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News Consumption through SNS Platforms: Extended Motivational Model

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The emergence of new media technologies has redefined how people, particularly the youth, are exposed to the news. Social networking sites (SNS), in particular, have widely changed the manner in which news is consumed. SNS platforms have emerged as news sources where people engage in several activities such as sharing, commenting and discussing news with peers, acquaintances and family members. Thus, drawing on the extended version of the motivational model, this study attempts to determine contributing factors. Using a stratified random sampling procedure, this study compiles a sample from leading higher education institutions in a Sub-Saharan African country. The data are then analysed using a structural equation modelling technique with SmartPLS software and the both the validity and reliability indexes are reported. The findings suggest that students' attitude towards news consumption (ATT) via SNS platforms is influenced directly by perceived usefulness (PU), perceived enjoyment (PE) and subjective norms (SN) and indirectly by PE and SN factors. In addition, PU and PE are positively predicted by SN. Furthermore, ATT directly predicts SNS news consumption (SNC), while PU, PE and SN indirectly contribute to SNC.

Keywords: News consumption, social networking sites, motivational model, structural equation modelling

The emergence of new media technologies, particularly the Internet, had reshaped the manner in which people communicate with each other and obtain news and information. The Internet serves as a new platform for communication with diverse people from various geographies and news consumption among numerous segments of the world (Flanagin & Metzger, 2000). Early studies on the Internet have sufficiently documented motives that drive its usage, including news portal surfing, the seeking of specific knowledge and information, personal and business communication and entertainment (Flanagin & Metzger, 2000; Papacharissi & Rubin, 2000).

With the ever-expanding terminologies and accelerated advancements in the Internet domain, the concept of social networking sites (SNS) emerged in the early years of this millennium. This concept has been newly defined as 'a networked communication platform in which participants (i) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-provided data; (ii) can publicly articulate connections that can be viewed and traversed by others; and (iii) can consume, produce, and/or interact with streams of user-generated content provided by their connections on the site' (Ellison & Boyd, 2013, p. 156).

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SNS platforms predominantly facilitate social interactions, information sharing and communication through the Internet (Cheung, Chiu, & Lee, 2011) and allow users to share content through multiple channels (Ellison & Boyd, 2013). Sites such as Facebook, Twitter, Myspace and Google Plus have been described as social connection-based websites whose primary objective is to allow users to reunite with old friends and build new relationships (White, 2012).

Recently, there have been an increasing number of publications focusing on the SNS phenomena on the basis of various perspectives and theories. Studies on the adoption of SNS platforms suggest that users are mainly driven by entertainment, information seeking, social interactions, the need to pass their time, interpersonal utility and the desire to keep in touch with family and friends (Aladwani, 2014; Dhaha & Igale, 2013; Dunne, Lawlor, & Rowley, 2010). Even though these platforms were principally designed for social interaction, recent studies contended that these platforms are also used for instrumental activities such as learning, business transaction and news consumption particularly among the younger generations (Media Insight Project, 2015; Xu, Ryan, Prybutok, & Wen, 2012).

The recent literature also comprises considerable periodical reports and publications on online news consumption, particularly SNS news consumption (Aref, 2013; Associated Press, 2014; Freeman, 2013; Media Insight Project, 2015; Ofcom, 2015; Petty, 2016; Pew Research Center, 2016; Reuters Institute For the Study of Journalism, 2016). They highlight that SNS platforms, such as Facebook and Twitter, have emerged as news sources for various segments of internet users, particularly in advanced nations such as the United States of America, the United Kingdom, Japan, and Australia.

However, despite the number of reports and publications on the subject, few of them are guided by theory. Here as well, most prior studies on news motives predominantly depend on the use and gratifications approach, whose explanatory power remains limited. Therefore, these studies fail to consider the potential impact of technology acceptance theories and models when explaining online news consumption through SNS platforms. Importantly, SNS news consumption and attitude towards SNS news are yet to be empirically and comprehensively investigated.

Against this background, the primary objective of this study is to determine factors influencing attitudes towards SNS news and SNS news consumption while drawing on an extended version of the motivational model. In doing so, it attempts to examine the relationship of (i) subjective norms with perceived enjoyment, perceived usefulness and attitude (ii) perceived enjoyment with perceived usefulness and attitude (iii) perceived usefulness with attitude and (iv) attitude towards SNS news with SNS news consumption. The analysis can provide important insights into the phenomenon of news consumption through SNS platforms.

Literature Review

Study Context

This study primarily aims to explore the direct and indirect factors determining students' news consumption patterns through SNS platforms, particularly Facebook and Twitter. These platforms have recently garnered considerable attention among scholars who study them in different contexts using various samples including the youth and students. The context of this study lies in the use of SNS for news consumption by university students in a Sub-Saharan African country, namely Somalia.

SNS platforms emerged in the mid-1990s when Randy Comraders established classmate.com in 1995 and two years later, sixdegree.com was launched. These sites were designed to facilitate students' social interactions and the building of new relationships while maintaining old ones (Boyd & Ellison, 2007). Many SNS sites gratify diverse needs and attract wider audiences. These sites are classified into different categories on the basis of their primary objective and target audience. White (2012) classifies SNS platforms into the following: social connections, educational, multi-media sharing, informational, academic, professional and hobbies. Accordingly, Facebook and Twitter can be classified as social connection sites.

