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Research on the Negative Influence of Mobile Social Network: A Case Study of Facebook

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Abstract

Nowadays, the use of mobile social network has occupied a number of user's daily life. The production of social network makes the user's life richer, and dating is not limited by time and space at all. On the other side, as for the mobile social network, the negative influence result from many respects, including the users' reliance on the mobile social network, their satisfaction about the mobile social network, the users' credibility to the mobile social network, the risk of mobile social network safety and so on. This research investigated the users' attitude and behavior of Facebook mobile; collected data by questionnaires, literature research and interviews; discussed the negative influence on the mobile social network; finally proposed suggestions for mobile social network. By the research, it focused on the issue of mobile social network's negative impacts on people's life and benefit to provide a reliable data and evidence to mobile social network, the conclusions also contribute to mobile social network study and practice in China.

Keywords: *Mobile social network Facebook Negative influence*

1. Introduction

The emergence of the Internet has made it easier for people to socially interact than ever before. Today, the most popular channel is Facebook with over 845 million users worldwide. As one of the largest social network, Facebook, a subscriber worldwide has reached 44%. Statistically speaking, by the end of March, 2014 from US, Facebook's daily active users are 802 million, of which, the number of mobile active users reached 609 million, an increase of 43%. From a financial situation, Facebook revenue in the first quarter of 2014 was $ 2.502 billion, it get a considerable increased accounted for 72 percent from $1.458 billion the same period last year, which accounted for around 59% of mobile advertising revenue in the first quarter revenue.

According to the Global Web Index data compiled in 2013, Facebook, as one of the largest social networks, has 44 percent of social network users in the world. United States statistics shows that by March 2014, Facebook has 802 million active users on a daily basis, with 609 million mobile active users, an increase of 43 percent over the previous year. Daily praise and comments on Facebook reach 3.2 billion. Additionally, Facebook registration and participation continue to multiply. In the process of Facebook's continuous maturity, some negative factors emerge as the number of users increase.

Although the use of mobile social networks gives amount of convenience and happiness for people, excessive use will produce a series of negative effects. We found that the low education – low income groups are the groups that use Facebook the most compared to the high education – high income groups. Facebook mobile is used as a case study in this paper. Based on research of mobile social network's negative impacts and

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data analysis, this paper makes responding observations and recommendations, which demonstrate a strong practical significance.

2. Literature Review

Through "six degrees of separation theory", it is not difficult to see that the rapid development of mobile social networks enables people to login social software on mobile phones so as to communicate with friends and buy things. Features of mobile social network are mainly embodied in the following three aspects: First, the authenticity of user sources are guaranteed through real-name registration. Users are required to use real names, real profile pictures, real personal information and real email address to register in social network. Second, incorporation of advantages of various Internet media makes it functionally more powerful. Third, it can sufficiently utilize various interpersonal communication methods in a decentralized way. "In the structure of social networks, any network node can produce and publish micro-content, and these content can flow into the network in non-linear ways."

Although the mobile social network has become one part of our life, it also do harm to our mental and physical. And it is necessary to know what and how negative impacts on people's life. A lot of scholars and researchers have done plenty researches on this issue.

Baker & Oswald (2010) proposed that social media can make people become more outgoing, so as to solve the problem of individuals varying in shyness. It is convenient to get close with friends.

Beasley & Haney (2013) published a book: Social Media and the Value of Truth. This book is mainly about the negative impact of social media resulting in life. It focuses on the authenticity and reliability of social media, as well as vulnerability of users' privacy. In addition, it also involves the impact of social media on young people's physical and mental health and increase vulnerability of users' privacy.

Beatty (2014) studied on how social media influences people's mental health and will lead to some uncivilized behavior like violence.

Rather (2013) focused on the impact of social media effect on the academic grades. Besides, there are lots of negative effects result in social media will be taken into consideration. It talked about social media is unnecessary because communicate in it is not quality for face-to-face interaction.

Kirschner & Karpinski (2010) proposed that Facebook is related to academic performance as measured by self-reported Grade Point Average (GPA) and few hours spent studying per week. It shows that Facebook users reported having lower GPAs and spend fewer hours per week studying than people who against use it.

