



**MMIM592**

**Research Project**

**Quality Expectations of Social Networking Sites –  
A comparative study between New Zealand and Vietnam**

**A research project  
submitted to the School of Information Management  
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## 1. ABSTRACT

Online Social Networking (OSN) websites have been growing fast and their success is decided by customers' satisfaction. User satisfaction can be measured using a number of popular frameworks such as SERVQUAL, SERVPERF, SiteQual, and WebQual. These frameworks are often used as guidelines when designing, implementing, and assessing quality of websites in general and can also be used to measure the quality of online social networking websites. Besides, there are additional factors that should be taken into consideration when assessing user satisfaction such as demographic differences and cultural differences. The present research project aims to investigate and test the linkage between culture and user satisfaction on the online social networking websites. This is achieved by conducting an analysis on the basis of a survey in two different countries – New Zealand and Vietnam. The research project's principal component analysis follows Hofstede's six cultural dimensions and the modified framework of assessing online social networking sites quality conducted by Rizavi, Ali, and Rizavi in 2011. The results suggest that users' quality expectation of Social Networking Sites (SNS) in New Zealand and in Vietnam may be influenced by cultural differences.

## **2. PREFACE**

This research project is developed base on the original groundwork completed by Rizavi, Ali, & Rizavi in 2011. In this groundwork, cultural values are highlighted and it is suggested that social networking websites can attract more users if the design and the development take into consideration the cultural dynamism in order to create a mix of multinational and local feel. Thus, this present research project is hoping to examine the effect of cultural dynamics on user satisfaction of social networking websites' quality. This is achieved by comparing and measuring user perception on the current social networking websites that they are members of in New Zealand and in Vietnam.

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This research project presents the final work of my education in order to complete the Master of Information Management degree at the Victoria University of Wellington – New Zealand.

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## 5. LIST OF ABBREVIATIONS

OSN	Online Social Networking
SNS	Social Networking Site

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## 7. INTRODUCTION

The concept of online social networks (OSNs) is reasonably young but rapidly growing phenomenon on the Web (Krasnova, Spiekermann, Koroleva, Hildebrand, 2010). Unlike traditional websites, social networking sites (SNSs) have some unique features which attract a high level number of users, for example, Facebook has over 800 million active users (Facebook, 2011). One of the most obvious features is enabling users to freely take control of their site content whereas the content of traditional websites is often uploaded and controlled by the website owners. This distinctive feature makes the users' perception about quality of SNSs becomes vital. As a result, service quality and user satisfaction are considered to be different but important factors to contribute significantly to profitability.

There are numerous studies into service quality. Because of the difficulties in defining and measuring service quality, SERVQUAL (Parasuraman, Zeithaml & Berry, 1988) is used as an original model to measure service quality. However, this model does not fully capture online service quality. In order to cover these limitations, the literature suggests the use of SITEQUAL (Yoo & Donthu, 2001) and WebQual (Loiacono, Watson, & Goodhue, 2007) models. Both SITEQUAL and WebQual were developed by treating general websites as a form of information system. However, because SNSs have their own unique characteristics as described above, both SITEQUAL and WebQual models do not wholly assess the service quality of SNSs. Because of this, both SITEQUAL and WebQual model need to be modified and take into account these unique features when evaluating such websites.

This research project is an expansion from a recent study examined by Rizavi, Ali, and Rizavi in 2011. This research explores and investigates the linkage between culture and quality expectations of social networking sites based on user satisfaction. Facebook and other OSN sites such as Google+, Twitter, LinkIn, and Zing are used as examples to illustrate throughout this research. The service quality of OSN sites is measured through a modified framework conducted by Rizavi et al. (2011). The framework includes twelve key factors, which are Interactivity, Trust and Security, Responsiveness, Design Appeal, Visual Appeal, Flow-Emotional Appeal, Informational Fit To Task, Intuitiveness, Innovativeness, Integrated Communication, Business Process, and Viable Substitute. At the same time, cultural factors are obtained through Hofstede's six cultural dimensions which are Power Distance (PDI),



Individualism versus Collectivism (IDV), Masculinity versus Femininity (MAS), Uncertainty Avoidance (UAI), Long-Term Orientation (LTO), and Indulgence versus Restraint.

OSN users from two different cultural backgrounds, New Zealand and Vietnam, are surveyed to assess the quality of the OSN site that they are members of and to determine the influences of cultural dynamics on quality expectations of OSN sites. The analysis from the literature suggests that users' quality expectations of Social Networking Sites in New Zealand and in Vietnam may be influenced by cultural differences. This study hopes to contribute to researchers who intend to examine the impact of culture on online social networking quality expectations between countries or groups of countries. This research project also hopes to provide a set of guidelines to be considered when designing and implementing online social networking sites globally in order to increase profitability.

## 8. LITERATURE REVIEWS

### **Online Social Networks – Social Networking Sites**

Gross & Acquisti described online social networks (OSNs) as the online environments where people can present themselves on their individual profiles, make links to other users and communicate with them (2005). To be more precise, Boyd and Ellison (2007) defined online social networking sites as web-based services that allow individuals to:

- build a public or semi-public profile within a bounded system
- link and communicate with a list of other users whom they share a connection
- view and traverse their list of connections and those made by others within the system

OSNs are based on the principle of relationship creation and maintenance, either with existing members of a social circle or connecting people with similar or shared interests (Boyd & Ellison, 2007). OSNs provide platforms for information sharing, video sharing, photo sharing, chatting, tagging and blogging (Hoadley, Xu, Lee, & Rosson, 2009). The term ‘online social networking sites’ is used interchangeably with ‘online social networking communities’. As categorised by Rajewski (2009), there are four main types of online social networking communities: blog, digital photograph hosting, video hosting, and online collaboration.

- **Blog:** Users are able to publish their thoughts on a particular topic. These topics can be viewed by everyone or by a specific user group
- **Digital Photograph:** Users are able to publish photos to Internet based repositories for public or a selected group to view
- **Video Hosting:** Users are able to save and publish their videos to share with the world
- **Online Collaboration:** These websites advance online communication with users across the world. Basically, users have a unique persona which is known as profile and are encouraged to collaborate with the online community

Because of OSNs’ communication nature: asynchrony or semi-synchrony which allows users to manage their identities and contexts in desirable ways (Boyd & Ellison, 2007), OSNs are a form of virtual community and are currently among the most popular websites on the Net (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010). This study is only focusing on online collaboration, as this is the most popular area within the online social networking field.

### **Quality of Social Networking Sites – WebQual**

The popularity of online social networking sites depends on their quality. Indeed, Liang and Lai (2002) found that website quality is important and is the key to attract users' willingness to visit and making transactions. Also, Rizavi et al. (2011) stated that the success of SNSs is dependent on "whether it is developed according to the taste of the potential user or not. The gap in user perception and requirement of social networking sites and the actual design, content and usability such sites is a phenomenon that may negatively affect the success of the site" (p.903). According to Rizavi et al. (2011), besides a number of success SNSs, there are also unexplained failure of other SNSs. Rizavi et al. explained that the success of a SNS depends on "what the users want on such site and what is actually available i.e. the gap between the actual status of the website and the user perception of a quality social networking site" (2011, p.904).

Measuring service quality of a social networking site is different from the traditional websites. In other words, SNSs have the unique feature where it enables the users to freely take control of their site content. Because of this distinctive feature, the original SERVQUAL instrument is not able to fully capture and measure the quality of SNS sites. In addition, the SERVQUAL framework is based on the twelve focus group interviews with consumers of four different services namely retail banking, credit card, securities brokerage, and product repair and maintenance (Parasuraman, et al., 1988). As can be seen, online services, in particular, social networking sites is not part of the SERVQUAL framework, therefore, the use of SERVQUAL framework should be modified. This research project is applying the popular WebQual framework, and the modifying and refining of its version which is conducted by Rizavi et al. (2011) to assess the current online social networking sites that are currently being used by two groups of users in New Zealand and in Vietnam.

The five factors: usability, design, information, trust, and empathy are identified in the WebQual 4.0 model (Barnes, Vidgen, 2002). These five factors are mapped to the three dimensions of WebQual 4.0: usability (usability and design), information quality (information), and service interaction quality (trust and empathy). In addition, Rizavi et al. (2011) expanded this framework into the seven factors in order to present the best method when assessing the quality of OSNs. These are Usability, Trust and Security, Interaction with other users, Interaction with the website, Information Quality, Communication medium and Cultural dynamics.

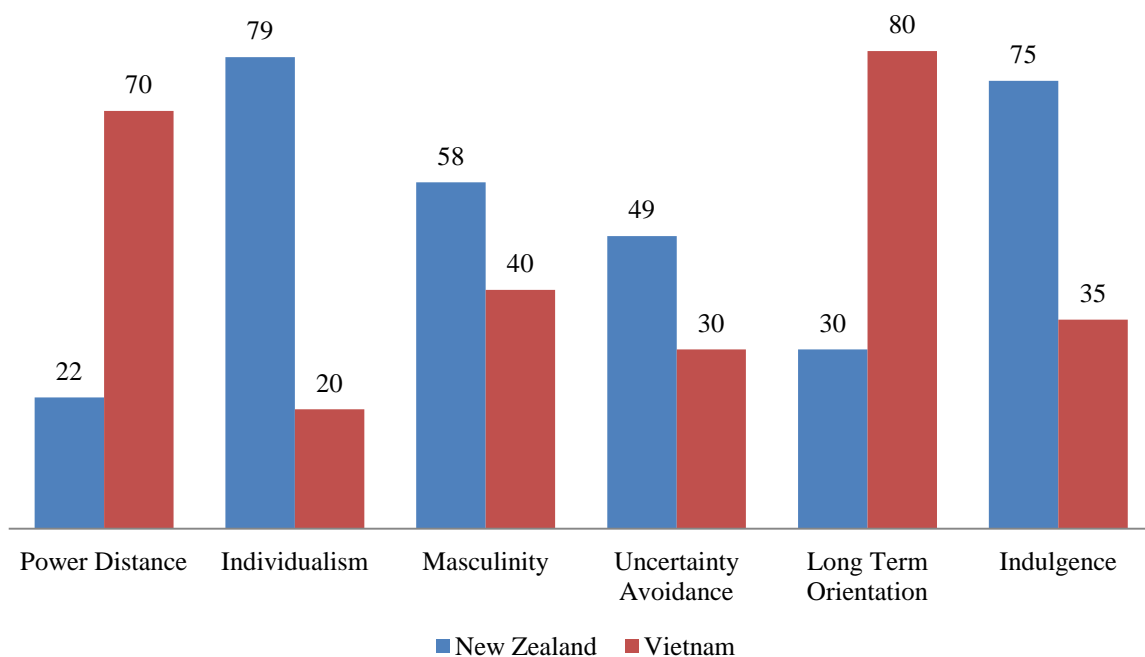
The study conducted by Rizavi et al. (2011) explored users' level of satisfaction and perceived service quality from social networking sites. The study shows that social networking sites can attract more users if cultural dynamism such as display and support to local languages, creating a mix of multinational and local feel are included in the design and development phases.

### **Cultural Differences: New Zealand and Vietnam**

Because of the nature of the Internet, it enables a website to be exposed to a large number of customers or users with different personal profiles (Boyer, Hallowell, Roth, 2002). As a result, there is a possibility of heterogeneity in customer expectations with regards to website quality. User expectations are varied and can be grouped into different groups. Demographic and culture are the most obvious elements in defining the differences between groups of users. 'Culture' is defined as "the collective programming of the mind which distinguishes the members of one human group from another" (Hofstede, 1980, p.25). In the most recent study, culture is described as "a way of life of a group of people, the behaviours, beliefs, values, traditions, and symbols that they accept, usually without thinking about them, and that are passed along by communication and imitation from one generation to the next" (Morris, 2010, p.41). New Zealand and Vietnam are chosen to be focused in this research project because New Zealand and Vietnam represent two distinctively different cultures.

This research is applying the original four Hofstede dimensions of national culture theory which was conducted in 1980. The fifth and sixth dimensions which were added in 1991 and 2010 based on researches by Michael Bond in 1991 and Michael Minkov in 2010 are also included. Details of explanations of these six dimensions are explained in Appendix 1.

- Power Distance (PDI)
- Individualism versus Collectivism (IDV)
- Masculinity versus Femininity (MAS)
- Uncertainty Avoidance (UAI)
- Long-Term Orientation (LTO)
- Indulgence versus Restraint



**Figure 1:** Hofstede’s dimensions of national culture in New Zealand and Vietnam (Hofstede, 2012)

New Zealand and Vietnam are compared against Hofstede’s dimension of national culture theory, and there are five distinct areas where the two countries are different and these differences are illustrated from Figure 1. These are power distance, individualism, masculinity, uncertainty avoidance, long-term orientation, and indulgence. The sixth dimension - indulgence is extracted from TargetMap.com where New Zealand scores 75 and Vietnam scores 35.

New Zealand is associated with high level of individualism, strong in indulgence, masculinity, weak power distance and has a short-term orientation. On the other hand, Vietnam is characterized by strong power distance, significantly high long-term orientation, low in individualism, femininity, and indulgence

First, power distance is “the extend to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally” (Hofstede, 2012). Vietnam has higher value on this dimension than New Zealand which means that people in Vietnam often accept a hierarchical structure.

Second, the degree of interdependence that a society maintains among its members (Hofstede, 2012) is used to address the cultural differences between Vietnam and New Zealand. Collectivism is highly related to values in Asian countries such as Vietnam, whereas individualism is a common value in Western industrialized cultures such as New Zealand.

