

Review of Factors Effecting Social Networks Acceptance among Graduate Students at Islamic Azad University of Ahvaz

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Abstract

This paper studies the factors that affect the acceptance of social network technology by students of Islamic Azad University of Ahvaz, Science and Research branch under framework of 'Davis Technology Acceptance Model'. The research method is descriptive - survey and data collection instrument is a questionnaire. Statistical population of the study is 8000, and sample size is 367 students selected in simple random way. The results of this study indicate that the factors of 'Davis Technology Acceptance Model' in the model framework are identified as factors affecting the technology acceptance and application of social networks. Factors affecting the acceptance of social network technology by students of Islamic Azad University of Ahvaz, Science and Research branch include external factors, perceived ease of use of social networks, perceived usefulness of social networks, attitude toward these of social networks, and intention to use social networks.

Keywords: Davis Technology Acceptance Model, Science and Research Branch, Social Networks, Students of Islamic Azad University of Khuzestan

1. Introduction

We live in the era of networks, our life has been linked with social networks. Communication networks have influenced all areas, meanings and concepts and generally everything. Network communications as 'the basis for human relationship' are transforming all human relationships. It makes world local and vice versa. These networks meet our need to communicate, exchange information and comments.

The term 'social network' is the subset of social media. Social media are major concepts that have emerged due to the formation of new communication networks such as Internet and mobile phones. Because the Internet has no place, social networks have been established on the interests of individuals and groups. In fact, social networks are based on public participation. The websites

of social network increasingly draw people to the online world by providing incentives and goals for activity in a media that had previously little charm. The main topics of this new media technology are the simultaneous use of online and digital facilities in connection with the audience. In this new relationship, their behaviors have changed in connection with the media and have changed from passive to an active audience. This two-way relation creates a modern structure in the new generation of media. In the new generation of media, applications in addition to being 'online' had the option of 'selection' by the audience as well.

With the increasing development of technologies in new organizations, its effects should be considered and the rate of acceptance by users should be determined based on the utility theory. Despite the development in information technology in the internet, especially

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in providing social network services, determining its efficacy and acceptance by the user is considered as the challenges ahead. Determining the success or failure of basic technology services, based on the rate of acceptance of technologies by the user and the user community is due to the fact that the control and use is mostly done by the technology user. The procedure of control by the user of new technology means that theorists of communications should go towards theories that acknowledge the interactive nature of new media¹⁴.

2. The Importance and Necessity of Research

Today, social networks have become new and important skills for all, even for those who do not even understand technology well. In recent years, access of millions of users around the world to media and social networks has caused this media to being the spotlight by modern societies and many people and are very popular especially among young people. The correct understanding of the media makes users to be more able to make useful and effective use of these tools. Using social network media like Facebook, MySpace, LinkedIn, and Tweeter for business and personal reasons has been increased in recent years. Further increase in business presence on the web to promote new ideas and products leads people to turn to social networks more.

Undoubtedly, the internet is one of the most influential human inventions in the last century. Internet, with its diverse functions and effectiveness, has affected the quality and efficiency of various aspects of human life. At the beginning, Internet started working as a mechanism for the exchange of information and scientific - research data and brought itself gradually as a communication tool to social realm. This new way of communication based on establishing a direct but not face to face relationship, actualized the citizenship concept of virtual world by eliminating the geographic borders. So that many believe that present and future state of human society will be decided through the development and expansion of virtual social networks. There are many views in explaining the tendency to virtual social networks and various sciences like psychology, medicine, sociology, computer, law and morality have examined this phenomenon from different aspects.

Given the importance of modern social media which play a role as an integral component in the development of

modern communication, it has different views on access and management of social networks. Therefore, it seems that the recognition of acceptance or rejection of modern social media and virtual networks can be effective in taking advantage of tools which positive and negative effects of them on further education and awareness of users is hidden. From this perspective, understanding the social networks is the most important step that can be taken to make maximum use of social media capacity in the interests of society. Therefore, it seems that we are more than ever in need of producing useful information and knowledge for a deep understanding of the mechanisms of content and context of websites using scientific methods.

Since, in recent years the debate on using social networks in the country is seriously proposed and governmental and non-governmental organizations have placed its application on their agenda with a fast motion, the importance of acceptance of social networks by users is more determined and the factors affecting the acceptance of technology in these networks should be investigated. By doing this research, and with regard to the factors affecting the acceptance of social networks, Azad University of Ahvaz can improve the students' will to use the networks which leads to the use of social networks. Doing this study, the researcher intends to help students and domestic and foreign designers of social networks to improve their use of social networks.