This article studied the negative influence of mobile social network by a case study of Facebook, discussed Facebook mobile users' attitude and behavior by questionnaire survey and data analysis. It classified and analyzed factors contributing to social networks negative influence. This research aims to enhance users' awareness of personal information security and perceptions of mobile social network so as to reduce its negative impacts on people's life. Besides, it provides reliable data and cases for studies on mobile social network. The conclusion helps to reduce the negative impact of mobile social network, thus showing certain practical and theoretical values for the development of mobile social network in China.

3. Research Model and Assumptions

We discussed in the following aspects and proposed eight assumptions:

1) Users' dependency on Facebook

In the research on users' motives and behaviors in using mobile social network, Liu zhongyuan (2013) pointed out that with the development of the mobile Internet, social network mobile devices are used for social networking. More and more users notice

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mobile devices' advantage in portability and thus switch to mobile devices. Users' habits have changed over time. Based on this, this paper assumes that:

H1: Facebook users' dependence on Facebook is positively correlated with the perceived credibility.

2) Users' satisfaction with Facebook

American Consumer Satisfaction Index (ACSI) data shows that users' satisfaction with Facebook in 2013 scored 67 points; but in 2014, users' satisfaction with Facebook was the lowest among all evaluated software. Claes Fornell, Chairman and founder of the ACSI, said, "It is rare to see a growing industry has such a low level of user satisfaction." It can be seen that Facebook users' satisfaction directly affects its long-term prospects. With a decreasing level of user satisfaction, users do not have good experience in using Facebook. As a result, the perceived credibility is reduced. Based on this, this paper assumes that:

H2: Users' satisfaction with Facebook is positively correlated with perceived credibility.

3) Users' consumption inclination after using Facebook

Advertising on Facebook can have unexpected publicity effect of word of mouth, allowing users to accept advertising in a non-force manner. Many users start to use a product through friends' recommendation on Facebook and continue to recommend it to others. Just like Sandberg says: "Marketers know that the best way to sell products is to get your friends to sell, and this is exactly what Facebook users are doing all day long. We have achieved effective mass word of mouth marketing for the first time." Shown in a Nielsen survey, if information contained in the advertising is relevant with a person that users know, they will have a deeper impression on this advertisement and their memory of this advertisement will increase by 68 percent. Users like to share the product or service they see with friends. Out of trust between friends, people will review and take it into consideration, and finally make decisions on consumption.

Meanwhile, users who use the recommended products on Facebook cannot determine the expected quality and thus have uncertainty about the product. If users consume more on Facebook, they have lower uncertainty of products and have less perceived risks. Therefore, this paper assumes that:

H3: Users' consumption inclination after using Facebook is positively correlated with the perceived credibility.

H4: Users' consumption inclination after using Facebook is negatively correlated with perceived risks.

4) Users' security in using Facebook

Forty-six Things We Have Learned From Facebook by Kashmir Hill (2013) shows that Facebook can not only sells users' privacy information to advertisers, but also can use these data to influence the users' emotional state so as to achieve a specific objective. Users can incur safety hazards by adding strangers to friend list on Facebook. Meanwhile, it becomes more and more common to link to other software through the Facebook account. Therefore, using the mobile social network for online shopping has great risks, most of which are caused by adding strangers as friends. Therefore, the study on perceived risks of online consumption should start with users' attitude of adding strangers as friends. Meanwhile, the higher the users' security in using Facebook is and the better for the information protection is, then the lower for the perceived risk will be. Therefore, this paper assumes that:

H5: Users' security in using Facebook is positively correlated with the perceived credibility.

H6: Users' security in using Facebook is negatively correlated with perceived risk.

5) The perceived credibility

Perceived credibility refers to the level of information reliability that users perceive. Under normal circumstances, the perceived credibility is positively correlated with trust.

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Users make friends and buy shared products through mobile social network. Users' gradual dependence on and satisfaction with Facebook makes them trust the marketed products and comments on Facebook more. However, negative impact of mobile social networks emerges over time. Shuman Gesimaijiamude, former Google engineers, once said: Facebook's fraud comes in many forms. False information pages are easy to set up. With the facilitation of computers, hundreds of such pages can appear at the same time. Real users are often convinced to befriend with them and help to spread malicious software. When users' perceived credibility increases, the perceived risk will be reduced. Therefore, this paper assumes that:

H7: The higher users' perceived credibility is, the smaller the negative impact will be on them.