Next, Vietnam is considered as a feminine society where quality of life is the sign of success and standing out from the crowd is not admirable. New Zealand, on the other hand, is a masculine society where people should “strive to be the best they can be” and that “the winner takes all” (Hofstede, 2012).

The long term orientation dimension which is “the extent to which a society shows a pragmatic future-oriented perspective rather than a conventional historical short-term point of view” (Hofstede, 2012) is used to identify another cultural difference between Vietnam and New Zealand. New Zealand has a lower score on this dimension which indicates that it is a short-term oriented culture, on the other hand, Vietnam has a long term orientation culture.

Finally, Vietnam has a low score on indulgence which indicates that it is a restraint society where suppresses gratification of needs and regulates it by means of strict social norms. New Zealand has a high score on indulgence which indicates that it is an indulgence society which allows relatively free gratification of basic and natural human drives related to enjoying life and having fun (Hofstede, 2012). This particular dimension is not mentioned in Hofstede’s main national culture of each country, therefore, it is not mentioned in this research project.

Besides, Vietnam has a lower score on uncertainty avoidance, which means people believe there should be no more rules than are necessary and if they are ambiguous or do not work they should be abandoned or changed. New Zealand has a higher score on this dimension which means there is a larger degree of acceptance for new ideas, innovative products and a willingness to try something new or different (Hofstede, 2012). A full explanation of culture differences between both countries are listed in Appendix 2 and Appendix 3. A summary of Hofstede’s cultural dimensions between New Zealand and Vietnam is listed in Table 1. Table 2 outlines the similarities and differences between cultural dimensions in New Zealand and Vietnam.

<b>Cultural Dimensions</b>	<b>New Zealand</b>	<b>Vietnam</b>
Power Distance	Low Power Distance	High Power Distance
Individualism versus Collectivism (IDV)	Individualism	Collectivism
Masculinity versus Femininity (MAS)	Masculinity	Femininity
Uncertainty Avoidance (UAI)	Low Uncertainty Avoidance	Low Uncertainty Avoidance
Long-Term Orientation (LTO)	Short-Term Orientation	Long-Term Orientation
Indulgence versus Restraint	Indulgence	Restraint

*Table 1: Summary of Hofstede's cultural dimensions between New Zealand and Vietnam (Hofstede, 2012)*

<b>Cultural Dimensions</b>	<b>New Zealand</b>	<b>Vietnam</b>
<b>Power Distance</b>	New Zealand scores low on this dimension (22). Within organizations, hierarchy is established for convenience, superiors are always accessible and managers rely on individual employees and teams for their expertise. Both managers and employees expect to be consulted and information is shared frequently. At the same time, communication is informal, direct and participative.	Vietnam scores high on this dimension (score of 70) which means that people accept a hierarchical order in which everybody has a place and which needs no further justification. Hierarchy in an organisation is seen as reflecting inherent inequalities, centralization is popular, subordinates expect to be told what to do and the ideal boss is a benevolent autocrat. Challenges to the leadership are not well-received.
<b>Individualism versus Collectivism (IDV)</b>	New Zealand, with a score of 79 on this dimension, is an individualistic culture. This translates into a loosely-knit society in which the expectation is that people look after themselves and their immediate families. In the business world, employees are expected to be self-reliant and display initiative. Also, within the exchange-based world of work, hiring and promotion decisions are based on merit or evidence of what one has done or can do.	Vietnam, with a score of 20 is a collectivistic society. This is manifest in a close long-term commitment to the "member" group, be that a family, extended family or extended relationships. Loyalty in a collectivist culture is paramount and overrides most other societal rules and regulations. Such a society fosters strong relationships, where everyone takes responsibility for fellow members of their group. In collectivistic societies, offence leads to shame and loss of face. Employer/employee relationships are perceived in moral terms (like a family link), hiring and promotion take account of the employee's in-group. Management is the management of groups.

<p><b>Masculinity versus Femininity (MAS)</b></p>	<p>New Zealand scores 58 on this dimension and is considered a “masculine” society. Behavior in school, work, and play are based on the shared values that people should “strive to be the best they can be” and that “the winner takes all”. New Zealanders are proud of their successes and achievements in life, and it offers a basis for hiring and promotion decisions in the workplace. Conflicts are resolved at the individual level and the goal is to win.</p>	<p>Vietnam scores 40 on this dimension and is thus considered a feminine society. In feminine countries the focus is on “working in order to live”, managers strive for consensus, people value equality, solidarity and quality in their working lives. Conflicts are resolved by compromise and negotiation. Incentives such as free time and flexibility are favoured. Focus is on well-being, status is not shown. An effective manager is a supportive one, and decision making is achieved through involvement.</p>
<p><b>Uncertainty Avoidance (UAI)</b></p>	<p>New Zealand scores 49 on this dimension and is a fairly pragmatic culture in terms of uncertainty avoidance. This means that both generalists and experts are needed. There is focus on planning, and they can be altered at short notice and improvisations made. Emotions are not shown much in New Zealand; people are fairly relaxed and not adverse to taking risks. Consequently, there is a larger degree of acceptance for new ideas, innovative products and a willingness to try something new or different, whether it pertains to technology, business practices, or foodstuffs.</p>	<p>Vietnam scores 30 on this dimension and thus has a low preference for avoiding uncertainty. Low UAI societies maintain a more relaxed attitude in which practice counts more than principles and deviance from the norm is more easily tolerated. In societies exhibiting low UAI, people believe there should be no more rules than are necessary and if they are ambiguous or do not work they should be abandoned or changed. Schedules are flexible, hard work is undertaken when necessary but not for its own sake, precision and punctuality do not come naturally, innovation is not seen as threatening.</p>
<p><b>Long-Term Orientation (LTO)</b></p>	<p>New Zealand scores 30 on this dimension and is a short-term oriented culture. As a result, it is a culture focused on traditions and fulfilling social obligations. Given this perspective, businesses measure their performance on a short-term basis, with profit and loss statements being issued on a quarterly basis. This also drives individuals to strive for quick results within the work place. There is also a need to have the “absolute truth” in all matters.</p>	<p>Vietnam scores 80, making it a long term orientation culture. Societies with a long-term orientation show an ability to adapt traditions to a modern context i.e. pragmatism, a strong propensity to save and invest, thriftiness, perseverance in achieving results and an overriding concern for respecting the demands of Virtue. The countries of South East Asia and the Far East are typically found at the long-term end of this dimension.</p>

**Table 2: Cultural dimensions between New Zealand and Vietnam (Hofstede, 2012)**



Regardless of cultural difference, both New Zealand and Vietnam have a high number of users who are members of Facebook. According to the statistic provided by the Internet World Stats website (2012), Vietnam ranks the 40th position on the list with 3,780,500 users and New Zealand ranks 57th on the list with 2,101,820 of Facebook users. This also means that both New Zealanders and Vietnamese are very familiar with OSN sites.

Although there are few researches that study the cross-cultural comparison in relation to social networking sites quality, the given literature supports the opinion that cultural differences are likely to affect users' perceptions of online social networking quality. Therefore, online social networking users in Vietnam and New Zealand may not perceive the quality of OSNs in the same manner. This is discussed in the following section.

### **The Connection Between Hofstede's Cultural Dimensions and Social Networking Sites Quality Expectations**

Amongst Hofstede's six cultural dimensions that have been analysed in the previous section, Tsikriktsis (2002) and Kim & Kim (2010) identified five distinctive dimensions that are associated with website quality expectations. These are Power Distance (PDI), Individualism versus Collectivism (IDV), Masculinity versus Femininity (MAS), Uncertainty Avoidance (UAI), and Long-Term Orientation (LTO). There are a number of recent studies examine how culture affects user satisfaction and perceived service quality from traditional websites (Tsikriktsis, 2002; Kim & Kim, 2010).

Indeed, Tsikriktsis (2002) points out that culture has an impact on website quality expectations. Tsikriktsis discovered that two of Hofstede's cultural dimensions which are masculinity (MAS) and long-term orientation (LTO) are associated with higher website quality expectations. In other words, masculinity is associated with "higher expectations about a website's interactivity, design, and flow/emotional appeal" (Tsikriktsis, 2002, p.109), and long-term orientation is related to "higher expectations about visual appeal, innovativeness, flow/emotional appeal, and integrated communication" (Tsikriktsis, 2002, p.109).

In addition, Donthu and Yoo (1998); Dash, Ed, and Acharya (2009) state that users who belong to the group of low on power distance (PDI) have high overall service quality expectations and expect responsive and reliable service. Dash et al. (2009) suggests that the group of high power

distance users value the tangible service attributes. In the same way, Tsikriktsis (2002) highlighted that the group of high power distance users have lower expectations in terms of responsiveness and flow emotional appeal, but higher expectations about trust, interactivity, design and visual appeal (p.105).

Donthu and Yo (1998), Dash et al. (2009) also pointed out that individualistic users (IDV) have high overall service quality expectations and expect empathy and assurance from the service provider. In other words, this group of users have higher risk tolerance and higher user innovativeness (Kivijärvi, Laukkanen, and Cruz, 2007). In addition, users that belong to the group of high on uncertainty avoidance (UAI) and short-term orientation have high overall service quality expectations (Donthu & Yoo, 1998). That is to say users who belong to the group of strong uncertainty avoidance are related to resistance to new innovation and security seeking (Kivijärvi, et al., 2007). The following table summarise the key findings from the literature above in user online quality expectations which affected by Hofstede's cultural dimensions.

Power Distance (PDI)	High PDI – expect lower responsiveness, flow emotional appeal and higher expectations about trust (concern for privacy and security), interactivity, design and visual appeal (Dash, et al., 2009; Tsikriktsis, 2002).	Low PDI – expect highly responsive and reliable service, value the tangible service attributes (Donthu & Yoo, 1998; Dash, et al., 2009).
Individualism versus Collectivism (IDV)	Individualism (IDV) – expect lower empathy and assurance from service providers, higher risk tolerance and higher user innovativeness (Donthu and Yo, 1998; Dash et al., 2009; Kivijärvi et al., 2007).	Collectivism – expect less trust on internet business and the internet medium (Tsikriktsis, 2002).
Masculinity versus Femininity (MAS)	Masculinity (MAS) – higher expectations about a website's interactivity, design and visuals (Tsikriktsis, 2002).	Feminity – higher expectations about emotional appeal (Tsikriktsis, 2002).

Uncertainty Avoidance (UAI)	High UAI – expect high overall service quality expectations, resistance to new innovations and security seeking, expect less trust on internet business and the internet medium (Donthu & Yoo, 1998).	Low UAI – higher consumer innovativeness and higher risk tolerance (Tsikriktsis, 2002).
Long-Term Orientation (LTO)	Long-Term Orientation (LTO) – higher expectations about visual appeal, innovativeness, flow-emotional appeal, and integrated communication (Tsikriktsis, 2002).	Short-Term Orientation – high overall service quality expectations (Donthu & Yoo, 1998).

**Table 3:** Summary of key findings between Hofstede’s cultural dimensions and website quality expectations

To make it more precise, Tsikriktsis (2002, p.106) proposed the linkage between culture and website quality expectations base on Hofstede cultural dimensions and WebQual dimensions. These are illustrated in table 4.

	Power Distance	Individualism	Masculinity	Uncertainty Avoidance	Long-Term Orientation
Interactivity	+	+	+	-	N/A
Trust	+	-	N/A	+	-
Responsiveness	-	+	N/A	+	+
Design Appeal	+	+	+	-	-
Visual Appeal	+	+	+	-	-
Flow-Emotional Appeal	-	N/A	-	+	N/A

**Table 4:** Links between cultural dimensions and WebQual dimensions  
 (+) indicates positive relationship; (-) indicates negative relationship.  
 (Tsikriktsis, 2002, p.106)

Base on the above literature, table 5 summarises the connection between Cultural Dimensions and OSN user's expectations in New Zealand and Vietnam.

Cultural Dimensions	Explanation		Countries	
	High	Low	New Zealand	Vietnam
Power Distance (PDI)	High PDI – expect lower responsiveness, flow emotional appeal and higher expectations about trust (concern for privacy and security), interactivity, design and visual appeal.	Low PDI – expect highly responsive and reliable service, value the tangible service attributes	Low Power Distance	High Power Distance
Individualism versus Collectivism (IDV)	Individualism – expect lower empathy and assurance from service providers, higher risk tolerance and higher user innovativeness	Collectivism – expect less trust on internet business and the internet medium	Individualism	Collectivism
Masculinity versus Femininity (MAS)	Masculinity – higher expectations about a website's interactivity, design and visuals	Feminity – higher expectations about emotional appeal	Masculinity	Femininity
Uncertainty Avoidance (UAI)	High UAI – expect high overall service quality expectations, resistance to new innovations and security seeking, expect less trust on internet business and the internet medium	Low UAI – higher consumer innovativeness and higher risk tolerance	Low Uncertainty Avoidance	Low Uncertainty Avoidance
Long-Term Orientation (LTO)	Long-Term Orientation – higher expectations about visual appeal, innovativeness, flow-emotional appeal, and integrated communication	Short-Term Orientation – high overall service quality expectations	Short-Term Orientation	Long-Term Orientation

**Table 5:** *The connections between Cultural Dimensions and OSN user's expectations in New Zealand and Vietnam*

## 9. METHODOLOGY

### **Sample**

In order to explore the above problem further, a qualitative investigation using an exploratory survey was carried out. This came in the form of an online survey with twenty questions was carried out which aimed to understand the linkage between culture and quality expectations of social networking sites between two groups of users, New Zealanders and Vietnamese. The study was conducted based on these two user groups because they represented two distinctive cultures. The twenty questions were designed base on the existing WebQual instrument and the modified framework conducted by Rizavi et al. (2011). The questions also took into consideration Hofstede's cultural dimensions. There was also a Vietnamese version of the questionnaire which was distributed to the group of users in Vietnam. Vietnamese users could choose to answer the survey in either English or Vietnamese. At the end of the questionnaire, the participant could choose to go to another link and submit their email address in order to receive a copy of the completed report. The survey used Google Documents tool where participants could submit their answers online. The survey questions are shown in Appendix 4.

