# Internet Communication Motives:
# The Scale Development

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## Abstract

*T*he purpose of this study were (1) to explore Internet motives for interpersonal and social communication, and (2) to examine the relationships among Internet communication motives, Internet affinity, Internet anxiety, the amount of Internet use, and demographic variables. This study contained 2 phases. The first phase used a qualitative approach to explore Internet communication motives. A total of 184 samples participated in the first phase. The second phase used a quantitative approach to verify whether the emerging Internet communication motives existed statistically. A total of 257 samples participated in the second phase.

**Keywords :** Internet communication motives, Internet affinity, Internet anxiety, Internet use, Thailand

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The results showed seven emerging Internet communication motives among Thai people, which were social networking, convenience, passing time, interpersonal communication, entertainment, economical, and information searching and sharing. In addition, convenience, passing time, interpersonal communication, and entertainment motives were positively related to Internet affinity. Social networking motive was positively related and interpersonal communication motive negatively related to Internet anxiety. Internet communication motives were related to the amount of time spent on Internet functions including instant messaging, blogs/social networking sites, e-mail, and World Wide Web and were related to demographic variables including gender, age, income, and education.

## Introduction

The Internet provides new venues for interpersonal and social interaction. With the advent of new Internet functions for social communication, the Internet has been a precious tool for many people to communicate, form relationships, and build networking (e.g., Ellison, Steinfield, & Lampe, 2007; McKenna & Bargh, 1999; Parks & Floyd, 1996; Pornsakulvanich, 2008; Utz, 2000; Walther, 1992, 1996). The evidence from National Electronics and Computer Technology Center in 2008 indicated that there were 16.1 million Internet users in Thailand. One of the important reasons Thai people used the Internet was to communicate interpersonally and socially with friends and family (Pornsakulvanich, 2007). It is supported by the evidence showing that the most fast growing Internet websites in Thailand was social networking websites such as **Hi5** and **Facebook** (National Electronics and Computer Technology Center, 2008).

Despite the importance of Internet use for interpersonal and social communication, it is unknown on Thai people's motives to use the Internet. Katz, Blumler, and Gurevitch (1974) suggested that people are different in their social and psychological conditions, which may affect how and why they use media to fulfill their needs. In addition, motivation is one of the important variables to understand people's media usage behaviors.

The Internet motive scale has been developed to measure people's motivation to use the Internet, particularly in the Western context within several years (e.g., Charney & Greenberg, 2002; Papacharissi & Rubin, 2000; Wolfradt & Doll, 2001). However, little is known on how people in the non-Western context are motivated to use the Internet for interpersonal and social communication (Pornsakulvanich, 2007). Furthermore, with the rapid growth and change of Internet functions, it is noteworthy to explore how and why Thai people use the Internet, what their Internet communication motives are, and how Internet communication motives are related to other variables including Internet affinity, Internet anxiety, the amount of Internet use, and demographic variables.

Academically, the results of this study would expand the body of knowledge of mediated communication and interpersonal communication. Practically, this research would help us realize people's motivation to use the Internet in their daily lives to communicate and interact with others. The data from Thailand would also provide fruitful information for scholars and professors to learn differences in Internet communication motives cross-culturally.

Thus, the objectives of this study were (1) to explore Internet motives for interpersonal and social

communication, and (2) to examine the relationships between Internet communication motives and variables including Internet affinity, Internet anxiety, the amount of Internet use, and demographic variables.

## Uses and Gratifications

In this study, Uses and Gratifications (U&G) was used to explain Internet communication motivation. Generally, U&G has been used to explain uses and effects of interpersonal and mediated communication channels (A. M. Rubin & Rubin, 1989; R. B. Rubin, Perse, & Barbato 1988), as well as uses and effects of new media technologies (Flaherty, Pearce, & R. B. Rubin 1998; Papacharissi, & Rubin, 2000; Pornsakulvanich, Haridakis, & Rubin, 2008).

U&G is based on a psychological perspective that emphasizes an active role of people in selecting media to fulfill their needs. It emphasizes explaining how and why people use the media rather than how the media influence people (Klapper, 1963). According to Rubin (2002), theory rests on several assumptions: people are active, goal-directed, and motivated in selecting media; people select and use the appropriate channels of communication to gratify their needs and wants; different people have diverse communication behaviors, which are based upon social and psychological factors; social and psychological situations influence how well media can satisfy peoples needs and wants; media can be functional alternatives to other channels of communication; and people are usually more influential than media, but not always.

