

VILNIAUS KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES FACEBOOK PROFILE ATTRACTIVENESS INVESTIGATION**M. IŠORAITĖ***Vilniaus kolegija/University of Applied Sciences, 08105, Lithuania
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m.sohail@vuf.viko.lt***Abstract**

The well-formed Facebook profile should be well-visible and understandable, not hidden under unnecessary information. Moreover, the most successful sites have an exquisite design - the design is eye-catching and distracting, the site is pleasure to browse, easy to use, and does not contain grammar or other mistakes. It's also likely that the more time people are browsing Facebook site. The article analyzes the theoretical aspects of Facebook profile attractiveness, presented Vilniaus kolegija / University of Applied Sciences Facebook attractiveness study.

Key words: Facebook, Facebook attractiveness, students, social networks, brand awareness.

JEL Classification: M31. M30

I. INTRODUCTION

The usage of Social Networking Sites accelerated dramatically in last one decade, with explosive growth of users around the world, new smart technologies, devices effect the behavior of people around the globe (Constantinides et al., 2013; Kaplan and Haenlein, 2010). A coherent and thoughtful social networking strategy ensures that an organization's efforts will bring the desired results. With each passing year, social networks are becoming increasingly popular and growing. People use it not only for personal reasons, but also as a tool for business development. Social networks are changing, and no doubt it will continue. Some die over time, pushing out the market for the newer, while others are on the rise and improving. Many are well aware that Facebook is considered to be the most popular social network, and every year its popularity is growing. According to Facebook data (this should be referenced), there are currently more than 2 billion registered users and more than one billion connections per day. Each company now has a Facebook site that is appealing to its users (Reference missing here). This article examines the attractiveness of Facebook in Vilnius kolegija/ University of Applied Sciences. The purpose of this article is to evaluate the attractiveness of the Facebook account in the case of Vilnius kolegija/ University of Applied Sciences. The article uses literature analysis and survey methods.

II. FACEBOOK ATTRACTIVENESS THEORETICAL ASPECTS

According to Narkevičiūtė (2017), the company's Facebook account can serve a variety of purposes: increasing brand awareness, launching a new product on the market, creating an attractive employer image or attracting potential employees, increasing sales, informing about special offers and promotions, collecting recommendations and feedback, etc. Kate M. Stam, Glen T. Camer, and Antonie Stam (2014) state that "a typical Facebook user spends about 20 minutes a day on the site and two thirds of users log in at least once a day, where 90 percent. Student check their Facebook accounts daily to see what happens in their colleagues' lives. Previous Facebook related research covered several aspects of use, including identity, privacy, behavior, motivation, technology, content and development of relationships". Bruno (2012) presented a study in which researchers surveyed 104 college students and showed them various photos of the same user on Facebook. They tested the reactions into two variables: the social signs that the authors of the research consider to be personal and social information about the user that can be gathered from the picture and congruence, which was measured in terms of the positive meaning of the comments on each photo. Pictures containing more social characters - that is, photos that revealed more context in the user - were viewed as more physically appealing, while the presence of positive comments encouraged viewers to perceive users as the researchers said that the tone of the comments actually had more influence on attractiveness ratings than the self-contained contextual information. "When the other comments made are incompatible with self-presentation," the authors wrote, "participants less It is likely that the profile owner will be more popular than when there is a match regardless of the amount of social signs that is in the profile Nadkarni a, A., Hofmann, S.G. (2012) claims that, like other social networks,

FB allows users to create visible profiles. Minimal profiles require user name, gender, date of birth, and email address. The information published for these main fields is not at the discretion of the user. Consumers can add key facts about themselves, such as a place of residence, add contact information, personal interests, job information, and a photo description (Boyd & Hargitte, 2010, Facebook, 2011). Roblyer et al., 2010 suggested that Faculties may adopt a new technology if they perceive it as a way to facilitate communication with students.