The online survey was pilot tested by a smaller group of 3 New Zealanders and 3 Vietnamese. This was to check that the survey questions were relevant and understandable, the time taken to answer the survey was also taken into account during this pilot test. At the end of the pilot test, an invitation to participate in the survey was distributed to a wider group of New Zealanders and Vietnamese. The invitation also encouraged participants to distribute the invitations to other people they may know of. There were 44 New Zealanders and 52 Vietnamese responses in total. Since there was no pre-defined sample size, the response rate could not be calculated.

### **Measurement**

The measurement is carried out using a tentative question format informed by the literature and is divided into five sections. The first section was to understand about the demographic differences of the two user groups. This section asked for the basic information such as nationality, gender, age, the year user started using OSNs, the name of the OSNs in which the users were the members of, and the usage of OSNs on a weekly basis. The next four sections were designed base on the original WebQual framework to understand the twelve dimensions, these questions covered features such as interactivity, trust and security, responsiveness, design

appeal, visual appeal, flow-emotional appeal, informational fit to task, intuitiveness, innovativeness, integrated communication, business process, and viable substitute. A number of questions were designed to overlap these features. The second section provided a multiple options that users could choose from, this included selecting more than one answer. The answers for those questions in this section were developed based on the WebQual framework and base on the discussions with the pilot group of users in order to cover all possible scenarios. The third section was established using the five-point Likert scale with 1 being Strongly Disagree and 5 being Strongly Agree. The fourth section of the survey offered two options Yes / No for the participants. The last section allowed the participants to answer by typing in their own answers, which provided more flexibility in answering those.

### **Statistical Analysis**

The calculation of median values was chosen because the median is unaffected by extreme observations in the collected set of data (Levine, Krehbiel, Berenson, 2000). In addition, because of the nature of the collected data, where there are more than one tied values that present in the data, these values will be taken for analysis instead of ignoring the other duplicated values. For instance, question nine of the survey asks about the most important factors of a good OSN site and the participants can select more than one answer. The results show 17 responses from New Zealand selecting Interactivity, and 17 responses from New Zealand selecting Design and Visual Appeal. Instead of taking only one value for analysis which is recommended when calculating median values, both of the results are taken for analysis.

### **Limitations**

This research project is subject to a few limitations. First, the majority of New Zealander participants are aged between 41 and 50 while the majority of Vietnamese participants are aged between 21 and 30. The difference in age group can affect the way the questions are interpreted and answered. In addition, the sample size is not representative of the entire population of either country. Therefore, any conclusions could not be applied to a larger group of users in New Zealand and Vietnam.

Second, the project is based on the assumption that all twelve WebQual factors (interactivity, trust and security, responsiveness, design appeal, visual appeal, flow-emotional appeal,

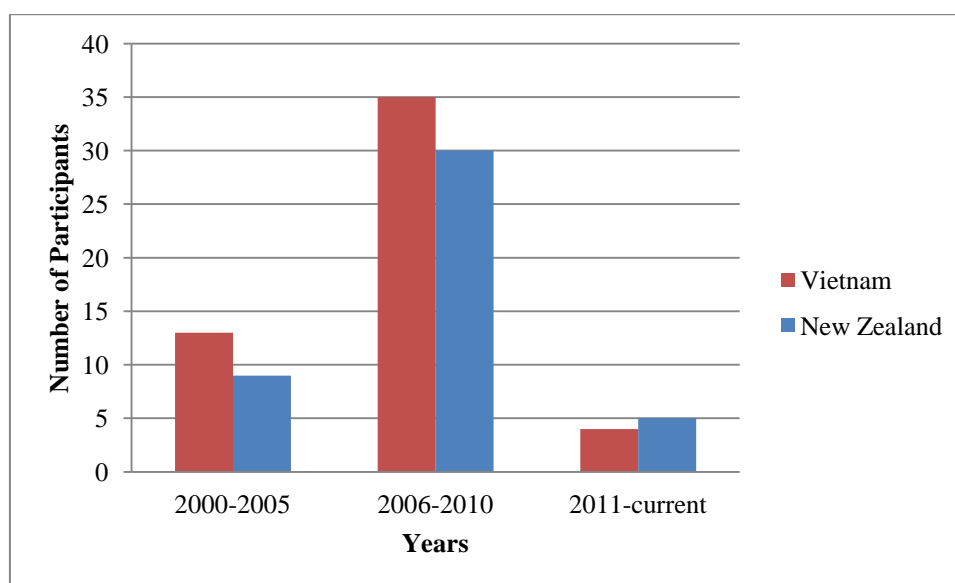
informational fit to task, intuitiveness, innovativeness, integrated communication, business process, and viable substitute) (Tsikriktsis, 2002) are the same across New Zealander and Vietnamese cultures. As a result, future studies may find additional factors that could be added to the above factors.

Third, in the absence of validity checking, the result data is presented and analysed in broad terms to extract themes and possible dimensions for potential future instrument development.

## 10. DATA ANALYSIS AND FINDINGS

### Characteristics of participants

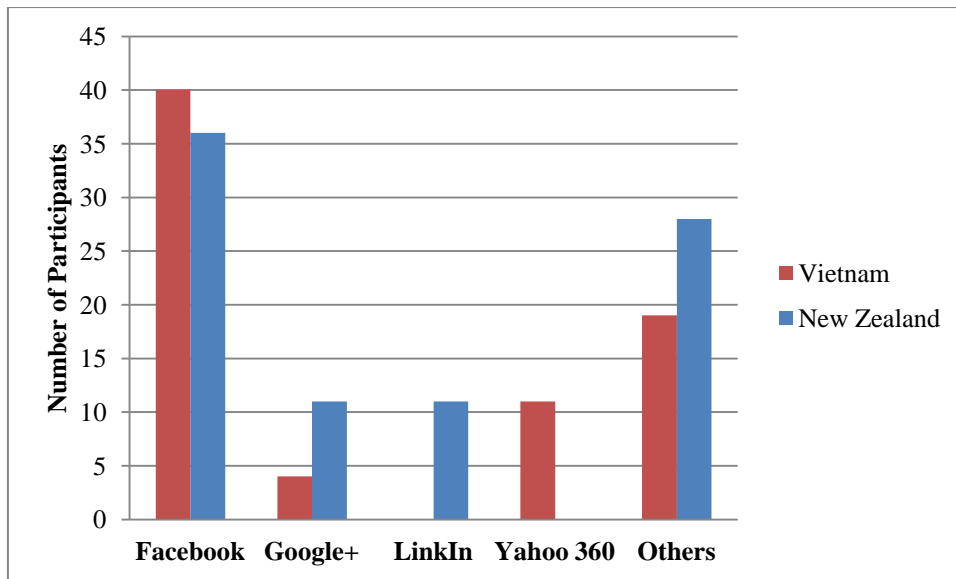
The online survey shows 44 participants are New Zealanders and 52 participants are Vietnamese. Within the two groups, there are 32% female New Zealanders, 68% male New Zealanders, 56% female Vietnamese and 44% male Vietnamese. The majority of New Zealander participants age between 41 and 50 while the majority of Vietnamese participants age between 21 and 30. The majority of New Zealander and Vietnamese participants started using OSN sites between 2006 and 2010 as can be seen in Figure 2.



*Figure 2: Years in which participants started using OSN sites*

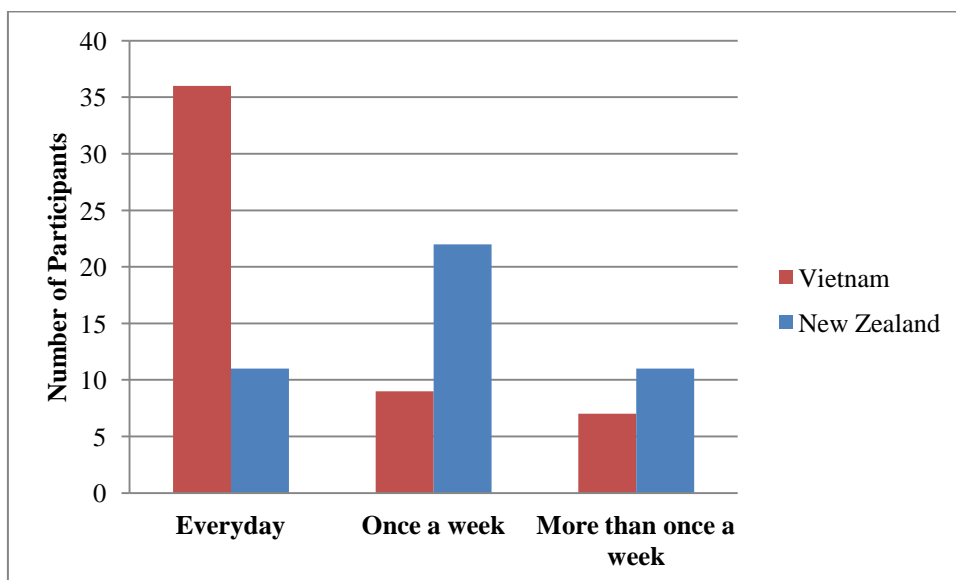
There are a number of different social networking sites that participants are members of. As can be seen from Figure 3, Facebook is the most popular OSN site for both user groups, follow with Google+, LinkIn, and Yahoo 360. Although Yahoo 360 was announced to be shutdown on July 2009 (Perez, 2009), it still opens its Vietnamese version for users in Vietnam. Other OSN sites are also mentioned such as YouTube, Twitter, MSN, Vietnamnet, and Zing. Because of the results, four main OSN sites: Facebook, Google+, LinkIn and Yahoo 360 are used as examples to demonstrate throughout this research project.





*Figure 3: The most popular OSN sites between the two user groups*

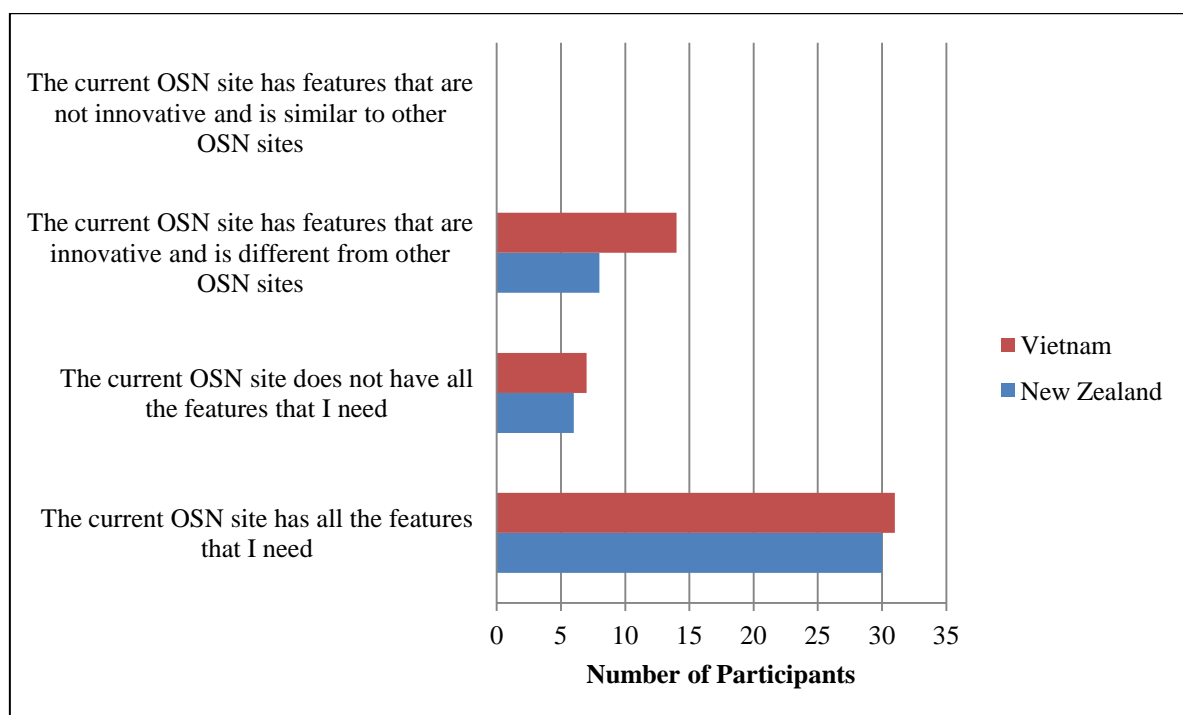
Since the age of the participants varied between the two groups of participants, in other words, the group of Vietnamese participants are at younger age compared to the group of New Zealander participants, there is a difference in term of how frequent the users use OSN sites. Figure 4 illustrates 69% Vietnamese participants use OSN site every day whereas 50% New Zealander participants use OSN site once a week.