6) The perceived risk

The perceived risk refers to the strong uncertainty users feel for the products and service they buy when consuming on the mobile social network, which can result in less satisfaction for consumers. Online shopping through mobile social network has very high risks. The higher the risk is, the greater the uncertainty perceived for online shopping, which is not conductive to the development of mobile social network. Therefore, negative effects on using social network emerge. The latest United States "Consumer Report" points out that many adults like to post their children's photos and private information such as home address or contact on Facebook, which can result in higher risk for information leakage. It is recommended that when using the social network site like Facebook, children's pictures and travel time should be avoided. Also, children should not be allowed to use Facebook without supervision. Therefore, this paper assumes that:

H8: The higher users' perceived risk is, the greater the negative effect is on users.

After the literature review, we propose that users' dependency on Facebook, their satisfaction in using Facebook and their consumption inclination after using Facebook are three factors influencing social network use. In this model, users' safety in using mobile social network refers to Facebook's security, while the intermediate variables are perceived credibility and perceived risks, the dependent variable is negative impacts on users. The model described above is shown in the following Figure:

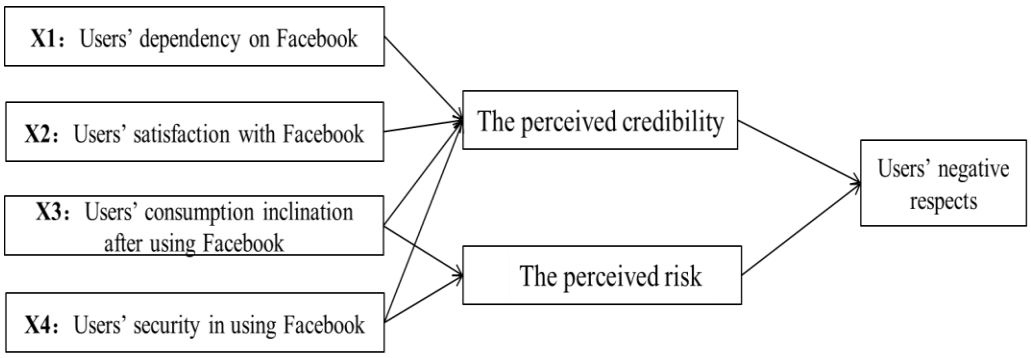

Figure 1. Research Model

4. Empirical Studies on the Model

4.1 Data Collection Procedure

Based on the research hypotheses and model, the questionnaires designed for this paper, it is divided into two parts: the first part includes the basic information of the respondents, e.g. gender and age; in the second part, respondents are required to complete the questionnaires according to their actual employment of Facebook. With a five-level scale, it measures the frequency of users' utilizing different Facebook function modules to rate users' dependency on Facebook. In addition, users' satisfaction with Facebook,

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consumption inclination to products promoted and security in using Facebook are also measured through multiple-choice questions. The questions are arranged as follows:

Table 1. Variables and Questionnaires

Users' dependency on Facebook mobile	On average, about how much time per day do you spend on the Facebook mobile?
	On average, how many times per day do you check Facebook mobile?
	I feel out of touch when I haven't logged onto Facebook mobile for a while.
	I usually use Facebook mobile to play games.
	I usually use Facebook mobile to share links.
	I usually use Facebook mobile to post status updates.
	I usually use Facebook mobile to send private messages.
	I usually use Facebook mobile to post photos and videos.
Users' satisfaction with Facebook mobile	How much more time does Facebook mobile allow you to interact with your friends, including those that are separated geographically?
	Facebook mobile can gives me complete information according to my desire.
	I am proud to tell people I'm on Facebook mobile.
Users' consumption inclination after using Facebook mobile	I will concern more details about the products are sharing on Facebook mobile.
	I assume that products sharing on Facebook mobile are value to buy.
Users' security in using Facebook mobile	Last 3 months, I initiated lots of strangers to add as friends.
	Would you accept strangers who added you as friends on Facebook mobile?
	Do you always use Facebook mobile's ID log into other apps?
The perceived credibility	I will concern the comments on Facebook mobile before what I say.
	The comments on Facebook mobile changed my train of thought.
	I assume my friends put products/services on Facebook mobile are worth to check.
The perceived risk	I doubt the products/services I bought on Facebook mobile were unpredictable.
	The products/services I bought on Facebook mobile were dissatisfied.
Negative impacts	I feel tired in the morning if I login Facebook mobile too much time in midnight.
	By login Facebook mobile my data was exposed, and gave me a troubled life. (for example. call for promote their products/services)
	By login Facebook mobile, my grades dropped gradually.

