EXAMINATION OF PERSONAL MOTIVATIONS OF LEISURE CHOICES IN THE
SOCIAL MEDIA ERA

by

Patrick Workman
A Thesis
Submitted to the
Graduate Faculty
of
George Mason University
in Partial Fulfillment of
The Requirements for the Degree
of
Master of Science
Sport and Recreation Studies

Committee:

_____ Chair

_____

_____

_____ Academic Program Coordinator

_____ Academic Program Coordinator

_____ Dean, College of Education
and Human Development

Date: _____ Summer Semester 2016
George Mason University
Fairfax, VA

Examination of Personal Motivations of Leisure Choices in the Social Media Era

A Thesis submitted in partial fulfillment of the requirements for the degree of Master of Science at George Mason University

by

Patrick Workman
Bachelor of Science
George Mason University, 2009

Director: Brenda P. Wiggins, Associate Professor
School of Recreation, Health and Tourism
College of Education and Human Development

Summer Semester 2016
George Mason University
Fairfax, VA

DEDICATION

This thesis is dedicated to my wife Dolly and my family for their endless love, support and encouragement.

ACKNOWLEDGEMENTS

Foremost, I would like to express my appreciation for my advisor, Dr. Brenda Wiggins for her continued support of my thesis project. Her guidance was a major contribution to the completion of this project. Dr. Wiggins encouraged my continued graduate studies. I could not have asked for a better advisor. Additionally, I want to thank Dr. Chris Atwater and Dr. Matthew Ferry for their support throughout my graduate studies and their willingness to help me through this process.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

FCPRD...Fauquier County Parks and Recreation
FOIA ....Freedom of Information Act
JAMA...The Journal American Medical Association
NRPA.. National Recreation and Park Association

ABSTRACT

EXAMINATION OF PERSONAL MOTIVATIONS OF LEISURE CHOICES IN THE
SOCIAL MEDIA ERA

Patrick Workman M.S.

George Mason University, 2016

Thesis Director: Dr. Brenda P. Wiggins

In 2004, the world began an ever growing relationship and interactions with social

media. Social media has shown not to be a short lived fad, but a trend with an extremely

high usage rate. Company valuations of Facebook, Twitter and Snapchat are in the

billions. Discretionary leisure time has shifted from forms of more traditional leisure to

e-based activities. Staples of recreation such as sports, indoor and outdoor fitness, and

traditional programs are often bypassed by social media and online interactive gaming by

participants who are finding new mediums for interaction. Recreation agencies, both

private and public, are working to discover the best ways to integrate technology and

keep up with user's need for this new idea of a customized society and emersion in

continuing technological trends.

This mixed methods research examined the user's involvement in e-based

activities and how it may have displaced former leisure practices that are considered

more traditional program classifications. The research further studied a person's need to participate in all leisure activities and the benefits derived from interpersonal interactions as well as how online interactions in certain applications can replicate characteristics of face to face interactions. Also assessed were the integration and effectiveness of technology and adoption of social media usage by recreation agencies.

To test the hypothesis that speaks to the changing trends of leisure and the emergence of e-based activities as a major component of a person's discretionary leisure time, interview surveys were conducted with recreation agency users. Through participant responses and reviewing the need for both interaction and usage of social media and technology as a form of human connectivity; this research postulated users are supplementing and in some cases replacing traditional face to face leisure programming with the use of social media and technology to satisfy their need for interpersonal relations.

CHAPTER ONE: INTRODUCTION

Since 2004 the landscape of whom we with interact with and how our society intakes information has changed. The advent and integration of social media mediums such as Facebook, Twitter, and YouTube coupled with major advances in personal technology have created a new platform for interpersonal interaction. Furthermore, the development and integration of "technological recreation" has created new forms of e-based leisure that the population has engaged in. This has left recreation agencies and private entities trying their best to understand and adapt as society has embraced, adapted, and integrated technology into their everyday lives.

Personal factors examined will include those directing a person's reasoning to utilize social media. The purpose to interact with others and the regularity in which it occurs cannot be identified or explained by any singular motive. Purposes may include, but are certainly not limited to, social interaction, information seeking, entertainment, relaxation, communication, or simply to pass time. As personal technology has increased so has importance of social media to individuals. Social media sites such as Facebook boast user numbers larger than most country's populations. As of March 2016, Facebook consumers were at 1.09 billion ("Company Info," n.d.). For comparison only China, 1.3 billion and India 1.25 billion exceed that total. Those using Facebook that comprise a population greater than the United States and the European Union combined ("The World

Factbook," n.d.) have in some cases replaced face to face interaction. Social media has created a sense of community for those devoid of opportunities or the ability for quality interaction due to geographical limitations or personal disorder or feelings such as loneliness or anxiety. This change in society's technological dependency is not just a phenomena isolated to the younger generations. Older generations are increasingly becoming involved and adapting online services to accomplish their needs. As society moves with technology all generations are being forced to try to keep pace.

As technology and the demand for its integration grows there is and will continue be a substantial effect on recreation departments since recreation reflects a community's interests. New advancements in social media and online gaming arguably are now seen as favorable alternatives to more traditional and physical recreation programming that once were served as a primary method for face to face interaction. Users can utilize social media to interact with those they desire and direct their recreation to their own unique needs and schedule to obtain the outcomes they require. Naturally, e-based leisure activities lack the physical component of a "traditional" activity however they do provide platforms for interactions similar to and in some cases greater than a "traditional" recreational activity due to the ability to simulate meaningful interaction and virtual communities. Online gaming, for example, can quickly connect a neighborhood, family or friends not geographically centered in a matter of moments regardless of the time, place or weather. This particular form of leisure is not dependent on having enough players for a full game, a facility to participate in non cooperating weather.

Statement of Purpose and Research Questions

The purpose of this study is to examine the role of social media and technology users and how their usage of social media and technology influences their leisure decisions. With the advanced integration of technology, users are able to supplement and some cases even replace traditional forms of recreation as their online interactions are satisfying their need for interaction. The literature review in this study will provide information on users' reasoning for engaging in social media and utilizing technology for the purpose of interaction. The literature will describe theories of human behavior such as the need to belong, loneliness, engagement, and connectedness. The literature also reviews a person's need for and the benefits of leisure and the many benefits derived. as well as exploring the methods in which recreation agencies are integrating social media and technology into their agencies in the areas of programming, facility management, evaluation, and promotion. The conclusion of this study will clarify the different motives of participants of social media while examining the effect social media and technology have on user's leisure decisions and will draw conclusions based on a person's need for recreation and personal interaction.