*Figure 4: The use of OSN sites between the two user groups*

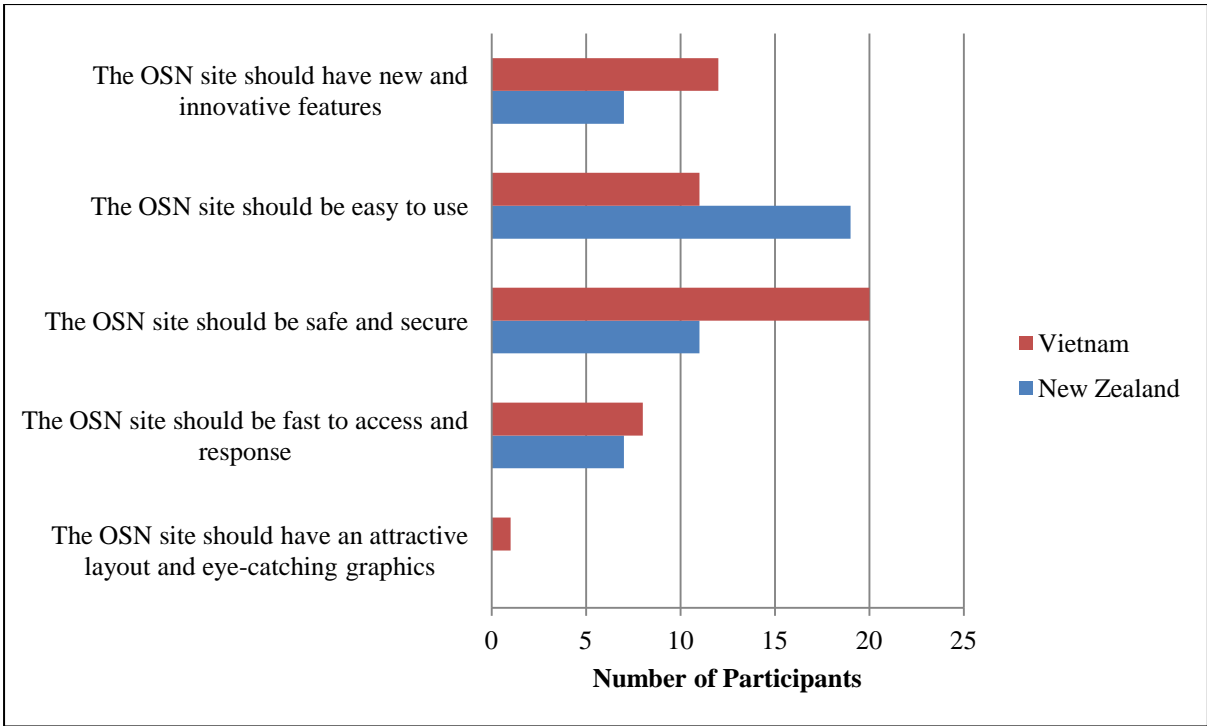
## **Results**

A high number of users from both groups (68% New Zealander participants and 60% Vietnamese participants) agree that the current OSN site has all the features that they need when being asked whether the current OSN site that they are members of has all the features that they need (Figure 5). Both groups respond with similar results that the current OSN site has features that are innovative and is different from other OSN sites. Both groups also respond with similar results that the current OSN site does not have all the features that they need. On the other hand, none of the participants agree that the current OSN site is not innovative and is similar to other OSN sites.



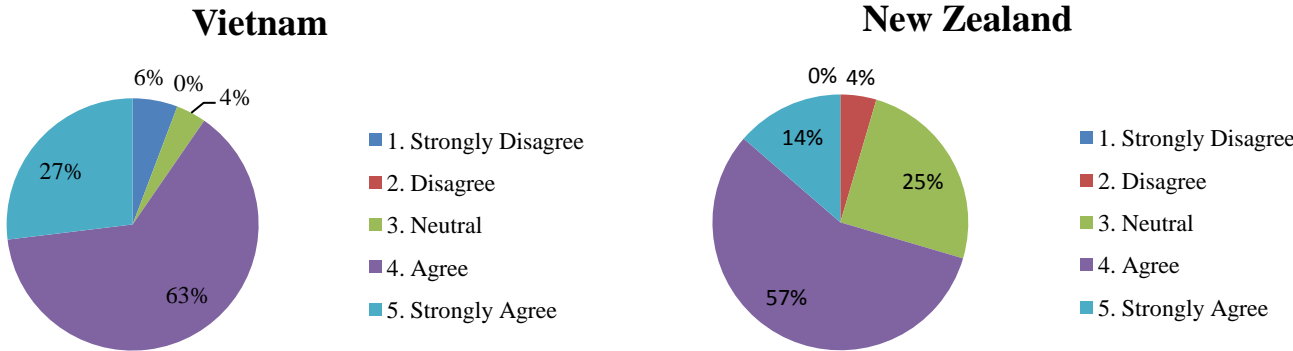
**Figure 5:** How participants feel about the current OSN site that they are members of

From the survey results, 38% Vietnamese users prefer that OSN site should be safe and secure. On the other hand, 43% New Zealander users prefer that OSN site should be easy to use. A lower but similar number of responses from both groups agree that OSN site should have new and innovative features and OSN site should be fast to access and response. Interestingly, there is a small percentage of Vietnamese users prefer that OSN site should have an attractive layout and eye-catching graphics while none of New Zealander participants prefer this feature. These are summarised in Figure 6.



*Figure 6: The most important factor of a good OSN site*

There is a high percentage of 57% New Zealander participants and 63% Vietnamese participants agree that the current OSN site is very easy to use (Figure 7).



*Figure 7: The current OSN site is very easy to use*

When being asked what are the most important features of a good OSN site and participants can select more than one answer, both groups indicate that safety and security is the most important feature of OSN site (Figure 8). Other important features are performance, interactivity and intuitiveness and these are higher than innovativeness, informational fit to task, design and visual appeal features. This is illustrated in Figure 8. In spite of that, 68% New

Zealander participants and 50% Vietnamese participants do not know whether the current OSN site that they are using is secure (Figure 9). In addition, there are only 7% New Zealander participants and 17% Vietnamese participants disagree that the current OSN site is secure (Figure 9).

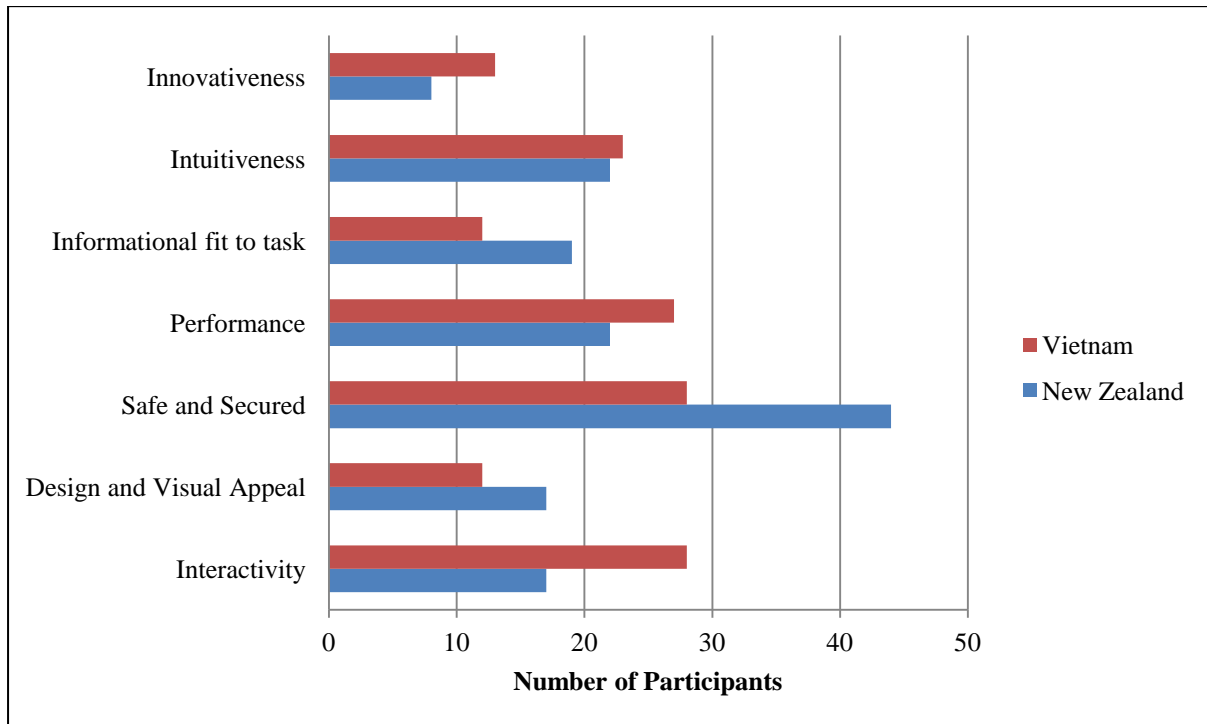


Figure 8: Factors that contribute to a good OSN site

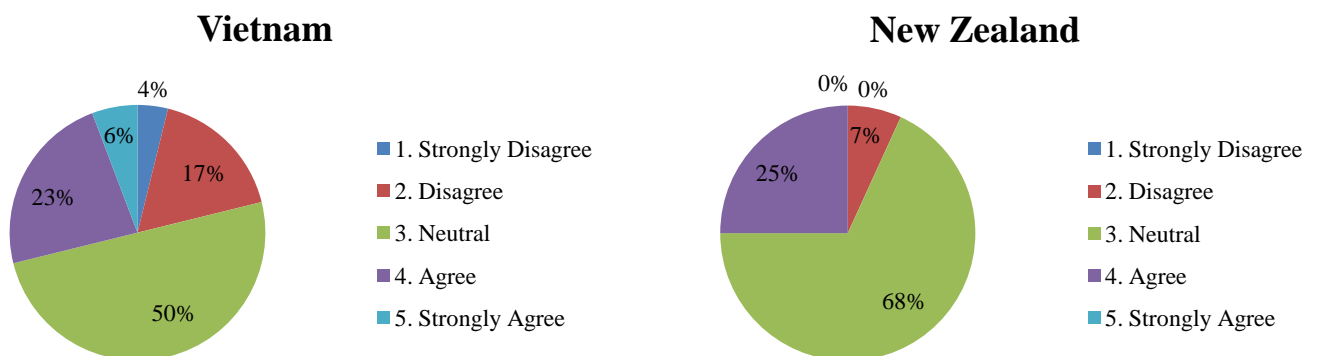
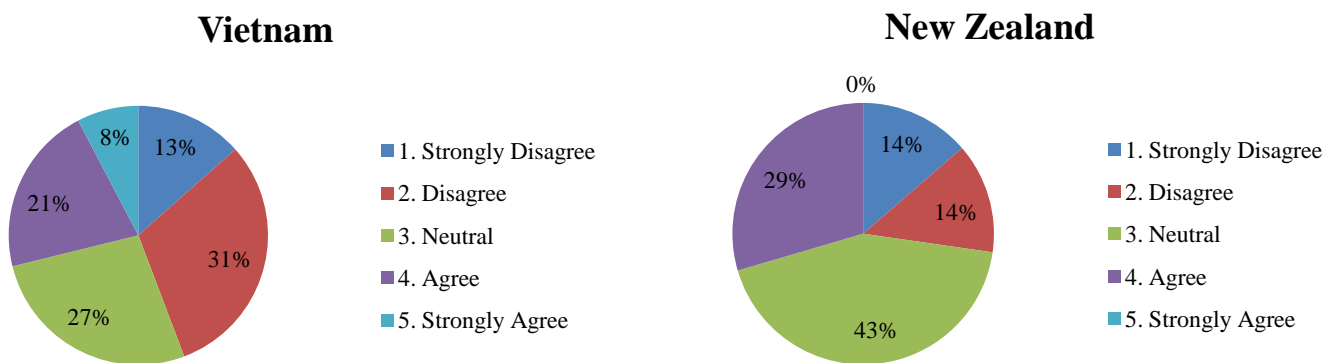


Figure 9: The current OSN site is very secure

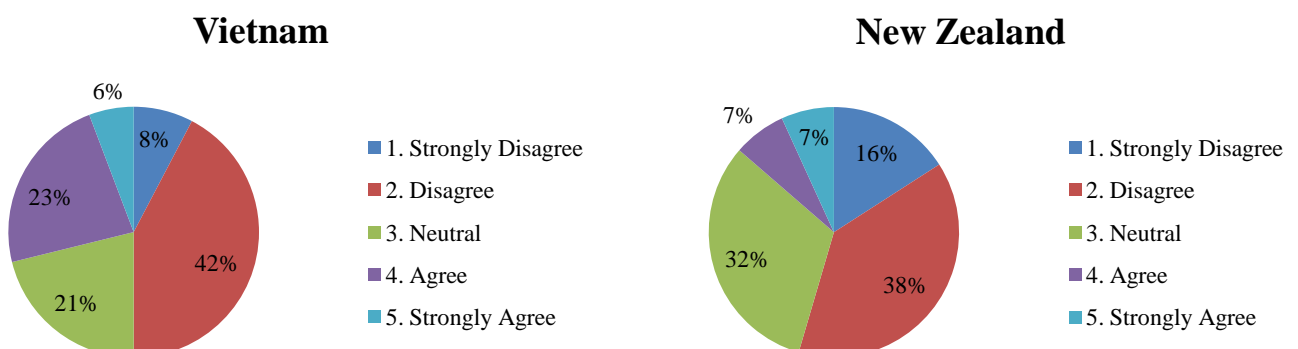
43% New Zealander participants are neutral about trusting the current OSN site and the way it maintains their personal information. 29% New Zealander participants answer that they trust the current OSN site and the way their personal information is maintained by the site. 28%

New Zealander participants state that they either disagree or strongly disagree that they trust the current OSN site and the way it maintains their personal information. On the contrary, only 27% Vietnamese participants have a neutral opinion about trusting the current OSN site and the way it maintains their personal information. 44% Vietnamese participants state that they either disagree or strongly disagree when it comes to trusting the current OSN site and the way their personal information is maintained. Only 21% Vietnamese participants agree that they trust the current OSN site and the way their personal information is maintained by the site.