We took the questionnaire on Facebook mobile survey to people who live in Winnipeg, Manitoba, Canada. Finally, 138 pieces of questionnaire are available to analyze. The effective rate is account for 92% in total.

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4.2 Data Analysis

4.2.1 Descriptive Statistics Analysis

Gender: As the mobile social network gradually develops, the convenience of cross-over has become the principal factor for users. Compared with male respondents, female respondents make friends online and conduct online consumption more frequently. In this survey, there are 52 male respondents and 86 female respondents, accounting to 37.7% and 62.3% of the total respectively. The female respondents outnumber their male counterparts, which is in line with the gender characteristic of users in the social mobile network.

Age: The age groups of this survey are separated into four: according to the statistics, there are 6 interviewees under the age of 18, 96 aged between 18 and 22, 28 aged between 23and 28, and 8 aged over 28. Among the four groups, the number of people aged between 18 and 22 is higher than any other group, making up 69.6% of the total. This conforms to the group characteristic that most of the respondents are university students.

4.2.2 Credibility analysis

Credibility is also known as reliability. Based on Cronbach's Alpha coefficient, this paper evaluates the reliability of the questionnaire data. It employs SPSS19.0 to perform credibility analyses on 7 scales and works out the Cronbach's Alpha shown as follows:

Table 2. Credibility Analysis Results

Variable	Cronbach's Alpha	Options
Users' dependency on Facebook	0.814	8
Users' satisfaction with Facebook	0.840	3
Users' consumption inclination after using Facebook	0.739	2
Users' security in using Facebook	0.871	3
The perceived credibility	0.865	3
The perceived risk	0.839	2
negative impact	0.712	3
total	0.841	24

4.2.3 Validity Analysis

The validity of data can be well assessed through validity analyses including KMO and Bartlett statistics. To begin with, the paper tests the variables based on KMO and Bartlett tests. The results are reflected as follows:

Table 3. Validity Analysis Results

KMO & Bartlett

Kaiser-Meyer-Olkin measurement		.876
Bartlett's Test	chi-square	671.806
	Df	253
	Sig.	.000

Based on the results of the chart above, maximum variance method is adopted to rotate the factor matrix. The results can be shown as follows:

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Table 4. Factors Analysis Results

	Factors						
	1	2	3	4	5	6	7
Users' dependency on Facebook 1	**.722**	.242	.053	.357	.118	.035	.544
Users' dependency on Facebook 2	**.638**	.103	.427	.198	.254	.246	.376
Users' dependency on Facebook 3	**.608**	.290	.074	.162	.159	.244	.152
Users' dependency on Facebook 4	**.703**	.042	.633	.164	.243	.107	.188
Users' dependency on Facebook 5	**.675**	.251	.352	.413	.036	.094	.023
Users' dependency on Facebook 6	**.685**	.060	.558	.120	.193	.016	.121
Users' dependency on Facebook 7	**.615**	.110	.362	.028	.129	.112	.018
Users' dependency on Facebook 8	**.677**	.095	.069	.169	.072	.414	.097
Users' satisfaction with Facebook 1	.407	**.583**	.164	.321	.339	.161	.514
Users' satisfaction with Facebook 2	.583	**.553**	.236	.108	.021	.176	.078
Users' satisfaction with Facebook 3	.465	**.629**	.234	.090	.134	.139	.102
Users' consumption after using Facebook 1	.338	.103	**.627**	.198	.254	.173	.376
Users' consumption after using Facebook 2	.304	.212	**.677**	.092	.127	.162	.349
Users' security in using Facebook 1	.616	.179	.309	**.503**	.047	.286	.352
Users' security in using Facebook 2	.268	.029	.427	**.505**	.018	.072	.385
Users' security in using Facebook 3	.519	.191	.141	**.517**	.218	.025	.046
The perceived credibility 1	.560	.403	.055	.210	**.747**	.021	.027
The perceived credibility 2	.656	.076	.103	.201	**.716**	.023	.257
The perceived credibility 3	.685	.009	.038	.077	**.781**	.338	.155
The perceived risk 1	.364	.740	.237	.113	.133	**.621**	.169
The perceived risk 2	.271	.335	.111	.382	.107	**.589**	.210
negative impact 1	.676	.194	.117	.297	.049	.286	**.690**
negative impact 2	.389	.713	.355	.090	.108	.077	**.651**

From the chart above, we can see that seven factors are drawn through the factor analyses, namely users' dependency on Facebook, satisfaction with Facebook, consumption inclination on products promoted on Facebook, security, perceived credibility, perceived risks and negativity, which all well gather and form sound construct validity.