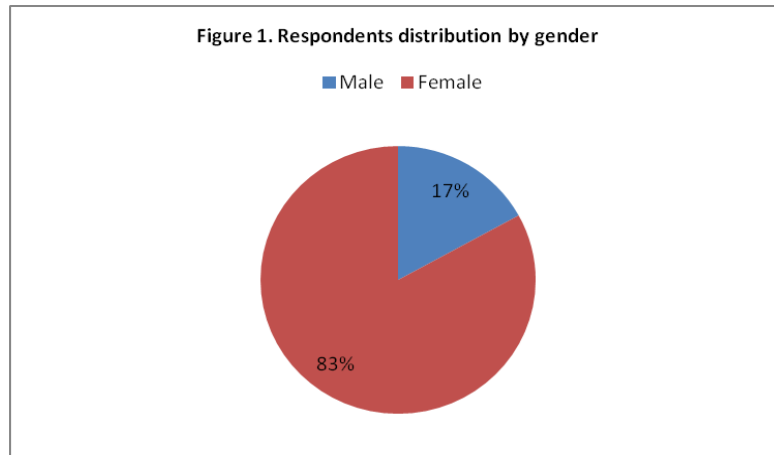
Presented Facebook profile attractiveness definitions by different authors. Authors Nadkarni, A., Hofmann, S., G. (2012) stated that Facebook is motivated by two social needs: 1) the need to belong and 2) the need for self-presentation, while authors Caers, R. , De Feyter, T. , De Couck, M., Stough, T. , Vigna, C., Du Bois, C. (2013) stated that Facebook may help to increase sales. Author Garff, M. (3017) stated that when their members view their Facebook profile with an attractive person, they spent more time looking at the profile photo and less time looking at the ads.

Table 1. Facebook profile attractiveness definition

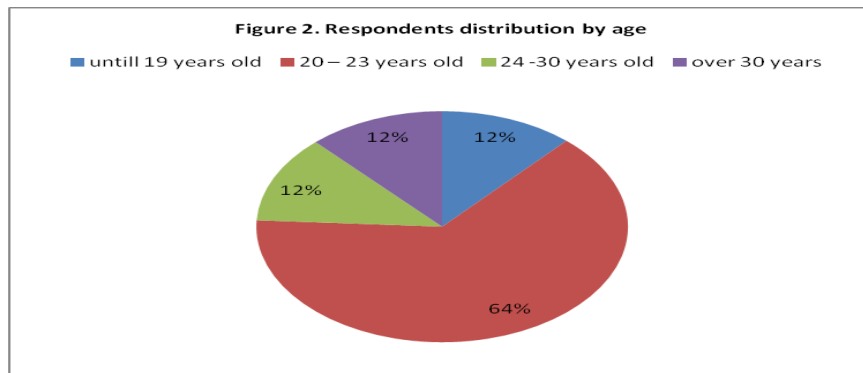
Author	Definition
Nadkarni, A., Hofmann, S., G. (2012)	First of all, the use of FB is motivated by two basic social needs: 1) the need to belong and 2) the need for self-presentation. The need to belong means the inner desire to establish relationships with others and gain social recognition and the need to present themselves to a continuous process of impression management. These two motivational factors may exist together, but they can also be the only reason for using FB.
Caers, R. , De Feyter, T. , De Couck, M., Stough, T. , Vigna, C., Du Bois, C. (2013)	We found articles using the keyword 'Facebook' along with other key phrases such as 'motivation to join', 'marketing', 'recruitment', 'selection', 'behavior', etc. Facebook may help to increase or maintain sales records. . If consumers publish brand information in their status updates, Facebook may be seen by thousands of potential buyers on the Facebook newsletter. There are also controls (buttons that they click to allow users to share content on their Facebook profile page) can have a big impact on this issue. Funny videos, links to products, and more. Can be easily posted on a personal Facebook profile page.
Graff, M. (2017)	Seidman and Miller have stated that when their members view their Facebook profile with an attractive person, they spent more time looking at the profile photo and less time looking at the ads. On the contrary, when they viewed a profile with an unattractive person, they spent less time looking at it and spending more time looking at their ads. They also found that there are no differences between men and women in this profile view.
Wong, W., K., W. (2012)	With Facebook, people have the opportunity to think about what they want to show others. For example, people can post messages that highlight aspects of their personality or share photos with their best images in order to maintain a good impression from others.
Koller, E., C., Swanda, A., L., Noonan, J., N., Sisneroz, M., T. (2018)	These results emphasize physical attractiveness as an important factor when judging whether to initially interact with someone. Peña and Brody (2014) further depicted physical attraction as a normative influence for keeping someone as a friend on Facebook. If a Facebook profile was engaging in hurtful or threatening communication, the receiver was more likely to keep the person as a friend if the person was considered physically attractive. Their study suggests that Facebook users choose to maintain relationships with physically attractive profiles to elevate their own self-confidence and physical attractiveness because a person who has physically attractive friends is presumed to be physically attractive (Peña & Brody, 2014)."

III. KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES FACEBOOK ATTRACTIVENESS INVESTIGATION RESULTS

The purpose of the study is to investigate the opinion of Vilnius kolegija/University of Applied Sciences students on the attractiveness of the Vilnius kolegija/University of Applied Sciences Facebook account. A quantitative research approach was employed to examine and explore students' opinion on attractiveness of Facebook account. The study was conducted in October of 2018 (between 5th till 30th October 2018). A total of 389 students participated in the survey and completed questionnaires. The study involved 322female (83% of respondents) and 67 male (17% of respondents).

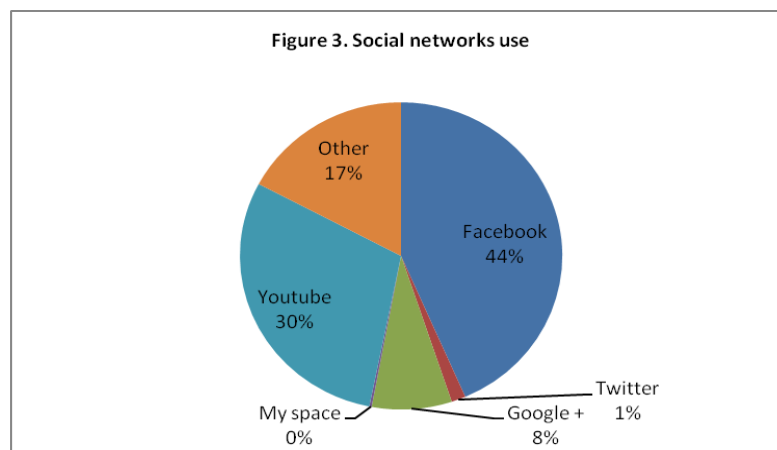


12 percent respondents were under age 19, 64% - 20-23 years old, 12% - between the ages of 24 and 30, and over 30 years of age was 12% respondents. From this it can be concluded that the majority of respondents were 20-23 years old.