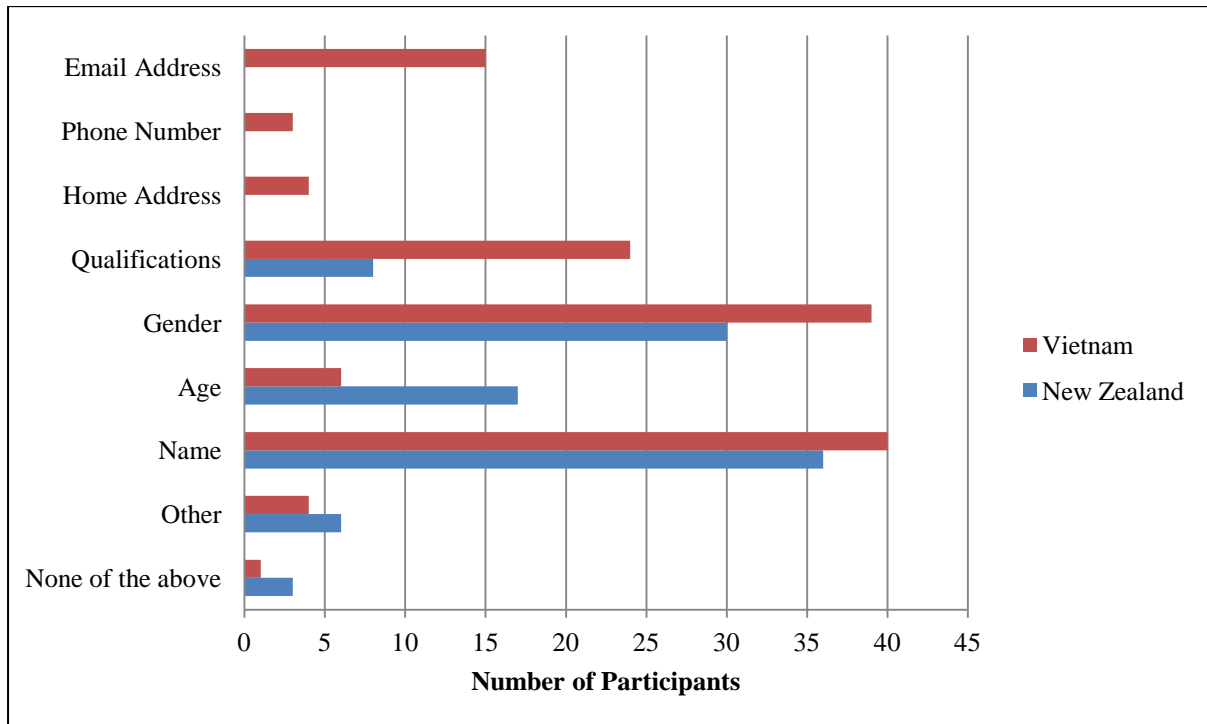
**Figure 10:** Trust and the way personal information is maintained on the current OSN site

Since both user groups have some concerns about the level of trust and security, online financial transaction is not recommended by both user groups. When being asked whether OSN site should allow online financial transaction, 38% New Zealander participants and 42% Vietnamese participants disagree with this (Figure 11).



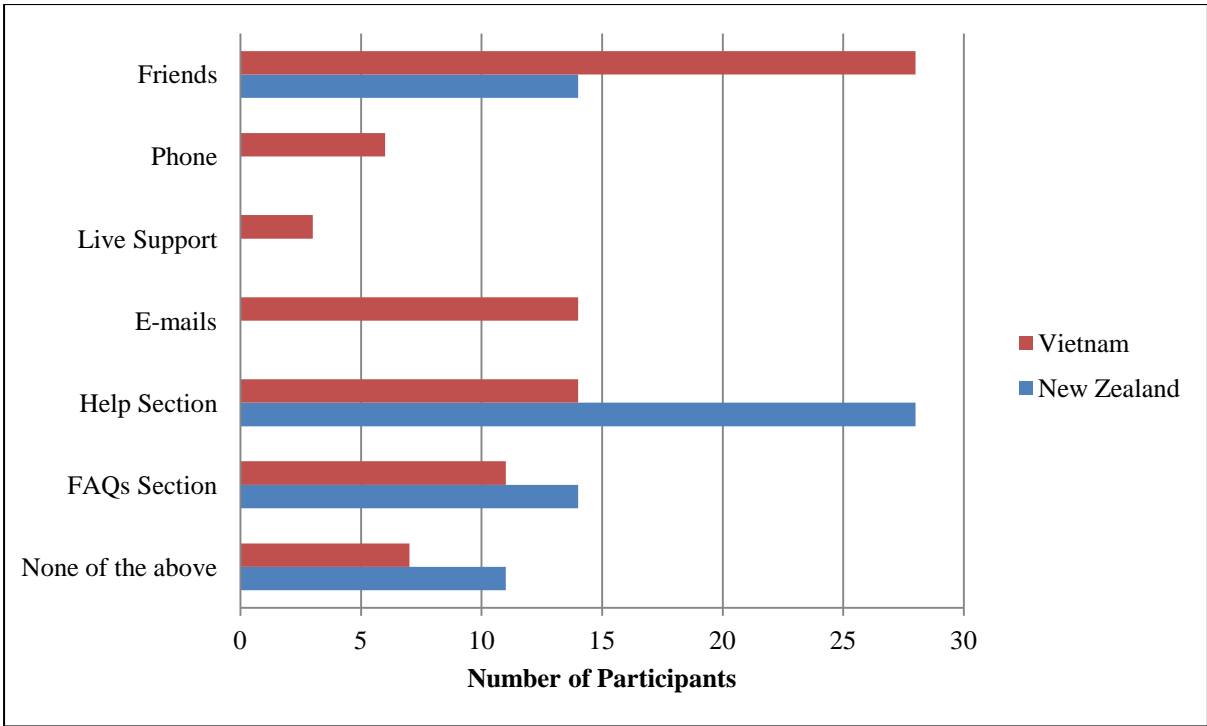
**Figure 11:** OSN site should allow online financial transaction

Both user groups choose to display publicly basic personal information such as name, gender, age, and qualifications. None of New Zealander participants choose to display email address, home address and phone number. There are a small number of Vietnamese participants choose to display these personal information publicly (Figure 12).



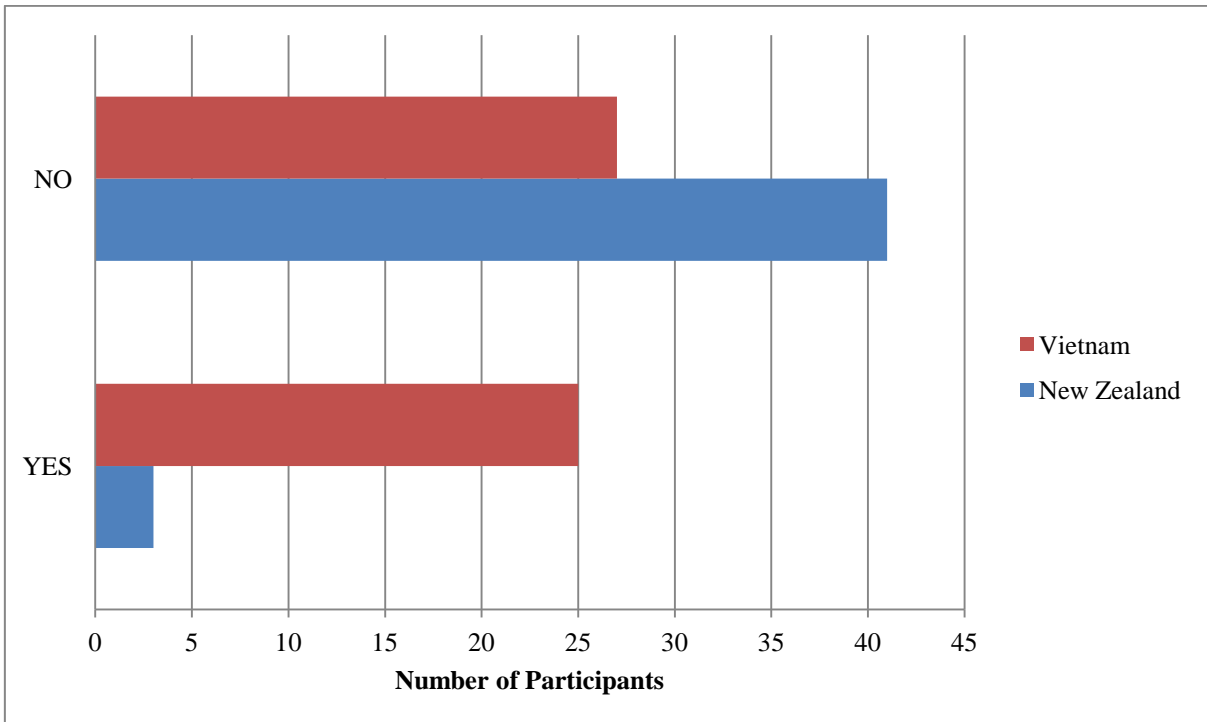
*Figure 12: Information to be posted publicly*

64% New Zealander participants choose Help section to be the main method for OSN site support, followed by asking friends, FAQs, and none of the listed methods. 54% Vietnamese users choose Friends for OSN site support, follow by using emails, help section and FAQs (Figure 13).



*Figure 13: Preferred method for supporting from OSN site*

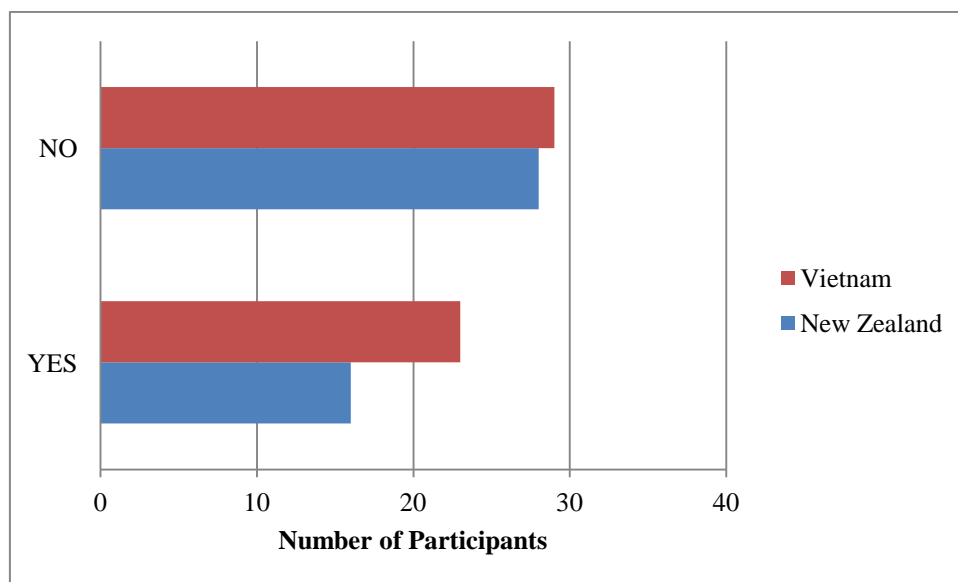
Nevertheless, figure 14 demonstrates 93% New Zealander participants and 52% Vietnamese participants state that they do not receive any support form the current OSN site.



*Figure 14: Participants receive direct support from the current OSN site*

All participants prefer an OSN site that has basic layout and simple graphics with faster speed compare to an OSN site that has attractive layout and eye-catching graphic with slow speed. Interactivity is the most communication channel which attracts users from both groups. With New Zealander participants, English is the most common language that can be used to communicate, while Vietnamese participants can communicate in both English and Vietnamese. 93% New Zealander participants and 96% Vietnamese participants agree that OSN site should support multi languages.

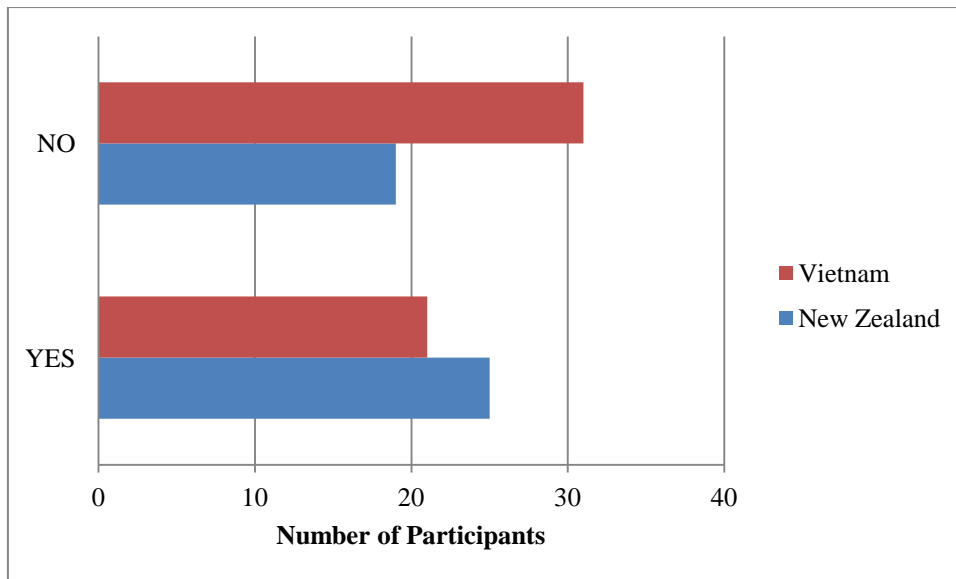
The majority of participants from both user groups do not customise their OSN site to make it looks more personal. 44% Vietnamese participants customise their OSN site to make it looks more personal, which is higher than the group of New Zealander participants (36%). This is shown in Figure 15.



