining to data privacy and awareness of the platform's privacy settings.

According to Wu et al. (2010) data retention on social networking sites might be problematic as some privacy policies do not have clear-cut statements. Many are of the opinion that the T & C are ambiguous and that users cannot read nor easily access or comprehend the privacy statement. Similarly, people are still unaware of information sharing policies despite the fact that they are clearly stated (Asif and Khan, 2012). Studies have shown that users do not know how their personal data is utilised meaning users may share their information with unauthorised persons. The conclusion made is that the complexity of privacy settings and the inability of social media developers to control users' access to information is responsible for unintentional information sharing (Wu et al., 2010; Asif and Khan, 2012; Jozani et al. 2020; Houser and Voss, 2018). This study investigated whether the complexity of Facebook's privacy settings negatively impacted Nigerian Facebook users' awareness of the settings and intention to use the settings to safeguard their privacy from the perspective of the sense making theory and theory of planned behaviour.

In a similar proposition, identity theft remains a high security threat that accompanies the use of social media platforms. With billions of users online who want to stay in touch, there are also people with mischievous motives. Most social networks require users to provide information such as email address, location, birthday, and other details before signing up. An identity thief can hack an email account from the information provided to the social networks as well as knowing the persons location. Hackers can plant malicious codes, inject viruses to personal computer, smart phones, and counter bank account information, to mention a few (Onifade et al., 2018). As stated earlier, this study also investigated how the risk of identity theft impacts the information sharing and seeking behaviour of Facebook users in Nigeria.

1.2.   Problem Statement

Existing studies on social media usage in Nigeria such as Wickramanayake and Jika (2018), Ogbonnaya (2019) and Morah and Omojola (2018) place minimal focus on investigating factors that influence information seeking and sharing on Facebook by users in Nigeria. The studies also did not comprehensively lay out differences or similarities in the use of Facebook across different population groups in Nigeria. Evidence from Reelfs et al. (2022) and Bauer and Schedl (2019)

indicates that there are country specific socio-cultural factors that influence user behaviour on social media. There was therefore a need to identify factors that promote information seeking and sharing on the platform as well as barriers to information seeking and sharing on the platform in Nigeria. This is in view of the high proportion of internet users in Nigeria that use Facebook. As stated earlier, as of May 2022, over 85 % of internet users in Nigeria were using Facebook (Sasu, 2022a). By identifying factors that promote information sharing and seeking on Facebook in Nigeria from the perspetctive of the sense making theory and the theory of planned behaviour, the study provides significant insights on factors that have driven the increase in Facebook use in Nigeria from 11.3 million users in 2017 to 32.34 million users in 2022 (Sasu, 2022b). The study's findings make an important contribution to existing literature due to the study's approach to evaluate information sharing and seeking behaviour on the platform from the perspective of the sense-making theory and theory of planned behaviour. There is also a need to establish differences or similarities in the use of Facebook across different population groups in Nigeria. This will enable determination of key factors that underpin the utility of the social media platform across different population groups in Nigeria. The study evaluated differences in Facebook usage across different population groups in relation to a number of demographic characteristics. The demographic characteristics considered were; age, education level, occupation, and ethnicity. The study's findings provide significant insights on how these demographic characteristics influence the use of Facebook in Nigeria. In view of evidence by Jozani et al. (2020), Tsay-Vogel et al. (2018) and Hauser and Voss (2018) indicating significant data privacy concerns among Facebook users across the globe due to users' concerns about how the social media platform utilises their data for commercial purposes and concerns about other users being able to access information they post on the platform without their authorisation, there is a need to investigate how privacy concerns impact information seeking and sharing behaviour among users in Nigeria. The study's findings make an important contribution to existing literature on the impact of data privacy concerns on information seeking and sharing behaviour on Facebook in view of its approach to evaluate the impact of data privacy concerns on information sharing and seeking

behaviour among users in Nigeria from the perspective of the sensemaking theory and privacy calculus model.

1.3.   Aims and Objectives

Study rationale

There is a gap in literature regarding factors that promote and impede information sharing and seeking behaviour on Facebook in Nigeria from the perspective of the sense making theory and the theory of planned behaviour.There is also a gap in literature regarding differences and similarities in the use of Facebook across different population groups in Nigeria, user perceptions of how Facebook uses user data in view of its data mining business model and data privacy concerns and trust issues among Facebook users in Nigeria.

Aim:

In view of the gaps in literature highlighted above, the aim of the study is to address gaps in literature relating to; factors that promote and impede information seeking and sharing on Facebook among users in Nigeria, differences and similarities in the use of Facebook across different population groups in Nigeria, user perceptions of how Facebook uses user data in view of its data mining business model and data privacy concerns and trust issues among Facebook users in Nigeria.

Objectives

The objectives of the study were to;

1) Review literature on reasons for Facebook usage, factors promoting and impeding information seeking and sharing on Facebook, awareness of Facebook's data mining business model and data privacy concerns among Facebook users to identify gaps in literature in relation to Facebook users in Nigeria.

2) Collect and critically analyse qualitative and quantitative data relating to Facebook usage, factors promoting and impeding information seeking and sharing on Facebook, awareness of Facebook's data mining business model and data privacy concerns among Facebook users from Facebook users in Nigeria.

3) Explain information sharing and seeking behaviour and data privacy concerns among Facebook users in Nigeria using the sense making theory, theory of planned behaviour and privacy calculus model

4) Use some theoretical perspective to explain information seeking and sharing behaviour of Facebook users in Nigeria

5) Make recommendations for follow-up studies that will build on the study's findings and fill gaps in findings that were to emerge from limitations in the study's methodology design.

1.4.   Research Questions

In order to achieve the aims of the study, the following research questions are raised to help elicit responses from participants and arrived at a theoretical underpinning.

1.   What are the perceptions of Nigerian Facebook users on the platform's data privacy concerns and trust issues, and how do these perceptions affect their information sharing and seeking behaviour on Facebook?

2.   How aware are Nigerian Facebook users of the platform's data mining business model, and what are the factors that influence this awareness?

3.   What measures are used by Nigerian Facebook users to protect their personal information on the platform and the factors that influence these measures?

4.   How do education status, ethnicity, culture, occupation, and socio-economic status influence the information sharing and seeking behaviour of Facebook users in Nigeria?

5.   What are the main reasons for Nigerian's using Facebook and do these reasons moderate the potential negative impact of data privacy concerns on their intention to continue seeking and sharing information on Facebook?

Justification for Research Questions:

1.   Prevalence of Data Privacy and Trust Issues:

Recent data breaches and scandals surrounding Facebook's handling of user data have raised concerns about data privacy and trust. This study seeks to determine Nigerian Facebook

users' perceptions of these issues and how they affect their information sharing and seeking behaviour on the platform. By understanding these perceptions, the study will contribute to the development of measures to improve data privacy and trust on the platform.

2.   Awareness of Data Mining Business Model:

Facebook's data mining business model involves the collection, analysis, and use of user data for targeted advertising. However, many users may not be aware of this model, or the implications of their personal data being used for advertising purposes. This study aims to evaluate Nigerian Facebook users' awareness of this model and identify the factors that influence this awareness. The study findings will contribute to the development of measures to increase users' awareness of the platform's data mining business model.

3.   Measures used to Protect Personal Information:

Nigerian Facebook users may employ various measures to protect their personal information on the platform, such as adjusting privacy settings or limiting the information they share. This study seeks to investigate these measures and the factors that influence their use. By understanding the measures used and the factors that influence their use, the study will contribute to the development of measures to improve users' personal data protection on the platform.

4.   Socio-Demographic Characteristics and Information Sharing Behaviour:

Users' socio-demographic characteristics, such as education status, ethnicity, culture, occupation, and socio-economic status, can influence their information sharing and seeking behaviour on Facebook. This study seeks to investigate how these characteristics influence users' behaviour on the platform. The study findings will contribute to the development of measures to improve users' information sharing and seeking behaviour on the platform, especially among underserved populations.

5.   Reasons for Using Facebook and the Impact of Data Privacy and Trust Issues:

Users have different reasons for using Facebook, such as socialising, entertainment, or information seeking. This study aims to establish the main reasons for Nigerian Facebook users'

use of the platform and how data privacy and trust issues impact their information sharing and seeking behaviour. The study findings will contribute to the development of measures to improve users' experiences on the platform while protecting their personal data.

In sum, this study's research questions seek to explore Nigerian Facebook users' perceptions of data privacy and trust issues, their awareness of the data mining business model, measures used to protect personal information, and the impact of socio-demographic characteristics on their information sharing and seeking behaviour. The study findings will contribute to the development of measures to improve data privacy, trust, and users' experiences on the platform.

1.5. Significance of the Study

The findings of the study make an innovative contribution to existing literature on information sharing and seeking behaviour of Facebook users in Nigeria and privacy concerns among Facebook users in the country. Existing studies focusing on the main reasons why individuals use Facebook such as Gruzd et al. (2018), Aksoy (2018) and Yildrim and Uslu (2018) and existing studies focusing on the use of Facebook in Nigeria such as Wickramanayake and Jika (2018), Morah and Omojola (2018) and Ogbonnaya (2019) do not comprehensively evaluate how different demographic factors impact the use of Facebook in the country. This study provides important insights on how different demographic and cultural factors impact the use of Facebook in Nigeria from the perspective of the sense making theory and theory of planned behaviour. The study also provides significant pointers regarding the magnitude, causes, and impacts of data privacy concerns among Facebook users in Nigeria. There is currently limited literature coverage on data privacy concerns among Facebook users in Nigeria and the impact of these concerns on the information sharing and seeking behaviour of users. The findings of this study provide a basis for a number of follow up studies seeking to investigate the impact of demographic factors on the use of other widely used social media sites in Nigeria such as Twitter, TikTok, and Instagram. They also provide a basis for follow up studies that will investigate the main reasons why Nigerians use other social media sites as well as data privacy concerns among Nigerian users of other social media sites.

1.6. Structure of the Thesis

This thesis is organised into seven chapters. Following from chapter 1, Chapter 2 was used to review related literature regarding users' perceptions of Facebook content use. The chapter provided a conceptualisation of the key concepts, reviewed theoretical and empirical literature relevant to users' perceptions of Facebook content use. Chapter 3 was used to provide detailed explanation on the methodological issues of the study. This chapter outlines the research design, research philosophy, choices, research strategy, method of data collection and analysis. Chapter 4, 5 and 6 was used for data presentation, data analysis and the discussions of the results with comparison to previous related studies. Chapter 7 was used to summarise the entire research work, draw conclusion from the literature review and findings of the study and make recommendations for policy and further research.

CHAPTER 2: LITERATURE REVIEW

2.1   Introduction

This chapter provides a critical review of literature focusing on issues linked to the study's objectives to provide a conceptual and theoretical framework for the study. It identifies key gaps in literature that provide justification for the study. In order to achieve the purpose of providing a theoretical framework for the study, it first focuses on; theories that the study drew upon to explain the information seeking and sharing behaviour of Facebook users in Nigeria and the impact of privacy concerns and trust issues on information seeking and sharing behaviour. The chapter then focuses on critical appraisal of literature on; concepts of privacy and trust, privacy concerns and trust issues among Facebook users in Nigeria and across the world, data privacy incidents on Facebook in Nigeria and across the world, Facebook's data mining business model and its link to privacy concerns among users and the impact of data privacy concerns on information sharing and seeking behaviour on Facebook. The chapter then evaluates literature on the main reasons why Facebook users use the platform and the impact of socio-demographic characteristics on the information sharing and seeking behaviour of Facebook users in Nigeria. It then provides a conceptual framework for the study based on the reviewed literature sources. The conceptual framework highlights the potential link between data privacy concerns and diminished user trust in Facebook. Diminished user trust in-turn was expected to have a negative impact on the intention of users to continue sharing and seeking information on the platform. The conceptual framework also indicates the potential moderating impact of the utility of Facebook stemming from the main reasons why Nigerian's use the platform on the negative impact of data privacy concerns and trust issues on the intention of users to continue using the platform. The conceptual framework is largely based on the privacy calculus model.

2.2   Literature Search Strategy

Several databases were searched to obtain the articles reviewed relating to users' perceptions of data use. The databases searched include ProQuest, Google Scholars, and the University databases. Keywords such as Facebook and users' perceptions, data mining, information sharing, information seeking, privacy, trust, cultural influence of Facebook, education and Facebook were used to identify relevant articles to be included in the review. In

addition, criteria for the inclusion of articles in the study include, articles must be published in English, and research topic key words must be in the title of the research articles.

2.3   The Emergence of Social Media Networks

The remarkable technological revolution started in the 20th century, and by the beginning of 1980, computers were more widely used, which led to social media becoming more advanced (Onifade et al., 2018). It is commendable that social media technologies became widely used in Nigeria in such a short period of time. 50 million Nigerians had access to radio after 38 years, whereas Facebook only reached 200 million users after one year (Eke et al., 2014). As of December 2022, there were 28 million Facebook users in Nigeria accounting for 12.7 percent of the country's population (Sasu, 2022). The high number of Facebook users in the country is an indicator of the utility of Facebook as a social media platform. It also underscores the need to protect the private data of users on the platform in view of the large amount of personal information that is shared.

2.4 Theories underpinning information sharing and seeking on social media and the impact of data privacy concerns on information seeking and sharing behaviour.

This study draws on the theoretical propositions of the theory of planned behaviour and reasoned action, the sense-making theory, the diffusion of innovation theory and the privacy calculus model. These theories were considered when discussing the information sharing and seeking behaviour of Facebook users in Nigeria and when discussing the impact of data privacy concerns on their information sharing and seeking behaviour. By relying on these theoretical frameworks, the study aimed to provide a comprehensive understanding of the factors influencing data privacy concerns, trust issues, information seeking and sharing behaviour, and Facebook use among Nigerian users. The findings of the study could contribute to the development of targeted interventions and strategies to address privacy concerns, build trust, and enhance the overall Facebook experience for Nigerian users. The interrelation between the theory of planned behaviour, privacy calculus model, and sense-making theory provides a comprehensive theoretical framework to understand the factors influencing data privacy concerns, trust issues, information behaviour, and Facebook use among Nigerian users.

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By integrating these theories, the study gains a comprehensive understanding of the complex dynamics that influence users' behaviour on Facebook in Nigeria. This holistic approach allows for a deeper exploration of the factors contributing to data privacy concerns, trust issues, and information behaviour. The findings can inform the development of targeted interventions and strategies to address privacy concerns, enhance trust, and improve the overall Facebook experience for Nigerian users. The theory of planned behaviour provided insights pertaining to Nigerian Facebook users' intentions and motivations behind their information seeking and sharing behaviour on Facebook, as well as their reasons for using the platform (Yzer, 2017). The privacy calculus model was instrumental in examining the data privacy concerns and trust issues of Facebook users in Nigeria, particularly in relation to information seeking and sharing behaviour (Krasnova and Veltris, 2010). The sense making theory helped in the understanding of how Nigerian Facebook users perceive and interpret data privacy concerns and trust issues, and how these perceptions shape their information seeking and sharing behaviour (Dervin, 2015).

2.4.1 Sense making theory.

The Sense-Making Theory, proposed by Brenda Dervin in the field of library and information science, explores the process through which individuals actively make sense of the world around them (Dervin, 2015). According to this theory, sense-making is an ongoing and dynamic process that occurs when individuals encounter a gap or discrepancy in their understanding of a situation or problem (Dervin, 2015). To reduce the equivocality and fill the gap, individuals engage in information-seeking behaviours (Dervin, 1998). They actively search for relevant information from various sources and use cognitive frameworks, known as frames, to interpret and make meaning of the information they encounter (Dervin, 2015). Sense-making is a subjective process influenced by an individual's prior experiences, knowledge, beliefs, and social context (Dervin, 1998). It involves continuous feedback and reflection, allowing individuals to reassess their understanding and refine their frames of reference based on new information and experiences (Dervin, 2015). The Sense-Making Theory highlights the active role of individuals in seeking and making sense of information, emphasising the importance of context and subjective interpretation (Dervin, 1998). By understanding the sense-making process,

researchers and practitioners can design more effective communication strategies and information systems to support individuals in navigating and understanding complex situations (Dervin, 2015). Overall, the Sense-Making Theory provides valuable insights into how individuals actively seek and process information to make sense of their world, shedding light on the complex nature of sense-making and its implications for communication and information management (Dervin, 1998).

The sense making theory offers important theoretical insights into how people use Facebook to search for information and get their news. According to Pentina and Tarafdar (2014), the process of making sense involves turning newly learned information into new knowledge by integrating it into a person's preexisting cognitive framework. It entails comprehending a circumstance or event to the point where this comprehension can serve as the foundation for an action or knowledge (Weick, Sutcliffe, & Obstfeld, 2005). Making sense is all about understanding the significance of an event. When faced with an illegible situation in daily life, individuals typically question, "What's the story here?" Weick et al. (2005). People develop cognitive frameworks that serve as the foundation for subsequent interactions by gradually interacting with their environments, gaining experience from those interactions, and communicating with others (for learning and teaching) (Fiske & Taylor, 1991). This makes these frameworks' development path dependent. Each step in the sense-making process is influenced by an individual's preexisting cognitive framework (Daft & Weick, 1984). They provide guidelines and logic that affect how what is viewed is interpreted, they alter what is noticed by making some stimuli more noticeable than others, and they suggest course of action for individuals (Galambos, Black, & Abelson, 1986). Two important elements support this process. For more efficient sense-making in highly turbulent contexts, more cognitive diversity—which is defined as the number of concepts in a cognitive framework and the number of links between concepts—is necessary. This is due to the fact that more stimuli can be noticed and responded to when preexisting associations are more complex (Bogner & Barr, 2000; Weick, 1995), which increases flexibility. In order for a group of people to develop a collectively coherent framework of knowing regarding a set of events or situations, some overlap in individual frameworks is required (Fiol, 1994;

Nonaka, 1994). By placing that meaning in a "structure of meaning," people give various circumstances meaning (Berger & Luckmann, 1966; Schütz, 1970; Weick et al., 2005). The "structure of meaning" offers the individual abstractions of reality because it is challenging for lone persons to acquire adequate knowledge to comprehend everything that occurs. The social construction of meaning and the cognitive patterns that an individual adopts as a result of diverse socialisation processes both inform the structure of meaning (Schütz, 1945). These socialisation processes can occur directly through the person's close relationships with others or more subtly through societal standards (Schütz, 1970).

When applied to the context of online news consumption and information seeking on Facebook, sense making would entail selecting the news/information source to concentrate on, creating meaning from the data provided by that source, and forming and improving one's interpretation of civic society. Sense-making can be helped or hindered by socially mediated news intake and information seeking (Pentina and Tarafdar, 2014). According to Pentina and Tarafdar (2014), the opportunity for exposure to a limitless number of various news sources may improve cognitive variety and aid sense-making. However, due to the path-dependent nature of sense-making, associations must be made with previous structures and socially built cognitive frames. Depending on the situation, this could reduce the number of informational stimuli that are recognised and impede the ability to make sense of things. According to research (e.g., Aldoory & Van Dyke, 2006), consumers frequently experience information overload as a result of extensive media coverage while reading the news. This causes cognitive strain and information fatigue, which may lead people to cease seeking out new information, rely on their social networks for information, or even reject or purposefully not know about some news. Making sense is impeded by this.

2.4.2 Privacy Calculus Model

The privacy calculus model was utilised to explain how data privacy concerns impacted information seeking and sharing behaviour among users in Nigeria. The privacy calculus model posits that individuals weigh the potential benefits and risks associated with disclosing personal information in online platforms, such as Facebook, when making decisions about information

sharing and continued platform use (Krasnova and Veltri, 2010). In the context of Facebook, privacy concerns and trust issues may create a negative perception of the platform's data handling practices, leading to a decrease in users' intention to continue using it. However, the utility of the platform, including its value for content sharing, entertainment, marketing, and social interaction, can moderate this negative impact. If users perceive significant utility in utilising Facebook for their desired activities, they may be more willing to tolerate privacy concerns and trust issues, thus maintaining their intention to continue using the platform. The utility serves as a mitigating factor, suggesting that as long as the perceived benefits outweigh the privacy concerns, users are more likely to continue their engagement with the platform (Krasnova and Veltri, 2010).

Figure 2.1: Privacy Calculus model (Krasnova and Veltri, 2010)
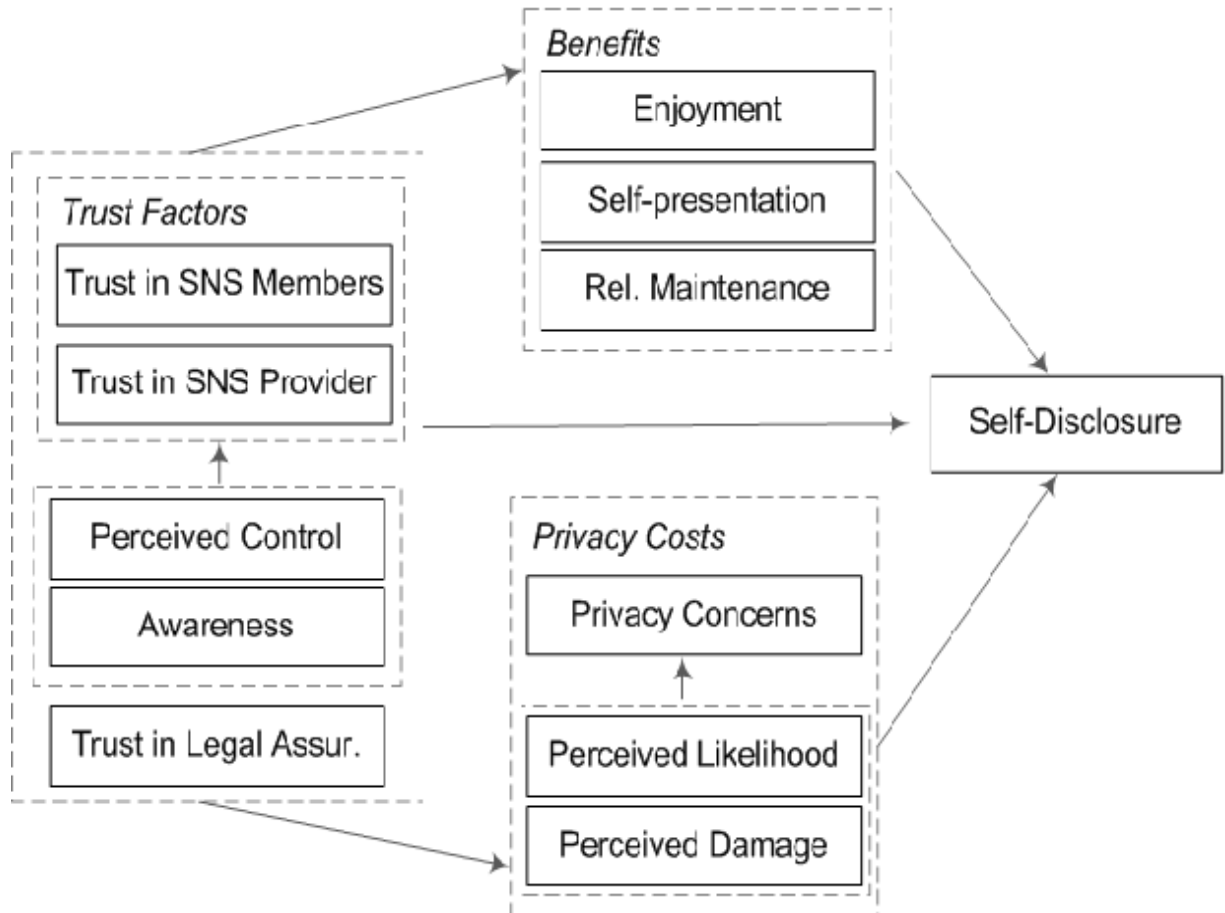
The concepts of privacy and trust are inextricably linked. Seigneur and Jensen (2004) and O'Brien and Torres, (2012) recognised both interrelation and independence between the two concepts. Chaffey (2009) defined privacy as "the moral right of individuals to avoid intrusion into their personal affair by third parties". The core of privacy is that the individual's personal information should remain private (Mills, 2008). Social privacy or institutional privacy are two different types of social media privacy. According to Raynes-Goldie (2010), social privacy refers to "the control of information flow about how and when personal information is shared with other people". "How institutions, such as governments, banks, and businesses, use or misuse the personal information" is what is meant by institutional privacy, according to RaynesGoldie (2010). Past studies that addressed both types of privacy show that users are far more apprehensive over social privacy than the institutional privacy (Lutz and Ranzini 2017; Sujon 2018; Young and Quan-Haase 2013) because of their lack of awareness (Padyab et al. 2016; Stutzman, Gross, and Acquisti

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2013), poor understanding (Sujon 2018) and a sense of cynicism and apathy (Hargittai and Marwick 2016; Hoffmann, Lutz, and Ranzini 2016; Marwick and Hargittai 2019). For instance, Stutzman, Gross, and Acquisti (2013) demonstrate that users exposed more information after changes to their privacy settings that increased their level of social privacy, leading to lower levels of institutional privacy, as they did not realise that while sharing with a small circle of friends, they are also sharing information with silent listeners—Facebook and other businesses. According to Lyon (2017), the explicit study of culture's facilitation of economic surveillance is necessary to comprehend this type of conduct. In addition, recent studies (Hargittai and Marwick 2016; Hoffmann, Lutz, and Ranzini 2016; Marwick and Hargittai 2019) indicate that consumers feel helpless, apathetic, and cynical in the face of institutional privacy. Users believe they have no choice but to accept the terms and conditions, leaving them with little control over their data, an attitude known as "resigned pragmatism" (Hargittai and Marwick 2016; Turow, Hennessy, and Draper 2015). They realise that "privacy violations are inevitable and opting out is not an option" (Hargittai and Marwick 2016). Users' inability to make educated judgments regarding their personal data is not due to a lack of knowledge or a concern for their privacy, but rather to the fact that social media platforms have forced consumers to accept a tradeoff (Draper 2017).

According to Seigneur and Jensen (2004), information can be designated as personal when only certain individual can be linked to the information. Myerscough et al. (2008), however, admit that personal information encompasses information that is in public domain so far as it is restricted to certain people. The simplicity of obtaining personal information continues to increase as the internet promotes the ease of obtaining disseminating people's information (Myerscough et al. 2008). Central to the discussion of privacy is the idea of control; and the right of the individual to be in control of their information (van Dyke et al., 2007). A breach of privacy emanates from when an organisation gathers, stores, processes, and transmits the information of an individual without his or her consent (Hann et al., 2007), thus violating the individual's right to control of their personal information (O'Brien and Torres, 2012).

Trust is a dynamic concept that is hard to define and difficult to identify elements to proximate it (Wang and Emurian, 2005). Rousseau et al (1998) defined trust as "a psychological

state comprising the intention to accept vulnerability based on positive expectations or behaviour of another". Gefen et al (2003) provide further classification of trust referring to it as 'social complexity': an important aspect of human behaviour and a means of attaining the cooperation of human beings (Patton and Josang, 2004). Trust is also viewed as an opinion, a feeling, and a choice (Keohn, 2003). Given the different definitions and interpretations, a common element in trust is the expectation of goodwill (Keohn, 2003). In the extant literature, the three most recognised and accepted dimensions of trust include ability, benevolence, and integrity (O'Brien and Torres, 2012).

Seigneur and Jensen (2004) argued that privacy and trust are interrelated because both concepts deal with knowledge about the individual. Trust exists when knowledge is shared, while privacy is aimed at protecting knowledge. The quest to achieve these ends can result to conflict between privacy and trust. Information must be shared between two units in order to achieve trust; and the more knowledge that is shared the higher the trust that can be built (Seigneur and Jensen, 2004). Nonetheless, when information is shared openly between two people this will in turn result to loss of privacy to either one person or both persons (Seigneur and Jensen, 2004). The tendency of conflict to arise is because in real life situation, both privacy and trust are inextricably connected (O'Brien and Torres, 2012). Trust exerts the most important influence on the disclosure of information (Metzger, 2004). Privacy in turn is highly connected to individual's control of information. A person has control of his or her personal information and must be ready to relinquish control in order to openly disclose his or her personal information (O'Brien and Torres, 2012). A certain degree of trust level must be present for people to be ready to exchange control for their personal information, or they desire to obtain something of value in exchange to the information they want to disclose (Olivero and Lunt, 2004). As privacy concerns increase so also is trust level affected, which in turn retards the propensity to share information between individuals and vice versa (O'Brien and Torres, 2012).

Seigneur and Jensen (2004) contend that there exists both a connection and contrast between privacy and trust. They contend that both privacy and trust between individuals/organisations are linked because the knowledge about an individual is central to both

concepts. Entities must share knowledge before a trust could be established, and privacy is centered on controlling or protecting knowledge. This suggests that Nigerians' perceptions and trust of Facebook are linked to their knowledge of Facebook privacy risks. Dwyer et al. (2007) assert that trust is an essential component in information disclosure.

The transfer of trust to social networking sites typifies the importance of trust. As stressed by Wang (2014) trust is context specific and dependent. The need for trust in social media increases when there is the problem of verifiability and controllability (Gefen et al., 2002). The lack of one-to-one contact, reduced web interface, and lack of social cues contribute to creating uncertainty among social media users (Metzger, 2004; O'Brien and Torres, 2012). Trust also entails the perceptions of users on how social media platforms would deliver on expectations; users believe on the platform; and how much confidence the sites exert (Bart et al., 2005).

In recent decades, privacy issues have gotten a lot of attention. Privacy difficulties, on the other hand, are not limited to a single area (Li, 2012), despite the fact that communication technology is widely acknowledged to play a vital role in personal data confidentiality (Smith, Dinev, and Hu, 2011). Privacy concerns are characterised as an individual's attitude predisposition to be concerned about information privacy, given that online users' data security is under considerable threat (Marguilis, 2003). Because of these worries, many users do not register on internet sites. Vendors offer two types of customised services for gathering personal data. To begin, vendors require users to provide personally identifiable information in order to register on the platforms. Second, without consent, vendors obtain personal information via transaction data or by tracking internet usage (Dinev, Hart and Mullen, 2008). Scholars use a variety of approaches to discuss privacy problems. The privacy calculus idea is a popular way for studying people's information-disclosure behaviour, implying that people's decision to reveal information is predicated on a trade-off between projected benefits and costs. That is, users analyse the risks and benefits of sharing personal information to vendors by performing a risk-benefit analysis. The considerable time and resources of costs and rewards, as well as clearly delineated potential value of information sharing, are considered to be the implications of calculus, according to the literature, because individuals' overall assessments of information

sharing are predicated on preconceptions of privacy risks accumulated and benefits received (Li, 2012).

The degree of possible damage that an individual identifies with the transfer of personal information to a firm is known as the risk of disclosure of information (Smith, Dinev, and Hu, 2011). As a result, information sharing could expose customers to a variety of privacy issues. The potential loss of information disclosure is that it harms users' privacy in two ways. Unrequested e-mails, credit card fraud, and identity theft are examples of improper use of private details due to a lack of sufficient privacy safeguards (Dinev, Hart and Mullen, 2008). The second is the illegal use of personal information for secondary purposes. Empirical research shows that the perceived risk of knowledge disclosure reduces the likelihood of disclosure (Smith, Dinev, and Hu, 2011). Users who are concerned about privacy risk see a bigger chance of loss and are wary of exposing personal information. As a result, when it comes to online actitivites, people evaluate a possible risk, according to this survey. The risk of information sharing is inversely proportional to the amount of information disclosed. The privacy calculus model has been widely used in explaining the relationship between trust and privacy. As illustrated in Figure 2.1, Krasnova and Veltris (2010) employed a modified version of the model to investigate the relationship between trust, benefits, and privacy cost while using a network service.

2.4.3 Theory of planned behaviour and theory of reasoned action

The theory of planned behaviour and the theory of reasoned action are interrelated theories which provide critical insights on how different factors may impact user behaviour on Facebook. The two theories link individual's behavioural actions to their behavioural intention, their attitude, and subjective social norms within society (Yzer, 2017). The theory of planned behaviour builds on the theory of reasoned action and was first presented by Icek Azjen in 1985 (Madden et al. 1992). In relation to the two theories, the concept of behavioural intention refers to an individual's willingness and likelihood of engaging in a certain behavioural action (Yzer, 2017; Bosnjak, 2020). An individual's attitude is used to refer to the individual's feelings toward a specific behavioural action (Azjen, 2020). A subjective social norm is considered the perception of other individuals within society to the behaviour (La Barbera & Ajzen, 2020). Whereas both

the theory of planned behaviour and theory of reasoned action posit that human behaviour is influenced by behavioural intention, attitude and social norms, the theory of planned behaviour also considers how perceived behavioural control influences human behaviour (Yzer, 2017; Bosnjak, 2020; Yzer, 2017). Perceived behavioural control is the extent to which an individual believes they can control the behaviour they intend to carry out as well as its associated outcomes (Bosnjak, 2020). The theory of reasoned action and the theory of planned behaviour were used to explain the information sharing and seeking behaviour of Facebook users in Nigeria.

2.4.4 Hofstede's cultural dimensions

Hofstede's cultural dimensions are a set of six cultural dimensions that are used to compare different cultures. The dimensions were developed by Dutch social psychologist Geert Hofstede in the 1970s and have since become a widely used framework for understanding cultural differences. Hofstede's cultural dimensions scores of Nigeria based on data from Hofstede Insights (2023). Hofstede's cultural dimension scores provide a framework for understanding how cultural values and beliefs influence behaviour in different societies. When evaluating the impact of culture on Facebook user's information seeking and sharing behaviour, Hofstede's cultural dimensions can provide insight into the underlying cultural factors that shape user behaviour. For instance, understanding the extent to which a culture values collectivism versus individualism can help in interpreting the reasons behind the frequency and type of information shared by Facebook users from that culture. Similarly, an understanding of power distance in a culture can help in explaining how users from that culture view authority figures and may impact their information-seeking behaviour. Thus, Hofstede's cultural dimensions can provide a valuable lens through which to analyse and interpret user behaviour on Facebook and other social media platforms.

Power Distance Index (PDI): Nigeria has a high PDI score of 80, indicating that there is a high level of inequality in the society (Hofstede Insights, 2023). This means that people in positions of authority are expected to be respected and obeyed, and there is a significant power distance between those in authority and those who are not. In Nigerian culture, respect for elders is highly valued, and age is considered an important factor in determining one's level of authority.

Individualism (IDV): Nigeria scores low on the individualism scale with a score of 30, indicating that the society is collectivist (Hofstede Insights, 2023). Nigerians place great importance on social harmony and the group's welfare over individual achievement. Family and community are highly valued, and loyalty to the group is more important than individual goals. This is reflected in the way Nigerians work together, socialise, and make decisions.

Masculinity (MAS): Nigeria scores high on the masculinity scale with a score of 60, indicating a preference for achievement, heroism, and assertiveness (Hofstede Insights, 2023). Nigerians value competitiveness, ambition, and success, and men are expected to be tough and assertive. However, this is not to say that women are not valued in Nigerian society; rather, they are expected to be nurturing and supportive of their husbands and families.

Uncertainty Avoidance Index (UAI): Nigeria scores low on the uncertainty avoidance index with a score of 55, indicating that Nigerians are more comfortable with ambiguity and uncertainty than people from many other cultures (Hofstede Insights, 2023). Nigerians are more accepting of risks and tend to have a more relaxed attitude towards rules and regulations. Nigerians are also more tolerant of change and innovation, making them adaptable to new situations.

Long-term Orientation (LTO): Nigeria scores low on the long-term orientation scale with a score of 13, indicating that Nigerians tend to focus on the present and immediate gratification rather than long-term planning. Nigerians are less likely to save for the future or delay gratification in the present for long-term benefits. Nigerians also tend to be fatalistic, believing that what will be will be, and that fate plays a significant role in their lives.

Indulgence (IND): Nigeria scores high on the indulgence scale with a score of 80, indicating that Nigerians have a relaxed attitude towards enjoying life's pleasures (Hofstede Insights, 2023). Nigerians place a high value on leisure time, socialising, and having fun. Nigerians also tend to be optimistic, seeing the good in situations and having a positive outlook on life.

In conclusion, the cultural dimensions of Nigeria as analysed by Hofstede Insights provide insight into the cultural values and norms that shape Nigerian society. The high PDI score indicates a respect for authority and a preference for hierarchical structures, while the low IDV

score indicates a collectivist society that values group harmony over individualism. The high MAS score indicates a society that values achievement, heroism, and assertiveness, while the low UAI score indicates a society that is more comfortable with ambiguity and change. The low LTO score indicates a society that focuses on the present and immediate gratification, while the high IND score indicates a society that values leisure time and enjoying life's pleasures.

2.5 Privacy concerns and trust issues on Facebook and their impact on information seeking and sharing behaviour.

As of late, the issue of privacy on social media has been a matter of concern because of the increasing amount of personal information shared by users. Facebook the major social media site has millions of active users (Blachnio et al. 2016; Blurke, 2011; Chuang et al. 2017). Both recent and past studies have highlighted privacy concerns among Facebook users. Control is vital to accomplishing online privacy and giving users the capacity to deal with their data obviously impacts their perspectives and conduct towards privacy issues, and in turn their trust in the social networking site. Facebook's privacy policy advances a clear outline of how Facebook uses and shares data with third party. The policy additionally presents explanation on the means users should take to guarantee their own data and meet their ideal privacy. The arrangement accentuates that the onus is on the users to find a way to secure their information and highlights the dangers in question if steps are not taken. However, research shows most of Facebook users do not peruse the privacy policy. Facebook has constantly made it feasible for users to control their privacy settings to ensure their own information and restrict who has access to this information; however, users do not generally utilise these privacy measures. Evidence from multiple past and recent studies suggests that users generally have limited knowledge about the platform's privacy settings. The more recent study conducted by Pangrazio and Selwyn (2019) sheds light on the limited user knowledge of Facebook's privacy settings. The researchers examined individuals' understanding and awareness of their personal digital data and the ways in which they navigate privacy settings on Facebook. The findings of the study revealed that many users had limited knowledge of the various privacy settings available on Facebook. Participants expressed confusion and uncertainty about how their personal data was being used and shared

on the platform. They struggled to understand the complexities of privacy settings, often resorting to default settings or relying on others for guidance. The study highlighted the gap in personal data literacies, emphasising the need for individuals to develop critical skills and knowledge to navigate and manage their privacy settings effectively. Many participants expressed a desire for clearer explanations and user-friendly interfaces to enhance their understanding of how their personal data is accessed and utilised by Facebook. These findings underscore the importance of digital literacy education that encompasses personal data literacies. Users need to be empowered with the necessary knowledge and skills to make informed decisions about their privacy settings and protect their personal information on social media platforms like Facebook. In sum, the recent study by Pangrazio and Selwyn (2019) brings attention to the limited user knowledge of Facebook's privacy settings. It highlights the need for improved personal data literacies to enhance individuals' understanding of their personal digital data and empower them to make informed choices about privacy settings on social media platforms. Evidence from past studies by Rothery (2010), Liu et al. (2011), Jones and Soltren (2005) and Gross and Acqisti suggests that limited user knowledge of Facebook's privacy settings is not an emerging issue but a long-running issue that Facebook has failed to address. Rothery (2010) noted that numerous users do not know about this alternative (to change privacy settings) and think that it is difficult to explore. Govani and Pashley (2005) report that most of Facebook users (84 percent) know about privacy settings on the platform and of the choice to change privacy settings; however, numerous users (48 percent) neglect to make any changes. Gross and Acqisti (2005) discovered just 1.5 percent of Facebook users overviewed changed settings, Jones and Soltren (2005) discovered 64 percent made changes and Debatin et al. (2009) discovered 69 percent of users changed their settings. Liu et al. (2011) and Read and Van der Schyff, K. (2020) argue that Facebook users perceive privacy settings to be complex, the settings oftentimes change, and a few users do not know about the alternatives, putting their own information in danger. Bilton (2010) stresses the fact that, before May 2010, Facebook users needed to handle 50 settings and 170 decisions to have the option to deal with their privacy settings on the social networking site. Mannan and van Oorschot (2008) assert, if social networking sites gave simple-

to-use and effectively available privacy tools mentalities and conduct towards online privacy would change. An investigation directed by Hoadley et al. (2010), exploring Facebook users' reactions to the presentation of the News Feed and Mini Feed in 2006, underpins this view. Hoadley et al. (2010) feature in their study the significance for social networking sites to give simple to-use interfaces to privacy settings, to empower users to change their privacy settings to suit their individual inclinations. The research discovered Facebook users really liked the News Feed once Facebook gave significant control components. Govani and Pashley (2005) discovered 80 percent of Facebook users had not perused the privacy policy and Jones and Soltren (2005) discovered 89 percent of Facebook users neglected to review the policy. The more recent study by Peslak and Conforti (2019) also indicates that there is a low level of privacy policy awareness among Facebook users. Bilton (2010) stresses that Facebook's privacy policy is lengthy, repetitive, and complex, with 5,830 words; and apparently, a primary motivation behind why too many users have not read Facebook privacy policy.

Facebook usage has been linked to a variety of privacy risks. Researchers have identified various privacy risks. Livingstone and Helsper (2007) and Livingstone (2008) identified cyber bullying, privacy breaches, and personal information management risks as the most common risks associated with the use of social media networks including Facebook. Kumar et al. (2013) distinguished social networking, spear phishing, spoofing, social engineering, web application attacks, and identity theft as common privacy risks which users are exposed to when they use social networking sites. Based on evidence from more recent studies by Chan et al. (2019), Nyoni and Velempini (2018) and Van der Schyff et al. (2020), these risks are still highly prevalent. As stated earlier, Jones and Soltren (2005) was one of the first studies that comprehensively studied how Facebook affects privacy. The study identified three principal factors that impair privacy on Facebook. These include: (i) Users reveal too much on the platform; (ii) Facebook does not take sufficient measures to protect user privacy; and (iii) Third parties are actively seeking out users' information on Facebook. Facebook shares users' data with third parties. The data reveal essential information about how users interact and aid third parties in profiling users (Sanders et

al. 2010). Payton and Claypoole (2014) found that by having access to Facebook data, the government could spy on individuals.

From the preceding assertions, it could be discerned that there are generally two types of privacy risks that Facebook users are exposed to. First, are risks linked with the actions of skilled third party on the platform - identity theft, unauthorised mining of users' data, web application attacks; and the privacy risks that users are exposed to due to the mode of operation and actions of Facebook, e.g., collecting and sharing users' data with a third party (Payton & Claypoole, 2014). It is important to make this distinction because while a user may learn about the range of data that Facebook collects and whom it may share it with by reading and accepting Facebook's terms of service, users may require a formal course/training on social networking privacy risks to properly learn the range of privacy risks that Facebook users are exposed to due to the actions of skilled third parties. This highlights the differences in how users may seek-information about Facebook privacy risks.

Recently, researchers have studied individuals' awareness and perception of the privacy risks associated with Facebook usage. Tsay-Vogel, Shanahan, and Signorielli (2018) conducted a 5-year analysis of privacy attitudes and self-disclosure behaviours among Facebook users, revealing users' perceptions of privacy risks associated with the platform. The study found that users' privacy concerns have increased over time, with individuals becoming more cautious about sharing personal information. The research also highlighted the role of media coverage and public discourse in shaping users' perceptions of privacy risks on Facebook. Users were found to be particularly concerned about unauthorised access to their personal information and the potential negative consequences of oversharing. The study provides valuable insights into the evolving landscape of privacy attitudes among Facebook users and the need for platforms to address these concerns to maintain user trust and engagement (Tsay-Vogel et al., 2018). Ayaburi and Treku (2020) examined the effect of penitence on social media trust and privacy concerns, focusing specifically on Facebook. The study found that users who experienced regret or remorse about their previous information sharing behaviour on the platform had higher levels of privacy concerns. This suggests that individuals who feel remorseful about their past actions are more

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likely to be cautious and concerned about their privacy on Facebook. The findings highlight the influence of personal emotions, such as regret, on users' perceptions of privacy risks and their trust in the platform (Ayaburi & Treku, 2020). Nyblom, Wangen, and Gkioulos (2020) investigated risk perceptions related to social media use, including Facebook, in Norway. The study found that privacy concerns were prominent among Facebook users, with many expressing worries about data security and unauthorised access to personal information. Users' concerns were influenced by factors such as the perceived control over their personal data and their level of trust in the platform. The findings suggest that privacy concerns play a significant role in shaping users' perceptions of risk associated with social media use, including Facebook (Nyblom et al., 2020).

Past studies have also examined user perceptions of privacy risks on Facebook. O'Brien and Torres (2012) examine Facebook users' perception of online privacy. Their study shows that a large proportion of Facebook users have high privacy awareness. The authors also assert that most users apply their knowledge of privacy mostly when there is a controversy surrounding Facebook's approach to privacy. However, Kaczkowski (2016) does not agree that Facebook users have high privacy awareness. The research result shows that users had conflicting beliefs about who has access to the materials they post on the platform. The study also shows that though users understood the importance of their content, they were not aware of Facebook business model or what third-party Facebook share users' data with. The study by Hey et al. (2010) supports this view. Hey et al. (2010) discovered that often Australian Facebook users are not aware of the privacy risks or assume that the associated personal risk is negligible. The authors developed a preliminary theoretical model which posits that "users are only likely to become less interested to divulge personal information online when they become aware of and appreciate the risks of doing so" (Hey et al., 2010). Abdulahi, Samadi and Gharleghi (2014) conducted a study to examine the negative effect of using Facebook among students at Asia Pacific University. The survey research design used involved 152 students. The results revealed that students spent more time using Facebook than they spent preparing for class. It was reported that social media such as Facebook was supposed to be an electronic connection channel between students, but students have become addicted to it. This shows that people use Facebook as a social site and

are not aware of the risks associated with their ignorance and lack of understanding of Facebook privacy policy, and this exposes them to privacy risk. Although, the policies on privacy are specifically highlighted, and if users were aware, they were not deeply rooted in their mind. Therefore, as users increase their information sharing activities, the risk amount of exposure to privacy and security issues increases as well. Hitchcock (2008) and Hinduja and Patchin (2008) asserted that the awareness of Facebook privacy is higher in young people and have taken tactical approaches to reducing potential risks. In a study carried out by Zhou and Li (2014), the author found an essentially negative effect from site reputation and site commonality on privacy concerns. This essentially negative impact of trust on privacy concerns was additionally affirmed in three different models of OSN users (Taddei and Contena, 2013; Thomson, Yuki, and Ito, 2015).

Malik et al. (2016) studied the effect of privacy awareness, privacy-seeking behaviour, privacy concerns and the mediating role of trust and Facebook activity on users' intentions to share photos on Facebook. The study shows that privacy awareness components have the most significant relationship with trust among three types of privacy-related behaviour, which indicate that Facebook users with a higher level of privacy awareness about privacy on Facebook are more likely to trust Facebook more compared to those with less knowledge. Their result indicates that privacy-seeking behaviour has positive effect on users' activity on Facebook. This result suggests that users who actively seek various privacy protection strategies feel more confident and thus, share more information and content when compared with users who do not actively seek privacy protection strategies. Malik et al. (2016), however, focused only on photo-sharing activity and measured users' privacy awareness using the users understanding of Facebook privacy right and settings but the study did not concern itself with how users attain privacy awareness or how the users' demographics impact their attainment of the privacy awareness.

Asif and Khan (2012) evaluated user's perception on Facebook's privacy policies with the intention to study the amount and type of information disclosed by Facebook; its consented parties and other Facebook users; and to compare the findings with regard to the hypothesis that creates a foundation as to why people do not properly organise their Facebook privacy settings. The study asserts that people are ignorant of such privacy policies and settings, and even if they

are conscious and they've read them, they hardly understand their effect. It was argued that even the computer science graduates have least idea regarding information disclosure by Facebook. The result clearly showed that people remain unaware of information sharing policies despite been clearly stated. And if they have read them, they are not concerned about the effect. The ignorance may be attributed to a degree of privacy assurance provided by the platform, hence making users to allow the platform to decide which information may be accessed by the public. Additionally, some people have accepted that Facebook uses user data for its business model, therefore making the users ready to allow the platform to dictate what is relevant to them. The study also shows that people do not know how their personal data can be shared. And they end up in sharing their private information with unauthorised people because of their ignorant attitude. It was concluded that complexity of privacy settings and lack of control provided to user is equally responsible for unintentional information sharing.

Onifade et al (2018) tried to analyse users' perception on privacy issues of social media networks in a Nigerian university. A structured questionnaire was employed to gather the needed information from 220 participants selected randomly from the students' population. The analysis was based on 189 duly completed copies of questionnaire. The descriptive analysis was utilised in analysing the elicited information. The results revealed that 91.5 percent of the participants were aware of social media privacy policies but only 66.3 percent of the participants have read and understood these privacy policies in part or in whole. Also, 72.7 percent were aware that agreeing to the terms of services guarantee third parties' permission to users' information. The analysis also revealed that 42.4 percent of the participants did not mind that their status updates were used by other people for academic research without their consent; and about 16.1 percent said they did not mind if their photos were used for academic research without their explicit approval. Another 23.7 percent still did not care if the videos they shared on social media networks were used without their permission; while 50 percent agreed they remain anonymous if their information were used for academic research. It was also reported that 80 percent of the participants were concerned about social media privacy issues.

As stated earlier, another construct in this study is Nigerian Facebook users' trust in Facebook. This is in view of the potential negative impact of privacy concerns on user trust in the platform. Trust in social media sites remains a construct utilised in numerous investigations (Malik et al. 2016; Chang et al. 2017). In some studies, the effect of trust on self-disclosure was positive, implying that when the users have higher trust in a site, more data will be uncovered on that site (Taddei and Contena, 2013; Chang and Heo, 2014). A significant factor to consider with respect to self-disclosure and trust is the consequences of certain overviews indicating that, when an individual is anonymous and his character is in doubt (e.g., an individual is connecting inside a particular group on OSN), the individual's trust in the platform is increased, just as self-disclosure (Nemec Zlatolas, 2019). By utilising entropy for evaluation of data accessibility, the authors of the investigations have discovered that by utilising computer-mediated correspondence, the regulating impact becomes insufficient when the people are isolated, consequently, influencing how personal data is protected or accessed (Coppolino et al. 2022). In view of evidence from past studies, trust in Facebook ought to affect the intention of Facebook users in Nigeria to share information on the platform.

Literatures has featured the significance of beating privacy worries to accomplish trust in an online setting. The inquiry arises with respect to whether the issues with regards to privacy on Facebook have caused trust levels to endure. An examination led by Acquisti and Gross (2006), during the beginning phases of Facebook, uncovers users' trust in Facebook was more prominent compared with individuals from other social networking sites like Friendster and MySpace. This finding is upheld by Dwyer et al. (2007) who noted higher trust levels on Facebook in correlation with MySpace. Notwithstanding, Facebook's business model has transformed from its unique arrangement which was the concentration in the Acquisti and Gross (2006) and Dwyer et al. (2007) studies. Facebook's business model depended on a closed framework for college and university use, and control and privacy were at the core of the social networking site structure. Rothery (2010: 24) makes reference to Kurt Opsahl, a senior legal agent at the Electronic Frontier Foundation (EFF), a computerised rights advocate and legal firm, who stated: "Facebook initially procured its center base of users by offering them basic and ground-breaking powers over their

own information. As Facebook developed bigger and turned out to be more significant, it might have decided to keep up or improve those controls. All things considered, it's gradually helped itself – and its partners and advertisers – to increase more of its users' data while restricting the users' choices to control their own information." Facebook seems to have slipped by in the improvement of proper privacy controls for its clients while growing the advancement of its general business model. As identified in the literature, limiting a person's authority over their data online causes privacy concerns and influences trust levels.

There are various barriers to trust in the online platform. These hindrances incorporate perceived danger, web composition and content, the users and privacy concerns. Privacy concerns are viewed as the most challenging of all on the grounds that 'the web, by configuration, lacks the arrangements for recognising who speaks with whom; it comes up short on a planned personality identifier (Pekárek and Leenes, 2009). Privacy concerns incorporate online data assortment techniques, for example, cookies including extraordinary surveillance. The utilisation and investigation of information is additionally a concern because of grouping of personal information without users' consent and information mining practices to profile users (Himma and Tavani, 2008). The recording and the impossibility to change what one posted, loss of control and ownership of data additionally contribute to barriers to online activity (Himma and Tavani, 2008). Beating security concerns online is essential in order for trust to be established, which thus prompts online activity including buying of items, repeat buying of items (Liu et al., 2005). Van Dyke et al. (2007) and Metzger (2004) perceive high privacy concerns can influence trust levels online and thus compel a person's ability to execute or associate online. Liu et al. (2005) present a privacy-trust model which portrays the significance of furnishing online users with control (access, preferences, and security) over their own data to conquer privacy concerns and empower trust to develop. Sheehan and Hoy (2000) re-underline the significance of control to the idea of security by likewise featuring various control factors that can impact a person's degree of privacy concern. These elements incorporate attention to data being gathered, data use, data affectability and knowledge of the entity gathering the data.

The elevated significance of trust online and the increased need for privacy online is evident within the setting of online social networking. As indicated by Boyd (2008), the idea of social networking is concerned about building connections with existing contacts and showing one's interpersonal relationships online and furthermore impelling associations with new contacts, who share comparable interests and perspectives, in an online climate. In a social networking climate, the attention is fixated on openness and sharing of data.

Trust is a focal factor in the social exchange hypothesis and regarded as a significant factor in information disclosure (Dwyer et al., 2007). People evaluate the advantages against the dangers in a social theory, and trust is crucial in encouraging people to participate in the exchange and reveal of information (Metzger, 2004). This appraisal is viewed as important within an interpersonal networking climate. Social networking clients claim to be worried about privacy risk yet do little to shield their information (Dwyer et al., 2007). Regularly, users transparently unveil detailed and individual information on these networks, comfortably and confidently living an aspect of their lives online (Rosenblum, 2007). Debatin et al. (2009) contend the craving for social association by social networking users exceeds their interests about privacy and divulgence of individual information, while Rosenblum (2007) accepts social networking users do not practice a similar sense of judgement since they consider themselves as interfacing in a secured environment'. Notwithstanding, there are numerous privacy risks on social networking sites including the instant recording and documentation of data creating enduring advanced dossiers, stalking, identity theft, undesired contact, loss of control and danger of third parties getting to users' data (Debatin et al., 2009; Mannan and van Oorschot, 2008; Rosenblum, 2007).

2.6 Facebook privacy incidents around the world

There have been multiple incidents in the past where Facebook has breached key privacy principles. The impact of this incidents on the information seeking and sharing behaviour of Facebook users provides insights on the expected impact on data privacy concerns and trust issues on Nigerian Facebook users. The table below shows a timeline of Facebook privacy issues by Ehondor and Ogbu (2020).

A TIMELINE OF FACEBOOK PRIVACY ISSUES

S/N	DATES	ISSUES	FACEBOOK RESPONSE
1	September 2006	Facebook debuts news feed and about a million users joined FB news feed protest groups arguing the feature was too intrusive	Zuckerberg insisted and the newsfeed stayed on
2	December 2007	Beacon, FB first big brush with advertising privacy issues	FB- founder apologises, give users opt-out choice
3	November 2011	FB settled with the Federal Trade Commission in 2011 over charges that it didn't keep its privacy promise to users by allowing private information to be made public without warning	Facebook agrees to undergo an independent privacy evaluation every other year for the next 20 years; remains liable for a $16,000-per-day penalty for violating each count of the settlement.
4	June 2013	Facebook bug exposes private contact info (in the guise of recommendation)	Facebook fixed the bug, notifies people whose info may have been exposed. FB said it pulled the tool offline and fixed it. The company also said it had notified regulators and pledged to tell affected users
5	July 2014	Mood-manipulation experiment on more than half a million Facebook users to show how emotions could spread on social media	Facebook data scientist apologizes after publishing proceedings in the National Academy of Sciences
6	April 2015	Facebook cuts off apps from taking all the data they want	Developers allowed keep building apps but with 'limited access' to users data. But FB still couldn't keep track of how many developers were using previously downloaded data
7	March 2018	The Cambridge –Analytica data hijack scandal	Founder apologises. FB bans Cambridge Analytica
8	January 2018	Europe's data protection law	Facebook complies, released a set of privacy principles explaining how users can take more control of their data.

Table 2.1 Timeline of privacy issues on Facebook (Author's illustration)

As shown by the table above by Ehondor and Ogbu (2020), Facebook has had multiple privacy issues since 2006.

The Cambridge Analytica data breach was extensively covered in literature before the 2016 US election and the Brexit referendum. Millions of Facebook users' personal information was improperly obtained and exploited for political advertising as a result of the Cambridge Analytica data breach (Chan, 2020; Wagner, 2021). An app was created called

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"thisisyourdigitallife" app, which was used to gather psychological data from paid participants, Cambridge Analytica employed a data scientist named Aleksandr Kogan in 2014 (Meredith, 2018). A flaw in Facebook's API, a platform for developing applications that are open to Facebook members, was used to collect data from Facebook friends' user profiles from about 270,000 people paid to take the personality questionnaire. Over 87 million Facebook users were affected by the data leak as a result (Gilbert, 2019). The collected information was used to create "psychographic" profiles that could provide candidates an edge in the current elections. The information was specifically used in American politics and connected to Ted Cruz and Donald Trump. The impact of Cambridge Analytica and SCL, however, has been ongoing for some time and has been linked to things like the Brexit vote, Russian espionage, military operations in Afghanistan, and the hacking of the Nigerian presidential election (Cadwalladr, 2019). The data collection methods and applications employed in the Cambridge Analytica scandal are distinctive. The information was assembled into in-depth personality profiles using psychographic targeting. When demographic data is integrated with psychographics, which is the study of people's attitudes and interests, a more comprehensive picture of target markets and audiences is created (Shewan, 2020). In a brazen information warfare attempt to sway voters, Cambridge Analytica profiles and related advertisements were employed (Chan, 2020; Wagner, 2021).

Facebook acknowledged giving researchers access to user data and claimed that when creating a Facebook account, consumers gave their approval for this access. Facebook further noted that it does not allow the sale or transfer of this data "to any ad network, data broker, or other advertising or monetisation-related service." (Granville, 2018). Facebook insisted that the Cambridge Analytica event wasn't a data breach, but rather more of a privacy violation. Since no systems were compromised and no passwords or private information were taken, Facebook is in compliance with information security rules (Wong, 2019).

Privacy harms do not inherently involve compromised data but data that is collected or used in ways that consumers did not consent to nor receive notice about. With respect to the Cambridge Analytica breach, 270,000 people downloaded the survey app and consented to and provided data to the app developer (Wagner, 2021). However, the additional

87 million victims did not consent nor were they notified until the scandal broke (Wagner, 2021). This incident provides a visceral example of harm. The compiled data was used to build psychological profiles of voters and utilised during the 2016 U.S. election. The results of the presidential election were controversial (Wagner, 2021). Additionally, the gathered information might be applied to determine insurance suitability, employment eligibility, and creditworthiness (Wagner, 2021). There is no doubt that the Cambridge Analytica incident breached nearly all of the OECD's (Organisation for Economic Co-operation and Development) privacy rules and hurt people's privacy. The OECD privacy principles include openness, individual engagement, security precautions, purpose specificity, usage limitation, and collection limitation (Gerber, 2010).

According to the OECD collection limitation principle, personal data should only be collected within reasonable bounds, through lawful and ethical means, and, when necessary, with the subject's knowledge or consent (Wagner, 2021). According to Wagner (2021), 87 million Facebook users were not aware that Cambridge Analytica was collecting or using their personal information. The only restrictions on this data were the degrees of separation between app users and their friends. Furthermore, because the app developer sold this data to Cambridge Analytica, its acquisition and transfer were probably illegal and, at the very least, went against Facebook's rules of service.

These actions, too, were against the usage limitation principle. According to the OECD use limitation principle, personal data should not be disclosed, made public, or used in any other way for purposes other than those that are indicated with the data subject's agreement or as required by law (Wagner, 2021). The "this is your digital life" app's data was gathered for research reasons. Given that Cambridge Analytica utilised the data to create psychographic profiles and create advertisements for the 2016 American elections, the sale to and subsequent use by the company in violation of this principle (Wagner, 2021).