The technology acceptance model in banks, libraries, e-government, hospitals, e-learning, databases, computers, mobile learning, knowledge sharing, e-shopping, agricultural schools, Department of the Interior, broadcasting and distance learning, etc. were studied by researchers, so the researcher felt that by performing a research on the acceptance of social networks among students can help them. Hence, this study examines the factors affecting the acceptance of technology of social networks in students of graduate students in Islamic Azad University of Ahvaz who were studying in the academic year 2013-14.

3. The Overall Objective of Research

The overall objective of this study is to investigate the factors influencing the acceptance of social networks technologies in the graduate students of Islamic Azad University of Ahvaz. This study examines which factors

make the students of Islamic Azad University of Ahvaz to accept and use the Iranian and foreign social networks.

3.1 Research Questions

- Does a significant relationship exist between the external variables and perceived usefulness of social networks in graduate students of Islamic Azad University of Ahvaz?
- Does a significant relationship exist between the external variables and perceived ease of use of social networks in graduate students of Islamic Azad University of Ahvaz?
- Does a significant relationship exist between the perceived ease of use of social networks in graduate students of Islamic Azad University of Ahvaz and their perceived usefulness of social networks?
- Does a significant relationship exist between the perceived usefulness of social networks in graduate students of Islamic Azad University of Ahvaz and their attitudes towards the use of social networks?
- Does a significant relationship exist between the perceived ease of use of social networks in graduate students of Islamic Azad University of Ahvaz and their attitudes towards the use of social networks?
- Does a significant relationship exist between the perceived usefulness of social networks in graduate students of Islamic Azad University of Ahvaz and their intention to use social networks?
- Does a significant relationship exist between the attitude towards the use of social networks in graduate students of Islamic Azad University of Ahvaz and their intention to use social networks?
- Does a significant relationship exist between the intention to use social networks in graduate students of Islamic Azad University of Ahvaz and the use of social networks?
- Which one of the research independent variables we more effective on the dependent variable of using social networks?

4. Theoretical Principles and Literature Review

Today's world is based on communications and human behavior in the remotest parts of the planet is modeled by other people and undoubtedly over time, the instances of the global village of McLuhan shows its characteristics more than before. In this era, the way people communicate and influence is rapidly completed and further closes the relations between people of the world. If the domain of

communication was only the face to face and then writing letters, photos and movies have entered this growing area, these are now online and its effects will be felt in the least possible time. Membership in social networks is one of the modern forms of communication. To put simply, internet social networks are web pages that people can make friends by subscribing in these networks, to discuss and exchange ideas, and share images and videos they like and will have the opportunity to comment on their favorites and other's content, and they can publish contents according to their taste and viewpoint and even provide a holistic picture of themselves in the virtual world¹.

To improve themselves, organizations use technology-related methods and that's why the social networks play a significant role in promoting the organization's strategy. Meanwhile, organizations take great advantage of internet networks, because new strategies will be applied to it. For example, Kobi QBB which is an American company and delivers Korean foods to Los Angeles used Tweeter to enhance the quality of their products. In addition, an American shop called Sprinkles has branches in all States of America and has 94,000 fans on Facebook. Sprinkles promoted its products through Facebook (Blackshaw, 2010).

The term 'social network' with its modern form was first introduced in 1960 at the University of Illinois in the United States of America and then in 1997, the first social networking site called 'Six Degrees' allowed users to create profiles to enable them to make a list of friends. This site was stopped after three years due to failure. Then, in 2002, the explosion of commerce in social websites led to the creation of 'Friendster', 'Orkut' and 'LinkedIn' and the mushroom growth of these sites in the virtual space.

In 2004, social networking sites as Friendster with seven million users and MySpace with two million users owned the most users in this area. In this year, Facebook was launched by Mark Zuckerberg in Harvard University dorm.

2006 was the year of the spread users and visitors of social network sites. In this year, public access to Facebook was allowed, because, in the two years before, the site was only used as a pilot at Harvard University. Twitter was entered to the social network arena in 2006.

What has signified the presence of social networks and highlighted their impact is that they are welcomed by the internet users, so that daily, millions of people around the world join these networks and spend many hours of their lives surfing the social networks. Networks which resonates cultures, religions, traditions and lifestyles

of various people around the world to other places and change the lifestyles.