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4.2.4 Correlation Analysis

Through correlation analyses, we can observe whether there exists correlation management between variables. Based on Pearson's correlation coefficient, the paper conducts correlation analyses on variables and assesses the correlation between variables according to the value of |r|. The analyses results can be shown as follows:

Table 5. Correlation Analysis Results

		Users' dependency on Facebook	Users' satisfaction with Facebook	Users' consumption after using Facebook	Users' security in using Facebook	The perceived credibility	The perceived risk	negative impact
Users' dependency on Facebook	Pearson correlation	1	.532**	.469**	.522**	.503**	.426**	.424**
	Sig.(-tailed)		.000	.000	.000	.00	.000	.000
	N	138	138	138	138	138	138	138
Users' satisfaction with Facebook	Pearson correlation	.532**	1	.425**	.629**	.512**	.420**	.465**
	Sig.(-tailed)	.000		.000	.000	.000	.000	.000
	N	138	138	138	138	138	138	138
Users' consumption after using Facebook	Pearson correlation	.469**	.425**	1	.595**	.458**	-.514**	.472**
	Sig.(-tailed)	.000	.000		.000	.000	.000	.000
	N	138	138	138	138	138	138	138
Users' security in using Facebook	Pearson correlation	.522**	.629**	.595**	1	.505**	-.557**	.495**
	Sig.(-tailed)	.000	.000	.000		.000	.000	.000
	N	138	138	138	138	138	138	138
The perceived credibility	Pearson correlation	.503**	.512**	.458**	.505**	1	.433**	-.548**
	Sig.(-tailed)	.000	.000	.000	.000		.000	.000
	N	138	138	138	138	138	138	138
The perceived risk	Pearson correlation	.426**	.420**	-.514**	-.557**	.433**	1	.523**
	Sig.(-tailed)	.000	.000	.000	.000	.000		.000
	N	138	138	138	138	138	138	138
negative impact	Pearson correlation	.424**	.465**	.472**	.495**	-.548**	.523**	1
	Sig.(-tailed)	.000	.000	.000	.000	.000	.000	
	N	138	138	138	138	138	138	138

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In the analyses, we can see that the correlation coefficient between users' dependency on Facebook and perceived credibility is 0.503; the correlation coefficient between users' satisfaction with Facebook and perceived credibility is 0.512; the correlation coefficient between users' consumption inclination to buy products promoted on Facebook and perceived credibility is 0.458; and the correlation coefficient between users' security in using Facebook and perceived credibility is 0.505. Based on the assessment standard of correlation, users' dependency on Facebook, satisfaction with Facebook, consumption inclination to products promoted on Facebook and security in using Facebook are highly relevant with perceived credibility in the two-tailed test with a level of 0.01significance. Also, since the correlation coefficient between perceived credibility and negativity is -0.548, we can observe that perceived credibility is closely related with the degree of negativity.

Meanwhile, the correlation coefficient between users' consumption inclination to products promoted on Facebook and perceived risks is -0.514; the correlation coefficient between users' security in using Facebook and perceived risks is -0.557. According to the assessment standard of correlation, users' consumption inclination and security in using Facebook are both closely related to perceived credibility in the two-tailed test with a level of 0.01significance. The correlation coefficient between perceived risk and negativity is 0.523, which reflects the obvious relevance between perceived risk and negativity.

4.2.5 Regression Analysis

1) The First Regression: taking users' dependency on Facebook, satisfaction with Facebook, consumption inclination to products promoted on Facebook and security in using Facebook as independent variables as well as perceived credibility as dependent variables we can come up with the following results:

Table 6. Regression Analysis Results(a)

	R	R2	Adj R2	Error of standard estimation
1	.866[a]	.751	.747	.20149
2	.639[b]	.593	.581	.16265
3	.578	.428	.417	.35458
4	.599	.459	.447	.27004

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coefficient [a]