The security safeguards principle is the final OECD principle up for discussion. According to this principle, personal data must be protected by appropriate security measures against risks including loss or unauthorised access as well as from use, modification, and disclosure (Gerber, 2010). This rule was broken in the Cambridge Analytica data leak because Facebook did not put

in place enough security measures to stop app developers from collecting user data from the friends of different app users. Furthermore, it is unknown if Cambridge Analytica properly destroyed this data after declaring bankruptcy.

The Cambridge Analytica controversy exposed numerous privacy issues and revealed the responsibility of businesses that gather and disseminate personal data. However, the continued popularity of the social media platform indicates that its utility as a social media platform moderates the negative impact of data privacy concerns on the intention of users to continue using the platform. Facebook eventually paid a $5 billion fine, agreed to additional privacy limitations, and changed its corporate structure (FTC, 2019).The corporation lost billions in share value during the scandal in addition to the $5 billion penalty, which was the greatest fine ever imposed by the American government for any breach and the largest privacy or data security fine ever levied globally (Wagner, 2021).Even with COVID-19 in mind, Facebook's share price has increased by more than a factor of two to date (Macro Trends, 2023).

The Cambridge Analytica incident revealed Facebook's lack of concern for privacy. Since the event, Facebook has stated that privacy is one of its basic principles, despite the fact that the company's stated and published core values do not contain privacy (Wagner, 2021). Additionally, Facebook's actions show that profits come above privacy (Wagner, 2021). "The people whose job it is to protect the user always are fighting an uphill battle against people whose job it is to make money for the company," said Sandy Parakilas, a Facebook privacy staffer, according to Chang (2018).

2.7 Data privacy incidents in Nigeria

Given the widespread use of social media in Nigeria, the country is not immune to privacy breaches on these platforms. These breaches provide justification for the study as there is limited literature coverage on the impact of data privacy concerns and trust issues on the information seeking and sharing behaviour of Facebook users in Nigeria.

The Cambridge Analytica data breach prompted further investigation, which exposed how the Cambridge Analytica team had been paid to sway the results of the 2007 Nigerian presidential election by sharing a video on Facebook to discredit the challenger, Muhammadu

Buhari, and to support the incumbent, Goodluck Jonathan (Cadwalladr, 2018). The Federal Government of Nigeria went a step further and established a committee to probe Cambridge Analytica's role in the 2007 and 2015 general elections, alleging the company was behind the use of more than 50 million Facebook profiles to influence elections in various nations (Ehondor and Ogbu, 2020). This had a bad effect on the legitimacy of the 2015 Nigerian elections (Ehondor and Ogbu, 2020). It also raised concerns about how much information had been stolen, how many incidents had gone unresolved because there were no clear laws safeguarding social media in Nigeria, and how secure Facebook user personal data was. (Ehondor and Ogbu, 2020). Currently, there are questions concerning people's knowledge of data breaches around the world, their use and abuse of Facebook personal data, and the repercussions of all of this, particularly in the context of Nigeria.

A small number of studies concentrate in particular on worries about data privacy among social media users in Nigeria. Omotayo and Olayiwola's study from 2023 examined users of online social media in the Nigerian metropolis of Ibadan's knowledge of privacy and security issues as well as their publication of personal information. Viruses, worms, trojans, posts with malicious content, the release of personal data, and negative posts were the privacy threats that Ibadan's social media users had to deal with, while phishing, spam, malware, third-party applications, and physical threats were the security threats (Omotayo and Olayiwola, 2023). These relate to the conclusions of earlier investigations, including those by Wang et al. (2013), Franchi et al. (2014), Salleh et al. (2012), and Abdulhamid et al. (2011). However, the results demonstrate that social media users were aware of information security and privacy on these platforms. This is in contrast to the findings of Tuunkainen et al. (2009), who discovered that active Facebook users revealed a significant quantity of private information because they were unaware that their information was visible to others they may not know. Additionally, Slusky and PartowNavid (2012) discovered that among their respondents, information security awareness was lower than knowledge levels. It's possible that the respondents' high level of privacy and security on social media was influenced by their level of education and age-appropriate maturity (Omotayo and Olayiwola, 2023). Additionally, our findings may have been influenced by the rising awareness in Nigeria's

mainstream media about the necessity for users to exercise caution while exposing private information on social media (Omotayo and Olayiwola, 2023). Another indication that users should exercise caution and learn how to minimise privacy and security breaches online is the current news of numerous vices in Nigeria (Omotayo and Olayiwola, 2023).

The results of the study by Omotayo and Olayiwola in (2023) showed that a sizable fraction of social media users in the Nigerian state of Ibadan employed hardware, software, platform, and attitude measures to safeguard their personal information on social media. This indicates that the users are very knowledgeable about the approaches and strategies to protect their personal information because they used various methods or procedures to secure or protect their private information on social media. It was determined that having a strong password, using better authentication, and access control could secure personal information (Omotayo and Olayiwola, 2023). Each website has a distinct level of authentication strength. It is suggested to use spam filters in addition to additional authentication elements, such as email verification through CAPTCHAs, to establish a robust defense (Omotayo and Olayiwola, 2023). According to Senthil et al. (2016), in order to address the privacy concerns raised by OSM users, it is necessary to implement a strong enforcement of a set of well-defined policies, such as using a strong password, being aware of the need to change passwords frequently, being aware of information disclosure, understanding the function of antivirus or related software, and using proprietary software, among others. Because most of the social media users in the study by Omotayo and Olayiwola (2023) could afford the devices, the majority of them reported utilising them to prevent privacy and security breaches. Their use of software may be related to the fact that they were highly aware of the hazards to their privacy and security and actively sought out ways to prevent breaches (Omotayo & Olayiwola, 2023). According to Omotayo and Olayiwola's evidence from 2023, using freely available software, which most of them claimed they utilised, is the most popular and straightforward way to secure social media accounts. According to the study by Omotayo and Olayiwola, social media users in the Nigerian metropolis of Ibadan shared passwords, possibly with their children or other office coworkers because some members of the demographic may not be able to use the devices well on their own.

One of the study's hypotheses was that "social media users' awareness is a crucial issue in protecting users against risks and threats on social media" (Omotayo and Olayiwola, 2023). Even if the magnitude of the association is minor, the test of the hypothesis found that awareness of privacy and security positively and significantly influenced government workers' disclosure of private information (Omotayo and Olayiwola, 2023). This demonstrates that the social media users from Nigeria who took part in the study were aware of the need for privacy and security on social media. This might be the case because most social media users are highly educated. It was anticipated that their understanding of privacy and security on online platforms would be influenced by their level of education, age, and experience. The findings of Benson et al. (2015), Koohang et al. (2021), Salleh et al. (2012), and Tomy and Pardede (2016) were all corroborated by the findings of Omotayo and Olayiwola's study from 2023. For instance, Benson et al. (2015) investigated the causes of social media users' information disclosure. The findings demonstrated that information exposure on social media by users was positively statistically impacted by both user awareness and security notifications. According to Yerby, et al. (2019), users need to be educated on how to protect their personal information against identity theft and social media awareness is a strong risk predictor. Users must be informed about the risks, threats, and ways to stay secure as part of awareness efforts (Van der Walt et al., 2018). Users who believe they are aware of the risks and rules associated with social media would alter their interactions with the platforms (Yerby et al.). Alkeinay and Norwawi's (2014) findings, however, run counter to this conclusion.

2.8 Facebook's data minining Business Model and its impact on data privacy concerns

This study investigated Nigerian Facebook user's awareness of the social media platform's data minining business model. It also sought to establish the impact of the platform's data mining business model on data privacy concerns among users in Nigeria. The study's findings make an innovative contribution to existing literature on data privacy concerns among Facebook users in Nigeria as currently there is limited literature on how awareness of the platform's business model entailing data mining contributes to data privacy concerns.

Facebook's data mining business model revolves around collecting and analysing user data to generate valuable insights and facilitate targeted advertising. Facebook gathers vast amounts of personal information from its users, including their demographics, interests, online behaviours, and social connections (De & Imine, 2020). This data is then processed and utilised to create detailed user profiles, enabling Facebook to deliver personalised advertisements to its users based on their preferences and characteristics (De & Imine, 2020). The rationale behind Facebook's data mining business model is to maximise its advertising revenue by providing advertisers with highly targeted and effective marketing opportunities. By utilising sophisticated algorithms and machine learning techniques, Facebook can match advertisers with relevant user segments, increasing the likelihood of user engagement and conversions (Ranjan et al., 2014). This model is driven by the premise that personalised advertising is more likely to capture users' attention and generate desired outcomes for advertisers. Moreover, Facebook's data mining business model relies on the perception that users are willing to exchange their personal data for access to the platform's services and features. Users may value the convenience, connectivity, and social interaction that Facebook offers and see targeted advertising as an acceptable trade-off (Katell et al., 2016). This rationale assumes that users are aware of the data collection practices and have provided informed consent, allowing Facebook to utilise their data for advertising purposes (De & Imine, 2020).

However, it is important to note that user perceptions regarding data mining and targeted advertising on Facebook are diverse. Some users may appreciate the personalised experience and relevant ads, perceiving them as beneficial and tailored to their interests (Büchi et al., 2023). On the other hand, concerns about privacy, data security, and the potential manipulation of user behaviour through targeted advertising are prevalent among users (Büchi et al., 2023; Ranjan et al., 2014). These concerns raise ethical and regulatory considerations regarding the balance between privacy protection and profitability in the context of Facebook's data mining business model.

In sum, Facebook's data mining business model aims to leverage user data to deliver targeted advertising and maximise advertising revenue. The model assumes that users are willing

to share their personal information in exchange for access to the platform's services, and personalised advertising is seen as a mutually beneficial arrangement. However, user perceptions regarding privacy, data protection, and the value of targeted advertising vary, highlighting the complex dynamics and trade-offs inherent in Facebook's data-driven business approach.

2.9 Impact of data privacy incidents on Facebook user behaviour

The study investigated how data privacy concerns were likely to impact user behaviour on Facebook in Nigeria. This was necessary in view of evidence from multiple sources including Zialcita (2019), Brown (2020) and Hsu (2018) highlighting the negative impact of past data privacy incidents on the intention of users to continue using Facebook. In spite of evidence from multiple sources indicating that past privacy incidents negatively impacted the intention to continue using the platforms, statistics from Macro Trends (2023) indicate that the incidents had a minimal impact on the number of individuals who use the platform for different reasons. The study sought to establish if privacy concerns impact the way Nigerian Facebook users use the platform even if they did not completely deter them from using the platform.

Following revelations that Cambridge Analytica had acquired personal data, Facebook experienced significant backlash from users, authorities, and investors (Zialcita, 2019). Many people cancelled their accounts to protest and protect their personal data (Zialcita, 2019). In response to the Cambridge Analytica incident, some users said they would stop using Facebook and urged others to do the same (Brown, 2020). Many people joined the #deletefacebook Twitter campaign (Brown, 2020). The hashtag #Deletefacebook is not new. The hashtag appears in tweets dating back to 2009, according to a search on Twitter. In the wake of the Cambridge Analytica scandal, there was a spike in tweets using the hashtag #deletefacebook as a reaction to what some perceived was Facebook's incapacity to stop privacy intrusions (Hsu, 2018). About 74% of users altered their Facebook usage in the months that followed the initial news stories about the Cambridge Analytica scandal by changing their privacy settings, pausing their use of the service, or removing the app from their phones (Perrin, 2018).

While several news reports claimed that user disconnections from the site followed the controversy, actual Facebook user numbers grew the year the CA scandal surfaced (Hern 2019).

Facebook has more than 1.52 billion daily users in December 2018, an increase of 9% over the previous year (Gartenberg 2019). Only 9% of users took advantage of the new post-CA scandal privacy option Facebook put in place, which allowed them to download all the information it had gathered about them. Pew statistics (Perrin 2018) similarly indicates minimal sign of user disengagement.

The goal of the study by Afriat et al. (2020) was to comprehend the factors that led young persons to decide to keep using Facebook actively even after being shown proof of data privacy violations. According to in-depth interviews, users consider privacy as a negotiable commodity traded in accordance with societal norms rather than as a fundamental aspect of one's civil rights (Afriat et al. 2020). The study's conclusions showed that users who persisted in using Facebook after the Cambridge Analytica incident re-established Facebook's legitimacy and entitlement to collect data by reframing it in line with neo-liberal ideology (Afriat et al. 2020). According to this perspective, individuals are responsible for maintaining their privacy, just as Facebook and other social media corporations are allowed to make money off user activity on their networks.

The findings of Sujon (2018), Young and Quan-Haase (2013), Hargittai and Marwick (2016), and Turow et al. (2015) show that users appear to be unconcerned about the issue, despite evidence from Marwick and Hargittai, (2019) and Turow et al. (2015) that suggests social media users are very concerned about the mining of personal information. Sujon (2018), Young and Quan-Haase (2013), and Hargittai and Marwick (2016) all point to ignorance and resigned pragmatism (a sense of helplessness) as the key causes of this indifference.

2.10 Reasons for Facebook Use in Nigeria

The study sought to establish the main reasons for Nigerian's using Facebook and if these reasons moderated the potential negative impact of data privacy concerns on their intention to continue using the platform. Evidence from existing studies indicates that Facebook users primarily use the platform for the following reasons: social interaction through content sharing and online discusssions, building of social networks and maintaining social relationhsips, sharing and seeking of news, entertainment and informative content, marketing of products and services and communication.

2.10.1 Social interaction through content sharing and online discussions.

This study sought to establish the extent to which Facebook's utility as a platform for social interaction through content sharing and online discussions influenced the intention of different groups of Facebook users in Nigeria to use the platform. Additionally, it sought to establish whether they consider this utility to be sufficient justification to continue using the platform in spite of data privacy risks. The advent of Facebook has enabled people from around the world to stay connected, irrespective of their place of domicile. Literature has shown that Facebook provides an alternative to face-to-face interactions between and among students (García-Domingo et al. 2017; Gwena et al. 2018; Hamid et al. 2016). Facebook allows individuals to keep connections with friends and families, and organisations with like interest use tag and share to stay connected with similar organisations and other contacts (Manasijevic et al., 2016; Lai, She and Tao, 2017). In the analysis of Vorderer and Schneider (2016), Facebook users use the platform to remain connected with people that are close to them who they cannot see or reach physically so that they are not left behind in the scheme of events as well as to belong.

Leng and Goh (2011) emphatically stated that people use Facebook to discuss issues that cut across different spheres of life such as social, political, religious, and economic matters. It was reported by Manasijevic et al (2016) that students and teachers do not restrict Facebook to only communication but class discussions. Discussion in learning is vital because it promotes the capabilities of participants to share knowledge (Chen and Kuo, 2017). Facebook is used by groups to discuss issues of common interest (Ozad and Uygarer, 2014). In the education domain, Facebook enables students who are in the same course discipline with similar interests to form online groups where they can share information and learn from each other (Thurairaj et al., 2015). In a study conducted by Eke and Odoh (2014) to investigate the use of social media networks among undergraduate students at the University of Nigeria, it was reported that more than 90 percent of the students use social networks to communicate with friends, discuss issues of national interests, connect with classmates for only study, and for watching movies.

The literature (Gwena et al., 2018; Nadkarni and Hofmann, 2012; Xiao and Zuang, 2014) is replete with reasons for using Facebook. Information seeking, entertainment, socialising, and self-seeking status were identified as reasons for using Facebook (Valenzuala et al. 2009). On the

other hand, Blachnio et al. (2016) identified high level of narcissism and low level of self-esteem as the factors responsible for the high level of Facebook data use. Narcissism is premised on four areas of Facebook content use, viz: personal importance, instrumental, social and intensity of Facebook use (Blachnioa et al., 2016). According to Blachnioa et al. (2016), the higher the level of narcissism the more people engage in Facebook content use but those who have high self-esteem need no further attention on Facebook and do not attach significant importance to using it or being active. However, these classes of persons with high self-esteem use Facebook content as a tool at work or for educational reasons.

Perceived enjoyment and perceived ease of Facebook content use were identified in the literature as the reasons for the growing numbers of social networking sites users (Kuan-Yu & His-Peng, 2011). Users want to have fun with friends, and this has been reinforced by people on social networking sites. Facebook users appreciate the opportunity to make new friends whereby they can increase their social networking (Lin and Lu, 2011). According to Ellison et al. (2007) Facebook users use Facebook to interact online with people they interact with offline to maintain relationship.

Web-based media permits people and organisations to recognise and speak with the individuals whom they need to be related with. That is, it offers a component for people and organisations to create communities rapidly and to create connections viably with other people who share some shared characteristic with them (Mayfield, 2008). Indeed, many have viewed web-based media as a successful method for creating communities. For instance, most SNSs were developed to help specialty demographics in intimate private communities, for example, the early Facebook for undergrads (Boyd and Ellison, 2007). In any case, it is critical to separate community from shared commonality. While online media helps encourage communities, its quintessence is not just on building communities which are more persistent and standard in nature, and fixated on an idea or shared objective, instead of an assortment of content. For instance, viewers that post different online remarks on a report or video share something practically speaking yet may not really be viewed as having a place with a community. As such, online media gives a successful method for creating communities, yet its major utility is in

connecting people and organisations with others that share a specific shared characteristic, as dictated by their temporal necessities and interests at the time of communication.

2.10.2 Building of social networks and maintaining of social relationshionships

This study investigated the extent to which the utility of Facebook as a platform for building social networks and maintaining of social relationships influenced the intention of Facebook users in Nigeria to use the platform. It also sought to establish whether this utility had a moderating effect on the negative effect of data privacy concerns and trust issues on the intention of Facebook users in Nigeria to continue using the platform. Ellisson and Vitak (2015) said that Facebook remains one of the social networking sites that facilitates the maintenance of relationships both online and offline. Facebook provides cheaper means of communication than the traditional channel of communication (Burke, 2011). However, the maintenance of these relationships is anchored on the attitudes of individuals as Su and Chan (2017) rightly pointed out, individuals with extreme view of matter of general interest could make relationship go sour among users and could lead to offending party to be blocked. In spite of the shortcoming of social networking sites, there is appealing evidence to show that Facebook is critical when it comes to maintaining relationships (Lin and Lu, 2011). Facebook helps individuals to keep in contact with friends and families (Ozad, 2012). There is a statistically significant correlation between the motive to use Facebook and the need to maintain a bond in real life situation (Ozad and Uygarer, 2014). Multiple studies extensively discuss the utilisation of Facebook to build new relationships. Erzurum and Tiryakioglu (2011) stress that people make use of Facebook to meet people they have not met before online. This is because Facebook provides the mechanism that facilitate one-to-one interaction, establishing the tendency of a person encountering a total stranger and creating a relationship that complement offline contacts (Binsahl et al., 2015). Facebook presents opportunities for people of like-mind to come together and share common sentiments. (Gwena et al., 2018). Studies by Vincent (2016) and Lee and Lee (2017) revealed that social networking sites are social capital and are used by people whose homes are far apart. According to Whillans et al. (2017), students who leave their home for higher studies lose contact with friends and family, which most times make them homesick. In that instance, Facebook serves as instrument

to build social capital to establish connection with friends and family. In the opinion of Xiao et al. (2014) social networking sites provide the enabling platforms to build social capital and promote the meeting of new people by eliminating physical hindrance.

2.10.3 Sharing and seeking of news, entertainment, and informative content.

This study investigated the extent to which different groups of Facebook users in Nigeria use Facebook for purposes of seeking and sharing news, entertainment, and informative content. It also investigated whether the usefulness of the platform as a platform for sharing and seeking news, entertainment and informative content had a moderating effect on the negative effect of data privacy concerns and trust issues on the intention of Facebook users in Nigeria to continue using the platform.

Evidence from multiple studies highlight the widespread utilisation of Facebook to share and seek information/informative content (Osatuyi, 2013; Yazdanpanah and Forouzani, 2015). Facebook users use the platform for the sake of information sharing and seeking (Al-Sharqi et al. 2015). According to Ng et al. (2021) Facebook and other social networking sites have transformed the way information is disseminated and Facebook has consistently become repository for knowledge and information seeking to users. Tse, Bridges and Srinivasan (2015) observed people utilised online social sites to seek for information about their health. Hamid et al (2016) argued that most international students used social networking sites to seek for information about their environment to enable them to adapt easily to their new environment. Subramani (2015) also provided supports to the argument that students use Facebook to search for information about their studies.

Evidence from multiple studies including Gwena et al. (2018), Xiao et al. (2014) and Binsahl et al. (2015) suggests that a significant number of Facebook users use the platform primarily for seeking entertainment content. Xiao et al. (2014) see entertainment as one of the critical needs of Facebook users. Park and Lee (2014) opined that entertainment is the greatest motivation for Facebook content use. Facebook is used worldwide by individuals from different socio-cultural backgrounds (Manasijevic et al., 2016). It enables users to upload and download movies, videos, and jokes (Chuang et al. 2017). In a study conducted on Saudi Arabian students

by Binsahl et al (2015), it was reported that 60 percent of students use Facebook for entertainment.

2.10.4 Product and service marketing

There is extensive evidence in existing literature pertaining to the utility of Facebook as a marketing platform. Based on evidence from Leung et al. (2015), Chawla and Chodak (2021), Dhaoui (2014) and Leung and Baloglu (2015), the utility of Facebook as a marketing platform is underpinned by multiple factors. The most prominent of these factors include; targeted advertising, large number of users on the platform, enabling brands to have an online brand presence, supporting customer engagement and supporting online brand communities. Omotosho et al. (2023), Silas and Junior (2020), Abdullahi et al. (2022), Inegbedion et al. (2020) and Wali et al. (2020) highlight the widespread utilisation of Facebook for marketing purposes in Nigeria. Leung, Bai, and Stahura (2015) conducted a study comparing the marketing effectiveness of Facebook and Twitter in the hotel industry. They found that Facebook outperformed Twitter in terms of customer engagement and brand awareness. This suggests that Facebook's features and capabilities, such as targeted advertising and the ability to create online brand communities, contribute to its effectiveness as a marketing platform. Dhaoui (2014) focused on luxury brand marketing effectiveness and consumer engagement on Facebook. The study revealed that luxury brands can effectively engage consumers on Facebook by creating captivating content and fostering interaction. This emphasises the potential of Facebook as a platform for building brand loyalty and engaging with target audiences. Chawla and Chodak (2021) investigated organic promotions of web-links on Facebook, highlighting the benefits of utilising organic reach to reach a wider audience and drive website traffic. Their findings underscore the importance of leveraging Facebook's features for organic promotion, such as creating compelling content and engaging with users, to enhance marketing outcomes. Leung and Baloglu (2015) proposed an integrated model for hotel Facebook marketing, highlighting the significance of various factors such as content quality, interactivity, and entertainment value. Their study emphasised the importance of developing a comprehensive marketing strategy that aligns with Facebook's capabilities to maximise marketing effectiveness. As stated earlier, In the

Nigerian context, Omotosho (2023), Silas and Junior (2020), Abdullahi et al. (2022), Inegbedion et al. (2020), and Wali et al. (2020) provide insights into the widespread utilisation of Facebook for marketing purposes. These studies shed light on different sectors such as small-scale craft workers, online advertising, service-based small and medium enterprises (SMEs), agricultural products, and undergraduate students. They demonstrate the relevance and effectiveness of Facebook as a marketing tool in the Nigerian market.

Overall, these studies collectively reinforce the idea that Facebook offers a range of features and capabilities that make it an effective platform for marketing. Targeted advertising, large user base, online brand presence, customer engagement, and the facilitation of online communities are key factors contributing to its utility. This study sought to establish how the utility of Facebook as a marketing platform contributes to the intention of Facebook users in Nigeria to use the platform. It also sought to investigate whether the effectiveness of the platform as a marketing platform may moderate the impact of data privacy concerns and trust issues on the intention of different groups of users in Nigeria to continue using the platform.

2.10.5 Effectiveness of Facebook as a communication platform

There is extensive evidence in existing literature pertaining to how the effectiveness of Facebook as a communication platform is one of the main reasons why the platform has a large number of users. The effectiveness of the platform as a communication platform is underpinned by its capability to effectively support conversations between users. This study aimed to determine how the usefulness of Facebook as a communication tool influences Nigerian Facebook users' desire to utilise the site. It also aimed to find out whether the platform's success as a communication tool could lessen the impact of data privacy worries and trust issues on the intention of various user groups in Nigeria to keep using the site. Contrasted with conventional media, social media, including Facebook empowers two-way discussions instead of one-directional transmissions or disseminations of information to an audience (Mayfield, 2008). While customary stations, for example, TV, radio, paper, and magazine, convey a direct correspondence system, the Internet gives a two-way correspondence climate (Rowley, 2004). Web 2.0 further upgrades the limit and speed of such dialogic circles, making conversationality a

focal subject of online media. While participation is conduct/activity situated intuitiveness, conversationality is established in communicational part of interaction. As Rafaeli and Sudweeks (1997) stated, ―conversationality is the ideal of intuitiveness and along these lies a significant virtue of web-based media. It is well reported that the level of conversationality shifts by online media types. For instance, while SNSs like Facebook offer various communication parts for discussions between users, micro-blogging apparatuses like Twitter and community networks like YouTube have similarly more restricted conversationality or two-way correspondence due to the core utilities and structures of these two web-based media providers (Pilch, 2009). The features provided by Facebook are in line with its structure of promoting conversationality by enabling a two-way correspondence among the users. How may the level of conversationality be estimated? A few researchers recommend that two-way correspondence might be analysed by zeroing in on the critical elements of feedback as a part of intuitiveness, active control, and synchronicity, so as to engage users on what actually works and what is not needed (Liu, 2003; Liu and Shrum, 2002).

2.11   Socio-Demographics Influence on Perception of Facebook Usage

This study investigated on how a number of socio-demographic characteristics influence the information sharing and seeking behaviour of Facebook users in Nigeria. Its findings are a significant contribution to existing literature as currently, studies focusing on the influence of socio-demographic characteristics on information seeking and sharing on social media in Nigeria place minimal emphasis on comparing the influence of different socio-demographic characteristics. The influences of social demographics on Facebook usage and how Nigerians determine their information needs. This study compared the influence of; occupation, education status, socio-economic status and ethnicity on the information sharing and seeking behaviour of Facebook users in Nigeria.

The study evaluated the influence of education status on the information seeking and sharing behaviour of Facebook users in Nigeria in view of the findings of Dutta (2009) and Baro et al. (2010). Dutta (2009) asserts that information needs and behaviour of individuals from developing nations can be divided between those that are educated and those who are not

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educated. On review of the information behaviour of rural dwellers in the developing nation, Dutta (2009) notes that while a weak economy has a profound effect on the availability and accessibility of resources, the information and communication divide is not defined as much by the economic status of a geographic location as it is by an individual user's educational background. Dutta (2009) notes that urbanites in developing countries share common information behaviour regardless of geographic location. Moreover, the information needs and information-seeking behaviour of educated urbanites in developing countries are quite similar to the information needs and information-seeking behaviour of educated citizens in developed countries. Baro et, al. (2010) observed that Nigerian undergraduate students use sources such as textbooks, journals, the Internet, and rely heavily on human resources for information. Their study also revealed that undergraduate students use search strategies such as starting, chaining, browsing, differentiating, monitoring, and extracting. And there is a significant difference between male and female students in the sources they use in obtaining information.

Retrieved works on information needs and information-seeking behaviour that focused on the Nigerian population, except for Momodu (2002), Saleh and Lasisi (2011), Njoku (2004), Aboyade (1984), concentrated on professional groups mostly within institutions and in urban settlements. Dutta (2009) argued that research on information behaviour in developing nations are conducted in the urban environments because the researchers who are doing these studies are primarily library and information science scholars at universities in developing countries. The execution of a thorough research study is typically more straightforward when working with participants who are educated, and this may be the primary reason why the majority of studies on information needs and information-seeking behaviour in developing countries examine citizens who are educated.

Momodu (2002) asserts that studies done in rural settings are extremely difficult for those who are carrying out the surveys and interviews. Health and safety concerns of the researchers might discourage researchers to conduct studies in a rural environment. The literature on Nigerians who live in rural areas shows that information behaviour is very similar within this user group. The information-seeking behaviour of rural dwellers in Nigeria is centred on survival and

basic day-to-day concerns, and they rely overwhelmingly upon informal social networks to meet their information needs (Momodu, 2002; Njoku, 2004; Saleh and Lasisi, 2011). For example, Nigerian fishermen are concerned with where and how to obtain credit facilities so that they can afford their fishing equipment (Njoku, 2004). A majority of rural dwellers prefer informal information sources (Saleh and Lasisi 2011; Momodu, 2002). This is an indication that either the formal sources are lacking or there is a general preference for informal sources (Saleh & Lasisi, 2011). Nigerian rural dwellers, however, show a preference for information from their children and relatives from the urban areas; they consider it as information from trusted friends and seen as more authentic (Momodu, 2002).

Momodu (2002) concedes that illiteracy is the primary barrier to fulfilling information needs. Besides illiteracy, the population suffers from a lack of information access, which is crucial to the development of their information literacy skills. Language barrier compounds this problem, particularly in regions where there is not one local language but several ethnic groups with different dialects. Njoku (2004) holds that lack of awareness about where to obtain information is the most common problem faced by rural Nigerians in their attempt to seek information.

In a study of the information need and seeking behaviour of urban dwellers in Nigeria, Haruna and Mabawonku (2001) found that for lawyers in Nigeria the library is the most heavily consulted source of information for law professionals seeking job-related information. This finding is similar to Leckie et al. (1996) finding of the information-seeking behaviour of professionals in the United States.

Nwokocha (1997) looked at the barriers to information in urban Nigeria and found that the lack of adequate funding for the acquisition of information materials for Nigerian libraries and information institutions plus the underdeveloped publishing industry acts as a major barrier to access information in the country. Baro and Zuokemefa (2011) also stated that lack of interest by students, teachers, and management, inadequate human resources to handle information literacy training, lack of facilities, low acceptance of online information literacy delivery approach

and absence of information literacy policy is common barriers to information in university libraries in Nigeria.

Unagha and Ibenne (2011) ascertained that literacy level, access to information, and the mode of presentation of information influences how Nigerians seek information. They also linked the intangible nature of knowledge to Nigerian's perception of information. Similarly, Kamba (2009) argued that the specific attribute of information is why Nigerians do not view it in the same light as other developed countries. Even though these studies explain certain aspects of Nigerians' information-seeking behaviour linked to the research question, it cannot adequately do so in the "social media context", however, it provides sufficient background and pointers that permit the research to explore Nigerian's information-seeking behaviour in the context of Facebook.

Eke and Odoh (2014) found that Nigerian students' use social networking sites to interact with their friends, connect with their classmates, and discuss national issues. Fasola (2015) observed that there is a high acceptance of Facebook and Twitter as a tool for the promotion of library services in Nigeria. Ogedebe et al, (2012) found that the more time a Nigeria undergraduate student spends on Facebook, the less likely they will attend class and the lower their average academic grades. And those students with a large number of Facebook friends spend more time on Facebook when compared with students who have less Facebook friends. They also found that a student's privacy settings on Facebook correlate with the student's academic performance.

Alabi (2013) identified 'Facebook chat', 'Wall post', and 'Picture uploads' as the most frequently used Facebook feature among Nigerian undergraduates. The study shows that a large percent of Nigerian undergraduates accesses their Facebook account every passing hour, every two hours and every day. Ibrahim (2013) argued that Facebook has proved to be a potent new medium in connecting Nigerian citizens during public protests. Though the reviewed studies on Facebook focusing on Nigerian context will be useful in the analysis of the most frequently used Facebook features, and the frequency of use of Facebook among Nigerians, it will be insufficient in explaining how the users' information needs or seeking behaviour affect their understanding

of the applications of user-generated contents on Facebook or other specific factors that the research investigates.

2.12 Conceptual framework for the study

As stated earlier, the conceptual framework for the study primarily drew on the theoretical propositions of the privacy calculus model. It considered the main reasons for Facebook users using the platform based on evidence from existing studies. The negative impact of privacy concerns and trust issues on the intention of Facebook users to continue using the platform were also taken into consideration. The figure below shows the study's conceptual framework.
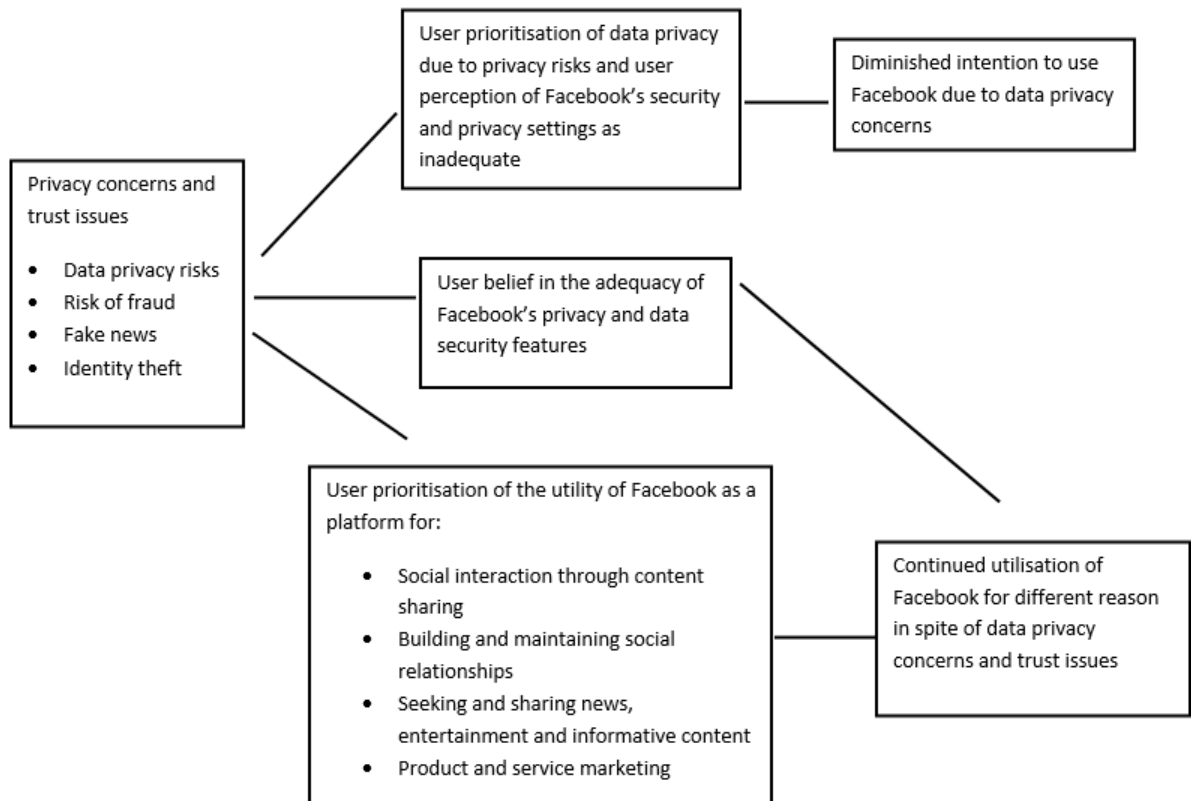
Figure 2.2: Study's Conceptual Framework (Author's illustration)

The conceptual framework draws attention to a possible connection between worries about data privacy and declining user confidence in Facebook. It was anticipated that declining user confidence would have a detrimental effect on users' intentions to keep using the platform

for information exchange and seeking. The conceptual framework also shows the possible moderating effect of Facebook's utility on the negative impact of data privacy concerns and trust difficulties on users' intentions to continue using the network, which are the main reasons Nigerians utilise the platform. The conceptual framework also considered the possibility of continuing using Facebook for different reasons in spite of data privacy concerns and trust issues if they perceived the platform's security and privacy features to be adequate. As stated before, the privacy calculus model serves as the foundation for most of the conceptual framework. According to the privacy calculus model, individuals engage in a cost-benefit analysis when deciding whether to disclose personal information and engage in online activities (Malhotra et al., 2004). In the context of Facebook, users weigh the potential risks associated with privacy breaches, such as account hacking, identity theft, fraud, and exposure to fake news, against the benefits they derive from using the platform for content sharing, entertainment, marketing, and social interaction. One reason why users may continue using Facebook despite privacy concerns is the perceived utility of the platform. Facebook offers a wide range of features and functionalities that fulfill users' needs for social connectedness, self-expression, and information sharing (Büchi et al., 2023). Users value the ability to connect with friends and family, discover and consume entertaining content, and engage with brands and communities. The benefits derived from these activities may outweigh the perceived risks associated with privacy breaches. Moreover, users may also perceive a lack of viable alternatives to Facebook. The network effect, where the value of a platform increases as more users join, contributes to the dominance of Facebook in the social media landscape (Büchi et al., 2023). The extensive user base of Facebook means that users can easily find and interact with their social connections, which enhances the social utility of the platform. This creates a lock-in effect, making it challenging for users to switch to other platforms, even in the presence of privacy concerns. Additionally, users may have a level of trust in Facebook's ability to safeguard their data and address privacy concerns. Despite occasional incidents and controversies surrounding data breaches and misuse of personal information, Facebook has implemented privacy controls and security measures to mitigate risks. User awareness of these controls and security measures has been discussed in this literature

review section. Users may trust that Facebook is actively working to protect their data and address privacy issues, which can influence their decision to continue using the platform. Furthermore, users' risk perceptions and their ability to manage privacy settings on Facebook play a role in their continued usage. Users who believe they have control over their privacy settings, are confident in their ability to manage the visibility of their personal information and perceive the platform's security and privacy features to be adequate may perceive lower privacy risks. This perception of control ability may alleviate some privacy concerns and contribute to continued usage. In sum, the utility derived from content sharing, entertainment, marketing, and social interaction on Facebook, coupled with the perception of limited viable alternatives, trust in Facebook's security measures, and users' ability to manage privacy settings, can explain why users continue to use the platform despite privacy concerns and trust issues. The privacy calculus model provides a framework to understand how users weigh the costs and benefits when making decisions about their engagement on Facebook.

2.13 Chapter summary

This study aimed to provide a comprehensive understanding of privacy concerns, trust issues, information sharing and seeking behaviour, awareness of Facebook's data privacy model, and the main reasons for Nigerian users' engagement with the platform. Through an extensive literature review, it has been established that while there is substantial literature coverage on privacy concerns and trust issues among Facebook users in various countries, limited research has focused on the Nigerian context. Furthermore, although some studies have highlighted privacy concerns resulting from Facebook's data mining business model, there is a dearth of literature exploring the impact of this model on data privacy concerns among Nigerian users.

The reviewed literature consistently demonstrates that Facebook's utility as a platform for social interaction, entertainment, content sharing, and marketing is a primary driver of its usage across different geographical contexts. Users are attracted to Facebook for various reasons, such as connecting with friends and family, accessing entertaining content, engaging with brands, and participating in online communities. These reasons provide the foundation for the study's focus on investigating the main reasons why Nigerians use Facebook and exploring

how these reasons may moderate the potential negative impact of data privacy concerns on users' intentions to continue seeking and sharing information on the platform.

Understanding the main motivations for using Facebook is crucial for comprehending user behaviour and decision-making processes in the Nigerian context. By investigating these motivations, the study aims to uncover the underlying factors that drive Nigerians to engage with the platform and identify potential moderating effects on the relationship between privacy concerns and user intentions. This investigation will shed light on whether the identified reasons for Facebook usage can buffer the negative impact of privacy concerns and enhance users' intention to continue seeking and sharing information on the platform.

Given the limited literature on privacy concerns and trust issues among Facebook users in Nigeria and the underexplored impact of Facebook's data mining business model on Nigerian users' data privacy concerns, this study's focus is justified. By filling these gaps, the study will contribute to a more comprehensive understanding of the dynamics of Facebook usage in the Nigerian context. The findings will provide valuable insights for users, policymakers, and platform designers to address privacy concerns effectively and enhance users' experiences on Facebook.

Moreover, the study's research questions extend beyond privacy concerns and trust issues to investigate the measures employed by Nigerian Facebook users to protect their personal information and the factors influencing their decision-making in this regard. This exploration will provide insights into the privacy protection practices adopted by Nigerian users, considering factors such as education status, ethnicity, culture, occupation, and socio-economic status. Understanding these factors will contribute to a nuanced understanding of the information sharing and seeking behaviours of Facebook users in Nigeria, considering the socio-cultural context in which these behaviours occur.

In sum, this literature review has highlighted the need to investigate privacy concerns, trust issues, awareness of Facebook's data mining business model, main reasons for Facebook usage, and their potential moderating impact on user intentions in the Nigerian context. The study's focus is justified by the limited literature coverage in these areas, particularly in the Nigerian context. By addressing these research questions, the study aims to contribute to the

existing body of knowledge and provide insights that can inform the development of effective strategies and policies to enhance privacy protection, trust, and user experiences on Facebook in Nigeria.

CHAPTER 3: METHODOLOGY

3.1   Introduction

This chapter provides detailed explanation of the methodological issues relating to the thesis. Methodology entails the theoretical underpinning of research in a particular field, comprising principles, axioms, assumptions, and models. Methodology is frequently contrasted with methods, which are the precise tools and procedures employed in a research project. It is the philosophical foundation that informs what and why specific approaches are chosen to achieve the research objectives (Abbott & McKinney, 2013; Adams et al 2014; Bhattacherjee, 2012). To achieve the aim of this chapter, Saunders, Lewis and Thornhill (2012) theoretical yardstick commonly called research process onion (as shown in the figure 3.1 below) was adopted to guide the research philosophy, research approach, research design, methods of data collection and data analysis.
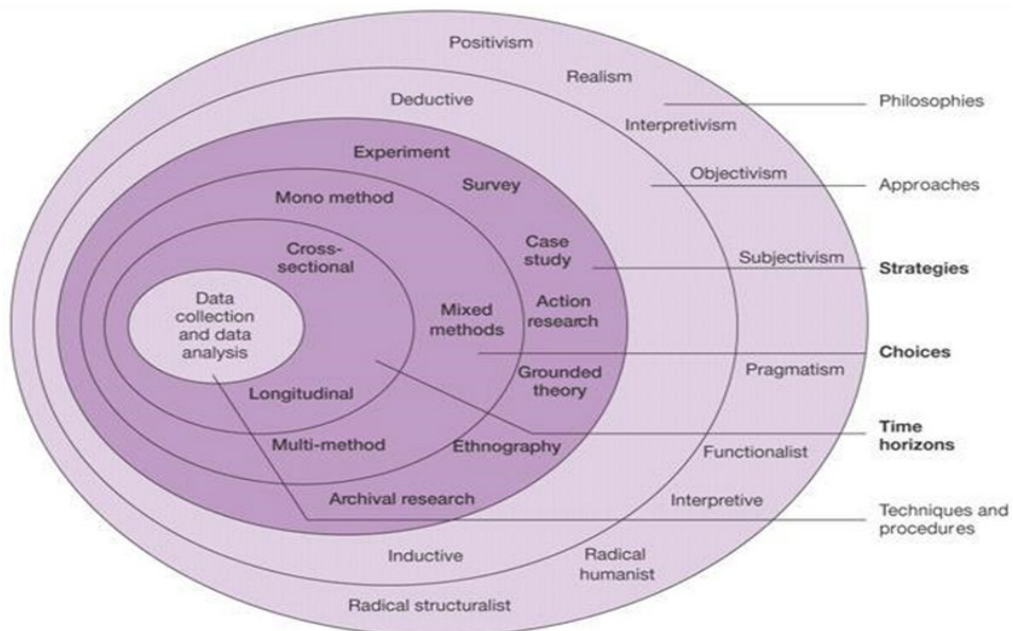
Figure 3.1: Saunders, Lewis & Thornhill Research Process Onion, 2012.

3.2   Research Philosophy

The research philosophy of a study is the underlying framework of beliefs and assumptions that guide the design, implementation, and interpretation of the research. The philosophy encompasses ontological and epistemological assumptions, which influence the

research design, data collection methods, and data analysis techniques used in a study. The research philosophy helps to ensure that the research is grounded in a particular perspective and that the findings are valid and reliable. This study, which focused on Nigerian Facebook user's data privacy concerns, the impact of the privacy concerns on information sharing and seeking behaviour, trust issues due to data privacy and security concerns and general information seeking and sharing behaviour on Facebook was underpinned by a mixed-methods approach that combined quantitative survey and qualitative interviews. It was therefore underpinned by both the positivist and interpretivist research philosophies.

The use of a quantitative survey in this study was guided by the positivist research philosophy, which aims to generalies the results to the population being studied. The survey used closed-ended questions with pre-determined response options, which facilitated the collection of numerical data that could be analysed using statistical methods. This approach provided a structured and standardised approach to data collection, which helped to ensure that the results were reliable and generalisable (Norris et al. 2015). The survey was distributed to a sample of Nigerian Facebook users, and the responses were analysed using statistical methods to determine; the prevalence of data privacy concerns, prevalence of trust issues, and general information seeking and sharing behaviour on Facebook. The positivist approach assumes that there is an objective reality that can be measured and observed through empirical research (Rehman and Alharthi, 2016). It emphasises the use of quantitative methods, including surveys, experiments, and statistical analysis, to obtain objective data that can be generalised to larger populations. Ontologically, the positivist approach sees reality as objective and external to the individual (Rehman and Alharthi, 2016). It holds that there is a fixed reality that can be objectively measured and observed through empirical research methods (Aliyu et al. 2014). Epistemologically, the positivist approach emphasises the use of objective, empirical methods to obtain knowledge about the world. It assumes that scientific knowledge can be obtained through a process of induction, in which hypotheses are formulated and tested against empirical data (Rehman and Alharthi, 2016). In the study, the positivist approach was reflected in the use of a quantitative survey to gather data on users' data privacy concerns, trust issues, impact of privacy

concerns and trust issues on information sharing and seeking behaviour and general information seeking and sharing behaviour on Facebook. The survey was designed to gather objective, measurable data that could be analysed using statistical methods to draw generalisable conclusions about the population of Nigerian Facebook users. The use of a quantitative survey allowed the researchers to collect data from a large sample of Nigerian Facebook users, which could be analysed to identify patterns and trends in users' behaviour and attitudes (Choy, 2014). The survey questions were designed to be clear and unambiguous, allowing for consistent interpretation of the data across participants (Choy, 2015). The use of closed-ended questions and Likert scales enabled the researchers to quantify users' responses and analyse the data using statistical methods. The positivist approach also informed the researcher's choice of research methods and data analysis techniques. The researcher used descriptive statistics, such as means and standard deviations, to summarise the data and inferential statistics, such as correlation analysis and regression analysis, to test hypotheses and draw conclusions about the relationships between variables. The use of statistical analysis allowed the researcher to identify significant relationships between variables and make generalisations about the population of Nigerian Facebook users. The positivist approach assumes that knowledge can be generalised across populations, and the study aimed to draw conclusions that could be applied to the larger population of Nigerian Facebook users (Rehman and Alharthi, 2016). By using a large sample size and statistical analysis, the study aimed to provide objective data that could be used to inform policy and practice related to Facebook privacy and security.

In sum, the positivist approach, underpinned the collection of data through a quantitative survey and empirical analysis of the data. This enabled the study to provide objective and generalisable outcomes linked to Nigerian Facebook users' data privacy concerns, trust issues, the impact of the privacy concerns and trust issues on information sharing and seeking behaviour and general information seeking and sharing behaviour was underpinned by the positivist research philosophy. The positivist approach emphasises the use of quantitative methods to gather objective, measurable data that can be analysed using statistical techniques to draw generalisable conclusions about the population (Rehman and Alharthi, 2016; Aliyu et al. 2014).

The use of a quantitative survey allowed the researchers to gather data from a large sample of Nigerian Facebook users, analyse the data using statistical methods, and draw conclusions that can be applied to the larger population of Nigerian Facebook users.

The qualitative interviews were guided by the interpretivist philosophy. The interpretivist philosophy assumes that there is no single objective reality, but rather multiple subjective realities constructed by individuals based on their experiences and interactions with the world (Ryan, 2018). It emphasises the need for researchers to understand and interpret the subjective meanings and interpretations of research participants. Ontologically, the interpretivist philosophy assumes that individuals have the capacity to interpret and construct their own realities based on their experiences, and that these interpretations are socially constructed through language, culture, and history (Scotland, 2012). Epistemologically, it assumes that knowledge is subjective and context-specific, and that understanding of the world is gained through the interpretation of social phenomena (Hiller, 2016). Qualitative methods are emphasised in interpretivism as they allow for the exploration and understanding of complex social phenomena and subjective experiences (Thanh and Thanh, 2015). In this study, qualitative interviews were used to elicit rich, detailed data on the experiences and perspectives of Nigerian Facebook users regarding their data privacy concerns, trust issues resulting from the concerns, the impact of the concerns and trust issues on information sharing and seeking behaviour and general information sharing and seeking behaviour. In an interpretivist study, the research process is characterised by a flexible, iterative, and reflexive approach, where the researcher engages in ongoing interpretation and analysis of data (Thanh and Thanh, 2015). This means that the research design and methods are not fixed and predetermined, but rather shaped and modified by the data collected and the insights gained throughout the research process. The use of qualitative interviews in this study allowed the researcher to explore the subjective meanings and experiences of the research participants in a non-intrusive and flexible manner. The interviews were conducted in a conversational and open-ended manner, allowing participants to freely express their thoughts and experiences related to the research questions. The data collected through the interviews was transcribed and analysed using thematic analysis, which

involved identifying patterns and themes in the data and interpreting their meaning in relation to the research questions. The interpretivist philosophy also emphasises the importance of reflexivity and subjectivity in the research process (Ryan, 2018). This means that the researcher acknowledges their own subjectivity and bias and takes an active role in shaping and interpreting the research findings. In this study, the researcher engaged in ongoing reflection and interpretation of the data, and their own biases and assumptions were acknowledged and addressed in the research process.

Overall, the interpretivist philosophy underpinning this study allowed for a deeper understanding of the subjective experiences and meanings of Nigerian Facebook users regarding their data privacy concerns, trust issues resulting from the concerns and information sharing and seeking behaviour (Thanh and Thanh, 2015). The use of qualitative interviews allowed for the exploration of complex and nuanced experiences that may not have been captured using quantitative methods alone. The iterative and reflexive approach to data analysis allowed for a deeper understanding and interpretation of the data. The study's findings provide valuable insights into the experiences of Nigerian Facebook users and highlight the importance of considering context-specific and subjective factors in the development of policies and interventions related to data privacy and information behaviour on social media platforms.

In conclusion, this study was underpinned by the ontological and epistemological assumptions of positivism and interpretivism. Positivism emphasises the use of quantitative data, while interpretivism emphasises the use of qualitative data. By incorporating both methods, mixed-methods studies can capture both objective and subjective experiences and provide a more comprehensive understanding of the research topic. Mixed-methods studies are based on the ontological assumption that reality is complex and multifaceted, and that there are different ways to understand it. This assumption allows researchers to recognise the value of both objective and subjective perspectives and to incorporate them into their research. Epistemologically, mixed-methods studies recognise that knowledge is context-dependent and that the methods used to generate knowledge must be appropriate for the research questions being asked. By using a mixed-methods approach, this study minimised the limitations of

individual paradigms, such as the narrow focus of positivism or the lack of generalisability of interpretivism. This study used quantitative data to provide statistical generalisability while also incorporating qualitative data to provide a deeper understanding of the context and subjective experiences of participants. Arguably, this approach led to more robust findings that are better able to capture the complexities of the research topic. The mixed-methods approach used in the study helped to provide a comprehensive understanding of the research problem and enabled the researchers to obtain both quantitative and qualitative data. The study's findings provide valuable insights into the data privacy concerns of Nigerian Facebook users, the impact of these concerns on information sharing and seeking behaviour, trust issues due to data privacy and security concerns, and general information seeking and sharing behaviour on Facebook.

3.3 Research Approach

There are approaches to knowledge development which include inductive, deductive, and abductive reasoning (Saunders, Lewis & Thornhill, 2012). The study was based on the deductive approach. This approach involves testing existing theories and hypotheses derived from previous research or established theories (Pandey, 2019; Reyez, 2004; Gregory and Muntemann, 2011). In this case, the study's conceptual framework drew upon the privacy calculus model, the sense-making theory, and the theory of planned behaviour. The deductive approach was appropriate for this study because it aimed to examine the relationship between data privacy concerns, trust issues, and information sharing and seeking behaviour on Facebook, using established theoretical frameworks as a foundation (Reyez, 2004). The researcher began with existing theories and hypotheses related to these concepts and sought to test their applicability and validity within the Nigerian context. The privacy calculus model, which suggests that individuals make decisions about sharing or seeking information based on a cost-benefit analysis, provided a theoretical lens to understand how Nigerian Facebook users' concerns about data privacy might influence their information sharing and seeking behaviour (Jozani et al. 2020). By applying this model, the study sought to examine whether perceived risks associated with data privacy would deter users from engaging in information sharing or seeking activities on Facebook.The sense-making theory, which explores how individuals make sense of and interpret information, was another theoretical

perspective used in the study (Dervin, 2015). It helped to understand how Nigerian Facebook users perceive and interpret privacy-related information on the platform, and how these interpretations might shape their information sharing and seeking behaviour. By integrating this theory into the study's conceptual framework, the researchers aimed to uncover the cognitive processes and sense-making strategies employed by Nigerian Facebook users in relation to data privacy concerns. The theory of planned behaviour, which focuses on the role of attitudes, subjective norms, and perceived behavioural control in shaping intentions and behaviours, provided additional insights into the factors influencing information sharing and seeking behaviour on Facebook (Azjen, 2011). By adopting this theory, the study aimed to explore how Nigerian Facebook users' attitudes towards data privacy, social norms, and perceived control over their privacy on the platform influenced their information-related activities. To address the research objectives comprehensively, the study adopted a mixed methods approach, combining quantitative surveys and qualitative interviews. The quantitative surveys allowed the researchers to collect numerical data that could be statistically analysed to examine the relationships between variables, test hypotheses, and validate or refine the conceptual framework derived from the theories. The qualitative interviews, on the other hand, provided in-depth insights into the experiences, perceptions, and motivations of Nigerian Facebook users, allowing for a richer understanding of the research topic. Generally, the deductive approach was appropriate for this study as it enabled the researchers to build upon existing theories and hypotheses to investigate the relationships between data privacy concerns, trust issues, and information sharing and seeking behaviour on Facebook in Nigeria. By adopting the privacy calculus model, the sense-making theory, and the theory of planned behaviour as the foundation of their conceptual framework, the study aimed to contribute to the understanding of how these factors shape the information behaviours of Nigerian Facebook users. The use of mixed methods further enhanced the comprehensiveness of the study by integrating quantitative and qualitative data to provide a more nuanced understanding of the research topic.

The inductive approach involves developing theories and generalisations based on observations and patterns identified from specific data. In the context of the study focusing on

Nigerian Facebook users' data privacy concerns, trust issues, and information sharing and seeking behaviour, the inductive approaches would be unsuitable for several reasons (Ketokivi and Mantere, 2010; Woiceshyn, 2018). Firstly, the study aimed to test and validate existing theories and hypotheses derived from established theoretical frameworks such as the privacy calculus model, the sense-making theory, and the theory of planned behaviour. The deductive approach is more appropriate in this case as it involves starting with pre-existing theories and using empirical data to test their applicability and validity (Reyez, 2004). The inductive approach, on the other hand, would require generating theories and generalisations from scratch based on the observed patterns, which would not align with the study's objective of testing existing theories (Ketokivi and Mantere, 2010; Woiceshyn, 2018). Secondly, the study utilised a mixed methods approach, combining quantitative surveys and qualitative interviews. The deductive approach is well-suited for integrating different data sources and methods as it provides a structured framework for testing hypotheses and analysing quantitative data (Reyes, 2004). In contrast, the inductive approach tends to be more exploratory and may not provide the necessary structure and guidance for analysing both quantitative and qualitative data in a comprehensive and systematic manner. Lastly, the use of theoretical propositions from the privacy calculus model, the sense-making theory, and the theory of planned behaviour provided a solid foundation for the study's conceptual framework. The deductive approach allowed the researchers to build upon these established theories and explore their relevance and applicability within the Nigerian context. The inductive approach, by contrast, would involve starting with specific observations and attempting to develop theories from those observations, which may not have been feasible or appropriate given the existing theoretical frameworks available. Essentially, the inductive approach was unsuitable for the study because it did not align with the objectives of testing existing theories and hypotheses derived from established frameworks, integrating quantitative and qualitative data, and providing a structured framework for analysis. The deductive approach, with its emphasis on theory testing and hypothesis validation, was more appropriate for this study to ensure a rigorous and systematic examination of the research topic.

The abductive approach is characterised by a process of inference that combines both inductive and deductive reasoning (Mitrchell and Education, 2018; Timmermans and Tavory, 2012). While it can be a valuable approach for exploring new phenomena and generating hypotheses, it would be unsuitable for the study on Nigerian Facebook users' data privacy concerns, trust issues, and information sharing and seeking behaviour. Firstly, the study was based on established theoretical frameworks such as the privacy calculus model, the sense-making theory, and the theory of planned behaviour. These theories provided a foundation for understanding the research topic and formulating research questions. The abductive approach, which focuses on generating new theories from observations, would not align with the study's objective of testing and validating existing theories (Mitchell and Education, 2018; Timmermans and Tavory, 2012). Secondly, the study utilised a mixed methods approach with quantitative surveys and qualitative interviews. The abductive approach tends to be more exploratory and flexible, often relying on qualitative data and iterative processes (Timmermans and Tavory, 2012). While qualitative data can provide valuable insights into participants' experiences and perspectives, the study also aimed to collect quantitative data to examine relationships and test hypotheses. The abductive approach may not provide a systematic framework for analysing quantitative data and testing hypotheses in a rigorous manner. Lastly, the abductive approach places a stronger emphasis on generating new hypotheses and theories rather than testing and validating existing ones (Timmermans and Tavory, 2012). In the context of the study, the research questions were derived from existing theories and frameworks. The goal was to examine the applicability and validity of these theories within the Nigerian context, rather than generating entirely new theories. Essentially, the abductive approach was unsuitable for the study because it did not align with the objective of testing and validating existing theories, the mixed methods nature of the research design, and the emphasis on examining relationships and testing hypotheses. The deductive approach, with its focus on theory testing and hypothesis validation, provided a more appropriate framework for the study to ensure a systematic and rigorous investigation of the research topic.