This study focused on motives for using the Internet. Motivation is a major concept of U&G

to understand media use, choices, and behaviors. Studies regarding Internet motives were discussed in the following section.

## Internet Communication Motives

In the current study, Internet communication motives refer to reasons why people use the Internet to communicate with others interpersonally and socially. Motivation is one of the important variables to understand why people use and select Internet functions to gratify their felt needs. Media motivation has been studied widely in the United States and the European countries. Many studies have examined motives for using various types of new media technologies such as remote controls (Ferguson, 1994), the Internet (Charney & Greenberg, 2002; Kaye & Johnson, 2002; Kim & Haridakis, 2009; Papacharissi & Rubin, 2000; Wolfradt & Doll, 2001; Pornsakulvanich et al., 2008), a personal web page (Papacharissi, 2002), and a blog and social networking site (Beaubien, 2007; Ross et al., 2009).

For example, Papacharissi and Rubin (2000) developed the Internet motive scale to assess why people use the Internet. They identified five motives for using the Internet: Interpersonal utility, passing time, information-seeking, convenience, and entertainment. Charney and Greenberg (2002) also constructed a scale to measure Internet motivation and specified eight Internet motives: keep informed, diversion, peer identity, good feelings, communication, sights and sounds, career, and coolness.

Some research has applied motive scales for a certain medium to examining motives for using social networking sites and blogs (e.g., Huang, Shen,

Lin, & Chang, 2007; Jung, Youn, & McClung, 2007; Ross et al., 2009).

In Thailand, few studies have investigated motivation to use new media technologies such as the Internet, a Short Message Service (SMS), and a social networking site (Dumrongsiri & Pornsakulvanich, in press; Pornsakulvanich, 2007; Pornsakulvanich & Dumrongsiri, 2007). For example, Pornsakulvanich and Dumrongsiri (2007) constructed a scale to measure SMS motivation among Thais. They identified six SMS motives: unavailability, expressions of feelings, greetings, economical values, social involvement, and convenience. Dumrongsiri and Pornsakulvanich (in press) developed a scale to assess motives for using social networking sites among Thai people. They specified four social networking site motives: new friendship, relationship maintenance, passing time, and peer pressure.

Nevertheless, it is unknown on Thai people's motivation to use the Internet to communicate with others interpersonally and socially. Moreover, a scale measuring Internet communication motives has not been developed in Thailand. With the creation of various Internet functions for social communication, it is significant to examine Internet communication motives to understand how and why people use the Internet. Hence, the first research question was posed:

RQ1: What were motives for Internet communication among Thais?

Moreover, this study attempted to provide the evidence to verify the factor structure of Internet communication motives by examining a set of demographic variables, the amount of use, and two constructs (i.e., Internet affinity and Internet anxiety)

that should be related to Internet communication motives. According to U&G, Internet motives have linked to Internet use, communication behaviors and outcomes (Katz et al., 1974). It is assumed that Internet communication motives should be related to the amount of use, Internet affinity, and Internet anxiety. The evidence shows that Internet motives were associated with Internet affinity and demographic variables (Papacharissi & Rubin, 2000; Pornsakulvanich, 2007). For instance, Papacharissi and Rubin (2000) found that interpersonal utility motivation positively related to Internet affinity. Thus, hypothesis and research questions were posed:

H1: Internet communication motives positively related to Internet affinity.

RQ2: How was Internet communication motives related to Internet anxiety?

RQ3: How was Internet communication motives related to Internet use?

RQ4: How were Internet communication motives related to demographic variables of gender, age, income, and education?

## Method

This study contained 2 phases. The first phase used a qualitative approach with a content analysis to explore Internet communication motives. The second phase employed a quantitative approach to verify whether the emerging Internet communication motives existed statistically.

### Phase 1

**Sample and Procedure**

The first phase employed a cross-sectional design to collect the data from Internet users in

Thailand. Qualitative research was employed to explore Internet communication motives. Content analysis was performed to categorize Internet communication motives obtaining from open-ended questions. The purposive sampling was used to select the sample from Thai people who used the Internet (e.g., e-mail, chat rooms, instant messaging, blogs, and social networking sites). Participants completed the self-administered questionnaire that consisted of three sections: Internet communication motives, Internet use, and demographics. Participants were informed to ensure about the confidentiality of their responses.