		Non standardized coefficient		standardized coefficient		
		B	Standard error		t	Sig.
1		2.129	.185		8.126	.000
	Users' dependency on Facebook	.492	.066	.478	8.319	.000
2		1.776	.168		7.461	.000
	Users' dependency on Facebook	.343	.071	.372	4.842	.000
	Users' satisfaction with Facebook	.209	.055	.291	3.791	.000
3		1.607	.173		6.716	.000
	Users' dependency on Facebook	.188	.087	.204	2.170	.000
	Users' satisfaction with Facebook	.203	.054	.283	3.768	.000
	Users' consumption after using Facebook	.212	.071	.253	2.975	.001
4		1.487	.175		5.793	.000
	Users' dependency on Facebook	.178	.079	.194	2.084	.000
	Users' satisfaction with Facebook	.196	.052	.227	3.157	.000
	Users' consumption after using Facebook	.183	.068	.241	2.399	.001
	Users' security in using Facebook	.188	.063	.249	2.312	.003

a. The perceived credibility

From the above chart, the correlation coefficient R totals 0.559, which suggests the close correlation between independent variables and dependent variable. Apart from that, the sig. values of users' dependency on Facebook, satisfaction with Facebook, consumption inclination to products promoted on Facebook, security in using Facebook stand at 0.000, 0.000, 0.001 and 0.003 respectively, which are all below the significance level of 0.05. Therefore, users' dependency on Facebook, satisfaction with Facebook, consumption inclination to products promoted on Facebook and security in using Facebook are all highly correlated with perceived credibility, which confirms Hypotheses 1, 2, 3, 5 of the paper:

H1 Confirmed: Users' dependence on Facebook is positively correlated with the perceived credibility.

H2 Confirmed: Users' satisfaction with Facebook is positively correlated with perceived credibility.

H3 Confirmed: Users' consumption inclination after using Facebook is positively correlated with the perceived credibility.

H5 Confirmed: Users' security in using Facebook is positively correlated with the perceived credibility.

2) The Second Regression: taking users' consumption inclination to products promoted on Facebook and security in using Facebook as independent variables as well as perceived risk as dependent variables we can come up with the following results:

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Table 7. Regression Analysis Results (b)

	R	R2	Adj R2	Error of standard estimation
1	.587[a]	.450	.437	.21081
2	.516[b]	.423	.413	.18643

coefficient [a]

		Non standardized coefficient		standardized coefficient		
		B	Standard error		t	Sig.
1		1.347	.270		1.286	.000
	consumption inclination to products promoted on Facebook	-.670	.066	-.478	-3.440	.000
2		1.142	.231		1.031	.000
	consumption inclination to products promoted on Facebook	-.612	.059	-.386	-2.864	.000
	security in using Facebook	-.573	.052	-.294	-2.680	.001

From the above chart, the correlation coefficient R totals 0.516, which suggests the close correlation between independent variables and dependent variable. Apart from that, the sig. values of consumption inclination to products promoted on Facebook, security in using Facebook stand at 0.000 and 0.001 respectively, which are all below the significance level of 0.05. Therefore, users' consumption inclination to products promoted on Facebook and security in using Facebook are all highly correlated with perceived risk, which confirms Hypotheses 4, 6 of the paper:

H6: Users' security in using Facebook is negatively correlated with perceived risk.

H4: Users' consumption inclination after using Facebook is negatively correlated with perceived risks.

3) The Third Regression: taking users' perceived credibility and perceived risk as independent variables as well as negative impact as dependent variables we can come up with the following results:

Table 8. Regression Analysis Results (c)

Model	R	R2	Adj R2	Error of standard estimation
1	.623[a]	.488	.469	.21644
2	.562[b]	.431	.418	

coefficient [a]

		Non standardized coefficient		standardized coefficient		
		B	Standard error		t	Sig.
1		.741	.107		7.205	.000
	perceived credibility	-.598	.074	-.533	-2.219	.003
2		.693	.089		6.209	.000
	perceived credibility	-.537	.067	.489	-1.977	.003
	perceived risk	.611	.073	.476	2.575	.012

From the above chart, the correlation coefficient R totals 0.562, which suggests the close correlation between independent variables and dependent variable. Apart from that, the sig. values of perceived credibility and perceived risk stand at 0.003 and 0.012 respectively, which all below the significance level of 0.05. Therefore, users' perceived

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credibility and perceived risk are all highly correlated with negative impact, which confirms Hypotheses 7, 8 of the paper:

H7: The higher users' perceived credibility is, the smaller the negative impact will be on them.

H8: The higher users' perceived risk is, the greater the negative effect is on users.