The research questions in this study will better help to highlight user's participation in e-based forms of leisure and also what personal motivations are most prevalent of those who frequently engage in online interaction. This study will also investigate users who are replacing more traditional forms of leisure that involve face to face interactions in favor of online interactions. Lastly, the research questions will

identify correlations drawn among personal factors and societal behavior in regards to a person's leisure choices as they relate to interpersonal interactions.

Questions:

1. What are major motivations for face to face socialization for participants?
2. What are major motivations for online interaction for participants?
3. What are the factors that motivate or dissuade users from participating in leisure activities that will result in face to face interaction?
4. What are the factors that motivate or dissuade users from participating e-based activities?
5. How does increased participation in e-based leisure result in lessened participation in physical forms of leisure?

Delimitations

This study is delimited to Fauquier County Parks and Recreation (FCPRD) users who have participated in a FCPRD event within the last year. All participants must be active social media users. The data was gathered from June to July 2016. This study was delimited to one county of parks and recreation users to ensure leisure users had access to comparable recreation opportunities as not all agencies have comparable resources or facilities.

Limitations

As personal technology and social media progress, the platforms for communication and online interaction will continue to change and new websites and apps will be created. This study will focus on most popular sites such as Facebook, YouTube,

Twitter, and Instagram. Also the physical activity levels of each participant may vary

and will not be part of the selection process. In future studies further segmenting the

study in levels of physical activity may be beneficial. Focusing on Fauquier County

users, it may be beneficial to include in the next study other counties and recreation

agencies with differing recreation offerings and differing socio-economic classes as other

agencies and localities may have increased offerings such as more expansive facilities

and leisure programming. Participants may have greater exposure to differing leisure

activities than a smaller locality such as Fauquier County Parks and Recreation.   Due to

geographical constraints and fiscal constraints, all participants may not have access to

comparable technology and internet access. Further, this study consisted of five face to

face interviews. A larger sample size of qualitative interviews could provide more

certain saturation.

Definitions

Definitions are provided for the social media sites, personal technology and motivating

factors of social media use that are referenced in this thesis.

Social Media

Webster defines "Social Media" as forms of electronic communication (as Web sites for

social networking and microblogging) through which users create online communities to

share information, ideas, personal messages, and other content (as videos) ("Social

Media," n.d.) Social media can also be described as internet-based channels that allow

users to opportunistically interact and selectively self-present, either in real-time or

asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others (Carr & Haynes, 2015)**.**

Leisure

Leisure is a state of mind which ordinarily is characterized by un-obligated time and willing optimism. It can involve extensive activity or no activity. The key ingredient is an attitude which fosters a peaceful and productive co-existence with the elements in one's environment (Veal, 2004)**.**

Facebook

Facebook is a social network which enables users to interact virtually with an online network. The site was launched in 2004 by Mark Zuckerberg for campus use only then in 2006 the site opened to any users over the age of 13. Users are able to create a personal community as they are able to "friend" whomever they desire to interact with. According to Facebook newsroom there are over one billion registered users. In March of 2016, the daily active users averaged 1.09 billion (Jenkins, 2013)**.**

Facebook Groups

A Facebook module allows discussion forums and threads based on common interests and activities. Because of this application's ability to recruit members and spread messages easily through social networking, diverse political, social, and other special-interest (e.g., global issues, health concerns) organizations are creating online groups and utilizing the useful and fun enhancements of Facebook Groups. Once they belong to a political or civic group on Facebook, individuals can receive mobilizing information that

may not be available elsewhere. These individuals may also encounter more opportunities to engage in political activities (Park, Kee, & Valenzuela, 2009).

Twitter

Twitter is an information network made up of 140-character messages called Tweets which allows for virtual interaction. Twitter was founded by Jack Dorsey in 2006. In 2007 the "hashtag," which is one of Twitter's signatures,debuted. Twitter comprises310 million active monthly users ("Twitter Milestones," n.d.).

E-based leisure activities Leisure

E-based leisure are activities that do not involve physical exertion. These activities most likely are screen time activities that result in no or sedentary movement. These activities are favorable to youth and those who have intellectual or physical disabilities.

Extraversion

Extraversion is a personality constructs describing coherent patterns of basic psychological processes (i.e., affect, behavior, cognition, desire) that vary among individuals. The most salient of these processes is positive affect (PA).The finding that extraverts are happier than introverts is one of the most reliable observations in the personality literature (Smillie, Cooper, Wilt, & Revelle, 2012)**.**

Neuroticism

Neuroticism is a fundamental dimension of personality, as established in numerous factor analytic studies involving diverse sources of data. Neurotic individuals are both self-critical and have hostile thoughts concerning others. Higher levels of neuroticism predispose individuals not only to mood and anxiety disorders but also many of the other

disorders (including personality, substance use, and eating disorders) assessed by diagnostic clinical criteria. Neurotic individuals report greater impulsivity and poorer self-control. (Liu, Ode, Moeller, & Robinson, 2013)**.**

Loneliness

Peplau and Perlman defined loneliness as subjectively experienced aversive emotional state that is related to the perception of unfilled intimate and social needs (Luanaigh & Lawlor, 2008).

Social Loneliness

Social loneliness occurs through isolation and is caused by a lack of social integration and embeddedness. This type of loneliness can be due to relocation and could be resolved by developing new relationships (Luanaigh & Lawlor, 2008).

Emotional Loneliness

Emotional loneliness develops because of an absence of a reliable attachment figure, such as a partner. This absence or loss of an attachment figure can only be substituted by another close and intimate bond and supportive friendships or social contact cannot compensate for the lose (Luanaigh & Lawlor, 2008).

Viral Marketing

Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands of people (Wilson, 2000).

Geo-Tagging

Geo-tagging is the process of adding location information to documents later uploaded online. The main motivation for geo-tagging is the personalized organizing and searching that it enables. Of the 158 million images uploaded in the first four months of 2010, 4.3% were geo-tagged (Friedland & Sommer, 2010).