In this study, there were 184 participants. They were 118 females (64.1%) and 97 males (34.8%). Majority of participants (73.9%) ranged in age from 18 to 25 years old. Majority of them were students (84.8%), followed by private company employees (10.3%). Majority of them (89%) had income less than 25,000 Baht. They spent approximately 113 minutes on instant messaging, 63 minutes on blogging and social networking sites, 45 minutes on e-mailing and general WWW sites 104 minutes on the average day.

## Measurement

*Internet communication motives.* Internet communication motives were operationalized as the reasons why people used the Internet for interpersonal and/or social communication. To solicit exhaustive reasons, the open-ended question, *"I use the Internet...,"* asked participants to write three reasons why they used the Internet, particularly instant messaging, chat rooms, blogs, and social networking websites.

*Amount of Internet use.* The amount of Internet use was operationalized as the number of minutes

each Internet function was used yesterday and on the average day. The scale was adapted from Pornsakulvanich et al.'s (2008) Internet Use Scale. Participants indicated how many minutes they used each of several types of Internet functions (i.e., instant messaging/chat rooms, weblogs, social networking websites, e-mail, and general WWW) both yesterday and on an average day. The responses were summed and averaged to develop an index of the daily amount (in minutes) of each type of use: instant messaging/chat rooms, blogs/social networking websites, e-mail, and general WWW.

*Demographic information.* Participants also responded to general demographic information including gender, age, occupation, and income.

## Results

Research Question 1 was to explore Internet communication motives. Content analysis was conducted to develop categories that emerged from the reported reasons. All participants (*N* = 184) reported their first reason of why they used the Internet, whereas 93.4% and 66.9% of participants reported their second and third reasons, respectively. A total of 495 reported reasons were analyzed by two coders to develop categories of Internet communication motives emerged from the qualitative data.

Content analysis was performed to analyze the Internet communication motive statements based on two criteria: clarity and content (Dillard, 1989). The reported reasons that were not clearly stated or were not relevant to Internet communication motives were excluded. Fifty-six reported reasons were excluded. Two coders independently analyzed a random sample of about 50% of the reported reasons. After discussions, eight motives emerged: (1) Information searching and sharing, (2)

Interpersonal communication, (3) Entertainment, (4) Networking, (5) Convenience, (6) Economical, (7) Passing time, and (8) Self-expression (see Table 1).

After obtaining the eight categories of the Internet communication motives, the two coders independently analyzed the reported reasons. Approximately, 87.3% of the entire reasons could be classified into the eight categories. The reasons that were not classified into any motive categories

were such as *"to do the report," "for business purposes,"* and *"for gossiping."* Based on a random sample of 20% of the data, the intercoder reliability assessed by Scott's (1955) *pi* was .88. Then, the eight motive categories were verified for their statistical existence. Several statements from the participant's responses were selected to represent each motive and developed into a 5-point Likert scale for factor analysis in the second phase.

**Table 1  Categories of Motives for Using the Internet**

Categories of Motives for Using the Internet

| Motive Categories | Reported Reasons n (%) | Examples |
|---|---|---|
| Information searching & sharing | 132 (30.0) | To search for information |
| Interpersonal communication | 150 (34.2) | To talk with family and friends |
| Entertainment | 46 (10.5) | For entertainment |
| Networking | 38 (8.7) | To create social networking |
| Convenience | 24 (5.5) | Because it is convenience. |
| Economical | 21 (4.8) | Because it is cheap. |
| Passing time | 16 (3.6) | Because there is nothing else to do |
| Self-expression | 12 (2.7) | To write the diary about my life's experience |

*Notes.* $N = 184$. The total number of reported reasons was 439. Fifty-six reported reasons (12.7%) were not classified using the eight motive categories.

## Phase 2

### Sample and Procedure

The second phase used a quantitative approach to verify whether the emerging Internet communication motives existed statistically and to test the convergent validity of the Internet communication motives scale and the relationships between Internet affinity, Internet anxiety, the amount of Internet use, and demographics.

Purposive sampling was used to collect the data from Thai people who used the Internet (e.g., e-mail, chat rooms, instant messaging, blogs, and social networking sites). Participants completed the questionnaire that consisted of five sections: Internet communication motives, Internet use, Internet affinity, Internet anxiety, and demographics. Participants were informed to ensure about the confidentiality of their responses.

