What are the motives and reasons for university students to abstain from Facebook?

What are non-users practices, feelings and attitudes about their non-use?

How do they see their non-use and social media use in a wider societal context?

**THEORETICAL FRAMEWORK**

Uses and Gratifications theory - how the audience uses media to satisfy needs and desires

Active audience - audience is actively and intentionally selecting and using media

Media resisters and refusers voluntarily stop using media:

- negative attitudes towards media and technology
- recognise media influences them
- see refusing as an act of social and political meaning

Gratifications for using social media:
- surveillance, entertainment, personal identity, socialisation

**RESEARCH QUESTIONS**

What are the motives and reasons for university students to abstain from Facebook?

What are non-users practices, feelings and attitudes about their non-use?

How do they see their non-use and social media use in a wider societal context?

**RESEARCH FINDINGS**

- Non-users of Facebook are **active media users**
- Non-users of Facebook **use media and the internet** to satisfy specific needs and desires
- Participants **use digital technology to stay in touch** with friends and family
- Non-users are **unlikely to use any other social media platforms**
- Gratifications such as surveillance, entertainment and information are satisfied by **alternative forms of media**

- Non-users recognise that Facebook had an **impact on their personal lives**
- Participants describe **virtual identities** as constructed and artificial

**METHODOLOGY**

Qualitative research methods to gain insight into human behaviour, feelings and attitudes of a particular group of Facebook non-users in Austria, who were students aged 18 and above

- Qualitative online questionnaires with 11 non-users of Facebook
- 3 follow-up semi-structured Skype interviews with non-users, who have had a Facebook account in the past, duration 30-40 minutes

72% of internet users over 16 years old use Facebook

Facebook has over 2 billion monthly users worldwide

- Non-users are buying into **moral panics about social media use**
- Participants see blur between **online and offline life**
- Non-users perceive their experiences as more **real** than experiences of Facebook users, who live them online
- They see Facebook as a **shallow** way to receive information about Facebook friends
- Human interaction, communication and friendship is perceived as **changing** due to social media usage
- Participants suggest that they are **not affected by social media** compared to others (Third-person effect)