The number of SNS platform users is rapidly growing, with Facebook accounting for the highest share. Facebook has more than two billion users and 1.37 billion daily active users as of June 30, 2017 (Facebook, 2017). SNS proliferation has also been observed in Somalia with Facebook and Twitter emerging as the most popular sites (BBC, 2016; Internet World Statistics, 2017; StatsMonkey, 2015), although a majority of the users are male (ASMR, 2011). Despite the exponential growth, scholarly works on SNS adoption and its motives are scarce in Somalia. Thus, this study attempts to provide empirical evidence on the factors predicting the youth and students' exposure to news through SNS platforms.

Theoretical Framework

This study builds its theoretical propositions on the motivational model (MM) proposed by Davis, Bagozzi and Warshaw (1992) as an extension of the technology acceptance model (TAM). With the MM, they attempted to overcome the limitations of TAM, which was criticized for neglecting intrinsic motivations and its inability to comprehensively explain systems and technologies with different system features (Holden & Karsh, 2010).

The main proposition of TAM is that a potential user of a system or technology depends on two belief factors: perceived usefulness and perceived ease-of-use. The two belief factors are, however, extrinsic motivators. Thus, the MM perspective emerges to fill this gap and includes an intrinsic motivation, namely perceived enjoyment.

Davis et al. (1992) report the findings of two studies in support of their proposed motivational model. The two studies employ student samples in laboratory and field work in the context of a word processing programme and graphical systems.
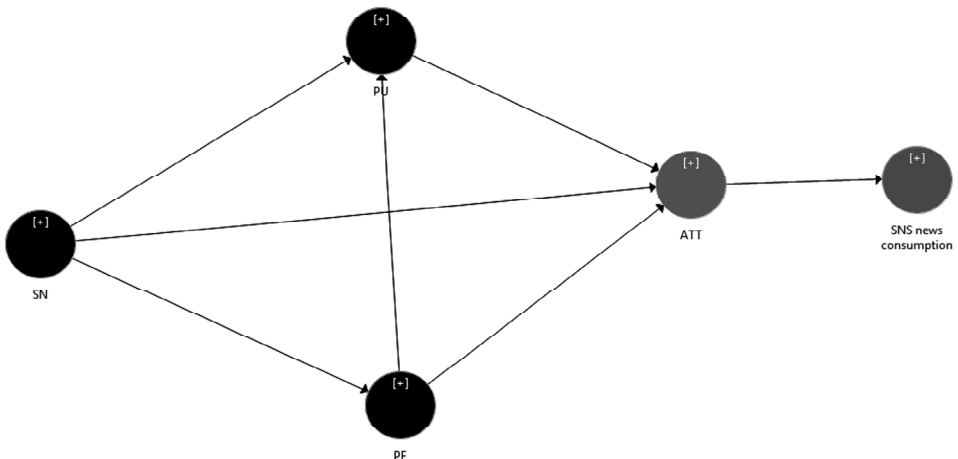

Figure 1. Conceptual framework based on Motivational Model (Davis et al., 1992)

The theoretical proposition of the MM perspective is that perceived usefulness (extrinsic factor) and perceived enjoyment (intrinsic factor) determine one's behavioural intention to adopt an information system or new technology. The behavioural intention factor, in turn, predicts the actual system or technology usage. Further, two external factors (perceived ease of use and output quality) are hypothesized to predict the perceptual factors (perceived usefulness and perceived enjoyment). Finally, the MM postulated that task importance (a moderating variable) moderates the impact of the external factors on perceived usefulness.

The current study adopts perceived usefulness and perceived enjoyment as well as actual system usage (which this study refers to as SNS news consumption) from the MM perspective. These constructs are integrated with two additional constructs from the theory of reasoned action (TRA), namely subjective norms and attitude. The conceptual framework proposed for the current investigation is presented in Figure 1.

This study excludes the remaining constructs of the MM perspective for various reasons. Frist, in the context of experienced users, the concept of perceived ease of use is appealing. Recent and past studies support this notion and find an insignificant impact on intention and attitude towards a given behaviour (Daud, Kassim, Said, & Noor, 2011; Jan & Haque, 2014; Subramanian, 1994; Venkatesh & Davis, 2000). Second, the output quality factor is excluded because the present construct is concerned with the system level. In particular, this study is interested in the use of SNS for news (which is generally determined at the individual level). Third, the moderating variable (task importance) is omitted because the key external factors (perceived ease of use and output quality) are excluded.

Finally, behavioural intention is excluded as certain recent studies (El-kasim, 2016) suggest that users may use social media for relationship management without prior intention. In other words, perceived usefulness and perceived ease of use predict the actual use of social media among the public relations practitioners. Furthermore, numerous studies on SNS scholarship and information technology adoption report an insignificant relationship between intention and the major study constructs, that is, perceived usefulness and perceived enjoyment (Lin & Bhattacherjee, 2008; Lucas & Spitler, 1999; Pillai & Mukherjee, 2011; Pinho & Soares, 2011; Praveena & Thomas, 2014; Yoo, Han, & Huang, 2012). The findings of these studies support our decision to disregard behavioural intention. Therefore, the current study postulates that students' attitude towards SNS news is jointly predicted by perceived usefulness, perceived ease of use and subjective norms. Attitude, in turn, positively predicts SNS news consumption patterns among the students.