Today, social media are considered as a powerful new paradigm of communication which provide a good context for sharing knowledge. The sample of social media tools is the tools of social networks that using this tool, people can create personal profiles and pages and share texts or links. In addition, using these tools, people can follow other people's profiles and personal pages and be informed of programs, activities and content provided by them, and leave views and opinions about their contents. In fact, this tool accelerates the process of sharing knowledge or any kind of information Anari, Asemi and Riahi-nia² exchange.

Kafashan⁷ in an article entitled 'Application of technology acceptance theories in libraries information technology assessment: a materialistic approach', noted that since 1960s, information technologies have gradually influenced libraries and information centers largely, so that the shape and how to provide library services was led to its alternatives and self-service methods. Web technologies are considered as the latest channels of presenting services in libraries, in particular academic libraries that include a variety of services such as databases for access to journals, online catalog, information resources, electronic reference services, and so on. Currently, many academic libraries provide these services to their users, but as long as the users reject such services, they are unable to achieve their goals of design and cost of these technologies and cannot achieve its extensive and useful results.

Khorasani, Abdul-Maleki, Zahedi⁸ in a study entitled 'Factors affecting the acceptance of e-learning in students of Tehran University of Medical Sciences based on the technology acceptance model', suggest that the application of information technology in educational systems is an active educational process that draws modern education for effective contribution to the third millennium, but prior to its application, it should be tried to identify the factors affecting acceptance, productivity, utilization and application of this phenomenon. This study is done aiming to investigate the factors influencing the acceptance of e-learning in students of Tehran University of Medical Sciences, based on the Technology Acceptance Model in students of Tehran University of Medical Sciences.

Nazari¹⁰ in her study entitled 'Applying Rogers' Diffusion of Innovation theory to Accepting Online Databases at University Zone of Iran. The introduction of online access to electronic reference materials has changed the forms of information services provided by libraries

for their users. However, although electronic information sources are collected on a large scale by academic libraries, they are not used in the same scale. The main objective of this study is to find out the factors that affect the adoption and use of online databases. Rogers' diffusion theory was used to evaluate the effect of perceived innovation attributes of the online databases on the rate of adoption. The survey instrument was distributed to 351 faculty members from the 8th Zone of Islamic Azad University (IAU) in Tehra. This study confirms that the respondents perceived the relative advantage (Correlation Value 0.64), compatibility (Correlation Value 0.65), complexity (Correlation Value -0.57), trialability (Correlation Value 0.31), and observability (Correlation Value 0.53), all are related to adoption and use of online databases. The findings of the present study indicated that 49.28 percent of faculty members were early majority and over 60 percent of the faculty members accepted and used online databases, indicating the acceptance rate is average (3.67). Chen³ in a research entitled 'Application of Technology Acceptance Model in the passengers intending to use the Global Positioning System (GPS)' examined the factors influencing intention of passengers in using GPS products in car and evaluated the moderating effects of personal innovation in relation with attitude and behavioral intention. This research, based on technology acceptance model and unique features of GPS devices, designed a questionnaire and used experimental methods to collect data. The results of hierarchical regression showed that perceived ease of use had a significant positive effect on perceived usefulness. All usefulness, joy to perceive and perceived ease of use had significant positive effect on attitude toward the use. Attitude to use had a significant positive effect on behavioral intention. It moderates the relationship between attitude and behavior intention.

Mukunda Das⁹ performed a study entitled 'Using Technology Acceptance Model to measure teachers' attitudes towards the use of technology as a learning tool: Using SEM'. To complete the traditional education, in the last few years, the use of ICT applications and IT courses have been spread in India. However, few studies have been conducted on the acceptance of such new technologies among teachers. The research was conducted aiming to understand the mathematics teachers' attitude towards IT as an educational tool in schools in Kerala (India), using the technology acceptance model. Results showed that technology acceptance model is strong and appropriate that can be used as an effective tool in this case. The sample consisted of high school mathematics teachers

who it seems that they considered using computers in teaching mathematics is beneficial, but it was found that they were not familiar with using computers to teach. This showed that perceived ease of use had a significant impact on the perceived usefulness and attitude towards using information technologies in the education.