Flickr

Flickr is a photo-sharing website where users can upload and tag photos, browse others' photos, and add comments and annotations. Users can create photo sets and collections to manage content, and participate in topical groups to cultivate a sense of community. All Flickr accounts are free (Educause Learning Initiative, 2008). Flickr was launched in 2004. In 2015 728 million photos were uploaded at an average of 60.7 miller per month and two million per day (Flickr API, n.d.).

Active Gaming

These are electronic games that allow players to physically interact (using arm, leg, or whole-body movement) with images onscreen in a variety of activities such as sports (e.g., football, boxing, martial arts) and other activities (e.g. dancing, washing windows). Games are dependent on player movement either through a camera (Sony EyeToy), infra-

red sensor (Nintendo Wii and XaviX), laser (Lasersquash), pressure-sensitive mat/table (Dance Dance Revolution, XaviX J-mat and ApartGame) or modified ergometer (Xerbike or GameCycle). This active component replaces the largely sedentary hand controller of traditional video games whereby button pushing is used to control the game (Foley & Maddison, 2010)

Exergaming

Exergaming is playing active games that involve a screen and/or video game play associated with participants becoming human joysticks as they must use their bodies instead of just their thumbs in order to play the games (Warburton, 2010)**.**

Interactive Fitness

Interactive fitness activities are active games involve a piece of equipment that prompts active responses from the participants (Meyler, Banks, & Wilson, 2010).

CHAPTER TWO: LITERATURE REVIEW

Personal Motives for Online Interaction

Every person who engages in a form of online interaction has their own unique

motivation for participation. These motivations may be driven by personal needs or

societal pressure. For some, online interaction can ease social tensions and help overcome

personal deficiencies that can make face to face interaction difficult. For others, online

interaction is just another platform to exercise their extraversion. As technology has

progressed it has found its way into user's everyday life. To help better understand why

society has turned to this medium to satisfy their physiological needs, it is important to

explore basic human and psychological and physiological needs and how these needs can

be satisfied through this ever evolving medium.

The Need to Belong

The Baumeister and Leary's (1995) research on belongingness hypothesizes that

human beings have a pervasive drive to form and maintain at least a minimum quantity of

lasting, positive and significant interpersonal relationships. Maslow placed the

importance of belonging behind only safety needs and basic physiological needs (e.g., air,

water) (Pickett, Gardner, & Knowles, 2004). With the advent of social media and

increased online interactions one could argue that the resources a person has to garner

these relationships are greater than ever to satisfy this need. Baumeister and Leary

(1995) state satisfying this drive involves two criteria; first there is a need for frequent, affectively pleasant interactions with a few people, and second, these interactions must take place in the context of temporally stable an enduring framework of affective concern for each other's welfare. These researchers further suggest that belongingness can be almost as compelling a need as food in that human culture is significantly condition by the pressure to provide belongingness (Baumeister & Leary, 1995).

With the ease of connection and the wide array of potential platforms available, online interaction provides opportunities to develop and maintain multiple relationships irrespective of geographic distance. The need to belong in principle may be directed toward any other human and the loss of a relationship with one person can to some extent be replaced by any other (Baumeister & Leary, 1995). Offline social bonds can be formed relatively easily, without requiring especially conducive circumstances which lends itself to the very informal interaction created online. Festinger, Shacter, and Back (1950) found that mere proximity was a potent factor in relationship formation; individuals seemed to develop social bonds with each other simply because they lived near each other. One of the benefits of social media is the removal of geographical barriers therefore proximity may be defined as belonging to the same "Facebook Group" or the same online activity (e.g., gaming, chatroom). Nahemow and Lawton (1975) also showed that pairs of best friends who differed by age or race were particularly likely to have lived very close together, suggesting that extreme proximity may overcome tendencies to bond with similar others. People seem widely and strongly inclined to form social relationships quite easily in the absence of any special set of eliciting

circumstances or ulterior motives; friendships and group allegiance seem to arise spontaneously and readily, without needing evidence of material advantage or inferred similarity. According to belongingness theory, individuals are driven to develop and continue positive social relationships in order to experience a sense of acceptance (Grieve &Indian, 2013). In certain cases of online interaction (chat room, message boards, and social media), users are able to quickly and informally engage in conversations and develop relationships with users that they have had no previous contact with and have very little known shared or common interests.

The need to belong can also be understood on the basis of a fundamental interpersonal relations orientation, which suggests three basic needs underlie people's group-seeking behavior; inclusion, which pertains to the need to belong to or include others in a circle of acquaintances; affection, or the need to feel loved by others; and control, which encompasses the need to exert power over others or give power over the self to others (Gangadharbatla, 2007). Joining social media can satisfy these needs. People that rate high on the scale of needing to belong may be more inclined to participate in social media and at greater frequency. Individuals develop and continue meaningful relationships and connections in order to experience a sense of belonging and enhance their wellbeing (Grieve & Indian, 2013). This medium artificially removes reservations for those to communicate with users that are not at the time friends. Not only do relationships emerge quite naturally, but people invest a great deal of time and effort in fostering supportive relationships with others.

Social Connectedness

       According to Grieve and Indian (2013) the term *social network* has been reserved for an individual's personal social connections and social interactions that occur mostly face to face. Sufficed to say the nomenclature has changed as the popularity of online interaction has grown. One may no longer be limited to interaction with those they live near or work with. Also the ease of communication has allowed users to reach out to those they desire in ways that may be more efficient and timely than a letter or phone call. The prototypical user of the internet has also changed. Originally, the internet offered an outlet to find information and did so under the veil of anonymity. Now the internet is a major source of social connection with three quarters of American adults having been online with even more teens (93%) both reporting that their primary purpose was going online for communication (Correa, 2009). Correa (2009) states most users (nearly 90%) visit social media sites to keep in touch with people they already know. As of 2005 only eight percent of adult internet users had an online profile and as of 2009 that number jumped to 35%. To speak to the volume of traffic these social media sites are seeing more than one third of social media users check their profile page daily (Correa, 2009). In a study by Whiting and Williams (2013) 25 people ages 18-52 were interviewed to obtain responses in terms of uses and gratifications of social media. Respondents indicated that they use social media to connect and keep in touch with family and friends, interact with people they do not regularly see, chat with old acquaintances and meet new friends with 80% of respondents reported seeking information through social media.