3.4 Research Design

A research design is essentially a representation of activities, events, or perspectives that a study uses to guide data gathering and analysis techniques (Chege and Otieno, 2020; Abbott & McKinney 2013). Researchers use a variety of research designs, including case studies, ethnographies, surveys, grounded theory, phenomenology, action research, and narrative research (Adams et al., 2014, Creswell, 2013; Khan, 2014; Yin, 2018). Case studies, according to Bristowe et al. (2015), can be used to explore deeper into the issue in a naturalistic way. For diving into the culture and meaning of phenomena, ethnographic and phenomenological study designs are suitable. If the purpose of the study is to answer how and what questions, the researcher has minimal control over the scenario, and the phenomena are current in the real world, experts recommend using a case study approach (Yates and Leggett, 2016; Yazan, 2015; Yin, 2018). The study design entailed quantitative surveys and qualitative interviews. The research design of incorporating both quantitative surveys and qualitative interviews in the study on Nigerian Facebook users' data privacy concerns, trust issues, and information sharing and seeking behaviour was justified for several reasons. Firstly, the use of quantitative surveys allowed for the collection of data from a large sample of participants, providing a broader understanding of the overall trends, patterns, and prevalence of data privacy concerns and information sharing behaviour among Nigerian Facebook users. The surveys enabled the researchers to gather data on a wide range of variables and measure them quantitatively, allowing for statistical analysis and identification of correlations and relationships. Secondly, qualitative interviews provided an in-depth exploration of participants' experiences, perceptions, and motivations related to data privacy and information sharing on Facebook. Through interviews, the researchers could capture rich and nuanced insights, understand the contextual factors influencing participants' behaviours, and gain a deeper understanding of the underlying reasons behind their actions. By combining both quantitative surveys and qualitative interviews, the study achieved a comprehensive understanding of the research topic. The surveys provided a broad overview and statistical analysis, while the interviews added depth and context to the

findings. The integration of both methods allowed for triangulation, validation, and complementarity of data, enhancing the overall robustness and credibility of the study's findings

3.5 Research Method

The alternative research methods considered were: qualitative, quantitative, and mixed approaches (Creswell and Creswell, 2018; Saunders, Lewis & Thornhill, 2012). As stated earlier, the research employed the use of mixed methods as the study entailed quantitative surveys and qualitative interviews. Mixed method offers capabilities required to conduct this study that cannot be achieved through quantitative or qualitative method alone. Creswell (2009) explained that the use of mixed method gives the researcher the ability to apply components from both quantitative and qualitative data, which provides both the researcher and the audience a quality of understanding that neither quantitative nor qualitative method alone can provide. Since this research looks at a social phenomenon, the qualitative aspect of the study was deeply probed to obtain rich descriptive data that would inform the research background. Due to the limitations of qualitative research, quantitative method was applied to reduce bias and generalise the study's findings to Nigeria, to have a wider representation and completeness of the study population (Venkatesh et al, 2013), as it would be impractical to do interviews for 389 participants. For the qualitative stage, the researcher used interviews while questionnaire was used as an instrument of data collection for the quantitative stage. It may not be practical to examine all the region of the nation in the time allocated for the study; therefore, the study was carried out in the Niger Delta region of the country, with participate drawn from active Facebook users' literate enough to understand the study variables under consideration.

As stated earlier, data collecting strategies included one-on-one qualitative interviews and quantitative online surveys to explore Facebook users' perceptions of the platform's privacy. During the qualitative interviews, the researcher collected and assessed subjective responses from the research participants (Cohen et al., 2018). In line with the interpretivist philosophical perspective of the research, the responses highlighted the subjective views of the participants pertaining to data privacy concerns and trust issues while using Facebook, their impact on information sharing and seeking behaviour and general information seeking and sharing

behaviour. While qualitative data was acquired in the study through interviews, quantitative data was collected to provide higher accuracy and exact knowledge of the phenomenon of interest than qualitative data alone can provide (Bhattacherjee, 2012). The use of a combination of qualitative and quantitative data may yield useful insights (Saunders et al., 2016, Saunders, Lewis & Thornhill 2012) into how users' perceptions of Facebook use of its users' data influence their information sharing and seeking behaviour. On this note, the researcher collected and analysed the required data using a mixed-method approach.

One of the disadvantages of the mixed methods is that it necessitates a large investment of both money and time. Worse, when there is a lack of connectedness, it is possible to get divergent results when employing qualitative and quantitative methodologies (Ivankova et al., 2006). To investigate users' perceptions of Facebook use of its users' data as advised by Creswell and Clark (2011), Creswell et al., (2011) a mixed method is most suitable.

3.5.1   Recruitment of participants

An integrated sampling approach involving both purposive and convenience sampling was utilised. Purposive sampling of the participants entailed recruitment of participants based on their competency in offering insights relating to the study's objectives either by completing the survey or participating in the interviews. The convenience sampling technique was incorporated in the recruitment strategy since only participants who were willing to participate in the study and who could be easily accessed by researcher were recruited to participate in the study. The researcher and five other individuals who are known to the researcher with a large number of Facebook users from Nigeria on their Facebook friend list posted a link to a document with the study's details on their Facebook pages. The document provided details of the study and invited Facebook users in Nigeria to participate in either the quantitative survey or the qualitative interview. Participants that consented to participate in the study were required to leave a message in the comment section of the posts or send an inbox message indicating their willingness to participate in the study.   An integrated sampling approach involving both convenience and purposive sampling has both advantages and disadvantages when used to recruit participants for a mixed method study such as this.

The advantages associated with convenience sampling and purposive sampling underpinned the utilisation of the integrated sampling approach during recruitment of participants. The main advantage of using convenience sampling is that it allows the researcher to access participants quickly and easily, which can be particularly useful when conducting research on online platforms such as Facebook (Jager et al. 2017; Roberts, 2014). Convenience sampling also tends to be less expensive than other sampling methods, which can be important for researchers with limited resources (Jager et al. 2017). In contrast, purposive sampling allows the researcher to target specific groups or individuals who are particularly relevant to the research question (Sharma, 2017). This can increase the likelihood of obtaining rich and detailed data from participants who are knowledgeable about the topic under investigation.

However, there are also some disadvantages to using an integrated sampling approach. One of the main limitations is that it may introduce selection bias into the study, which can compromise the generalisability of the findings. Convenience sampling, in particular, can lead to a non-representative sample of the population, as it may attract participants who are more likely to be interested in the topic or who have strong opinions on the subject (Emerson, 2021). Additionally, purposive sampling may also introduce bias if the researcher's criteria for selecting participants are not clearly defined or are too narrow (Acharya et al. 2013). Another potential disadvantage of using an integrated sampling approach is that it may be more difficult to recruit a sufficient number of participants for both the quantitative survey and qualitative interviews. This is because some participants who are willing to participate in the online survey may not be willing or available to participate in the qualitative interviews. This could limit the range of perspectives and experiences represented in the study, which can affect the validity and reliability of the findings.

While an integrated sampling approach involving both convenience and purposive sampling has both advantages and disadvantages, it was a useful strategy for recruiting participants for a mixed method study. The researcher's awareness of the potential limitations and ethical challenges associated with this approach resulted in the researcher taking steps to mitigate the potential effect of these issues on the validity and reliability of the study's findings.

To minimise the potential impact of selection bias on the validity and reliability of the study's findings, the researcher ensured that the demographic characteristics of the sample frame considered was somewhat similar to the demographic characteristics of Nigeria's population. The sampling frame was diverse in consideration of age, ethnicity, occupation, and level of education.

3.5.2   Pilot Study

A pilot study was conducted to ensure that the data collection tool can answer the research questions. In other words, the interviews would supply the answer that is needed to complete the research. In order to establish the viability of the research, the researcher used the pilot study to see if the research questions made logical sense to the study participants, who are Nigerian Facebook users. The purpose of the pilot study was to identify possible volunteers and identify any flaws in the research instrument (Cohen et al., 2018).

In the pilot study, the researcher did two things: first, to put the interview to the test in real-life scenarios; and second, to obtain as much feedback as possible from participants on how they understand and respond to the researcher's questions. Researchers working on their major study benefit from doing a pilot study with precise research goals and objectives (Doody and Doody, 2015). It also aids the researcher in sharpening and acquiring the necessary skills before embarking on the main investigation (Cope, 2015).

The researcher was also able to acquire preliminary data and analyse the data-analysis process as part of the pilot study, ensuring that all resources required for the main study were identified. Even the most methodically planned study may run into issues with research techniques and design, such as participant recruitment or research methodologies (Doody and Doody, 2015). One method for achieving good research design is to plan, conduct, and conclude a pilot study before collecting data for the main study. During the pilot study, the researcher was able to master more interview skills, such as how to ask the right questions and stay on time during the main interview.

For the pilot study in the qualitative stage, eight (8) Nigerian Facebook users were chosen, irrespective of their age, place of residence, level of education, ethnicity, and occupation. For the quantiitative stage. The researcher recruited fifteen (15) participants from active Nigerian

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Facebook users specifically covering all the demographic variables identified in the study. These pilot research participants were not included in the main study in order to gain a broader perspective on Facebook users' perceptions of Facebook use of its users' data.

3.5.3 Instruments for Data Collection

Interviews and questionnaires were the data collection instruments. In the first and second phases of the investigation, these instruments were used in different ways.

Interviews (First phase)

The interview was performed utilising semi-structured interviews with open-ended questions for each participant. Participants would have more freedom of expression when discussing the topic through semi-structured interviews and open-ended questions, which would aid qualitative research goals of gathering participants' perspectives on the subject (Yin, 2015). Because the researcher was juggling multiple tasks at once, such as asking questions and following up as needed, taking notes, and paying close attention, the interview technique was quite difficult, and an interview protocol as advised by Yin (2018) was utilised. An interview protocol is a set of questions for conducting an interview, including open-ended inquiries to build rapport with the participants (Dikko, 2016; Yin, 2018).   To make the interviews easier, the researcher used an interview procedure to ensure that the research used the same technique and ask all participants the same questions (Yin, 2018). The interview technique is a way to improve the reliability of a survey study (Cronin, 2014). The interview guide for this study can be found in appendix A.

To deal with challenges pertaining to transcription, during the interviews, the participants' responses were taped with their permission to ensure proper transcription. After that, the researcher transcribed the interviews, double-check them, and compare them to the notes taken during the interviews. The reports were not sent to the participants for their feedback following the transcript review. To ensure trustworthiness and rigour in qualitative investigations, according to Cronin (2014), the researcher must ensure that the data is trustworthy and accurate reflections of the participants' viewpoints and experiences.

Interview proforma was used to gather data for the qualitative aspect of the study. Qualitative methods experts agree that it is impossible to specify sample size in advance of a study; however, it is often a requirement for developing proposals (Gentles et al., 2015). The sample size for the qualitative stage of the study was 30 purposefully selected individuals. Patton (2002) asserts that the logic and power of purposeful sampling lie in choosing information-rich cases for in-depth review.

Online Questionnaires (Second Phase)

The sample size for the quantitative research was determined by using a population size of 15 million - last known monthly active Facebook users in Nigeria (APO, 2016), a confidence level of 95%, a 5% margin error and qualtrics sample size calculator was used to obtain 385 samples. Because of the difficulty in getting the list of all Facebook users in Nigeria snowball sampling was used to select candidates for the study. Based on the responses to the interview questions, the researcher constructed and verified the research instrument for the quantitative phase of data collection. To address the study objectives, online questionnaire was used to extract data that was not available from the first phase. This method has been proven to be useful in getting data from participants in a variety of places (Nayak and Narayan, 2019). However, the researcher recognised that using an online questionnaire has limitations, as they typically provide only basic or cursory information and limit the number of possible responses (Coe et al., 2017). The researcher solved the issue of insufficient data by querying respondents on a variety of responses they provided during the interview.

The online questionnaires were distributed using Google Form. The online questionnaires were delivered to Nigerian Facebook users, and responses were collected and analysed. Participants received an invitation via Facebook messenger and email that included a URL link and the survey password, which took them to the online surveys. The questionnaires included multiple-choice, rank-ordering utilising Likert's scale, and open-ended items. A word document of the questionnaire can be found in appendix B.

A 5-point Likert scale questionnaire served as the instrument for generating data for quantitative analysis phase of the study. The 5-point Likert scale is a commonly used method for

collecting quantitative data in social science research. It involves asking respondents to rate their level of agreement or disagreement with a statement on a 5-point scale, ranging from strongly agree to strongly disagree. This scale is an effective way to measure attitudes, beliefs, and opinions because it provides a structured and standardised way of gathering data. One of the key benefits of the 5-point Likert scale is that it is easy to administer and analyse. The scale is simple and straightforward, making it easy for respondents to understand and complete. The data collected using this scale can also be analysed using various statistical methods, such as descriptive statistics, regression analysis, and factor analysis. However, the effectiveness of the 5-point Likert scale depends on the research question and the type of data being collected. This scale may not be suitable for collecting data on complex or sensitive topics, as respondents may have difficulty accurately expressing their views or feelings. Additionally, the scale may not capture the full range of opinions or attitudes, as respondents may feel limited by the options provided. Overall, the 5-point Likert scale can be an effective tool for collecting quantitative data, but its limitations must be considered when designing research studies. Researchers should carefully consider the research question and the type of data being collected to determine the most appropriate data collection method.

3.5.4 Procedure

This study comprises of three stages: First the study used semi-structured interviews to explore individual experiences and perception as shown by past studies (Fotiadis and Kozak, 2017; Kumari and Patyal 2018; Majumdar and Swain, 2018). This stage was used to develop a solid background for the study and inform the next stage of the study by strengthening the developed objectives or modifying it. A table containing the interview question and what the researcher intends to learn from each question is attached in the appendix. The second stage involves a purely quantitative approach; the use of a questionnaire to collect data; the complete range of data collected from the individuals at this stage was determined when the qualitative data were sufficiently analysed, and adequate background developed. The third stage involved analysis and discussion of the qualitative and quantitative findings. First, the qualitative responses obtained from the interviews were analysed through thematic content analysis.

Secondly, the survey data was analysed using a range of statistical methods including frequency distribution analysis, mean analysis and correlation analysis. The qualitative and quantitative findings were then discussed in relation to the privacy calculus model, the sense-making theory, and the theory of planned behaviour.

3.6 Method of Data Analysis

In a mixed methods analysis, the researcher collects and analyses many types of data in order to provide relevant insights into the research problem. Data analysis is the process through which researchers examine, categorise, sort, and test data in order to develop empirically based patterns (Chowdhury, 2015; Yin, 2018). Data analysis comprises more than just putting information together; it also entails looking for patterns and trends that can be used to support logical conclusions based on the fragmented data sources. Researchers have stated that data triangulation is the best option for survey studies among the various data analysis approaches available (Cronin, 2014; Yin, 2018). Researchers use triangulation strategies to achieve research quality by using diverse data sources, empirical literature, or alternative methods of data collecting to produce an integrated view of the study subject (Carter et al. 2014; Gringeri, Barusch and Cambron, 2013). Methods, independent investigators, theory triangulation, and data source triangulation are the four types of triangulations established by Carter et al. (2014).

The researcher used methodological data triangulation analysis in this study. According to Carter et al. (2014), methodological triangulation is the process of addressing the study subject using at least two types of data collection methods, whereas data triangulation analysis is the practice of employing multiple data analysis techniques to ensure data consistency. To meet the triangulation criterion, the researcher used a variety of data collection methods, including interviews, surveys, and literature reviews, to gather information from a variety of sources. The information was analysed in two stages: qualitative data analysis and quantitative data analysis.

3.6.1 Qualitative Data Analysis

Listening to, transcribing, analysing, and coding recorded interviews and observations was the first step in qualitative data analysis, followed by categorising them into themes related to the study's objectives (Chowdhury, 2015). The researcher thoroughly examined and

scrutinised the data in order to be familiarised with the interview content. The researcher's utilisation of thematic analysis for coding of the data meant a closer feel, by personally transcribing the interviews allowed the researcher a better grasp of the responses of the respondents. The researcher was able to study themes, codes, and subcodes, as well as consider all alternative interpretations, by carefully examining all the data. Using the thematic analysis approach, participants' identity was safeguarded during coding by giving specific names to the categorised data based on their alphanumeric codes. The emerging themes were utilised to create the online surveys, the replies to which were analysed in the quantitative phase.

3.6.2   Quantitative Data Analysis

Google Form was utilised to collect and analyse quantitative data using online questionnaires. The research also used tables, simple percentages, bar charts, and pie charts and descriptive statisitics to illustrate and analyse the data. This would assist the researcher to grasp and comprehend how users' perceptions influence information sharing and information seeking behaviour of Facebook users in Nigeria. By comparing the quantitative and qualitative data to the literature, the researcher was able to see how social-demographics variables such as culture, occupation and education influenced users' attitudes to using Facebook.

The Spearman's rank Correlation Coefficient was used to examine the quantitative data in order to ascertain the nature of relationship between the variables under investigation. The Statistical Package for Social Sciences (SPSS) version 19.0 was used to objectively analyse the data that was generated from the distribution of the online questionnaire. SPSS is widely used and easier and efficient to use in analysing the nature and degree of relationship that exist between variables. The Spearman's rank Correlation Coefficient with the aid of SPSS is relevant to evaluating users' perception of Facebook data and content use. These data were first checked, reviewed, coded, and assembled before entering into Excel Spreadsheet to obtain and establish the relevant statistical relationship for the study while interviews were transcribed, reviewed and coded in a cohesive manner thematically to obtain common themes.

3.6.3 Reliability and Validity

This study used mixed methods of data collection and data analysis, which combines qualitative and quantitative data extraction and analysis. Qualitative researchers must be thorough in their research and demonstrate the credibility of their findings to assure the quality of their findings. Some scholars have argued that qualitative research is not scientific (Cronin, 2014). The quality of the research work determines whether or not the findings are accepted and adopted. Academics utilise reliability, validity, and transferability to evaluate the relevance and effectiveness of qualitative research (Anney, 2014; Connelly, 2016).

Reliability

According to Hammarberg et al. (2016), researchers can increase their credibility by authoring a clear description of the study techniques that allows a reviewer to understand and accept the logic of the approach and processes that lead to the findings. Qualitative researchers assure the validity of their findings by verifying them (Park and Park, 2016). One of the strategies used in this research to assure the study's rigour is to develop and implement rigorous procedures for methodological consistency. The qualitative and quantitative methods of data collection and data analysis were adhered throughout the research processes.

Validity

Validity is a strategy for guaranteeing that a study's findings are accurate. Researchers utilise validity (internal and external) to assess the rigor and applicability of qualitative research (Yates and Leggett, 2016). Leung (2015) defines validity in qualitative research as a measure of the suitability of the study instruments, techniques, design, procedures, and data. Validity is defined by Connelly (2016) as the study's believability. Scholars feel that a study is credible if the findings can be identified as a true and comprehensive depiction of the study's assumptions when they are accompanied by enough rich contextual interpretation (Smith and McGannon, 2017).

This study utilised strategies like triangulation, analytical reporting, and persistent participation in the research process to assure validity. The researcher attained data saturation by using a number of data sources and data collection methods, as well as extensively analysing the information gathered from the interviews and online questionnaires.

Transferability of qualitative study implies reliability and consistency, implying that a different researcher could reach the same results in the same setting with the same data. Because qualitative research is intuitive and subjective, it may be difficult to meet the quantitative study's goal of generalisation (Lub, 2015). The level to which researchers may adapt the findings to other scenarios with different respondents is referred to as transferability (Anney, 2014). As Anney (2014) suggested, researchers sought to improve transferability by including many descriptions and using purposeful sampling. If proper contextual clarifications are presented, the reader should be able to comprehend the findings of the study and understand the contextual intricacies, allowing them to apply the conclusions in other appropriate circumstances.

Another characteristic of validity is confirmability. Connelly (2016) described confirmability as the findings' impartiality, or their consistency and repeatability. According to Anney (2014), the goal of confirmability is to demonstrate that a study's conclusions are a logical result of the data and analytical method rather than a byproduct of the researcher's goal. The researcher's engagement with the subjects characterises subjective, uncontrolled, inductive, and prejudiced qualitative research (Park and Park, 2016). As a result of these characteristics, a qualitative researcher may deviate from scientific norms, casting doubt on the study findings' validity. Written reports, inquiry notes, peer-debriefing, and keeping introspective records were all mentioned as potential measures of confirmability (Anney, 2014; Connelly, 2016). Researchers can increase confirmability by articulating the reason for the research methods and design, identifying biases and prejudices, and being honest about inherent assumptions (Munn et al., 2014).

In this study, the researcher addressed the issue of confirmability by detailing all data collection and analytic techniques in detail. The researcher kept detailed notes and a reflective journal to account for the reseracher own points of view, as well as clarifying the researcher's role in the study and revealing any potential bias. The researcher used data triangulation and analytic processes to achieve data integration and convergence, which improved the study's confirmability.

3.7 Ethical Issues

Ethical concerns regarding the collection, storage, and dissemination of data, recruitment of participants and interactions between the researcher and participants were considered during the study. The consideration of pertinent ethical issues ensured that the study's findings met the ethical threshold required for scientific research. It also underpinned the validity and reliability of the study's findings.

Informed consent is a crucial ethical issue in any research study and was therefore one of the key ethical issues considered. Before participants agreed to participate in the study, they were fully informed of the study's objectives, the research methods to be used, and any potential risks and benefits associated with participation (Manti and Licari, 2018). The study's participants were informed of how their data will be collected, stored, and used (Manti and Licari, 2018). They were also informed that participation was voluntary, and they had the right to withdraw from the study at any point without penalty. The researcher had an obligation to inform the participants of their right to withdraw from the study at any time without providing a reason. This right was particularly important in a study such as this, which involved collection of sensitive personal information relating to Facebook use. It was assumed that some of the participants may have become uncomfortable and decided to withdraw from the study due to the nature of the questions being asked. The researcher had to respect the participants' decision to withdraw and ensure that their decision did not have any negative consequences. In addition, the researcher obtained written informed consent from the participants (Hardice, 2014). Informed consent is a critical ethical principle that ensures participants understand the purpose, procedures, and potential risks and benefits of a study before agreeing to participate. It protects the autonomy and dignity of the participants by allowing them to make an informed decision about their involvement in the research (Manti and Licari, 2018). Informed consent also fosters trust between researchers and participants and helps to minimise the risk of exploitation and harm (Hardice, 2014). Overall, obtaining informed consent is essential to ensure that research is conducted in an ethical and responsible manner.

The right of participants to refuse to answer questions was also an essential ethical issue. Participants were not compelled to answer questions that they were uncomfortable with or did not want to answer. This is because the study involved the collection of sensitive and private information relating to how the participants used Facebook. The researcher had to respect the participants' right to decline to answer any question and provide them with an opportunity to skip the question or move on to another question (Patel et al. 2003). This ethical issue is closely related to the ethical principle of informed consent.

The obligation to ensure the study does not result in any psychological, emotional, or physical harm to the participants is another ethical issue that needed to be considered. In a study such as this, there was possibility of the participants sharing sensitive information about their online behaviour and experiences, which would have been emotionally challenging for them. The researcher had the obligation to ensure that the participants were not coerced or pressured to participate and that their participation did not result in any physical or psychological harm (Bahn and Weatherill, 2013). If any participant experienced any distress, it was expected that the researcher would provide him/her with access to support services.

Confidentiality and anonymity are ethical issues that must be taken seriously in a study that involves sensitive information such as personal data. These ethical issues were given due consideration during the study. The participants were assured of the confidentiality and anonymity of their responses (Wiles et al. 2008). The researcher ensured that the raw data collected was kept secure and confidential and that the information was not accessible to anyone who was not authorised to access it. In addition, the researcher assigned unique identification codes to the participants to ensure that the data collected was anonymous and could not be linked to specific individuals (Wiles et al. 2008).

In conclusion, a mixed-methods approach that combines quantitative survey and qualitative interviews provides a comprehensive view of the research topic. However, the use of personal information during data collection can lead to ethical concerns, which should be taken seriously to ensure that the study is conducted in a manner that respects the rights of the participants. The study raised several ethical issues that had to be carefully considered during the

methodology design process. These issues included informed consent, the right of participants to withdraw from the study at any point, the right of participants to refuse to answer questions, the obligation to ensure the study does not result in any psychological, emotional, or physical harm to the participants, and confidentiality and anonymity. The researcher had to adhere to ethical principles and guidelines to ensure that the study was conducted in an ethical and responsible manner.

3.8 Limitations of the research design

As stated earlier, the study was underpinned by a mixed-methods approach that combined online quantitative survey and qualitative interviews. While this methodology has its advantages, it also has limitations that need to be addressed.

One of the limitations of the study was the sampling approach utilised. The researcher employed an integrated sampling approach that encompassed both purposive and convenience sampling. The respondents had to be conveniently accessed by the researcher and available to participate in the study. They also had to have the aptitude to provide the required responses in the case of both the online survey and qualitative interviews. However, this approach may not have captured the diversity of Nigerian Facebook users. Convenience sampling may have resulted in a sample that is not representative of the population under study (Sharma, 2017). The sample may have been biased towards individuals who are more tech-savvy and have a higher level of education and income. This could limit the generalisation of the study's findings to the wider Nigerian population. This limitation in generalisability may reduce the relevance and applicability of the study's findings to policymakers, academics, and industry practitioners interested in the subject matter.

Another limitation of the study was the data analysis approaches utilised. Data from the quantitative survey was analysed using statistical methods while data from the interviews was analysed through thematic content analysis. While these approaches have their strengths, they also have limitations. For instance, statistical methods do not provide in-depth subjective insights relating to the data collected (Rahman, 2020). The researcher may have missed important nuances and patterns that may have been captured through more sophisticated statistical

methods that were not utilised. Additionally, content analysis may not have captured the richness of the qualitative data. The researcher may have missed non-verbal cues and subtle nuances that may have been captured through other qualitative data analysis methods such as discourse analysis or grounded theory.

Moreover, the study's reliance on online data collection may have limited the study's findings. While online data collection has its advantages, such as accessibility and cost-effectiveness, it may also have limitations. For example, it may have resulted in self-selection bias where participants who are more active on social media platforms and have stronger opinions may have been more likely to participate in the study (Nayak and Narayan, 2019; Latkovikj and Popovska, 2019). Additionally, online data collection may have limited the researcher's ability to probe deeper into the participants' responses, as they may not have had the opportunity to observe non-verbal cues or ask follow-up questions in real-time (Nayak and Narayan, 2019; Latkovikj and Popovska, 2019).

Another limitation of the study was the potential for social desirability bias. Participants may have been more likely to provide socially desirable responses rather than their true opinions or behaviours, particularly on sensitive topics such as data privacy and information seeking and sharing behaviour (Bergen and Labonté, 2020). The online nature of the study may have exacerbated this bias as participants may have felt less accountable for their responses. Social desirability bias refers to the tendency of respondents to provide answers that they believe are socially acceptable or desirable, rather than their true beliefs or experiences (Bergen and Labonté, 2020). In the context of a study on data privacy concerns and information sharing behaviour on Facebook, some of the respondents may have been reluctant to reveal their actual behaviour or attitudes if they felt that admitting to certain actions or beliefs would make them look bad or violate social norms. This could result in inaccurate or misleading data, which could undermine the reliability and validity of the study's findings. To minimise social desirability bias, the researcher used measures such as ensuring the confidentiality of participants' responses, anonymising the participants and framing questions in a neutral or non-judgmental manner. Social desirability bias could have influenced the study's findings and limited their generalisability

to the wider population. As stated earlier, this limitation in generalisability may reduce the relevance and applicability of the study's findings to policymakers, academics, and industry practitioners interested in the subject matter.

Lastly, the study's focus on Facebook may limit the generalisability of the findings to other social media platforms. While Facebook is one of the most popular social media platforms in Nigeria, other platforms such as Twitter, Instagram, and WhatsApp may have different privacy concerns, information sharing and seeking behaviour, and trust issues due to data privacy and security concerns. Therefore, the study's findings may not be generalisable to other social media platforms or to the wider online environment.

While the mixed-methods approach employed in the study has its advantages, such as capturing both quantitative and qualitative data, it also has limitations that needed to be considered and if possible, addressed. The limitations arising from the sampling approach and data analysis approaches utilised were taken into account when interpreting the study's findings. Future research could employ more sophisticated statistical methods for the quantitative data and alternative qualitative data analysis methods to capture the richness of the data. Additionally, alternative sampling methods such as stratified sampling could be used to improve the generalisability of the study's findings.

3.9 Chapter Summary

This chapter goes through the study's research methods in detail. The 'research onion' established by Saunders et al. (2012) was used to steer the research methodology's development. The goal of using Saunders et al. (2012) research onion as a guide for the study is to provide a detailed description of the study methodology from research philosophy to data analysis. The integration of research methods assisted the researcher in completing the study. The study techniques have been appropriately selected and justified since the goal is to explore users' perceptions of Facebook use of its users' data. These research approaches are thought to aid in achieving the goal of the study. In Figure 3.2, a summary of the research methodology is shown.

Figure 3.2: Research Methodology

Research Philosophy	• Interpretivism
Research Approach	• Abductive Reasoning
Research Method	• Mixed Methods
Reseach Design	• Survey Research Design
Sampling Technique	• Purposive and convenience sampling
Research Instruments	• Interviews, Online Questionnaires
Methods of Data Analysis	• Descriptive, Correlational
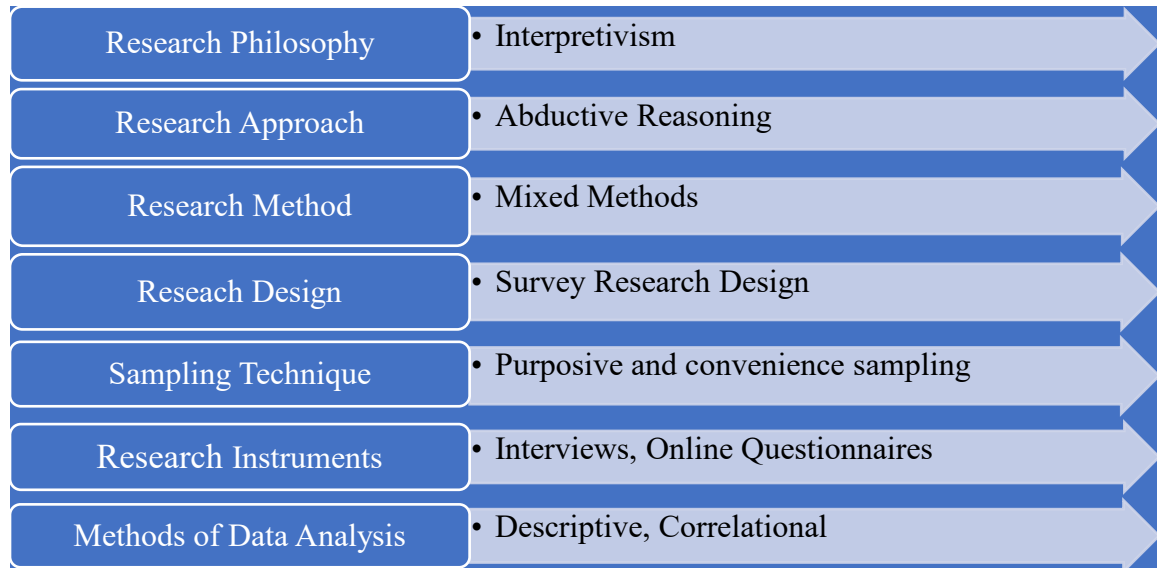
CHAPTER 4: QUALITATIVE DATA ANALYSIS

4.1 Introduction

This chapter is divided into three main sections. Following the introduction, the first section categorises the respondents by socio-demographic such as education, ethnicity, and occupation, area of residence, gender, and age. The second section analyses the interview responses by grouping the interview responses based on the objectives of the study. The third section summarises findings from the interviews. The study's objectives were:

1. To determine the perceptions of Nigerian Facebook users on the platform's data privacy concerns and trust issues, and how do these perceptions affect their information sharing and seeking behaviour on Facebook.

2. To evaluate how aware Nigerian Facebook users are of the platform's data mining business model, and what are the factors that influence this awareness.

3. To investigate measures used by Nigerian Facebook users to protect their personal information on the platform and the factors that influence these measures.

4. To conclude on how education status, ethnicity, culture, occupation, and socio-economic status influence the information sharing and seeking behaviour of Facebook users in Nigeria.

5. To establish the main reasons Nigerian's are using Facebook, the influence of data privacy concerns and trust issues, and its impact on information seeking and sharing behaviour of Facebook users in Nigeria.

4.2 Demographic Description of the Participants

The demographic features of the respondents were reported to provide insight into the scope and depth of the respondents. The researcher stands the risk of leaving out important demographic information if the demographic information of the respondents were excluded, which may imply that the responses of the participants are the same regardless of culture, colour, ethnicity, or socioeconomic status. Researchers can move toward a position of "universalism" by providing detailed information about participant characteristics, which recognises that there may be universal psychological processes that manifest differently depending on the culture, race/ethnicity, and or socioeconomic status of participants (Beins, 2009). This is also true in my

study of users' perception of Facebook content use. Multiple studies including Dhir and Torsheim (2016), Ryan and John (2014) and Ugander et al. (2011) highlights the influence of demographic characteristics such as age and gender on Facebook usage patterns. These characteristics will aid deepen our understanding of the participants use of Facebook. The gender distribution of the respondents was considered to ensure the study's findings were not negatively impacted by gender biases.

Seventeen (n = 17) of the respondents were male, accounting for 57 percent of the total respondents; while thirteen (n = 13) of the participants were female, accounting for 43 percent of the respondents (figure 4.1). The gender distribution indicated that more male than female was interviewed. This is in agreement with Ryan and John (2014) who pointed out that gender influences Facebook usage and the development of their relationship with other Facebook users. Having more percentage of male gender in this study, explains their importance, as they are key influencers of Facebook users'.

Figure 4.1: Respondents gender distribution
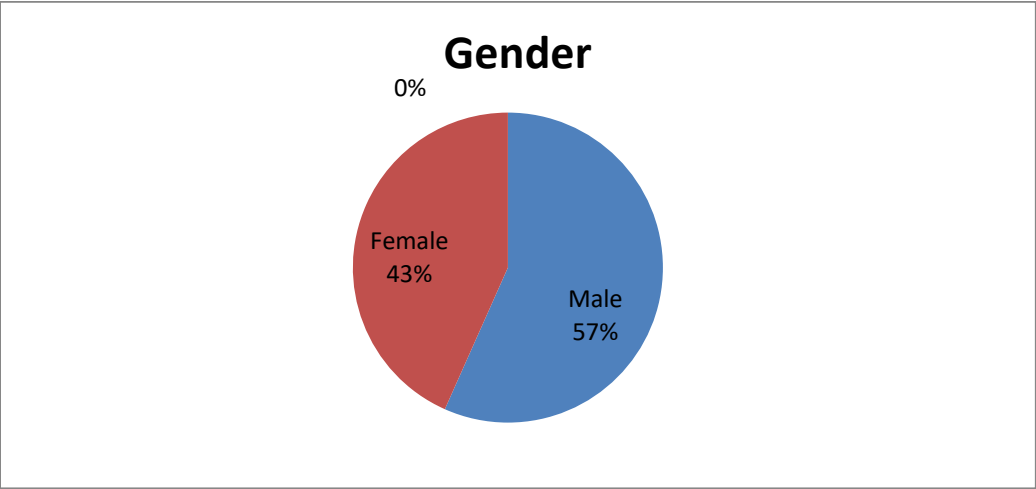
Source: Author's Interview

At the time of the interview, the respondents' ages ranged from 18 to 59, with most of them being between the ages of 18 and 39. 43 percent (n = 13) of the respondents were between

the ages of 18 and 29. 37 percent (n = 11) were between the ages of 30 and 39. 13 percent (n = 4) were between the 40 – 49 age bracket and 7 percent (n = 2) were between the ages of 50 and 59. It was critical to include their age distribution of the respondents in this study since previous research has shown that age influences respondents' use of social media, as well as other factors such as education and occupation that motivate what they use the platform for and how they use the platform (Hruska and Maresova, 2020). Figure 4.2 shows the age distribution of the respondents.

Figure 4.2: Respondents age distribution
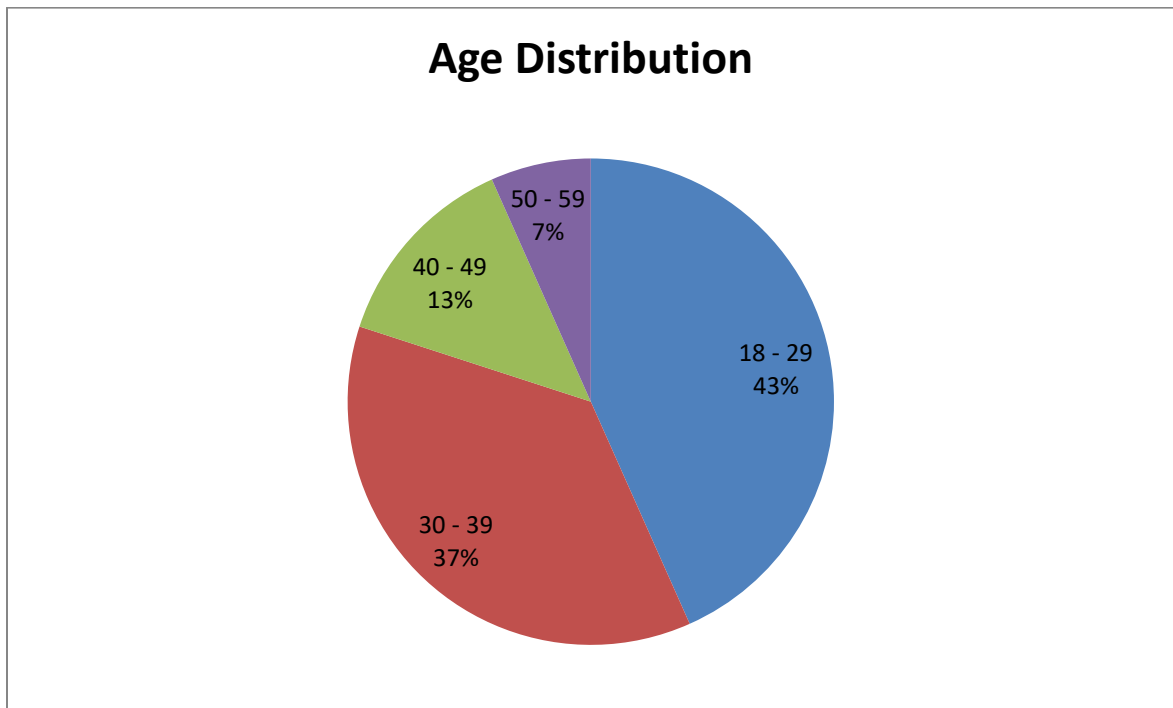
Source: Author's Interview

Figure 4.3 depicts the educational qualification distribution of the respondents. From the information provided by the respondents on their highest educational attainment, 3 percent (n = 1) of the respondent had secondary school certificate. It was reported that 23 percent (n = 7) of the respondents were still undergraduate pursuing various degrees. 7 percent (n = 2) of the respondents had diploma degrees. 50 percent (n = 15) of the respondents had first degrees. The remaining 17 percent (n = 5) of the respondents had postgraduate qualification. The inclusion of

the educational variable in analysing the respondents' demographic is that there is a relationship between the level of educational attainment and Facebook usage (Abbas et al., 2019).

Figure 4.3: Respondents educational qualification distribution
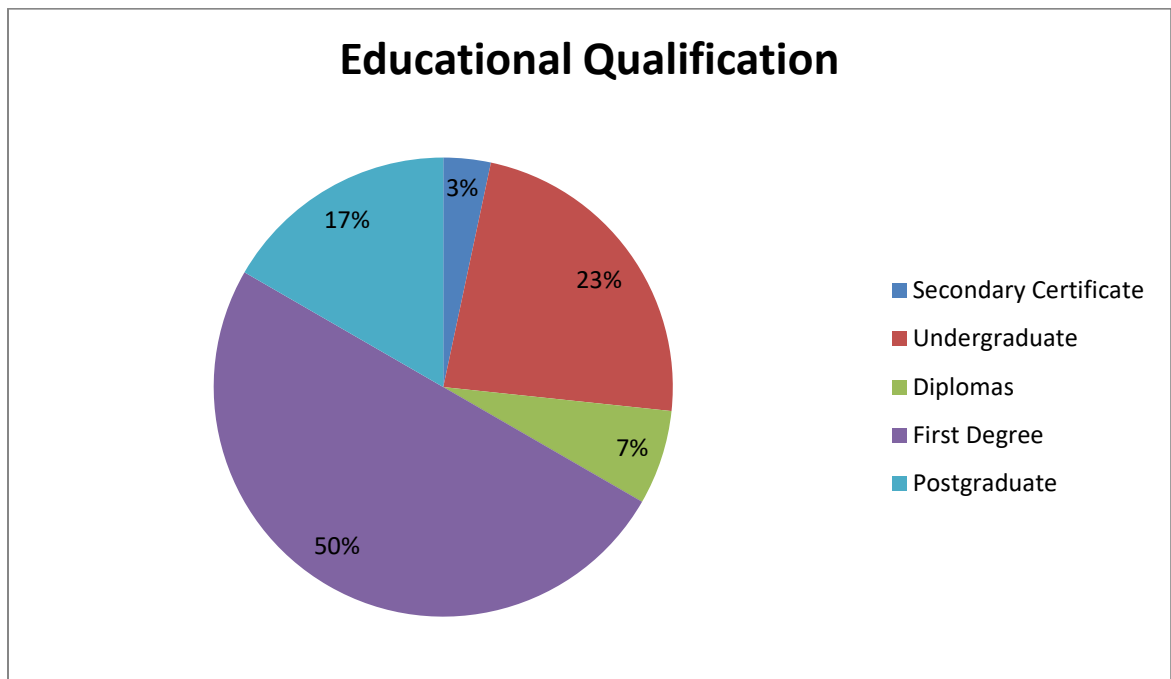
Source: Interview Respondents (2021)

Figure 4.4 depicts the ethnic distribution of the respondents. From the information provided by the respondents, 10 percent (n = 3) of the respondents hailed from the Ikwerre ethnic group. 10 percent (n = 3) of the respondents were from Ibibio. 30 percent (n = 9) of the respondents were from Igbo ethnic nationality. Ogba Egbema had 10 percent (n = 3) of the respondents taking part in the interview. 3 percent (n = 1) of the respondent came from Anaang. 7 percent (n = 2) of the respondents were from Urhobo. 3 percent (n = 1) of the respondents hailed from Kalabari ethnic group. 3 percent (n = 1) of the respondent was from Epeye. Again 3 percent (n = 1) of the respondent was from Efik. The remaining 7 percent (n = 2) of the respondents were from Etche. The inclusion of the ethnic variable in analysing the respondents' demographic was meant to explore the influence of ethnicity in Facebook usage. The importance of the ethnic variable in Facebook usage was made in past study that confirmed the influence of culture and ethnicity in social media usage (Ahmed et al., 2018).

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Figure 4.4: Respondents ethnic distribution

Ethnicity
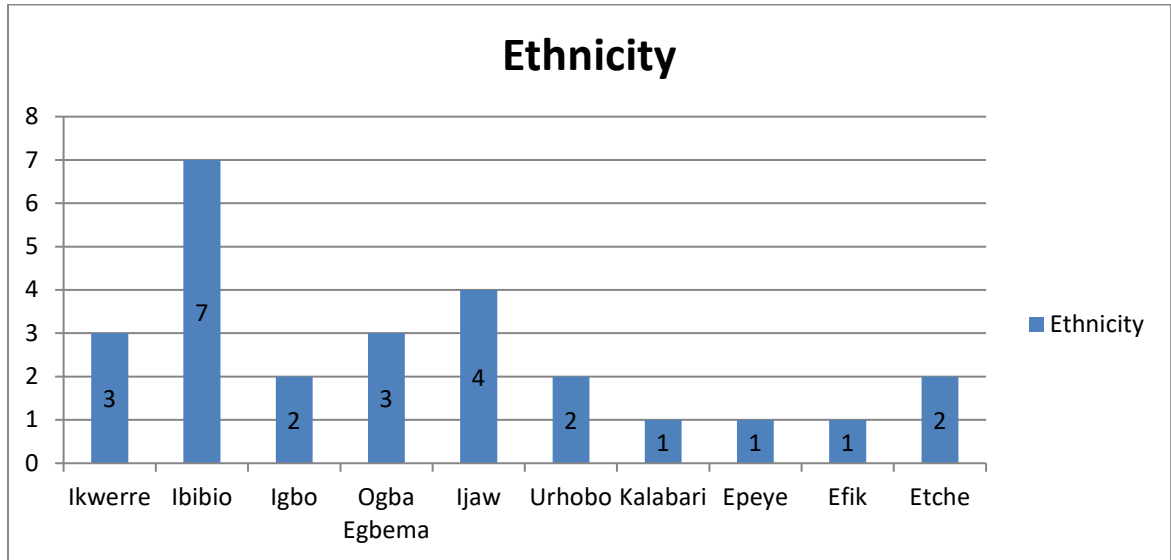
Source: Interview Respondents (2021)

The most prevalent rationale for adopting occupation-based demographics is that they provide accurate and cost-effective indicators of individuals' social status (Rose and Pevalin, 2003). Most social stratification scholars believe that occupation-based indicators are more than just a proxy for income data; they are tools for better understanding underlying kinds of social connections and inequalities to which wealth is only an outward manifestation (Rose and Pevalin, 2003). The essence of the occupation demographics of the respondents was aimed at investigating the influence of participants' social status on their perceptions of Facebook content usage.

Figure 4.5 depicts the occupation distribution of the respondents. From the responses of the respondents, 23 percent (n = 7) of the respondents were students. 7 percent (n = 2) of the respondents were engineers. 3 percent (n = 1) of the respondent had no paid job. 3 percent (n = 1) of the respondents was an academician. 3 percent (n = 1) of the respondent was a legal practitioner. 13 percent (n = 4) of the respondents were medical doctors. 3 percent (n = 1) of the respondents each were software developer, event organiser, and business consultant. 10 percent (n = 3) of the respondents were teachers. Finally, 3 percent (n = 1) of the respondents each were Lab Scientist, and Blogger/writer.

Figure 4.5: Respondents occupational distribution

Occupation
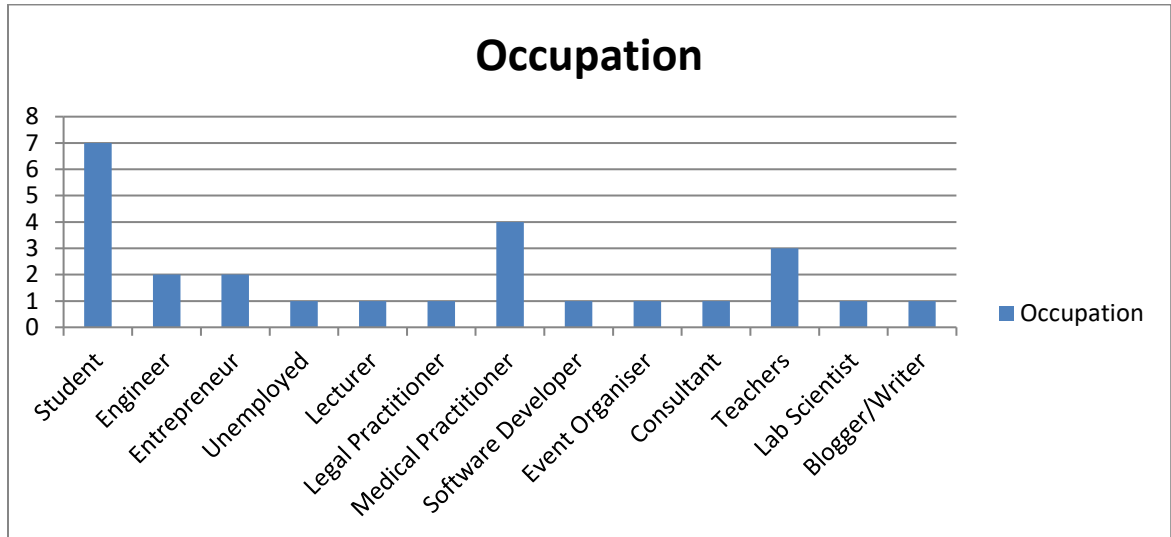
Source: Interview Respondents (2021)

4.2.6 Frequency of Facebook Usage

The bar chart in Figure 6 presents the respondents' frequency of Facebook usage. From the responses of the respondents, 67 percent (n = 20) of the respondents used Facebook daily. It was noted that 7 percent (n = 2) of the respondents used the platform weekly. 13 percent (n = 4) of the respondents used Facebook bi-weekly. 10 percent (n = 3) of the respondents made use of Facebook once in a month. The last 3 percent (n = 1) of the respondents has stopped using Facebook. The frequency of using Facebook provides necessary information for research to understand how important the platform is to users (Novotova, 2016).

Figure 4.6: Respondents Facebook Frequency usage

Facebook Frequency Usage
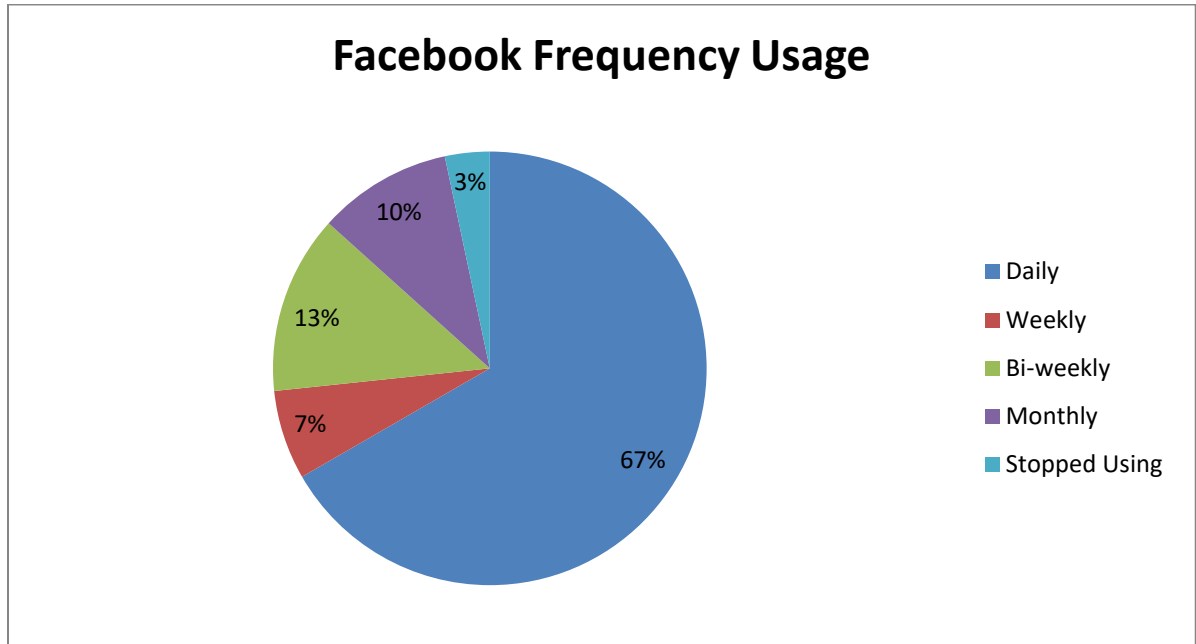
Source: Interview Respondents (2021)

4.3 Interview Analysis

In order to explore the perceptions of Facebook users, the interview responses were classified or grouped based on the objectives of the study. The importance of grouping the responses was to explore the extent at which the respondents provided the needed responses to achieve the objectives of the study and to identify what questions were not answered in detail to obtain additional information through the use of the online questionnaires.

Four major themes linked to the study's objectives emerged from thematic content analysis of the interview responses obtained. The themes were;

- Data privacy concerns and trust issues among Facebook users in Nigeria and their impact of information seeking and sharing behaviour.

- Nigerian Facebook users' awareness of Facebook's business model and data mining on the platform

- Influence of education, occupation and culture on information seeking and sharing behaviour on Facebook

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- How the main reasons why Nigerian's use Facebook moderate the impact of data privacy concerns and trust issues on Nigerian Facebook users' information sharing and seeking behaviour.

Thematic content analysis of the responses obtained provided important insights appertaining to the prevalence of data privacy concerns and trust issues among Facebook users in Nigeria.

4.3.1 Data privacy concerns and trust issues among Facebook users in Nigeria and their impact on information sharing and seeking behaviour.

Based on the qualitative responses obtained from the interviews, data privacy concern is a major reason why a significant number of Facebook users in Nigeria do not trust the social media site. The responses obtained from Participant 1 and Participant 7 illustrate the growing concerns among Facebook users in Nigeria regarding the lack of privacy and security on the platform. These concerns are driven by several factors that contribute to the lack of trust among users.

Participant 1 said:

"…I do not trust Facebook at all. I do not even think Facebook is private because people are monitoring everything on Facebook…."

Participant 7 gave a largely similar response and said:

"…I do not really know how developers make use of my content. I am more concerned that is why I do not really post my personal information like my documents on Facebook because I do not really know how secured it could be. Well since Facebook was created for phone and connection, I would not say I trust Facebook, but I believe the developers cannot use pictures to do anything illegal…."

From the above responses, it is evident that the pervasiveness of data collection by Facebook has raised concerns about how user data is being used and who has access to it. Facebook collects a vast amount of data on its users, including personal information, location data, and browsing history, which are used to personalise ads and content. This level of data collection has led to concerns that Facebook may be using this data for other purposes, such as

selling it to third-party companies without the users' knowledge or consent. Secondly, it is also evident that the lack of transparency regarding Facebook's data collection policies and practices has contributed to the lack of trust among users. Many users are unaware of the extent of data collection that occurs on the platform, and they have little control over how their data is used. This lack of transparency creates a sense of unease among users who are unsure of how their personal information is being used. Thirdly, the perceived lack of security on the platform is another factor that contributes to the lack of trust among users. Facebook has been the target of numerous cyber-attacks and data breaches, which have compromised the personal information of millions of users. These breaches have raised concerns about the platform's ability to keep user data safe and secure. Lastly, the lack of awareness among Facebook users in Nigeria about data privacy and security is another factor that contributes to the lack of trust. Many users are unaware of the risks associated with sharing personal information online and are not familiar with best practices for protecting their privacy and security on the platform.

From the responses provided by participant 1 and participant 7, it is evident that the lack of trust among Facebook users in Nigeria is driven by concerns over data collection and usage, the lack of transparency regarding Facebook's policies and practices, the perceived lack of security on the platform, and the lack of awareness among users about data privacy and security. To address these concerns, Facebook needs to be more transparent about its data collection policies and provide users with more control over how their data is used. The platform also needs to take measures to improve its security protocols and protect user data from cyber-attacks and data breaches. Finally, Facebook should invest in educating users about best practices for protecting their privacy and security on the platform. By doing so, Facebook can rebuild trust among its users and ensure that personal information remains safe and secure on the platform. The findings of Chang et al. (2020) corroborate the study's findings regarding the negative influence of data privacy concerns on Facebook users trust on the platform. Based on the findings of Chang et al. (2020) a significant number of Facebook users do not share personal identification details on the platform due to concerns that the platform's privacy policy and security measures are not sufficient to guarantee that their data cannot be accessed by third parties.

The findings of the study also indicate that the use of Facebook to conduct illegal activities is a major reason why a number of Facebook users in Nigeria do not trust the platform. The responses obtained from Participant 9 and Participant 1 highlight the impact of criminal activities facilitated by Facebook and fraud on the trust of Nigerian Facebook users. These activities have eroded the trust of users in the platform, as they feel that Facebook is not doing enough to protect them from these threats. Participant 9 said, "…*Recently a young lady was strangled to death in one of the Hotels in town and part of the fillers we were getting is that the lady may have met the guy on Facebook and now nobody has anything to trace the guy. But if Facebook were alive to its responsibility, they can forward the chats between the two in the last few days, to the security agents, who could now use it to track the perpetrator…*" The responses of participant 9 in relation to the use of Facebook to conduct illegal activity was largely similar to the response below by participant 1 which was, *"…. when some people want to do illegal things on Facebook, they change their IP address to where their location is safe so they cannot be tracked back anything they are doing on Facebook, I do not trust them."* Another participant said, "…*you will find people who do their business online…they make it look so real that you can actually do business with them which is false, and they are fraudsters…once you do business with them, immediately, that account becomes deactivated and off they go with your money. Many people have lost money on Facebook…".* Participant 20 opined that "*the risk associated with activities on Facebook include fraud and scam. More so, since is an open platform these fraudsters go to the platform and get vital information about users. Also, everybody can easily view my account."* Participant 9's and Participant 20's responses highlight the potential dangers of meeting people on Facebook, which has become a popular platform for criminals to lure unsuspecting victims. This has resulted in cases of assault, robbery, and even murder. The lack of accountability on the platform has further contributed to these crimes, as it is difficult to trace the perpetrators. Additionally, Participant 9 highlights the responsibility of Facebook in ensuring the safety of its users. By providing chat logs between users to security agents, Facebook can aid in tracking down perpetrators and preventing further criminal activities. However, the perceived lack of action by Facebook in these instances has led to a loss of trust among Nigerian users. Participant 1's

response highlights another issue that has impacted the trust of Nigerian users: fraud. Criminals often use Facebook to perpetrate fraud, with some even changing their IP address to avoid being tracked. This highlights the need for Facebook to improve its security measures and ensure that users are protected from such activities.

From the responses obtained from Participant 1 and Participant 9, it is evident that criminal activities facilitated by Facebook have had a significant impact on the trust of Nigerian Facebook users. These activities have resulted in cases of assault, robbery, and fraud, and users feel that Facebook is not doing enough to protect them from these threats. To address these concerns, Facebook needs to improve its security measures and take swift action to prevent criminal activities on the platform. By doing so, Facebook can rebuild trust among Nigerian users and ensure that the platform is a safe space for users to connect and share. The study's findings regarding how the incidence of fraud on Facebook negatively impacts user trust in the platform are corroborated by Yusof et al. (2021) fraudulent activities on social networking sites that lead to abuse or financial loss negatively impacts users' attitudes toward using the platform for social interaction. Multiple studies including Cumming et al. (2021) and Soomro and Hussain (2019) highlights the widespread use of Facebook to commit acts of fraud and corroborate the study's findings. According to Soomro and Hussain (2019), Facebook lack of a mechanism to authenticate the legitimacy of businesses and persons marketing products and services through there platform is a major driver for the widespread use of the platform to commit business fraud. More so, when Facebook management redesign their media handles to allow the users have full custody of their privacy, in such a way that nobody takes or post anything from/in one's page without permission from the page owner. In other words, when the right and privacy of Facebook users are well protected, it will reduce hacking of one's account, as well as impersonation.

The risk of hacking is a major concern for data privacy in Nigeria, and it contributes to trust issues among Facebook users. Hacking can lead to significant financial and emotional damage, including identity theft, data breaches, and fraudulent activities (Labong, 2019). Participants expressed disappointment with Facebook's privacy settings and security measures, showing that users expect Facebook to take responsibility for ensuring the safety of their

personal information. The interview responses from Participants 3, 5, and 7 highlight this issue. Participant 3 expressed worry when they couldn't access their pictures on Facebook and suspected their account had been hacked. This experience could be emotionally distressing and damage trust in Facebook. Moreover, if sensitive information such as financial or personal data were hacked, the damage could be devastating. Participant 7 expressed disappointment with Facebook's privacy settings, as they still allow someone to invade an account without permission. This lack of control over personal information could lead to feelings of violation and distrust. Mark Zuckerberg and his colleagues were also blamed for not doing enough to prevent hacking. This shows that users expect Facebook to take responsibility and prevent their accounts from being hacked. Participant 5 described how criminals hacked into people's accounts to do wrong things, pretending to be the person. This example shows how hacking can lead to identity theft, where criminals can steal and misuse personal information. It can also be financially costly if hackers try to scam people's friends or family members by pretending to be the hacked user and requesting money. As a result, users may feel anxious and vulnerable to these threats, leading to a lack of trust in Facebook and reluctance to use its services.

From the responses provided by participant 3,5 and 7, it is evident that the risk of hacking is a significant contributor to data privacy concerns and trust issues among Nigeria's Facebook users. Facebook must take responsibility for its users' data security and provide adequate measures to protect personal information. Regarding the privacy risk and Facebook expectation of the social media site, participant 9 responded as follows: *"I think Facebook needs to do more, it is not enough to limit your liability, you need to do more, one of the things they need to do is to ensure that, if am using Facebook it does not also mean that I do not have a right to my privacy or I do not have a right to the content generated by me or to my wall. Facebook should try to do more to ensure that any time someone is trying to gain access or take content from my wall I should agree or give the person the right to have access to my wall. That I use Facebook does not mean I have surrendered all my rights to privacy to Facebook."* This explains that users are aware of the risks associated with the use of Facebook but still uses Facebook but with care. According to Novotova (2016) Facebook has worked and is still working to upgrade its platform to ensure

that users; right are not comprised. Improved security measures, accessible privacy settings, user education, and transparency are crucial steps to mitigating the risk of hacking and restoring trust in Facebook.