Hypotheses

Subjective Norms

Past studies emphasize the importance of social factors in predicting numerous constructs. Subjective norms was first popularized in the theory of reasoned action (M. Fishbein & Ajzen, 1975) and subsequent research has studied the concept in different contexts. Social influence and social norms are interchangeably used with subjective norms. This concept is defined as 'perceived social pressure to perform or not to perform a behaviour' (Ajzen, 1991, p. 188). This means that people tend to comply with their surrounding community such as peers, family members, superiors, co-workers and acquaintances.

This study is interested in examining the relationship between subjective norms and perceived usefulness, perceived enjoyment and attitude. Past studies contend that one's social surroundings determine whether she or he perceives a new technology as useful and enjoyable (Venkatesh & Davis, 2000; Yi, Jackson, Park, & Probst, 2006).

Examining the antecedent factors for perceived usefulness, Venkatesh and Davis (2000) suggest that subjective norms are one of the strongest predictors of this construct. Moreover, other studies have found a positive relationship between subjective norms and perceived usefulness in the context of online social networks (Hsu, Yu, & Wu, 2014; Sun, Liu, Peng, Dong, & Barnes, 2014), self-service technologies adoption (Chen, Chen, & Chen, 2009), adoption of large-scale platform for open online courses (Wu & Chen, 2017) and mobile advertising (Feng, Fu, & Qin, 2016). The extent to which subjective norms predict perceived usefulness in the context of SNS news consumption is still unclear. Hence, this study proposes the following hypothesis:

H_1: *Subjective norms positively predict students' perceived usefulness of SNS news.*

The extant literature extensively documents a positive impact of subjective norms on extrinsic motivation factors such as perceived usefulness in numerous contexts, as discussed earlier. Nevertheless, the research to date has been unable to provide evidence on subjective norms' prediction of other intrinsic motivation factors such as perceived enjoyment. A recent study (Reinecke, Vorderer, & Knop, 2014) establishes a positive relationship between subjective norms and perceived enjoyment among Facebook users. However, the nature of the association between these two constructs remains unclear in the context of SNS news consumption. Thus, this study attempts to fill this gap by proposing and testing the following postulation:

H_2: *Subjective norms positively predict students' perceived enjoyment from SNS news.*

The literature suggests that subjective norms play a key role in determining one's attitude towards a given behaviour or technology. Nevertheless, evidence on the relationship between subjective norms and attitude has been mixed. Schierza Schilke and Wirtz's (2010) findings reveal a positive relationship between subjective norms and attitude towards mobile payment services among German consumers. Further, a prior study also supports the positive link between subjective norms and attitude (Schepers & Wetzels, 2007). In contrast, recent studies have found an insignificant relationship between subjective norms and attitudes in the context of the adoption of technologies for mobile money transfers (Sayid, Echchabi, & Aziz, 2012) and large-scale platform for open online courses platform (Wu & Chen, 2017). Moreover, little is known on how social norms contribute to the youth's attitude towards SNS news. With these contradicting results, this paper posits the following:

H_3: *Subjective norms positively predict students' attitude towards SNS news.*

Perceived Enjoyment

Perceived enjoyment is defined as 'the extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated'(Davis, Bagozzi, & Warshaw, 1992, p. 1113). One's intrinsic drive to perform an act is mainly determined by his or her experience about the fun and pleasure associated with the activity (Ryan & Deci, 2000).

Prior studies suggest that people are more likely to adopt a new technology or system because of the associated enjoyment and pleasure. The relationship between perceived enjoyment and attitude has been examined in different contexts. For instance, using a Turkish sample of Internet users, Çelik and Yilmaz (2011) find that perceived enjoyment with online shopping is positively related to consumers' attitude towards online shopping. Further, this relationship is supported in the context of the adoption of mobile services in Norway (Nysveen, Pedersen, & Thorbjornsen, 2005). In Netherlands, Heijden (2003) reports

a positive relationship between subjective norms and perceived enjoyment among Dutch generic portal site subscribers. Park, Park, Baek, Ohm, and Chang (2014) report that perceived enjoyment positively predicts attitudes towards SNS mobile games. In addition, prior studies also suggest that this construct significantly predicts consumers' attitude towards SNS use for the purpose of tourism (Pietro, Virgilio, & Pantano, 2012). However, the link between these two constructs in the context of SNS news consumption is yet to be properly addressed by prior studies. Therefore, we propose the following hypothesis:

H_4: *Perceived enjoyment positively predicts students' attitude towards SNS news.*
Furthermore, this study is also interested in determining the extent to which perceived enjoyment contributes to students' perceived usefulness of SNS news. Past research has demonstrated a significant association between perceived enjoyment and perceived usefulness in the domain of information systems usage (Yi & Hwang, 2003). In addition, other studies have reported a positive relationship between these two constructs in the adoption of Facebook (Nasri & Charfeddine, 2012) and Wikis in higher education (Kummer, 2013). More recently, Chang, Hajiyev and Su (2017) find that perceived enjoyment positively predicts perceived usefulness in the context of e-learning adoption among Azerbaijan students. Past and recent studies, however, have failed to provide empirical evidence on the relationship between perceived enjoyment and perceived usefulness in the context of SNS news consumption. Against this background, this study posits:

H_5: *Perceived enjoyment positively predicts students' perceived usefulness of SNS news.*

Perceived Usefulness

Perceived usefulness is defined as the 'degree to which a person believes that using a particular system would enhance his or her job performance' (Davis, 1989, p. 320). This study conceptually defines perceived usefulness as the degree to which students believe that using SNS platforms would facilitate their exposure to the news.