5. Conclusions and Suggestions

With statistics analyses based on the research model, hypotheses, questionnaire and collected data, the paper concludes the results of the hypotheses testing:

Through the descriptive statistics analyses, credibility, validity, correlation and regression analyses on collected data with SPSS19.0, the paper reaches the following conclusions:

(1) Users' dependence on Facebook is positively correlated with the perceived credibility. The research shows that when users engage in the mobile social network more frequently with more specific applications, their perceived credibility towards the network will get higher.

(2) Users' satisfaction with Facebook is positively correlated with perceived credibility. Their satisfaction with Facebook refers that the applications of Facebook can satisfy their needs, including chatting, sharing moments, game, location and video. To some extent, these applications meet the psychological needs of people, thus rendering the mobile social network more reliable.

(3) After using Facebook, users tend to have consumption inclination which is positively correlated with the perceived credibility. Through the mobile social network like Facebook, when friends share individual moments, users will pay more attention to their friends' recommendation on products and services. Whether their comments are positive or negative, they will exert impact on users' choice. When the products and services recommended by users' friends show high cost-performance, users will believe the comments are more professional and credible and thus conduct consumption.

(4) Users' consumption inclination after using Facebook is negatively correlated with the perceived risk. As the above conclusion suggests, users tend to believe their friends' comments are more professional and credible and thus conduct consumption if their friends' recommendation show high cost-performance. As a result, users have a relatively complete understanding of the uncertainty of the products, hence lowering the uncertainties of their consumption. In a word, the stronger the consumption inclination is, the lower the perceived risk will be.

(5) Users' security in using Facebook is positively correlated with the perceived credibility. In the mobile social network, users usually bind on their accounts and codes for the convenience of logging in other software. Also, users are inclined to enlarge their circle of friends by adding strangers' contacts. If they share common friends with the new friends and the software binding displays higher security coefficient, the perceived credibility will be higher as well.

(6) Users' security in using Facebook is negatively correlated with the perceived risk. Based on the Conclusion (5), when adding new contacts and binding accounts to log in, users pay more attention to the relationship between their new friends and acquaintances and evaluate the software they are going to log in. The higher the security coefficient is, the lower the perceived risk will be.

(7) The higher the perceived credibility of users' using the mobile social network is, the less negative influence on users will be. If the users' dependency on mobile social network, satisfaction with the network, purchasing power and security grows, the credibility of the mobile social network will grow. Meanwhile, the information of users can be well reserved, thus lowering the negativity of the mobile social network.

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(8) The higher the perceived risk of users' using the mobile social network becomes, the greater negativity on users will be. When conducting consumption on Facebook, users tend to assess the perceived risks. When the uncertainties of the products grow, there will emerge higher perceived risk, which will generates prejudices of recognition and exerts respective negative influence.

Accordingly, we can give some suggestions for Mobile Social Network from four aspects:

(1)Suggestions of users' dependency on Facebook

1) Corrected the intended of use mobile social networks. Reduce wasting the time by play games and shopping online.

2) Training some other interests and hobbies in order to establish the second class, it is good for self-improvement and development.

(2)Suggestions of users' satisfaction with Facebook

1) Increase Facebooks' function, add the circle photograph function based on original chat, and share. That's allowed the users to feel the benefits brought by Facebook, help them deal with interpersonal relationships.

2) Pay more attention to Facebook web design, and make them friendly interface. Therefore, the web design will be more innovative and attract more people than before.

(3)Suggestions of users' consumption inclination after using Facebook

1) It is important to confirm the safety situation if the address of the network market as a hyperlink.

2) It is recommended that users perform log into B2C or C2C online shopping, such as Taobao, Jingdong Mall which can get more comments on the website and faster than Facebook.

(4)Suggestions of users' security after using Facebook

1) To enhance the user's awareness of personal information privacy, and enhance the user's perception of trust.

2) Avoid users take simple message such as birthday as a password. Avoid use the same password to apply for the same mailbox number of network applications.

(5)Suggestions of mobile social networks in China

1) Use their own name to register the mobile social networks; it is easy for their friends to find the online immediately.

2) Explore the networks might be more suitable for all ages, various social roles of mobile social networking platform, which is not confined to a particular population.

In conclusion, this article studied the negative influence of mobile social network by a case study of Facebook. As more and more people are relying on virtual social network, the results and suggestions are significant and important to people's life. It has made a value-added contribution to the related scientific research and practical applications.

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