As stated, there is clearly identified information seeking behavior that drives users to these online interactions, however as personal technology has advanced so has the ease and desire to engage in online interactions. Relationships are no longer necessarily reliant on face to face interaction to continue the relationships, or in some cases to create and foster new relationships. Connection is no longer dependent on either designed (e.g., activities designed to promote face to face interaction) or accidental proximity to friends or strangers (Grieve & Indian, 2013). Sheldon, Abad, and Hinsh (2011) suggested that using an online social network such as Facebook allows social needs to be met and consequently, members of a site such as Facebook will experience social connection. Through the enhancement of social media (groups, instant messaging, etc.) current forms of social media can potentially provide the opportunity for social support and social connections to be maintained and enhanced. This is supported by Baumeister and Leary's (1995) theory of connecting with others, which includes relating to and caring for others, feeling cared for by those others, and feeling involved with the social world more generally. Social media is a forum which can foster these dynamics among a greater numbers of users.

Regardless of the benefits of online interaction and the increasing ease of connection, all users are not created equally.   There are many features of social media that are uniquely beneficial to specific users. Correa (2009) suggests anonymity of the online interaction is attractive to people who are less comfortable with themselves and who otherwise have trouble making connections with others. Given that neuroticism is related to loneliness, a possible explanation is that anxious and nervous people use these

services to seek support and company. Most people use social media sites to interact

with people that they already know limiting their engagements with strangers. This is

appealing to those who are uncomfortable with those situations.   Previous research has

established three personality traits that are central to social media use; extraversion,

neuroticism, and openness to experience (Correa, 2009). This leads researchers to re-

evaluate the psychological traits that are satisfied by social media which in some cases

which may be more severe and impactful than others. In the study conducted by Grieve

and Indian (2013) there were substantial findings speaking to the ability of a site such as

Facebook to provide an alternative form of social connection to the connection

experienced in offline environments by those who are unable to participate. For example,

individuals who experience debilitating social anxiety in face to face interactions,

Facebook may serve as a valuable source of social connection and support. Current

results indicate that social connectedness derived from Facebook is distinct from, yet

related to experience of social connections that is derived face to face (Grieve & Indian,

2013).

For all the negative stereotypes attached to heavy social media use and negative

physical attributes associated with those who choose a non-physical screen activity over a

physical activity, online connection serves as a great tool for those who are not physically

or emotionally able to foster those relationships themselves. In a study conducted by

Whiting and Williams (2013), 88% of respondents mentioned that Facebook is "a place

to interact and socialize with others." Respondents stated that in some instances they

"have more contact with people via social media than face to face" and that "social media gives them a social life" (Whiting & Williams, 2013).

Loneliness

The feeling of loneliness is a very encompassing emotional state. Loneliness is argued by some as a unidimensional feeling (Luanaigh & Lawlor, 2008). This suggests that the emotion of loneliness due to geographical distance from family is the same loneliness as a person feeling the effect of a dissolved relationship. Luanaigh and Lawlor (2008) also state that the feeling of loneliness can be persistent or short lived since short lived loneliness in reaction to adverse situations are normal. More chronic or severe feelings of loneliness may be more of a concern (Luanaigh & Lawlor, 2008).

As stated by Baumeister and Leary (1995), there is a natural need for humans to develop and maintain interpersonal relationship. However, due to heretical reasons or induced states, there are populations who struggle to satisfy this need as easily as the majority of the population. Peplau and Perlman (as cited by Luanaigh & Lawlor, 2008) defined loneliness as subjectively experienced aversive emotional state that is related to the perception of unfilled intimate and social needs. Weiss (as cited by Luanaigh & Lawlor, 2008) has gone further to delineate that there are two types of loneliness that can co-exist or occur independently; social and emotional loneliness. Social loneliness occurs through isolation and is caused by a lack of social integration and embeddedness. This type of loneliness can be due to relocation and could be resolved by developing new relationships. Emotional loneliness develops because of an absence of a reliable

attachment figure, such as a partner. This absence or loss of an attachment figure may only be substituted by another close and intimate bond and supportive friendships or social contact cannot compensate for the loss (Luanaigh & Lawlor, 2008).

With the advancement of technology, online interaction is seemingly an ideal platform for those who would be considered lonely and have reservations to interact with each other on terms and in a manner which is more affable to them. Online interaction greatly increases the network accessible to users, removes face to face interaction that lonely users may be uncomfortable in, and allows for more controlled responses. Social media allows individuals to interact with only those users who want to communicate. The internet can allow lonely individuals to self-present more idealized versions of themselves as well; to role play different online persona, with individuals feeling more "themselves" online than off (Monahan-Martin & Schumacher, 2003). Altered self-presentations online in turn can lead to an altered and enhanced sense of self in real life. In this way, the internet can be an "identify workshop" where lonely individuals work through issues in the safety of the online environment (Morahan-Martin & Schumacher, 2003).

An evolutionary theory for loneliness has also been presented stating loneliness is a human trait that has evolved and is heritable. One can have a biological predisposition to experiencing loneliness possibly related to inherited personally traits, while others may experience loneliness related to other precipitants such as grief or depression (Luanaigh & Lawlor, 2008). According to Morahan-Martin and Schumacher (2003), an emerging hypothesis that has evolved with social dynamics is the notion that the internet can cause

loneliness. Those supporting this hypothesis argue that time online interrupts real life

relationships and that internet usage isolates individuals from the real world and deprives

them the sense of belonging and connection with the real world. Furthermore, there is

speculation that online relationships are weak with superficial compared with real life

relationships (Morahan-Martin & Schumacher, 2003). HomeNet conducted a study in

which 93 families (169 total people) were monitored after being given computers,

training on use and internet access for two years. The participants were also provided

reports on their psychological and social characteristics before beginning internet use as

well as one year intervals after they began using the internet. The participants reported

loneliness at the beginning of the study and did not predict amount of subsequent internet

use, but greater internet use was associated with increased levels of loneliness. The

authors attributed the increases in loneliness to decreases in family communication, social

activities, happiness and the number of individuals in one's social network, which was

also associated with increased internet use (Morahan-Martin & Schumacher, 2003).

However, there are limitations that must be noted. Similar to Weiss's emotional

loneliness; absence or loss of an attachment figure can only be substituted by another

close and intimate bond and supportive friendships or social contact cannot compensate

for the lose (Luanaigh & Lawlor, 2008). Limited social contact is not necessarily an

indicator of loneliness as there may be other migrating factors.