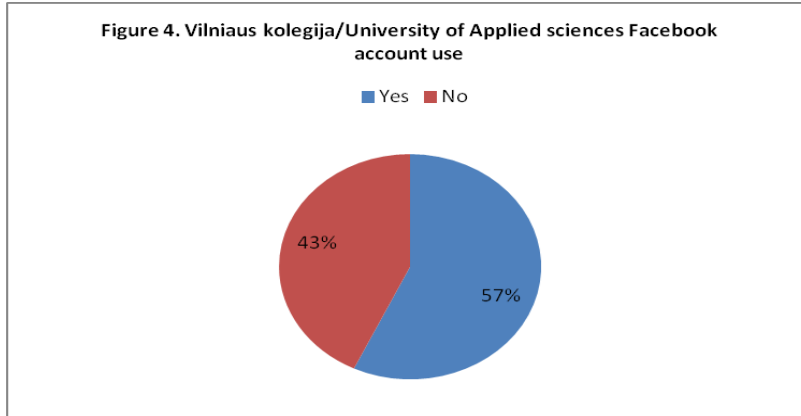


Respondents were asked what form their studies are. 80 percent respondents said they are studying in full time r studies, while 20% respondents stated that they were studying in part -time studies. The respondents studying in the first year were 12%, in the second year - 48%, in the third year - 27%, in the fourth - 13%. 120 (31%) respondents study at the Faculty of Business Management, 63 (16%) respondents - in the Faculty of Economics, 32 (8%) respondents in Faculty of Agrotechnology, 41 (10.5%) respondents - in the Faculty of Education , 11 (3%) respondents – in Faculty of Arts and Creative Technologies, 44 (11%), respondents – in Electronics and informatics, in Health care faculty - 80 (20.6%) respondents. Most of the completed questionnaires were from the Faculty of Business Management, Health Care and Economics.

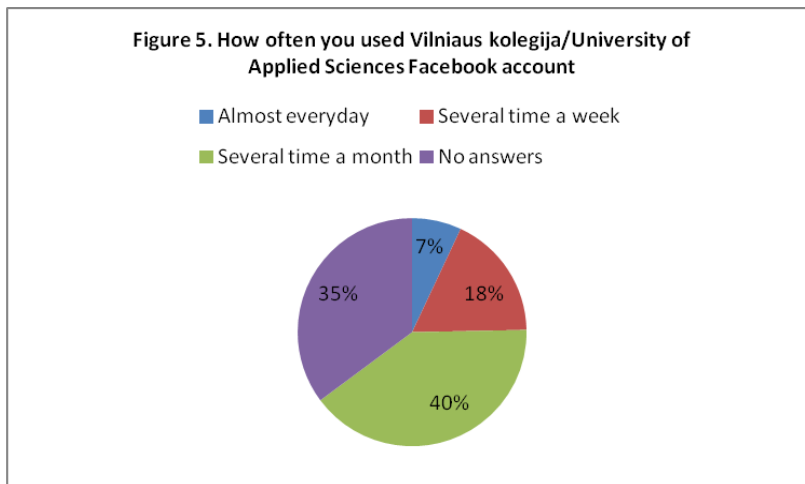
Figure 3 down below shows the most usage of Social Networking Site SNS. According to respondents, Facebook is highest usage with 44%, Youtube uses 30 percent respondents, other social networks used 17% of respondents, Google+ - 8%, Twitter - 1%. My space 0 percent. According to the respondents' answers, the Facebook social network is the most popular among the respondents.



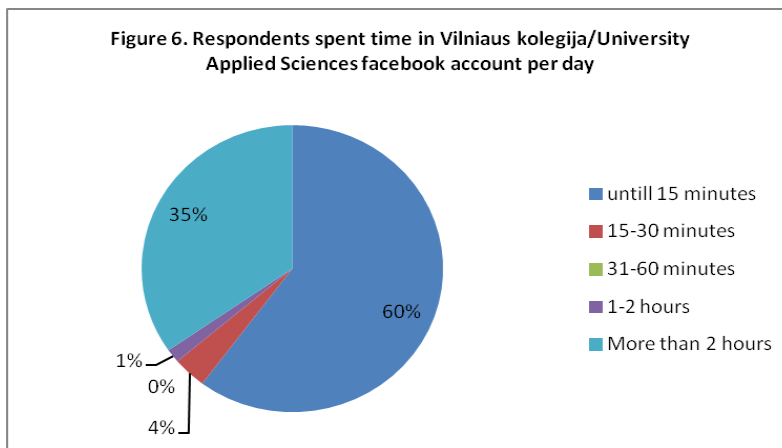
222 respondents (57%) replied to the question whether you use Facebook account, 167 respondents (43%) did not answer. From this, it can be concluded that more than half of the respondents use the Facebook account of the Vilniaus kolegija/University of Applied Sciences.



During the survey, respondents were asked how often they sign up for the Vilniaus kolegija/University of Applied Sciences Facebook account. 27 respondents (7%) responded almost daily to the Facebook account, 69 respondents (18%) several time a week, several times a month- 156 (40%) respondents, 137 respondents diid not answer the question (35 percent). From this it can be concluded that respondents of the Vilniaus Kolegija/ University of Applied Sciences Facebook account most often use several times a month.