Prior studies establish that one's positive attitude towards a given behaviour is related to his or her perception of the usefulness of that behaviour. The original TAM model suggests that perceived usefulness significantly and positively predicted users' attitudes towards computer technology (Davis, Bagozzi, & Warshaw, 1989). Other studies have also supported this link and reported a positive relationship between perceived usefulness and attitudes in the context of World Wide Web (Moon & Kim, 2001), generic portal site adoption (Heijden, 2003) and internet-based learning mediums (Lee, Cheung, & Chen, 2005). Further, recent studies have supported this relationship in the adoption of mobile money transfer technologies (Sayid et al., 2012), social networking sites (Hsu et al., 2014; Leng, Lada, & Muhammad, 2011), Facebook (Chang, Hung, Cheng, & Wu, 2015) and smartphone among university students (Ahmed, El-Kasim, & Mustapha, 2017). Here as well, past literature fails to consider the context of SNS news consumption. Therefore, this study proposes the following hypothesis:

H_6: *Perceived usefulness positively predicts students' attitude towards SNS news.*

Attitude and SNS News Consumption

Attitude is defined as 'a person's general feeling of favourableness or unfavourableness towards some stimulus object' (Fishbein & Ajzen, 1975, p. 216). The TRA framework and

subsequent adaptations postulate that if people have a positive attitude towards a given behaviour, technology or system, they are more likely to adopt it.

While the potential impact of attitude towards a behaviour, technology, or system is explored in prior studies, the original TAM, TRA and theory of planned behaviour (TPB) frameworks do not theorize a direct relationship between attitude and the actual usage of a system or technology (Ajzen, 1991; Davis, 1989; Davis et al., 1989; Fishbein & Ajzen, 1975). In a later study, Davis explores this neglect of the relationship and finds that attitude towards information technology positively predicts users' actual usage of the system (Davis, 1993).

Furthermore, subsequent studies guided by technology acceptance frameworks also support this postulation. For instance, Igbaria (1993, 1994) finds that users' actual usage of microcomputer technologies is positively determined by their attitude towards the technology. Similarly, the relationship between attitude and actual system usage is supported in the context of information systems usage (Bajaj & Nidumolu, 1998), computing technologies (Al-Gahtani & King, 1999), information technologies (Al-Gahtani, 2001) and adoption of SNS platforms for distance learning (Lee, Cho, Gay, Davidson, & Ingraffea, 2003). In contrast, a recent study reports that adolescents' attitude towards SNS adoption does not exert a significant impact on their actual usage of the platform (Baker & White, 2010).

To date, studies investigating the adoption and usage of SNS platforms have failed to consider the potential contribution and explanation of attitude in the context of SNS adoption. In addition, there has been no conclusive evidence on this construct's contribution in the context of SNS news consumption. Thus, with this study, we hope to provide a deeper understanding and fresh perspective on the relationship between attitudes and SNS adoption. In this context, this study posits the following:

H_7: *Attitude towards news positively predicts students' SNS news consumption patterns.*

Methodology

Sampling Procedure

This study employs a stratified random sampling procedure to draw a sample from the target population. This procedure has potential to provide an accurate representation when population segments are not equal (Babbie, 2011). The current study focuses on Somali students from selected universities in the Banadir region of Somalia. The main strata used in this study are gender, university and faculty. This is because female students in higher education institutions in this region constitute one-third of undergraduate students (Heritage Institute for Policy Studies, 2013). Moreover, enrolment in different universities and faculties significantly differ in size. Thus, stratified random sampling allows researchers to draw a representative sub-sample of each sub-population on the basis of their actual proportions.

The participants are a student population from two leading higher education institutions in Somalia and there are two reasons for doing so. First, numerous studies on in the SNS literature use university and college students as samples (Al-Debei, Al-Lozi, & Papazafeiropoulou, 2013; Dhaha & Igale, 2014; Dong, Cheng, & Wu, 2014; H. Lin, Fan, & Chau, 2014). Second, students are considered the optimum sample given their higher technology literacy and engagement in social networking platforms such as Facebook (Dhaha & Igale, 2013).

Sample Profile

The sample of this study comprises undergraduate students enrolled in two leading higher education institutions. A total of 336 respondents participated in this study, of which almost two-third were male and about one-third were female. This is in line with the general percentage of women in the country's colleges and universities as outlined by the Heritage Institute for Policy Studies (HIPS, 2013) education report. A majority of the study's sample are young adults aged between 18 to 27 years. About two-third of the sample are from the University of Somalia, whereas the remaining one-third are from the SIMAD University. The variation in these sub-samples corresponds to their actual proportion.