  Another hypothesis, more consistent with the theory that loneliness is a heritable

trait, suggests that lonely individuals were more likely to be drawn to internet and to use

the internet excessively (Morahan-Martin & Schumacher, 2003). Lonely individuals may

be drawn to some forms of interactive social activities online because of the possibilities of belonging, companionship, and communities that are provided online. Peplau, Russell, & Heim state "loneliness occurs when a person's network of social relationships is smaller or less satisfying than the person desired" (Morahan-Martin & Schumacher, 2003). Social media lends itself to an ideal forum for lonely people to develop relationships. These individuals are more likely than non-lonely to be socially inhibited and anxious, self-conscious, and sensitive to rejection. Lonely people more than likely have poor social skills, difficulty making friends, initiating social activity or possibly participating in groups (Morahan-Martin & Schumacher, 2003). This behavior suggests that social media does not create or increase loneliness but actually serves as a platform to develop meaningful relationships Morahan-Martin and Schumacher's (2003) study of 283 undergraduate student respondents completed the UCLA Loneliness Scale developed by Russell (1994).

Figure 1:

UCLA Version 3 Loneliness Scale

Instructions: The following statements describe how people sometimes feel. For each statement, please indicate how often you feel the way described by placing a check in the space provided. Here is an example: How often do you feel happy? If you never felt happy, you would check "never"; if you always feel happy, you would check "always."

	NEVER 1	RARELY 2	SOMETIMES 3	ALWAYS 4
*1. How often do you feel that you are "in tune" with the people around you?				
2. How often do you feel that you lack companionship?				
3. How often do you feel that there is no one you can turn to?				
4. How often do you feel alone?				
*5. How often do you feel part of a group of friends?				
*6. How often do you feel that you have a lot in common with the people around you?				
7. How often do you feel that you are no longer close to anyone?				
8. How often do you feel that your interests and ideas are not shared by those around you?				
*9. How often do you feel outgoing and friendly?				
*10. How often do you feel close to people?				
11. How often do you feel left out?				
12. How often do you feel that your relationships with others are not meaningful?				
13. How often do you feel that no one really knows you well?				
14. How often do you feel isolated from others?				
*15. How often do you feel you can find companionship when you want it?				
*16. How often do you feel that there are people who really understand you?				
17. How often do you feel shy?				
18. How often do you feel that people are around you but not with you?				
*19. How often do you feel that there are people you can talk to?				
*20. How often do you feel that there are people you can turn to?				

Scoring: Items that are asterisked should be reversed (i.e., 1 4, 2 3, 3 2, 4 1), and the scores for each item then summed together. Higher scores indicate greater degrees of loneliness. From Russell DW: UCLA Loneliness Scale (Version 3): reliability, validity, and factor structure, *J Pers Assess* 66:20-40, 1996.

Copyright 1994 by Daniel W. Russell. Reprinted with permission.

UCLA Version 3 Loneliness Scale

Respondents who scored in the top 20% were considered lonely and were compared to the remainder of the students who were considered non-lonely. The results indicated that "lonely users" of the internet reported greater use of the internet than "non-

lonely users." Lonely users also emailed significantly more than non-lonely users (2003).

In regards to reasons for use and loneliness, lonely users were more likely than the non-lonely users to access the internet to; relax, to meet people, for emotional support, talking to others who share same interests, and to waste time. The researchers also examined internet behaviors and loneliness. Lonely users were more likely to prefer communication to take place online rather than face to face find online anonymity liberating, like the speed of communicating online; and to have lurked online when compared to other study participants. Lonely users were more likely to agree that they were more themselves than in real life, they opened up more to people than in other forms of communications were friendlier; shared intimate secrets; and had pretended to be someone else (Morahan-Martin & Shumacher&2003). Lonely users also admitted that their online friends understood them better since they met online, they had more fun with the people they met online, and they had a network of friends made online.

Recreation and Technology

Recreation professionals have to remain diligent in both observing and studying trends to best serve their users. There may not be a larger or more impactful change in society than associated with the integration of technology into the everyday lives of people and the increased interpersonal communication taking place online. How users decide to spend their leisure time and how users communicate with those they want to interface with has altered dramatically over the last decade. Understanding this transformation helps agencies produce services that are desired through the best mediums of delivery. The reliance on technology for leisure and communication of information

continues to strengthen as personal technologies advance and there is no evidence of this trending slowing down.

Benefits of Leisure Participation

Leisure is a major part of many people's lives. Participation in leisure can result in but not be limited to improved physical health, a stronger family unit, decreased chance of disease, and increased community involvement. In addition to the physical benefits there are major psychological needs that can be satisfied by leisure. Tinsley and Eldgredge (1995) theorized that the gratification of individuals' psychological needs through their leisure experiences has a salutary effect on their physical and mental health, life satisfaction, and psychological development. The needs satisfied by participation in a leisure activity are one of the most important psychological attributes of the activity. Driver, Tocher, Tarrant (1996) also suggest that recreation activities are behavioral pursuits that are key to attaining certain psychological and physical goals (1996). For example, a user with a goal of alleviating the stress of work or day-to-day life may engage in some form of physical activity in order to achieve that desired goal. Despite the attention directed to this subject no definitive list of needs that are or could be satisfied through leisure has be agreed upon. Tinsley identified 45 needs while Beard and Ragheb based on their Leisure Satisfaction Scale incorporated 51 needs which were categorized into psychological, educational, social, relaxation, physiological and aesthetic (Bona, 2000).

Recreation experience is defined from a psychological perspective as the "package" or "bundle" of psychological outcomes that are desired and result from recreation engagement. The type and quality of the experience helps explain why people participate in recreation, gives guidance in understanding what people want from recreation, and offers insight into how it might benefit them (Manfredo, Driver, & Tarrant, 1996). In program design and implementation, understanding the needs that can be satisfied in a particular activity is very useful to the recreation program professional. The reason users may join a group fitness class as opposed to working out alone may be due to the opportunity for social interaction and external motivation provided by the instructor, and additionally, the desire to participate in physical activity. The satisfaction of needs cannot always be foreseen. It is important for continual program evaluation to observe unpredicted need satisfaction, support positive outcomes and address any unwanted or adverse results. For example, a program for seniors to learn how to use tablets or smart phones may become a popular program for socialization. This unexpected, but certainly welcomed need be satisfied must be identified and be continue through the program lifecycle.