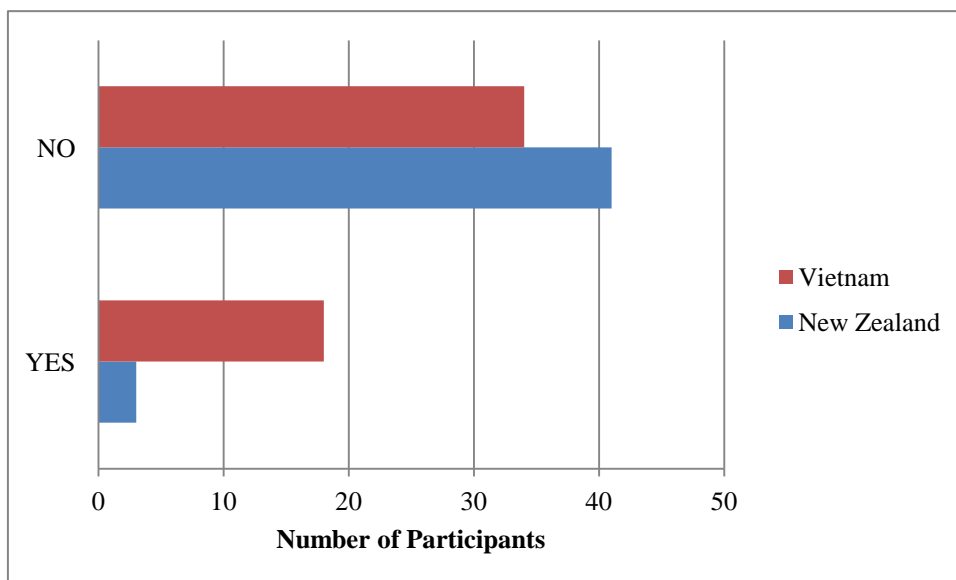
*Figure 15: Number of participants customise their OSN site*

While 57% New Zealander participants agree with advertising on an OSN site, only 7% New Zealander participants actively view these advertisements. 60% Vietnamese participants do not agree with advertising on an OSN site but 35% Vietnamese participants actively view these advertisements. These are shown in Figure 16 and Figure 17.



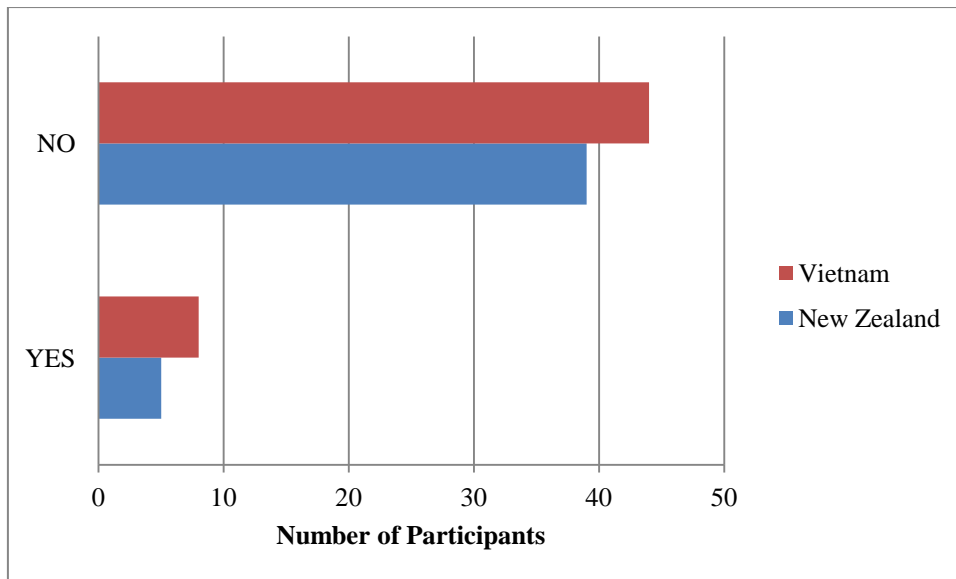


**Figure 16:** *Should advertisement be allowed on OSN site?*



**Figure 17:** *Number of participants actively view these advertisements on an OSN site*

Additionally, figure 18 indicates that 89% New Zealander participants and 85% Vietnamese participants are not willing to share their personal information for online advertising purpose.



**Figure 18:** *Number of participants agree to share personal information for online advertising purpose*

25% New Zealand participants and 13% Vietnamese participants specify that they are planning to move to another OSN site given a number of reasons such as better OSN sites that may be more attractive with new features, and to interact with a new set of people. The participants also mention that they are planning to leave the current OSN site because it cannot be trusted, the frequent upgrade of the site makes them confused, or the site has the same features without being upgraded.

## 11.DISCUSSION

Results from the collected data indicate that there is a possible linkage between cultural dimensions and online social networking quality expectations amongst the two user groups in New Zealand and Vietnam. The majority of New Zealander and Vietnamese participants are satisfied with the current OSN site that they are members of, in other words, both user groups confirm that the current OSN site has all the key features that they need. From table 5, both New Zealand and Vietnam score low in Uncertainty Avoidance. At the same time, New Zealand is an Individualist society. These factors contribute to the higher level of user innovativeness and higher risk tolerance. Risk tolerance is not listed in the twelve WebQual dimensions, instead, it is added as a result from the survey and from the literature review. Indeed, the survey results suggest that both user groups indicate that innovativeness is one of the features that attract them to be the members of their current OSN site. The fact that both New Zealander and Vietnamese participants choose to use Google+ and Zing, which are the two relatively new OSN sites indicates that both groups demonstrate the degree of innovativeness. This also indicates that both user groups have higher risk tolerance when they are willing to try new things.

Additionally, the majority of New Zealander participants prefer the OSN site to be easy to use whereas the majority of Vietnamese participants desire the OSN site to be safe and secure. Furthermore, a high percentage of Vietnamese participants (44%) state that they do not trust the current OSN site and the way their personal information is maintained by the site while only 28% of New Zealander participants choose not to trust the current OSN site and the way it maintains their personal information. These findings are particularly interesting and may illustrate the impact of cultural differences on online social networking quality expectations. As indicated in table 5, Vietnam has a high level of power distance which results in higher expectations about trust, more concern for privacy and security than New Zealand which has a very low score on power distance. Apart from this, Vietnam is a Collectivist society where people place less trust on the Internet business and Internet medium. Therefore, safe and secure are the most important features for the group of Vietnamese users. On the other hand, New Zealand has a short-term orientation culture where participants prefer the OSN site to be easy to use and high overall service quality expectations (Table 5). Since both user groups do have

some concerns about trusting the current OSN site, online financial transaction is not recommended by either user groups.

Besides, none of the New Zealander participants choose to display personal details such as email address, home address, and phone number. On the other hand, there is a small percentage of Vietnamese participants who choose to display this personal information publicly. The survey results also reveal that there is a small percentage of Vietnamese users prefer that OSN site should have an attractive layout and eye-catching graphics. Apart from this, 44% Vietnamese participants customise their OSN site to make it look more personal, which is higher than the group of New Zealander participants (36%). According to table 5, this connects to the Vietnamese long-term orientation culture which results in higher expectations about visual appeal and design appeal.

The majority of New Zealander participants (64%) choose ‘Help section’ to be the main method for OSN site support, while the majority of Vietnamese participants (54%) choose ‘Friends’ for OSN site support. This supports the view that New Zealander participants tend to be very independent and often explore OSN sites themselves rather than relying on help from other people such as friends. The survey results also show that advertisement is not supported by both user groups. The majority of participants from both groups are not willing to share their personal information for online advertising purpose.

When being asked whether the participants would like to move to another OSN site, a small percentage of participants from both groups specify that they are planning to. They give a number of reasons including OSN sites that may be more attractive with new features, or to interact with a new set of people. The participants also mention that they are planning to leave the current OSN site because it cannot be trusted, the frequent upgrade of the site makes them confused, or the site has the same features without being upgraded for a long time.

Participants also recommend a number of features that OSN site should have such as OSN sites should give more flexibility in privacy settings, this also means the permission to tag someone, or sharing personal information without the owner permissions. One participant suggests that *“the OSN site should enhance the security settings of the member account. For example, not to reveal the members personal details/ information freely to public.”*. OSN sites should also

enable the users to review their post before posting on wall. Another participant states that “*A ‘like’ feature to agree with posts and a tally for each user of how many posts they have made with ‘likes’ on them*”. In addition, some participants also recommend that “*OSN site should not include online games. OSN sites are mainly to connect friends/family around the world or even in the same city/country. The online games embedded on OSN seem divert the focus of the OSN's main objective.*”

The findings from the collected data indicates a number of possible connections between Hofstede’s cultural dimensions and online social networking quality expectations between New Zealand and Vietnam. At the same time, there are a number of dimensions that the collected data could not substantiate the connections. This may be because the way the questions are designed which may not cover these features. In addition, this may also be because the research project is heavily based on Hofstede’s cultural dimensions and the WebQual framework. In other words, the research project uses the exact terms and definitions from these theories to design the survey. Further studies may explore and examine these dimensions in depth and may be able to identify the connections which the collected data from this research project cannot identify. These findings are illustrated in table 6.

WebQual Cultural Dimensions	Power Distance		Individualism		Masculinity		Uncertainty Avoidance		Long-Term Orientation	
	NZ (low)	VN (high)	NZ (individualism)	VN (collectivism)	NZ (masculinity)	VN (feminity)	NZ (low)	VN (low)	NZ (short-term)	VN (long-term)
Interactivity	-	-	-	-	-	-	-	-	Strongly Supported	-
Trust and Security	Vaguely Supported	Strongly Supported	-	Strongly Supported	-	-	-	-	-	-
Responsiveness	-	-	-	-	-	-	-	-	-	-
Design Appeal	-	-	-	-	-	Strongly Supported	-	-	-	Strongly Supported
Visual Appeal	-	-	-	-	-	Strongly Supported	-	-	-	Strongly Supported
Flow-Emotional Appeal	-	-	-	-	-	Strongly Supported	-	-	-	Strongly Supported
Informational fit to task	-	-	-	-	Strongly Supported	Strongly Supported	-	-	-	-
Intuitiveness	-	-	-	-	Strongly Supported	-	-	-	Strongly Supported	-
Innovativeness	-	-	-	-	-	-	Strongly Supported	Strongly Supported	-	-
Integrated Communication	-	-	-	-	-	-	-	-	-	-
Business Process	Not Supported	Not Supported	-	-	-	-	-	-	-	-
Viable Substitute	-	-	-	-	-	-	-	-	-	-
Risk Tolerrance	-	-	Strongly Supported	-	-	-	Strongly Supported	Strongly Supported	-	-

**Table 6:** The possible connection between cultural dimensions and online social networking quality expectations amongst the two user groups in New Zealand and Vietnam from the collected data. (-) indicates that the collected data does not substantiate the findings from the literature.

## **12.CONCLUSION**

The findings and analysis indicate that culture has an impact on online social networking quality expectations. There is a linkage between culture and online social networking quality expectations. First, New Zealand associates with low uncertainty avoidance and is an individualistic society. These indicate higher risk tolerance and higher user innovativeness. Furthermore, New Zealand has a short-term orientation culture which result in higher overall quality expectations when it comes to online social networking quality expectations. Second, Vietnam associates with low uncertainty avoidance indicating higher risk tolerance and higher user innovativeness. Besides, Vietnam has a high level of power distance, long-term orientation culture and is a collectivist society, these results in high expectations about visual appeal, more concern about privacy and security, and also less trust on the Internet. Apart from this, performance, interactivity, and intuitiveness are also chosen by both user groups to be the important features of a good OSN site. Other areas such as website interactivity, flow emotional appeal, integrated communication, design, and visual appeal cannot be concluded from the collected data.

This research builds on a recent study by Rizavi et al. (2011). It examines the effect of cultural factors on online social networking quality expectations, by looking at participants from New Zealand and Vietnam. The research project aims to contribute to both academia and practice. These results could be helpful for researchers who intend to examine the impact of culture on online social networking quality expectations between countries or group of countries. With regard to practitioners, these results provide a set of guidelines to consider when designing and implementing online social networking sites globally. Culture plays an important role when building an online social networking site, and could bring profitable value to the business if effectively taken into consideration. This also leads to future studies to look at a larger population to participate in the survey at different age groups.

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## 14. APPENDIX

### **APPENDIX 1: HOFSTEDE'S SIX CULTURAL DIMENSIONS**

Hofstede's dimensions of national culture theory (2012):

- **Power Distance (PDI)**

This dimension expresses the degree to which the less powerful members of a society accept and expect that power is distributed unequally. The fundamental issue here is how a society handles inequalities among people. People in societies exhibiting a large degree of power distance accept a hierarchical order in which everybody has a place and which needs no further justification. In societies with low power distance, people strive to equalise the distribution of power and demand justification for inequalities of power.