Research Measures

This study uses a number of constructs derived from the established literature to explain the students' SNS news consumption (SNC) and their attitudes (ATT) towards news. Subjective norms (SN), perceived usefulness (PU) and perceived enjoyment (PE) were the main constructs in the current study's model. SN is measured with six items derived from the literature (Lu, Liu, Yu, & Wang, 2008; Mazman & Usluel, 2010; Venkatesh, Morris, Davis, & Davis, 2003). PU is also measured using six indicators derived from prior works (Davis et al., 1989; Luo & Remus, 2014; Moon & Kim, 2001). Likewise, six items are used to measure the attitude towards news consumption (Al-Debei et al., 2013; Kwon, Park, & Kim, 2014; Lee & Chyi, 2014). Perceived enjoyment is measured using five indicators borrowed from the literature (Igbaria, Guimaraes, & Davis, 1995; Luo & Remus, 2014). SNC is measured with ten indicators, five of which are adapted from Xu et al. (2012); the remaining indicators are self-developed. All the items for the above constructs are rated using a seven-point Likert scale ranging from 'strongly disagree' to 'strongly agree'.

Research Instrument and Data Analysis Techniques

This study uses self-administered questionnaires to solicit the required information from the target sample. The questionnaires were distributed from December 1, 2016, to mid–January, 2017. IBM SPSS software is used for data entry, descriptive statistics, common method bias existence and initial reliability. The study's model is tested using the partial least square of structural equation modelling (PLS-SEM) with SmartPLS software version 3 (Ringle, Wende, & Becker, 2017). The PLS-SEM tradition is part of second-generation statistical techniques that helped overcome numerous limitations associated with the regression analysis through SPSS, STATA and similar tools (Hair, Sarstedt, Ringle, & Mena, 2012). PLS-SEM is a variance-based multivariate technique that does not require major restrictions such as covariance-based SEM techniques (Hair, Ringle, & Sarstedt, 2011; Henseler & Chin, 2010).

A further test was conducted to determine the existence or absence of a common method bias (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). This is likely to occur when the data are collected at the same time from the same participants. Using Harman's single factor criteria (Podsakoff et al., 2003), an exploratory factor analysis (EFA) is performed using SPSS software to draw conclusion on the absence or existence of a bias. A bias exists if only one factor explains more than 50 per cent of the variance. The results of an unrotated EFA procedure suggest that the first factor explains about 40 per cent of the variance. Thus, a method bias in unlikely in this study.

Findings

The current study employs the PLS-SEM technique to test the conceptual model. Specifically, this study used SmartPLS software (Ringle et al., 2017) to examine the hypothesized relationships and determine the psychometric properties of the model constructs.

This study followed a three-step approach recommended by Hair and associates (Hair, Hult, Ringle, & Sarstedt, 2014). The first step is meant to come up conclusions about the model specification and the magnitude of the constructs relationships. The second step is to determine the psychometric properties of the measurement model, whilst the last step is to test the hypothesized conceptual model. As per the first step, the authors specified both the inner model (structural model) and outer model (measurement model) relationships and the indicators were reflectively measured. The rest of the steps are discussed in detail in the following paragraphs.

Measurement Model

The primary objective of the measurement model is to decide the suitability of a study's constructs and indicators in terms of their validity and reliability. If they are valid and reliable, they will help researchers draw conclusions on the path relationships as well as provide theoretical and practical implications. This study reports convergent and discriminant validities. These two types are more common in SEM-related studies. In addition, two types of reliability test are reported, namely Cronbach's alpha coefficient and composite reliability.

Convergent validity refers to whether the indicators sufficiently converge to account for a higher portion of variance in their respective constructs (Hair et al., 2014). Convergent validity can be achieved in two ways. First, standardized loadings should be significant and greater than 0.70. Second, the average variance explained (AVE) should be at least 0.50 or above (Hair, Black, Babin, & Anderson, 2010; Henseler, Ringle, & Sinkovics, 2009). As such, all standardized factor loadings (Table 1 in the Appendix) are found to be significant at the 0.000 level and higher than the recommended threshold of 0.70, except one indicator for subjective norms. However, this indicator is retained as it contributes to the overall content validity of the construct. In addition, all study constructs obtained a higher score of AVE, which is above the threshold. Perceived usefulness (0.679) has the highest observed AVE score, followed by perceived enjoyment (0.666).

Furthermore, discriminant validity refers to extent constructs that empirically differ from each other. In other words, constructs should not be highly correlated. The discriminant validity can be established in numerous ways. However, this study reports only two approaches that are commonly adopted in SEM studies, namely the Fornell-Larcker criterion and cross loadings.

The literature (Fornell & Larcker, 1981; Hair et al., 2014; Henseler et al., 2009) suggests that a construct empirically differs from other theoretically related constructs if its root square of the AVE is higher than the relationship with other constructs and the obtained low cross loadings with indicators of other constructs. Hence, the PLS graph suggests that this study's constructs fully meet the criteria for discriminant validity. As presented in Table 2 in the Appendix, the values for square root of the AVE (values in bold diagonal) for each construct are higher than all relationships with other constructs. In addition, Table 3 in the Appendix presents the cross loadings, which shows each item is highly loaded on its respective construct and low on other constructs.