As technology has become a leisure preference for many youth, major conversations and initiatives have begun in regards to the physical activity or lack thereof in this demographic. It is helpful to understand in more detail the needs of youth and the needs that are satisfied by leisure activities. During adolescence, individuals have an increasingly higher need for complex tasks and to take part in decision making as well as to relate to and be reinforced by peers and adults other than their parents (Leversen,

Danielsen, Birkeland, & Samdal, 2012). There is supporting literature that speaks to confident influence of participation in leisure on the positive development and well-being of adolescents. The strongest correlations have been found among participation in organized activities, school well-being, and academic achievements. Others have found leisure participation during adolescence to be related to low levels of depressed mood and anxiety, of aggression, antisocial behavior, and crime (Leversen, Danielsen, Birkeland, & Samdal, 2012). Additionally, adolescents' participation in leisure activities can facilitate needs for social relatedness, well-being and good mental health, and may be associated more specifically with satisfaction of competence and autonomy. As stated, the potential benefits of adolescents participating in leisure can be critical. While non-physical leisure choices can satisfy certain needs, Tinsley and Kass (1977) identified that physically demanding leisure activities (scuba diving, mountaineering, playing tennis and jogging) allowed for the greatest satisfaction for self-actualization while watching television offered the least. Csikszentmihalyi and LeFevre (1989) also found that passive activities, such as reading or television, were less satisfying than more active pursuits.

Motivations of Leisure Participation

While each individual will have differing motivations towards their participation in leisure there are many identified commonalities that describe motivation. In regards to one's desire to participate in motivation, Smith and Bar-Eli (2007) devised three key motivations for leisure participation; achievement, social and mastery. Achievement can be characterized as the need to compete, win and to achieve a user's best. Achievement motivation needs an element of social comparison (Pederson, Parks, Quaterman &

Thibault, 2014). Social motivation is also a major contributing factor for leisure pursuits. The opportunity for users to participate in an activity with others that they would normally pursue solitary activities is another factor and there can also be accompanying opportunities that go beyond the primary leisure pursuit. A user in a running club may choose to do so because of the social aspect of the group running. However, there may be additional social activities therefore the interaction is not limited to the primary activity. Mastery motivation appeals to those seeking skill development, learning and personal challenge. Programs that offer instruction, coaching or mentoring also appeal to participants. Competition of mastery motivation users is for intrinsic rewards (Pederson, Parks, Quaterman & Thibault, 2014).

In line with this study's examination of non-physical recreation there are also motivations that drive users to become spectators. Similarly to the benefits of physical leisure, users may choose to be spectators simply for diversion from daily life and stress. Others may be driven by the desire for drama and excitement. Sports can create many unique settings for high pressure and intense competition. Some spectators are motivated by the positive levels of arousal that result from taking in an event. There are also users that are looking for affiliations. The sense of belonging is the desire to be a part of team and the community that is involved. Hanging on every win or loss as a team makes its way through a season. Another positive motivation can be the fellowship spectators develop with friends and family as they attend a sports game. With the increased participation in tailgating and many sports venues hosting after parties, a sporting event

can serve as the central item of a full day of events (Pederson, Parks, Quaterman & Thibault, 2014).

Motivations can further be identified as externally or internally regulated. Externally regulated motivations are behaviors that are determined by elements that are not inherent to participation in an activity (e.g. awards, money) and the users feeling pressured to participate. Internally regulated actions are self-determined (Deci, Vallerand, Pelletier & Ryan, 1991). Participation taking place due to external motivations are instance when a user participates so others will feel in a positive manner towards the users or to avoid external punishment (so others will not be ashamed of the user). Akin to external would be introjected which is participation to obtain internal awards (i.e., feeling better about yourself, working out because you feel guilty about your eating) (Walker, 2009).

An example of internal motivation would be identified motivations. Identified motivations would be recognizing a goal as personally important to include working out because you think that is best way to maintain your weight. Integrated motivation is also internal since embracing participation into the self, a user's repetitive participation in a particular activity reflects "who you are." Intrinsic motivation, which is an interest, enjoyment, and engagement in activities for a user's own sake, is the best example of internally regulated motivations because the user is participating for the basic pleasure of the experience (Walker, 2009).

Integration of Technology by Recreation Agencies

In addition to following new programming trends which utilize technology, recreation agencies are continually integrating tech expertise into their marketing plans to better their advertising, customer service and even to help track visitor origins. Advertising methods have continued to evolve as has the place in our lives for social media. A National Recreation and Parks and Association study stated that one in five minutes online are spent on social media with Facebook boasting more than 800 million users and an average of three billion videos being viewed on YouTube daily (NRPA, n.d.). This illustrates the massive user base of social media which will only continue to grow. Social marketing is an innovative way of communicating with various audiences in newer, quicker, and more creative ways. In terms of advertising avenues social media has not only been added to the list, it has replaced the list (NRPA, n.d.). Social media has greatly eroded the place that print media has traditionally held in the marketing hierarchy. Eighty eight percent of marketers are using social media and are spending over $60 billion annually on social media advertising. This seemingly is an outstanding avenue for recreation agencies to reach their users as eighty percent of respondents reported using social media to seek out information (Whiting & Williams, 2013). This is significant as social media has begun to erode the importance of websites as many smaller businesses' major form of online presence resides in the realm of social media (e.g., Facebook, Twitter, Snapchat, Instagram)

Most recreation agencies have embraced social media with the majority of
agencies hiring staff to direct social media advertising efforts with instructions to create
and implement social media plans, policies and promotional efforts. On their website, the
city of Englewood Parks and Recreation Department positions social media as a way to
allow for communication to be interactive with our guests (City of Englewood, n.d.).
Social media is seen as a cost effective way to reach a broader range of potential users
and is a platform to pass along information to those who want it. The many benefits of
an agency having a social media presence include:

- Helps build brand and helps an agency become more recognizable
- Customer engagement; entice engage and invite customers tour business through a variety of marketing initiatives – promotions, contests, events sales and special offers
- Allows for reputation management and allows you to speak directly to customers
- Viral marketing- fast, farther reaching, inexpensive
- Business humanization: helps put a face to program; helps erode the many stereotypes of government
- This form of advertising is measureable (shares, likes, etc.) and more in depth information is available from multiple analytics
        (City of Englewood, n.d.)