Park, Angel and Pobil¹¹ have performed a research aimed at identifying and assessing the psychological aspects of remote technology acceptance by users. The instrument used in this study was technology acceptance model with two external variables of perceived mobility and control. Researchers tested 409 participants to test the research model and structural equation of modeling as a method of analysis. The results showed that perceived mobility and control had a significant impact on perceived ease of use and usefulness of the remote technology acceptance. In addition, perceived usefulness is significantly influenced by the perceived ease of use of technology, also perceived usefulness and ease of use had effective roles in attitudes toward technology. Finally, the results showed that a clear perceived usefulness and attitude had a positive effect on intention to use remote Rauniar et al.¹³ conducted a study entitled 'Technology Acceptance Model and the use of social media: an experimental study on the Facebook'. The purpose of this study was to determine the intent of the person based on the ease of use of the most popular social network i.e. Facebook using the technology acceptance model. In this study, two factors of interaction with user and business strategies were added to technology acceptance model. The population of this study consisted of 398 Facebook users that the questionnaire was sent to them and collected via email. The results showed that the ease of use as well as user interaction and business strategies affect the use of social networks and behavioral intention. Finally, the researchers suggested that it is necessary to make some adjustments in technology acceptance model, so that a tool proper to them should be designed for any particular group, such as doctors, engineers etc.

5. Methodology

The present study was applied in terms of nature and descriptive – survey in terms of data collection methods.

5.1 Statistical Population

The research population consisted of all graduate and Ph D students of Islamic Azad University of Ahvaz who were

studying in the academic year 2012-14 who were 8000.

5.2 Sampling Method

It is a simple random sampling method and Krejcie and Morgan sampling table was used for sample size. The result of this calculation was 367 subjects. Seven questionnaires were excluded due to incompleteness. Finally, the research descriptive and inferential analysis was done based on 360 complete questionnaires.

The instrument used in this study was a combination questionnaire based on Davis Technology Acceptance Model and GPS acceptance model. To determine the content and face validity, the viewpoints of experts and scholars were used that the scale was confirmed 100% in terms of relevance of components and items relating to the subject. Cronbach's alpha was used for reliability test which results showed $\alpha = 90$.

5.3 Data Analysis

Frequency and frequency percentage of participants in the study are shown in table below according to their demographic characteristics

Table 1. Describing respondents based on demographic features

Statistical Indicators		Frequency	Frequency percentage
Demographic characteristics			
Age	20 to 30	137	38.1
	31 to 40	109	30.3
	41 to 50	100	27.8
	51 to 60	14	3.9
Sex	Female	243	67.5
	Male	117	32.5
Employ- ment status	Unemployed	191	53.1
	Employed	169	46.9
Income	No income	191	53.1
	Less than500.000	12	3.3
	500 to 1.000.000	92	6.25
	1 to 2 million	63	17.5
	More than 2.000.000	2	0.5
Degree	Master degree	311	67.5
	Ph.D.	117	32.5

5.3.1 First Question

Does a significant relationship exist between the external variables and perceived usefulness of social networks in graduate students of Islamic Azad University of Ahvaz?

Table 2. The correlation between external variables and perceived usefulness

Variable	Perceived usefulness of social networks	Significance level
External variables	0.743	0.000

As shown in Table 2, the correlation coefficient between the two variables is equal to 0.743, which represents the upper-middle and direct relationship. Since the observed significance level ($\text{sig} = 0.000$) is smaller than 0.01, the hypothesis is confirmed. That is, the higher the score of respondents in external variables, their score in perceived usefulness will also increase and vice versa.

5.3.2 Second Question

Does a significant relationship exist between the external variables and perceived ease of use of social networks in graduate students of Islamic Azad University of Ahvaz?

Table 3. The correlation between external variables and perceived ease of use

Variable	Perceived ease of use of social net works	Significance level
External variables	0.753	0.000

The data in Table 3 shows the correlation between external variables and perceived ease of use that accordingly the correlation coefficient between two variables is equal to 0.75. Since the observed significance level ($\text{sig} = 0.000$) is smaller than 0.01, the hypothesis is confirmed. That is, the higher the score of respondents in external variables, their score in perceived ease of use will also be increased and vice versa.

5.3.3 Third Question

Does a significant relationship exist between the perceived ease of use of social networks in graduate students of Islamic Azad University of Ahvaz and perceived usefulness of social networks?

The data in Table 4 shows the correlation between perceived ease of use and perceived usefulness that

accordingly, the correlation coefficient between the two variables is equal to 0.89, which represents a strong and direct relationship. Since the observed significance level ($\text{sig} = 0.000$) is smaller than 0.01, therefore the hypothesis is confirmed. That is the higher the score of respondents to perceived ease of use, the perceived usefulness will also be increased and vice versa.