As for the construct reliability, Table 1 also provides values for both Cronbach's alpha and composite reliability (CR) indices. A construct is reliable if it has obtained a minimum value of 0.70 for both the above indices (Bagozzi & Yi, 1988; Hair et al., 2010). As presented in this table, all study constructs obtained CR values higher than the cut-off score. SNS news consumption has the highest observed value for CR and alpha, followed by perceived usefulness and subjective norm. Therefore, we proceeded to test the hypotheses and interpret the path coefficients.

Structural Model

The PLS-SEM graph provides bootstrapping techniques that help researchers determine whether a path is statistically significant. This study employs a 5,000 bootstrapping resampling technique following suggestions in the literature (Hair et al., 2011). As shown in Figure 2, subjective norms, perceived usefulness and perceived enjoyment account for close to 70 per cent of the variance in attitude towards SNS news (R^2=0.681). In addition, subjective norms and perceived enjoyment explain about 59 per cent of variance in perceived usefulness (R^2=0.594), whereas subjective norms alone account for about 43 per cent (R^2=0.425) of perceived enjoyment. Finally, attitude towards news accounted for almost 60 per cent (R^2=0.585) in SNS news consumption. The variance explained by exogenous construct(s) in endogenous construct(s) can be assessed as substantial (0.67), moderate (0.33) and weak (0.19). Hence, the variance explained in attitude is considered substantial, while the rest are moderate.

Table 4. Results for the hypothesis testing

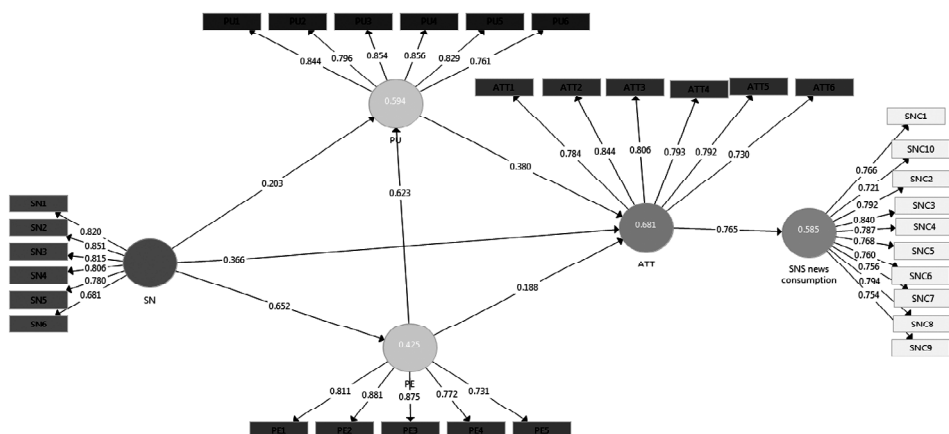| Proposed path			Path coefficients	t values	p values	Remarks for hypotheses
PU	←	SN	0.203	3.868	0.000	Supported
PE	←	SN	0.652	15.638	0.000	Supported
ATT	←	SN	0.366	5.805	0.000	Supported
PU	←	PE	0.623	13.672	0.000	Supported
ATT	←	PE	0.188	2.698	0.007	Supported
ATT	←	PU	0.380	6.002	0.000	Supported
SNS news	←	ATT	0.765	27.645	0.000	Supported

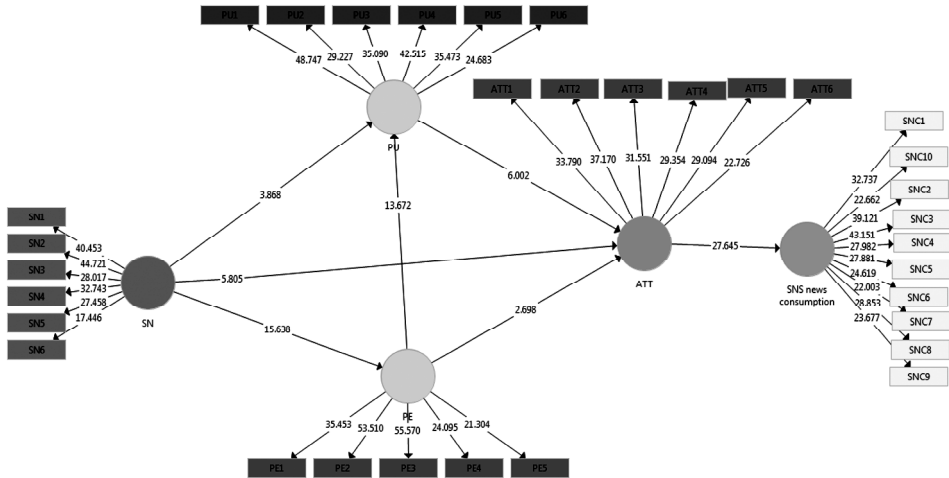Figure 2. Path coefficients for the conceptual model

Figure 3. Bootstrapping values for the path coefficients

The results of the PLS graph presented in Table 4 and Figures 1 and 2 suggest that subjective norms positively predict the perceived usefulness of SNS news (β=0.203, t=3.868, p=.000), perceived enjoyment with SNS news (β=0.652, t=15.638, p=.000) and attitude towards SNS news (β=0.366, t=5.805, p=.000). This indicates that H_1, H_2 and H_3 are fully supported by the empirical data.