Technology has also improved the customer service of and the information
available to recreation agencies. Users are now able to utilize web applications which
provides convenient ways to educate and inform current and prospective users, register
participants, reserve facilities, access programs schedules, and store pertinent information
(i.e., user information, archived documents, maintenance management software, etc.).
The advent of online surveys provide staff with instant up to date information about
participants and their particular interests which can save valuable staff time and financial
resources in their targeted marketing research (Ross, n.d.). Major strides have been made

in evaluation software which provides very detailed and specific data that is increasingly valuable to recreation agencies as they make operational and programming decisions.

An example of useful information that can be extrapolated from social media would be Wood, Guerry, Silver, and Lacayo's (2013) study researching information obtained from geotagged photos shared on social media. Prior to the emergence of social media behaviors, feedback was collected at specific sites through surveys and interviews. However, with heavy usage of sites such as Flickr "big data" can be generated. Wood, Guerry, Silver, and Lacayo, in an effort to study patterns of where people participate in recreation, utilized a new approach by sourcing the density of geolocated photographs that were posted online. Prior to their study there was little information about where people went during their leisure time which hindered progress towards understanding what draws and repels visitors (Wood, Guerry, Silver, & Lacayo, 2013). The researchers found that crowd sourced information can offer insight into this problem. Anytime a user posted a picture online that information could be used to indicate where they visited. The benefit of this method is that the data is not exclusive and can be measured in both developed and developing countries, data-poor and data rich locations, and urban areas and wilderness. This data has additional valuable to determine where the users originated providing information about tourism travel habits. It is postulated that distance traveled is correlated with value of the destination.

Geocaching has also been integrated into leisure activities. Geocaching is a real-world, outdoor treasure hunting game using GPS-enabled devices. Participants navigate to a specific set of GPS coordinates and then attempt to find the geocache hidden at that

location. (Geocaching 101, n.d). Geocaching is credited to David Ulmer who posted the

coordinates of a "secret stash" or cache. These coordinates were shared on the internet

and users took the coordinates and began to search for the items. This was all made

possible in May of 2000 when the White House allowed users to access errorless location

signals. This activity grew in popularity with Geacaching.com reporting three million

active geocachers worldwide with approximately 2.8 million caches hidden around the

world. In 2016, Pokémon Go was created by Niantec Inc. This app combines the

technology of Geocaching and augmented reality to create a fictional game in which

users walk their present area locating items on a map (Bhasin, 2016). Public locations

such as parks, libraries, historical sites, and bars. serve as points of interests for players.

As this game is a new phenomena, data is not available in terms of usage rates,

experiences and benefits of users. Due to the game's requirement to walk certain

distances to "level up", there may be the potential for positive physical benefits to

continued participation in this game. This may lead to similar applications that utilize

this technology in efforts to mobilize users. Examples could be historical tours of towns,

and interactive fitness trails.

Obviously the previously stated advancements do not come free of risks.   Ross

states that one could argue technology will result in depersonalizing the delivery of

programs (Ross, n.d.). Automation of too many services can be detrimental to recreation

agencies. Great care must be taken to ensure agency policy is enforced to ensure the

safety of information that is posted (i.e., FOIA issues, pictures of minors with identifying

markers, etc.). Wood, Guerry, Silver, and Lacayo (2013) further suggest that significant

ethical issues could be raised concerning violation of privacy issued. Users must understand that social media has evolved beyond a vehicle to interact with friends and family and has now turned into a massive tool which is often analyzed and examined for any and all information that is beneficial to those seeking it.

Integration of Technology to Promote Physical Recreation

Advances in personal technology have drastically affected recreation decisions of the masses, particularly youth. The popularity of social media, video sites like YouTube, and online gaming have in many cases replaced more traditional forms of recreation which included outdoor "play." Many physical activities can be difficult to partake in logistically (e.g., gather enough participants, lack of open space) and can also be costs prohibitive for those in lower socio economical classes. Biddiss and Irwin suggest that screen time activities are highly valued by children and efforts by adults to restrict time on electronic devices are met with great resistance (Biddiss & Irwin, 2010).

The question arises; why are these choices being made and what affects are they having on the youth? Biddiss and Irwin (2010) suggest that there are a few deciding factors that lead to these usage of time decisions. Their suggests that most activity choice is largely dictated by level of enjoyment with fun being reported as the most frequently report reason. Eighty three percent of American youth have access to at least one video game console in their bedroom. Additionally, eight to 10 year olds spend approximately 65 minutes per day on video games (Biddiss & Irwin, 2010). Video games serve as an easy and expedient choice compared to more traditional outdoor activities. Indoor activities are not subject to poor weather, are not affected by unsafe

neighborhoods, lack of facilities or open space, or lack of physical skill (in some cases due to disability). The ever growing "Social Side of Gaming" discussed by Ducheneaut and Moore (2004) may help to explain some of the reasoning behind the shift from physical activity to gaming. Contrary to popular belief, playing online gaming is not a solitary activity but more and more a social experience (Ducheneaut & Moore, 2004). The social expansion of gaming did not happen by accident. Video game designers want to promote interactions among the players as they recognize that these encounters are essential to the success of their virtual worlds and in many cases designers create quests that are too difficult for single gamers to promote and reward collaborations (Ducheneaut & Moore, 2004). According to Ducheneaut and Moore (2004), what makes a difference for many players is the shared experience, the collaborative nature of most activities and, most importantly, the reward of being socialized into a community of gamers and acquiring a reputation within. These shared experiences in turn can greatly increase the appeal and longevity of the game. This statement is important as it supports the theory that e-based leisure activities are chosen because they are able to replicate interactions and emotional feelings that are created by traditional forms of recreation.

As the popularity of video games grows many educational and recreational agencies have begun to explore integrating this technology into their programs. Active gaming is a rising initiative that may contribute to continued initiatives to help decrease levels of youth inactivity and also help to fight chronic issues facing inactive youth such as diabetes and obesity. Almost seventeen percent of children and adolescents are considered obese. Further, only one in three children are physically active every day.