In the second phase, there were 257 participants. They were 174 females (67.7%) and 83 males (32.3%). Majority of participants (64.6%) ranged in age from 18 to 25 years old, followed by 33-39 (21.4%), more than 39 (5.8%), and 26-32 (4.6%). Majority of them were students (68.1%) and private company employees (12.1%). Majority of them (68.9%) had income less than 20,000 Baht. They spent approximately 91 minutes on instant messaging, 62 minutes on blogging and social networking sites, 57 minutes on e-mailing and general WWW sites 83 minutes on the average day.

## Measurement

*Internet communication motives.* Internet communication motives were operationalized as the reasons why people used the Internet for interpersonal and/or social communication. The Internet communication motives scale constructed in Phase 1 of the current study was used to measure a degree to which people rated their reasons for using Internet. It consisted of 26 items on a 5-point Likert scale ranging from *Strongly Disagree* (1) to *Strongly Agree* (5). For example, the items were: *I use the Internet...* "*to contact friends and family,*" "*to create social networking,*" and "*to find a new friends.*"

*Amount of Internet use.* Five items were developed to measure participants' Internet use in the amount of use. The first item asked about the number of minutes of the overall Internet use on the average day. Then, the next items asked the number of minutes each Internet function (e.g., instant messaging, blogs/social networking sites, e-mail, and WWW) used on the average day.

*Internet affinity.* Internet affinity was operationalized as the degree to which people prefer using the Internet. The Internet affinity scale was adapted from the Television Affinity Scale (Rubin, 1981) to assess participants' Internet affinity. The scale consists of 5 items on a 5-point Likert scale ranging from *Strongly Disagree* (1) to *Strongly Agree* (5). For example, the items were: "*Using the Internet is very important in my life,*" and "*If the Internet wasn't working, I would really miss it.*"

*Internet anxiety.* Internet anxiety was operationalized as the extent to which people's anticipation of fear evoked by using the Internet. The Internet anxiety scale (Joiner, Brosnan, Duffield, Gavin, Maras, 2007) was used to examine participants' anxiety when using the Internet. The scale consisted of 6 items on a 5-point Likert scale ranging from Strongly Disagree (1) to *Strongly Agree* (5). For example, the items were: "*I always feel anxious when using the Internet,*" and "*I go out of my way to avoid using the Internet.*"

## Results

### Internet Communication Motive Structure

Research Question 1 asked what motives for Internet communication among Thais were. First, the KMO and Bartlett tests were performed to determine sampling adequacy for conducting factor analysis and multivariate normality. The KMO value of .84 indicated that the correlation matrix was sufficient for factoring (George & Mallery, 2003). The significant Chi-Square (.000) showed that the data did not produce an identity matrix and approximately multivariate normal for further factor analysis. Then, factor analysis was conducted to verify the existence of the Internet communication motives. All 26 items were computed in a principal component analysis with a varimax rotation. A factor was retained based on the .50/.30 rule and when an eigenvalue was greater than 1.0. The factor

analysis generated seven factors that accounted for 64.00% of the total variance with 23 items retained (see Table 2).

**Motives 1: Social Networking,** accounted for 24.57% of the total variance (eigenvalue = 6.39). This factor reflected using the Internet for social networking, to find new friends, and to express themselves to others (Cronbach $\alpha$ = .77).

**Motive 2: Convenience,** accounted for 13.02% of the total variance (eigenvalue = 3.38). This factor reflected using the Internet because it is fast, convenience, and easy (Cronbach $\alpha$ = .80).

**Motive 3: Passing time,** accounted for 7.72% of the total variance (eigenvalue = 2.01). This factor reflected using the Internet for passing time when there is nothing else to do, and for recreation (Cronbach $\alpha$ = .76).

**Motive 4: Interpersonal communication,** accounted for 5.62% of the total variance (eigenvalue = 1.46). This factor reflected using the Internet for interpersonal communication (Cronbach $\alpha$ = .75).

**Motive 5: Entertainment,** accounted for 4.76% of the total variance (eigenvalue = 1.23). This factor reflected using the Internet to listen to music, to play games, and to watch movies (Cronbach $\alpha$ = .65).

**Motive 6: Economical,** accounted for 4.22% of the total variance (eigenvalue = 1.10). This factor reflected using the Internet because it is free and economical (Cronbach $\alpha$ = .60).