- **Individualism versus Collectivism (IDV)**

The high side of this dimension, called Individualism, can be defined as a preference for a loosely-knit social framework in which individuals are expected to take care of themselves and their immediate families only. Its opposite, Collectivism, represents a preference for a tightly-knit framework in society in which individuals can expect their relatives or members of a particular in-group to look after them in exchange for unquestioning loyalty. A society's position on this dimension is reflected in whether people's self-image is defined in terms of "I" or "we."

- **Masculinity versus Femininity (MAS)**

The masculinity side of this dimension represents a preference in society for achievement, heroism, assertiveness and material reward for success. Society at large is more competitive. Its opposite, femininity, stands for a preference for cooperation, modesty, caring for the weak and quality of life. Society at large is more consensus-oriented.

- **Uncertainty Avoidance (UAI)**

The uncertainty avoidance dimension expresses the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity. The fundamental issue here is how a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? Countries exhibiting strong UAI maintain rigid codes of belief and behaviour and are intolerant of unorthodox behaviour and ideas. Weak

UAI societies maintain a more relaxed attitude in which practice counts more than principles.

- **Long-Term Orientation (LTO)**

The long-term orientation dimension can be interpreted as dealing with society's search for virtue. Societies with a short-term orientation generally have a strong concern with establishing the absolute Truth. They are normative in their thinking. They exhibit great respect for traditions, a relatively small propensity to save for the future, and a focus on achieving quick results. In societies with a long-term orientation, people believe that truth depends very much on situation, context and time. They show an ability to adapt traditions to changed conditions, a strong propensity to save and invest, thriftiness, and perseverance in achieving results.

- **Indulgence versus Restraint**

Indulgence stands for a society that allows relatively free gratification of basic and natural human drives related to enjoying life and having fun. Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms.

## **APPENDIX 2: New Zealand**

### **Power distance**

This dimension deals with the fact that all individuals in societies are not equal – it expresses the attitude of the culture towards these inequalities amongst us. Power distance is defined as *the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally*. It has to do with the fact that a society's inequality is endorsed by the followers as much as by the leaders.

New Zealand scores low on this dimension (22). Within organizations, hierarchy is established for convenience, superiors are always accessible and managers rely on individual employees and teams for their expertise. Both managers and employees expect to be consulted and information is shared frequently. At the same time, communication is informal, direct and participative.

### **Individualism**

The fundamental issue addressed by this dimension is *the degree of interdependence a society maintains among its members*. It has to do with whether people's self-image is defined in terms of "I" or "We". In Individualist societies people are supposed to look after themselves and their direct family only. In Collectivist societies people belong to 'in groups' that take care of them in exchange for loyalty.

New Zealand, with a score of 79 on this dimension, is an individualistic culture. This translates into a loosely-knit society in which the expectation is that people look after themselves and their immediate families. In the business world, employees are expected to be self-reliant and display initiative. Also, within the exchange-based world of work, hiring and promotion decisions are based on merit or evidence of what one has done or can do.

### **Masculinity / Femininity**

A high score (masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the "winner" or "best-in-the-field." This value system starts in school and continues throughout one's life – both in work and leisure pursuits.

A low score (feminine) on the dimension means that the dominant values in society are caring for others and quality of life. A feminine society is one where quality of life is the sign of success and standing out from the crowd is not admirable. *The fundamental issue here is what*

*motivates people, wanting to be the best (masculine) or liking what you do (feminine).* New Zealand scores 58 on this dimension and is considered a “masculine” society. Behaviour in school, work, and play are based on the shared values that people should “strive to be the best they can be” and that “the winner takes all”. New Zealanders are proud of their successes and achievements in life, and it offers a basis for hiring and promotion decisions in the workplace. Conflicts are resolved at the individual level and the goal is to win.

### **Uncertainty avoidance**

The dimension Uncertainty Avoidance has to do with the way that a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? This ambiguity brings with it anxiety and different cultures have learnt to deal with this anxiety in different ways. *The extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these* is reflected in the UAI score.

New Zealand scores 49 on this dimension and is a fairly pragmatic culture in terms of uncertainty avoidance. This means that both generalists and experts are needed. There is focus on planning, and they can be altered at short notice and improvisations made. Emotions are not shown much in New Zealand; people are fairly relaxed and not adverse to taking risks. Consequently, there is a larger degree of acceptance for new ideas, innovative products and a willingness to try something new or different, whether it pertains to technology, business practices, or foodstuffs.

### **Long-term orientation**

The long term orientation dimension is closely related to the teachings of Confucius and can be interpreted as dealing with society’s search for virtue, *the extent to which a society shows a pragmatic future-oriented perspective rather than a conventional historical short-term point of view.*

New Zealand scores 30 on this dimension and is a short-term oriented culture. As a result, it is a culture focused on traditions and fulfilling social obligations. Given this perspective, businesses measure their performance on a short-term basis, with profit and loss statements being issued on a quarterly basis. This also drives individuals to strive for quick results within the work place. There is also a need to have the “absolute truth” in all matters.

### **APPENDIX 3: Vietnam**

#### **Power distance**

This dimension deals with the fact that all individuals in societies are not equal – it expresses the attitude of the culture towards these inequalities amongst us. Power distance is defined as *the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally*.

Vietnam scores high on this dimension (score of 70) which means that people accept a hierarchical order in which everybody has a place and which needs no further justification. Hierarchy in an organisation is seen as reflecting inherent inequalities, centralization is popular, subordinates expect to be told what to do and the ideal boss is a benevolent autocrat. Challenges to the leadership are not well-received.

#### **Individualism**

The fundamental issue addressed by this dimension is *the degree of interdependence a society maintains among its members*. It has to do with whether people's self-image is defined in terms of "I" or "We". In Individualist societies people are supposed to look after themselves and their direct family only. In Collectivist societies people belong to 'in groups' that take care of them in exchange for loyalty.

Vietnam, with a score of 20 is a collectivistic society. This is manifest in a close long-term commitment to the "member" group, be that a family, extended family or extended relationships. Loyalty in a collectivist culture is paramount and overrides most other societal rules and regulations. Such a society fosters strong relationships, where everyone takes responsibility for fellow members of their group. In collectivistic societies, offence leads to shame and loss of face. Employer/employee relationships are perceived in moral terms (like a family link), hiring and promotion take account of the employee's in-group. Management is the management of groups.

#### **Masculinity / Femininity**

A high score (masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the winner / best in field – a value system that starts in school and continues throughout organisational behaviour. A low score (feminine) on the dimension means that the dominant values in society are caring for others and quality of life. A feminine society is one where quality of life is the sign of

success and standing out from the crowd is not admirable. *The fundamental issue here is what motivates people, wanting to be the best (masculine) or liking what you do (feminine).* Vietnam scores 40 on this dimension and is thus considered a feminine society. In feminine countries the focus is on “working in order to live”, managers strive for consensus, people value equality, solidarity and quality in their working lives. Conflicts are resolved by compromise and negotiation. Incentives such as free time and flexibility are favoured. Focus is on well-being, status is not shown. An effective manager is a supportive one, and decision making is achieved through involvement.

### **Uncertainty avoidance**

The dimension Uncertainty Avoidance has to do with the way that a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? This ambiguity brings with it anxiety and different cultures have learnt to deal with this anxiety in different ways. *The extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these* is reflected in the UAI score.

Vietnam scores 30 on this dimension and thus has a low preference for avoiding uncertainty. Low UAI societies maintain a more relaxed attitude in which practice counts more than principles and deviance from the norm is more easily tolerated. In societies exhibiting low UAI, people believe there should be no more rules than are necessary and if they are ambiguous or do not work they should be abandoned or changed. Schedules are flexible, hard work is undertaken when necessary but not for its own sake, precision and punctuality do not come naturally, innovation is not seen as threatening.

### **Long term orientation**

The long term orientation dimension is closely related to the teachings of Confucius and can be interpreted as dealing with society’s search for virtue, *the extent to which a society shows a pragmatic future-oriented perspective rather than a conventional historical short-term point of view.*

Vietnam scores 80, making it a long term orientation culture. Societies with a long-term orientation show an ability to adapt traditions to a modern context i.e. pragmatism, a strong propensity to save and invest, thriftiness, perseverance in achieving results and an overriding



concern for respecting the demands of Virtue. The countries of South East Asia and the Far East are typically found at the long-term end of this dimension.

## **APPENDIX 4: QUESTIONNAIRE**

VICTORIA UNIVERSITY OF WELLINGTON  
*Te Whare Wananga o te Upoko o te Ika a Maui*



**School of Information Management**

**MMIM 592 – Research Project in Information Management**

**Quality of Social Networking Sites Questionnaire**

Thank you for visiting my online questionnaire. Your time devotion for this survey is highly appreciated and I am very thankful to you for completing this questionnaire.

My name is Anh Le and I am currently undertaking a research project in Information Management at Victoria University of Wellington – New Zealand.

The title of my research project is Quality Expectations of Social Networking Sites – A comparative study between New Zealand and Vietnam. The purpose of my research is to investigate the linkage between culture and quality expectations of an ideal social networking site. The literature reveals that users' quality expectations of social networking sites in New Zealand and in Vietnam are influenced by cultural differences.

Part of my research project is to carry out an online survey and this questionnaire is part of an ongoing research about the quality of social networking sites. The questionnaire contains 20 questions. The questions are designed to understand the influence of culture on user's expectation about the quality of a good social networking site.

This study hopes to contribute to the on-going research when building and designing online social networking sites globally.

Please fill in the questionnaire if you regularly use at least one social networking website. Please feel free to add comments or suggestions at the end of the questionnaire.

All of the provided information will remain anonymous and will be used only for research purposes

Please note the following points:

1. In the reporting no individuals or organisations will be identifiable.
2. Only the student and the lecturer will have access to the raw data.
3. All data relating to this research will be stored securely and destroyed after two years.
4. Consent to participate will be assumed when people complete the survey instrument.
5. The combined data may be stored in a Victoria University repository and be available online.
6. All data will be aggregated so that no individual or organisation could be identifiable.
7. This research has been approved by the Ethics Committee of the School of Information Management.

Thank you for your time and for participating in this study

Yours sincerely,

Anh Le

School of Information Management, Victoria University of Wellington

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Supervisor: Tony Hooper

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Street Address: RH 511, Rutherford House 23 Lambton Quay, Pipitea Campus

Nearest Fax: 04 463 5446

\* Required

1. What is your nationality? \*

- New Zealander
- Vietnamese
- Other:

2. Gender \*

- Female
- Male

3. How old are you? \*

4. Which year approximately did you start using Social Networking Site(s)? \*

5. What is the name of the Social Networking Site(s) that you are a member of? \*

6. How often do you use this Social Networking Site(s)? \*

- Everyday
- Once a week
- More than once a week

**Notes**

The Online Social Networking site (OSN) that the questions are referring to is the OSN site that you are a member of ( which is most used if you are a member of more than one OSN) and the quality expectations you have for that website

7. Which one of the following statements best describes how you feel about the current OSN site? \*

- The current OSN site has all the features that I need
- The current OSN site does not have all the features that I need
- The current OSN site has features that are innovative and is different from other OSN sites
- The current OSN site has features that are not innovative and is similar to other OSN sites

8. Which one of the following statements best describes the most important factor of a good OSN site? \*

- The OSN site should have an attractive layout and eye-catching graphics
- The OSN site should be fast to access and response
- The OSN site should be safe and secure
- The OSN site should be easy to use
- The OSN site should have new and innovative features

9. What are the most important factors of a good OSN site? You can select more than one answer. \*

- Interactivity
- Design and Visual Appeal
- Safe and Secured
- Performance
- Informational fit to task
- Intuitiveness
- Innovativeness

10. Which one of the following statements would you prefer? \*

- An OSN site that has attractive layout and eye-catching graphics with slow speed
- An OSN site that has basic layout and simple graphics with faster speed

11. What kind of communication channel attract you most in OSN? You can select more than one answer. \*

- Interactivity
- Flash Advertisements
- Banner Advertisements
- Video Advertisements
- Game Quiz
- None of the above

12. Which language do you communicate with friends on your OSN site? \*

- English
- Vietnamese
- Both
- Other:

13. Please select the most appropriate method(s) that you often use to get support for the current OSN site. You can select more than one answer. \*

- FAQs Section
- Help Section
- E-mails
- Live Support
- Phone
- Friends

None of the above

14. Which components of personal information do you consider can be posted publicly on an OSN site? \*

Name

Age

Gender

Qualifications

Home Address

Phone Number

Email Address

None of the above

Other:

15. Please read the following statements and select the extent to which you agree / disagree with the statement by selecting a choice. Choices are 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. \*

	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
15.1. The current OSN site is very innovative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15.2. The current OSN site is very easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. Strongly Disagree      2. Disagree      3. Neutral      4. Agree      5. Strongly Agree

15.3. The current OSN site is very secure

15.4. The OSN site should allow online financial transactions

15.5. I trust my current OSN site and the way it maintains my personal information

16. Please select YES / NO for the following questions. \*

YES      NO

16.1. Do you receive any support from your current OSN site?

16.2. Do you customise your current OSN site to make it look personal?

16.3. Do you agree with advertising on an OSN site?

16.4. Do you actively view those advertisements?

16.5. OSN site should support multi languages.



YES

NO

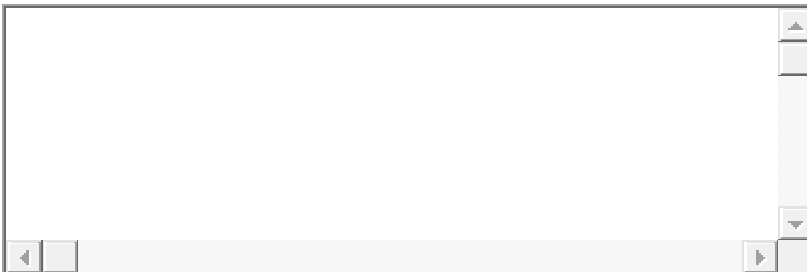
16.6. Are you willing to share your personal information for online advertising purpose?