Multiple studies and news sources including Holmes (2021), Thompson and Vogelstein (2018) and Hogan (2015) corroborate the study's findings appertaining to the risk of Facebook's account being hacked. According to Holmes (2021), the personal data of 500 million Facebook users was posted by hackers in a low-level hacking forum in 2021. The personal data includes Facebook users phone numbers, full names, physical address, email address, and geographical information. (Holmes, 2021). The findings of Thompson and Vogelstein (2018) and Hogan (2015) suggests that personal information that can be easily accessed from Facebook accounts by low-level hackers can be used for personification and fraud and therefore corroborate with participant's 3 views regarding hacking of Facebook accounts to obtain pictures and personal information. The findings of Zimmer (2010) negate participant 3's view that Facebook account can be hacked solely for the purpose of obtaining pictures. Based on the findings of the study, in most instances hackers do not have to hack Facebook accounts to obtain personal information that can be used to commit fraud since such information is usually already publicly accessible. (Zimmer, 2021).

The study by Soltren (2005) revealed how Facebook affects privacy. The study identified three principal factors that impair privacy on Facebook. These include: (i) Users reveal too much on the platform; (ii) Facebook does not take sufficient measures to protect user privacy; and (iii) Third parties are actively seeking out users' information on Facebook. Facebook shares users' data with third parties. The data reveal essential information about how users interact and aid third parties in profiling users (Furnell, 2010). These agree with the findings of the present study. Privacy awareness should be made public by Facebook host, as this will guide the users from any future hacking/fraud from impostors.

The proliferation of fake news emerged as one of the leading factors that negatively impacts the intention of people to use the social media platform as it negatively impacts their trust in the platform. People tend to share more information on Facebook when compared to

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seeking information on Facebook because of Fake News. However, people use other sources such as CNN or other reputable local media to seek information or affirm the authenticity of the one from Facebook. Participant 15, 23 years old said *"I see a lot of disturbing news on Facebook most of which cannot be confirmed as true."* The study's findings regarding the negative impact of fake news proliferation on intentions of Facebook users in Nigeria to use the platform as a source of information are in line with the findings of Buchanan and Benson (2019) which indicate that the high proliferation of fake news on Facebook affects its reliability as a source of information, affirms to the findings of this studies, as participants were mainly concerned in the authenticity of the information they get on the platform. Participant 9 stressed, that he usually do a check on the information posted on social media. He said, "… *if it is from a conventional media, it means the source is credible."* Participant 9's response suggests that Facebook users in Nigeria place trust in conventional media Facebook pages as a source of credible news. This indicates that users prioritise the credibility of the source and view conventional media as more reliable compared to other sources on Facebook.

The findings of the study indicate that utility of Facebook by users and users' history with the platform positively impacts users trust in the platform and therefore moderates the negative influence of privacy concerns and trust issues on information sharing and seeking behaviour. Participant 3 highlighted how the utility of Facebook to its users positively impacts trust in the platform by saying, *"Yes, I trust Facebook to an extent. I do trust Facebook to an extent, yeah, if you talk about trust, I trust the platform, but I think it is relatively too, it has its merits and demerits. It is for me to create a balance, and I shouldn't allow the demerit to be greater than the merit. I think Facebook is cool; it is a cool social platform. I have seen cases of people where their accounts were suspended for 30 days. This gives me relative trust in the platform."* Participant 23 said he trust Facebook would protect his profile information because for the past 4 to 5 years he has been on Facebook he had not felt nor had any negative impression about the platform. He said: "*I haven't gotten any bad impression. I just feel safe."* The findings of the study appertaining to how the utility of Facebook as a platform is corroborated by Maqableh et al. (2021). According to Maqableh et al. (2021) most Facebook users have no concerns sharing information on the

platform due to their perception of the platform as a tool for social interaction. it serves as a good entertainment to them, it provides platform for sharing and receiving information, it provides opportunities to meet new people, as well as connect to clients/business associates. Regardless, there is still some reservation by Facebook users in terms of trust. As they perceive that some of their information can get to the third party. They also are afraid of people hacking their information, and using it to their disadvantage, without their prior knowledge by Facebook providers. While some trust Facebook because they feel that it has one of the largest numbers of users, others trust Facebook because they like its founder (Mark Zuckerberg). Studies have reported that Facebook number of users influences attract more people to the platform (Lee, 2018). In as much as they are concerned by their privacy on Facebook, users still give relative confidence to Facebook providers, but still poses some restriction on the level of trust given to the platform. This is because, the platform can aid in establishing contacts of business associates and colleagues.

4.3.2 Nigerian Facebook User's awareness of Facebook's privacy policy and privacy settings and utilisation of privacy settings

The responses obtained from the interviews provided valuable insights pertaining to Nigerian Facebook users' awareness of how to utilise password protection to protect their Facebook accounts. According to participant 13, *"you are not supposed to disclose your password, because we have bad people around, who will want to get into your account to use it to dupe someone else, like for example, on Facebook now, they can hack your account. But with that policy when you go into your account you can change your settings."* Participant 13's response suggests that Facebook users in Nigeria are aware of the risk of hacking and use password protection to protect their accounts. The participant emphasises the importance of not disclosing one's password to prevent unauthorised access by malicious individuals who may use the account for fraudulent purposes. Additionally, the participant highlights the availability of settings that allow users to change their password and enhance their account security. This indicates that users are taking measures to safeguard their Facebook accounts from hacking and are willing to utilise the available features to increase their account protection. Overall, the responses of participants 20

and 12 suggest that Facebook users in Nigeria are aware of the potential risks associated with the platform, particularly regarding fraud and hacking. Users are taking measures to protect their accounts, including using strong passwords and avoiding password disclosure to prevent unauthorised access. However, more education and awareness may be necessary to help users understand the importance of account security and take necessary steps to protect their accounts from fraudulent activities. Participant 20 said, "…*of late the rate in which people use Facebook for crimes in the country is high. People, whose passwords are not strong, can run the risk of people hacking into their account. I know of a woman, whose account was hacked, and they were using it to solicit for funds, people were shocked of how the lady could be asking for money knowing her caliber of person, so, the security issues is a problem…*". Participant 12 highlighted the need to protect private information on Facebook to prevent accounts from being used to commit fraud by saying, *"on Facebook you are not supposed to disclose your password, because we have bad people around, who will want to get into your account to use it to dupe someone else."* This response highlighted Facebook users' awareness of the risk of private information being used by fraudsters to access their accounts. Participant 20's response indicates that Facebook users in Nigeria are aware of the high rate of fraudulent activities associated with the platform and are taking measures to protect their accounts. The participant highlights the importance of having a strong password to reduce the risk of being hacked and having their account used for criminal activities such as soliciting funds from unsuspecting individuals. This suggests that Facebook users in Nigeria recognise the potential consequences of having their accounts compromised, not only for themselves but also for their friends and followers on the platform. Participant 12's response also suggests that Facebook users in Nigeria recognise the need for password protection to prevent fraudulent activities on the platform. The participant emphasises the need to avoid disclosing passwords to unauthorised persons to reduce the risk of being duped or used as a conduit for fraudulent activities.

Based on the responses obtained, users who had a high amount of knowledge pertaining to the Social Media Platform's privacy policy were more likely to use the platform's privacy features to protect their personal information. Contrary to this, users who had a low level of

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knowledge pertaining to Facebook's privacy policy were less likely to use the platform's privacy features to protect their personal information. Consequently, they expressed greater concerns relating to privacy issues and trust in the platform. When asked about the awareness of Facebook privacy regulations, the response by participant 5: *"Yes, but not very aware. I have heard about it, but I have not followed it up."* Some participants got to know about Facebook privacy from different sources. Participant 7 response was that: *"I am not aware of Facebook privacy policy but i have been hearing in the media especially on CNN, a couple of times. I have watched one man the founder of Facebook, I have forgotten what is that young man's name again and then some legislations in US…. they have from time to time queried him regarding users' data and how he handles them, I have not actually gotten more time to check what that means."*

From the interview responses obtained, it is clear that the awareness of Facebook's privacy policy has significant implications for Nigerian Facebook users' safety, privacy, and information sharing behaviour. Nigerian Facebook users need to be aware of the platform's privacy policy and utilise the available privacy settings to protect their information and minimise exposure to unwanted parties. They must also be mindful of the information they share on the platform, as it can be used for research purposes and targeted advertising. Facebook also needs to continue to enhance its privacy policy and security features to ensure the safety and privacy of Nigerian Facebook users. From the interview responses obtained, it is evident that there is a need for Nigerian Facebook users to be aware of the platform's privacy policy to ensure the safety and privacy of their accounts. Participant 14 acknowledged that Facebook's privacy policy is beneficial as it ensures control over the loss of information and prevents impersonation. The participant said, "*Facebook privacy is better because there was a time Facebook lost some information but with the privacy, they were able to control it, and remove those who were trying to impersonate other people."* Participant 16 attributed the cause of hacking to carelessness and not a lack of awareness of the company's privacy policy. The participant said, "*Well... there have been a lot of cases people complained of their account being hacked, but I honestly think it is a matter of carelessness, I have never heard that issue, am always careful of my information, and I do not keep my account logged in indifferent devices at the same time. So, I think the privacy is*

ok, I just think people are just careless." The reality is that hackers can use sophisticated techniques to access users' accounts, making it necessary to maintain strong passwords and protect personal information (Jain et al. 2021). The response by participant 16 highlights how user behaviour may compromise the security of their Facebook accounts even if the security/privacy features in place are sufficient to protect personal information. Participant 7's comment on mutual friends and timeline highlights the need to understand Facebook's privacy policy. In this case, the participant changed the privacy settings to hide their friends' list and control what appears on their timeline. This action was taken to ensure that their personal information is not exposed to unwanted parties. Nigerian Facebook users need to be aware of such privacy settings and utilise them to protect their information and minimise exposure to unwanted parties. The awareness of Facebook's privacy policy has implications for Nigerian Facebook users' information sharing and seeking behaviour. Participant 11 expressed concerns that information shared on Facebook is not entirely private, and it can be used for research purposes and targeted advertising. The platform's privacy policy permits Facebook to use users' information for research purposes and to generate targeted ads. Therefore, Nigerian Facebook users need to be aware about how the information they share on the platform is utilised for commercial purposes.

The study's findings show that a significant number of Facebook users in Nigeria do not read the company's privacy policy document when opening an account because it is too lengthy and because they assign the privacy policy minimal priority. Participant 25 said, *"it is too long, I do not read it. I just agree."* Participant 14 reported: *No, I have not gone through Facebook privacy policy; it is too long."* Participant 14 was aware that Facebook regularly make changes to their privacy but hardly reads it because it is too long. Participant 19 response also indicated minimal prioritisation of reading Facebook's privacy policy when setting up an account and said, *"Sincerely speaking from the first day I joined, I never took my time to read the terms and condition page - the agreement. All I did is scroll down and accept. I think it was not necessary; knowing is a public space where anybody can go and have access to your information, I have put on like a guide for myself to be very careful on the type of information that I share, so in my ignorant mind, am*

*thinking, whatever update or policy they make it would not really affect me in the future".*The study's findings regarding Facebook users' tendency to avoid reading the company's privacy policy due to the policy being too long and due to minimal prioritisation of the privacy policy are corroborated by Meier et al. (2020) and wood (2019).

The findings of the study suggest that even though a significant number of Facebook users in Nigeria are not aware of the company's privacy policy, some of the users in the country utilise the policy to protect their privacy to protect their private information and minimise the risk of their accounts being hacked. In terms of security, participant 12 opined that, *"I always got help to keep my things safe, because they always hack people's account. So that is where I do see the document".* This response by participant 12 indicated that utilisation of Facebook privacy and security settings can effectively reduce the risk of one's Facebook account being hacked which is in line with the findings of Nyoni and Vlempini (2018). Participant 21 thinks Facebook privacy policy is sufficient to safeguard users' private information and reduce the risk of accounts being hacked which is in line with findings of Nyoni and Vlempini (2018). The participant said, "*even though people do hack peoples' account, you can go back to the policy and make changes if you want to. If you wish not to continue, you can actually log out. That is a self-decision to make"* In response to Facebook privacy risk, the participant said *"I think hmmm...it is okay I like it. I think it reduces crime, and it makes you know your opinion about what people think about you. I think the platform for privacy risk is okay. The risk there is: one you might be defrauded, there are fraudsters out there for business, so meeting of friends you know there are ritualists everywhere this is Africa, it is beyond our imagination. You can meet somebody on Facebook, the next thing the person will invite you, the risk of going to see the person. It is really a risk someone you have never met or known before. I think it is quite a risk."* To reduce this risk participant 21 thinks everybody should be on checks. *"Users of Facebook should be on checks and if possible ... If there is a way Facebook can bring a platform like if you chat me up and I respond and it is my first time, it should indicate that this is my first time of meeting you on Facebook, and if am going to see you as a friend, there should be a check... I think the risk will kind of be reduced."* Participant 28 was of the view that Facebook users should limit the information they share on the platform to

protect their privacy and consequently avoid privacy risks associated with sharing information on the platform. The participant said, "*I personally I do not text much, I do not know much about these entire privacy things. Whatever I post, for me to do it, I think is what I want people to know about me. Just like every other social platform, one can use it to spy on you. Collect information on you, or...if you are somebody that is always posting they could use it to update themselves and tracking you too. You get...and fraudsters can use your pictures too to do something that you may not be aware off. That is the whole privacy risk thing. I feel like people should be sensitive to what they post on Facebook. They should be conscious of their space on Facebook.*"

The responses from the participants clearly showed that the level of awareness of Facebook privacy differs among Facebook users in Nigeria with most Facebook users in the country being unaware of the company's privacy policy. The findings of the study indicate that most Facebook users in Nigeria do not read the company's privacy policy due to the perception that it is too long and assigning a low priority to the policy. According to Novotova (2016), the level of awareness on how Facebook operates influenced its users' perceptions about the platform in terms of what to share and what not to share. Based on the findings, of Nyoni and Velempini (2018), Facebook users' minimal awareness of the company's privacy policy results in underutilisation of in-built security features and settings that can be used to limit accessibility of the information they share to the public. This significantly reduces the risk of the information being used for fraudulent purposes. (Nyoni and Velempini, 2018).

4.3.3 Nigerian Facebook users' awareness of Facebook's business model and data mining on the platform

The findings of this study indicate that most Facebook users in Nigeria are not aware of the platform's business model, and its use of data mining to target promotional content. 17 out of the 30 participants were not aware of Facebook data mining as an integral part of Facebook business model. Participant 1 said that "*I am not aware of Facebook data mining as an integral part of Facebook business model*" Participant 3 retorted that, "*I do not think I am aware of Facebook business model, but I know Facebook has the right to do what it likes with the information users provide on the platform.*" The responses to the question, do you know

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Facebook could mine activities or did you know about the mining process in Facebook? Show that participant understanding of Facebook data mining is mixed. For instance, participant 3 a 44-year-old female with BSc and a businesswoman from Ibibio ethnic group stated: *I don't really know"* Participant 7, a 21-year-old final-year Biochemistry student stated that *"I have not heard of the word data mining before. I am not aware that Facebook share my content with third-party. I have never thought my content could be used for third party business."* One of the responses provided by the participants indicated that some Facebook users in Nigeria actively seek for information on Facebook's use of data mining. Participant 9 a 48-year-old male stated that "*What motivated me to go search for this particular information is that I like to read, I like to dominate my environment, if am on Facebook, I should know a lot about it."*

The study's findings regarding minimal user awareness of Facebook's use of data mining to target promotional content indicate that a significant number of Facebook users in Nigeria cannot fully leverage on the efficiency of Facebook as a marketing platform to market their goods and services. The study's findings consequently contradict the findings of Wajid et al. (2021) which indicate the wide use of Facebook as a marketing tool is largely attributed to effective targeting of advertisements through big data analysis. The findings from the study suggests that a significant number of Facebook users in Nigeria who use the platform for marketing purposes mainly use the platform for marketing to reach a larger audience and engage its target customers which is in line with the findings of Mariani et al. (2016).

One of the responses provided by the participant indicated that even though some Facebook users in Nigeria actively try to seek for information on the platform's business model, they face a number of barriers when trying to access the information. Facebook's use of data mining has resulted in significant privacy concerns among users. The response from Participant 9 highlights the privacy concerns and trust issues faced by Nigerian Facebook users resulting from data mining on Facebook. The participant acknowledges the existence of barriers and limitations when seeking information about Facebook's business model. This lack of transparency in Facebook's operations creates an environment of mistrust among users, as they are unsure of how their personal information is being used. Participant 9 said, *"Naturally there will be barriers,*

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there will be a limiting factor, and some of it may be that you may not get all the information that you are seeking for. For instance, if you google to find out what Facebook do with all the content you generate, you may not really go far, that is, if you are lucky to see or get one as I did, it may just be that Facebook tries to regulate the content. But whether they use it for another thing, you will not know, we did not know until the Cambridge analytica story. We now find out from the information we gather that from time to time that Facebook allows people, companies, to access people's platforms, including their pictures. And recently too, there was an App we heard was created by Russian Scientist that can modify people's photograph and show their progression in aging, which some countries like the US condemns, that that may help criminals indulge in crime. Until then, we did not know that Facebook can actually give out our personal information. And I can tell you, not too many people have been privileged to read or find out what Facebook does with all the billions and trillions of contents that are being generated on Facebook."

The participant's experience in trying to find out what Facebook does with the content generated by users reflects the difficulties encountered by many Nigerian Facebook users who are curious about Facebook's business model. Nigerian Facebook users are concerned about how their personal data is being used and shared by Facebook, especially given the prevalence of cybercrime in the country. The Cambridge Analytica scandal and subsequent revelations about Facebook's data-sharing practices have only added to the mistrust of the platform among Nigerian users.

One of the barriers to obtaining information about Facebook's business model is the lack of transparency in the platform's operations. Facebook's privacy policy is lengthy, complicated, and difficult to understand for many users (Custers et al. 2014). Additionally, Facebook's algorithms that determine what content is displayed on users' newsfeeds are not transparent, making it difficult for users to understand how the platform operates (Rader et al. 2018).

Overall, the response from Participant 9 highlights the need for greater transparency and accountability in Facebook's operations in Nigeria. Nigerian Facebook users need to have access to clear and concise information about how their personal data is being used and shared by Facebook. Additionally, there is a need for greater regulation of Facebook's operations in Nigeria

to ensure that the platform is complying with ethical and legal standards when handling users' personal information. Without these measures, Nigerian Facebook users will continue to have privacy concerns and trust issues, resulting in a loss of confidence in the platform.

The study's findings regarding Facebook user's concerns about their privacy due to the site's commercial use of information shared on the platform are corroborated by Jung (2017), Lin and Kim (2016) and Saman et al (2014). Based on the findings of Lin and Kim (2016) Facebook users privacy concerns negatively impact user response to targeted advertisements even if they deem the advertisements to be relevant. Saman et al (2014) investigation showed that in order to offer their goods and/or services, most commercial businesses engage in social media marketing. To effectively sell the commodities of various companies and manufacturing units, proper and accurate advertising of goods based on the demands of users of these social networks is essential in marketing. In most situations, however, social network or Facebook advertising and marketing strategies are incorrect, and the resulting adverts are monotonous and tiring to users, who may ignore them without realising it. This assertion agrees with findings of the present study since it can be seen as a barrier experienced by Facebook users. It is also alarming from the data gathered that any information we add on our Facebook page, can be accessed by anyone at any time. Invariably, Facebook users' privacy is not guaranteed by the providers. Participants added that not getting all the information you seek for from Facebook is a barrier. That implies Facebook cannot guarantee one all the necessary information one can seek at any given time. This underpins the fact that when users' privacy is protected by Facebook providers, it will reduce the risk of fraud, kidnapping and other vices experienced among Facebook users. Further, if nothing is done, Facebook users will always lose their information without proper notification. Tavani (2011) agreed with this finding, as he pointed out that the recording and the impossibility to change what one posted, loss of control and ownership of data additionally contribute to barriers to online activity.

Even though most of the participants were not aware of Facebook's data mining activities or had privacy concerns about the same, one of the participants, participant 16, had a positive perception towards the company incorporating data mining to its business model. Participant 16

seem to have a firm grip on how Facebook utilises our data for business purposes, in her words: *"well... sometimes you are not on Facebook, and you go to an Apps like Jumia to check particular product, one way or the other, when you come on Facebook, you will see Ads of that product that you just saw on Jumia on your timeline. I think, Facebook wants to use the information to make things easier for us, sought of trying to remind us about what could be of our interest. So, I think they are using the information to bring things that are of interest to us. on information about what you did on that App, is still somewhere on your phone I think, and so when you log into Facebook, I think, there is a way they share our information with this other companies, ... the Apps finds what you have done in another platform, and then uses it to advertise other product that are similar to what you must have checked."* The responses provided by participant 16 negates the findings of Jung (2017), Lin and Kim (2016) and Saman et al (2014) regarding Facebook users' negative perceptions toward the company's data mining activities. The responses corroborate the findings of Wajid et al. (2021) which indicate the wide use of Facebook as a marketing tool is largely attributed to effective targeting of advertisements through big data analytics.

The implication of the participants' response is that they are ignorant of some of the conditions and rights Facebook put across to their users, which has limited most users from exploring more. The outcome of the result has shown that there is much need for every Facebook user to understand more about what is been offered, by studying their business model available. Chen and Micheal (2012) agreed with this assertion as they pointed out that Facebook users do not utilise such privacy instruments or even think enough about their privacy rights on such networks. Mainly as to youngsters and adults, it would be fascinating in the event that they have an alternate view of trust on Facebook. Based on this, when users learn more on Facebook business model, it will enable them to know how to trust the platform for business ventures.

4.3.4 Influence of socio-economic status, internet access, education, occupation, and culture on information sharing and seeking behaviour on Facebook

From the responses obtained, it is evident that the communal way of life in Nigeria impacts information sharing on Facebook in several ways. Participant 5 said, "...*in the*

environment where I was raised, there is this type of communal connection. In the neighborhood, the people know one another and then people tend to try to help one another even though they're not blood relation…" Participant 2 stated, "*Nigerians are generally communal people, and as such, we are always willing to share information, be it good or bad. We like to show off our achievements and sometimes even our struggles*." This suggests that the cultural norm of sharing information is deeply ingrained in Nigerian society and translates to the online space, such as Facebook. Participant 7 also mentioned that sharing information on Facebook can sometimes lead to unintended consequences. They said, "There are friends that I have on Facebook and before you know it, their other friends will become mutual friends. I discovered that my friends on Facebook actually get to send request to other friends of mine thereby getting to know more things about me." In addition, Participant 12 mentioned that Facebook is used as a means of communication for communities in Nigeria. They said, "People use Facebook to share news and happenings in their communities. It's like a central place to get information." This indicates that Facebook serves as a platform for information dissemination in Nigerian communities. Overall, the communal way of life in Nigeria promotes information sharing on Facebook, as it aligns with cultural norms. However, there is also a need for caution in sharing personal information as unintended consequences such as the use of the personal information to commit fraud can arise. The study's findings pertaining to the influence of Nigeria's communal way of life on Nigerian Facebook users' information sharing behaviour are an important contribution to existing literature. Existing studies focusing on Nigerian Facebook users' information sharing behaviour including Oyetunde (2017) place minimal emphasis on evaluating the influence of the country's communal way of life on information sharing behaviour. In consideration of the influence of the country's communal way of life on information sharing behaviour, the low level of awareness of Facebook's privacy policy and features and data mining business model can be attributed to these issues not being a major priority within the community.

Participant 7 highlighted how low internet penetration rates in rural areas of Nigeria coupled with traditional communication practices limited the utilisation of Facebook for dissemination of information. The participant's response also highlighted how cultural practices

linked to information dissemination result in Nigerians in rural areas relying on a central source of information. From the participant's response, it is evident that Nigerian's residing in urban areas were more likely to use Facebook to share information as they were more accustomed to relying on information from different sources. Participant 7 said, "*In rural settlement, it is still the town crier stuff that gives information but in the urban areas, there are different means of communications and adverts for the people residing there to see. So, I think that is it.*" The participant did not suggest that traditional messengers (town criers) utilise Facebook to disseminate information. This is largely attributable to low internet penetration rates and high poverty rates in rural areas in Nigeria as suggested by Tayo et al. (2016). Based on the findings of Tayo et al. (2016), as a result of high poverty rates in rural areas in Nigeria, most individual in rural community settings find it difficult to afford to pay for an internet connection. Participant 9 of Ikwerre extraction also highlighted the minimal integration of Facebook into customary communication practices in rural communities in Nigeria. The participant reported *"we believe in the gathering of the community, no one man takes decision for us before we can take any decision, everyone must gather, the native gong must be heard, the town crier must go round, information must be passed for the people to come out for a meeting, then at the meeting, compromised will be reached, whatever decision that is taken, at that meeting becomes what the Traditional heads will implement, no one man takes decision for us. Like recently when the federal government wanted to introduce what they called 'Ruga', the community met, the information was passed onto the people to be alert that the federal government want to acquire land forcefully, that they should be at alert. The information was that they want to put on them a particular tribe that is alien to them..., so such information was put out via that community meeting."* He went further to say that information also bothering on security are passed on as well; "*such information also flows from the meeting as well. One thing that is central in this is that the information must be relevant.*" The responses of participant 9 did not indicate that communication through Facebook was utilised to support the customary communication practices of his community. Based on his response, the only way they could participate in community decisions was by attending scheduled community meetings. This highlights the

minimal use of Facebook in rural community settings in Nigeria which is in line with the findings of Tayo et al. (2016).

The responses obtained from the qualitative interviews provide robust evidence pertaining to the utilisation of Facebook for educational purposes in Nigeria. The study's findings for using Facebook for educational purposes are corroborated by Lambic (2016) educational Facebook group created by professional teachers and students enables students to learn from industry professionals, and support peer to peer learning and teachers-student engagement. From the responses obtained, it is evident that Nigerian Facebook users who have attained a high level of education were more likely to utilise the platform for educational purposes in comparison to users who had attained a low level of education. This is in view of how Nigerian Facebook users utilised the platform for educational purposes in consideration of the responses obtained. Participant 7 said "*I get information from people who are of higher level than me. I also get from the Internet that is from Google.*" This response indicated that respondents who utilise Facebook for educational purposes relied on Facebook to gain access to individuals who had more knowledge in their fields of interest. Participant 7 also stated that he highly trusted information sourced from educational groups on Facebook. Based on evidence from existing studies, educational groups on Facebook can be a reliable source of information for several reasons. First, these groups are usually moderated by professionals in the field, ensuring that the information shared is accurate and up to date (Mehmood and Taswir, 2013; Chou and Pi, 2015). Second, educational groups often encourage members to engage in discussions, share ideas, and ask questions, which fosters a collaborative learning environment where members can learn from each other's experiences and expertise (Mehmood and Taswir, 2013; Chou and Pi, 2015). Third, educational groups often have a large and diverse membership base, which means that members can get a wide range of perspectives and insights on various topics (Mehmood and Taswir, 2013; Chou and Pi, 2015). Fourth, Facebook provides a platform for group members to easily share resources, links, and articles, making it a convenient and accessible way to access information (Mehmood and Taswir, 2013; Chou and Pi, 2015). In sum, educational groups on Facebook can

provide a wealth of knowledge and information that can be valuable for both personal and professional development.

According to Participant 7, with the prevalence of the internet and information gadgets like smart phones, people readily have access to information and can have quick retrieval of information for educational purposes. However, the participant said that Nigeria as a country is not doing well in terms of information and sources because most persons are not being able to have access to information that they might be seeking out for. He went further to stress that Nigerians have limited capacity to utilise Facebook to retrieve information for communication purposes due to lack of training. This was the case even for Nigerians who were well educated. The participant said, *"I will say we lack knowledge, most of us don't think out of the box. Most of Nigerians are not trained to gather information. Most Nigerians are educated but amongst those who are educated only few are exposed to relevant and current information. Nigerians rely on international sources for authentic information. This is limiting our ability to have access to the right source of information."* This response provides critical insights on how lack of training on information gathering poses a barrier to educated Nigerians using the platform for educational purposes.

The findings of the study provide critical insights on how internet access and by extension socio-economic status influences Facebook users information seeking and sharing behaviour in Nigeria. The responses provided by participants involved in the study indicate that Facebook users who experience challenges in accessing the internet use Facebook for sharing and seeking information less frequently than they would wish while users who have easy access to internet frequently use the platform for sharing and seeking information. Some of the participants involved in the study complained that the high internet costs in the country significantly limited how frequently they could use Facebook to seek and share information. Based on the responses provided, the use of Facebook for information seeking and sharing in cases where participants can easily access the internet is moderated by the conservative nature of Nigerians in seeking and sharing information. The study's findings highlight a direct link between socio-economic status and internet access in Nigeria. From the findings it is evident that Facebook users from

socio-economically deprived rural areas of Nigeria face a greater challenge in accessing the internet in comparison to Facebook users in urban areas. This is in line with the findings of Olanrewaju et al. (2021). The findings of the study indicate that even in urban areas, individuals from socio-economically deprived population groups use Facebook less frequently as a result of the costs incurred to get internet access.

4.3.5 Main reasons for Facebook use in Nigeria and how they moderate the negative influence of privacy concerns and trust issues on information sharing and seeking behaviour on Facebook.

Findings from the responses obtained from the qualitative interviews highlight multiple factors that moderate the negative effect of privacy concerns and trust issues on information sharing and seeking behaviour among Facebook users in Nigeria. Most of the factors are linked to the utility of Facebook as a social media platform. The factors identified were: the large number of Facebook users in Nigeria, the effectiveness of Facebook as a content sharing and entertainment platform, the effectiveness of Facebook as a communication platform and the effectiveness of Facebook as a marketing platform.

4.3.5.1 Large Numbers of Facebook Users in Nigeria

The study's findings provide critical insights on how Facebook's large number of users promotes information sharing and seeking behaviour on the social media platform. Based on the responses received from the study's participants, Facebook users in Nigeria would want to share as well as seek information on the platform due to its large user base. Participant 23 confirms this by saying that *"I share more information on Facebook because I feel it has a large number of people using it. And that is why I also seek information from Facebook."* Based on the findings of Raza et el. (2020), Facebook's large user base is one of the factors that underpins the attractiveness of the social media site as a platform for social interaction. The larger user base of the site provides users with an opportunity to interact with a large number of people (Raza et al. 2020). From the responses obtained, even in instances where Nigerian Facebook users had data privacy concerns and trust issues when using the platform, they were unlikely to stop using the

platform due to its large number of users. No other platform enables users to seek or share information with a greater number of people than Facebook.

4.3.5.2 Effectiveness of Facebook as a content sharing and entertainment platform

Nigerians use Facebook for content sharing and entertainment. From the responses obtained, it is clear that the perceived utility of the platform as a content sharing and entertainment platform moderates the negative impact of privacy concerns and trust issues on the intention of users to continue using the platform. When asked of their activities on Facebook, Participant 9 said, *"I read news, read other things from my friends, aside from that on my wall I do share a lot of information, both the ones that are news-based and the ones for comic relief."* Participant 5 who is 57 years old from Ogba ethnic group said, "*There is no day that I do not log onto Facebook to check for a thing or the other, at times on Facebook I look out for some films, some films like animal 'Natgeo' like that type of film that are posted there to entertain myself."*

The study's findings appertaining to the widespread use of Facebook as a platform to access and share news are in line with the findings of Johnson and John (2020). This implies that Nigerians uses Facebook to highlight day to day events of their life, expressing how they feel about a thing at every given time, post comedy videos, talk about religious groups, government's blunders, as well as comedy videos that can relief viewers from their stress. These are all forms of entertainment, which Facebook users make use of their page for. Kim and Kim (2019), Alzougool (2018) Gwena et al., (2018); Xiao and Zuang, (2014); Bansahl et al., (2015) validated the outcome of this study, as they perceived entertainment as one of the critical needs of Facebook users and a major motivation for the users. Further studies by Bansahl et al (2015) informed that 60 percent of students use Facebook for entertainment. This does not only consolidate with other scholars and the present study but explains the age group that enjoys Facebook as a form of entertainment.

The responses of the participants indicate that participants use Facebook for content sharing through sharing pictures and videos and looking up pictures and videos shared by other users. In response to the question asked about their activities on Facebook, Five of the thirty participants listed out sharing and reviewing pictures as a compelling reason they go on

Facebook. Participant 5 said, *"When something good happen to me, like when I have a new baby, I put their images on Facebook."*. In going ahead to responding to the question, Participant 11 replied "*I post pictures, go through people's pictures, sometimes I look out for stuff regarding to what I might be looking for."*

The findings indicates that most individuals in Nigerians mostly use Facebook to Share and review of pictures which is in line with the findings of Raza et al. (2020). Sharing and reviewing of pictures through Facebook enables social interaction among users. (Raza et al. 2020) It is one of the main drivers of the widespread use of the social media site. (Raza et al. 2020). Facebook users in Nigeria appreciate watching and sharing trending videos on their page. This can be attributed to the functionality of the platform that enables one stream videos and comment on streamed videos (Rainie et al. 2012). This also can be allotted to the minimal charges they enjoy from using Facebook as compared to other social networks like YouTube. Suffice to say that, most current movies and daily happenings among Nigerians are usually seen on Facebook, so the users will always love to share to their contacts in order for them to be on the know. Park et al., (2009); Park and Lee, (2014); Blachnioa et al., (2016); Lee et al., (2017) agreed with the findings of the present study, as they mentioned the two major reasons why people use Facebook is to find and share information; find and share entertainment. The information and entertainment they share could be in form of videos. However, in contrast to the study of Rainie et al. (2012), the study did not indicate that Facebook users in Nigeria perceived videos and photos shared on the platform to be a form of social currency.

4.3.5.3 Effectiveness of Facebook as a marketing tool

Nigerians use Facebook as a marketing tool by advertising their merchandise on the platform. Nine participants who participated in the study said they mostly utilise Facebook to showcase their businesses. They do this by posting their products on the platform. It was observed that businessmen and women use Facebook as a marketing tool to grow their business. In cases where respondents that used Facebook for marketing purposes reported data privacy concerns and trust issues, they were unlikely to stop using the platform due to its effectiveness as a marketing platform. This indicates how the effectiveness of Facebook as a marketing

platform moderates the impact of data privacy concerns and trust issues on the intention of users who use the platform for marketing purposes to continue using the platform. In relation to marketing, the responses obtained indicate that Facebook is widely used for; advertising, building, and maintaining business and professional networks and searching for products. The responses obtained from the qualitative interviews indicate that the connectivity of Facebook with other online platforms such as blogs significantly enhance its effectiveness as a marketing platform.

The responses obtained indicate that Facebook is widely used by users in Nigeria for advertising purposes. Participant 3 said, "*I do use Facebook frequently. I do more on commenting on stuff, going through people's pages, getting to know more about people, and most importantly, I use it as a marketing tool for my business.*" Participant 12 said, "*For me, it is a platform for discussions and promotions of your work. I share most of my write up on Facebook.*" Participant 21 said; "*I meet friends, I do business on Facebook, and I advertise what I do on Facebook as well.*"   Based on the responses of the participants, it can be inferred that Facebook is an effective advertising platform for businesses. Participants 3 and 21 have mentioned using Facebook for marketing and advertising their businesses, while Participant 12 uses Facebook for sharing their work. Facebook's large user base and targeted advertising features allow businesses to reach a wide audience and advertise their products or services to potential customers. Additionally, Facebook's algorithms can be customised to target specific demographics, interests, and locations, making advertising campaigns more effective and efficient. The participants' responses indicate that Facebook is not only a social networking site but also a platform where businesses can advertise and reach their target audience. Hence, Facebook is an effective advertising platform that businesses can utilise to promote their products and services.

The responses from Participants 7 and 18 highlight the effectiveness of Facebook as a platform for building business and professional networks. Facebook's wide user base and ability to connect people from different regions and backgrounds make it a valuable tool for promoting products or services. Participant 7 sees Facebook as one of the profitable and well-known social

media designed as a marketing tool for everybody. The participant said, *"I use Facebook a lot. It has really helped me a lot. I have used it to promote some of the jobs I go for - the acting job I go for. Posting on Facebook has really helped me for people to identify me and know what and who I am." "I chat, I connect, and I promote myself as well",* Participant 7 added. Participant 18 sees Facebook as a tool to market and promote his gaming business. In his words: *"So I try to put up games on my page so that people can see it. I also follow some popular pages on Facebook. It has also exposed me to a lot of people. That is, it helps me know people better and my gaming business".* Participant 7's experience of promoting his acting jobs and connecting with people in his industry through Facebook is an example of how the platform can be leveraged to build professional networks. Similarly, Participant 18's use of Facebook to promote his gaming business and connect with potential customers and industry players is another example of the platform's potential as a tool for business growth. Facebook's features such as groups and pages also provide opportunities for businesses to build communities and engage with their target audience. The ability to post updates, photos, and videos, and interact with followers through comments and messages make it easier for businesses to establish a strong online presence and promote their products or services. In sum, the responses from Participants 7 and 18 demonstrate the effectiveness of Facebook as a platform for building business and professional networks. Facebook's wide user base features such as groups and pages, and ability to connect people from different regions and backgrounds make it a valuable tool for promoting products or services, establishing a strong online presence, and building communities around businesses.

The findings from the qualitative interviews indicate that Facebook is an effective platform for consumers in Nigeria to search for products they want to buy and evaluate different alternatives. One of the respondents highlighted this by saying, *"When I am looking out for certain products that I really want to buy, I will check out for their ads on Facebook; that is especially what I use it for. I use Facebook to look out for advertisement for things that I would like to buy like wristwatch, sunglasses."* This suggests that businesses in Nigeria can leverage Facebook as a tool to reach their target market and promote their products. By advertising on Facebook, businesses can reach a wide audience and provide consumers with a variety of options

to choose from, thereby enhancing consumer choice. For businesses to effectively leverage on the utility of Facebook in enabling consumers to search for different products and evaluate product alternatives, they must provide accurate information about their products on the platform.

One of the respondents involved in the study highlighted how the connectivity of Facebook with other platforms such as blogs and e-commerce websites enhances its utility as a marketing platform. The respondent said, *"I have a blog that is directly connected to my Facebook account, so whenever I post something on my blog, it automatically reflects on Facebook. And then there are friends you have not seen for a while; I use it to connect with them. So that is what I use it for."* From the above responses, it is evident that the connectivity of Facebook with other platforms such as blogs and e-commerce websites enhance its utility as a marketing platform in several ways. First, it allows businesses and individuals to promote their products and services on multiple platforms simultaneously, increasing their reach and exposure to potential customers. By connecting a blog to a Facebook account, for example, users can easily share their blog posts with their Facebook friends and followers, increasing the visibility of their content and driving traffic to their blog. Second, this connectivity enables seamless integration between different marketing channels, making it easier for businesses to manage their online presence and drive conversions. For instance, businesses can connect their Facebook ads to their e-commerce website, allowing users to make purchases directly from Facebook, without having to navigate to the business's website. Overall, the connectivity of Facebook with other platforms makes it a more comprehensive and effective marketing platform, providing businesses with greater flexibility and convenience in reaching their target audience and driving sales.

The responses show that Facebook is widely used for advertising purposes, building of business and professional networks, searching for products, and evaluating product alternatives. Based on evidence from Ekwueme and Okoro, 2018 advertising is one of the areas where Facebook has penetrated as it is used to advertise goods, services, personalities, and ideas. According to Nyekwere, Terna, and Nyekwere (2013), the advertising landscape has changed dramatically in recent years, and nowhere is this more visible than online platforms, especially

Facebook; the advertising medium is undergoing, perhaps, the most dynamic revolution and technological developments made possible by the expansion of information exchange through digital multimedia.

The findings of study indicate that most Facebook users in Nigeria who use the platform for marketing purposes consider the wide reach of the platform to be the main factor that underpins its effectiveness as a marketing tool. Most of the participants who used the platform for marketing relied on the platform to reach a large number of target customers. None of the participants used the platform in-built marketing tools such as boosting of post creation via paid promotions. The link between Facebook's wide reach and its efficacy as a marketing tool is highlighted by multiple studies including Ekwueme and Okoro (2018) and Palmer (2016) The effectiveness of Facebook's in-built marketing tools has been highlighted by Othman et al. (2021) and Almin (2018). Most of the participants promoted their products through organic posts and therefore underutilised Facebook as a product promotion platform. However previous findings did not mention that people also utilse it to promote intangible goods, like displaying their talent in hope of attracting patronage. Apart from the general advertisement Facebook users enjoy, it is used for identifying individual's personality, especially as regards building image, promoting oneself and business. In addition, it has enabled the users to learn more about their business, develop interest in so many other things, besides what they are already involved in, by following people on their page.

4.3.5.4 Effectiveness of Facebook as a communication platform

The interview responses show that Nigerians, irrespective of their gender, age, educational qualification, occupation, or ethnicity use Facebook to communicate with friends and family members, especially those who reside abroad. This moderates the influence of privacy concerns and trust issues on the intention of users to use the platform. When asked: "What kind of activities do you engage in on Facebook?" *Participant 1 a 22-year-old male Civil Engineering student from Port Harcourt said, "Facebook is a way of interacting, communicating with friends because nowadays it is not everybody that would actually pick up their phones to call their friends".* Participant 4 a 28-year-old male and graduate of Electrical and Electronic Engineering

from Igbo said "*Mainly, I use it as a messaging platform. 90% of my activities comprised of messaging. So, I message people who are far away, like people who I use to know in school that are no longer in Nigeria, and I cannot afford to call them.*" Participant 20 a 27-year-old female businesswoman with HND in Business Administration from Ijaw ethnic group uses Facebook as a medium to interact with friends, meeting people from all over the world. Participant 16 a 23-year-old male said, "*I text people, I really don't post anything except it's my birthday, I just like pictures, and make comments where it's necessary, mostly use it to communicate via texting*". Participant 6 24yrs old male also said he uses it to reconnect with old friends and meet new ones. Participant 23 a 27-year-old male also engages the platform to reconnect with old friends and meet new ones. "*I search for old friends. I meet new friends, to connect with them*" For Participant 26 a 24-year female, it is a medium to meet people and make friends. She has this to say; "*meeting people, making friends and being able to connect with people that are not around me…*".

These responses from the participants indicated that Facebook is used as means of communication because the cost of making regular call is higher than using Facebook to make calls. These findings corroborated the findings from Novotova (2016), who suggested that majority of individuals use Facebook to keep in touch with friends and stay informed about current events. Due to the fact that these social media networks are often focused on the idea of linking people who know each other from the offline world and even those who have never met in real life, social networks clearly represent the appropriate platform for this type of engagement (Ellison, Steinfield, Lampe, 2007). In research conducted by (Currás-Perez Ruiz-Mafe and Sanz-Blas, 2013), it was found that a positive attitude regarding Facebook use is mostly influenced by economic and social factors. Individuals use this social network to communicate with friends, families, and acquaintances (Curras-Perez, Ruiz-Mafe and Sanz-Blas, 2013). This is largely in line with the study's findings which indicate that Facebook is widely used for communication with family members and close social relations. According to the findings of Anyanwu et al. (2013), Nigerians are aware of the social media platforms, including Facebook; and use them mostly for communication with friends and information exchange among peers.

The reason cited for choosing and using Facebook as a platform for communication was due to the cost implication of making international calls. However, Ellison, Steinfield and Lampe, (2007) found that Facebook is used substantially less to form new relationships in an entirely new online environment and therefore contradicts the study's findings. The findings of the study provide important insights regarding the use of Facebook for communication due to the affordability of using the platform. Prior studies by Novotova (2016), Ellison, Steinfield and Lampe, (2007), and Currás-Perez Ruiz-Mafe and Sanz-Blas, 2013, Anyanwu et al. (2013) emphasises the importance of Facebook as it enables users reconnect to old friends and minimises spending while reaching out to their loved ones, friends, and acquaintances. thereby reinforcing the effectiveness of Facebook as a communication platform for social interaction and place minimal emphasis on its affordability.

4.4 Chapter summary

The qualitative responses obtained from the interviews and quantitative survey indicate that there are significant data privacy concerns among Facebook users in Nigeria. The data privacy concerns identified in the study are not unique to Nigeria but are global issues affecting Facebook users around the world. However, the concerns expressed by Nigerian Facebook users were largely driven by the prevalence of cybercrime in the country. As the study highlights, users in Nigeria are worried about the vulnerability of their accounts to hacking and the use of their personal information for fraudulent activities. This concern is not surprising, given that Nigeria has a high prevalence of cybercrime, and users are understandably cautious about the potential risks associated with sharing personal information online. Another factor contributing to the lack of trust among Nigerian Facebook users is the proliferation of fake news on the platform. Fake news stories have become increasingly common on Facebook in recent years, and users are often unsure about the accuracy of the information they see on the platform. This lack of trust in the information shared on Facebook has led to concerns about the platform's credibility and reliability. The study also highlights the prevalence of identity theft and fraud as factors contributing to data privacy concerns and the lack of trust among Nigerian Facebook users. Users are worried about their personal information being used by third parties for fraudulent activities,

such as obtaining credit or making unauthorised purchases. This concern is particularly relevant in Nigeria, where identity theft and fraud are common problems. To address these concerns, Facebook needs to take measures to improve its data privacy and security protocols. The platform needs to ensure that users' personal information is kept safe and secure and that users have greater control over how their data is used. Facebook also needs to take steps to address the proliferation of fake news on the platform and to improve the accuracy and credibility of the information shared on the platform. Finally, Facebook should invest in educating users about best practices for protecting their privacy and security on the platform, particularly in countries like Nigeria where cybercrime is a significant concern. By addressing these issues, Facebook can rebuild trust among its users and ensure that the platform remains a safe and reliable platform for social interaction and information sharing.

The study's findings reveal that limited awareness of Facebook's privacy settings is a major factor contributing to data privacy concerns among Nigerian Facebook users. Many users in Nigeria do not fully understand the privacy settings available to them on the platform and do not utilise them to protect their personal information. This lack of awareness is likely due to a variety of factors, including a lack of education on data privacy and security best practices, a lack of transparency from Facebook about its policies and practices, and the complexity of Facebook's privacy settings. The study found that a significant number of Nigerian Facebook users do not read Facebook's privacy policy. This may be because the policy is seen as too lengthy and complicated, or because users believe that it is unnecessary to read it. This lack of understanding and awareness of Facebook's privacy policy can lead to users unknowingly sharing their personal information with third-party companies or other users on the platform. To address these issues, Facebook should prioritise educating its users about data privacy and security best practices, as well as simplifying its privacy settings and policy to make them more accessible and understandable for all users. By doing so, Facebook can help to build trust among Nigerian users and ensure that their personal information remains secure on the platform.

The findings of this study indicate limited awareness of Facebook's data mining business model among users in Nigeria, particularly as it pertains to targeted advertising. The study has

shown that many Nigerian users are not aware of the extent to which Facebook collects and uses their personal data to target them with advertisements. This lack of awareness is particularly concerning given the growing concerns over data privacy and the potential misuse of personal data. Given the importance of targeted advertising to Facebook's business model, it is essential that users are informed and educated about the implications of their data being used in this way. The study has shown that users who are more aware of Facebook's data mining practices are more likely to be concerned about data privacy and are less likely to engage in information sharing behaviour on the platform. Therefore, it is recommended that Facebook takes proactive steps to increase awareness among Nigerian users about their data mining practices. This could be achieved through targeted advertising campaigns, educational resources, and clear and concise privacy policies. By doing so, Facebook can build trust with its users in Nigeria and mitigate concerns around data privacy and trust.

The findings of the study suggest that the effectiveness of Facebook as a content sharing, communication, and entertainment platform has a moderating effect on the negative impact of privacy concerns and trust issues on the intention of Facebook users in Nigeria to use the platform. While privacy concerns and trust issues remain significant barriers to the use of Facebook, the platform's ability to provide a range of functionalities and services to its users can offset these concerns to some extent. Furthermore, the study highlights the need for Facebook to continue to innovate and improve the range of services it provides to users in Nigeria. By offering new and engaging content-sharing, communication, and entertainment features, Facebook can continue to attract and retain users, despite privacy and trust concerns. Overall, this study's findings suggest that while privacy concerns and trust issues are important considerations for Facebook users in Nigeria. However, the platform's effectiveness as a content sharing, communication, and entertainment platform can moderate the negative impact of these concerns on user intention to use the platform.

From the qualitative responses obtained, it is evident that the communal way of life in Nigeria promotes utilisation of Facebook for purposes of social interaction. It is also evident that individuals with a higher level of educational attainment are more likely to use the platform for

educational purposes such as sourcing of information from educational groups. The interview responses indicate that individuals in rural areas of Nigeria, are more likely to be socio-economically deprived and are less active on the platform due to a myriad of reasons, primary among them being difficulty in accessing the internet due to the high cost of internet services and poor telecommunication infrastructure in rural areas.

CHAPTER 5: QUANTITATIVE DATA ANALYSIS

5.1 Introduction

This chapter presents the quantitative analysis of the responses of the participants to the questionnaires. It begins with the demographic analysis, followed by the influence of education, occupation, culture, and ethnicity on information sharing and seeking behaviour of Nigerian Facebook users.

5.2 Phase 1: Socio-Demographics Analysis

5.2.1 Categorisation by Educational Qualification

Study respondents were grouped in this sub-section by the responses they provided to item 42 of section 5 of the questionnaire: Socio-Demographics as shown in Table 5.1 and Figure 5.1.

Table 5.1: Educational Qualification of Participants

Qualification	Frequency	Percentage
Senior Secondary School Certificate	87	22.4
Ordinary National Diploma	44	11.3
Higher National Diploma	26	6.7
BSc	118	30.3
MSc	40	10.3
MBA	20	5.1
PhD	14	3.6
Professional Certificate	14	3.6
MBBS	11	2.8
Undergraduate	5	1.3
B Pharm	2	0.5
PGD	1	0.3
LLB Hons	1	0.3
Mediation Certificate	1	0.3

BSc in progress	1	0.3
Med	1	0.3
B Tech	1	0.3
Bachelors in technology	1	0.3
Master of Public Administration	1	0.3
	389	100.0

Source: Online Survey (2021)

42. What is your most current educational qualification (Check on one response)
389 responses

Legend:
- Senior Secondary School Certificate (…
- Ordinary National Diploma (OND)
- National Higher Diploma (HND)
- Bachelor of Science (B.Sc)
- Master of Science (MSc)
- Master of Business of Administration (…
- Doctorate Degree (PhD)
- Professional Certificate

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Figure 5.1: Educational background of respondents

The descriptive data analyses in Table 5.1 and Figure 5.1 reveal that (22.4%, n = 87) of the respondents possess Senior Secondary School Certificate (SSCE), which is the minimum educational qualification. Those who possess the Ordinary National Diploma (OND) were 11.3% (n = 44) of the total respondents. Following were (6.7%, n = 26) of the respondents with Higher National Diploma (HND). Consequently, 10.3% (n = 40) of the respondents have obtained Master of Science (M. Sc) degree from different disciplines. The number of the respondents with MBA was (5.1%, n = 20). In addition, 3.6% (n = 14) of the respondents have obtained Doctor of Philosophy (PhD) and other professional certificates, respectively. The descriptive analysis also shows that (n = 11) of the respondents which approximates to 2.8% had MBBS certificate. Those who are currently pursuing their first degree (undergraduate) were 1.3% (n = 14) of the respondents. Also, 0.5% (n = 2) of the respondents had B Pharm. The responses further revealed

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that one respondent each representing 0.3% had PGD, LLB Hons, Mediation Certificate, BSc in progress, MEd, B Tech, bachelor's in technology, and master's in public administration, respectively. The descriptive data analysis indicated that all the respondents had the minimum level of educational qualification. From table 5.1, it could be deduced that 77.6% (n = 302) of the total 389 respondents have made progress in their educational career. The implication is that the respondents have the expected basic educational qualification.

5.2.2   Categorisation by Culture

Hofstede's cultural dimensions were used in this Section to group the respondents by culture. Item 16 of the questionnaire was used to elicit the responses for this categorisation. The use of Hofstede's cultural dimension would provide strong evidence on the influence of culture on users' perceptions on trust in Facebook to protect information shared on the platform and Facebook's privacy policy as it relates to the use of users' personal data by third parties. The responses to question 16 of the questionnaire were used to categorise the respondents by culture. Figure 5.2 depicts the bar chart representing the responses of the respondents to question 16 relating to Hofstede's cultural dimensions.
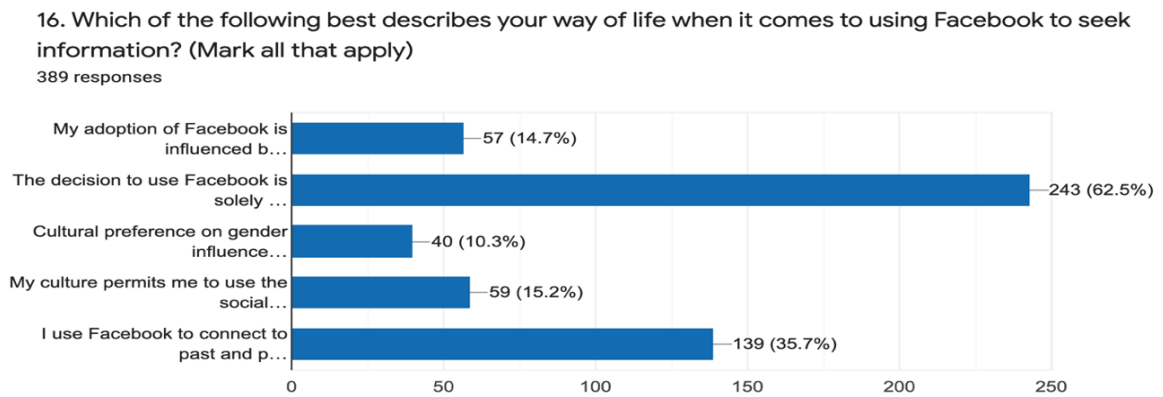
Figure 5.2: Responses for Hofstede's Cultural Dimensions

Figure 5.2 shows that user's adoption of Facebook was influenced by their elders (n = 57; 14.7%). It means Hofstede's cultural dimension of power distance prevails in the Nigerian society. This implies that knowledge and power distribution in Nigeria is unequal. By this response, respondents are saying that Facebook is used as a channel of communication between those at

the upper and lower ends of power. It is a tool to bridge the communication gap between powerful leaders and the powerless followers. Further analysis indicates that the decision to use Facebook was solely that of the respondents (n = 243; 62.5%). It means that Hofstede's cultural dimension of uncertainty avoidance features prominently among Facebook users in the Nigerian society. Going with the assumption of Hofstede's cultural dimension of uncertainty avoidance, the respondents are usually discouraged to enter conversation with strangers whose personality cannot be verified. More so, 10.3% (n = 40) of the respondents said that their adoption of Facebook to share and seek information was influenced by individualism/collectivism. This means information is first obtained by words of mouth before they are shared on Facebook. In addition, participants flow with the views of other people than relying on personal evaluation. Masculinity influences 15.2% (n = 59) of the respondents. This implies that cultural orientation is not an embargo to the use of social media, especially Facebook. The analysis also reveals that 35.7% (n = 139) of the respondents use Facebook to connect to past and present friends, which represents Hofstede's cultural dimension of long-term orientation. Suffice it that individuals with long tern orientation accept innovation and are more open to change necessitated by social media. The categorisation of the participants by Hofstede's cultural dimensions indicated that uncertainty avoidance ranked first (62.5%), followed by long term orientation (35.7%), then by masculinity (15.2%), next is power distance (14.7%), and lastly, by individualism/collectivism (10.3%).

5.2.3   Categorisation by Ethnicity

This section grouped the respondents based on ethnic orientation. Grouping the participants' using ethnicity is borne out of the fact that ethnicity plays vital role in determining the attitude of the people towards information seeking and sharing in Nigeria. However, the categorisation by ethnicity would help to understand how ethnic orientation influences respondents' perceptions on Facebook privacy and trust in Facebook. Out of the over 250 ethnic groups in Nigeria, respondents from 31 ethnic groups participated in the study. Nigeria is ethnically diverse with over 250 ethnic groups. The Igbos, Hausas, and Yorubas are the three

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largest ethnic groups in Nigeria followed by the Ibibios and the Ijaws. The responses to item 43 of the questionnaire were used to categorise the respondents by ethnicity. Table 5.2 and Figure 5.3 below depict the ethnic distribution of the participants.

Table 5.2: Ethnicity Distribution of Participants

Ethnicity	Frequency	Percentage
Igbo	105	27
Yoruba	99	25.4
Hausa	27	6.9
Ijaw	39	10
Esan	6	1.5
Ibibio	26	6.7
Efik	4	1
Ikwerre	34	8.9
Itsekiri	8	2.1
Edo	6	1.5
Ehuda	3	0.8
Igala	3	0.8
Urhobo	4	1
Others	25	6.4
	389	100.0

Source: Online Survey (2021)

43. What is your ethnicity? (Check only one response)
389 responses

- Igbo
- Yoruba
- Hausa
- Ijaw
- Esan
- Ibibio
- Efik
- Ikwerre

△ 1/5 ▽
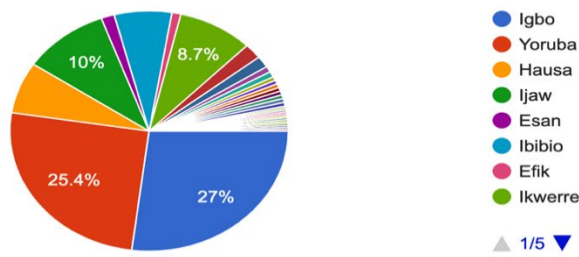
Figure 5.3: Ethnicity distribution of respondents

Table 5.2 and the pie chart in Figure 5.3 above reveal that majority of the respondents 27% (n = 105) were from the Igbo extraction; followed by 25.4% (n = 99) of the respondents who were from the Yoruba ethnic nationality. Also 11.3% (n = 44) where of the Hausa ethnic group. Furthermore, 10% (n = 39) of the respondents had their roots from the Ijaw minority group. The respondents from the Esan ethnic group were 1.5% (n = 6). It could be seen from the descriptive analysis that 6.7% (n = 26) of the respondents had their blood line from Ibibio ethnic nationality. The number of the respondents from the Efik minority group was 1% (n = 4). The responses from the questionnaire further indicated that 8.9% (n = 34) of the respondents hailed from the Ikwerre extraction. Of the total 389 respondents, 2.1% (n = 8) of the respondents represented the Itsekiri minority ethnic group of Delta State. The responses on ethnicity showed that 1.5% (n = 6) of the respondents were from part of Edo State ethic group. Also, 0.8% (n = 3) of the respondents from the Ehuda ethnic group were involved in the study. Respondents from the Igala ethnic nationality took part in the study. This group constituted 0.8% (n = 8) of the total respondents. The respondents from the Urhobo minority ethnic group were 1% (n = 4). The other ethnic groups that participated in the study include 0.5% (n = 2) each from Eleme, Ogoni, Etche, Ekpeye, Anang, and Ndoni ethnic nationalities. Finally, 0.3% (n =1) respondent each from other ethnic groups such as Etsako, Okrika, Ogba, Igarra, Engenni, Urugbo, Delta Igbo (Aniocha), Isoko, Khana, and the Egi ethnic group were involved in the study. The categorisation of the respondents by ethnicity has proved that Nigeria is ethnically culturally diverse.

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5.2.4 Categorisation by Occupation

Respondents were grouped in this sub-section by the responses they provided to item 44 of section 5 of the survey questionnaire: Socio-Demographics as shown in appendix B. Table 5.3 and Figure 5.4 depict the descriptive data analysis of the occupational distribution of the respondents. The reason for using this occupation categorisation is to analyse the influence of occupation on the perceptions of Facebook users on their Facebook privacy and how they feel when it comes to trusting Facebook to protect the information they share on Facebook from unauthorised users. This catogorisation is important since people from all ranks and files use Facebook at one point in time for different needs.