Table 4. Correlation between perceived ease of use and perceived usefulness

Variable	Perceived ease of use of social networks	Significance level
Perceived usefulness	0.89	0.000

5.3.4 Fourth Question

Does a significant relationship exist between the perceived usefulness of social networks in graduate students of Islamic Azad University of Ahvaz and their attitudes towards the use of social networks?

Table 5. The correlation between perceived usefulness and attitude toward use

Variable	Perceived usefulness of social networks	Significance level
Attitude towards the use	0.898	0.000

The data in Table 5 show the correlation between perceived usefulness and attitude toward use that accordingly, correlation coefficient between two variables is equal to 0.898, which represents a strong and direct relationship. Since the observed significance level ($\text{sig} = 0.000$) is smaller than 0.01, therefore the hypothesis is confirmed. That is the higher the score of respondents to perceived usefulness variable, their score in attitude to use will also be increased and vice versa.

5.3.5 Fifth Question

Does a significant relationship exist between the perception of graduate students of Islamic Azad University of Ahvaz and their attitudes towards the use of social networks?

Table 6. The correlation between the perceived ease of use and attitude towards the use

Variable	Perceived ease of use of social networks	Significance level
Attitude towards the use	0.866	0.000

The data in Table 6 shows a correlation between perceived ease of use and attitude to use that accordingly, the correlation coefficient between the two variables is equal to 0.866, which represents a strong and direct relationship. Since the observed significance level ($\text{sig} = 0.000$) is smaller than 0.01, therefore the hypothesis is confirmed. That is, the higher the score of respondents to perceived ease of use, their score in attitudes toward use will be increased and vice versa.

5.3.6 Sixth Question

Does a significant relationship exist between the perceived usefulness of social networks in graduate students of Islamic Azad University of Ahvaz and intention to use social networks?

Table 7. The correlation between perceived usefulness and intention to use

Variable	Perceived usefulness of social networks	Significance level
Intention to use	0.907	0.000

The data in Table 7 show the correlation between perceived usefulness and intention to use that accordingly, the correlation coefficient between the two variables is equal to 0.907, which represents a strong and direct relationship. Since the observed significance level ($\text{sig} = 0.000$) is smaller than 0.01, therefore the hypothesis is confirmed. That is, the higher the score of respondents to perceived usefulness, the score of intention to use will also increase and vice versa.

5.3.7 Seventh Question

Does a significant relationship exist between the attitude to use social networks in graduate students of Islamic Azad University of Ahvaz and intention to use social networks?

Table 8. The correlation between attitude to use and intention to use

Variable	Attitude to use social networks	Significance level
Intention to use	0.923	0.000

Data in Table 8 shows the correlation between the attitude to use and intention to use that accordingly, the

correlation coefficient between the two variables is equal to 0.923, which represents a strong and direct relationship. Since the observed significance level ($\text{sig} = 0.000$) is smaller than 0.01, therefore the hypothesis is confirmed. That is, the higher the score of respondents in variable of attitude to use, their score in intention of use will also be increased and vice versa.

5.3.8 Eighth Question

Does a significant relationship exist between the intention to use the social networks in graduate students of Islamic Azad University of Ahvaz and their use of social networks?

Table 9. The correlation between the intention to use and use of social networks

Variable	Intention to use social networks	Significance level
Use of networks of social	0.800	0.000

Data in Table 9 shows the correlation between the intention to use and use of social networks that accordingly, the correlation coefficient between the two variables is equal to 0.800, which represents a strong and direct relationship. Since the observed significance level ($\text{sig} = 0.000$) is smaller than 0.01, therefore the hypothesis is confirmed. That is, the higher the score of respondents in variable of intention to use, their score in use of social networks will also be increased and vice versa.

5.3.9 Ninth Question

Which of the independent variables are more effective on the dependent variable of using social networks?

To find the answer of ninth question, multiple regression was used in two methods algebraic and step by step.

Table 10 shows the multiple regression for explaining the changes of variables of the use of social networks by the independent variables (external variables, usefulness of the social network and ease of use of social network, attitudes towards the use of social network and intention to use social networks). Given this table, multiple correlation coefficient (R) is equal to 0.954, which shows that the independent variables simultaneously 0.954 are related to dependent variable of use of social networks.