Furthermore, this study postulates a positive impact of perceived enjoyment on attitude (H_4) and perceived usefulness (H_5). The empirical results fully support these hypotheses. Perceived enjoyment positively determines students' attitude towards SNS news (β=0.188, t=2.698, p=.007) and perceived usefulness of SNS news (β=0.623, t=13.672, p=.000). In addition, perceived usefulness of SNS news (β=0.380, t=6.002, p=.000) positively predict attitude towards SNS news, which in turn, significantly predict students' SNS news consumption patterns (β=0.765, t=27.645, p=.000). Thus, H_6 and H_7 are supported by the data.

Finally, this study finds significant positive indirect effects for social (subjective norms) and perceptual (perceived usefulness and perceived enjoyment) factors. The PLS graph with a bootstrapping technique suggests that subjective norms (β=0.551, t=12.702, p=.000), perceived usefulness (β=0.291, t=5.949, p=.000) and perceived enjoyment (β=0.325, t=6.722, p=.000) had significant and positive indirect effects on SNS news consumption through attitude. Likewise, the results show a significant positive indirect impact of subjective norms on attitudes through perceptual factors.

Discussion and Conclusion

The current investigation aimed to determine factors influencing SNS news consumption and attitude towards SNS news. Accordingly, it established its theoretical propositions on the MM perspective and incorporated two additional elements from the TRA framework, namely subjective norms (extrinsic factor) and attitude towards behaviour (intrinsic factor). The study's sample was drawn from two universities in Somalia using a stratified random sampling technique.

Employing PLS-SEM, this study tested and validated the proposed conceptual model. The study shows that SNS news consumption is positively and directly predicted by attitude

towards SNS news and indirectly by subjective norms, perceived usefulness of SNS news and perceived enjoyment with SNS news. These are consistent with findings in prior studies suggesting a significant contribution of attitude towards the actual system usage in contexts such as computers and information technology systems (Al-Gahtani & King, 1999; Bajaj & Nidumolu, 1998; Davis, 1993; Igbaria, 1993, 1994). While providing additional insights to the literature, this study proved that attitude acts as a significant antecedent for SNS news consumption among the study sample. Interestingly, this study suggests further empirical evidence on the indirect effect of social (subjective norms) and perceptual (perceived usefulness and perceived enjoyment) factors on SNS news consumption.

Furthermore, social and perceptual factors also positively predicted students' attitude towards SNS news. These results are in line with the findings of other studies in which attitude was reported to be significantly predicted by subjective norms (Schepers & Wetzels, 2007; Schierz et al., 2010), perceived enjoyment (Çelik & Yilmaz, 2011; Nysveen et al., 2005; Park et al., 2014; Pietro et al., 2012) and perceived usefulness (C. C. Chang et al., 2015; Fred Davis et al., 1989; Hsu et al., 2014; Leng et al., 2011; Sayid et al., 2012). The current study, on the other hand, contradicts certain prior studies that claim the failure of subjective norms in exerting impact on attitude towards behaviour (Sayid et al., 2012; Wu & Chen, 2017).

As for social factor contribution, this study validates the previous studies' postulations, wherein subjective norms positively determined perceived usefulness (Feng et al., 2016; Hsu et al., 2014; Sun et al., 2014; Venkatesh & Davis, 2000; Wu & Chen, 2017) and perceived enjoyment (Reinecke et al., 2014). The link between perceived enjoyment and subjective norms is rarely addressed in the literature. This study confirmed the existence of this association between the two constructs.

There are at least three ways in which the current study's contribution to the literature on SNS. First, while prior studies on news consumption largely depend on the U&G approach to maximize consumption of media content, this study goes beyond the adoption of SNS platforms for merely ritualized and instrumental purposes. This study also proved the utility of the MM framework in explaining the factors driving students' SNS news consumption patterns. The proposed model in this investigation managed to explain about 60 per cent and 70 per cent of variance in SNS news consumption and attitude towards news.

Second, recent studies on SNS scholarship fail to consider the potential explanation of attitude on the actual use of these platforms. A vast majority of the literature focuses on explaining behavioural or continuance intention. The notable contribution here is that attitude alone accounts for almost 60 per cent in SNS news consumption. This indicates the importance of having a positive attitude towards SNS news. The more students have this positive attitude, the higher the likelihood of adopting SNS for news consumption.

Finally, this study empirically confirms the factors driving Somali students' exposure to news through SNS platforms. News consumption through traditional media and SNS sites among Somali youth is rarely addressed. Thus, this study provides additional insights on the topic and serves as a basis for further empirical studies on SNS news consumption.

Nevertheless, despite these significant contributions regarding the utility and applicability of extending the MM perspective to the SNS news consumption context, this study is not free from limitations. First, few constructs are included in the conceptual model, particularly to explain the last outcome (SNS news consumption). Hence, future studies should incorporate additional constructs to maximize the explanatory power. Considering factors such as media credibility and trust as well as political interest could provide further understanding on the topic in question. Internet self-efficacy could also

act as an external element affecting social and perceptual factors. In addition, demographic differences, in particular, gender, age, education level and locality might provide explicit evidence on SNS news consumption. Second, in terms of a student sample, caution must be applied as the results might not be identical to those for the public. Further comparisons between students and other professionals on the one hand and students in the Banadir region and other regions on the other hand might help with further conclusions. Finally, the results drawn from the current study might not hold throughout different time periods as peoples' perceptions are not constant. Results from self-administered questionnaires might pose a critical bias given the influence of social desirability. Here, longitudinal studies could help explain causal effects on news consumption through these platforms.