Table 5.3: Occupational Distribution of Respondents

Occupation	Frequency	Percentage
Healthcare practitioner	57	14.7
Academician	52	13.4
Legal practitioner	23	6
Religious leader	12	3.1
Law enforcement agent	8	2.1
Politician	13	3.3
Artist	6	1.5
Artisan	5	1.3
Businessman/woman	87	22.4
Student	78	20.1
Civil servant	5	1.3
Public servant	5	1.3
Banker	7	1.8
Journalist	5	1.3
Engineer	5	1.3
HR professional	3	0.8
Marketer	3	0.8

Accountant	2	0.5
Seafarers	2	0.5
Private sector	2	0.5
Others	9	2.3
	389	100.0

Source: Online Survey (2021)

44.Which of the following best describes your occupation? (Mark only one response)
389 responses

● A healthcare practitioner
● An academician
● A legal practitioner
● A religious leader
● A law enforcement agent
● A politician
● An artist
● An artisan

▲ 1/6 ▼
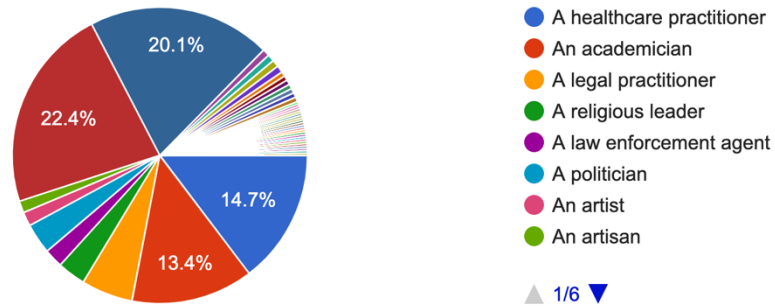
Figure 5.4: Occupation of respondents

The analysis in Table 3 and Figure 4 above reveals that 14.7% (n = 57) of the respondents were healthcare practitioners. Also, 13.4% (n = 52) of the respondents were academician. From the responses 6% (n = 23) of the respondents were legal practitioners; 3.1% (n = 12) of the respondents had their occupation as religious leaders. Additionally, 2.1% (n = 8) respondents were law enforcement agents; 3.3% (n = 13) of the respondents were politician; and 1.5% (n = 6) of the respondents were artists. Those whose occupation was business were 22.4% (n = 87) of the respondents. 20.1% (n = 78) of the respondents were students. Civil servant and public servant each had 1.3% (n = 5) of the respondents participating in the study. It was gathered from the responses that 1.8% (n = 7) of the respondents were bankers. Those respondents who had their occupation in journalism and engineering were 1.3% (n = 5), respectively. Also, 0.8% (n = 3) of the respondents were human resources professional and marketers, respectively.

Furthermore, 0.5% (n = 2) of the respondents were accountants; 0.5% (n = 2) were seafarers and 0.5% (n = 2) private consultants responded to the online questionnaire. Those whose occupation was development worker, social worker, truck driver, teacher, logistician, analyst, salesperson, and tourism organiser were 2.3% (n = 9) of the respondents. The descriptive analysis showed the study respondents cut across wide range of occupations.

5.2.5   Categorisation by Area of Residence, Gender, and Age

The respondents were grouped in this section of the analysis by area of residence, gender, and age. Question 45, 46 and 47 of the survey questionnaires were used in this analysis and the responses are reported in Table 5.4. The essence of employing these categorisations is to ascertain precisely how age and gender influence users' perceptions to trust in Facebook to protect their personal details as well as what they feel about Facebook privacy and third parties making use of the information they have shared on the platform without their consent.

Table 5.4: Descriptive Statistics for Area of Residence, Gender, and Age of Respondents

Variable	Levels	Frequency	Percentage
Area of Residence	Urban Area	301	77.4
	Semi Urban	66	17.0
	Rural area	20	5.1
	Slum	2	0.5
Gender	Male	186	47.8
	Female	177	45.5
	Prefer not to say	26	6.7
Age	18 – 25 years	122	31.4
	26 - 35 years	136	35.0
	36 – 45 years	104	26.7
	46 years and over	27	6.9
		389	100.0

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The descriptive statistics in Table 5.4 indicates that majority of the respondents 77.4% (n = 301) reside in urban areas; followed by 17% (n = 66) of the respondents who live in semi urban area. In addition, 5.1% (n = 20) of the respondents reside in rural areas, while 0.5% (n = 2) of the respondents have their abode in slum. This means that the respondents were concentrated in the urban area with minimum access to internet facilities and power supply, to say the least. The pictorial representation of the responses to question 46 of the survey questionnaire with respect to area of residence is shown in Figure 5.5 below.

45.Which of these best depicts your area of residence? (Check only one response
389 responses

Urban area
Semi urban
Rural Area
Slum
Inukwa

17%
77.4%
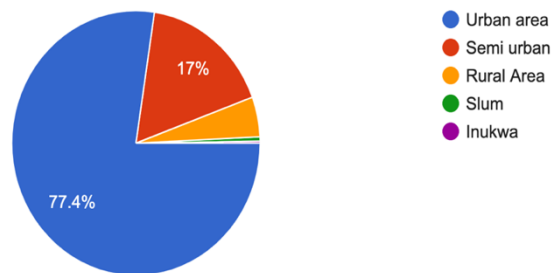
Figure 5.5: Showing Area of Residence of the Respondents

Regarding the gender of the respondents, more men 47.8% (n = 186) responded to the questionnaire than women, who constituted 45.5% (n = 177). This provides evidence that men and women use FB at comparable rates. This comparative analysis was based on the fact 6.7% (n = 26) of the respondents prefer not to say what gender they belong to. The responses to question 46 of the survey questionnaire which relates to gender are presented in the Figure 5.6.

46. Your gender (check only one response
389 responses

- Female
- Male
- Prefer not to say

47.8%
45.5%
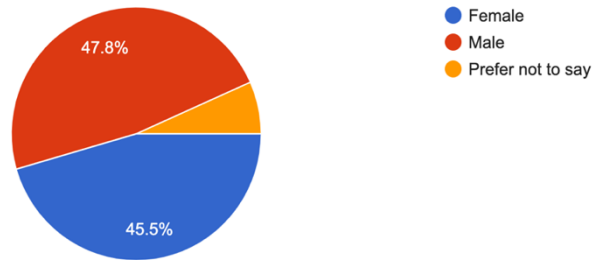
Figure 5.6: Showing Gender of the Respondents

With regards to the age of the respondents, two-third 66.4% (n = 258) of the respondents were less than 36 years. That means, 31.4% (n = 122) of the respondents were aged between 18 and 26 years; and 35% (n = 136) of the respondents were aged between 26 and 35 years (66.4%; n = 258). The age group 36 and 45 years were 26.7% (n = 104) of the respondents, while 6.7% (n = 27) of the respondents were aged 46 years and over. Figure 5.7 below presents the responses of the respondents to question 47 of the online survey questionnaires according to their age group.

47.Your age (check only one response
389 responses

- 18 – 25 years
- 26 - 35 years
- 36 – 45 years
- 46 years and over

26.7%
35%
31.4%
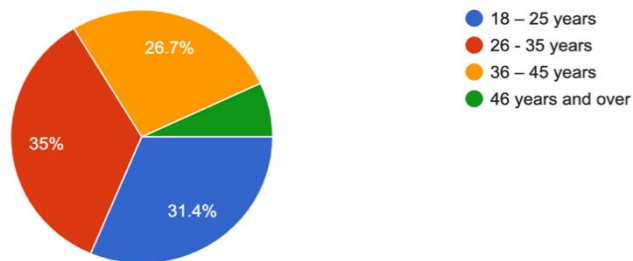
Figure 5.7: Showing Age Distribution of the Respondents

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5.2.6 Ways Users Use Facebook

This analysis covers question 4 through question 9 of the survey questionnaire. The reason for analysing the ways the respondents' used Facebook was to acertain if their reasons for using the platform are synonymous with the socio-demographic variables of education, culture, ethnicity, occupation and or gender or age. Question 4 of the survey questionnaire was used to analyse the ways the respondents share jokes. The pie chart in Figure 5.8 represents the responses of the respondents on jokes and videos. The responses from the questionnaire showed that 18.3% of the respondents shared jokes or videos relating to news or stories. Occasionally, 51.7% of the respondents shared jokes or videos on Facebook. However, no additional information on how often the respondents shared jokes on Facebook was reported. It is believed that they shared jokes only when it is necessary. Those who were not sure of whether they shared jokes or videos on Facebook were 10% of the respondents. Out of the 389 respondents, 20% of the respondents said that they do not share jokes or videos on Facebook.

4. Do you share jokes or videos (e.g. news, stories, etc.) on Facebook? (Check only one response
389 responses

- Yes
- Occasionally
- Not sure
- No
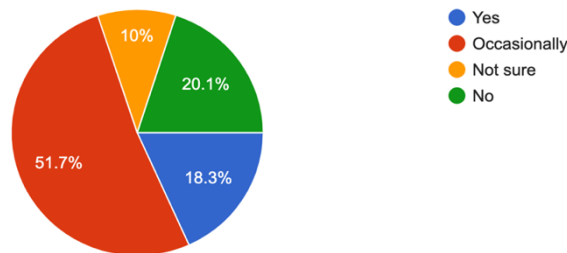
Figure 5.8: Showing responses on sharing jokes and videos on Facebook

Figure 5.9 below depicts the responses of the respondents to question 5 of the survey questionnaires, sharing personal pictures. The responses indicated 27.2% of the respondents often share their personal pictures on Facebook. Sometimes, that is, occasionally, 48.3% of the respondents share personal picture on Facebook. However, 8.3% were not sure of sharing their personal picture on Facebook. Categorically, 20% of the respondents said they do not share their personal pictures on Facebook.

5. Do you share your personal pictures on Facebook? (Check only one response)
389 responses

Yes
Occasionally
Not sure
No

48.3%
16.2%
27.2%
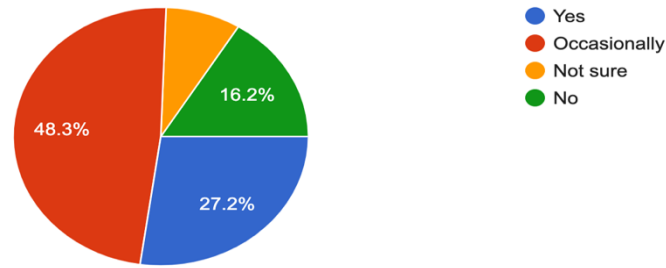
Figure 5.9: Showing responses on sharing personal pictures on Facebook

Respondents have varying opinion when it comes to sharing personal emails on social media platforms. The responses of the respondents on sharing personal emails on Facebook in responses to question 6 of the survey questionnaire are shown in Figure 5.10 below. The respondents who said "Yes" that they share their personal emails were 17.5%. Those who were not sure if they have shared their personal emails on Facebook were 31.9% of the 389 participants. Emphatically, 50.6% of the respondents said that they have not shared their personal email on Facebook. This shows that more than half of the respondents are not willing to providing information concerning their private emails on Facebook.

6. Do you share your personal emails on Facebook? (Check only one response)
389 responses

Yes
Maybe
No

50.6%
31.9%
17.5%
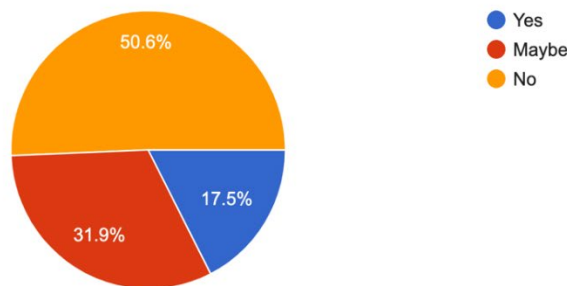
Figure 5.10: Showing responses on sharing of personal emails on Facebook

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The pie chart in Figure 5.11 below shows the responses of the respondents to question 7 of the online questionnaire on whether they share their educational status on Facebook or not. The outcome of the responses revealed that 27.5% of the respondents agreed that they shared the level of their educational attainment on the platform while 32.6% opined that it is only when the need arises that they share their educational level on Facebook. Approximately, 13.4% of the respondents were not sure if they have shared their educational qualifications on Facebook. Certainly, 26.5% of the respondents said they do not share their educational status on the platform under investigation. The summary of the responses is that 60.1% (27.5% plus 32.6%) of the respondents share their educational attainment on Facebook.

7. Do you share your educational status on Facebook? (Check only one response
389 responses
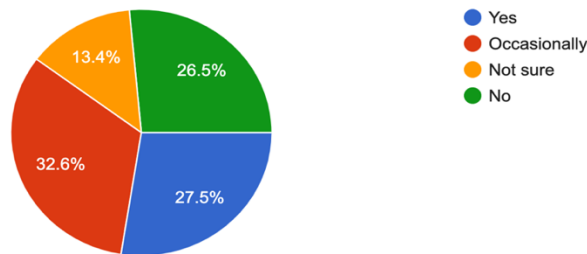
Figure 5.11: Showing responses on sharing educational status on Facebook

The responses on whether the participants share their employment status on Facebook as asked in question 8 of the questionnaire are presented in Figure 5.12 below. Yes, responded 20.3% of the respondents; while 29.8% opined that it is only when occasion demands that they share information regarding their employment statues on Facebook. However, approximately 12.6% of the respondents were not sure if they have shared their employment status on Facebook. Consequently, 37.3% of the total respondents said they do not share information relating to their employment status on Facebook. Like the responses to the educational attainment, 50.1% (20.3% plus 29.8%) of the respondents have shared information regarding their employment status on Facebook.

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8. Do you share your employment status on Facebook? (Check only one response)
389 responses
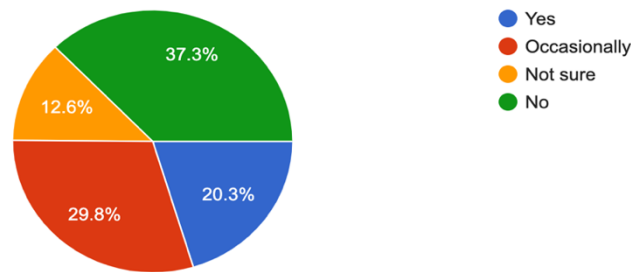
Figure 5.12: Showing responses on sharing of employment status on Facebook

Question 9 on the survey questionnaire was used to elicit responses on marital status of the respondents. Figure 5.13 depicts the responses of the respondents on sharing information regarding their marital status on Facebook. Frankly speaking, 35.3% of the respondents said yes, that they share their marital status on Facebook. For 24.4% of the 389 respondents, they share their marital status occasionally. Notwithstanding, approximately 10.4% of the respondents were not sure if they had shared their marital status on Facebook. Furthermore, 29.9% of the total respondents said they do not share information relating to their marital status on Facebook as they rather would keep that personal. In all, approximately 59.7% of the respondents have shared information that relates to their marital status on Facebook. However, the common trend from observation on the responses is that some Facebook users would prefer not to share their marital status in order to keep their followers so as to have large followership.

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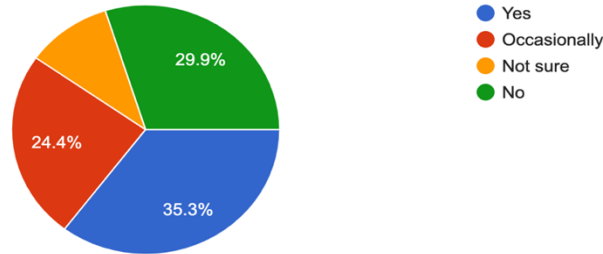
Figure 5.13: Showing responses on sharing marital status on Facebook

In addition, item 11 and item 14 in the questionnaire were used to identify the various ways the respondents used Facebook. The overall responses of the respondents to item 11 and item 14 are shown in Figure 5.14 and Figure 5.15, which represent how the respondents used Facebook to share and seek information.
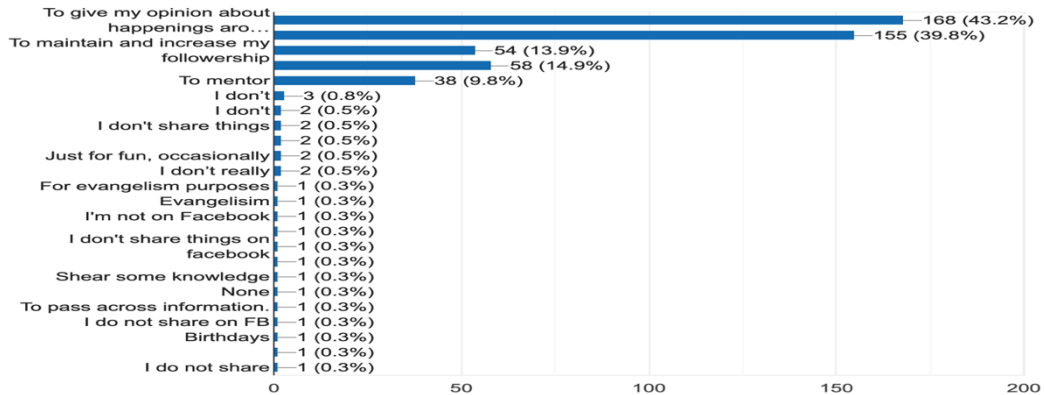
Figure 5.14: How participants use Facebook to share information

The bar graph in Figure 5.14 above shows that 43.2% (n = 168) of the respondents used Facebook to give their opinion about what is happening around them. Those who shared things on Facebook to entertain their friends were 39.8% (n = 155). Also, 13.9% (n = 54) used Facebook

to maintain and increase their followership. In addition, 14.9% (n = 58) of the respondents used Facebook to promote their businesses. Amongst these respondents, 9.8% (n = 38) of the respondents used Facebook to share information to mentor their followers.

Figure 5.15 below presents how respondents use Facebook to seek for information. In this wise 19.5% (n = 78) used Facebook to seek information about job needs. 21.6% (n = 84) of the respondents used Facebook to seek for information relating to their studies. The number of respondents that used Facebook to seek for information to understand the current fashion trend were (29.8%, n = 115). 55.5% (n = 216) of the total respondents used Facebook to be informed about what is happening around them. Also, 30.1% (n = 117) used the platform to seek for information that pertains to entertainment.
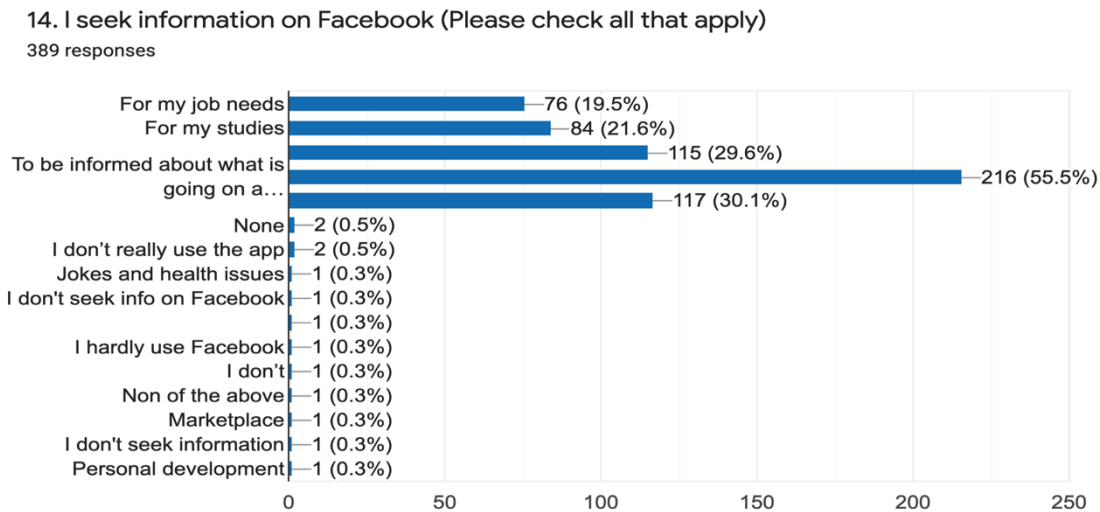
Figure 5.15: How participants use Facebook to seek information

5.2.6.1 Influence of Educational Qualification on Facebook Usage

A comparative analysis of the responses of the respondents for using Facebook to share information and seek information indicated that more people (n = 216, 55.5%) seek information on Facebook to be informed about what is happening around them; while (n = 168, 48.2%) use Facebook to share information about what is happening around them. This means that more

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often than not, respondents use Facebook to gather intelligence reports than they use it to share information that bothers on what happens in the environment they live in. More so, more individuals 39.8% (n = 155) share information on Facebook only for entertainment.

However, the influence on educational qualification on Facebook usage by the respondents was carried from the individual's responses to the items in question 11 as presented in Figure 5.14 above. This aspect of the analysis tallied the responses of the respondents against the items in question 11 based on the categorisation of the respondents by educational qualification. The tally approach was aimed at identifying how respondents share information on Facebook based on their educational qualification. Table 5.5 shows the analysis of the individual responses on question 11 with respect to education variables.

Table 5.5: Descriptive Statistics Showing Educational Qualification and Ways Users Use Facebook

	SSCE	OND	HND	BSc	MSC	MBA	PHD	Others	Total
give my opinion about happenings around me	40 (23.8)	21 (12.5)	10 (6.0)	75 (44.6)	5 (3.0)	7 (4.2)	4 (2.4)	6 (3.6)	168 (100%)
To entertain my friends	48 (30.9)	15 (9.9)	19 (12.3)	23 (14.8)	13 (8.4)	12 (7.7)	8 (5.2)	17 (10.8)	155 (100%)
To maintain and increase my followership	10 (18.5)	6 (11.1)	9 (16.7)	6 (11.1)	5 (9.3)	7 (12.9)	5 (9.3)	6 (11.1)	54 (100%)
To promote my business	30 (51.7)	4 (6.9)	4 (6.9)	2 (3.4)	2 (3.4)	3 (5.2)	6 (10.3)	7 (12.1)	58 (100%)
To mentor	7 (18.4)	6 (15.8)	3 (7.9)	6 (15.8)	4 (10.5)	5 (13.2)	7 (18.4)	-	38 (100%)

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	3	4	4	5	3	3	4	-	26
For other reasons	(11.5)	(15.4)	(15.4)	(19.3)	(11.5)	(11.5)	(15.4)		(100%)

Source: Author's Computation from Online Survey 2021

Where, SSCE = Senior Secondary School Certificate; OND = Ordinary National Diploma; HND = Higher National Diploma; BSc = Bachelor of Science; MSC = Master of Science; MBA = Master of Business Administration; PhD = Doctor of Philosophy; Others = inclusive of those with professional certificates, undergraduates. The grouping of others was necessitated by the fact that those under this category are less than 5 percent of the respondents, so the grouping would have insignificant effects on the interpretation of the responses with regards to education and the reasons for using Facebook.

Educationally, the descriptive analysis of the responses in Table 5 showed that out of the total 168 respondents that used Facebook to share information about what is happening around them, 23.7% (n = 40) of the respondents have SSCE; 12.5% (n = 21) of the respondents possess OND; 6% (n = 10) of the respondents have HND; and 44.6% (n = 75) of the respondents hold BSc degree. Also, 1.8% (n = 3) of the respondents are undergraduate; 3% (n = 5) of the respondents have obtained MSc; 7(4.2%) of the respondents have MBA; 4(2.4%) of the respondents are PhD holders; and the remaining 3.6% (n = 6) of the respondents have other qualifications such as professional certification.

5.2.6.2 Ways Users Use Facebook in Relation to Hofstede's Cultural Dimensions

Table 5.6 shows the descriptive statistics of the influence of Hofstede's cultural dimensions on the ways respondents use Facebook. The values in bracket ( ) are the simple percentage statistics. The respondents' individual responses to question 16 capturing Hofstede's cultural dimensions were tallied against the individual responses of the respondents to question 11 (Figure 11). The purpose of this approach is to identify how Hofstede's cultural dimensions of power distance (PD), uncertainty avoidance (UA), individualism/collectivism (IC), masculinity (MA), and long-term orientation (LTO) influence the ways users use Facebook as captured by i)

give my opinion about what is happening around me, ii) to entertain my friends; ii) to maintain and increase followership; iv); to promote my business; v) to mentor; and vi) for other reasons.

Table 5.6: Descriptive Statistics Showing Culture and Ways Users Use Facebook

	PD	UA	IC	MA	LTO	Total
Give my opinion about happenings around me	20 (11.9)	67 (39.9)	15 (8.9)	24 (14.3)	42 (25.0)	168 (100%)
To entertain my friends	18 (11.6)	65 (41.9)	14 (9.0)	19 (12.3)	39 (25.2)	155 (100%)
To maintain and increase my followership	4 (7.4)	26 (48.1)	4 (7.4)	6 (11.1)	14 (25.9)	54 (100%)
To promote my business	3 (5.2)	23 (39.7)	5 (8.6)	8 (13.8)	19 (32.7)	58 (100%)
To mentor	4 (10.5)	14 (36.8)	4 (10.5)	6 (15.8)	10 (26.3)	38 (100%)
For other reasons	4 (15.4)	10 (38.5)	3 (11.5)	3 (11.5)	6 (23.1)	26 (100%)

Source: Author's Computation from Online Survey 2021

It reveals that the decision of 11.9% (n = 20) of the respondents to use Facebook to give their opinion about what is happening around their environment was as a result of the uneven power distribution that prevails in Nigeria. These respondents see Facebook as a medium of communication; hence, they use the platform to share information about what is happening per time. Additionally, Hofstede's cultural dimension of uncertainty avoidance influences the decision of 39.9% (n = 67) of the respondents to use Facebook to give their view on societal issues. Individualism/collectivism propels 15 participants representing 8.9% to use Facebook to give their opinion about what they believe is happening in the society. Subsequently, masculinity influences the respondents to give their opinion on topical issues through Facebook by 14.3% (n = 24). This means culture is not a factor that restricts participants from giving their opinion on the social, political, economic and security issues confronting the Nigerian nation. Furthermore,

long term orientation is seen to have influence on the decision of 25% (n = 42) participants to use Facebook as a channel to give their opinion about what happens in their vicinity.

Hofstede's cultural dimensions of uncertainty avoidance and long-term orientation have high influence on Facebook users' decision to use the platform for entertainment of friends by 41.9% (n = 65) and 25.2% (n = 39), respectively. Power distance, individualism/collectivism, and masculinity influence users' decision to use Facebook to entertain friends by 11.6% (n = 18), 9.0% (n = 14) and 12.3% (n = 19), respectively. Consequently, out of the 54 respondents that used Facebook to maintain and increase followership, 48.1% (n = 26) and 25.9% (n = 14) of the respondents were influenced by uncertainty avoidance and long-term orientation. This implies that it is a norm in Nigeria for people not to trust strangers and at the same time Nigerians use Facebook to connect to old friends, make new friends and keep these categories of friends using Facebook. Hofstede's cultural dimensions of power distance, individualism and or collectivism, and masculinity have relatively low influence on respondents in using Facebook to maintain and increase followership.

In terms of using Facebook to promote their endeavours, uncertainty avoidance ranked first (39.7%, n = 23); followed by long term orientation (32.7%, n = 19); then by masculinity (13.8%, n = 8). Next is individualism (8.6%, n = 5) and last is power distance (5.3%, n = 3). The decision of the respondents to use Facebook to mentor others was influence apiece by power distance and collectivism (10.5%, n = 4). More of the respondents, 38.5% (n = 14) used Facebook to mentor others because of uncertainty avoidance while long term orientation influences 26.3% (n = 10) out of the 38 respondents that responded to the item.

5.2.6.3 Ethnicity and Ways Users Use Facebook

The aim of this section of the analysis was to analyse the influence of ethnic orientation on the ways the users use Facebook. This analysis is important given that the Nigerian society is ethnically diverse. The analysis was achieved by tallying the responses of the individual respondents on ethnicity with the responses on the items in question 11 of the survey questionnaire. The result is presented in Table 5.7.

Table 5.7: Descriptive statistics showing Ethnicity and ways users use Facebook.

	Ig	Yo	Ha	Ij	Ib	Ik	OE	Total
give my opinion about happenings around me	21 (12.5)	21 (12.5)	24 (14.3)	20 (11.9)	20 (11.9)	22 (13.1)	40 (23.8)	168 (100%)
To entertain my friends	18 (11.6)	25 (16.1)	19 (12.3)	23 (14.8)	23 (14.8)	28 (18.1)	19 (12.3)	155 (100%)
To maintain and increase my followership	10 (18.5)	6 (11.1)	9 (16.7)	6 (11.1)	8 (14.8)	7 (13.0)	8 (14.8)	54 (100%)
To promote my business	37 (63.8)	4 (6.9)	4 (6.9)	2 (3.4)	2 (3.4)	3 (5.2)	6 (10.3)	58 (100%)
To mentor	7 (18.4)	6 (15.8)	3 (7.9)	6 (15.8)	4 (10.5)	5 (13.2)	7 (18.4)	38 (100%)
For other reasons	3 (11.5)	4 (15.4)	4 (15.4)	5 (19.3)	3 (11.5)	3 (11.5)	4 (15.4)	26 (100%)

Source: Author's Computation from Online Survey 2021

Table 5.7 shows that ethnically, 12.5% (n = 21) respondents each from the Igbo and the Yoruba ethnicity groups use Facebook to give their opinion about what is happening around them. The analysis also shows that all other ethnic groups proportionately used Facebook to share their opinion about what is happening around them. For example, 11.9% (n = 20) respondents each from the Ijaw and the Ibibio nationalities. However, the Hausas (14.3%, n = 24) who lived in the northern part of Nigeria were more when it comes to using Facebook to share and seek for information about what is happening around them perhaps because of the high level of insecurity in the north. This may relate to the current security challenges in the northern part of Nigeria caused by the Boko Haram insurgency and the incessant destruction of lives and properties by bandits. Out of the 27 Hausas that participated in the study, 88.9% (n = 24) were of the opinion that they use Facebook to share information relating to what is going around their environment. Out of the 155 respondents that used Facebook for entertainment, participants from the Ikwerre ethnic group (18.1%, that is, n = 28) use FB more often for entertainment of friends than the

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other ethnic groups. In term of using Facebook to promoting business activities, 63.8% (n = 37) of the respondents from the Igbo ethnic extraction have been using Facebook to share information with the intention to promoting their businesses. The remaining 36.2% (n = 21) of the respondents from the other ethnic nationalities which comprises of the Yorubas, the Hausas, the Ijaws, the Ibibios, the Ikwerres and the other ethnic groups that responded to the online questionnaire use Facebook to project their businesses.

5.2.6.4 Influence of Occupation on Ways Users Use Facebook

This section of the analysis analysed the responses of the individual responses to question 11 in connection with the responses of the individual respondents to question 44 of the survey questionnaire. The purpose of this analysis is to investigate how the users use Facebook in relation to their occupation. The result is presented in Table 5.8.

Table 5.8: Descriptive Statistics Showing Occupation and Ways Users Use Facebook

	HP	AC	LP	RL	POL	BMW	ST	Others	Total
give my opinion about happenings around me	23 (13.7)	22 (13.1)	11 (6.5)	8 (4.8)	9 (5.4)	41 (24.4)	38 (22.6)	16 (9.5)	168 (100%)
To entertain my friends	20 (12.9)	21 (13.5)	15 (9.7)	8 (5.2)	7 (4.5)	40 (25.8)	31 (20.0)	13 (3.9)	155 (100%)
To maintain and increase my followership	8 (14.8)	5 (9.3)	6 (11.1)	6 (11.1)	5 (9.3)	7 (12.9)	13 (24.1)	4 (7.4)	54 (100%)
To promote my business	7 (12.1)	8 (13.8)	4 (6.9)	2 (3.4)	5 (8.6)	13 (22.4)	16 (27.6)	3 (5.2)	58 (100%)
To mentor	6 (15.8)	6 (15.8)	3 (7.9)	4 (10.5)	4 (10.5)	6 (15.8)	5 (13.2)	4 (10.5)	38 (100%)
For other reasons	2 (7.7)	4 (15.4)	2 (7.7)	3 (11.5)	3 (11.5)	5 (19.2)	5 (19.2)	2 (7.7)	26 (100%)

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Where, HP = Health practitioner; AC = Academician; LP = Legal Practitioner; RL = Religious Leader; POL = Politician; BMW = Businessmen/women; ST = Student; Others = Inclusive on bankers, artists, engineers, among others.

Table 5.8 provides the descriptive statistics of how occupation influences the ways the respondents use Facebook. It indicates that 13.7% (n = 23) of the health workers used Facebook to give their opinion about what is happening around their environment. Also, 13.1% (n = 22) of the respondents who were academician used Facebook to give their views on current public issues and what is going on around their environment. Further analysis indicated that legal practitioners (6.5%. n = 11) used Facebook to give their opinion about what they have confirmed is happening in Nigeria as a whole. Subsequently, the use of Facebook to give opinion on topical issues was influenced by religious leaning (4.8%, n = 8). Furthermore, 5.4% (n = 9) of the politicians that participated in the survey used Facebook as a medium of communication to give their opinion about what happens in their constituencies. 24.4% (n =41) of the businessmen/women that participated in the study used the platform to inform their customers and colleagues about business activities. Meanwhile, 22.6% (n = 38) of the students used Facebook to give their opinion on current debate.

The analysis in Table 5.8 also shows that 12.8% (n = 20) of health practitioners use Facebook to entertain friends. Consequently, out of the 155 respondents that used Facebook to entertain friends, 13.5% (n = 22) were academician; 9.7% (n = 15) of the respondents were legal practitioner; 5.2% (n = 8) were religious leaders; 4.5% (n = 7) were politicians; 25.8% (n = 40) were businessmen/women; and 20.0% (n = 31) were students. This implies that irrespective of the occupation of the respondents, Nigerians use Facebook for entertainment.

In terms of using Facebook to maintain and increase followership, the responses were relatively proportionate to the numbers of respondents in each category of occupational engagement. For example, 14.8% (n = 8) health workers used Facebook to maintain and increase followership; 9.3% (n = 5) academicians also used Facebook to maintain and increase followership. Also, 11.1% (n = 6) legal practitioners and religious leaders apiece used Facebook

to maintain and increase followership. Next, 9.3% (n = 5) politicians, 12.9% (n = 3) businessmen/women, and 24.1% (n = 13) students used Facebook to maintain and increase followership.

5.2.6.5 Influence of Age on Ways Users Use Facebook

The aim of this analysis was to explain how age influences the ways users use Facebook in Nigeria. The analysis was done by using a tally approach of the respondents by age range on each of the item in question 11: Why do you share things on Facebook? The responses on the age range of the participants from the question 47 are presented in Figure 5.9 below. The responses to each item were then analysed and presented using simple percentage statistics as shown below.

Table 5.9: Descriptive Statistics Showing Age and Ways Users Use Facebook

	18 – 25 Yrs	26 – 35 Yrs	36 – 45 Yrs	46 Yrs & Over	Total
give my opinion about happenings around me	38 (22.6)	69 (41.1)	49 (29.2)	12 (7.1)	168 (100%)
To entertain my friends	38 (43.9)	67 (30.3)	42 (20.6)	8 (5.2)	155 (100%)
To maintain and increase my followership	22 (40.7)	17 (31.5)	10 (18.5)	5 (9.3)	54 (100%)
To promote my business	15 (8.6)	24 (20.7)	15 (25.9)	4 (44.8)	58 (100%)
To mentor	8 (7.9)	15 (20.1)	12 (31.6)	3 (39.4)	38 (100%)
For other reasons	9 (11.5)	6 (19.2)	8 (19.2)	3 (7.7)	26 (100%)

Source: Author's Computation from Online Survey 2021

Table 5.9 presents the descriptive statistics of the influence of age on the ways the respondents use Facebook. It shows that 22.6% (n = 38) of the respondents within the age bracket 18 – 25

years used Facebook to express their opinion about what is happening around their environment. Also, 41.1% (n = 69) of the respondents within 26 – 35 years used Facebook to express their concerns about what is going on around their environment. More so, 29.2% (n = 49) of the respondents between the ages of 36 and 45 years used Facebook to give their opinion about what is trending in Nigeria. Subsequently, those aged 46 years and above accounting for 7.1% (n = 12) used of Facebook to express their opinion on topical and trending issues in Nigeria.

The analysis in Table 5.9 also reveals that 43.9% (n = 68) of the respondents within the age group 18 – 25 years used Facebook to entertain their friends. Consequently, among the 155 respondents that used Facebook to entertain friends, 30.3% (n = 47) fell within 25 – 35 years. Subsequently, 20.6% (n = 32) of the respondents who fell within the age group 36 – 45 years used Facebook to entertain their friends on the platform. Notwithstanding, those respondents who were 46 years and over (5.2%; n = 8) used Facebook to entertain their friends. The responses to the ways users use Facebook in relation to age imply that the use of Facebook for entertainment tends to decline as the age of the respondents increases.

The responses to item three (3) of question 11 of the survey questionnaire revealed that 40.7% (n = 22) of the respondents who fell within the age bracket 18 – 25 years used Facebook to maintain and increase followership. Additionally, 31.5% (n = 17) of the respondents within the age bracket 25 – 36 years used Facebook to maintain and increase followership. Again, 18.5% (n = 10) respondents within 36 - 45 years used Facebook to maintain and increase followership. Also, 9.3% (n = 5) respondents who were 46 years and above used Facebook to maintain and increase followership. This analysis indicates the younger the users the more the tendency and desire to increase followership and vice versa and the older the users the less they become interested in maintaining and increasing followership on Facebook.

The analysis further showed that 8.6% (n = 5) of the respondents who fell within the age bracket 18 – 25 years used Facebook to promote their businesses. Likewise, 20.7% (n = 12) of the respondents within the age bracket 26 – 35 years used Facebook for business promotion. Again, 29.5% (n = 15) of the respondents within 36 - 45 years promote their businesses through Facebook. In addition, 44.8% (n = 26) respondents who were 46 years and above used Facebook

to promote their businesses. The implication of this analysis is that it shows the matured respondents (36 years and above) shift away from the use of Facebook for entertainment to the use of Facebook to promoting their businesses. Hence, the use of Facebook is not necessarily for pleasure but to make ends meet through placement of business adverts.

The report in Table 5.9 reveals that the more aged the respondents were the more the use of Facebook for mentorship. As could be seen, 7.9% (n = 3) of the respondents who fell within the age bracket 18 – 25 years use Facebook for mentorship. Additionally, 20.1% (n = 8) of the respondents within the age bracket 26 – 35 years used Facebook to mentor others; 31.6% (n = 12) of the respondents within 36 - 45 years used Facebook for mentorship; 39.4% (n = 15) respondents who were from 46 years used Facebook for mentorship. The result in this part of the survey means that older users of Facebook used the platform to mentor others than the younger users of Facebook.

5.2.7   Attitude towards Information Seeking Behaviour

This Section was additionally used to evaluate the respondents' responses according to their attitude towards seeking information on Facebook. The bar graph in Figure 5.16 represents the responses of the participants to item 15 of the questionnaire. The outcome from the analysis revealed that 101 respondents accounting for 26% of the 389 respondents that participated in study always read the privacy policy of Facebook before using the platform to seek for information. Conversely, 43.7% (n = 170) of the participants tend to distrust information from Facebook where the original source of the information is not known. That is to say that this group would rather discard information on Facebook that cannot be verified offline or be confirmed in other social networking sites. More so, 23.4% (n = 91) of the participants were only concerned about the speed of getting information from Facebook. To this group of participants, Facebook privacy policy and the source of the information they seek for on Facebook are irrelevant. Implying that, participants used Facebook to obtain information based on the speed they enjoy when they use Facebook. This remains a plus on the quality of Facebook usage. Convenience in obtaining information on Facebook was cogent to 24.9% (n = 97) of the participants that took part in the survey. Convenience is a factor that makes people use social networking sites and the

participants are fine with it in as much as the information obtained were verifiable. The remaining 69 participants representing 17.7% of the total participants said they are usually not in a hurry to get information from Facebook. This group of individuals is not in a hurry to arrive at a conclusion from the information they get from Facebook concerning social issues except they confirmed the information from one or more reliable sources. The analysis here reveals that information seeking behaviour of the participants was influenced by i) the attitude of the participants towards Facebook privacy policy; ii) the source of the information; iii) the speed of obtaining information; iv) the convenience in obtaining the information they are seeking for; v) and the ability of the participants to verify the information from other reliable sources.

15. Which of this best describes your attitude towards seeking information on Facebook? (Please check all that apply)
389 responses
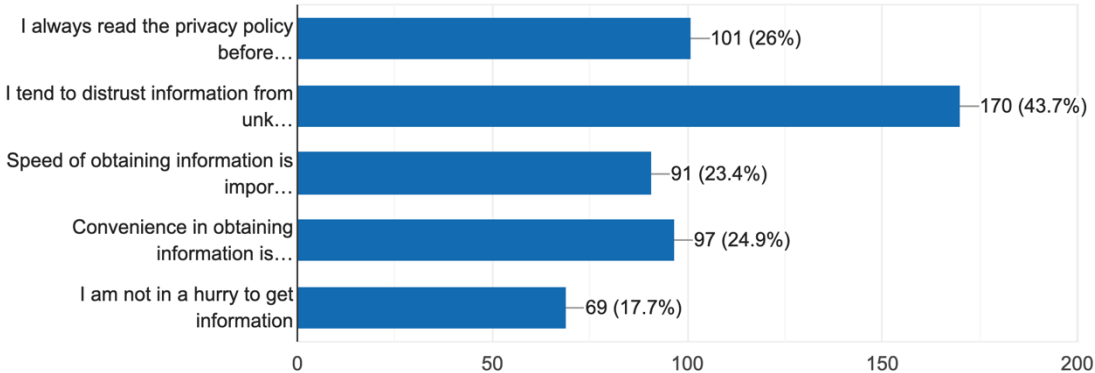
Figure 5.16: Attitude towards seeking information on Facebook.

5.3   Analysis of Privacy

This Section explores the relationship of the groups in relation to attitudes towards privacy of Facebook regarding information sharing and seeking behaviour. The responses of the respondents to the questions in Section 3 of the questionnaire were used in this Section of the analysis.

5.3.1 Facebook Privacy

First, Facebook users were presented with a number of options relating to their level of awareness of Facebook privacy policy. Over half (53.7%, n = 209) of all the Facebook users that participated in the study were highly aware of Facebook privacy policy. 17.5% (n = 68) of the respondents have low level of awareness, while 7.2% (n = 28) were completely unaware of the privacy policy of Facebook (Figure 5.17). Also, (22.9%, n = 89) of the respondents who have read and understood Facebook privacy document in whole or in part were more than the respondents (16.2%, n = 63) who have not read and understood Facebook privacy document in whole or in part. The remaining 60.9% (n = 237) of the respondents were not certain if they had read and understood Facebook privacy policy in whole or in part (Figure 5.18). Facebook users who have read and understood Facebook privacy policy seem to be more informed about how Facebook uses its users' data. Notwithstanding, about half of the Facebook users who have not read and understood Facebook privacy document reported high level of awareness of Facebook privacy document.

27. How would you measure your level of awareness of Facebook privacy policy? (Check only one response
389 responses

- Highly aware
- Aware
- Neutral
- Moderately aware
- Not aware
- Option 6
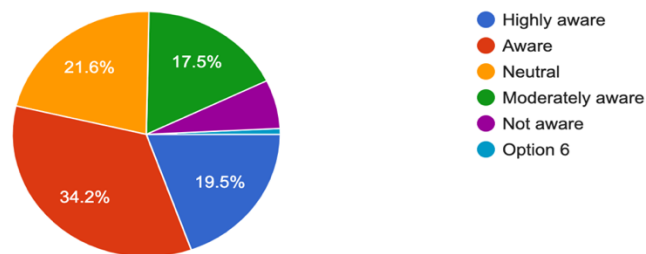
Figure 5.17: Showing responses on Awareness of FB Privacy Policy

28. Have you read and understood Facebook privacy policy or document in whole or in part? (Check only one response)
389 responses

Legend:
- Yes
- May be
- Not sure
- No

19.8%
16.2%
41.1%
22.9%
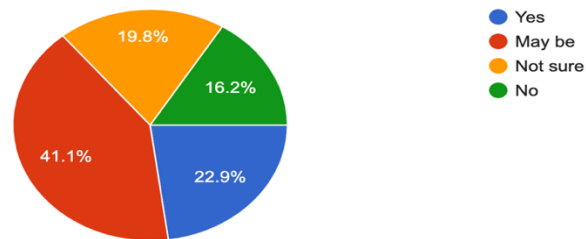
Figure 5.18: Showing responses on Reading and Understanding FB Privacy Policy

5.4 Analysis of Trust

This section analysed the responses of the participants on trust along trusting people on Facebook, trusting information on Facebook, and trusting Facebook to protect personal information, and the relationship of each trust types and information sharing behaviour and seeking behaviour.

5.4.1 Trusting people on Facebook.

Question 19 in Section 3 of the online questionnaire was used to analysing the perceptions of Facebook users on how they trust people on Facebook. The responses to the question are shown in Figure 5.19 below. Firstly, the responses showed that 7.2% (n = 28) of the respondents said 'Yes' that most people they have come in contact with on Facebook can be trusted. For 40.4% (n = 157) of the respondents, most people on Facebook can be trusted but only 'Occasionally'. This §implies that this group of participants has the tendency to trust people on Facebook. 25.7% (n = 100) of the respondents said that they are 'Not sure' if majority of the people they have come in contact with on Facebook can be trusted. The implication of this is that not all persons on Facebook can be trusted. However, 26.7% (n = 104) of the respondents responded that most people on FB cannot be trusted. The direction of the responses reveals that facebook users have different perceptions when it comes to trusting people, they have encounter on Facebook perhaps this might be based probably on personal experience and judgement. The

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summary of this analysis is that those who responded with 'No' – 26.7% are more than those that said 'Yes' – 7.2%.

19. Generally speaking, would you say that most people on Facebook can be trusted? (Check only one box)
389 responses
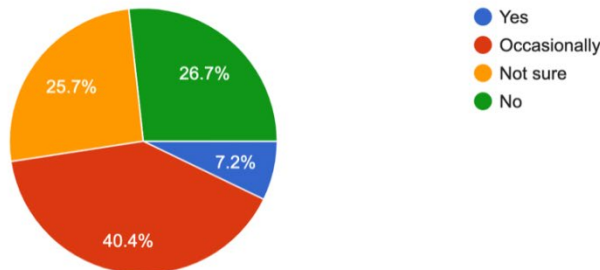
Figure 5.19: Showing responses on trusting people on Facebook.

5.4.2 Trusting Facebook to protect information shared.

The responses from question 20 and questions 21 both in Section 3 of the online questionnaire were used to evaluate the perceptions of users on trusting Facebook. First, question 20 used to elicit responses on trusting Facebook to protect information shared on the platform. The graphical presentation of the participants' responses to question 20 is shown in figure 5.20 The analysis revealed that 15.7% (n = 61) believed that the information they shared on the platform is protected by saying 'Yes'; while 18.3% (n = 71) of the respondents said 'No' that they do not trust in Facebook to protect the information they shared on the platform. Those who said 'Maybe' they can trust in FB to protect the information they shared on the platform constituted 42.2% (n = 164). In addition, 23.9% (n = 93) said they are 'Not sure' that Facebook protects the information they shared on the platform. This shows that a high proportion (42.2%, n = 164 plus 23.9%, n = 93, which equals 66.1%, n = 257) respondents were skeptical when it comes to trusting Facebook to protect the information they shared on the platform. The question that comes to mind from these responses is that: are Nigerian Facebook users aware of its privacy settings?

20. Do you trust in Facebook to protect the information you shared on the platform? (Check only one box)

389 responses

- Yes
- Maybe
- Not sure
- No

23.9%
18.3%
15.7%
42.2%
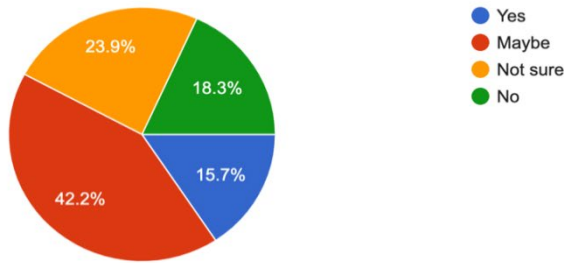
Figure 5.20: Showing responses on trusting Facebook to protect information shared.

Second, question 21 was also asked as a follow up question to have deeper understanding on trusting Facebook to protect information shared on the platform. The graphical presentation of question 21 is shown in figure 5.21. The analysis showed that 13.7% (n = 54) agreed to a 'High extent' that their profile information shared on the platform is protected. In support, 10.3% (n = 40) of the respondents said that they trust in Facebook to a 'Moderate extent' to protect their profile information such as pictures, email, phone numbers, amongst others. Those who were 'Neutral' when it comes to trusting Facebook to protect their profile information shared on the platform were 28.8% (n = 112). At the low perception threshold, 35.7% (n = 139) said that to 'Low extent' they trust in Facebook to protect their profile information shared on the platform. To a 'Very low extent' (11.3%, n = 44) of the respondents' trust in Facebook to protect their profile information.

21. To what extent do you trust in Facebook to protect your profile information (e.g. pictures, email, phone numbers, etc? (Check only one box)
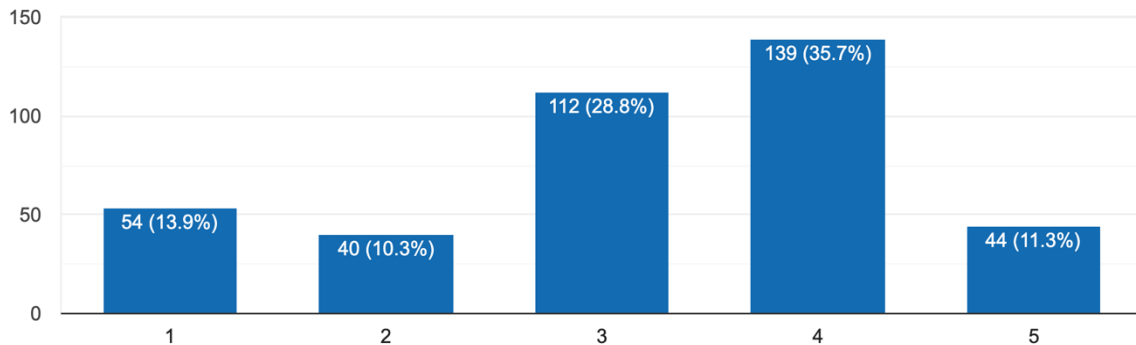
389 responses

Figure 5.21: Showing responses on trusting Facebook to protect information shared.

5.4.3 Trusting information on Facebook.

The aim of this section was to explore whether Facebook users in Nigeria trust the information they seek on Facebook and the extent to which they trust the information they seek on Facebook. Two questions were raised to gather the necessary responses. Firstly, Question 22 of Section 3 was coined to understand whether or not Nigerians trust the information they seek on Facebook. The summary of the responses to Question 22 of Section 3 is presented in Figure 5.22.

The descriptive analysis revealed that only 7.6% (n = 30) of the respondents said 'Yes' that they trust the information they seek on Facebook. 67.4% (n = 262) said they trust the information they seek on Facebook 'Ocaasionally'. 15.7% (n = 61) were 'Not sure' that the information they seek on Facebook is to be trusted; while 9.3% (n = 36) said 'No' that the information they seek on Facebook cannot be trusted.
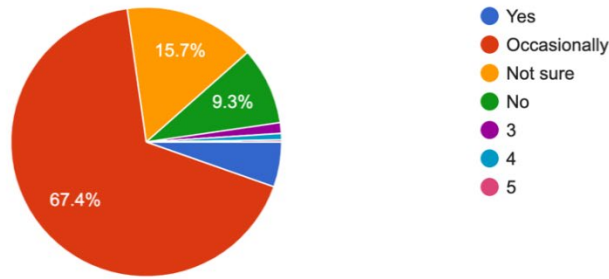
Figure 5.22: Showing responses on trusting information of Facebook.

Secondly, Question 23 of Section 3 was a follow up question to understand the perceptions of Nigerians on trusting information on Facebook. The responses to the extent at which Facebook users trust the information they seek on Facebook portrayed that 6.6% (n = 25) trust to a 'High extent' the information they seek on Facebook. 35.3% (n = 134) of the respondents' trust information on Facebook to a 'Moderate extent'. 34.7% (n = 132) were 'neutral'; 14.2% (n = 54) of the respondents' trust information on Facebook to a 'low extent'; and 9.2%, (n = 35) trust to a 'Very low extent' the information they seek on Facebook (Figure 5.23).

23. To what extent would you say that you trust the information you seek on Facebook?
380 responses
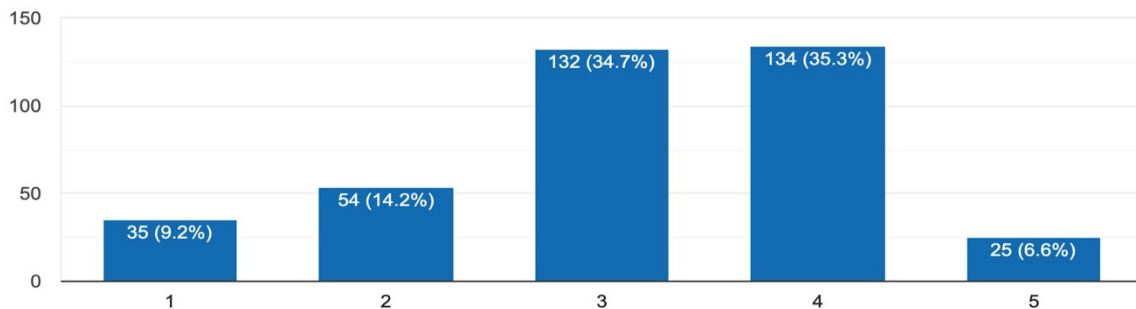
Figure 5.23: Showing responses on the extent of trusting information on Facebook.

5.4.4 Trusting information from other sources.

The aim here is to explore other sources that Nigerians get information from and to examine if these other information sources relate to Facebook. Question 24 in Section 3 of the online questionnaire as shown in figure 5.24 depicts the responses from the participants.

24.To what extent are you likely to trust information from the following sources? (Check only one response for each item)
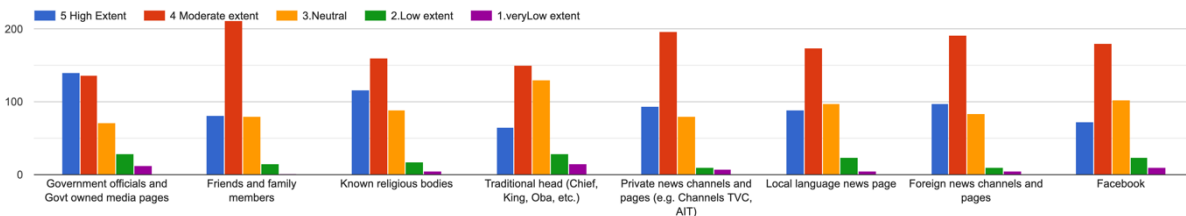
Figure 5.24: Showing responses on trusting information from other sources.

The first bar chart from the left in figure 5.24 represents the extent to which participants trust information from government owned media pages. From the bar chart, 38.0% (n = 148) trust the information on and from government owned media pages to a 'High extent'. Similarly, 36.0% (n = 140) of the respondents' trust information from government owned media pages to a 'Moderate extent'. The bar chart further showed that 16.8% (n = 65) were 'neutral' to the question asked. However, 6.4% (n = 25) of the respondents' trust information on and from government owned media pages to a 'low extent'; while 2.8%, (n = 11) trust to a 'Very low extent' the information from government owned media pages.

The second bar chart yet from the left in figure 5.24 depicts the extent to which participants trust information from friends and families. The result from the analysis showed that 19.3% (n = 75) trust to a 'High extent' the information they obtained from friends and families. For 56.5% (n = 220) of the respondents, said they trust information from friends and families to a 'Moderate extent'. The bar chart further displayed 19.3% (n = 75) were 'neutral' to providing answer to Question 24. Nonetheless, 4.9% (n = 19) of the respondents' trust information from friends and families to a 'low extent'.

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The third bar chart in figure 5.24 represents the extent to which participants trust information obtained from known religious bodies. The analysis revealed 29.6% (n = 115) trust the information they obtained from prominent religious bodies to a 'High extent'. The position of 41.1% (n = 160) of the respondents, was that they trust information from known religious bodies to a 'Moderate extent'. Further displayed was that 20.6% (n = 80) of the respondents were yet again 'neutral' to providing answer to Question 24. Nevertheless, 6.9% (n = 27) of the respondents' trust information from these known religious bodies to a 'low extent'. The perceptions of 1.8% (n = 7) of the participants was that they trust information from known religious bodies to a 'Very low extent'.

The bar chart in panel 4 in figure 5.24 explains the extent to which participants trust information given to them from traditional ruler such as chiefs and kings or local head. The bar chart revealed 15.4% (n = 60), to a 'High extent' trust the information they obtained from paramount rulers. In the view of 38.6% (n = 150) of the respondents, they trust information from traditional rulers or heads to a 'Moderate extent'. It is also shown from the bar chart that 35.5% (n = 138) of the respondents were 'neutral' to providing answer to Question 24. On the other hand, 6.7% (n = 26) of the respondents' trust information from these traditional rulers to a 'low extent'. The perceptions of 3.8% (n = 15) of the participants was that they trust information from their traditional ruler to a 'Very low extent'.

From the fifth bar chart counting from left to right in figure 5.24, it was observed that 24.4% (n = 85) Facebook users trust information from private news channels and pages to a 'High extent'. The responses captured on the bar chart also showed that 50.9% (n = 198) trust information from these sources to a 'Moderate extent'. 19.0% (n = 74) of the respondents were 'neutral'. On the other hand, 3.1% (n = 12) of the respondents' trust information from private channels and pages to a 'low extent'. Only 2.6% (n = 10) of the participants to a 'Very low extent' would trust information from private channels and pages.

Participants' trust perceptions were also analysed from level of trust they have on information gathered from local language news paper. The responses of the participants were analysed from the sixth bar chart counting from left to right in figure 5.24. It showed that 23.7% (n = 92)

Facebook users trust information from local language news papers to a 'High extent'. 45% (n = 175) trust information from local language news papers to a 'Moderate extent'. 24.9% (n = 97) of the respondents remained 'neutral'. 5.1% (n = 20) and 1.3% (n = 5) of the participants to a 'Low extent' and 'Very low extent' trust information from local language news papers, respectively.

The seventh bar chart in figure 5.24 represents the trust perceptions of the participants on foreign news channels and pages. From the responses, 25.2% (n = 98) Nigerian Facebook users trust information on foreign news channels and pages to a 'High extent'. 50.1% (n = 195) trust information from foreign news channels and pages to a 'Moderate extent'. 20.1% (n = 82) of the respondents stayed 'neutral'. 2.6% (n = 10) of the respondents' trust information from foreign news channels and pages to a 'low extent' and 1.0% (n = 4) of the participants trust information from foreign news channels and pages to a 'Very low extent'.

The response on the eighth bar chart in figure 5.24 represents the trust perceptions of the participants on Facebook. From the responses, 19.0% (n = 74) Nigerian Facebook users trust information on Facebook to a 'High extent'. 47.6% (n = 185) trust information on Facebook to a 'Moderate extent'. 25.7% (n = 100) of the respondents were 'neutral'. 5.1% (n = 20) of the total participants trust information on Facebook to a 'low extent' and 2.6% (n = 10) of the participants trust information on Facebook to a 'Very low extent'.

From the analysis it could be noticed that Nigerian Facebook users trust information (in hierarchical order) to a 'High extent' from: (1) Government officials and media pages; (2) known religious bodies; (3) Foreign news channels and pages; (4) Private news channels and pages; (5) Local language news papers; (6) Friends and families; (7) Facebook; and (8) Traditional rulers.

5.4.5 Relationships between trust types and information sharing behaviour.

Table 5.10 shows the multinomial logistic regression results between information sharing behaviour and trusting people on Facebook (TPFB), trusting Facebook to protect personal information (TFB), and trusting information on Facebook (TIFB).