Table 10. Multivariable regression explaining changes of use of social networks by independent variables of research using algebraic approach

Statistics Predicting variables	B	Beta	T	sig	R	R Square	Adjusted R Square	F	sig
External variables	0.348	0.425	16.264	0.000					
Usefulness	0.717	0.797	18.806	0.000					
Ease of use	1.079	0.693	12.970	0.000	0.954	0.911	0.910	725.166	0.000
Attitude towards the use	0.047	0.022	-13.293	0.622					
Intention to use	-1.282	-0.940	0.493	0.000					

Table 11. Multivariate regression of explaining use of social networks by the independent variables using stepwise method

Statistics Predictor variables	B	Beta	T	sig	R	R Square	Adjusted R Square	F	sig
Intention to use	-1.257	-0.922	-15.362	0.000					
Usefulness	0.725	0.806	20.886	0.000					
Ease of use	1.071	0.688	13.131	0.000	0.954	0.911	0.91	908.334	0.000
External variable	0.347	0.424	16.294	0.000					

Coefficient of determination (R^2) indicates that the variables in the multiple regression model explain 91.1% of variability of the dependent variable of the use of social networks and the remaining variability of dependent variable is related to factors outside of our regression model.

F-statistics of regression model is equal to 725.166, that given the observed significance level which is less than 0.01 shows that the regression model is significant.

Standard impact factor of independent variable beta shows that the variable of intention to use social networks with standard impact factor -0.940 had the most significant effect on the dependent variable of the use of social networks, then the variable of usefulness with standard impact factor 0.798, ease of use of social networks with standard factor of 0.693, external variables with the standard factor 0.425 are ranked second, third and fourth, respectively. The variable of attitude to use had no significant impact on the dependent variable of use of social networks.

Table 11 shows the multivariable regression for explaining the variables of the use of social networks by research independent variables (external variables, usefulness of social network and ease of use of social networks, attitudes towards the use of social networks and intention to use social networks) using stepwise method. Accordingly, the independent variable of intention to use social network, usefulness of social networks and ease of use of social networks and external

variables were remained in the model. According to the table above, multivariate correlation coefficient (R) is equal to 0.954 indicating that the independent variables was simultaneously 0.954 correlated with the dependent variable of use of social networks.

Coefficient of determination (R^2) indicates that the variables in multivariable regression models explain 91.1% of variability of the dependent variable of use of social networks and the remaining changes of dependent variable is related to external factors of our regression model.

F-statistics of the regression model is equal to 908.334, given the observed significance level is less than 0.01 indicating that the regression model is significant.

Standard impact factor (Beta) of independent variables shows that the variable of use of social networks with standard impact factor -0.922 had the most significant effect on the dependent variable of the use of social networks and then the variable of usefulness with standard impact factor 0.725, ease of use of social networks with a standard factor of 0.688, external variables with the standard factor 0.424 are ranked second, third and fourth, respectively.

6. Discussion and Conclusion

Regarding the approval of nine research questions, it can be concluded that

Factors constructing the 'Davis Technology Acceptance Model' in the research have been identified in the model framework as factors influencing the acceptance and use of social network technologies. Factors affecting the acceptance of social network technologies by students of Islamic Azad University of Ahvaz include external factors, students' perceived ease of use, students' 'perceived usefulness of social networks, and students' attitude towards the use of social networks, intention to use and apply social networks.

Due to the approval of tests regarding the two main and constructing factors 'Davis Technology Acceptance Model' i.e. 'perceived ease of use' and 'perceived usefulness', it can be concluded that the more the social networks are useful for students in the research population to improve their job performance and easier in learning, they will be used more. In fact, these factors affect the students' attitudes toward the use of social networks and lead to use social networks. The result obtained is consistent with the results by Khorasani, Abdul Maleki, Zahedi⁸, Nazari¹⁰, Chen³, Mukunda Das⁹, Park, Angel and Pobil¹¹ and Rauniar et al¹³.

Due to the multiple regression analysis, we can conclude that the variables of intention to use social networks, usefulness, ease of use and external variables had the highest impact on the use of social networks, respectively.

7. Research Practical Recommendations

- The principals and authorities of Islamic Azad University of Ahvaz are recommended to organize courses to become familiar with social networks and Internet-related applications.
- The principals and authorities of Islamic Azad University of Ahvaz are recommended to provide ease of access to computers in more parts of university.
- The principals and authorities of Islamic Azad University of Ahvaz are recommended to trust students more in cyberspace, and tolerate more in filtering.
- The students of Islamic Azad University of Ahvaz are recommended to consider the criteria of being wise and desired in selecting groups in social networks and their impact on their future career.
- Creation and launch of healthy and useful social networks to combat the destructive social networks.
- Education and culturization for useful application of the internal and external social networks.

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