16.7. Are you thinking of moving to another OSN site?

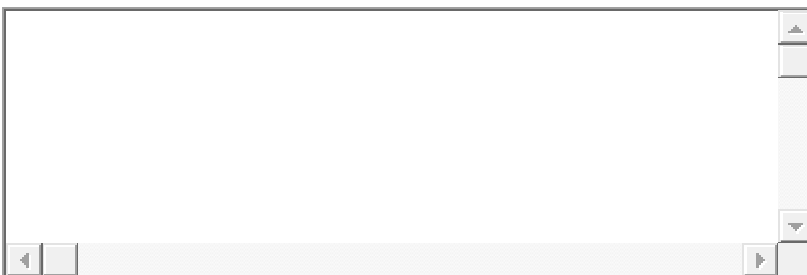
17. If your answer is 'YES' in question 16.7, please list one reason why you would like to move to another OSN site?



18. Please list at least one feature that your current OSN site should have.



19. List at least one feature that an OSN site should not have.



20. Additional Comments



Thank you!

If you would like to receive a copy of the completed report, please go to <http://alturl.com/euokr> to enter a valid email address. This is to preserve your anonymity.



## School of Information Management

### MMIM 592 – Research Project in Information Management

#### Câu hỏi phỏng vấn về chất lượng của Mạng Xã Hội

Chào bạn, Cảm ơn bạn đã tham gia trả lời các câu hỏi về chất lượng của mạng xã hội mà bạn đang sử dụng (Facebook, Google+, Twitter, Zing...).

Mình là Lê Anh Thu, mình đang thực hiện luận văn tốt nghiệp ngành Quản Lý Công Nghệ Thông Tin ở trường đại học Victoria - Wellington - New Zealand.

Đề tài luận văn tốt nghiệp của mình là So Sánh Sự Quan Tâm Về Chất Lượng của Mạng Xã Hội giữa người Việt Nam và người New Zealand. Mục đích chính của luận văn là tìm ra sự liên hệ và ảnh hưởng của văn hóa lên chất lượng của mạng xã hội. Dựa trên các nghiên cứu gần đây, thái độ của người sử dụng lên chất lượng của mạng xã hội ở Việt Nam và New Zealand đang bị chi phối bởi sự khác biệt về văn hóa.

Bảng câu hỏi phỏng vấn bao gồm 19 câu hỏi. Các câu hỏi được thiết lập để phân tích sự ảnh hưởng của văn hóa lên chất lượng của mạng xã hội.

Xin vui lòng điền vào bảng phỏng vấn nếu bạn thường xuyên sử dụng mạng xã hội. Bạn có thể gợi ý kiến đóng góp vào cuối bảng phỏng vấn.

Tất cả các thông tin bạn điền sẽ được bảo mật và chỉ được sử dụng cho luận văn này. Xin vui lòng đọc kỹ các điều sau:

1. Thông tin chi tiết của bạn sẽ được bảo mật và không nhận diện.
2. Chỉ có mình và giáo sư của mình được xem bảng trả lời.
3. Bảng trả lời sẽ được hủy sau 2 năm.

4. Bạn đồng ý trả lời các câu hỏi trong bảng phỏng vấn.
5. Bảng trả lời sẽ được giữ ở trường đại học Victoria và online.
6. Tất cả các câu trả lời sẽ được gộp chung lại và thông tin cá nhân của bạn sẽ không được nhận diện.
7. Các câu hỏi trong luận văn này đã được sự đồng ý của Ethics Committee of the School of Information Management.

Chân thành cảm ơn bạn đã đồng ý trả lời các câu hỏi.

Lê Anh Thu

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\* Required

1. Giới tính \*

- Nữ
- Nam

2. Bạn bao nhiêu tuổi? \*

3. Bạn bắt đầu sử dụng mạng xã hội vào năm nào? \*

4. Tên của mạng xã hội mà bạn đang sử dụng, bạn có thể trả lời nhiều hơn một. \*

5. Bạn có thường xuyên sử dụng mạng xã hội? \*

- Mỗi ngày
- Một lần mỗi tuần
- Nhiều hơn một lần mỗi tuần

### **Ghi Chú**

Mạng xã hội (MXH) được nói đến trong các câu hỏi bên dưới là mạng xã hội mà bạn đang là thành viên. Một số câu hỏi sẽ đề cập về chất lượng của mạng xã hội mà bạn mong muốn sẽ đạt được trong tương lai.

6. Theo bạn, trong các câu sau, câu nào miêu tả chính xác nhất về MXH mà bạn đang sử dụng? \*

- MXH mà tôi đang sử dụng có đầy đủ các chức năng mà tôi cần.
- MXH mà tôi đang sử dụng không có đầy đủ các chức năng mà tôi cần.
- MXH mà tôi đang sử dụng có nhiều chức năng rất sáng tạo.
- MXH mà tôi đang sử dụng không có nhiều chức năng sáng tạo.

7. Theo bạn, trong các câu sau, câu nào miêu tả chức năng quan trọng nhất của một MXH hoàn chỉnh? \*

- MXH nên có hình ảnh đẹp và bắt mắt cho người sử dụng.

- MXH nên có tốc độ nhanh cho người sử dụng.
- MXH nên có sự bảo mật và an toàn cho người sử dụng.
- MXH nên tạo sự dễ dàng cho người sử dụng.
- MXH nên bao gồm các tính năng mới và sáng tạo để hấp dẫn người sử dụng.

8. Theo bạn, nhân tố nào sau đây là nhân tố quan trọng để tạo ra sự thành công của một MXH? Bạn có thể chọn nhiều hơn một câu trả lời. \*

- Cho phép giao tiếp trực tuyến
- Thiết kế và trang trí đẹp mắt
- An toàn và bảo mật
- Nhanh và ổn định
- Thông tin chính xác
- Sử dụng dễ dàng
- Có tính sáng tạo

9. Theo bạn, trong các câu sau, câu nào bạn thích hơn? \*

- Một MXH có thiết kế và trang trí đẹp mắt nhưng tốc độ chạy chậm.
- Một MXH có thiết kế đơn giản nhưng tốc độ chạy nhanh.

10. Các chức năng nào sau đây làm bạn quan tâm nhất khi tham gia MXH? Bạn có thể chọn nhiều hơn một câu trả lời. \*

- Giao tiếp trực tuyến
- Quảng cáo bằng hình ảnh động (flash)
- Quảng cáo trên bảng hiệu (banner advertisements)
- Quảng cáo bằng video (video advertisements)
- Trò chơi (game quiz)

11. Bạn thường sử dụng ngôn ngữ nào để giao tiếp với mọi người trên MXH? \*

- Anh
- Việt
- Cả hai

12. Trong các cách sau, bạn thường sử dụng cách nào để tìm sự hỗ trợ / giúp đỡ cho MXH mà bạn đang dùng? Bạn có thể chọn nhiều hơn một câu trả lời. \*

- Phần câu hỏi thường gặp của MXH (FAQs section)
- Phần giúp đỡ của MXH (Help section)
- E-mails
- Hỗ trợ trực tuyến
- Điện thoại
- Thông qua bạn bè
- Không có cách nào cả

13. Bạn sẵn sàng chia sẻ thông tin cá nhân nào với người lạ thông qua MXH? Bạn có thể chọn nhiều hơn một câu trả lời. \*

- Họ Tên
- Giới Tính
- Trình Độ Học Vấn
- Địa Chỉ
- Số Điện Thoại Cá Nhân / Nhà
- E-mail
- Other:

14. Chọn: 1 = Hoàn toàn không đồng ý, 2 = Không đồng ý, 3 = Không biết, 4 = Đồng ý, 5 = Hoàn toàn đồng ý; để trả lời các câu sau: \*

	1. Hoàn toàn không đồng ý	2. Không đồng ý	3. Không biết	4. Đồng ý	5. Hoàn toàn đồng ý
14.1. MXH mà tôi đang dùng có tính sáng tạo rất cao.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14.2. MXH mà tôi đang dùng rất dễ sử dụng.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14.3. MXH mà tôi đang dùng rất an toàn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14.4. MXH mà tôi đang dùng tạo cho tôi sự tin tưởng về cách họ quản lý thông tin cá nhân của tôi.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14.5. MXH nên có thêm chức năng giao dịch tài chính trực tuyến.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Chọn "Có" hoặc "Không" để trả lời các câu hỏi sau: \*

	CÓ	KHÔNG
15.1. Bạn có sử dụng chức năng giúp đỡ từ MXH mà bạn đang dùng không?	<input type="radio"/>	<input type="radio"/>
15.2. Bạn có chỉnh sửa / thiết kế / trang trí MXH mà bạn đang dùng theo ý thích cá nhân của mình	<input type="radio"/>	<input type="radio"/>



CÓ

KHÔNG

không?

15.3. Bạn có thích quảng cáo ngay trên trang MXH mà bạn đang dùng không?

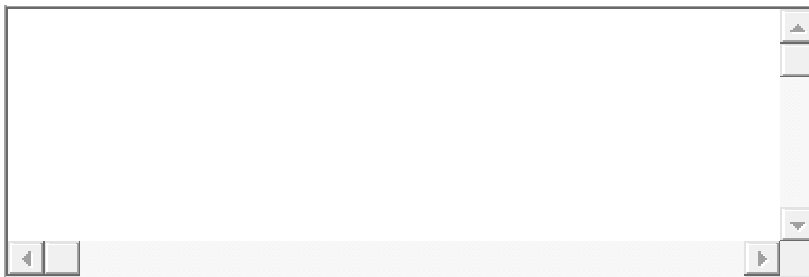
15.4. Bạn có thường xem các trang quảng cáo trên trang MXH mà bạn đang dùng không?

15.5. Theo bạn, MXH có nên hỗ trợ nhiều ngôn ngữ khác nhau không?

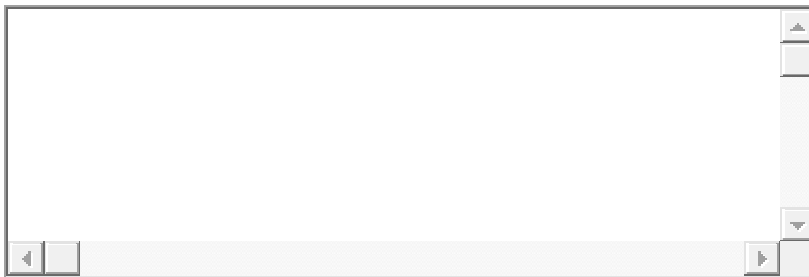
15.6. Bạn có sẵn sàng chia sẻ thông tin cá nhân của mình cho các công ty với mục đích quảng cáo không?

15.7. Bạn có dự định sẽ chuyển sang sử dụng một trang MXH khác không?

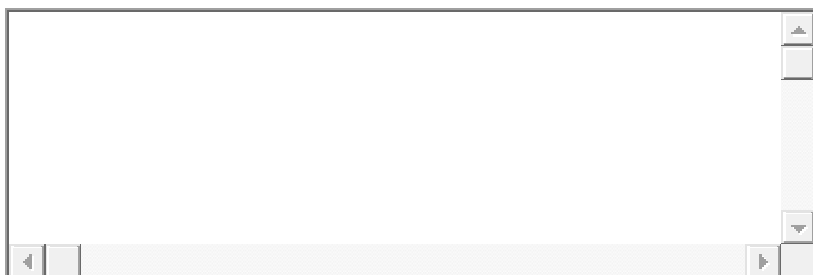
16. Nếu bạn chọn "Có" trong câu hỏi 15.7, xin cho biết lý do vì sao bạn muốn chuyển sang dùng MXH khác?



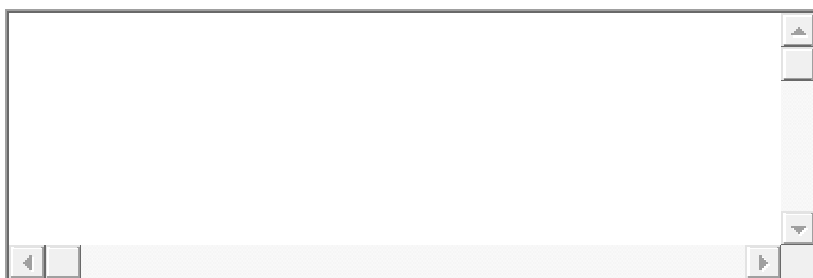
17. Theo bạn, MXH mà bạn đang dùng nên có thêm chức năng gì?



18. Theo bạn, MXH không nên bao gồm những chức năng gì?

An empty rectangular text box with a thin black border. It contains no text. On the right side, there are three small square buttons stacked vertically. On the bottom side, there are two small square buttons, one on the left and one on the right.

19. Các nhận xét khác

An empty rectangular text box with a thin black border. It contains no text. On the right side, there are three small square buttons stacked vertically. On the bottom side, there are two small square buttons, one on the left and one on the right.

Chân Thành Cảm Ơn!

Nếu bạn muốn nhận một bảng tóm tắt của bài phỏng vấn, xin vui lòng vào địa chỉ <http://alturl.com/govon> để đăng ký địa chỉ email của bạn.