**Motive 7: Information searching and sharing,** accounted for 4.11% of the total variance (eigenvalue = 1.10). This factor reflected using the Internet for searching information and sending and receiving messages (Cronbach $\alpha$ = .50).

The most salient Internet communication motives among Thais were information searching and sharing, convenience, interpersonal communication, passing time, entertainment, economical, and social networking respectively.

Hypothesis 1 posed that Internet communication motives positively related to Internet affinity. Hypothesis 1 was partially supported. Convenience, passing time, interpersonal communication, and entertainment motives positively related to Internet affinity (see Table 3). The results indicated that people who used the Internet to gratify their convenience, passing time, interpersonal communication, and entertainment purposes tended to have their affinity toward using the Internet.

Research Question 2 asked how Internet communication motives were related to Internet anxiety. Pearson correlation showed that social networking motive positively related and interpersonal communication motive negatively related to Internet anxiety (see Table 3). The results showed that those who used the Internet for social networking purposes tended to be anxious when using the Internet. In addition, the more likely that people used the Internet to communicate interpersonally with others, the less likely that they would feel anxious when communicating.

Research Question 3 asked how Internet communication motives were related to the amount of Internet use. Pearson correlation showed that six Internet communication motives were significantly related to the amount of Internet use for each function. Social networking motive positively correlated to the amount of time spent on instant messaging, blogs/social networking sites. Convenience motive positively correlated to the use of instant messaging, blogs/social networking sites,

**Table 2  Factor Loadings for Internet Communication Motives**

| Scale Items | Factor Loadings | | | | | | |
|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| *Factor 1:Social Networking* ($\alpha$ = .79) | | | | | | | |
| To know a lot of people. | **.75** | -.01 | .25 | .08 | .01 | -.03 | -.10 |
| To create social networking. | **.74** | .28 | -.03 | .04 | .12 | .06 | -.12 |
| To create my web page or web blog. | **.72** | .01 | .03 | .01 | .41 | .13 | .13 |
| To share pictures with friends. | **.70** | -.08 | .29 | .27 | .01 | .01 | .10 |
| To write the diary about my life's experience. | **.67** | .00 | .09 | .13 | .00 | .08 | .03 |
| To find new friends. | **.66** | .07 | .08 | -.02 | .27 | .07 | -.16 |
| *Factor 2: Convenience* ($\alpha$ = .80) | | | | | | | |
| To obtain news information. | .14 | **.78** | .18 | -.01 | -.01 | -.08 | .19 |
| Because it is easy to communicate. | -.05 | **.76** | .05 | .28 | .13 | .16 | .03 |
| Because it is convenient. | -.01 | **.66** | -.04 | .32 | .10 | .32 | -.04 |
| Because it is a fast tool for communication. | .12 | **.60** | -.19 | .45 | .17 | .11 | -.04 |
| *Factor 3: Passing Time* ($\alpha$ = .76) | | | | | | | |
| Because there is nothing else to do. | .09 | -.09 | **.74** | -.08 | .30 | .17 | -.05 |
| Because I am bored. | .11 | -.08 | **.72** | .01 | .38 | .12 | -.12 |
| For recreation. | .27 | .21 | **.69** | .18 | .08 | .01 | .03 |
| To get entertaining | .15 | .16 | **.65** | .16 | .11 | -.13 | .25 |
| *Factor 4: Interpersonal Communication* ($\alpha$ = .72) | | | | | | | |
| To talk with friends and family. | .12 | .25 | .05 | **.75** | .03 | .02 | .02 |
| To contact friends and family. | .05 | .13 | .05 | **.75** | .04 | .01 | .12 |
| *Factor 5: Entertainment* ($\alpha$ = .65) | | | | | | | |
| To listen to music. | .16 | .11 | .21 | .09 | **-.74** | .01 | .04 |
| To play games. | .15 | -.08 | .32 | .02 | **.63** | -.03 | .08 |
| To watch television programs and movies | .20 | .32 | .24 | .03 | **.56** | -.06 | .13 |
| *Factor 6: Economical* ($\alpha$ = .63) | | | | | | | |
| Because it is free. | .13 | .04 | .19 | -.13 | -.18 | **.80** | .05 |
| Because it is cheap. | .04 | .29 | -.07 | .21 | .11 | **.76** | -.02 |
| *Factor 7: Information Searching and Sharing* ($\alpha$ = .52) | | | | | | | |
| To search for information. | -.17 | .01 | -.02 | .08 | .25 | .05 | **.83** |
| To receive and send information. | .01 | .46 | .11 | .23 | -.14 | .07 | **.60** |
| *Mean* | **3.12** | **4.27** | **3.94** | **4.16** | **3.73** | **3.69** | **4.98** |
| *SD* | **.85** | **.62** | **.77** | **.78** | **.84** | **.96** | **.44** |