Appendix

Table 1. Construct reliability and convergent validity

#	Constructs	Factor loadings*	AVE	CR	Alpha
Perceived usefulness			0.679	0.927	0.905
PU1	Using SNS for news is useful to me	0.844*			
PU2	Using SNS enables me to share the news	0.796*			
PU3	Using SNS enables me to be exposed to a variety of news	0.854*			
PU4	Using SNS enables me to access the latest news	0.856*			
PU5	Using SNS enables me to access a lot of information	0.829*			
PU6	Using SNS enables me to accomplish seeking news more quickly	0.761*			
Perceived enjoyment			0.666	0.908	0.873
PE1	Using SNS for news is entertaining	0.811*			
PE2	Using SNS for news is enjoyable	0.881*			
PE3	Using SNS for news is fun	0.875*			
PE4	Using SNS for news is exciting	0.772*			
PE5	Using SNS for news is a pleasant idea	0.731*			
Attitude			0.628	0.910	0.881
ATT1	I believe using SNS for news is beneficial to me	0.784*			
ATT2	I believe using SNS for news is a nice idea	0.844*			
ATT3	I believe using SNS for news is wise idea	0.806*			
ATT4	I believe using SNS for news is a positive idea	0.793*			
ATT5	I believe continuous usage of SNS for news is appropriate for me	0.792*			
ATT6	I believe using SNS for news is of great concern to me	0.730*			
Subjective norms			0.631	0.911	0.882
SN1	People who influence my behaviour think that I should use SNS for news	0.820*			
SN2	People who are important to me think that I should use SNS for news	0.851*			
SN3	I pay more attention to the news shared and retweeted by friends	0.815*			
SN4	People who use SNS have a high profile	0.806*			
SN5	My friends think I should use SNS for news	0.780*			
SN6	My family think I should use SNS for news	0.681*			
SNS News consumption			0.600	0.937	0.926
SNC 1	On my SNS, I explore news	0.766*			
SNC 2	On my SNS, I read news	0.792*			
SNC 3	On my SNS, I frequently post news	0.840*			
SNC 4	On my SNS, I frequently view news	0.787*			
SNC 5	On my SNS, I frequently share news	0.768*			
SNC 6	On my SNS, I frequently comment on news	0.760*			
SNC 7	On my SNS, I frequently interact with the news	0.756*			
SNC 8	On my SNS, I frequently discuss the news with my friends	0.794*			
SNC 9	On my SNS, I frequently recommend news for my friends	0.754*			
SNC 10	On my SNS, I frequently rate the news	0.721*			

* significant at 0.000 level

Table 2. Fornell-Larcker criterion

Constructs	ATT	PE	PU	SN	SNS news consumption
ATT	0.792				
PE	0.714	0.816			
PU	0.745	0.756	0.824		
SN	0.720	0.652	0.609	0.794	
SNS news consumption	0.765	0.660	0.648	0.702	0.775

Table 3. Cross loadings

Indicators	ATT	PE	PU	SN	SNS news consumption
ATT1	0.784	0.614	0.654	0.592	0.603
ATT2	0.844	0.580	0.658	0.584	0.641
ATT3	0.806	0.540	0.590	0.574	0.606
ATT4	0.793	0.594	0.545	0.554	0.593
ATT5	0.792	0.563	0.574	0.583	0.601
ATT6	0.730	0.497	0.509	0.532	0.591
PE1	0.640	0.811	0.669	0.573	0.519
PE2	0.634	0.881	0.670	0.559	0.581
PE3	0.627	0.875	0.659	0.558	0.575
PE4	0.499	0.772	0.556	0.479	0.511
PE5	0.488	0.731	0.505	0.481	0.503
PU1	0.654	0.688	0.844	0.519	0.528
PU2	0.601	0.602	0.796	0.505	0.568
PU3	0.630	0.650	0.854	0.544	0.557
PU4	0.618	0.586	0.856	0.501	0.559
PU5	0.640	0.619	0.829	0.512	0.527
PU6	0.531	0.584	0.761	0.422	0.461
SN1	0.655	0.565	0.581	0.820	0.602
SN2	0.641	0.581	0.540	0.851	0.600
SN3	0.552	0.529	0.463	0.815	0.553
SN4	0.561	0.516	0.489	0.806	0.563
SN5	0.544	0.501	0.439	0.780	0.541
SN6	0.444	0.385	0.351	0.681	0.470
SNC1	0.662	0.592	0.569	0.599	0.766
SNC10	0.560	0.444	0.435	0.494	0.721
SNC2	0.681	0.610	0.606	0.571	0.792
SNC3	0.643	0.563	0.554	0.589	0.840
SNC4	0.557	0.483	0.494	0.488	0.787
SNC5	0.561	0.519	0.490	0.578	0.768
SNC6	0.516	0.474	0.460	0.573	0.760
SNC7	0.570	0.441	0.483	0.520	0.756
SNC8	0.593	0.468	0.443	0.517	0.794
SNC9	0.544	0.478	0.444	0.491	0.754

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