Table 5.10: Trust types and information sharing behaviour Parameter Estimates

Information Sharing Behaviour[a]		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
Give opinion	Intercept	2.844	1.064	7.141	1	.008			
	TPFB	-.311	.227	1.887	1	.170	.732	.470	1.142
	TFB	-.183	.217	.714	1	.398	.832	.544	1.274
	TIFB	.058	.269	.047	1	.829	1.060	.626	1.794
Entertain friends	Intercept	2.655	1.073	6.122	1	.013			
	TPFB	-.208	.227	.842	1	.359	.812	.520	1.267
	TFB	-.021	.217	.009	1	.923	.979	.640	1.498
	TIFB	-.179	.273	.428	1	.513	.836	.490	1.428
maintain followership	Intercept	.780	1.272	.376	1	.540			
	TPFB	.018	.270	.005	1	.946	1.018	.601	1.727
	TFB	-.154	.258	.355	1	.551	.857	.517	1.422
	TIFB	-.036	.323	.012	1	.912	.965	.513	1.816
Business promotion	Intercept	.545	1.246	.191	1	.662			
	TPFB	.000	.263	.000	1	1.000	1.000	.597	1.676
	TFB	-.035	.251	.019	1	.890	.966	.590	1.580
	TIFB	.013	.312	.002	1	.966	1.013	.550	1.869

a. The reference category is: To mentor.

Trusting people on Facebook was measured with 4 items of "Yes", "Occasionally", "Not Sure" and "No" (Question 19 of the Questionnaire). On the other hand, information sharing behaviour was measured with 5 items: "To give opinion about what is happening around the environment", "To entertain friends", Maintaining and increasing followership", "Business promotion", and

"Mentorship" (Question 11 of the Questionnaire). The results in table 5.10 indicate that trusting people on Facebook has negative influence on the use of Facebook to give opinion about what is happening around participants environment (β = -0.311; p = 0.170 > α = 0.05). This indicates that the lack of trusting people on Facebook has the odds to reduce using Facebook to share information that relate to happenings around users' environment. This is also applicable in the relationship between trusting people on Facebook and using Facebook for entertainment of friends given that (β = -0.208; p = 0.359 > α = 0.05). However, trusting people on Facebook does not reduce the use of Facebook to maintain and increase followership (β = 0.018; p = 0.946 > α = 0.05). In addition, not trusting people on Facebook reduced to its barest minimum the odds of using Facebook for business promotion (β = 0.000; p = 1.000 > α = 0.05). The implication is that those who do not trust people on Facebook do not also use Facebook to carry out business transactions.

The result also shows that trusting Facebook (TFB) to protect information shared on the platform has negative odds on all the items used in measuring information sharing behaviour. Trusting Facebook reduces the tendency of using Facebook to give opinion about happenings around participants environment by (β = -0.183; p = 0.398 > α = 0.05) odds; to entertain friends by (β = -0.021; p = 1.000 > α = 0.05) odds; to maintain and increase followership by (β = -0.154; p = 0.551 > α = 0.05); and to promote business by (β = -0.035; p = 890 > α = 0.05) odds. The implication of the results is that users who perceived Facebook cannot be trusted to protect the information they shared reduced the rate at which they use Facebook to share information concerning their businesses, opinion on social issues, maintain and increasing followership, and entertainment of friends.

The result on trusting information on Facebook (TIFB) and information sharing behaviour reveals that a positive relationship between trusting information on Facebook and to give opinion on social issues and business promotion given that the logistic regression coefficients for TIFB and give opinion is β = 0.058; p = 0.829 > α = 0.05; and between TIFB and business promotion is β = 0.013; p = 0.966 > α = 0.05. This indicates that trusting information on Facebook can increase the use of Facebook to give opinion about happenings around the environment by 0.058 odds

and increase the use of Facebook to promote business activities by 0.013 odds. On the other side of the outcome, trusting information on Facebook has the power to reduce using Facebook to entertain friends and maintain followership by (β = -0.179; p = 0.513 > α = 0.05) and (β = -0.036; p = 0,912 > α = 0.05) odds, respectively. This reveals that participants who trust information on Facebook use the platform to give opinion on social issues and to promote their business but reduce the use of Facebook for entertainment of friends and to maintain and increase followership with reference to those who use Facebook for mentorship.

5.4.6 Relationships between trust types and information seeking behaviour.

Table 5.11 presents the multinomial logistic regression results between information seeking behaviour and trusting people on Facebook (TPFB), trusting Facebook to protect personal information (TFP), and trusting information on Facebook (TIFB). Trusting people on Facebook was measured with 4 items of "Yes", "Occasionally", "Not Sure" and "No" (Question 19 of the Questionnaire). On the other hand, information seeking behaviour was measured with 5 items: "For job needs", "For studies", "To understand current fashion and trend", "To be informed about what is going on around participant's vicinity", and "For entertainment" (as shown in Question 14 of the Questionnaire).

Table 5.11: Trust Types and Information Seeking Behaviour Parameter Estimates

Information Seeking Behaviour[a]		B	Std. Error	Wald	Df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
For job needs	Intercept	-.954	.986	.936	1	.333			
	TPFB	-.009	.216	.002	1	.966	.991	.649	1.512
	TFB	-.096	.212	.207	1	.650	.908	.599	1.377
	TIFB	-.129	.262	.244	1	.622	.879	.526	1.468
My studies	Intercept	.254	.857	.088	1	.767			
	TPFB	-.434	.202	4.634	1	.031	.648	.436	.962
	TFB	-.051	.192	.070	1	.791	.950	.653	1.384
	TIFB	-.105	.232	.204	1	.651	.901	.572	1.419
Current fashion & trend	Intercept	-.210	.686	.093	1	.760			
	TPFB	-.033	.149	.049	1	.824	.968	.723	1.295
	TFB	.130	.143	.822	1	.365	1.139	.860	1.508
	TIFB	-.212	.181	1.380	1	.240	.809	.567	1.153
Informed about happenings	Intercept	-.303	.661	.210	1	.646			
	TPFB	.082	.142	.334	1	.564	1.086	.821	1.435
	TFB	.078	.137	.324	1	.569	1.081	.826	1.416
	TIFB	-.192	.173	1.239	1	.266	.825	.589	1.157

a. The reference category is: For entertainment.

The results in table 5.11 depict that trusting people on Facebook has negative influence on using Facebook to seek information for job needs (β = -0.009; p = 0.966 > α = 0.05); for studies

(β = -0.434; p = 0.031 < α = 0.05); and understanding current fashion and trend (β = -0.033; p = 0.824 > α = 0.05) with respect to the reference category of "for entertainment". This indicates that the lack of trusting people on Facebook has the odds to reduce using Facebook to seek information for job needs, for studies and for understanding current fashion and trend. Notwithstanding, trusting people on Facebook has positive influence on using Facebook to seek information to be informed about what is going on in the environment (β = 0.082; p = 0.564 > α = 0.05.

Also, the result shows that trusting Facebook (TFB) to protect information shared on the platform reduces the tendency of using Facebook to seek information concerning job needs by (β = -0.096; p = 0.650 > α = 0.05) odds; and for studies by (β = -0.051; p = 791 > α = 0.05) odds. This implies that users who did not trust Facebook to protect the information they shared reduced the rate at which they depend on information from Facebook for job needs and for study needs. However, trusting Facebook has positive influence on using Facebook to seek information that relates to understanding current fashion and trend (β = 0.130; p = 0.365 > α = 0.05), and to be informed about environmental issues (β = 0.078; p = 0.569 > α = 0.05).

The result on trusting information on Facebook (TIFB) and information seeking behaviour reveals negative relationships. To say the least, TIFB reduces the odds to seek information for jobs needs by 0.129 odds (β = -0.129; p = 0.622 > α = 0.05); for studies by 0.105 odds (β = -0.105; p = 0.651 > α = 0.05); for understanding current fashion and trend by 0.212 odds (β = -0.212; p = 0.240 > α = 0.05); to be informed about what is going on in the environment by 0.192 odds (β = -0.192; p = 0.266 > α = 0.05). This indicates that participants' trust in seeking information from Facebook is low in respect to the reference category using Facebook to seek for entertainment information.

5.5 Analysis of Barriers to Being Informed about Facebook Data Usage

The respondents were presented with quite a number of questions relating to the barriers of being informed about how Facebook uses the data of its users to improve the performance of the platform and business in terms of protecting users' personal information from third parties. The aim of the multiple options was to have a wider opinion of the barriers to be informed about

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how Facebook use the information of its users. First, the respondents were asked how they search for information on how Facebook uses its users' profile information. Summary of the responses are presented in Figure 5.19. Out of the 389 respondents of the study, (25.7%, n = 100) rely on their friends and family members; 53% (n = 206) used Google to get the information about how FB uses its profile information; 20.8% (n = 81) obtained the information by reading magazines and newspapers; 22.1% (n = 88) listen to local/international news channels; while (14.1%, n = 55) do not have interest on information about it. An in-depth probing provided additional responses on the barriers to being informed about Facebook users' data usage.

31. Do you agree to the following statements as factors that impair privacy on Facebook? (Check only one response for each item)
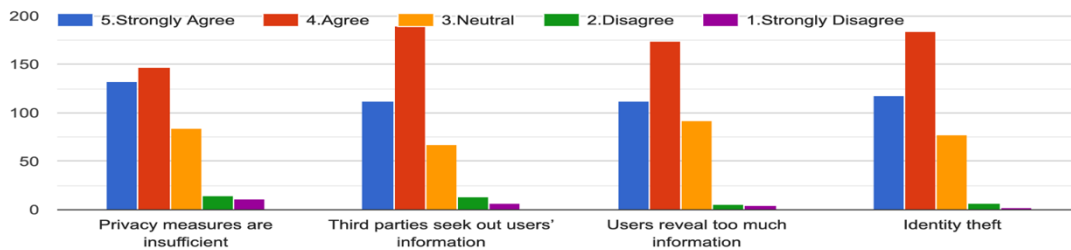
Figure 5.25: Showing factors that impair privacy on Facebook.

A cut-off Likert's scale mean point of below 3.0 indicates rejection while a cutoff point mean of 3.1 and above denotes acceptance. Table 5.12 shows the actual observation and frequencies (in bracket) of the responses to the statements that relate to the barriers of being informed about FB data usage. The mean of the statements are above the cut off Likert's scale mean point in all the statements save for the statement "I relied on what my elders told me about how Facebook use my data" (M = 3.0). From the results of the analysis, the study identifies the following as barriers to being informed about Facebook data usage according the barriers statements: I am not aware of how Facebook use my personal data (M = 3.81); I am aware but have not made out time for it (M = 3.80); I do not understand how Facebook use my data (M = 3.7); I would like to know but my access to the internet is limited (M = 3.5); I do not have adequate skills to surf Facebook (M = 3.25); My account or close friend's account has been hacked (M = 3.75; and I am mostly constraint by poor power supply (M = 3.38). This is to say the barriers to

being informed about how FB uses the personal information of its users include (1) lack of awareness of FB data usage; (2) lack of time; (3) lack of understanding; (4) limited access to the internet; (5) lack of adequate skills to surf FB; (6) account has been hacked by hackers; and (7) poor power supply.

Table 5.12: Barriers to Being informed Statements.

	SA	A	N	D	SD	Total	Mean
I am not aware of how Facebook use my personal data	94 (470)	163 (652)	100 (300)	20 (40)	12 (12)	389 (1474)	3.81
I am aware but have not made out time for it	62 (310)	163 (652)	123 (369)	32 (64)	9 (9)	389 (1404)	3.80
I do not understand how Facebook use my data	92 (460)	130 (520)	119 (357)	38 (76)	10 (10)	389 (1423)	3.7
I would like to know but my access to the internet is limited	65 (325)	142 (588)	108 (324)	51 (102)	23 (23)	389 (1362)	3.5
I do not have adequate skills to surf Facebook	53 (265)	130 (520)	98 (294)	67 (134)	41 (41)	389 (1267)	3.25
My account or close friend's account has been hacked	100 (500)	148 (592)	98 (294)	33 (66)	10 (10)	389 (1462)	3.75
I am mostly constraint by poor power supply	72 (360)	123 (492)	106 (318)	60 (120)	28 (28)	389 (1318)	3.38
I relied on what my elders told me about how Facebook use my data	56 (280)	104 (416)	85 (255)	83 (166)	61 (61)	389 (1178)	3.0

Source: Author's Computation 2021

5.6 Statistical Analysis of the Relationships between Constructs

This section analyses the relationship between and among the dependent and independent variables. Different statistics were used to achieve the essence of this section due to the different levels of measurement of the variables. There are four levels of measurement:

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nominal, ordinal, interval, and ratio. However, the data set from the survey questionnaire were categorised into two levels of measurement. Table 5.13 shows the levels of measurement of the variables used in the study.

Table 5.13: Types and Levels of Measurement

Variables	Levels of Measurement	Type of Variables
Culture (Hostede's Cultural Dimensions)	Ordinal	Independent
Education	Nominal	Independent
Ethnicity	Nominal	Independent
Occupation	Nominal	Independent
Gender	Nominal	Independent
Age	Ordinal	Independent
Trust	Ordinal	Control
Privacy	Ordinal	Control
Information Sharing Behaviour	Ordinal	Dependent
Information Seeking Behaviour	Ordinal	Dependent

Source: Author's Online Survey 2021

5.6.1   Correlation between Trust and Privacy

Table 5.14 presents the result of the Spearman's correlation between trust and privacy. The result showed that there is weak positive and significant correlation between trust and privacy (r = 0.135; p-calculated = 007 < p- critical value = 0.05). This implies that the higher the level of Facebook privacy the high users will trust in Facebook to share personal information and seek for information on Facebook and vice versa. This is a signpost that a similar relationship should exists between users' perception of trust in, and privacy of Facebook to protect their profile information and the propensity to share and seek information on Facebook.

Table 5.14: Correlation Results for Trust and Privacy

		Trust	Privacy
Spearman's rho	**Trust** Correlation Coefficient	1.000	.135**
	Sig. (2-tailed)	.	.007
	N	389	389
	Privacy Correlation Coefficient	.135**	1.000
	Sig. (2-tailed)	.007	.
	N	389	389

Source: SPSS Version 21

**. Correlation is significant at the 0.01 level (2-tailed).

5.6.2 Correlation between Age and Trust

The Spearman's correlation between age and trust in Table 5.15 indicated that there is weak positive but insignificant correlation between age and trust (r = 0.068; p-cal = 0.182 > p-value = 0.05). This means the age of the participants has nothing to do with their level of trust in Facebook to share additional personal information and seek for information on Facebook.

Table 5.15: Correlation Results for Age and Trust

		Age	Trust
Spearman's rho	**Age** Correlation Coefficient	1.000	.068
	Sig. (2-tailed)	.	.182
	N	389	389
	Trust Correlation Coefficient	.068	1.000
	Sig. (2-tailed)	.182	.
	N	389	389

5.6.3   Correlation between Age and Privacy

Table 5.14 depicts the Spearman's correlation between age and privacy. The output revealed that there is weak positive correlation between age and privacy (r = 0.003; p-cal = 0.945 > p-value = 0.05). The implication is that the older the user the higher his and her perceptions of Facebook privacy becomes better.

Table 5.16: Correlation Results for Age and Privacy

			Age	Privacy
Spearman's rho	Age	Correlation Coefficient	1.000	.003
		Sig. (2-tailed)	.	.945
		N	389	389
	Privacy	Correlation Coefficient	.003	1.000
		Sig. (2-tailed)	.945	.
		N	389	389

5.6.4   Correlation between Information Sharing Behaviour (ISB) and Information Seeking Behaviour (ISKB)

The Spearman's correlation between information sharing and seeking behaviour as shown in Table 5.17 is positive but weak (r = 0.304; p-cal = 0.000 < p-value = 0.05). This means that there is the tendency for participants sharing information on Facebook as they would seek information on Facebook. There seems to be a pattern in the variables examined in this aspect of the analysis. The pattern is that there is the tendency for users to trust Facebook because of their perception

of Facebook privacy and vice versa. It is possible that users seek information on Facebook with the same propensity as they share information on Facebook.

Table 5.17: Correlation Results for Information Sharing and Information Seeking Behaviour

			Information Sharing Behaviour	Information Seeking Behaviour
Spearman's rho	Information Sharing Behaviour	Correlation Coefficient	1.000	.304**
		Sig. (2-tailed)	.	.000
		N	389	389
	Information Seeking Behaviour	Correlation Coefficient	.304**	1.000
		Sig. (2-tailed)	.000	.
		N	389	389

Source: SPSS Version 21

**. Correlation is significant at the 0.01 level (2-tailed).

5.6.5 Estimated Ordered Logistic Regressions for Hofstede's Cultural Dimensions and Information Sharing Behaviour

The ordered logistic regression is used in estimating the effects of the independent ordinal variables on information sharing and seeking behaviour. This test is the most appropriate non-parametric test for a model with an ordinal variable as the dependent variable and independent variables (Gelman and Hill, 2007). This aspect of the analysis examines the influence of Hofstede's cultural dimensions, educational background, occupation, and ethnic affiliation of the participants on trust on privacy, on one hand, and on information sharing and seeking behaviour,

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on the other hand. The ordered logistic regression analysis was employed to analyse the influence of the socio-cultural variables on users' attitudes towards sharing and seeking information on Facebook.

Table 5.18: Parameter Estimates for Information Sharing Behaviour

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Infosharing = 1.00]	-1.519	.631	5.783	1	.016	-2.756	-.281
	[Infosharing = 2.00]	-.060	.603	.010	1	.920	-1.242	1.121
	[Infosharing = 3.00]	1.082	.604	3.214	1	.073	-.101	2.265
	[Infosharing = 4.00]	1.532	.606	6.390	1	.011	.344	2.720
Location	PD	.093	.104	.801	1	.371	-.111	.297
	UA	.018	.111	.025	1	.874	-.201	.236
	IC	.124	.095	1.702	1	.192	-.062	.311
	MA	.169	.084	4.085	1	.043	.005	.333
	LTO	.033	.080	.169	1	.681	-.124	.191

Source: SPSS Version 21

Link function: Logit.

Table 5.18 estimates the result of the ordered logistic regression of Hofstede's cultural dimensions on information sharing behaviour. The ordered logistic regression coefficient for

power distance (PD) shows that the logit coefficient is 0.093. This means that for a one unit increase in power distance, users' information sharing behaviour changes by 0.093 odds. The Wald test statistic for power distance is 0.801 with an associated p-value of 0.371. With an alpha level of 0.05, the null hypothesis that the PD coefficient is statistically different from zero (0) is rejected, which implies that Hofstede's cultural dimension of power distance is not statistically significant in influencing the information sharing behaviour of users on Facebook.

Similarly, the logit coefficient for uncertainty avoidance (UA) shows that the coefficient is 0.018. This indicates that for a unit increase in uncertainty avoidance, users' information sharing behaviour changes by 0.018 odds. The Wald test statistic for uncertainty avoidance is 0.025 with an associated p-value of 0.874. With an alpha level of 0.05, the null hypothesis that uncertainty avoidance coefficient is statistically different from zero is rejected, which implies that Hofstede's cultural dimensions of uncertainty avoidance is not statistically significant in increasing or decreasing information sharing behaviour of Facebook users.

Also, the ordered logistic regression coefficient for individualism/collectivism (IC) shows that the coefficient is 0.124. This reveals that for a unit increase in individualism/collectivism cultural dimension, users' information sharing behaviour changes by 0.124 odds. The Wald test statistic for individualism/collectivism is 1.702 with an associated p-value of 0.192. With an alpha level of 0.05, the null hypothesis that the individualism or collectivism coefficient is statistically different from zero is rejected, which means that Hofstede's cultural dimensions of individualism/collectivism has no statistically significant odds to either increase or reduce the propensity to share information on Facebook by users.

However, the ordered logistic regression coefficient for masculinity (MA) is impressive (coefficient = 0.169; Wald statistic = 4.085; p-value = 0.043 < alpha = 0.05). This indicates that for one unit increase in Hofstede's cultural dimension of masculinity, information sharing behaviour would change by 0.169 odds. The Wald test statistic for masculinity is 4.085 with an associated p-value of 0.043. With an alpha level of 0.05, the null hypothesis that the masculinity coefficient is statistically different from zero is accepted, which means that Hofstede's cultural dimension of masculinity has statistically significant odds on the propensity to share information on Facebook.

Like other Hofstede's cultural dimensions, with exception to masculinity, the ordered logistic regression coefficient for long term orientation (LTO) did not show any statistical evidence on the influence of long-term orientation on information sharing behaviour of the sampled participants (coefficient = 0.033; Wald statistic = 0.169; p-value = 0.681 > alpha = 0.05). This means that for a unit increase in Hofstede's cultural dimension of long-term orientation there would be 0.033 odds that information sharing behaviour would change. The Wald test statistic for long term orientation is 0.169 and the p-value is 0.681. With an alpha level of 0.05, the null hypothesis that long term orientation coefficient is statistically different from zero is rejected, which tells us that Hofstede's cultural dimension of long-term orientation has no statistical evidence to improve the odds of information sharing behaviour of the participants. The implication of this section of the analysis is that culture has reasonable limited influence on the information sharing behaviour of Nigerians on Facebook.

5.6.6 Hofstede's Cultural Dimensions and Information Seeking Behaviour

A further analysis was conducted to examine the influence of culture on the information seeking behaviour of Nigerians using Hofstede's cultural dimensions. This is important in this study because it allows for comparing the influence of culture on information sharing and information seeking behaviour of the participants. The parameter estimates in Table 5.17 depict the result of the ordered logistic regression of Hofstede's cultural dimensions with respect to information seeking behaviour.

Table 5.19: Parameter Estimates for Information Seeking Behaviour

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Infoseeking = 1.00]	-.908	.583	2.424	1	.119	-2.052	.235
	[Infoseeking = 2.00]	.506	.580	.761	1	.383	-.631	1.642
	[Infoseeking = 3.00]	1.844	.587	9.872	1	.002	.694	2.995
	[Infoseeking = 4.00]	3.591	.614	34.233	1	.000	2.388	4.795
Location	PD	-.085	.100	.722	1	.396	-.282	.111
	UA	.139	.107	1.663	1	.197	-.072	.349
	IC	.307	.093	10.989	1	.001	.125	.488
	MA	.144	.080	3.247	1	.072	-.013	.301
	LTO	-.252	.079	10.274	1	.001	-.406	-.098

Source: SPSS Version 21

Link function: Logit.

The ordered logistic regression coefficient for power distance (PD) as depicted in Table 5.19 shows that the logit coefficient is -0.085. This indicates that for a unit increase in power distance, users' information seeking behaviour would reduce by 0.085 odds, holding other variables constant. The Wald test statistic for power distance is 0.722 with a p-value of 0.396.

Since the alpha level remains 0.05, the null hypothesis that the PD coefficient is statistically different from 0 is rejected, which entails that Hofstede's cultural dimension of power distance exert insignificant effect on users' information seeking behaviour.

On the other hand, uncertainty avoidance (UA) coefficient shows that a unit increase in uncertainty avoidance would result in 0.139 changes in information sharing behaviour. The Wald test statistic for UA is 1.663 with a supporting p-value of 0.197. With an alpha level of 0.05, the null hypothesis that the UA coefficient is statistically different from zero is rejected indicating that Hofstede's cultural dimension of uncertainty avoidance is statistically insignificant. That means users' information sharing behaviour of has nothing to do uncertainty avoidance.

In addition, the ordered logistic regression coefficient for individualism/collectivism is 0.307. The meaning of this result is that for one unit increase in individualism/collectivism cultural dimension, users' information seeking behaviour changes by 0.307 odds. The Wald test statistic for IC is shown to be 10.989 with an associated p-value of 0.001. since the p-value = 0.001 is less than the alpha level of 0.05, the null hypothesis that the individualism or collectivism coefficient is statistically different from zero is retained, which means that Hofstede's cultural dimensions of individualism/collectivism has statistically significant odds to alter the information seeking behaviour of Facebook users.

On the reverse side of the analysis, the ordered logistic regression coefficient for masculinity (MA) is (coefficient = 0.144; Wald statistic = 3.247; p-value = 0.072 > alpha = 0.05). This means that for a one unit increase in Hofstede's cultural dimension of masculinity, information seeking behaviour would change by 0.144 odds. The Wald test statistic and the associated p-value indicate that masculinity has no statistically significant influence on information seeking behaviour of the sampled Facebook users.

Hofstede's cultural dimension of long-term orientation (LTO) estimates showed the following outcomes (coefficient = -0.252; Wald statistic = 10.274; p-value = 0.001 < alpha = 0.05). This means that for a unit increase in Hofstede's cultural dimension of long-term orientation there would be 0.252 odds that information seeking behaviour of Facebook users would change.

The Wald statistic is 10.274 and the p-value is 0.001. With an alpha level of 0.05, the null hypothesis that long term orientation coefficient is statistically different from zero is retained, which implies that Hofstede's cultural dimension of long-term orientation has statistical evidence to increase the odds of information seeking behaviour of the participants.

5.6.7 Relationship between Privacy and Information Sharing Behaviour

Table 5.20: Parameter Estimates for Trust, Privacy, and Information Sharing Behaviour

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Infosharing = 1.00]	-2.701	.466	33.639	1	.000	-3.614	-1.788
	[Infosharing = 2.00]	-1.241	.421	8.676	1	.003	-2.067	-.415
	[Infosharing = 3.00]	-.113	.415	.074	1	.786	-.926	.700
	[Infosharing = 4.00]	.326	.415	.616	1	.433	-.488	1.139
Location	Privacy	.067	.092	.532	1	.466	-.113	.246

Source: SPSS Version 21

Link function: Logit.

Table 5.20 presents the result of the ordered logistic regression results on information sharing behaviour. The logit regression coefficient for privacy indicates that for a one unit increase in privacy, information sharing behaviour changes by 0.067 odds. The positive sign of privacy coefficient tells us that an increase in users' perception of Facebook privacy would lead to an increase in users' propensity to share more information on Facebook. In addition, the Wald test statistic for privacy is 0.532 with a corresponding p-value of 0.466. With an alpha level of 0.05, the null hypothesis is rejected, which implies that privacy is not statistically significant in influencing the information sharing behaviour of the participants.

5.6.8   Relationship between Privacy and Information Seeking Behaviour

Table 5.21: Parameter Estimates Information Seeking Behaviour

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Infoseeking = 1.00]	-2.544	.421	36.472	1	.000	-3.369	-1.718
	[Infoseeking = 2.00]	-1.176	.404	8.465	1	.004	-1.969	-.384
	[Infoseeking = 3.00]	.150	.400	.140	1	.708	-.633	.933
Location	[Infoseeking = 4.00]	1.897	.428	19.677	1	.000	1.059	2.735
	Privacy	.114	.088	1.673	1	.196	-.059	.286

Source: SPSS Version 21

Link function: Logit.

Table 5.21 presents the estimates of the ordered logistic regression coefficients for information seeking behaviour. The logistic regression coefficient for privacy indicates that for a unit increase in privacy, information seeking behaviour changes by 0.114 odds. Additionally, the Wald test statistic for privacy is 1,673 with a corresponding p-value of 0.196. With an alpha level of 0.05, the null hypothesis is rejected, which implies that privacy has no significant effect on users' information seeking behaviour.

5.6.9   Age and Information Sharing Behaviour

The result in Table 5.20 shows the logit result for age and information sharing behaviour. The interpretation was done in relation to the parameter estimates, the Wald statistic and probability value.

Table 5.22: Parameter Estimates Information Sharing Behaviour

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Infosharing = 1.00]	-2.903	.323	80.614	1	.000	-3.537	-2.269
	[Infosharing = 2.00]	-1.448	.254	32.421	1	.000	-1.947	-.950
	[Infosharing = 3.00]	-.324	.241	1.805	1	.179	-.796	.149
	[Infosharing = 4.00]	.116	.240	.233	1	.629	-.355	.587
Location	Age	.049	.086	.324	1	.569	-.119	.217

Link function: Logit.

The result in Table 5.22 indicates that age has positive but insignificant effect on information sharing behaviour of the participants (coefficient = 0.049; Wald statistic = 0.324; p-value = 0.569 > alpha = 0.05). This indicated that an extra year added to the age of the participant in the course of using Facebook increases the odds of sharing more information on Facebook by 0.049 odds. However, the Wald statistic and the associated probability indicated that participants' age has nothing to do with the information sharing behaviour of the participants on Facebook.

5.6.10 Age and Information Seeking Behaviour

Table 5.23: Parameter Estimates for Age and Information Seeking Behaviour

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Infoseeking = 1.00]	-1.794	.253	50.110	1	.000	-2.291	-1.297
	[Infoseeking = 2.00]	-.454	.233	3.793	1	.051	-.911	.003
	[Infoseeking = 3.00]	.828	.236	12.306	1	.000	.365	1.291
	[Infoseeking = 4.00]	2.544	.288	78.122	1	.000	1.980	3.108
Location	Age	-.020	.082	.062	1	.804	-.181	.140

Table 5.23 represents the result on the effect of age on information seeking behaviour of the Facebook's users sampled in the study. The result indicates that age has negative and insignificant influence on information seeking behaviour of the participants (coefficient = -0.020; Wald statistic = 0.062; p-value = 0.804 > alpha = 0.05). The indication is that an additional year added to the age of the participant during the use Facebook decreases the odds of seeking information on Facebook by 0.020 odds. Also, the Wald statistic and the associated probability indicated that participants' age is not statistically relevant to information seeking behaviour of Facebook users in Nigeria.

5.6.11 Relationship between Nominal Variables and Information Sharing Behaviour

The multinomial logistic regression is appropriate for analysing nominal variables with a polychotomous categorical outcome. The nominal variables include education, occupation,

ethnicity, and gender. In this analysis information sharing behaviour and information seeking behaviour are treated as nominal variables with categorical outcome.

Table 5.24: Relationship between Nominal Variables and Information Sharing Behaviour

Information Sharing Behaviour[a]		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
Not concerned at all	Intercept	-2.463	1.275	3.731	1	.053			
	Education	-.238	.124	3.677	1	.055	.788	.618	1.005
	Occupation	.372	.221	2.826	1	.093	1.451	.940	2.239
	Ethnicity	.096	.231	.174	1	.677	1.101	.700	1.731
	Gender	-.180	.510	.125	1	.724	.835	.307	2.270
Not concerned	Intercept	-2.029	.790	6.605	1	.010			
	Education	.050	.079	.402	1	.526	1.051	.901	1.227
	Occupation	-.084	.125	.446	1	.504	.920	.720	1.176
	Ethnicity	.239	.152	2.473	1	.116	1.269	.943	1.709
	Gender	.045	.322	.020	1	.888	1.046	.557	1.966
Neutral	Intercept	-.721	.639	1.273	1	.259			

		B	Std. Error	Wald	df	Sig.	Exp(B)	Lower Bound	Upper Bound
	Education	-.072	.064	1.264	1	.261	.931	.821	1.055
	Occupation	-.028	.103	.074	1	.786	.972	.794	1.190
	Ethnicity	.022	.124	.031	1	.861	1.022	.801	1.303
	Gender	.199	.259	.588	1	.443	1.220	.734	2.029
Concerned	Intercept	-.962	.866	1.235	1	.266			
	Education	.049	.084	.335	1	.562	1.050	.890	1.238
	Occupation	.147	.143	1.060	1	.303	1.158	.876	1.533
	Ethnicity	-.368	.178	4.287	1	.038	.692	.488	.981
	Gender	-.394	.354	1.237	1	.266	.675	.337	1.350

a. The reference category is: Very concerned.

Table 5.24 depicts the multinomial logistic regression showing the relationships between the nominal independent variables (education, occupation, ethnicity, and gender) and information sharing behaviour, which is the dependent variable, with categorical outcome of not concerned at all, not concerned, neutral, concerned and very concerned as the reference category. The reference category very concerned was automatically selected by SPSS. The result indicated that educational background of the participants has negative relationship with the information sharing behaviour of the groups of participants that are not concerned at all (B = -.238) and neutral (B = -0.072) with reference to the very concerned group. This indicates that an increase in educational attainment has the odds to reduce the propensity of the groups that are not concerned at all and neutral to share information on Facebook by 0.238 units and 0.072 units,

respectively. It implies that the lower the level of education the higher the propensity to share information on Facebook and vice versa with reference to the very concerned group. On the other hand, the level of education of the participants has positive relationship with the information sharing behaviour of the groups that are not concerned (B = 0.050) and concerned (B = 0.049) with reference to the group that is very concerned. Otherwise, the outcome indicates that increase in educational level would lead to increase in the propensity of these groups of participants to share more information on Facebook. The indication is that the higher the level of education the higher the tendency of the participants to share information on social media using Facebook with reference to the group that is very concerned.

A further analysis indicated that occupation of the participants exerts negative influence on the information sharing behaviour of the groups of participants that are not concerned (B = -0.084) and neutral (B = -0.028) with regard to the reference category of very concerned. This indicates that increase in occupational activities has the odds to reduce the need of the group that is not concerned to share information on Facebook by 0.084 units and the group that is neutral to share information on Facebook by 0.028 units. That tells that the lower the occupational activities and/or occupational involvement the higher the propensity to share information on Facebook and vice versa with reference to the group that is very concerned. To the contrary, the occupational engagement of the participants has positive relationship with the information sharing behaviour of the group that is not concerned at all (B = 0.372) and the group that is concerned (B = 0.147) with reference to the very concerned group. This outcome indicates that increase in using Facebook for occupational needs would lead to increase in the propensity of these groups of participants to share more information on Facebook about their occupation. That indicates that the more the need to use Facebook for occupational needs the more the propensity to share information on Facebook with reference to the group that is very concerned.

Furthermore, the influence of ethnicity on the information sharing behaviour shows ethnicity has positive relationship with the information sharing behaviour of the groups that are not concerned at all (B = 0.096); not concerned (B = 0.239); and neutral (B = 0.022). The implication is that the odds to share information on Facebook reduced by 0.096 units in the not

concerned at all group; 0.239 units in the not concerned group; and 0.022 units in the neutral group, respectively. Alternatively, ethnicity has inverse relationship with the information sharing behaviour of the group that is concerned (B = -0.368). This is an indication that an increase in ethnic orientation or affiliation would reduce the propensity of those concerned to share information on Facebook by 0.368 units.

Finally, the result in Table 5.24 reveals that gender has negative connection with the information sharing behaviour of the group that is not concerned at all (B = -0.180) and the group that is concerned (B = -0.394). The odds to share information on Facebook are reduced by 0.180 units and 0.394 units in the group that is not concerned at all and the group that is concerned, respectively, with reference to the group that is very concerned. However, a positive relationship exists between gender and information sharing behaviour of the group that is not concerned (B = 0.045) and the group that is neutral (B = 0.199). The indication is that gender increases the propensity of those not concerned and those that are neutral to share information on Facebook by 0.045 units and 0.199 units, respectively.

The likelihood ratio tests for the significance of the relationships between education, occupation, ethnicity, and gender is presented in Table 5.25. For the independent variables, with the employment of the traditional criterion of 0.05 statistical significance, the results indicate that education (p = 0.160 > 0.05), occupation (p = 0.267 > 0.05), ethnicity (p = 0.066 > 0.05), and gender (p = 0.640 > 0.05) have no statistically significant influence on the information sharing behaviour of the participants on Facebook.

Table 5.25: Likelihood Ratio Tests for Information Sharing Behaviour

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	Df	Sig.
Intercept	800.971	9.761	4	.045
Education	797.782	6.572	4	.160
Occupation	796.412	5.202	4	.267
Ethnicity	800.026	8.816	4	.066
Gender	793.737	2.527	4	.640

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model.

5.6.12 Relationship between Nominal Variables and Information Seeking Behaviour

Table 5.26: Parameter Estimates for Information Seeking Behaviour

Information Seeking Behaviour[a]		B	Std. Error	Wald	Df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
very Low Extent	Intercept	4.758	1.268	14.090	1	.000			
	Education	-.294	.119	6.103	1	.013	.745	.590	.941
	Occupation	-.529	.218	5.872	1	.015	.589	.384	.904

		B	Std. Error	Wald	df	Sig.	Exp(B)	Lower Bound	Upper Bound
	Ethnicity	-.301	.223	1.828	1	.176	.740	.478	1.145
	Gender	.083	.486	.029	1	.865	1.086	.419	2.817
Low Extent	Intercept	4.703	1.191	15.582	1	.000			
	Education	-.234	.111	4.449	1	.035	.792	.637	.984
	Occupation	-.595	.207	8.312	1	.004	.551	.368	.826
	Ethnicity	-.192	.206	.865	1	.352	.825	.551	1.237
	Gender	.254	.453	.315	1	.575	1.290	.530	3.136
Neutral	Intercept	5.022	1.179	18.145	1	.000			
	Education	-.234	.109	4.609	1	.032	.791	.639	.980
	Occupation	-.538	.204	6.911	1	.009	.584	.391	.872
	Ethnicity	-.450	.205	4.850	1	.028	.637	.427	.952
	Gender	.432	.446	.939	1	.333	1.540	.643	3.692
Moderate Extent	Intercept	3.274	1.195	7.511	1	.006			
	Education	.024	.112	.045	1	.832	1.024	.823	1.274

Occupation	-.542	.207	6.858	1	.009	.582	.388	.873
Ethnicity	-.112	.207	.291	1	.589	.894	.596	1.341
Gender	-.051	.456	.013	1	.911	.950	.389	2.322

a. The reference category is: High Extent.

The relationship between the nominal independent variables and information seeking behaviour is shown in Table 5.26. The nominal independent variables include education, occupation, ethnicity, and gender, while information seeking behaviour, with categorical outcome of very low extent, low extent, neutral, moderate extent and with high extent as the reference category, is the dependent variable. The result showed education is negatively related with information seeking behaviour of the participants in the very low extent category (B = -0.294), the low extent category (B = -0.234) and the neutral category (B = -0.234). This reveals that an increase in educational status reduces the information seeking behaviour of the participants using Facebook with respect to their odds with reference to the high extent category. That indicates the tendency to use Facebook to seek information reduces as participants attain higher educational status. In addition, education is positively related with information seeking behaviour of the moderate extent category (B = 0.024). This outcome reveals that increase in educational level would lead to increase in the frequency of the moderate extent group of participants to seek information on Facebook.

A glance at Table 5.26 showed that occupation has negative effect on the information seeking behaviour of the groups of participants beginning with very low extent group (B = -0.529); low extent category (B = -0.595); neutral category (B = -0.538); and the moderate extent category (B = -0.542). This indicates that increase in occupational activities or the use of Facebook for occupational needs has the odds to reducing the needs of these various groups to seek information not relating to their occupations on Facebook by 0.529 units for the very low extent

category; by 0.595 units for the low extent category; by 0.538 units for the neutral category; and by 0.542 units for the moderate extent category. The implication remains that the higher users use Facebook to seek for information that pertains to their occupational activities the lower the need to seek information that is not related to their occupational needs on Facebook and vice versa with reference to the high extent category.

The result of the multinomial logistic regression in Table 5.26 indicates that ethnicity like occupation has inverse relationship with the information seeking behaviour of the groups (Very low extent: B = -0.301; Low extent: B = -0.192; Neutral: B = -0.450; Moderate extent: -0.112). This implies that increase in ethnic inclination reduces the odds of the participants to seek information on Facebook by 0.301 units in the very low extent category, by 0.192 units in the low extent category, by 0.450 units in the neutral category; and 0.112 units in the moderate extent category, respectively. To a reasonable extent, an increase in ethnic orientation would necessitate decreases in the information seeking behaviour of Facebook users as defined by the various odds of the individual categories with reference to the high extent category.

Finally, the result in Table 5.26 shows that gender only has a negative effect with the information seeking behaviour of participants in the moderate extent category (B = -0.057). The interpretation of this outcome is that gender moderately influences users' use of Facebook to seek information regarding their occupations. This implies the odd to seek information on Facebook is reduced by 0.057 units with reference to the high extent group. However, the influence of gender on the information seeking behaviour of the very low extent, low extent, and neutral categories is positive, which indicates gender and information seeking behaviour of these categories move in the same direction. The indication is that gender increases the propensity of those in the very low extent (B = 0.083); low extent (B = 0.254); and neutral (B = 0.432) by their respective odds.

The likelihood ratio tests for the significance of the relationships between information seeking behaviour and education, occupation, ethnicity, and gender is presented in Table 5.27. With the traditional criterion of 0.05 statistical significance, the results indicate that education (p = 0.000 < alpha = 0.05) and occupation (p = 0.041 < alpha = 0.05) have significant effects on

information seeking behaviour of Facebook users. On the other side of the argument, ethnicity (p = 0.062 > alpha = 0.05) and gender (p = 0.0.502 > alpha = 0.05) are not statistically significant in influencing the information seeking behaviour of the participants on Facebook.

Table 5.27: Likelihood Ratio Tests for Information Seeking Behaviour

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	Df	Sig.
Intercept	909.244	25.103	4	.000
Education	906.663	22.521	4	.000
Occupation	894.132	9.991	4	.041
Ethnicity	893.108	8.966	4	.062
Gender	887.455	3.313	4	.507

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model.

5.7 Chapter summary

The findings of the study indicate that Facebook usage in Nigeria is primarily driven by social interaction, communication, and entertainment, regardless of the users' level of educational attainment, ethnicity, or occupation. However, individuals with a higher level of educational attainment (MBA, MSc and PHD) are more likely to utilise the platform for educational purposes, mentorship, and professional development than individuals with a lower-level of educational attainment (Below-masters level). The findings are consistent with previous studies conducted in other countries, suggesting that Facebook's primary role as a social networking and entertainment platform transcends cultural and regional differences.

From the quantitative responses obtained, it is also evident that individuals that engaged in business activities are more likely to utilise the platform for marketing purposes than individuals from other professional background. This can be attributed to the effectiveness of the Facebook as a marketing platform as evidenced by the responses obtained from the interviews.

The quantitative responses provide evidence of how the effectiveness of Facebook as a content sharing, entertainment and marketing platform moderates the impact of data privacy concerns and trust issues on the information sharing and seeking behaviour of users. The responses indicated that even though a significant number of Facebook users had data privacy concerns and trust issues due to the high risk of identity theft, fraud, and account hacking, they were unlikely to stop using the platform due to its utility as a content sharing, entertainment, and marketing platform.

CHAPTER 6: DISCUSSION

6.1 Introduction

This chapter discusses the results of the analysis of the responses of the participant from the interviews conducted in the first phase of the research and the quantitative results from the survey questionnaire in the second phase. The results were discussed in relation to theories that underpin information sharing behaviour on Facebook such as the sense making theory, the theory of planned behaviour, the theory of reasoned action and the data privacy model. The chapter discusses Nigerian Facebook users; main reasons for using Facebook, impact of demographic factors on Facebook usage, level of awareness of Facebook's business model and perceptions of the business model, level of trust in Facebook and data privacy concerns.

6.2 Reasons for the use of Facebook in Nigeria and their role in moderating the impact of data privacy concerns and trust issues on information sharing and seeking on Facebook.

The study's findings suggest that Facebook is an effective platform for communication, content sharing, and marketing in Nigeria, despite concerns around data privacy and trust issues. Users continue to use the platform for social interaction and entertainment, as well as for marketing purposes, despite the risk and prevalence of account hacking, fraud, identity theft, and fake news. From a theoretical perspective, the Sense-Making Theory and the Privacy Calculus Model provide insights into how Facebook's effectiveness as a platform may moderate the negative effects of data privacy concerns and trust issues on users' information sharing and seeking behaviour. The Sense-Making Theory posits that individual's seek information and construct narratives that explain their experiences and help them make sense of their environment (Dervin, 2015). Cosidering this theoretical perspective, Nigerian Facebook users have mentally rationalised utilisation of the platform in spite of data privacy concerns and trust issues due to its utility as a platform for effective communication, content sharing, and marketing. The Privacy Calculus Model proposes that individuals weigh the benefits and costs of sharing their personal information before deciding to disclose it (Chen, 2018). In the context of Facebook, users may weigh the benefits of sharing their personal information, such as access to personalised content and services, against the costs, such as privacy risks and potential harm. The effectiveness of Facebook as a platform may moderate the negative effects of data privacy

concerns and trust issues on users' information sharing and seeking behaviour by influencing the perception of the benefits and costs of sharing their personal information. From the study's findings, it is evident that most Facebook users in Nigeria do not think the risks resulting from data privacy concerns and trust issues outweigh the benefits of utilising Facebook for purposes of communication, content sharing, and marketing. This explains the large number of individuals in Nigeria that continue to use the platform in spite of data privacy concerns and trust issues. The study's findings on how the effectiveness of Facebook as a communication, content sharing, and marketing platform moderates the negative effects of data privacy concerns and trust issues among users in Nigeria contribute to the existing literature in a significant way. While prior studies have examined the impact of privacy concerns on users' behaviour on social media platforms, this study focuses on how the effectiveness of Facebook as a platform can mitigate the negative effects of these concerns. Furthermore, the study's focus on Nigeria is a significant contribution to the literature, as most prior studies on the topic have focused on developed countries. Given the unique social, cultural, and economic context of Nigeria, it is important to examine how users in this context navigate data privacy concerns and trust issues on social media platforms like Facebook. Additionally, the study's use of theoretical frameworks such as the Sense-Making Theory and the Privacy Calculus Model to explain how Facebook's effectiveness as a platform moderates the negative effects of data privacy concerns and trust issues among users is an important contribution to the literature. By drawing on these frameworks, the study provides a more nuanced understanding of the mechanisms through which Facebook's effectiveness as a platform can influence users' behaviour in the face of privacy concerns and trust issues. Overall, the study's findings contribute to a more comprehensive understanding of how social media users in Nigeria navigate data privacy concerns and trust issues on Facebook, and how the platform's effectiveness can mitigate the negative effects of these concerns.

6.2.1 Use of Facebook for communication

Evidence from existing studies corroborates the study's findings which highlight the widespread use of Facebook for purposes of communication. Some of the studies that highlight the widespread use of Facebook for communication in Nigeria are Musa et al. (2015), Otene et

al. (2018) and Popoola (2014). The sense making theory, the theory of reasoned action and the theory of planned behaviour provide critical theoretical insights appertaining to the widespread use of Facebook for purposes of communication in Nigeria.

The sensemaking theory provides critical insights appertaining to the use of Facebook for communication purposes in Nigeria. Based on the sensemaking theory, the process of individuals making sense of events that occur in their environment is ongoing as individuals shape and react to events in their environment (Dervin, 1998). The widespread utilisation of Facebook for communication is largely attributable to how individuals in Nigeria have reacted to the presence of the social media platform in their environment. From a theoretical perspective of the sense making theory, the accessibility of Facebook to individuals in Nigeria, positive perception of the social media platform and the functionality of the social media platform that enables communication between individuals through text messages have contributed to the widespread use of the platform for communication. This is largely in line with the study's findings and the findings of Ellison et al. (2011) and Nadkarni & Hofmann (2012). Based on the responses received from the study's participants, most Facebook users in Nigeria who use the social media platform for purposes of communication started using the social media platform for communication as a reaction to its presence in their environment and positive perception of the platform as a medium for communication. The sense making theory also posits that individuals enact their environment in dialogues and narratives (Currie and Brown, 2003; Dervin, 1998). Based on this theoretical proposition, Facebook users in Nigeria enact their environment in dialogues and narratives through peer-to-peer communication on the platform. This is largely in line with the study's findings which indicated that users of the platform used it for communication.

According to the theory of reasoned action and theory of planned behaviour, an individual's behaviour is determined by the individual's intention to perform the behaviour and that the intention to perform the action is dependent on the individual's attitude toward the behaviour and subjective norms (Bosnjak et al. 2020; Azjen, 1991). Based on this theoretical proposition, the intention of Facebook users in Nigeria to use the platform for purposes of communication is dependent on their intention to use the platform for communication and that

their intention to use the platform for communication is in turn dependent on their attitude and subjective norms (Bosnjak et al. 2020). This theoretical proposition is largely in line with the study's findings that highlight the widespread use of Facebook for purposes of communication in Nigeria due to the intention of Facebook users in the country to use the platform for communication. From the study's findings, it is evident that Facebook users in Nigeria who use the platform for communication have the intention to use the platform for communication due to a number of reasons including the affordability of communicating using the social media platform, the effectiveness of the social media platform for long-distance communication and the presence of family members, friends, and close social relations on the platform. The study's findings also indicate that social media users in Nigeria who use the platform for communication have a positive attitude toward the platform as a medium of communication in view of its perceived advantages. The findings are therefore consistent with the theoretical proposition of the theory of planned action and the theory of planned behaviour regarding the link between an individual's behaviour and the attitude of the individual toward the behaviour. The study's findings also indicate that subjective norms in Nigeria regarding the use of Facebook for communication also contribute significantly to the widespread use of the platform for purposes of communication. This is largely consistent with the theoretical propositions of the theory of reasoned action and the theory of planned behaviour appertaining to the influence of subjective norms on human behaviour (La Barbera & Ajzen, 2020; Bosnjak et al. 2020). Based on evidence from the study, most individuals in Nigeria view the behaviour of using Facebook for communication positively and approve of the behaviour. As a result of the societal acceptance of Facebook as a mode of communication, Facebook users in Nigeria freely use the platform for communication without social ostracisation. With inference of the theory of planned behaviour, perceived behavioural control has a significant influence on human behavioural actions. According to the theory, Facebook users in Nigeria can only use the platform for communication if they believe they can successfully use the platform for communication. Evidence from the study suggests that the user friendliness of Facebook as a communication platform contributes significantly to its widespread use for purposes of communication across different age groups

and even by individuals who have a low level of education. It is evident that most Facebook users in Nigeria who use the platform for communication do so because they believe they can effectively control how they use the platform for communication. This is largely in line with the theoretical proposition of the theory of planned behaviour regarding the impact of perceived behavioural control on human behaviour (Kautonen et al. 2013).

6.2.2 Use of Facebook for marketing

The study's findings indicating the widespread use of Facebook for marketing purposes is consistent with the findings of multiple studies including Lee et al. (2018), Phelan et al. (2013) and Trattner and Kappe (2013). In contrast to the findings of Lee et al. (2018), Phelan et al. (2013) and Trattner and Kappe (2013) which indicate that the effectiveness of Facebook as a marketing platform is significantly attributable to the effectiveness of the platform in targeting advertisements, the findings of the study did not indicate that most Facebook users in Nigeria who use the platform for marketing purposes consider the effectiveness of the platform in targeting advertisements to be a major factor that contributes to its effectiveness as a marketing platform. This can mainly be linked to the low level of awareness of the social media site's business model among users in Nigeria as evidenced by the study's findings.

Evidence from the study indicating the widespread use of Facebook for marketing by Facebook users in Nigeria is largely consistent with the theoretical propositions of the sense making theory. Based on the sense making theory, the use of the platform for marketing and advertising by users in Nigeria is a reaction by users to the presence of the platform in their environment since individuals tend to react to the environment they face (Sandberg & Tsoukas, 2015). This is largely consistent with the study's findings which indicated that most Facebook users in Nigeria that use the platform for purposes of marketing and advertising started doing so because they had access to the platform and were aware of its effectiveness as a platform for marketing and advertising.

The theory of planned behaviour also provides critical theoretical insights as to why Facebook users in Nigeria use the platform for marketing purposes. Based on the theory of

planned behaviour, Facebook users in Nigeria can only use the platform for marketing purposes if they have the intention to use the platform for such purposes since the perceived likelihood of an individual engaging in a behaviour is highly dependent on their behavioural intention (Bosnjak et al. 2020). Evidence from the study suggests that Facebook users in Nigeria who are engaged in business activities were highly likely to use the platform for marketing purposes in view of their intention to sell products and services. The theory of planned behaviour also suggests that the widespread use of Facebook for marketing and advertising in Nigeria is also attributable to Facebook users' positive attitudes toward the social media site as a marketing platform (Teo, 2012). Most of the responses by participants that used the platform for marketing of products and services indicated that the participants viewed the social media platform as a very effective marketing platform due to its large user base and functionality that enables effective engagement with target customers. These responses were consistent with the findings of Lee et al. (2018). From the perspective of the theory of planned behaviour, the widespread use of the platform for marketing in Nigeria is attributable to the acceptance of the social media platform as a marketing platform within Nigerian society since subjective norms have a significant influence on human behaviour (La Barbera & Ajzen, 2020). This is consistent with the study's findings since the widespread and frequent use of the social media platform for marketing purposes indicates that utilisation of the platform for marketing purposes is an accepted social norm. The theory of planned behaviour posits that perceived behavioural control also has a significant impact on the utilisation of Facebook for marketing purposes in Nigeria. Based on the theory, Facebook users in Nigeria who use the platform for marketing purposes also do so because they believe they have control over how they use the platform for marketing their products and services (Bosniak et al. 2020). This is largely in line with evidence from the study which suggests that Facebook users in Nigeria who use the platform for marketing purposes use the platform because they feel they can promote their products and services on the platform using customised messages and can use the platform to engage with their target clients.

6.2.3 Use of Facebook for content sharing for purposes of social interaction and entertainment

Evidence from the study indicated that a significant number of Facebook users in Nigeria use the platform for content sharing by posting videos, pictures, and text-based content. According to Reinecke et al. (2014), Kim and Kim (2019) and Park and Lee (2014), the functionality of Facebook that enables sharing of content in multiple formats and enables other users to react and respond to posted content underpins the utility of the social media platform as a platform for social interaction and entertainment.

The sense making theory provides unique theoretical perspectives regarding factors underlying the use of Facebook for content sharing as evidenced by the study's findings. Based on the sense making theory, Facebook users use the social media platform to share content as part of enacting their environments (Sandberg & Tsoukas, 2015). This is largely in line with the study's findings which indicate that a significant number of Facebook users in Nigeria share videos and pictures of their life events on the platform. The sense making theory also posits that Facebook users in Nigeria use the platform to share content as a response to the presence of the platform in their environment since individuals are constantly reacting to their environment (Mills et al. 2010). This theoretical position is consistent with evidence from the study which suggests that a significant number of Facebook users in Nigeria share videos and images on the platform since they can easily access the platform using mobile devices and the platform's functionality enables them to effectively share videos and images to a target audience.

The study's findings which highlight the widespread use of Facebook for content sharing in Nigeria are consistent with the theoretical propositions of the theory of planned behaviour. Based on the theory, Facebook users in Nigeria use the platform to share content since they have the behavioural intention to use the platform for this purpose (Miller, 2017). Evidence from the study suggests that Facebook users in Nigeria have the behavioural intention to share content on the platform since most of the participants involved in the study shared content on the platform on their own volition. The theory of planned behaviour also posits that most Facebook users in Nigeria share content on the platform since they have a positive attitude

toward the same in view of the impact of attitude on human behaviour (Bosnjak et al. 2020). The responses provided by the study's participants corroborated this theoretical proposition as most of the respondents that shared content on the platform had a positive attitude toward doing so. In view of the theory of human behaviour, the widespread use of Facebook for content sharing among users in Nigeria is attributable to the practice of content sharing on the platform being a widely accepted social norm. Most of the responses by participants involved in the study corroborated this theoretical proposition as they suggested that most Facebook users in Nigeria share content through the platform because their close social and family relations also share content on the platform. The study's findings also corroborate the theoretical proposition of the theory of planned behaviour that posits that the widespread use of Facebook for content sharing by users in Nigeria is also attributable to the individual belief among users that they have control over their actions of sharing content on the platform (La Barbera & Ajzen, 2020). The study's findings indicated that Facebook was widely used for content sharing in Nigeria since users were at liberty to choose the content they share as long as the content did not violate the platform's content guidelines.

6.2.4 Use of Facebook as a source of news

Based on the study's findings, a significant number of Facebook users in Nigeria use the social media platform as a source of news. These findings are in line with evidence from Muller et al. (2016) and Paulussen et al. (2016). According to Muller et al. (2016) and Paulussen et al. (2016), the utility of Facebook as a source of news is its functionality that enables all users to post about events that occur in their environment in contrast to traditional news platforms that control the news events they report and don't report all events. The findings of the study indicated that most Facebook users in Nigeria that use the platform as a source of news do so because the platform enables them to access real time news from both users without journalistic experience and from mainstream news sources that have a presence on the platform. The findings of Hille and Bakker (2013), Mellado et al. (2021) and Larsson (2019) highlight how Facebook enables mainstream news platforms with a presence on the platform to effectively disseminate news and therefore corroborate the study's findings.

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The sense making theory provides critical insights on the use of Facebook as a source of news by a significant number of users in Nigeria as suggested by evidence from the study. Based on the sense making theory, Facebook users use the platform as a source of news since other users are likely to post about events in their environment on the platform since people tend to enact events they encounter in narratives and dialogues (Abolafia, 2010). The study's findings which indicate that a significant number of Facebook users use the platform as a source of news through reviewing posts from other users are consistent with this theoretical proposition of the sense making theory. Evidence from the study highlighting the widespread use of Facebook as source of news in Nigeria is also in line with the theoretical proposition of the sensemaking theory about how plausible stories within society are preserved, retained, or shared through conversations between individuals (Mills et al. 2010; Sandberg & Tsoukas, 2015). The findings are also consistent with the theoretical proposition of the sense making theory appertaining to how individuals tend to react to events in their environment (Mills et al. 2010). The responses provided by respondents involved in the study suggested that Facebook is widely used by users in Nigeria as a source of news as a result of its accessibility to a large number of individuals in the country. Individuals who use the social media platform as a source of news started doing so as a reaction to the presence of the platform in their environment. Based on the sense making theory, the widespread use of Facebook as a source of news in spite of the high incidence of fake news on the platform is attributable to the tendency of individuals to favor plausibility over accuracy when interpreting events (Abolafia, 2010).

The study's findings highlighting the widespread use of Facebook as a source of news in Nigeria are also consistent with the theoretical propositions of the theory of planned behaviour. Based on the theory, individuals that use the platform as a source of news do so because they have the behavioural intention to use the platform as a source of news (Bosniak et al. 2020). The study's findings are consistent with this theoretical proposition. The findings of the study indicated that only Facebook users that had the intention to use the platform as a source of news used the platform for that purpose. The responses provided by respondents indicated that a significant number of Facebook users in Nigeria did not use the platform as a source of

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news since they did not trust the platform as a result of the proliferation of fake news. The study's findings are also consistent with the theoretical proposition of the theory of planned behaviour about how the attitudes of individuals toward actions influences the likelihood of individuals to engage in the actions (Jafarkarimi et al. 2010). The responses provided by participants involved in the study suggested that only Facebook users that had a positive attitude toward the platform as a source of news used the platform for this purpose. As stated earlier, a significant number of participants involved in the study did not use the platform as a source of news due to concerns about the proliferation of fake news. The study's findings are also consistent with the theoretical proposition of the theory of planned behaviour regarding the impact of societal norms on human behaviour. Based on the theory, a high number of Facebook users in Nigeria are likely to use the platform as a source of news since it is a socially accepted norm (La Barbera & Ajzen, 2020). In consideration of the theoretical perspective of the theory of planned behaviour appertaining to the impact of perceived behavioural control on human behaviour, a significant number of Facebook users use the platform as a source of news since they can control the type of news they access on the platform (Jafarkarimi et al. 2016).

6.3 Influence of culture, occupation, education, and age on information seeking and sharing on Facebook

The findings of the study indicate that occupation, education, and age have significant, albeit varying impacts, on the information seeking and sharing behaviour of Facebook users. These findings are a significant contribution to existing knowledge on how the demographic characteristics of Facebook users in Nigeria impact their information seeking and sharing behaviour. Most studies that focus on evaluating factors that influence information sharing and seeking behaviour of Facebook users in Nigeria including Kolawole et al. (2021) and Ugondo (2021) have not evaluated the influence of these factors on information seeking and sharing behaviour as comprehensively as this study. The findings of the study suggest that cultural differences resulting from ethnic differences have a minimal influence on how Facebook users in Nigeria use the platform. A major limitation of this study is that it does not provide in-depth qualitative insights from respondents that highlight underlying reasons behind the differences in

social media usage due to demographic factors. This is because a quantitative survey was used to collect data that provided and highlighted how different demographic factors influence the use of the platform in Nigeria. The Sense Making Theory's theoretical proposition that reveal how individuals interpret events is largely shaped by who they think they are, explains the perceived influence of culture, occupation, and age on information seeking and sharing behaviour among Facebook users in Nigeria. The theory of planned behaviour's theoretical proposition that human behaviour is significantly impacted by behavioural intention, attitude and social norms provides insights on why different demographic factors have varying impacts on the use of Facebook in Nigeria.