*Notes.* $N$ = 257. The Kaiser-Meyer-Olkin (KMO) coefficient was .84. The Bartlett's test of sphericity coefficient was significant (.000).
Means were computed from a 5-point scale ranging from *Strongly Disagree* (1) to *Strongly Agree* (5) like the participants' own reasons for using the Internet.

e-mail, and WWW. Passing time motive positively related to the use of blogs/social networking sites, and WWW. Interpersonal communication motive positively related to instant messaging, blogs/social networking sites, e-mail. Entertainment motive positively related to blogs/social networking sites. Economical motive positively related to e-mail use (see Table 3).

**Table 3  Pearson Correlations: Interpersonal Communication Motives, Demographics, Amount of Use, Internet Affinity, and Internet Anxiety**

| | Social Networking | Convenience | Passing Time | Interpersonal Communication | Entertainment | Economical | Information Searching & Sharing | M | SD | Alpha |
|---|---|---|---|---|---|---|---|---|---|---|
| **Motives** | | | | | | | | | | |
| Social Networking | 1.00 | | | | | | | 3.12 | .85 | .79 |
| Convenience | .20** | 1.00 | | | | | | 4.27 | .62 | .79 |
| Passing Time | .40** | .06 | 1.00 | | | | | 3.95 | .77 | .76 |
| Interpersonal Communication | .22** | .56** | .30** | 1.00 | | | | 4.16 | .78 | .75 |
| Entertainment | .41** | .23** | .57** | .30** | 1.00 | | | 3.73 | .84 | .65 |
| Economical | .17** | .35** | .17** | .35** | .10 | 1.00 | | 3.69 | .96 | .63 |
| Information Searching & Sharing | -.04 | .34** | .09 | .31** | .15* | .17** | 1.00 | 4.72 | .44 | .52 |
| **Demographics** | | | | | | | | | | |
| Gender | -.90 | .02 | .01 | .10 | -.13* | .11 | .00 | 1.68 | 1.11 | |
| Age | -.21** | .23** | -.46** | .05 | -.39** | .10 | -.03 | 2.64 | .47 | |
| Income | -.23** | .18** | -.33** | .06 | -.37** | .08 | -.05 | 2.47 | 1.62 | |
| Education | -.21** | .15* | -.28** | .00 | -.23** | .01 | -.03 | 3.06 | .87 | |
| **Amount of Use** | | | | | | | | | | |
| Instant Messaging | .13* | .14* | .08 | .17** | .09 | -.02 | .09 | 91.38 | 135.84 | |
| Blogs/SNSs | .16* | .15* | .24** | .16* | .22** | .05 | .02 | 62.02 | 90.41 | |
| Email | .04 | .20** | -.05 | .14* | -.04 | .22** | .03 | 56.96 | 108.24 | |
| WWW | .08 | .17** | .15* | .04 | .10 | .00 | .08 | 82.90 | 97.99 | |
| Internet Affinity | .12 | .18** | .29** | .14* | .21** | .09 | -.01 | 3.56 | .61 | .83 |
| Internet Anxiety | .16* | -.11 | .07 | -.13* | .00 | -.00 | -.12 | 1.97 | .60 | .71 |

Note: $N = 257$. *$p < .05$; **$p < .01$.

For Gender, Male = 1, Female = 2. For Age, less than 18 = 1 =, 18 -25 = 2, 26-32 = 3, 33-39 = 4, 40-46 = 5, more than 46 = 6.

Research Question 4 asked how Internet communication motives were related to demographic variables, which were gender, age, income, and education. Pearson correlation indicated that convenience and passing time motives positively correlated to age, income, and education. Social networking motive negatively related to age, income, and education. Entertainment motive negatively correlated to gender, age, income, and education (see Table 3). The findings indicated that those who had higher age, income, and education tended to use the Internet for convenience and passing time. On the other hand, those who had lower age, income, and education tended to use the Internet for social networking and entertainment.