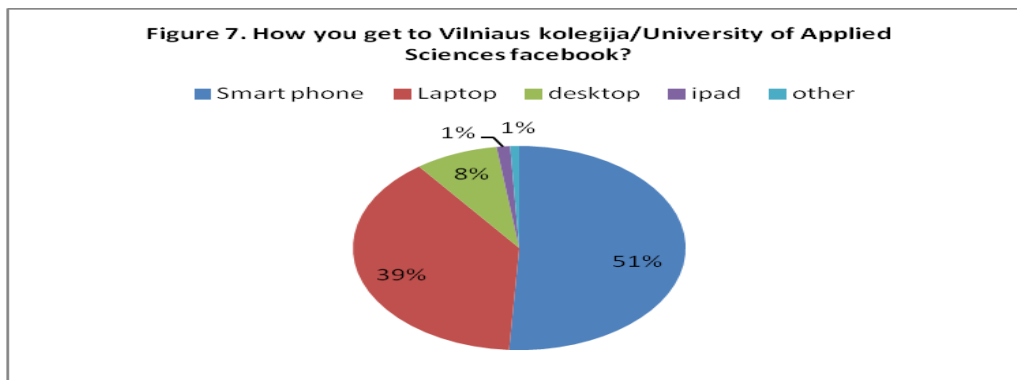


Respondents were asked how much time they spend on the Facebook account Vilniaus kolegija? University Of Applied Sciences. Up to 15 minutes passes 60 proc. of respondents, for 15-30 minutes - 4%. respondents, 1-2 hours - 1% respondent, more than 2 hours - 35%. of respondents. From this it can be concluded that on the Vilniaus kolegija/University of Applied Sciences Facebook account respondents spend up to 15 minutes maximum per day.

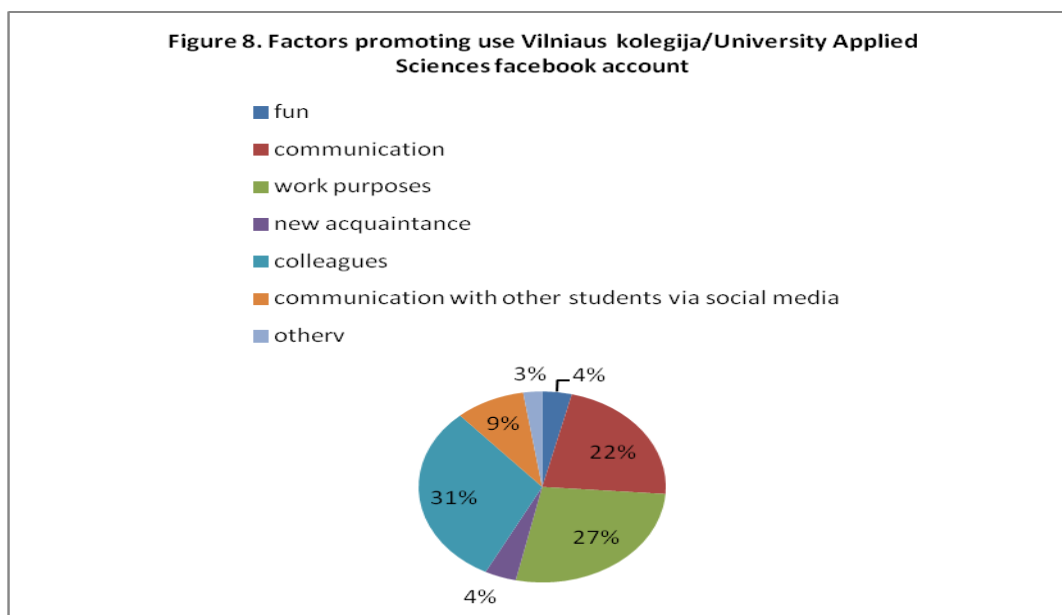


Respondents were asked how often do you comment on the renewal of the status of other members of the Vilniaus kolegija/University of Applied Sciences in Facebook? Very often comments 1 percent. respondents, often 2% of respondents. rarely -19% of respondents, never - 45% the respondents, did not answer - 34%. of respondents. From this it can be concluded that comments on the renewal of the status of other members are rarely retained.