As stated earlier, the study's findings suggest that age contributes significantly to how Facebook users in Nigeria use the platform. Based on evidence from the study, there are significant differences on how young users who are between 18 and 25 years old use the platform and how older individuals who are above 45 years old use the platform. The findings of the study suggest that younger individuals are more likely to use the platform for purposes of entertainment than older individuals. These findings are consistent with the findings of multiple studies including Alhabash and Ma (2017) and Kim (2016) which indicate that young individuals use social media primarily for entertainment and social interaction. Based on the theory of planned behaviour, differences on how individuals from different age groups use Facebook may be attributed to differences in behavioural intention and social norms across different age groups (Bosnak et al. 2020). From the study's findings it is evident that individuals from different age groups have different behavioural intentions when using the platform. It is also evident that they try to conform to age-specific social norms when using the platform.

As stated earlier, based on the study's findings, cultural differences resulting from ethnic differences have a minimal impact on how Facebook users in Nigeria use the platform. Evidence from the study suggests that Facebook users in Nigeria use the platform primarily to either entertain friends or give opinions about what was happening around them regardless of their ethnicity. These findings are an important contribution to existing knowledge on how different demographic factors impact the use of Facebook in Nigeria. In the course of the preliminary

literature review, even though some of the reviewed studies such as Kolawole et al. (2021) and Ugondo (2021) focused on how different demographic factors impact Facebook usage in Nigeria, they did not comprehensively evaluate the influence of ethnic differences on Facebook usage.

Evidence from the study indicates that the occupation of Facebook users may significantly impact how they use the platform. Based on the study's findings, businessmen/women, academicians, and students were more likely to use the platform to promote their businesses or services than to increase the number of followers they have on the platform. Other professions considered which included healthcare practitioners, legal practitioners and religious leaders were more likely to use the platform to increase their number of followers than to promote their businesses or services. The study's findings highlighting the impact of occupation on Facebook usage are a significant contribution to existing knowledge on how user occupation impacts the use of the platform since relatively few studies have focused on the same. The studies by Shen and Bissell (2013) and Maurer and Wiegmann (2013) specifically highlight the widespread use of Facebook by individuals engaged in business activities to promote their products and services. Based on the sense making theory, differences in how individuals from different occupations use the platform may be attributed to differences in self-perceptions (what individuals think they are) across different occupations (Sandberg & Tsoukas, 2015). From the perspective of the theory of planned behaviour, differences in Facebook use across different occupations may be attributed to differences in behavioural intention and occupation-specific social norms (Bosnjak et al. 2020).

The study's findings indicate that regardless of occupation, level of education, ethnicity and age, Facebook users in Nigeria were more likely to use the platform for purposes of entertainment and content sharing than for other reasons considered. This is largely attributable to the functionality of Facebook as a social media platform. These findings are a significant contribution to existing knowledge on the information seeking and sharing behaviour of Facebook users in Nigeria. The TPB proposes that attitudes, subjective norms, and perceived behavioural control shape behavioural intentions, which in turn, predict actual behaviour. From the study's findings, it is evident that regardless of occupation, level of education, ethnicity, and

age, it is the behavioural norm of Facebook users in Nigeria to primarily use Facebook for purposes of entertainment and content sharing. Additionally, the theory posits that Nigerian Facebook users have a positive attitude toward using the platform for purposes of entertainment and content sharing. The functionality of Facebook as a content sharing platform is a critical factor that contributes to its widespread use for entertainment and content sharing in Nigeria. Facebook allows users to upload and share multimedia content such as photos, videos, and music with friends and family, making it an ideal platform for entertainment. Furthermore, Facebook's News Feed algorithm prioritises content that generates engagement and interaction, which further promotes the sharing of entertaining content. The findings indicate that Facebook's content sharing functionality and algorithm have influenced users' behaviour towards using the platform for entertainment and content sharing. The study's findings suggest that mentorship and marketing were not the primary reasons for using Facebook in Nigeria. This finding may be explained by the subjective norms and perceived behavioural control of Facebook users in Nigeria towards mentorship and marketing. Subjective norms refer to the beliefs and expectations of others that influence an individual's behaviour. In Nigeria, there may be a lack of social norms that promote mentorship and marketing on Facebook, which may have led to a lower intention and actual usage of the platform for these purposes. Perceived behavioural control refers to the extent to which an individual perceives control over their behaviour. In Nigeria, there may be a lack of digital literacy that limits the perceived behavioural control of users to engage in mentorship and marketing on Facebook.The study's findings are a significant contribution to existing literature on Facebook usage in Nigeria. Previous studies on Facebook usage in Nigeria have focused on specific demographics or industries, such as students or small businesses. However, the current study suggests that Facebook's functionality as a content sharing platform has a broad appeal that transcends demographic and occupational differences in Nigeria. The findings also provide insights into the subjective norms and perceived behavioural control of Facebook users in Nigeria, which may inform strategies to promote mentorship and marketing on the platform in the future.

6.4 Level of Awareness of Facebook's business model

The study's findings indicated that there was a low level of awareness of Facebook's business model among users in Nigeria. Evidence from Houser & Voss (2018), Frank et al. (2012) and White and Boatwright, (2020) indicates that the low-level of awareness of Facebook's business model contributes significantly to data privacy concerns among users as a result of users being concerned about how Facebook uses their data to generate revenue through data mining. The study's findings are consistent with these findings from Houser & Voss (2018), Frank et al. (2012) and White and Boatwright, (2020). A significant number of responses obtained from the qualitative interviews suggested that a significant number of Facebook users in Nigeria had data privacy concerns when using the platform due to minimal knowledge of the extent to which the social media platform uses data mining to generate revenue.

The study's findings indicating that a significant number of Facebook users in Nigeria have a low level of awareness of the Facebook's business model can be explained using the theory of planned behaviour. Based on the theory, Facebook users in Nigeria who are not aware of the company's business model lack the behavioural intention to engage in actions that would increase their awareness of the social media platform's business model (Bosnjak et al. 2020). This is evident from the study's findings. A significant number of respondents that were involved in the study were aware of Facebook's business model since the intention to know about the social media platform's business model made them to proactively look for information about the business model. Most of the participants who were not aware about the social media site's business model said that their low level of awareness of the business model was attributable to the lack of interest and intention to know about the social media platform's business model. The theory of planned behaviour also posits that the low level of awareness of Facebook's business model in Nigeria may be attributable to existing social norms. Based on the theory and the study's findings, it is an accepted social norm in Nigeria for Facebook users in Nigeria not to proactively seek for information on Facebook's business model (La Barbera & Ajzen 2020). The theory of planned behaviour also posits that the low level of awareness of Facebook's business model among users in Nigeria is attributable to the attitude of Facebook users toward seeking

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information about the social media site's business model (Bosnjak et al. 2020). Most of the respondents that had a low level of awareness of Facebook's business model had an indifferent attitude toward seeking information about the social media site's business model.

Based on the sense making theory, the low level of awareness of Facebook's business model can be attributed to minimal opportunities for dialogues and narratives about the social media platform's business model (Abolafia, 2010). The sense making theory also posits that the low level of awareness of the social media site's business model can be attributed to information about the business model not being adequately shared (Sandberg & Tsoukas, 2015). In view of the sense making theory's proposition that individuals decide on what information is relevant in different contexts and situations, the low level of awareness of Facebook's business model among Facebook users in Nigeria can be attributed to most Facebook users in Nigeria considering the information to be unimportant or irrelevant. This is evident from the study's findings. Most of the responses obtained from participants that had a low level of awareness of Facebook's business model indicated that most of the participants did not consider knowing Facebook's business model to be important.

The study provides important insights into the low level of awareness among Facebook users in Nigeria of the platform's business model, which entails data mining for targeted advertising and the role of privacy settings in mitigating data privacy concerns. The study findings suggest that Facebook users in Nigeria are unaware of the extent to which their personal data is collected and used for targeted advertising purposes, which can lead to mistrust and concerns about data privacy. These findings make a significant contribution to existing literature. Existing studies place minimal focus on discussing how the low level of awareness of Facebook's business model, which entails data mining for purposes of targeted advertising contributes to data privacy concerns among Facebook users in Nigeria.

6.5 Data privacy concerns and trust issues among Facebook users in Nigeria and their impact on information seeking and sharing behaviour.

Evidence from the study suggests that there are significant data privacy concerns among Facebook users in Nigeria. The study's findings indicate that these data privacy concerns have a

significant impact on information sharing behaviour. Multiple studies including Tsay-Vogel et al. (2018) and Jozani et al. (2020) highlight data privacy concerns among Facebook users in different regions and therefore corroborate the study's findings. Based on evidence from the study, data privacy concerns among Facebook users in Nigeria mainly result from the risk of identity theft for purposes of fraud and uncertainty about how Facebook utilises user data in view of its business model that entails data mining. Evidence from Calbalhin (2018) and Ehondor and Ogbu (2020) corroborates the study's findings in relation to how the risk of identity theft through fraudsters impersonating users by using posted pictures and uploaded profile data contributes to data privacy concerns among users. The study's findings that indicate how uncertainty about how Facebook utilises user data in view of its data mining business model contribute to data privacy concerns among users in Nigeria are consistent with the findings of Calbalhin (2018). Evidence from the study indicates that there is a low level of awareness of Facebook's in-built security mechanisms that users can utilise to restrict access to their pages among users in Nigeria. Based on the study's findings, Nigerian Facebook users' perception that all other users have unrestricted access to their profile information and any content they post contribute significantly to data privacy concerns.

The privacy calculus model provides critical insights on how data privacy concerns among Facebook users in Nigeria may impede information sharing and seeking on the platform. Inferring from the stand on the privacy calculus model, people's decision to reveal information is predicated on a trade-off between projected benefits and costs. In consideration of this theoretical proposition, the decisions by a significant number of Facebook users in Nigeria not to share or seek information on the platform due to data privacy concerns are largely attributable to the risks associated with data privacy concerns.

Inference on the privacy calculus model indicates that, individuals with data privacy concerns about sharing or disclosing their information on Facebook will only disclose or share information after considering the potential benefits of sharing or disclosing the information (Jozani et al. 2020). The study's findings are largely consistent with this theoretical proposition. The responses provided by participants with data privacy concerns indicated that some of the

participants shared their private data on Facebook in spite of their concerns due to the perceived benefits of using the platform. The study's findings postulate that, some of the main benefits of using Facebook that contributed to users sharing or disclosing their private data in spite of data privacy concerns were effective communication via text messages, social interaction through content sharing, access to news and entertainment.

The study's findings indicated that even though some participants wanted to enjoy some of the perceived benefits of Facebook, the perceived risks of sharing their private information on the platform limited the extent to which they enjoyed some of the benefits. One of the benefits of using the platform that a significant number of participants were willing to forego as a result of data privacy concerns was social interaction through content sharing. A significant number of participants explicitly stated that they do not share private images or photos on the platform for purposes of social interaction due to data privacy risks. These findings which highlight how data privacy risks hinder a significant number of Facebook users in Nigeria from sharing their private data on the platform despite wanting to enjoy the benefits are in line with the theoretical propositions of the privacy calculus model (Chen, 2018; Jozani et al. 2020). Based on the privacy calculus model, in instances where an individual has significant data privacy concerns, decisions to disclose information are dependent on whether the individual thinks the perceived benefits of disclosure outweigh the perceived risks (Chen, 2018). From the study's findings, it is evident that a significant number of participants in the study did not think that the benefits resulting from social interaction through sharing of private images and videos do not outweigh data privacy risks on the platform. The main risks of disclosure or sharing of private data that contributed to data privacy concerns among Facebook users in Nigeria were likelihood of identity theft and unauthorised access to private data by third parties. Ehondor and Ogbu (2020) corroborate the study's findings indicating how the likelihood of identity theft contributes significantly to data privacy concerns among Facebook users in Nigeria. The study's findings highlighting how the risk of third parties accessing private information on Facebook contributes to data privacy concerns among the social media platform's users are consistent with the findings of Jozani et al. (2020).

The theory of planned behaviour also provides insights on why data privacy concerns impact the information sharing and seeking behaviour among Facebook users as evidenced by the study's findings. As stated earlier, a significant number of participants involved in the study explicitly stated that they were unwilling and unlikely to share private images and videos on the platform for purposes of social interaction due to data privacy concerns. Based on the theory of planned behaviour, data privacy concerns negatively impact information sharing behaviour of Facebook users in Nigeria since they make the users lack the behavioural intention to share content on the platform. This theoretical proposition is largely consistent with the study's findings (Bosnjak et al. 2020). The responses provided by participants that explicitly stated they avoided sharing private content on the platform due to data privacy concerns indicated that they had no behavioural intention to share private content on the platform. Additionally, the theory of planned behaviour posits that data privacy concerns negatively impacts their information sharing behaviour due to their impact on the attitude of Facebook users. Based on the theory, data privacy concerns result in Facebook users developing a negative attitude toward sharing personal videos and pictures on the platform due to data privacy risks. This theoretical proposition is consistent with the study's findings (Azjen, 2020). Most of the respondents that had data privacy concerns exhibited a negative attitude toward sharing personal videos and photos on the platform for purposes of social interaction.

The theory of planned behaviour also posits that the negative impact of data privacy concerns on information sharing behaviour on Facebook is attributable to their impact on Facebook users perceived control over their actions to share personal information on the platform. Based on the theory, Facebook users in Nigeria with data privacy concerns may be apprehensive about sharing personal information on the platform since data privacy risks such as identity theft and third parties accessing and using the information without their explicit consent limit their control over the shared information (Bosnjak et al. 2020). This theoretical proposition is consistent with the study's findings and evidence from Ehondor and Ogbu (2020). A significant number of the respondents that avoided sharing personal information on the platform due to data privacy concerns explicitly stated that uncertainty about how the

information they post will be used in case of identity theft was the main reason why they avoided sharing content on the platform. A significant number of respondents also stated that they avoided sharing personal information on the platform due to minimal control over how Facebook would utilise the information in view of its business model entailing data mining. Evidence from Ehondor and Ogbu (2020) suggests that the negative impact of data privacy concerns on Facebook user's information sharing behaviour is attributable to fear among users that they will lose control over their privacy once they share personal information on the platform. The findings of White and Boatwright (2020) corroborate the study's findings highlighting how uncertainty about how Facebook uses user data in view of its business model contributes to users with data privacy concerns avoiding sharing personal information on the platform.

The privacy calculus model provides insights on how the low level of awareness of Facebook's in-built mechanisms to protect user data contributes to data privacy concerns and impact information sharing behaviour on the platform. The theoretical model also provides insights on how increased awareness of Facebook's inbuilt mechanisms to protect user data may contribute to a decline in data privacy concerns among Facebook users in Nigeria. Based on the privacy calculus model, the low level of awareness of Facebook's in-built mechanisms that users can use to restrict access to their user accounts contributes to data privacy concerns since users think they have no control over their privacy on the platform (Jozani et al. 2020). Conversely, increased awareness of the in-built security mechanisms will result in reduced privacy concerns due to users increased awareness of the level of control they have over their personal information on the platform (Chen, 2018). The study's findings are in line with the theoretical propositions of the privacy calculus model appertaining to how the low level of awareness of Facebook's in-built mechanisms to protect user data contributes to data privacy concerns. The responses obtained from participants who had data privacy concerns and a low level of awareness of Facebook's security features that enable users to restrict access to their Facebook accounts indicated that they would not have the privacy concerns if they were aware of the security features. The study's findings are consistent with the findings of Calbalhin (2018) which indicate that increased awareness of Facebook's security features that enable users to restrict

access to their accounts has the potential to significantly reduce data privacy concerns among users.

The theory of planned behaviour also highlights how increased awareness of Facebook's inbuilt mechanisms to protect user data may contribute to a decline in data privacy concerns among Facebook users in Nigeria and consequently lead to users with data privacy concerns freely sharing personal information on the platform. Based on the theory of planned behaviour, increased awareness of Facebook's inbuilt mechanisms to protect user data will positively impact information sharing behaviour by increasing the behavioural intention of users with privacy concerns to share personal information due to increased awareness of how they can protect their privacy on the platform (Bosnjak et al. 2020). The theory of planned behaviour also posits that once users are aware of how they can control their privacy on the platform when sharing personal information, there is a greater likelihood that they will be more willing to share personal information. This is in view of the impact of perceived behavioural control on human behaviour (Ajzen, 2020).

The findings of the study indicate that there are several factors that negatively contribute to the trust Facebook users have in the platform in relation to; the reliability of news acquired from the platform, the reliability of the platform as a platform to connect buyers and sellers and the reliability of the platform as a platform to build new meaningful social relationships. Based on evidence from the study, the high number of instances where fake news is shared on the platform negatively impacts the level of trust that a significant number of Facebook users in Nigeria have in the platform as a source of news. These findings are in line with evidence by Chiluwa and Samoilenko (2019) and Schmidt et al. (2021). The study's findings indicate that Facebook users in Nigeria have a higher level of trust in news from mainstream news sources that use the platform for disseminating news than news shared by other users. Based on evidence from the study, significant number of Facebook users in Nigeria have a low level of trust in individuals that market their product and service offerings on the platform due to the high prevalence of fraud on the platform. This is consistent with the findings of Coluccia, et al. (2020), Sule et al. (2021) and Slonka (2014). The study's findings indicate that a significant number of

Facebook users in Nigeria do not use the platform to build new social relationships due to trust issues. The trust issues mainly result from the belief that a high number of users share false information on the platform and the high prevalence of identity theft on the platform where users impersonate other users. The findings of the study also indicate that the level of trust that Facebook users in Nigeria have in the platform in relation to how it utilises user data in view of its data mining business model contributes significantly to data privacy concerns. This is in line with the findings of Malik et al. (2016) and White and Boatwright (2020) which indicate that low awareness of Facebook's business model significantly contributes to data privacy concerns among users who are uncertain about how the company uses their data.

The data privacy model provides critical insights on how the level of trust that Nigeria's Facebook users have in the platform impacts their information seeking and sharing behaviour and contributes to data privacy concerns. This model postulates that the level of trust that Facebook users have in the platform and other users in the platform influence their willingness to share personal information on the platform (Jozani et al. 2020). According to the theory, in cases where there is a high level of trust in the platform and other users in the platform, users are likely to be more willing to share their personal information. The findings of the study are largely in line with this theoretical proposition of the data privacy model. The responses from a significant number of participants that had data privacy concerns indicated that data privacy concerns relating to the risk of identity theft were attributable to the low level of trust that users had in other users. As a result of the low level of trust in other users, the findings of the study suggest that Facebook users in Nigeria with data privacy concerns relating to identity theft avoid sharing their personal information on the platform since they believe other users may steal the data and use it to commit fraud. The responses from a significant number of participants that had data privacy concerns also indicated that data privacy concerns relating to uncertainty about how Facebook uses user data in view of its data mining business model were attributable to the low level of trust that users have in the social media platform.

The theory of planned behaviour also provides critical insights on how Facebook users level of trust in the platform impacts information sharing behaviour. Based on the theory,

lack of trust in the platform negatively impacts users' information sharing behaviour by negatively impacting their behavioural intention to share information on the platform (Bosnjak et al. 2020). This theoretical proposition is consistent with the findings of the study which indicated that most participants that had low level of trust in Facebook also lacked the behavioural intention to share personal information on the platform. The theory of planned behaviour underpins the negative impact of lack of trust in Facebook on information sharing behaviour among users in Nigeria. This is also attributable to its negative impact on the attitude of users toward sharing information on the platform (Azjen, 2020). Most of the participants that stated that they have a low level of trust in the platform also had a negative attitude toward sharing information on the platform.

The sense making theory provides critical insights on how the low level of trust in Facebook as a source of news due to the high incidence of fake news impacts information seeking behaviour on the platform among users in Nigeria. Based on the sense making theory, individuals extract cues from different events in their life that help them to make decisions on what information is relevant and acceptable (Sandberg & Tsoukas, 2015). This theoretical proposition presupposes that, a significant number of Facebook users do not trust news from other users but only trust news from mainstream news sources that use the social media platform as a platform for news dissemination can be attributed to the users making their individual decision to disregard news from other users as irrelevant due to the high likelihood that it might be fake news. Hinged on the sense making theory, individuals tend to favor plausibility over accuracy in accounts of events in their environment (Abolafia, 2010). This theoretical proposition by the sense making theory also provides insights on how the level of trust in Facebook as a source of news impacts information seeking behaviour among users in Nigeria. From this theoretical perspective, a large number of Facebook users in Nigeria use the platform as a source of news in spite of the proliferation of fake news on the platform is attributable to the tendency of users to prioritise the plausibility of news from the platform over the accuracy of the news. This theoretical perspective of the sense making theory is largely in line with the study's findings. The responses obtained from participants that used Facebook as a source of news about events in

their environment indicated that most participants did not place great importance on the accuracy of the news obtained from the platform. Instead, they mainly used the platform as a source of news with the aim of increasing their level of awareness about happenings around them.

The theory of planned behaviour also provides critical insights on how the low level of trust in Facebook as a source of news among a significant number of users in Nigeria due to the high incidence of fake news on the platform impacts information seeking behaviour on the platform among users in Nigeria. Based on the theory of planned behaviour, the negative impact of the high incidence of fake news on the likelihood of Facebook users in Nigeria to use the social media platform as a source of news can be attributed to the high incidence of fake news creating a negative attitude toward Facebook as a source of information among users in Nigeria (Bosnjak et al. 2020). This theoretical perspective is in line with responses that were obtained from participants that expressed reservations about using Facebook as a source of news due to the proliferation of fake news on the platform. The responses obtained indicated that most of the participants that had reservations about using Facebook as a source of news due to the proliferation of fake news on the platform had a negative attitude toward using the platform as a source of news.

The study's findings pertaining to data privacy concerns and trust issues among Facebook users in Nigeria and their influence on information sharing and seeking behaviour make an important contribution to existing literature. The study provides a nuanced understanding of how attitudes, subjective norms, and perceived risks and benefits can impact user behaviour. The findings have implications for social media platforms, policymakers, and scholars. Platforms can use the findings to design better privacy and security features that address users' concerns and restore trust. Policymakers can use the findings to develop regulations that protect user privacy and security. Scholars can use the findings to extend TPB and the Privacy Calculus Model's applicability to the context of social media usage in low- and middle-income countries. The Privacy Calculus Model's application to the study's findings is particularly relevant. Participants' weighing of the potential benefits and risks of sharing information on Facebook impacted their

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decision to disclose personal information. Specifically, participants were willing to share information if they perceived benefits, such as connecting with friends and family or accessing useful information. However, participants were reluctant to share information if they perceived risks, such as identity theft or exposure to fake news.

The study also found that users in Nigeria have a limited understanding of how privacy settings can be used to control their personal data. Participants in the study reported not knowing how to adjust their privacy settings to limit the amount of personal information that is shared on the platform. This limited understanding of privacy settings can contribute to users' concerns about data privacy. These findings are also a significant contribution to existing literature on data privacy concerns among social media users in Nigeria. While previous research has highlighted Nigerian Facebook users' concerns about data privacy, the role of privacy settings in mitigating these concerns has been underexplored. The study's findings shed light on how users' limited understanding of privacy settings can contribute to their concerns about data privacy. Participants in the study reported not knowing how to adjust their privacy settings, indicating a need for increased awareness and education on how these settings can be used to control the amount of personal information shared on the platform. This significant contribution to existing literature has important implications for policymakers, social media platforms, and users. Policymakers can use the findings to develop educational campaigns that increase users' understanding of privacy settings and how they can be used to protect personal data. Social media platforms can use the findings to design user-friendly interfaces that make it easier for users to adjust their privacy settings and control the amount of personal information shared. Finally, users can use the findings to become more aware of the privacy settings available to them and take steps to protect their personal data. In sum, the study's findings regarding users' limited understanding of privacy settings contribute an innovative perspective on data privacy concerns among social media users. The findings have important implications for improving users' awareness and understanding of privacy settings, which can ultimately lead to increased trust and engagement with social media platforms.

6.7 Influence of level of education attainment, ethnicity and occupation on information sharing and seeking behaviour

The quantitative responses obtained indicate that the level of educational attainment has a minimal impact on the utilisation of Facebook for purposes of entertainment and content sharing. 100 % of respondents across all levels of education considered utilised the platform to give opinions about what was happening around them. For most of the educational qualifications considered, between 71.41 % and 100 % of the respondents used the platform for purposes of entertaining their friends. These responses indicate how the utility of Facebook as an information sharing and entertainment platform might moderate the influence of data privacy concerns and trust issues on information sharing behaviour. This is in line with the qualitative responses obtained from the qualitative interviews. The level of educational attainment may have a minimal impact on the utilisation of Facebook in Nigeria for purposes of entertainment and content sharing due to the platform's user-friendly and accessible functionality. Facebook's interface and features are designed to be intuitive and easy to use, regardless of a user's level of education. One of Facebook's key features is its ability to allow users to share and consume a wide range of content, including videos, photos, and status updates. These features appeal to users of all educational levels, as they provide a means of engaging with friends and family, sharing personal experiences, and staying up to date with news and current events. Furthermore, Facebook's algorithms are designed to promote content that is most relevant and engaging to each user, regardless of their educational level. For example, if a user frequently interacts with content related to entertainment or pop culture, Facebook's algorithms will prioritise similar content in their news feed, ensuring that they continue to receive content that they find interesting and engaging. Facebook also provides a platform for entertainment purposes, such as gaming and live streaming. These features appeal to users of all educational levels, as they provide a means of engaging in fun and social activities with friends and family. In sum, the level of educational attainment may have a minimal impact on the utilisation of Facebook in Nigeria for purposes of entertainment and content sharing due to the platform's user-friendly and accessible functionality. Facebook's features and algorithms are designed to appeal to users of all educational levels, providing a means of engaging with friends and family, sharing personal

experiences, staying up to date with news and current events, and participating in fun and social activities.

From the responses obtained, it is evident that a greater proportion of respondents who had higher level qualifications (MBA, MSC and PHD), used Facebook for a wider range of reasons in comparison to respondents who had lower than master's level qualifications. In the case of respondents with a MSC, MBA or PHD qualification, between 40 % and 100 % of them used Facebook for purposes of promoting their business or profession. By contrast, in the case of respondents with a below masters-level qualification, 75 % of respondents with a SSCE, 19 % of respondents with an OND, 40 % of respondents with a HND and 3 % of respondents with a BSc used Facebook to promote their business. In the case of using Facebook for mentorship purposes, the influence of the level of educational attainment on user behaviour was more evident. In the case of respondents with higher level qualifications (MBA, MSC and PHD), between 40 % and 100 % of them used the platform for mentorship purposes. 40 % of respondents with an MSc, 43 % of respondents with an MBA and 100 % of respondents with a PHD used the platform for mentorship purposes. 40 % of respondents with an MBA, 43 % of respondents with an MSc and 100 % of respondents with a PHD stated they used Facebook for mentorship purposes. In contrast, in the case of respondents with a below-masters level qualification, less than 30 % of the respondents used Facebook for mentorship purposes. 18 % of respondents with a SSCE, 29 % of respondents with an OND, 30 % of respondents with a HND and 8 % of respondents with a BSc used Facebook for mentorship purposes. Nigerian Facebook users with higher educational qualifications are more likely to use Facebook for mentorship purposes compared to users with lower-level qualifications for several reasons. Firstly, individuals with higher educational qualifications have a greater level of knowledge and expertise in their respective fields. Therefore, they are more likely to be sought after as mentors by individuals who are seeking guidance and support in their own professional or personal development. As such, they may use Facebook as a platform to connect with mentees and offer their knowledge and expertise. Secondly, individuals with higher educational qualifications may have a broader network of contacts within their industry or field of study. They may use Facebook to expand their network

and connect with other professionals who may be interested in mentoring or being mentored. This can lead to opportunities for professional development and career advancement. Finally, individuals with higher educational qualifications may have a greater level of interest in continuing education and self-improvement. Facebook provides a convenient platform for accessing a wide range of educational and informational resources, which they can use to further their own knowledge and skills. They may also use Facebook to share their own experiences and insights with others who are seeking guidance and support. In sum, Nigerian Facebook users with higher educational qualifications are likely to use Facebook for mentorship purposes because of their expertise, networks, and interest in continuing education and self-improvement.

From the quantitative responses obtained, it is evident that regardless of the level of education attainment, ethnicity and occupation, Facebook users in Nigeria were likely to use the platform for purposes of content sharing and entertainment. This can be attributed to its functionality and utiity as a social media platform. These results can be analysed through the lens of the sense making theory and the theory of planned behaviour.

According to the sense making theory, individuals make sense of their environment and experiences through social interaction and communication. In this context, Facebook provides a platform for individuals to share content and interact with others, allowing them to make sense of their social world. The findings suggest that Facebook users in Nigeria use the platform for content sharing and entertainment, indicating that they are using the platform to make sense of their social world through the lens of shared experiences and entertainment. The theory of planned behaviour suggests that attitudes, subjective norms, and perceived behavioural control influence individuals' intentions to engage in a behaviour. In this context, the findings suggest that Facebook users in Nigeria have a positive attitude towards the platform, as they find it useful and entertaining. Additionally, subjective norms may play a role in the use of Facebook in Nigeria, as it is a popular platform that is widely used among social circles. Finally, perceived behavioural control may be a factor, as the platform is easy to use and readily accessible through mobile devices. The findings also suggest that factors such as ethnicity, and occupation do not significantly influence the use of Facebook in Nigeria. This may be explained by the fact that

Facebook is widely used and accessible across different demographic groups in Nigeria, and its functionality and entertainment value are universal. In sum, the sense making theory and the theory of planned behaviour provide insights into the motivations behind the use of Facebook in Nigeria. The findings suggest that Facebook users in Nigeria are motivated by the utility and entertainment value of the platform, and that factors such as education attainment, ethnicity, and occupation do not significantly influence the use of the platform. These insights may be useful for understanding social media use in other contexts and can inform the development of strategies to promote positive social media behaviours.

6.8 Important of findings, and contribution of study's findings to literature

This section discusses the important of findings relating to similarities and differences pertaining to information sharing and seeking behaviour among Facebook users in Nigeria and other countries. It also discuses similarities and differences pertaining to privacy and trust issues and their impact on information sharing and seeking behaviour. The study's contributions to existing literature are also discussed.

An important and unique finding from the study is the influence of Nigeria's communal way of life on information sharing and seeking behaviour among Facebook users in the country. The study's interview responses revealed that the communal nature of Nigerian society played a significant role in motivating users to engage with the platform for social interaction purposes. In Nigeria, the concept of communalism emphasises a sense of community, interconnectedness, and collective responsibility. People value social relationships, and interactions are often characterised by a strong sense of belonging and mutual support. This cultural aspect has translated into the way Facebook is utilised in Nigeria. The study's findings suggest that Facebook serves as a virtual extension of Nigeria's communal way of life. Users in the country actively seek out opportunities to connect with others, share information, and participate in social networks on the platform. Facebook provides a convenient and accessible medium for individuals to engage in social interaction, maintain relationships, and reinforce their sense of community. The communal way of life in Nigeria acts as a motivating factor for users to utilise Facebook as a means of fostering social connections and seeking social support. It aligns with the cultural values

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and norms of the Nigerian society, making Facebook an attractive platform for users to engage in social interaction and satisfy their social needs. Understanding the influence of Nigeria's communal way of life on Facebook usage is crucial for effectively engaging with the platform's user base in the country. Recognising the significance of social interaction and community-building can inform strategies to enhance user experiences, promote positive engagement, and develop tailored interventions that align with the communal values and needs of Nigerian users.This finding contributes to a deeper understanding of the sociocultural factors that shape Facebook usage patterns in Nigeria, highlighting the importance of considering the unique cultural context when analysing social media behaviour and designing targeted interventions.

Another important finding from the study is how the utlity of Facebook as a platform for social interaction, entertainment and communication moderates the influence of data privacy concerns on the intention of Facebook users in Nigeria to continue using the platform. The study revealed that despite the presence of data privacy concerns and trust issues among Nigerian Facebook users, the perceived utility of the platform in facilitating social interaction, entertainment, and communication plays a crucial role in shaping their intention to continue using it. Users in Nigeria recognise the value and benefits derived from Facebook as a tool for connecting with friends and family, sharing entertaining content, and engaging in meaningful communication. The utility of Facebook acts as a balancing factor that offsets the negative impact of data privacy concerns on user intention. Users weigh the potential risks associated with privacy against the tangible benefits they derive from the platform, and if they perceive the utility to outweigh the concerns, they are more likely to continue using Facebook. This finding underscores the importance of considering the multifaceted nature of users' motivations and the perceived benefits when examining their decision-making processes regarding platform usage. It highlights the complex interplay between privacy concerns and utility as determinants of user behaviour on Facebook in Nigeria. Understanding the moderating role of Facebook's utility expands our knowledge of the factors that influence user intentions and sheds light on the nuanced dynamics of the platform adoption and continued use. It emphasises the need for a comprehensive approach that takes into account not only privacy concerns but also the functional and social

aspects that contribute to users' overall evaluation of the platform. By recognising the impact of utility in mitigating privacy concerns, policymakers and platform developers can design strategies and implement measures to enhance the positive aspects of Facebook, address privacy issues, and maintain user trust. This finding provides valuable insights for guiding interventions aimed at creating a more secure and satisfying user experience on Facebook in Nigeria. Another important and unique finding from the study is Nigerian Facebook users' low level of awareness of Facebook's business model that entails data mining for purposes of targeted advertising. As a result, most Facebook users in the country are not concerned about Facebook's utilisation of the information they post on the platform for purposes of targeted advertising.

The findings of the study highlight a prevalent issue observed not only in Nigeria but also in other countries, where a significant number of Facebook users are unaware of the platform's privacy settings. Similar to previous research conducted in various contexts, the study reveals that most Facebook users in Nigeria lack awareness regarding the available privacy settings. This lack of awareness has led to minimal utilisation of the platform's privacy settings for the purpose of protecting personal information. Nigerian Facebook users are often unaware of the granular control they have over their privacy settings, such as managing visibility of posts, limiting data sharing, or controlling access to personal information. The study's findings underscore the need for improved education and awareness campaigns to empower Facebook users in Nigeria to make informed decisions about their privacy settings. Enhancing users' knowledge about the existing privacy features and promoting their utilisation can play a vital role in safeguarding personal information and mitigating privacy risks. Efforts should be made by both Facebook and relevant stakeholders in Nigeria to provide accessible and comprehensive information on privacy settings, guiding users on how to customise their privacy preferences based on their comfort levels. By increasing awareness and understanding of these settings, users can take more control over their privacy and enhance their overall experience on the platform.

The study's findings make a significant contribution to existing literature on; privacy and trust issues among Facebook users and their impact on information sharing and seeking behaviour among Facebook users and factors that influence information sharing and seeking

behaviour on Facebook. The study's approach of evaluating the information seeking and sharing behaviour of Facebook users in Nigeria and the impact of privacy and trust issues on this behaviour from the theoretical perspective of the privacy calculus model, the sensemaking theory and the theory of planned behaviour underpins the study's contribution to knowledge. The study's focus on Facebook users in Nigeria also underpins its contribution to knowledge. Current studies place minimal focus on evaluating the impact of privacy and trust issues on the information sharing and seeking behaviour of Facebook users in developing countries such as Nigeria in spite of the large number of Facebook users in developing countries. Additionally, in spite of the unique cultural and social demographic factors of Nigeria, existing studies have placed minimal focus on evaluating how unique cultural and socio-demographic factors in Nigeria impact the information sharing and seeking behaviour of users in Nigeria.

The privacy calculus model, the theory of planned behaviour and the sense making theory provide unique insights pertaining to why the utility of Facebook as a platform for entertainment, social interaction, communication, and marketing contributes to Facebook users in Nigeria's continuation in using the platform in spite of data privacy risks and trust issues as highlighted by this study's findings. This is an important contribution to existing knowledge in understanding the dynamics of Facebook usage in Nigeria.

The privacy calculus model suggests that individuals weigh the perceived benefits against the perceived risks when making decisions regarding privacy. In the context of Facebook usage, Nigerian users may perceive the utility of the platform for entertainment, social interaction, communication, and marketing as outweighing the potential privacy risks associated with data sharing and breaches. They may believe that the benefits they derive from using Facebook, such as staying connected with friends and family, accessing relevant information and news, and promoting their businesses or brands, outweigh the potential harm to their privacy.

The theory of planned behaviour emphasises the role of subjective norms, attitudes, and perceived behavioural control in shaping individuals' intentions and behaviours. In the case of Facebook usage in Nigeria, subjective norms may play a significant role, as users may perceive it as socially acceptable and expected to be active on the platform due to its widespread popularity

and cultural influence. Positive attitudes towards Facebook, stemming from the perceived utility and enjoyment derived from its various features, can also contribute to users' intentions to continue using the platform despite privacy concerns. Additionally, users' perceived control over their own privacy settings and the ability to manage their information on the platform may further influence their decision to continue using Facebook.

The sense-making theory suggests that individuals actively construct meaning and interpret their experiences based on the information available to them. In the context of Facebook usage, Nigerian users may engage in sense-making processes to reconcile the tension between privacy risks and the perceived benefits of the platform. They may rationalise their continued use of Facebook by focusing on the positive aspects of the platform and downplaying or minimising the potential privacy risks. Users may engage in cognitive processes that help them make sense of their experiences, such as selectively attending to information that aligns with their existing beliefs or employing strategies to protect their privacy, such as adjusting privacy settings or being cautious about the information they share.

Overall, the integration of these theoretical perspectives provides a comprehensive understanding of why Facebook users in Nigeria continue to use the platform despite data privacy risks and trust issues. The privacy calculus model highlights the trade-off between perceived benefits and risks, the theory of planned behaviour emphasises the role of subjective norms and attitudes, and the sense-making theory sheds light on the cognitive processes' users employ to make sense of their Facebook experiences. By considering these theories, researchers can gain valuable insights into the underlying motivations and decision-making processes of Facebook users in Nigeria, contributing to a deeper understanding of the dynamics of social media usage in the country.

6.9 Conclusion

Evidence from the study suggests that Facebook users in Nigeria mainly use the platform for purposes of; communication, marketing, content sharing and accessing news. The utility of Facebook for these different purposes is largely underpinned by its large user base in the country and its functionality as a social media platform. The effectiveness of Facebook as a

content sharing, entertainment and marketing platform moderates the negative influence of data privacy concerns on information seeking and sharing behaviour. From the perspective of the privacy calculus model, Facebook users in Nigeria are unlikely to stop using the platform due to data privacy concerns and trust issues as the perceived benefits that stem from the utility of the platform significantly outweigh the risks associated with data privacy concerns and trust issues. Evidence from the study reveals that, occupation, education, and age have a minimal impact on the intention of Facebook users to use the platform for purposes of content sharing and entertainment. The study's findings indicate that cultural differences resulting from ethnic differences have a minimal impact on how Facebook users in Nigeria use the platform. Evidence from the study suggests that there is a low level of awareness of Facebook's data mining business model among users in Nigeria. This contributes significantly to data privacy concerns. Other factors that contribute to data privacy concerns are the low level of awareness of Facebook's inbuilt security features that enable users to restrict access to their accounts and the high risk of identity theft and impersonation using user data sourced from the platform. The findings of the study indicate that data privacy concerns, the high prevalence of fraud and the high prevalence of fake news on the platform negatively impact user trust in the platform which in turn negatively impacts information seeking and sharing behaviour on the platform.

CHAPTER 7: CONCLUSION AND RECOMMENDATIONS

7.1   Introduction

In consideration of the study's findings, a number of conclusions can be made in relation to the study's aims and objectives. This chapter draws conclusion from the study's findings in relation to the study's research objectives. The study's initial research objectives were:

1.   To determine the perceptions of Nigerian Facebook users on the platform's data privacy concerns and trust issues, and how do these perceptions affect their information sharing and seeking behaviour on Facebook.

2.   To evaluate how aware Nigerian Facebook users are of the platform's data mining business model, and the factors that influence this awareness.

3.   To investigate measures used by Nigerian Facebook users to protect their personal information on the platform and the factors that influence these measures.

4.   To conclude on how education status, ethnicity, culture, occupation, and socio-economic status influence the information sharing and seeking behaviour of Facebook users in Nigeria.

5.   To establish the main reasons Nigerian's using Facebook impact the influence of data privacy concerns and trust issues on information seeking and sharing behaviour of Facebook users in Nigeria.

This chapter draws on the theoretical propositions of the sense-making theory, the privacy calculus model, and the theory of planned behaviour.

7.2 Nigerian Facebook users' data privacy concerns and trust issues and their impact on information sharing and seeking behaviour.

The concerns of Nigerian Facebook users regarding data privacy and security on the platform have significant implications on their information sharing and seeking behaviour, due to the negative impact of the trust users have in the platform. The lack of trust among users can deter them from sharing personal information and engaging with content on the platform. This can lead to a lack of participation in online communities and a decrease in the quality and quantity of user-generated content on the platform. Moreover, the lack of trust can also reduce

the effectiveness of personalised advertising and content, which relies on user data to target specific audiences. The lack of trust among users can also impact information seeking behaviour on the platform. Users may be less likely to seek out information and engage with content if they are unsure about the reliability and accuracy of the information provided. This can lead to a decrease in the overall quality of information available on the platform and reduce its value as a source of information. As a result of data privacy concern due to the company's business model and other reasons cited above, over 20% (n=79) of the respondents involved in the quantitative survey said they do not share personal pictures on Facebook.

To address these concerns, Facebook needs to take proactive measures to increase transparency and improve security on the platform. This includes providing users with more control over their data, increasing transparency regarding data collection and usage, and investing in security measures to protect user data from cyber-attacks and data breaches. Additionally, Facebook needs to invest in educating users about best practices for protecting their privacy and security on the platform, including how to identify and report suspicious activity.

The data privacy calculus model provides insights on why data privacy concerns among Facebook users in Nigeria negatively impacted information sharing and seeking behaviour on the platform. Based on the model, in cases where data privacy concerns impeded information sharing on Facebook, Facebook users thought that the potential risks associated with data privacy infringement on the platform significantly outweighed the benefits of sharing information on the platform. From a sense making perspective, a significant number of Facebook users limited information sharing on the platform as a response to the high incidence of private data posted on the platform being accessed and used by third parties without the express authorisation of users. Based on the theory of planned behaviour, the negative impact of data privacy concerns on the use of Facebook can be attributed to the negative impact of data privacy concerns on user attitudes toward sharing information on the platform. According to the theory, it may also be attributable to users believing they have minimal control over their privacy once they share personal information on the platform.

From the perspective of the sense making theory, data privacy concerns among Facebook users in Nigeria may negatively impact the intention of users to continue using the platform because it creates a sense of uncertainty and unpredictability. Sense making theory suggests that individuals engage in sense making activities when they encounter situations that are ambiguous or unpredictable. When individuals are uncertain about the safety and security of their personal information on Facebook, they engage in sense making activities to try to understand the risks and potential consequences of their actions. This uncertainty and unpredictability can lead to a decrease in trust and confidence in the platform, as users may perceive the platform as unreliable or untrustworthy. This can ultimately lead to a decrease in the intention of users to continue using the platform, as they may seek out alternative platforms that are perceived as more secure and trustworthy.

In conclusion, the findings of the study highlight the significant impact of data privacy concerns and trust issues on Nigerian Facebook users' information sharing and seeking behaviour. These concerns are driven by the extensive data collection by Facebook, the lack of transparency regarding its policies and practices, the perceived lack of security on the platform, and the lack of awareness among users about data privacy and security. To address these concerns, Facebook needs to take proactive measures to increase transparency, improve security, and educate users about best practices for protecting their privacy and security on the platform. By doing so, Facebook can rebuild trust among its users and ensure that personal information remains safe and secure on the platform, enabling users to engage freely with content and information, and contribute to the platform's growth and success.

Evidence from the study suggests that the risk of fraud significantly impedes information seeking and sharing behaviour among Facebook users in Nigeria and negatively impacted their trust in the platform. A significant number of respondents involved in the study stated that despite the platform being used widely for advertisement, they were unlikely to use the platform to seek for product or service information on the platform before making purchases due to the risk of fraud. A significant number of participants said they had previously experienced fraud attempts by individuals posing as legitimate product merchants or service providers on the

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platform. In view of the responses provided by the participants, fraudsters usually open proxy fake accounts of legitimate businesses or pose as legitimate businesspersons and proceed to defraud individuals on the platform. A significant number of participants involved in the study expressed concerns that the platform had no in-built mechanism to protect users from fraud. From a sense making perspective, the negative impact of the high prevalence of fraud on information seeking behaviour on Facebook can be considered a reaction by users to their environment to safeguard their interests. In consideration of the theory of planned behaviour, Facebook users' perception that they have minimal control over the risk of being defrauded on Facebook significantly impacted their information sharing and seeking behaviour on the platform. Based on the theory of planned behaviour, it is also highly likely that the prevalence of fraud on the platform negatively impacted the information sharing and seeking behaviour of users since it negatively impacted their attitudes toward sharing and seeking information on the platform.

Evidence from the study suggests that the proliferation of fake news on Facebook significantly impedes information seeking behaviour on the platform as it negatively impacts the trust of Nigerian Facebook users on the reliability of Facebook as a source of news. A significant number of participants involved in the qualitative study said they avoided using Facebook as a source of news due to the proliferation of fake news on the platform. Additionally, participants that used the platform as a source of information stated that they had to confirm the authenticity of any news they got on the platform with news from authentic news sources such as mainstream media establishments. Based on the study's findings, the proliferation of fake news on Facebook has resulted in a significant number of Facebook users primarily using the platform for information sharing and not information seeking. In consideration of theoretical perspectives of the sense making theory, the significant number of Facebook users in Nigeria that avoid using the platform as a source of news can be attributed to the tendency of individuals to respond to situations in their environment. The avoidance of using Facebook as a source of news can be a response to the high prevalence of fake news on the social media platform. As stated earlier, based on the sense making theory, the significant number of Facebook users that continued to

use the platform as a source of news in spite of the proliferation of fake news can be attributed to the tendency of the individuals to favor the plausibility of accounts of events over the accuracy of the accounts.

The prevalence of identity theft and fraud and insufficient data privacy measures on Facebook are a major cause for data privacy concerns among Facebook users in Nigeria. Over 50 % (n=190) of the respondents involved in the quantitative survey either agreed or strongly agreed that the risk of identity theft and insufficient privacy measures significantly impair data privacy on the platform. The prevalence of identity theft and fraud on Facebook underscores the need for stronger data protection measures and greater user education on online safety. Given the importance of trust and privacy in user engagement on social media platforms, Facebook should prioritise measures to address these concerns to ensure that Nigerian users continue to view the platform as a valuable tool for social interaction and marketing. Failure to do so may result in a decline in user engagement and trust, which could have significant implications for the platform's future in Nigeria.

In spite of the significant number of Facebook users in Nigeria who have significant data privacy concerns, the findings of the study suggest that a significant number of Facebook users in Nigeria trust the company with their private data and have no privacy concerns. Some of the participants involved in the study stated that they trusted the organisation and believed the organisation could not use the content posted on the platform to engage in illegal activities. According to some of the responses received from the qualitative interviews, a significant number of Facebook users in the country think the platform's security features such as password protection of accounts and settings that enable users to prevent other users who are not their friends from viewing their profile information and posts are sufficient to protect their private information on the platform. Evidence from the qualitative interviews suggests that a significant number of Facebook users who do not have data privacy concerns when using the platform are of the view that cases of users' Facebook accounts being hacked are mainly as a result of the users of the hacked accounts being careless with their log in information or using weak passwords. They were also of the view that other users who had privacy concerns about the

information they post, and profile information being viewed by third parties who are not on their friends list were unaware that they could simply change the privacy settings of their accounts to restrict third parties who are not on their friends list from viewing information on their accounts. Based on the findings from the qualitative interviews, a significant number of Facebook users have no data privacy concerns when using the platform since they intentionally avoid sharing personal information on the platform. The study's findings indicate that Facebook's past actions toward individuals who had used the platform to impersonate other individuals and to commit fraud positively contribute to the significant number of users who have no data privacy concerns when using the platform. Several respondents involved in the qualitative interviews said they currently have no data privacy concerns since they had seen the company remove other people who were trying to impersonate others on the platform.

7.3 Reasons for Nigerian's continued use of Facebook and their role in moderating the negative influence of data privacy concerns on information sharing and seeking behaviour.

Based on the study's findings, a significant number of Facebook users in Nigeria are unlikely to continue using the platform in spite of trust issues and data privacy concerns due to its utility. The study's findings relating to the main reasons why Nigerian's use the platform highlight its utility. From the findings, Nigerians primarily use Facebook as a platform for; content sharing and entertainment, marketing, and social networking. From the responses obtained and the theoretical propositions of the privacy calculus model and the sense making theory, the effectiveness of Facebook for these uses has a moderating effect on the influence of data privacy concerns and trust issues on the information sharing and seeking behaviour of Facebook users.

From the perspective of the sense making theory and the privacy calculus model, the study's findings suggest that perceived utility of Facebook as a content sharing, and entertainment platform moderates the negative impact of privacy concerns and trust issues on the intention of users to continue using the platform. The participants of the study identified that they use Facebook as a platform to access and share news, express their feelings, post comedy videos, talk about religious groups, government's blunders, and share pictures and videos. These activities align with the critical needs of Facebook users, as identified in other studies, and

suggest that Facebook is a platform that fulfills social needs linked to entertainment and content sharing.

The study's findings also imply that the perceived utility of Facebook as a platform for content sharing and entertainment, coupled with the need for entertainment, motivates users to continue using the platform, even in the face of privacy concerns and trust issues. This finding is consistent with the privacy calculus model, which suggests that individuals weigh the benefits of using a platform against the potential risks of sharing personal information. Therefore, if the perceived benefits of using Facebook outweigh the perceived risks, users are likely to continue using the platform.

In conclusion, the study's findings provide valuable insights into how Nigerians use Facebook as a platform for entertainment and content sharing, and how perceived utility moderates the negative impact of privacy concerns and trust issues on the intention of users to continue using the platform. These findings can be used by Facebook and other social media platforms to design more effective privacy policies and to improve user trust, which can ultimately lead to increased user engagement and satisfaction.

Based on the findings of the study and the reviewed literature sources, the functionality of Facebook as a social media platform and the high penetration of the social media site in Nigeria make it an ideal platform for social interaction and communication. Most of the participants involved in the study said they use the social media platform to remain in touch with their family members, friends and to also make new friends. The study's findings suggest that a significant number of Facebook users in Nigeria use the platform to reconnect with old friends when they do not have their current phone number. The findings of the study also suggest that a significant number of Facebook users in Nigeria use the platform to engage in discussions on different issues with other users on the platform. According to the study's findings, a major motivator for the use of Facebook in Nigeria is the possibility of users linking and interacting with a diverse range of people who the users cannot physically interact with in their day-to-day interactions and perhaps will never interact with outside the platform. Based on the responses provided by participants involved in the quantitative survey, most Facebook users use the platform to simply share their

opinion about what is happening around them and to share content to entertain their friends. A significant proportion of the participants involved in the quantitative survey (13.9 %) stated that their main motivation of using Facebook is to increase the number of followers they have on the platform. The sense making theory posits that Facebook users in Nigeria use the platform for social interaction and communication as a reaction to the presence of the platform in their environment. Based on the theory of planned behaviour, utilisation of Facebook for purposes of social interaction among users in Nigeria is attributable to; the behavioural intention of users to utilise the platform for purposes of social interaction, positive attitudes toward the utility of the social media site as a platform for social interaction and users' perceived control over their actions when using the platform for purposes of social interaction. The theory of planned behaviour also posits that utilisation of the social media platform for purposes of social interaction is attributable to using the platform for social interaction being a social norm in Nigeria. The sense making theory also posits that Facebook was widely utilised for purposes of social interaction by users in Nigeria due to the tendency of individuals in the society to depict situations they face in narratives and dialogues.

The study's findings suggest that the perceived utility of Facebook as a platform for communication and social interaction can moderate the negative impact of privacy concerns and trust issues on Nigerian users' intention to continue using the platform. The Privacy Calculus Model suggests that individuals make rational decisions about disclosing their personal information based on the perceived benefits and risks associated with the disclosure. Similarly, the Sense Making Theory posits that individuals make sense of their experiences through the interpretation of information and the formation of mental models. In this case, the perceived benefits of using Facebook as a platform for social interaction and communication may outweigh the perceived risks associated with data privacy concerns and trust issues. The study's findings are consistent with previous research, which suggests that social interaction is a critical need for Facebook users and a significant motivation for using the platform. Therefore, it is possible that Nigerian users of Facebook are using their own sense-making processes to weigh the benefits and risks of using the platform and finding that the benefits of social interaction through content

sharing and entertainment are significant enough to justify any privacy concerns or trust issues they may have. These findings highlight the importance of considering both the perceived utility of a platform and individual sense-making processes when studying users' intentions to continue using a platform.

In relation to its effectiveness as a marketing platform, the findings of the study indicates that its utility stems from its effectiveness in product advertising and building social and professional networks and its connectivity to other platforms such as blogs and e-commerce sites. A significant number of participants involved in the qualitative interviews highlighted the efficacy of Facebook as a platform for building online consumer communities and a platform for consumer engagement. The participants said that they frequently engaged with their target customers on their social media pages and that they follow popular social media pages where users discuss about the products and services they offer. The findings of the study also indicate that the interconnectivity of Facebook with other digital sales platforms and other content sharing platforms makes it an ideal platform for marketing products sold on other digital platforms and sharing of digital content created by commercial content creators. A significant number of respondents in the qualitative study that said they use Facebook for marketing purposes said they use paid advertisements on the platform to market their products and services. Based on the theory of planned behaviour, it can be concluded that Facebook users in Nigeria who use the platform for marketing purposes do so because of their behavioural intention to use the platform for marketing, positive attitude toward the platform for marketing purposes and the social norm of using Facebook for marketing purposes. In relation to the influence of perceived behavioural control on human behaviour as posited by the theory of planned behaviour, widespread utilisation of Facebook for marketing purposes can be attributed to users believing they can effectively control how they use the platform for marketing. From a sense making perspective, the widespread utilisation of Facebook for marketing purposes by users in Nigeria can be attributed to the tendency of individuals to react to events in their environment. Utilisation of Facebook for marketing purposes is simply a reaction of individuals to a new marketing platform in their environment.

From the perspective of the privacy calculus model and sense-making theory, the perceived utility of Facebook as a marketing platform may moderate the negative effects of data privacy concerns and trust issues on Nigerian users' intention to continue using the platform. The study's findings suggest that Facebook serves as an effective platform for building professional and business networks, advertising, and linking with other platforms such as blogs and e-commerce sites. These activities are likely to enhance the perceived usefulness of the platform, which can outweigh the potential privacy and trust concerns that users may have. In the privacy calculus model, users weigh the potential costs and benefits of disclosing personal information on the platform. If the perceived benefits of using Facebook for marketing purposes outweigh the potential costs associated with privacy concerns and trust issues, users may continue to use the platform. Similarly, in the sense-making theory, users actively seek to understand and make sense of their experiences on the platform. If users perceive Facebook as a valuable tool for marketing and business purposes, they may be more likely to overlook privacy concerns and trust issues. Therefore, it is essential for Facebook to continue to provide value to users through its marketing capabilities while addressing any privacy and trust issues that arise. By doing so, the platform can maintain its relevance and utility to Nigerian users while also promoting trust and security on the platform.

7.4 Nigerian Facebook users' awareness of Facebook's business model that entails data mining for purposes of targeted advertising.

The study's findings indicate that there is varied awareness of Facebook's data mining business model among users in Nigeria. Based on the responses obtained, in cases where users have limited awareness of the social media platform's business model, users are likely to have greater privacy concerns and trust issues relating to how Facebook uses their personal information. The lack of understanding of how Facebook collects and uses their data is evident in the responses provided by the participants. Many participants stated that they were not aware of Facebook's data mining as an integral part of its business model. Some participants indicated that they had never heard of the term "data mining" before the study. This lack of awareness

means that many users are unaware of the extent to which their personal information is collected, shared, and used by Facebook and third-party entities.

The study's findings further indicate that some users who are aware of Facebook's data mining seek to know more about the platform's data collection practices. These findings imply that there is a need for Facebook to be more transparent in its data collection practices and educate its users on how their personal information is collected, shared, and used on the platform. By doing so, users would be more informed and better equipped to make informed decisions regarding their privacy on the platform. The lack of awareness of Facebook's data mining practices contributes to data privacy concerns as users may be unaware of the potential risks associated with their personal data being collected and shared. The findings indicate that some users do not understand the potential risks associated with data mining, such as identity theft and the unauthorised use of personal information. Thus, Facebook needs to educate its users on the potential risks of data mining and how they can take steps to protect their privacy on the platform.

From the study's findings it is evident that limited awareness of Facebook's business model pertaining to data mining is a significant contributor to data privacy concerns among users in Nigeria. Facebook needs to be more transparent in its data collection practices and educate its users on how their personal information is collected, shared, and used on the platform. By doing so, users would be more informed and better equipped to make informed decisions regarding their privacy on the platform. This education should also include the potential risks associated with data mining, such as identity theft and unauthorised use of personal information, to empower users to take steps to protect their privacy.

The study's findings on the lack of user awareness of Facebook's business model and data mining practices among Nigerian Facebook users have significant implications for both users and marketers. The study highlights the need for increased transparency from Facebook regarding its data collection and usage policies, especially in the Nigerian market. It is crucial for Facebook to educate its users about its data mining practices to build trust and encourage them to engage with its marketing services more effectively. The study also highlights the need for marketers to

consider the awareness levels of their target audience when creating Facebook marketing campaigns. While Facebook offers a vast marketing platform, its efficiency may be limited if the target audience is not aware of how the platform works. Thus, marketers need to develop strategies to educate their target audience on Facebook's business model and data mining practices to increase their effectiveness. Furthermore, the study's findings suggest a need for increased digital literacy among Facebook users in Nigeria. This can be achieved through education and training programs on digital marketing and data privacy practices. Such programs will empower users to make informed decisions about their online activities and take necessary precautions to safeguard their privacy.

The study's findings suggest that the barriers faced by Facebook users in Nigeria who seek to know more about the platform's business model are significant and have negative consequences on user trust and confidence in the platform. The lack of transparency in Facebook's operations and the complexity of its privacy policy make it difficult for users to understand how their personal data is being used and shared. The Cambridge Analytica scandal and subsequent revelations about Facebook's data-sharing practices have only added to the mistrust of the platform among Nigerian users. The experience of Participant 9 in trying to find out what Facebook does with the content generated by users is indicative of the challenges faced by many Nigerian Facebook users. Given the prevalence of cybercrime in Nigeria, users are understandably concerned about how their personal data is being used. This underscores the need for greater transparency and accountability in Facebook's operations in Nigeria. Facebook must provide clear and concise information to Nigerian users about how their personal data is being used and shared. Regulation of Facebook's operations in Nigeria is also necessary to ensure that the platform is complying with ethical and legal standards when handling users' personal information. By doing so, Nigerian Facebook users will have greater trust and confidence in the platform, leading to increased usage and greater opportunities for advertising and business. It is essential that Facebook takes steps to address the concerns of Nigerian users to maintain its relevance in the Nigerian market.