In sum, the findings showed seven Internet communication motives among Thais: social networking, convenience, passing time, interpersonal communication, entertainment, economical, and information searching and sharing. Moreover, Internet communication motives were associated with Internet affinity, Internet anxiety, the amount of use, and demographic variables. Several Internet communication motives: convenience, passing time, interpersonal communication, and entertainment positively correlated to Internet affinity. However, only social networking motive positively correlated to Internet anxiety. Furthermore, Internet communication motives were associated with demographic variables including gender, age, income, and education.

## Discussion

Two purposes of this study were to explore Internet communication motives and to verify and assess the validity of Internet communication motives construct. To answer the first research question, the content analysis and quantitative research were conducted to explore Internet communication motives. The findings indicated seven motives that reflected the reasons why Thai people used the Internet to communicate to others. The results of this study expand a U&G perspective to explain people's motivation to use the Internet in the non-Western context. Even though the Internet motives structure in this study was not differed greatly from other studies that conducted in the Western context (e.g., Papacharissi & Rubin, 2000; Pornsakulvanich et al., 2008), some new Internet motives have emerged such as social networking and information searching and sharing. It is plausible to assume that the emerging Internet motives come from the development of new Internet functions in the Web 2.0 era focusing on user-generated content. Hence, it is not surprised that information sharing and social networking are significant Internet communication motives among Thais.

Furthermore, Internet communication motives have been significantly verified through the examination of the associations between Internet communication motives and several variables: Internet affinity, Internet anxiety, the amount of Internet use, and demographics. All in all, the results of this study support the U&G perspective on the relationships among motivation, the amount of use, and communication outcomes. The results of this study indicated that people's motivation to use the Internet was related to their attitude toward using it. People who used the Internet for convenience, passing time, interpersonal communication, and entertainment would feel affinity toward using the Internet. Additionally, six motives were related to the amount of Internet use. Particularly, those who used the Internet for social networking, convenience, passing time, interpersonal communication, and

entertainment would spend more time using blogs and social networking websites. One surprising result of this study would be the positive relationship between social networking motive and Internet anxiety. This could be explained that those who used the Internet to build networking might be anxious of reactions and comments from their social networking. It is plausible to explain that reviews and comments (negative or positive) might impact their attitudes toward using the Internet and could make them anxious when using the Internet.

## Limitations and Future Directions

This study provided insight into the Internet communication motives construct and the evidence to suggest the validity of the Internet communication motives scale. However, there are several limitations to the current study. First, the preliminary stage of development of the scale showed the relationships among variables being studied. Nevertheless, the predictive associations among variables could not

been demonstrated in this study. Future research should extend this line of research by investigating the constructs such as the antecedent conditions (e.g., dispositions) that may influence Internet communication motives. According to U&G, people are different in their social and psychological conditions which may affect people's motivation to use media (Katz et al., 1974). Thus, this examination would provide fruitful information to understand what behind Thai people's Internet communication motives.

Second, Internet communication motives in the current study best reflected Internet motivation in the Thai context. Although the scale has been validated, employing the scale in other contexts should be in consideration. The Internet communication motives scale is in the preliminary stage of the development. Thus, future research should test this scale in different contexts and groups of Internet users to assure the validity and reliability of the scale across contexts and samples.
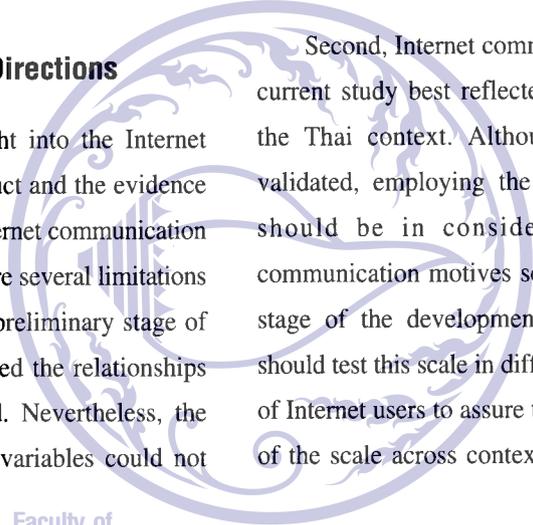
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