

differences between them – both the females and males use Facebook above all to contact with friends, follow recent events and activities of others.

The technological capabilities of Facebook have made it easy to search for people and become friends with them at a click of a button. It is also visible among the researched students, who reported a high number of Facebook friends ranging from 120 to 970, an average of 413.6 per account. Moreover, the number of friends is positively correlated with the need for popularity. Therefore, Santor et al. (2000) are right when saying that popularity involves being recognized or liked by a group of individuals (p. 165). A positive correlation was also found in the level of perceived enjoyment in using Facebook and the need for popularity, which confirms the hedonic nature of Facebook. On the other hand, there was no statistically significant correlation between the need for popularity and the level of activity on Facebook. It indicates the widespread nature of this phenomenon regardless of the need to be popular.

In summary, the need for fame and accessibility to a wide audience proved to be extrinsic motivators for a variety of activities on Facebook. Therefore, Facebook profile owners' popularity was manipulated via the number of friends, photos tagged, and the proportion of self – vs. friend-authored wall posts.

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