7.5 Awareness of Facebook's privacy policy and privacy settings

The findings of the study indicate that there is limited awareness of Facebook's privacy settings among users in Nigeria. Limited knowledge of Facebook's privacy policy and privacy settings among users with data privacy concerns is largely attributable to the users avoiding reading the platform's privacy policy when opening their accounts. The findings of the study indicate that most Facebook users who have data privacy concerns have limited knowledge on the platform's features that users can utilise to protect their private data. Only 26 % of the participants involved in the study said they read Facebook's privacy policy before signing up to use the platform. A significant proportion of the respondents involved in the quantitative survey (60.9 %, n = 237), were uncertain if they had read or understood the company's privacy policy in whole or in part. Based on evidence from the study, Facebook users that have a heightened knowledge of the company's privacy policy, utilise their knowledge to secure private data from their Facebook accounts. Based on responses received from the qualitative interviews, a significant number of Facebook users in Nigeria do not read the platform's privacy policy since they consider it to be unnecessary and unimportant. A significant number of Facebook users in the country have also not read the company's policy since they think its too long and the language used is too complex. The study's findings indicate that a significant number of Nigerian Facebook users' knowledge on the company's privacy policy is from secondary sources such as media publications and 'word of mouth' during their day-to-day interactions. Evidence from the study also suggests that a significant number of Facebook users in Nigeria avoid reading the platform's privacy policy simply due to lack of interest in the policy. Due to lack of awareness of the platform's privacy policy, most Facebook users in Nigeria with data privacy concerns do not take measures to protect private information they post and personal information on their profile from third parties who are not on their friends list. Some of the participants with data privacy concerns were of the view that the platform's privacy policy was only intended to control the nature of information that can be shared on the platform and not to protect users' private data. Based on the study's findings, even though a significant number of Facebook users in Nigeria are aware that the social media site has a data privacy policy, only a limited number of users have read the policy in full. Based on evidence from the qualitative interviews, in spite of the low level of

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awareness of Facebook's privacy policy, most Facebook users in Nigeria understand the need to keep information that can be used to gain access to their Facebook accounts private.

7.6 Influence of education, occupation and ethnicity on information sharing and seeking behaviour

From the study's quantitative findings, it is evident that regardless of the level of educational attainment, occupation and ethnicity, Facebook users in Nigeria primarily use Facebook for purposes of entertainment and social interaction. This can be attributed to the platform's functionality as a social media site. The findings of the study suggest that Facebook is predominantly used for entertainment and social interaction in Nigeria. This is not surprising, given the functionality of the platform as a social media site that allows users to connect and interact with others regardless of the level of educational attainment, occupation, and ethnicity. The sense-making theory and theory of planned behaviour offer theoretical perspectives on why people use social media platforms like Facebook. The sense-making theory suggests that individuals use social media to make sense of their social world and to understand their place within it. Meanwhile, the theory of planned behaviour suggests that people's intentions to use a social media platform like Facebook are influenced by their attitudes towards it, their perceived behavioural control over its use, and their subjective norms related to its use. In the context of Facebook use in Nigeria, it is likely that users are primarily motivated by the desire to engage in social interaction and entertainment. This may be influenced by cultural norms and expectations related to socialisation and the importance of social relationships in Nigerian society. Additionally, the ease of use and accessibility of Facebook may contribute to its popularity as a social media platform. Despite the predominance of entertainment and social interaction on Facebook in Nigeria, the platform also offers potential for educational and professional development purposes, as demonstrated by the qualitative findings of the study.

The findings of the study indicate that the communal way of life in Nigeria has a significant impact on the information sharing and seeking behaviour of Facebook users in the country. The cultural norm of sharing information is deeply ingrained in Nigerian society, and this translates to the online space, such as Facebook. Facebook serves as a platform for information

dissemination in Nigerian communities, and it is used to share news and happenings in these communities. However, there is a need for caution in sharing personal information as unintended consequences such as the use of personal information to commit fraud can arise. The low level of awareness of Facebook's privacy policy and features and data mining business model can be attributed to these issues not being a major priority within the community. The study's findings also indicate that traditional communication practices limit the utilisation of Facebook for dissemination of information in rural areas of Nigeria. The low internet penetration rates and high poverty rates in rural areas of the country make it difficult for individuals to afford to pay for an internet connection. Therefore, Facebook is not fully integrated into customary communication practices in these rural communities. From the qualitative responses obtained from the qualitative interviews, it is evident that the communal way of life in Nigeria promotes information sharing on Facebook, as it aligns with cultural norms. However, caution must be exercised in sharing personal information. The low level of awareness of Facebook's privacy policy and features and data mining business model is a cause for concern. Additionally, traditional communication practices limit the utilisation of Facebook for dissemination of information in rural areas of Nigeria. These findings are an important contribution to existing literature on Nigerian Facebook users' information sharing behaviour and highlight the need for more research in this area.

The responses obtained from the qualitative findings indicate that Facebook users in Nigeria with a higher level of educational attainment are more likely to use the platform for educational purposes than users with a low level of educational attainment. In sum, the findings from the qualitative interviews highlight the significant impact of educational attainment on the utilization of Facebook for educational purposes in Nigeria. The study has demonstrated that Nigerian Facebook users who have attained higher levels of education are more likely to utilise the platform for educational purposes compared to those with lower levels of education. This is due to the way in which Nigerian Facebook users use the platform to gain access to individuals with more knowledge in their fields of interest and to obtain reliable information from educational groups. The study's findings are consistent with previous research that has shown

the potential of Facebook as a platform for educational purposes. Educational groups on Facebook provide a collaborative learning environment where members can engage in discussions, share ideas, and ask questions. These groups are often moderated by professionals, ensuring that the information shared is accurate and up to date. Educational groups also have a large and diverse membership base, which means that members can get a wide range of perspectives and insights on various topics. Facebook provides a convenient and accessible way for group members to share resources, links, and articles, making it a valuable tool for personal and professional development. The study's findings have implications for educators and policymakers in Nigeria. Educators can leverage the potential of Facebook to create educational groups that foster a collaborative learning environment, promote peer-to-peer learning, and engage students in discussions. Policymakers can support the use of social media platforms for educational purposes by promoting digital literacy and ensuring that students have access to the internet and technology. Overall, the study's findings suggest that educational attainment plays a critical role in the utilisation of Facebook for educational purposes in Nigeria. Facebook has the potential to facilitate learning and knowledge-sharing, and it is essential that educators and policymakers in Nigeria leverage this potential to improve educational outcomes for students.

The study's quantitative findings indicate that Facebook users in Nigeria with higher level qualifications (MBA, MSC and PHD) are more likely to use Facebook for mentorship purposes and to promote their professions/businesses than users with below-masters qualifications. In conclusion, the study's quantitative findings suggest that higher educational attainment in Nigeria is associated with increased use of Facebook for professional purposes such as mentorship and business promotion. This may be due to the fact that individuals with advanced degrees are more likely to have established careers and professional networks and may therefore see greater value in using social media platforms like Facebook to expand their reach and connect with others in their field. These findings highlight the importance of education in driving social and professional engagement and suggest that platforms like Facebook can play an important role in supporting career development and knowledge sharing in countries like Nigeria where access to traditional professional networks may be limited. Further research could explore the

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specific factors that drive this association between education and Facebook use and could shed light on strategies for leveraging social media platforms to support professional growth and development in other contexts.

The study's findings highlight the critical role that internet access and by extension, socio-economic status play in Facebook users' information-seeking and sharing behaviours in Nigeria. The findings indicate that access to the internet has a direct influence on how frequently users use Facebook to seek and share information. Users who have easy access to the internet are more likely to use the platform frequently, while those who experience challenges in accessing the internet use Facebook for sharing and seeking information less frequently. This highlights the need for policymakers and internet service providers in Nigeria to address the issue of high internet costs, which limits users' ability to access information on Facebook and other online platforms. The study's findings are also consistent with the sense-making theory, which suggests that individuals make sense of the information they encounter based on their previous experiences, social context, and the available information. Socio-economic status is a critical factor that shapes an individual's social context and previous experiences, which in turn influences their information-seeking and sharing behaviours on Facebook. Therefore, policymakers should ensure that there is equitable access to the internet to enable all Facebook users to seek and share information freely, regardless of their socio-economic status.

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Appendix A: Interview Questions

Possible Questions	Reason(s) for question
1. How old are you?	Determine how old the participant is.
2. What is your educational qualification?	Determine the participants educational qualification
3. What is your occupation?	Participants occupation.
3. Where do you live? tell me about your environment, is it urban or rural. Have you always lived in the city?	Ascertain the environmental factors that may influence participants information literacy / information seeking-behavior.
4. How do you spend your leisure time. How do you find things? That is how you go about looking for information?	The literature review interestingly reveals that the nature of leisure time impacts participants information seeking-behavior.
5. When was the last time you deliberately look for information? Did you apply the information to solve a specific problem or was it for leisure? Are you satisfied by the answer you got? Describe the process?	Ascertain the sort of information the participant seeks, their judgment of the retried answers and their information seeking behavior.
6. Is there any instance where you needed to search for a particular information but couldn't, what was your barrier/s? The needed information was it intended to solve a specific problem or was it for leisure? Can you describe this specific information? How often do you need information but can't get the answer you seek because of this specific set of barrier/s.? How did this impact you?	Probe for specific barriers to information and its impact on the participant.
7. Have you ever heard the term "Fake news"? What do you make of it?	Determine Participants overall familiarity with "Fake news"
8. Have there been any instance where you held an information to be real until you realise that it is fake? How did you figure out that the information was fake? How did this particular instance impact you?	Further probe participants knowledge of fake news.
9. Have there been any instance where you think am information was fake then realise that it is real? How did you figure out that the information was real? How did this particular instance impact you?	Further probe participants knowledge of fake news.

Have you read something on Facebook you find disturbing?	
10. Do you use Facebook? Tell me about it. .How do u use it, tell me about it, give me some example	To ascertain if the individual use Facebook.
Are you aware of Facebook privacy regulation? 11. are you aware they change their privacy settings? 12when did you started thinking about privacy on Facebook? Have you read something on Facebook you find disturbing? Did it change how you go about Facebook?	
11. Describe your knowledge of Facebook.	To ascertain individual's level of knowledge of the platform.
12. How often do you use Facebook?	To probe the frequency of use.
13. Describe your activities on Facebook.	To understand the sort of contents the individual generates on Facebook.
14. Have you ever deliberately sought for information about Facebook? What motivated you to go look for information concerning Facebook? What is the information you looked for? Did you find the answer you seek? Describe the process?	Determine how participants determine their Facebook knowledge deficiency, and their information seeking behaviour.
15 do you trust Facebook? Do you trust people that work for Facebook? Do you trust the owner of Facebook? Do you trust that your picture will be safe?	To gain an insight into individual's understanding of the content they generated on Facebook. See if their responses will be connected to their occupation / educational background
16. What does "Facebook privacy risks" mean to you.	To understand individual's degree of knowledge about Facebook privacy risks.
17. How do you think Facebook uses the content you generate on the platform?	To probe individual's knowledge of content use.

18. Describe how you'll seek information about how Facebook uses the contents you generate on the platform?	To ascertain individual's information seeking behavior.
19. Have you ever deliberately sought to understand how Facebook uses the contents you generate on the platform? What motivated you/why don't you want to know/what are your barriers? why do you think this is important/ not important? What did you find?	To gain insight into the challenges and barriers of being informed about the applications of Facebook user-generated content.

Interview questions
Demographics Section:
1. Please state your gender.

2. How old are you?

3. What is your educational qualification?

4. What is your occupation?

5. To which Nigerian ethnic group(s) do you most identify?

Information seeking behaviour / Literacy Section

1. Where do you live? Please tell me about your environment.

2. Will you describe your environment as urban or rural?

3. What are the information sources that are readily available to you?

4. How do you typically look for information, can you describe this process to me?

5. Do you usually believe the information found? Why?

6. What is your most trusted information source? Why do you trust this particular information source?

7. Tell me how you spend your leisure time.

8. Can you remember the last time you deliberately looked for information? How long ago is this? tell me about it. Did you apply the information to solve a specific problem or was it for leisure? Are you satisfied with the answer you got?

9. Have there been instances where you needed a piece of information but couldn't search for the information? Can you tell me about this information? What stopped you from looking for the information? How often do you need information but can't get the answer you seek because of this specific set of barrier/s? How did this impact you?

10. Have you ever heard the term "Fake news"? What do you make of it?

11. Has there been any instance where you held a piece of information to be true until you realise that it is fake? How did you figure out that the information was fake? How did this particular instance impact you?

12. Has there been any instance where you think a piece of information was fake then realise that it is true? How did you figure out that the information was real? How did this particular instance impact you?

Facebook Specific Section

1. Do you use Facebook?

2. When you hear the word "Facebook" what comes to your mind?

3. How often do you use Facebook?

4. Tell me about your activities on Facebook.

5. What do you understand by the phrase "Facebook User's Generated Content"

6. What is your thought regarding "Facebook privacy risks".

7. How do you think Facebook uses the content you generate on the platform?

8. In your opinion what are the privacy risks associated with your activities on Facebook and what you do to reduce these risks?

9. Have you ever deliberately searched for information about Facebook?

10 What is the information you looked for and did you find the answer you seek?

11. What motivated you to go look for information concerning Facebook?

12. Describe the steps you took to look for information about Facebook?

13. Describe how you'll seek information about how Facebook uses the contents you generate on the platform?

14. Have you ever deliberately seek to understand how Facebook uses the contents you generate on the platform?

15. What motivated you/why don't you want to know.

16. Did you have any barriers in the process of looking for information about Facebook? what are these barriers?

17. What did you find?

Appendix B : Quantitive survey questionnaire
USERS' PERCEPTIONS OF FACEBOOK DATA USE SURVEY
(UPFCUS)

Dear Respondent,

Thank you for taking out time from your regular schedule to participate in this survey. I am conducting research to examine users' perceptions of Facebook content use in Nigeria. Your responses would help to unravel how age, gender, education, occupation and ethnicity determine information seeking and sharing behaviour of Nigerians regarding how users' data are used by Facebook. Be assured that the responses you provided are **strictly confidential** and would only be used for academic purpose. You are not being requested to provide information that would reveal your identity; **all responses are anonymous**. The survey will take 10 minutes to complete.

Sincerely,

Anne
Manchester Metropolitan University
PhD Student

SECTION 1: GENERAL QUESTIONS

1. How long ago is it that you used Facebook? *(Mark only one response)*
   - Within the last month ▭ 1
   - More than a month ago but within the last 3 months ▭ 2
   - More than 3 months ago but within the last 6 months ▭ 3
   - More than 6 months ago ▭ 4

2. How would you describe the frequency at which you use Facebook? *(Tick only one option)*
   - a. Hourly ▭ 6
   - b. 6 Hourly ▭ 5
   - c. Daily ▭ 4
   - d. Weekly ▭ 3
   - e. Monthly ▭ 2
   - f. Not at all ▭ 1

3. How many of your close friends use Facebook platform? *(Check only one box)*
- All ☐ 1
- More than half ☐ 2
- Less than half ☐ 3
- None of them ☐ 4

SECTION 2: INFORMATION SHARING AND SEEKING BEHAVIOUR

4. Do you share jokes or videos (E.g. news, stories, etc.) on Facebook? (*Check only one response)*
- Yes ☐ 1
- Occasionally ☐ 2
- Not sure ☐ 3
- No ☐ 4

5. Do you share your personal pictures on Facebook? (*Check only one response)*
- Yes ☐ 1
- Occasionally ☐ 2
- Not sure ☐ 3
- No ☐ 4

6. Do you share your personal emails on Facebook? (*Check only one response)*
- Yes ☐ 1
- Maybe ☐ 2
- No ☐ 3

7. Do you share your educational status on Facebook? (*Check only one response)*
- Yes ☐ 1
- Occasionally ☐ 2
- Not sure ☐ 3
- No ☐ 4

8. Do you share your employment status on Facebook? (*Check only one response)*
- Yes ☐ 1
- Occasionally ☐ 2
- Not sure ☐ 3
- No ☐ 4

9. Do you share your marital status on Facebook? (*Check only one response)*
- Yes ☐ 1
- Occasionally ☐ 2
- Not sure ☐ 3
- No ☐ 4

10. Do you have active online networking profiles in any of the platforms listed below? *(Mark all that apply and or fill in the blank space if necessary)*
- WhatsApp ☐ 1
- Twitter ☐ 2
- Instagram ☐ 3
- LinkedIn ☐ 4
- Other, please specify ☐ 5 ---------------------------------------

11. Why do you share things (e.g. pictures, jokes, emails, etc.) on Facebook? (*Check all that apply)*
- To give my opinion about happenings around me ☐ 1
- To entertain my friends on Facebook ☐ 2
- To maintain and increase my followership ☐ 3
- To promote my business ☐ 4
- To mentor ☐ 5
- Any other please specify ----------------------------------- ☐ 6

12. How would you rate your level of concern when people use your Facebook profile details without your permission?
- Very concerned ☐ 5
- Concerned ☐ 4
- Neutral ☐ 3
- Not Concerned ☐ 2
- Not concerned at all ☐ 1

13. Thinking about the way you seek for information on Facebook, please read the following statement and tick all that apply
- I give more attention to things about my cultural background ☐ 1
- I have strong connection with things presented in my local language ☐ 2
- Information promoting my culture and heritage is important to me ☐ 3
- I am more interested in contemporary issues ☐ 4

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14.   I seek information on Facebook (*Please check all that apply*)
- For my job needs   ☐   1
- For my studies   ☐   2
- To understand current fashion trend   ☐   3
- To be informed about what is going on around me ☐   4
- For entertainment   ☐   5
- Others please specify ☐   6 ---

15.   Which of this best describes your attitude when you seek information on Facebook? *(Please check all that apply)*
- I always read the privacy policy before use   ☐   1
- I tend to distrust information from unknown source ☐   2
- Speed of obtaining information is important to me   ☐   3
- Convenience in obtaining information is vital to me ☐   4
- I am not in a hurry to get information   ☐   5

16.   Which of the following best describes your way of life when it comes to using Facebook to seek information? *(Mark all that apply)*
- My adoption of Facebook is influenced by my elders   ☐   1
- The decision to use Facebook is solely mine   ☐   2
- Cultural preference on gender influence my adoption of Facebook ☐   3
- My culture permits me to use the social media   ☐   4
- I use Facebook to connect to past and present friends   ☐   5

17.   Thinking about why you share things on Facebook, to what degree do you agree to the following statements on your cultural orientations? *(Check only one response for each item)*

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
My adoption of Facebook is influenced by my elders					
The decision to use the Facebook is solely mine					
Cultural preference on gender influences my adoption of Facebook					
My culture permits me to use Facebook					

I use Facebook to connect to past and present friends					

18. To what degree do you agree to the following statements on way of life when it comes to why you seek information on Facebook? *(Check only one response for each item)*

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
My adoption of the platform is influenced by my elders					
The decision to use the platform is solely mine					
Cultural preference on gender influence my adoption of Facebook					
My culture permits me to use the social media					
I use Facebook to connect to past and present friends					

SECTION 3: FACEBOOK TRUST AND PRIVACY

19. Generally speaking, would you say that most people on Facebook can be trusted? *(Check only one box)*
- Yes ☐ 1
- Occasionally ☐ 2
- Not sure ☐ 3
- No ☐ 4

20. Do you trust in Facebook to protect the information you shared on the platform? *(Check only one box)*
- Yes ☐ 1
- Maybe ☐ 2
- Not sure ☐ 3
- No ☐ 4

21. To what extent do you trust in Facebook to protect your profile information (e.g. pictures, email, phone numbers, etc.)? *(Check only one box)*

High extent 5	Moderate extent 4	Neutral 3	Low extent 2	Very low extent 1

22. Do you trust the information you seek on Facebook? *(Check only one box)*
- Yes   ☐ 1
- Occasionally   ☐ 2
- Not sure   ☐ 3
- No   ☐ 4

23. To what extent would you say that you trust the information you seek on Facebook?
- High extent   ☐   5
- Moderate extent   ☐   4
- Neutral   ☐   3
- Low extent   ☐   2
- Very low extent   ☐   1

24. Thinking about the information you seek on Facebook, to what degree do you agree to the following statement? *(Check only one response for each item)*

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
The information is reliable					
It is always credible					
Information is useful to me					
It convenient to obtain information					
The information is honest					
The information is familiar					
Confident in use					

25. Based on your trust level on Facebook to protect your detail, to what degree do you agree to the following statements being influenced by your cultural orientations? *(Check only one response for each item)*

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
My elders influence my trust on how Facebook use my details					
I prefer to be self-reliant rather than dependent on others					
I expect that Facebook has good intentions towards me					

My culture permits the use of Facebook					
Rules and regulations are important because it informs users what Facebook do					
Standard operating procedures are helpful to users of Facebook					

26.   To what extent are you likely to trust information from the following sources? *(Check only one response for each item)*

	High Extent 5	Moderate extent 4	Neutral 3	Low extent 2	Very low extent 1
Government officials and Govt owned media pages (e.g. NTA)					
Friends and family members					
Known religious bodies					
Traditional head (Chief, King, Oba, etc.)					
Privately news channels and pages (e.g. Channels, AIT, TVC)					
Local language news page					
Foreign news channels and pages					
Facebook					

27.   How would you measure your level of awareness of Facebook privacy policy? (*Check only one response*)
- Highly aware   ☐ 5
- Aware   ☐ 4
- Neutral   ☐ 3
- Moderately aware ☐ 2
- Not aware   ☐ 1

28.   Have you read and understood Facebook privacy policy or document in whole or in part? (*Check only one response*)
- Yes   ☐ 1
- No   ☐ 2
- Not sure   ☐ 3

29.   Are you aware that accepting the terms of services of Facebook guarantee permission to your personal information by third parties? (*Check only one response*)

- Yes   ☐   1
- Maybe   ☐   2
- Not sure   ☐   3
- No   ☐   4

30.   What is your thought regarding Facebook privacy? (*Check only one box*)

Very good 5	Good 4	Fair 3	Poor 2	Very poor 1

31.   Do you agree to the following statements as factors that impair privacy on Facebook? (*Check only one response for each item*)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Privacy measures are insufficient					
Third parties seek out users' information					
Users reveal too much information					
Identity theft					

32.   Do you agree to the following statements? (*Check only one response for each item*)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Having Facebook use my online behaviour is a problem for me					
Having Facebook share my online behaviour with other companies is a problem for me					
Having Facebook use my online behaviour to show me advertisements is a problem for me					

SECTION 4: BARRIERS TO BEING INFORMED ABOUT HOW FACEBOOK USE INFORMATION PROVIDED ON THE PLATFORM BY USERS

33. Which of this best describes how you search for information about how Facebook uses your profile details? *(Please check all that apply)*
- I rely on my friends/family members ☐ 1
- Google for the information ☐ 2
- I read magazines or newspapers ☐ 3
- I listen to local/international news channels ☐ 4
- I do not have interest on information about it ☐ 5

The following statements refer to the barriers of being informed about how Facebook use your personal data. Please indicate your level of agreement with the statements by placing a mark in the appropriate boxes. *(Check only one response for each item)*

	SA 5	A 4	N 3	D 2	SD 1
34. I am not aware of how Facebook use my profile details	☐	☐	☐	☐	☐
35. I am aware but have not made out time for it	☐	☐	☐	☐	☐
36. I do not understand how Facebook use my profile details	☐	☐	☐	☐	☐
37. I would like to know but my access to the internet is limited	☐	☐	☐	☐	☐
38. I do not have adequate skills to surf Facebook	☐	☐	☐	☐	☐
39. My account or close friend's account has been hacked	☐	☐	☐	☐	☐
40. I am mostly constraint by poor power supply	☐	☐	☐	☐	☐
41. I relied on what my elders told me about how Facebook use my profile details	☐	☐	☐	☐	☐

SECTION 5: SOCIO-DEMOGRAPHICS

It would be helpful if you provided the following information.

42.   What is your most current educational qualification (Check on one response)
- Senior Secondary School Certificate (SSCE)   ☐ 1
- Ordinary National Diploma (OND)   ☐ 2
- National Higher Diploma (HND)   ☐ 3
- Bachelor of Science (B.Sc)   ☐ 4
- Master of Science (MSc)   ☐ 5
- Master of Business of Administration (MBA)   ☐ 6
- Doctorate Degree (PhD)   ☐ 7
- Professional Certificate   ☐ 8
- Other, please specify ---------------------------- ☐ 9

43.   What is your ethnicity? *(Check only one response)*
- Igbo   ☐ 1
- Yoruba   ☐ 2
- Hausa   ☐ 3
- Ijaw   ☐ 4
- Esan   ☐ 5
- Ibibio   ☐ 6
- Efik   ☐ 7
- Ikwerre   ☐ 8
- Itsekiri   ☐ 9
- Other (Please specify) ☐ 10   ---

44.   Which of the following best describes your occupation? *(Mark only one response)*
- A healthcare practitioner ☐   1
- An academician   ☐   2
- A legal practitioner   ☐   3
- A religious leader   ☐   4
- A law enforcement agent ☐   5
- A politician   ☐   6
- An artist   ☐   7
- An artisan   ☐   8
- A businessman/woman ☐   9

- A student ☐ 10
- Other, please specify ☐ 11 --

45.	Which of this best depicts your area of residence? *(Check only one response)*
- Urban area ☐ 1
- Semi urban ☐ 2
- Rural Area ☐ 3
- Slum ☐ 4
- Other (Please specify) ☐ 5 --

46.	Your gender *(check only one response)*
- Male ☐ M
- Female ☐ F
- Prefer not to say ☐
- Other_____

47.	Your age *(Check only one box)*
- 18 – 25 years ☐ 1
- 26 - 35 years ☐ 2
- 36 – 45 years ☐ 3
- 46 years and over ☐ 4

Thank you for your cooperation and participation in this survey.

Appendix C : Qualitative Data Analysis

Results obtained from the qualitative interview

Data have been gathered for the qualitative aspect of the study. Data collection started on 29th July,

2019 and ended on 14th August, 2019. The data collection took place in the Niger Delta region of

Nigeria. It was a rigorous exercise as the researcher travelled across three states in the region,

visited universities in the region to recruit some participants for the study. Most participants were

willing to participate; however, the researcher was constrained by time and security. In most cases,

the researcher employed the use of a security agent who indicated that it is mostly unsafe to be in

certain places once it is past 4pm local time. These security challenges impacted the cost incurred during the data gathering. A total of 30 individuals were interviewed, the interviews were recorded, the average length of the total recordings is 45 minutes.

The table below contains a summary of the demographics of individuals interviewed during the qualitative phase of the study. The demographic categories in the table have been identified in the literature review as factors relevant to the study.

Table 1: Demographics of Interviewed Participants

	Number	Total
Gender		30
Male	17	
Female	13	
Age		30
18 – 29	23	
30 – 39	5	
40 – 49	1	
50 – 59	1	
Education		30
Certificate of Secondary Education	1	
Undergraduate	7	
Diplomas (OND, HND)	2	
First Degree	15	
Postgraduate Qualification	5	
Ethnicity		30
Ikwere	3	
Ibibio	3	
Igbo	9	
Ogba Egbema	3	
Ijaw	4	
Anaang	1	
Urhobo	2	
Epeye	1	
Kalabari	1	
Efik	1	
Etche	2	
Frequency of Facebook use		30
Daily	20	
Weekly	2	

Bi-Weekly	4	
Monthly	3	
Stopped using	1	
Occupation		**30**
Student	7	
Engineer	2	
Entrepreneur	2	
Unemployed	1	
Lecturer	1	
Legal Practitioner	1	
Medical Doctor	4	
Software Developer	3	
Event & Conference Organiser	1	
Business Consultant	1	
Teacher	3	
Lab Scientist	1	
Blogger/Writer	1	
Day Care minder	1	
Accountant	1	

Source: Researcher Field Survey 2019

4.2   Emerging Themes

The themes that emerged from the interviews conducted on participants include:

Theme 1: Structural and social factors influence users' perceptions of Facebook privacy

Theme 1 answered the second research objective: *Explore awareness and perceptions of Facebook users in Nigeria regarding the platforms use of their digital data by conducting a set of in-depth qualitative interviews with a group of participants representing the range of demographics of Nigeria Facebook users by education, occupations, and ethnicity*; and the third research question: *How do education, ethnicity, and occupation affect Nigerians understanding of the issues of privacy on Facebook?*

This theme is presented in three sub-themes, viz:

Education and Facebook Privacy

Majority of the participants were actually aware of Facebook privacy policy but their awareness and understanding were not influenced by their level of education, ethnic affiliation and occupation. Participant 1, civil engineering student stated that, "I am aware of Facebook privacy policy but I have not really read the privacy policy of Facebook. I do not think it was necessary because at times what I think is that you cannot use Facebook to commit fraud or to fraud people if not they might just freeze your account and that is the end." Participant 2, HND holder, reported "there is no much privacy in the first place because a friend of another friend can actually have access to your data. This participant claimed he has not read Facebook privacy regulation policy document before. According to this participant "I just go down to the agree part of it." Participant 3 a BSc holder posited "I do not really know much about privacy regulation but I always, wherever I am, I am always security-conscious. I have not really taken my time to go through Facebook privacy content but what I know is that there are some things you cannot post on Facebook. Facebook have a regulation, for example, posting of nude picture is not acceptable and posting of some bad words is not acceptable on Facebook. Participant 6, who is currently a medical student, reported "I know that has been an issue for some time that is because over time, people have complained that it is not really a private platform so to speak, and I know there are some areas where they share some of your private information with other platform. I do not really know much about it honestly." On the awareness of Facebook privacy regulation, Participant 5 PhD holder response was "Yes, but not very aware. I heard about it, but I have not followed it up."

Some participants are not aware of the Facebook privacy but got to know about it from different sources. Participant 5 possesses a PhD His position was that he was not aware of the privacy policy of Facebook. "I am not aware of Facebook privacy but have been hearing in the media especially on CNN, a couple of times. I have watched one man the founder of Facebook, I have forgotten what is that young man's name again and then some legislations in US…. they have from time to time queried him regarding users' data and how he handles them, I have not actually gotten more time to check what that means," said participant 5.

Others said they are aware of the existence of Facebook privacy but have not read it and got to know more about it from other sources. Participant 4 is a graduate of electrical and electronic engineering and a software developer. His view remains "I know that Facebook privacy is there, but I have never read it. I think I will attribute that to laziness or something. But I have never read it. I just scrolled down and accept without reading it." I have thought about it several times… I started seeing on the news. I got some publications on 'Media' where people were saying something about privacy on Facebook, I also saw some stuff on twitter where people were discussing about privacy on Facebook. So I have been seeing it, it is out there. I even saw something about privacy on CNN. The guy on the programme was saying that now people's data is worth more than energy, that energy use to be the most expensive commodity but now it is data, he called it big tech. so yeah, I have heard about it."

Many people do not bother to read Facebook privacy because it is too lengthy. "It is too long. I do not read it. I just agree." said Participant 25, a final year student of Electrical and Electronic Engineering and a small-scale business owner. Participant 14, an undergraduate currently studying at University, web designer from Urhobo, reported "No, I have not gone through Facebook privacy policy; it is too long.

Researchers have examined users' awareness and perception of the privacy risks associated with Facebook usage. O'Brien and Torres (2012) examined Facebook users' perception of online privacy. The findings showed large proportion of Facebook users have high privacy awareness. The authors also assert that most users apply their knowledge of privacy mostly when there is a controversy surrounding Facebook's approach to privacy. Participants 1 and 4, among others, posited that they are aware of Facebook privacy. However, Kaczkowski (2016) did not agree that Facebook users have high privacy awareness. The research result showed that users had conflicting beliefs about who has access to the materials they post on the platform. The study also showed that though users understood the importance of their content, they were not aware of Facebook business model or what third-party Facebook share users' data with. The view was supported by Participant 5, who said he was not aware of Facebook privacy but got to hear about from CNN. The study by Hey et al. (2010) supports this view. Hey et al. (2010) discovered that often Australian Facebook users are not aware of the privacy risks or assume that the associated personal risk is negligible. The authors developed a preliminary theoretical model which posits

that "users are only likely to become less interested to divulge personal information online when they become aware of and appreciate the risks of doing so" (Hey et al., 2010:10).

Occupation and Facebook Privacy

Participant 13 is an entrepreneur. According to this participant "you are not supposed to disclose your password, because we have bad people around, who will want to get into your account to use it to dupe someone else, like for example, on Facebook now, they can hack your account. But with that policy when you go into your account you can change your settings. When asked: are you aware Facebook regularly make changes to this document? The participant responded "am not aware". Again, when asked: have you actually looked at the policy document before? The Participant replied "no have not". Participant 14, a web designer, said Facebook privacy is better because there was a time Facebook lost some information but with the privacy, they were able to control it, and remove those who were trying to impersonate other people. In terms reading Facebook Privacy document, Participant 14 said "no, I have not gone through it". The participant is aware that Facebook regularly make changes to their privacy but hardly reads it because it is too long.

Participant 16 is into information training and consultancy. This participant's response to Facebook privacy was "well... there have been a lot of cases people complained of their account being hacked, but I honestly think it is a matter of carelessness, I have never heard that issue, am always careful of my information, and I do not keep my account logged in indifferent devices at the same time. So, I think the privacy is ok, I just think people are just careless. In response to if he had looked at the document before, the participant said yes. He went further to say that the

information someone put up on Facebook will not be use by any other source or user for anything that you have not given permission for. So, all the files, all the pictures everything will only use for public stuff only if you give permission. Participant 20 is a business woman. This participant showed her concern on Facebook privacy by saying that "of late the rate in which people use Facebook for crimes in the country in high. People, whose passwords are not strong, can run the risk of people hacking into their account. I know of a woman, whose account was hacked, and they were using it to solicit for funds, people were shocked of how the lady could be asking of money knowing her calibre of person, so, the security issues is a problem". Since participant 20 started hearing of the recent trend in the country, privacy became her priority. Participant 20 opined that the risk associated with activities on Facebook include fraud and scam. More so, since is an open platform these fraudsters go on the platform and get vital information about users. Also, everybody can easily view my account. Participant 19 An Artist said; "I think it is based on the user. Facebook only get access to what you give to them, not that they come into your personal life. If you give information about your private individual life to Facebook, that means you want people to see it, it is no longer private to you. I think it is based on individual. You want it to be private then you would not have to put it up on Facebook". Participant 19 said "sincerely speaking from the first day I joined, I never took my time to read the terms and condition page - the agreement. All I did is scroll down and accept. I think it was not necessary; knowing is a public space where anybody can go and have access to your information, I have put on like a guide for myself to be very careful on the type of information that I share, so in my ignorant mind, am thinking, whatever update or policy they make it would not really affect me in the future".

Ethnicity and Facebook Privacy

Participant 7 is from the Igbo speaking ethnic group. Participant 7 said "ok the truth is that sometimes there are friends that I have on Facebook and before you know it their other friends will become mutual friends. I discovered that my friends on Facebook actually get to send request to other friends of mine thereby getting to know more things about me. I do not know if you understand me, so I try to hide those that can see it, so as it stands now nobody can see my friends, so that is what actually prompted it and that is where all the timeline is, some persons if they read my timeline and start saying shits like, tagging and all that, when I got to that privacy I had to set it in such a way that it is only what I permit that you will see in my timeline, hope you understand". Participant 11 is from Ikwerri Ethnic group. Regarding Facebook privacy, Participant 11; reported "I think it is not so private. Most time what we share can be used for research purposes; also there are some things we do that can be used for sponsored Ads that is targeted at what we like. When asked this question: have you ever looked at the privacy policy document? Participant 11 said: not really, I have not. More so, I have not taken note, I do not know. Regarding privacy risk on Facebook, Participant 11 opined that our data can be used for something else; it is not a private thing anymore. There is nothing private about the data I shared on Facebook.

Participant 12 hails from Akwa Ibom. Regarding Facebook privacy policy the participant said "on Facebook you are not supposed to disclose your password, because we have bad people around, who will want to get into your account to use it to dupe someone else. In terms of security settings, Participant 12 opined that "I always got help to keep my things safe, because they always

hack peoples account. So that is where I do see the document". Participant 28 is from Etche in Rivers State. Regarding Facebook privacy risk, Participants said "there was a time I found out that Mark Zuckerberg was in the US news facing stuff like that...hmmm Privacy and all that. I personally I do not text much, I do not know much about these entire privacy things. Whatever I post, for me to do it, I think is what I want people to know about me. Just like every other social platform, one can use it to spy on you. Collect information on you, or...if you are some body that is always posting they could use it to update themselves and tracking you too. You get...and fraudsters can use your pictures too to do something that you may not be aware off. That is the whole privacy risk thing. I feel like people should be sensitive to what they post on Facebook. They should be conscious of their space on Facebook. Participant 26 is from Urohbo extraction. In response to Facebook privacy, the participant said "well... I feel is not too private, people tend to post their private life and people could see it and harvest these things. This participant has not read Facebook Privacy policy before. This participant said that "usually when you see such things you just scroll down to agree. I think is the length, is too long, then people feel they know what the document contains, and also feel, it's not harmful or rather there is no major risk involved in it." Participant 21 is from Igbo ethnic group. Participant 21 thinks Facebook privacy is a good one and people do hack peoples' account, so you can go back to the policy and change if you want to. If you wish not to continue, you can actually log out. That is a self-decision to make. In response to Facebook privacy risk, the participant said "I think hmmm...it is okay I like it. I think it reduces crime, and it makes you know your opinion about what people think about you. I think the platform for privacy risk is okay. The risk there is: one you might be defrauded, there are

fraudsters out there that is for business, so meeting of friends you know there are ritualists everywhere this is Africa, it is beyond our imagination. You can meet somebody on Facebook, the next thing the person will invite you, the risk of going to see the person. It is really a risk someone you have never met or known before. I think it is quite a risk to reduce this risk, Participant 21 thinks everybody should be on checks, users of Facebook should be on checks and if possible ... If there is a way Facebook can bring a platform like if you chat me up and I respond and it is my first time, it should indicate that this is my first time of meeting you on Facebook, and if am going to see you as a friend, there should be a check... I think the risk will kind of be reduced."

Theme 2: Motivation

This theme is relevant for the fourth objective of the study: *Design the survey questions and carry out the survey to further understand Nigerian Facebook users' perceptions of Facebook content use, data aggregation and mining, and conceptualise ways in which they make decision about trusting the platform.*

Motivation describes a process which compels the individual to a specific action or goal. In this instance it represents anything that compels Nigerians to seek for information about how Facebook uses their data. Different participants gave their opinion on how motivated they are to source for information from Facebook. Participant 14 reports that "I have not deliberately sourced for information. Well, am just a user, am just using the platform, I do not really want to know about it." According to this participant, "am not like a famous person, I do not really have

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much information, that someone would use my stuff for anything. So am not really bothered about it." Participant 3 said that "what will motivate me to do it is because for one, I am a business woman and I would want my business to be out there, by making my business to be out there, I will become a well-known name and I also generate enough income from it, sometimes it is all about the 'Benjamins', you must think about what you stand to gain from it. Participant 4 said "I cannot really say why, but I think am the kind of person that wants to understand something better. Another is because am a software developer so I gravitate towards things like that. Participant posited that he is demotivated from actually looking out for Facebook on how Facebook uses your content and that he would definitely after now still do some research on Facebook. In the view of participant 15, the motivation to seek for information from Facebook is as a result of the large users of Facebook. In addition, it is very easy to obtain information about a person and find an old friend on Facebook. In terms of the security, this participant said that he is encouraged by the level of security measures put in place by Facebook even though the security measures are not without flaws. Participant 10 said "I will just go to Google and type Facebook and Google give me all what I want. I will go through it and I will get all the needed information I need to know about Facebook. If I do not think Facebook has what I am looking for, I will just go to Google. Google will give me all I want. Sometimes when I go into my Facebook, I log into my Facebook and I see most of the posts and other stuff and sometimes if I do not want to make a comment, I will just leave them, you understand, not all are important you just do the necessary, the one that is more important you leave the rest, sometimes Facebook might not be that important for me that particular day." Participant 23 also provided answer on how to seek for

information about Facebook. Participant 23 said "first I will go to Google search to see if I will get the answers to my question."

Theme 3: Trust

This theme is relevant to providing answer to the first research objective: *Review literature on information seeking behaviour, information literacy and digital literacy, Facebook privacy, business model, and trust.*

Participant 1 said "I do not trust Facebook at all. I do not even think Facebook is private because people are monitoring everything on Facebook that is why when some persons want to do some illegal things on Facebook, they change their IP address to where their location is safe so they cannot be tracked back of anything they are doing on Facebook". "I do not trust them." He added.

Participant 3 said "Yes, I trust Facebook to an extent. I do trust Facebook to an extent, yeah, if you talk about trust, I trust the platform but I think it is relatively too, it has its merits and demerits. It is for me to create a balance, and I shouldn't allow the demerit to be greater than the merit. I think Facebook is cool; it is a cool social platform. I have seen cases of people where their accounts were suspended for 30 days. This gives me relative trust in the platform."

Participant 7 reply on trust was subtle. It stated thus: "I do not really know how developers make use of my content. I am more concerned that is why I do not really post my personal information like my documents on Facebook because I do not really know how secured it could be. Well since Facebook was created for phone and connection, I would not say I trust Facebook but I believe the developers cannot use pictures to do anything illegal."

Participant 9 did not trust Facebook. Participant 9 statements was transcribed thus: "Facebook has become a companion for people that are running away from boredom, they can use it to get themselves engaged, chat with their friends, share information, and some other things. Apart from these, No I do not trust Facebook." By extension, participant 9 said as a person, "I like Mark Zuckerberg; I trust his entrepreneurial prowess, I trust his person. When he appeared before the US congress, he appears to me like someone who is sincere, but this goes beyond sincerity, you have provided a platform, you should be able to check the platform and ensure that it is not used to increase, germinate and flourish crime. Recently, a young lady was strangled to death in one of the Hotels in town and part of the fillers we were getting is that the lady may have met the guy on Facebook and now nobody has anything to trace the guy. But if Facebook were alive to its responsibility, they can forward the chats between the two in the last few days, to the security agents, who could now use it to track the perpetrator. These days, the bad guys have now resorted to using Facebook to get their prey."

Theme 4: Way of life

Way of life describes the typical pattern of behaviour of a person or group. This was expected to impact information needs and seeking behaviour as it has been extensively discussed in the literature review. Participant 5 posited that "in the environment where I was raised, there is this type of communal connection. In the neighborhood, the people know one another and then people tend to try to help one another even though they're not blood relation. They relate with one another and as at that time, the fear that somebody might maybe hurt or might experience one form of criminal act like robbery; kidnapping was not rampant as it is these

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days. At that time, houses then don't necessary need doors because you know the people.

There were less risk of someone coming to steal your properties, but where I'm currently living

you must secure your house, maybe fence it, have a gate, your doors must be reinforce if you

don't do it that way, some criminals will come and steal your properties." For participant 17,

getting of information for him he relies on the elder folks for his source of information, for him,

he sources for his information through his Father, he believes that the Elders are always right

and as such, can't give misleading information. In his words; "because, for the information to

reach me, it must have passed through other sources, like if I get the information through my

dad, then, I will know it's true, there was this information we heard about UST about gun shot

that a guy was killed, so my dad called, to ask I hope you guys are okay,, theirs is shooting

around UST. So, for my dad to say it, I know it's true, so if the information comes through my

dad, I know it's true."

Theme 5: Awareness

This theme is relevant for the fourth objective of the study: *Design the survey questions and carry*

out the survey to further understand Nigerian Facebook users' perceptions of Facebook content

use, data aggregation and mining, and conceptualise ways in which they make decision about

trusting the platform.

This theme repeatedly came during the course of the interview. It is aimed at using the theme to

examine the influence of awareness on users perception of Facebook content use. Participant 3

position on "what do you know about Facebook privacy regulation?" was that "I do not really

know much about privacy regulation, but I always, wherever I am at work I will just be security-

conscious. I have not really taken my time to go through Facebook privacy content but what I know is that there are some things you cannot post on Facebook; Facebook have a regulation: posting of nude is not acceptable and posting of some sour words is not acceptable on Facebook because of Facebook regulatory body that goes through and sees that you do not, and then hate speech is not acceptable on Facebook. Making some inciting statements that can generate into a religious crisis is also not acceptable on Facebook because in Facebook, you have diverse beliefs, diverse religion, and diverse ethnicity, all converge on Facebook. There are so many things which Facebook do not tolerate. So those rules are binding. As a member, you have to stick to the rules."

Theme 6: Information Seeking Behaviour

This theme is important to providing answer to the first research objective: *Review literature on information seeking behaviour, information literacy and digital literacy, Facebook privacy, business model, and trust.*

This theme was reviewed in the literature. It also came up during the interviews. Participant 3 response to the interview question: "how will you go on to find out information, how these things actually happen, how would you go about seeking for this information?" was that "I will go about seeking for that information business-wise. Any information I seek for will be for my advantage business wise. If I want to go about my business content, I think Facebook is the place to go. It has wider coverage, it's an avenue for you to reach a wider audience, you wouldn't just because of maybe one or two flaws about their business content and you just downgrade or turn a blind

eye towards the platform. Everything that has an advantage has a disadvantage. If you see Facebook as a business tool, it will be a business tool for you, if you see it as a social tool, it will be a social tool for you, that is just the way I see it."

Participant 5 information seeking behaviour is influenced by his level of educational attainment. His response was "maybe I'm just crowded with academic work and some other concerns. Otherwise, given my experience, I think it's something that I am supposed to have done". Participant 7 said "I get information from people who are of higher level than me. I also get from the Internet that is from Google. Participant 7 information seeking behaviour is influenced by the level of trust accorded the source of the information. Participant 7 trust information sourced from Google. Thus; "I believe that they are more experienced, just like my dad and my mum, they are more experienced. Who I am today determines the background I came from, I believe in my parents and they also believe in me, so I get more information from them as well as the Google. Like I said with different websites of which some might be telling you the advantages some might be telling you the disadvantage and all that, so people have their views. It is for you to choose what information source you trust."

One of the participant also posited that his environment has significant influence on his information seeking behaviour. Participant 9 typically looked for information online. According to him, "I go on line; I listen to news; I watch television. I watch news channel, I also watch geographical channels, history channels and several others. I also watch movies and sometimes

use my phone to check up the internet check-up Facebook and WhatsApp because WhatsApp has now become a means of getting and sharing information. Once information gets to one person, there is the likelihood that he will share it; especially, when you belong to group. Information can be shared in the group you belong to." Participant 9 stressed that he usually do a check on the information posted on social media. "If it is from a conventional media, it means the source is credible." He added.

Theme 7: Customs/Tradition

This theme denotes belief, behaviour and social norm; a common way of doing things passed down with origins in the past. None of the reviewed literature mentioned this factor; it was surprising when the theme came up during the interviews. Participant 7 agreed that culture, ethnic affiliation, and the level of exposure in terms of education have influence on her information need and information seeking behaviour. "In rural settlement, it is still the town crier stuff that gives information but in the urban areas, there are different means of communications and adverts for the people residing there to see. So I think that is it."

Participant 9 is from Ikwerre extraction. According to this participant, custom and tradition have influence on information need and information seeking behaviour. This participant reported "we believe in the gathering of the community, no one man takes decision for us before we can take any decision, everyone must gather, the native gong must be heard, the town crier must go round, information must be passed for the people to come out for a meeting, then at the meeting, compromised will be reached, whatever decision that is taken, at that meeting becomes

what the Traditional heads will implement, no one man takes decision for us. Like recently when the federal government wanted to introduce what they called "Ruga", the community met, the information was passed onto the people to be alert that the federal government want to acquire land forcefully, that they should be at alert. The information was that they want to put on them a particular tribe that is alien to them…, so such information was put out via that community meeting. Regarding security as well, such information also flows from the meeting as well. One thing that is central in this is that the information must be relevant.

Theme 8: Facebook Risks

This theme is necessary as it helps to provide answer to the first research objective: *Review literature on information seeking behaviour, information literacy and digital literacy, Facebook privacy, business model, and trust.*

Participant 3 said he had heard instances of people that their accounts have been hacked into and then they have used it to solicit for funds, without the owners of those accounts being aware. There should be measures in place to detect such act. He stated thus "Recently, we couldn't access pictures on Facebook and it took everybody by surprise, everybody got worried like what is happening, have our account been hacked?, what's happening?, and then all of a sudden Facebook came back, and then we saw pictures, Facebook did not deem it fit to explain to us what happened, they just felt since we are used to Facebook, they can do anything they like. There are some measures Facebook is supposed to put in place to stop hacking, to make the site

safe. So many people have good intention being on Facebook, we also have people with bad intention, you will see people, with now the world is going cashless, you will find people who do their businesses online, who are rendering some services they weren't doing before and then you get a group of marketers coming together to market their goods, but also you also have the bad people that have used that platform. They make it look so real that you can actually do business with them which is false and they are fraudsters. They are thieves in quotes. Once you do business with them, immediately, that account becomes deactivated and off they go with your money. Many people have lost money on Facebook. People should always be security conscious, is not everything that happens in your life that you will post online. You should know what is for public consumption and what is private. You don't put all your business out there and don't expect eyes not to be on you."

Participant 5 narrated a risk situation witnessed as a Facebook user. According to this participant "There was a time some people were calling me that I was making some request on Facebook from them about funds and then that was when it dawned on me that criminals hack into people's Facebook accounts to do wrong things pretending to be the person. I have been a victim of such before. But I didn't take it so seriously the much I did was to make sure that I change my account and make sure I try the little I can, but I don't really know if such hacking will not repeat." Particpant 7 identified hacking as a major risk factor for Facebook users. According to the participant "Mark Zuckerberg and his colleagues not actually helping in terms of hacking because

one can hack your account, so I was still doubting, I will still complain why is it that after all this

privacy setting, they could still allow someone invade your account without your permission."

Regarding the privacy risk, participant 9 responded as follows: "I think Facebook needs to do

more, it is not enough to limit your liability, you need to do more, one of the things they need to

do is to ensure that, if am using Facebook it does not also mean that I don't have a right to my

privacy or I don't have a right to the content generated by me or to my wall. Facebook should try

to do more to ensure that any time someone is trying to gain access or take content from my wall

I should agree or give the person the right to have access to my wall. That I use Facebook does

not mean I have surrendered all my rights to privacy to Facebook."

Theme 9: Facebook usage

This theme is relevant for the fourth objective of the study: *Design the survey questions and carry*

out the survey to further understand Nigerian Facebook users' perceptions of Facebook content

use, data aggregation and mining, and conceptualise ways in which they make decision about

trusting the platform.

Several reasons were provided by the participants prompting them to use Facebook. Participant

1 opined that "Facebook is a way of interacting, communicating with friends because nowadays

it is not everybody that would actually pick up the phone to call his friends. When I go online, I

go to messages, chat with friends, and have fun with friends because the call rate I am talking

about here in Nigeria is pretty high. At times you can imagine when you want to call somebody

just for a minute it can take like 50 Naira from your account. It is not everybody that want to go into that but you see the data rate for you to chat on Facebook is a little bit lower, so I think for me Facebook is where I can actually get in touch with my friends from anywhere they are, being outside country anywhere they are, I can get in touch with them even if I am not seeing them or talking to them on phone but Facebook is a way of communication to keep your loved ones really close to you." Participant. 3 uses Facebook for business purpose. This participant response was "I do use Facebook frequently. I visit Facebook like almost every day. I do not really do more of posting there; I do more on commenting on stuff, going through people's pages, getting to know more about people, and most importantly, I use it as a marketing tool for my business."

Participant 5 uses Facebook to obtain lost contacts and buy products. His actual statement reads: "at times when I want to look out for contacts that I have lost I use Facebook, and at times too when I am looking out for certain products I really want to buy, I will check out for their ads on Facebook; that is especially what I use it for." In addition, "when something good happen to me, like when I have a new baby, I put their images on Facebook, as I said earlier, I use Facebook to look out for advertisement for things that I would like to buy like wrist watch, sunglasses." Participant 7 sees Facebook as one of the profitable and well-known Social media designed as a marketing tool for everybody. This participant described it as a two-edged sword with its advantages and disadvantages. According to this participant "It is only those who are careful enough that benefit more from it. I used Facebook a lot. It has really helped me a lot. I have used it to promote some of the jobs I go for - the acting job I go for. I don't really like most of the

persons but it helps me to connect and promote myself. Posting on Facebook has really helped me for people to identify me and know what I do and who I am." "I chat, I connect and I promote myself as well", she added.

Participant 9 uses Facebook for different reasons. This participant reported: "I read news, read other things from my friends, aside from that, on my wall, I do share a lot of information, both the ones that are news based and the ones for comic relief. Facebook has become a platform that has an amalgamation of different things including news, comic relief, interaction, build friendship, and see whether I could get old friends I have lost over the years."

Theme 10: Data Mining

This theme is relevant for the fourth objective of the study: *Design the survey questions and carry out the survey to further understand Nigerian Facebook users' perceptions of Facebook content use, data aggregation and mining, and conceptualise ways in which they make decision about trusting the platform.*

This theme is akin to the Facebook business model. Some of the participants are not aware of Facebook data mining as an integral part of Facebook business model. According to Participant 7, "I have not heard of the word data mining before. I am not aware that Facebook share my content with third-party. I know the owner of Facebook is a businessman. I thought Facebook profit the owner through traffic generation but I have never thought my content could be used for third party business." Participant 9 seems to have better understanding on user generated content. For participant 9, user generated content "simply means information that a member of

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Facebook, that is a person using the platform posted, that is it generated by the person and possibly shared and posted on their wall for other of his friends to read and make use of."

In the words of participant 9, "I had search for ownership of Facebook, I have also looked at the history of Facebook, and I have also looked at some of their limiting clauses. What motivated me to go search for this particular information is that I like to read, I like to dominate my environment, if am on Facebook, I should know a lot about it." When asked to describe the steps taken in order to retrieve the information, the reply was "I just go to Google and ask, Google is now our grandfather and ancestor, Google must have it. Just go there, ask for history of Facebook, you will get, ask for ownership, who are the owners, a lot of links will pop up and you choose the one that best serve what you are looking for. In terms of barriers encountered when seeking information about Facebook, Participant 9 response was "naturally there will be barriers, there will be a limiting factor, and some of it may be that, you may not get all the information that you are seeking for. For instance, if you google to find out what Facebook do with all the content you generate, you may not really go far, that is, if you are lucky to see or get one as I did, may just be that, Facebook tries to regulate the content. But whether they use it for another thing, you will not know, we did not know until the Cambridge analytical story. We now find out from the information we gather that from time to time that Facebook allows people, companies, to access people's platforms, including their pictures. And recently too, there was an App we heard was created by Russian Scientist that can modify people's photograph and show their progression in aging, which some countries like the US condemns, that that may help criminals

indulge in crime. Until then, we did not know that Facebook can actually give out our personal information. And I can tell you, not too many people have been privileged to read or find out what Facebook does with all the billions and trillions of contents that are being generated on Facebook."

Theme 11: Lack of Access/Barriers

This term denotes all factors that act as barriers to information. This theme is important because it identifies the factors that act to stop Nigerians from accessing information about the range of data that Facebook gathers about users and how they use the data. According to Participant 7 opinion, with the prevalence of the internet and information gadgets like smart phones, people readily have access to information and are able to have quick retrieval of information. However, the participant said that Nigeria as a country is not doing well in terms of information and sources because most persons are not being able to have access to information that we might be seeking out for. Nigerians are still backward in terms of getting information. I will say we lack knowledge, most of us don't think out of the box. Most of Nigerians are not trained to gather information. Most Nigerians are educated but amongst those who are educated only few are exposed to relevant and current information. Nigerians rely on international sources for authentic information. This is actually limiting our ability to have access to the right source of information." Participant 21 noted as follow; "will make out time for myself when I want to get it, so when I make out that time, and then I don't have money and no power, it won't even motivate me to go further." for this participant, making out time from his busy schedule and also having access to fund to buy data could pose as a barrier. Participant 17 makes his argument on access to Data

he opines that, "Data is a huge barrier, as a student, I spend more of my monthly mostly allowance on data, so that is one set back, and though, if I go to the web site, that google, and I don't get the responses that I want, that is also a barrier to me seeking the information. So, the data, and inability of retrieving the right answers to my search quarry." For this participant, having information hugely depends on one's financial status. He also reiterated the stands of participant 7 regarding not getting access to the right information from our local information sources. for participant 9 the barriers of getting access to local information is censorship by the government. He asserts that; " am thinking that, information relating to that is being censored or maybe there is emm… or maybe government has issued out a standing order to the military not to give the information regarding the details of the news, so that could be the reason, because we could not confirm that. Just like recently too, the New York times wrote that the Nigerian military was burying over 1000 soldiers at the dead of the night, it was only them that carried the information, I. tried to see if there will be collaboration from a local media but there wasn't anything like that, we try to see if the spokesman for the military has anything to say, all they did was a denial. Well, I still rely and believe on the one from the foreign media"

Appendix D : Quantitative data

Case Processing Summary

		N	Marginal Percentage
	Give opinion	144	37.0%
	Entertain friends	135	34.7%
Information Sharing Behaviour	maintain followership	39	10.0%
	Business promotion	44	11.3%
	To mentor	27	6.9%
Valid		389	100.0%
Missing		37	
Total		426	
Subpopulation		59ᵃ	

a. The dependent variable has only one value observed in 18 (30.5%) subpopulations.

Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	416.292			
Final	405.967	10.325	12	.587

Pseudo R-Square

Cox and Snell	.026
Nagelkerke	.028
McFadden	.009

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	422.954	16.987	4	.002
TPFB	411.504	5.537	4	.237
TFB	408.168	2.201	4	.699
TIFB	408.373	2.406	4	.661

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

Parameter Estimates

Information Sharing Behaviour[a]		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
	Intercept	2.844	1.064	7.141	1	.008			
Give opinion	TPFB	-.311	.227	1.887	1	.170	.732	.470	1.142
	TFB	-.183	.217	.714	1	.398	.832	.544	1.274
	TIFB	.058	.269	.047	1	.829	1.060	.626	1.794
	Intercept	2.655	1.073	6.122	1	.013			
Entertain friends	TPFB	-.208	.227	.842	1	.359	.812	.520	1.267
	TFB	-.021	.217	.009	1	.923	.979	.640	1.498
	TIFB	-.179	.273	.428	1	.513	.836	.490	1.428
	Intercept	.780	1.272	.376	1	.540			
maintain followership	TPFB	.018	.270	.005	1	.946	1.018	.601	1.727
	TFB	-.154	.258	.355	1	.551	.857	.517	1.422
	TIFB	-.036	.323	.012	1	.912	.965	.513	1.816
	Intercept	.545	1.246	.191	1	.662			
Business promotion	TPFB	.000	.263	.000	1	1.000	1.000	.597	1.676
	TFB	-.035	.251	.019	1	.890	.966	.590	1.580
	TIFB	.013	.312	.002	1	.966	1.013	.550	1.869

a. The reference category is: To mentor.

Case Processing Summary

		N	Marginal Percentage
Information Seeking Behaviour	For job needs	30	7.7%
	My studies	40	10.3%
	Current fashion & trend	85	21.9%
	Informed about happenings	98	25.2%
	For entertainment	136	35.0%
Valid		389	100.0%
Missing		37	
Total		426	
Subpopulation		59[a]	

a. The dependent variable has only one value observed in 16 (27.1%) subpopulations.

Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	432.424			
Final	421.940	10.484	12	.574

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	423.293	1.353	4	.852
TPFB	428.504	6.564	4	.161
TFB	423.715	1.774	4	.777
TIFB	423.857	1.916	4	.751

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

Parameter Estimates

Information Seeking Behaviour[a]		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
For job needs	Intercept	-.954	.986	.936	1	.333			
	TPFB	-.009	.216	.002	1	.966	.991	.649	1.512
	TFB	-.096	.212	.207	1	.650	.908	.599	1.377
	TIFB	-.129	.262	.244	1	.622	.879	.526	1.468
My studies	Intercept	.254	.857	.088	1	.767			
	TPFB	-.434	.202	4.634	1	.031	.648	.436	.962
	TFB	-.051	.192	.070	1	.791	.950	.653	1.384
	TIFB	-.105	.232	.204	1	.651	.901	.572	1.419
Current fashion & trend	Intercept	-.210	.686	.093	1	.760			
	TPFB	-.033	.149	.049	1	.824	.968	.723	1.295
	TFB	.130	.143	.822	1	.365	1.139	.860	1.508
	TIFB	-.212	.181	1.380	1	.240	.809	.567	1.153
Informed about happenings	Intercept	-.303	.661	.210	1	.646			
	TPFB	.082	.142	.334	1	.564	1.086	.821	1.435
	TFB	.078	.137	.324	1	.569	1.081	.826	1.416
	TIFB	-.192	.173	1.239	1	.266	.825	.589	1.157

a. The reference category is: For entertainment.