Respondents were asked How to get to the Facebook page of the Vilnius College / University of Applied Sciences (select all available options) ?. Smartphone Selected 51% respondents, notebook -39% respondents, desktop - 8 respondents, Ipad - 1 percent. of respondents. From this, it can be concluded that respondents to the facebook account most often get through a smartphone and a laptop.



Respondents were asked what factors encourage the use of the Facebook account of the Vilniaus kolegija / University of Applied Sciences. To entertain 4% respondents, communication - 22% the goals of the work of the respondents are 27 percent respondents, new acquaintances - 4% respondents, college news - 31% respondents, collaborating with other students through social media -9 percent respondents, the other - 4%.



Respondents were asked what information you are interested in on the Facebook account of the Vilnius College / University of Applied Sciences ?. Science is interested in - 22 percent. respondents, course information provided by faculties -19% respondent, knowledge - 12proc. respondents, events - 18% respondents, entertainment - 10% respondent, exchange program - 6% photos of respondents - 13% the respondent. From this it can be concluded that most respondents are interested in science and knowledge.

Respondents were asked if you are visiting a Facebook account of the Vilniaus kolegija / University of Applied Sciences, what are your most common actions? (select all the appropriate options). I'm looking for information about the Vilniaus kolegija / University of Applied Sciences - 39 respondents, I appreciate the staff of the company - 14 respondents, I am looking for information on Vilniaus kolegija/ University of Applied Sciences - 167 respondents, I participate in various courses organized by the Vilniaus kolegija/ University of Applied Sciences events.

Respondents were asked do you think there are any privacy issues related to social networks, 58 respondents answered yes, 85 respondents –no, possibly - 119 respondents, did not respond - 127 respondents.

Respondents were asked do you recommended your friends to join the Facebook account of the Vilnius kolegija/University of Applied Sciences, 102 respondents answered yes, 78 respondent answered no, ,possibly 209 respondents.

As 1 table show social networks help academic: 121 respondents say yes, 106 respondents selected no, I am not sure 163 respondents. Social networks helped me socially, 139 respondents answered yes, not 116 respondents, I am not sure of 134 respondents. Social networks helped me personally. Yes, there are 135 respondents, not 123 respondents, I am not sure - 131 respondents.

Table 2. How social networks help respondents

	Yes	No	I am not sure
Social networks help academic	102	78	209
Social networks helped me socially	121	106	163
Social networks helped me personally	139	116	134

IV. CONCLUSION

This study provides a tentative step in exploring the online activities of undergraduate university students and offers a comprehensive insight into levels of usage and content accessed by university undergraduates. An appealing Facebook profile is very important if organizations want people to follow them. The first impressions are important. When people visit Facebook profile, they will decide in a few seconds whether to stay, take the desired action, or click something else. Vilnius kolegija/University of Applied Sciences Facebook profile attractiveness results show that most respondents were female (80 percent). The Facebook social network is the most popular among the respondents. Respondents of the Vilnius kolegija/University of Applied Sciences Facebook account holder most often use several times a month. Respondents to the Facebook account most often get through a smartphone and a laptop. Most respondents are interested in science and knowledge. Factors encourage the use of the Facebook account of the Vilnius kolegija / University of Applied Sciences were: for fun 4% respondents, communication - 22% the goals of the work of the respondents are 27 percent respondents, new acquaintances - 4% respondents, college news - 31% respondents, collaborating with other students through social media -9 percent respondents, the other - 4%. On the Vilnius kolegija/University of Applied Sciences Facebook account respondents spend up to 15 minutes maximum per day.

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