These measure are needed for the future adults of the country as projected by 2030 where half of all adults will be obese (Facts and Statistics; Physical Activity, n.d.). Active gaming is usually broken into two categories, exergaming and interactive fitness. Exergaming is playing active games that involve a screen and/or video games associated with participants becoming human joysticks as they must use their bodies instead of just their thumbs in order to play the games. Interactive fitness activities are active games that do not involve a screen but that involve a piece of equipment that prompts active responses from the participants (Meyler, Banks, &Wilson, 2010). The need for these platforms can be observed as nearly half of preschool children do not meet recommended levels of physical activity prescribed by the American Academy of Pediatrics (Biddiss & Irwin, 2010). Sedentary behaviors have increasingly been associated with an elevated risk for premature mortality and chronic disease. Physical activity levels are dropping while sedentary behaviors such as sitting, television viewing, social media usage, online gaming and motorized transport are increasing. Research shows that an average American will spend eight hours engaging in sedentary behaviors. The Centers for Disease Control and Prevention estimate that children spend approximately seven and half hours per day using technology to include televisions, computers, and smart phones (Warburton, 2013). Technological advancements have been linked to the decreasing physical activity levels and increasing sedentary behaviors seen in both adults and children. It is estimated that video games are played in the majority of American households (approximately 70 percent to 90 percent).

There are mixed results regarding the implementation of active gaming. Some studies concluded that active gaming could be a gateway for traditional physical activity and many researchers' conclusions were that it is possible for this particular population to participate in active gaming and achieve moderate levels of physical activity. A study in the *Journal of the American Medical Associations Pediatrics* suggested that children who participated in active gaming increased their physical activity by seven and one half minutes per day (Meyler, Banks, & Wilson, 2010). Another study conducted by Meyler, Banks, and Wilson (2010) also supported this outcome, stating that active gaming could lead to participation in real world physical activity. Fifty eight percent of respondents indicated that they began engaging in a traditional physical activity after playing active video games and further displayed a significantly greater reduction in relative weight and body mass index. While supporting that active gaming can elicit the physiological responses necessary for fitness improvements, there were also key findings that must be stated. Biddis and Irwin (2010) concluded that regardless of the aforementioned findings that participation in active gaming participation should not be mistaken as a replacement for non-electronic based moderate to vigorous activity as participation in exergaming only moves energy expenditure from sedentary or passive video gaming levels to that associated with light to moderate physical activity. Research has highlighted the potential health benefits when combining the qualities that draw users to video gaming with physical activity. It is believed that by incorporating the appealing properties of

popular sedentary behaviors, individuals should be encouraged to participate in physical leisure opportunities (Warburton, 2013). Any agencies that are currently utilizing active gaming or any agencies that are interested in doing so must understand that any supporting curriculum must be designed to facilitate additional and continual physical activity to complete the benefits derived from active gaming.

SYNTHESIS OF LITERATURE

With the advances of technology and the movement of personal interaction online it can only be expected users may be attracted to more non-physical online activities. As the "average user" has changed in the eyes of recreation agencies, so have the approaches to leading and programming at these agencies. To better understand this change in the population, it is important to understand the literature that explores the personal motivations that are pushing users' attention and time to online interaction in favor of face to face experiences. It is also important to examine examples from literature explaining a person's needs to participate in leisure and noteworthy advancements by recreation agencies to try to meet those needs.

Many of the personal factors that drive a user to participate in online forms of interaction are in essence efforts to satisfy psychological needs. The major theoretical framework as described by Baumeister and Leary (1995), Grieve and Indian (2013), Correra (2009), Luanaigh and Laworlor (2008), Morahan-Martin and Schumacher (2003) describe the personal motivations that may explain higher levels of online interactions by certain users. A major theoretical breakthrough in regards to interpersonal attachments

came from the work of Baumeister and Leary (1995) who developed the Need to Belong theory which states that human beings drive to form and maintain relationship with others. The importance of this need is ranked in importance only behind safety needs and basic physiology needs. A person rating high in the area of needing to belong would most likely show increased usage of social media sites and other forms of online interaction (e.g., online gaming, chat rooms, etc.). The desire for social connectedness has become the primary motive for internet usage for most users as opposed to earlier usage of the internet as a platform to find information and to do so under the veil of anonymity. Sites such as Facebook allow for social needs to be met as these sites provide opportunities for social support to be maintained and enhanced. Users are given the opportunity to gather and share information from and with those they choose. Whether being biologically predisposed to loneliness or experiencing a precipitant, such as grief, these emotional states can preclude someone from the possibility of belonging, companionship, and communities that most people are able to experience. Due to the nature of online interaction, which can offer anonymity and easier means of communication, lonely people can overcome poor social skills and social anxiety that has precluded them from building the relationships as Baumeister and Leary stated are so vital.

There are many personal factors that motivate a person's leisure choices. The abundance of media outlets and the advancements of technology have moved many of those choices towards e-based leisure activities. There are major psychological needs that can be satisfied through leisure. Also many leisure pursuits are behavioral pursuits

that aim to attain certain psychological and physical goals. While participating in online gaming, for example, physical exercise is not achieved however users can still satisfy their need of connectedness with their fellow gamers through dialogue and cooperative play. To satisfy the desire of many users, youth in particular, recreation and school agencies have begun to use technology to promote physical activity. Active gaming has been used to entice the attention of youth as better alternatives to screen games which are viewed as "fun." While active gaming is not seen as a replacement for moderate to vigorous physical activity it has shown results as a gateway towards more physical activity. Exergaming (users act as a human joystick) and interactive fitness (using a piece of equipment that prompts active response) are being used as a supporting platform that can compete with Facebook, YouTube, and online gaming. Recreation agencies also have to change the way they communicate with their users. Print media is no longer the best method of communication and social marketing is a way to interact with various audiences in quicker and more creative ways. Most recreation agencies have embraced social media and have dedicated staff to help build their social brand. Social media promotes customer engagement and delivers agency information in a faster and more desired method to their users.

Individuals have their own reasons for what leisure choices they make. The reasons that drive two separate individuals to the same activity may be completely different. As many outlets for interactions and leisure activities satisfy different needs, they are not exclusive to a certain type of person. Social media may be attractive for a lonely person due to the barrier the computer creates while still being attractive to an

extraverted user who wants to satisfy their high need for interaction. The theoretical

framework presented here helps to better understand why users are driven to these

emerging platforms for online interaction.

CHAPTER THREE: METHODS

Introduction

This chapter will detail the methods to better understand the effect on user's leisure choices of social media and other forms of e-based leisure activities. Data collection, instrumentation and analysis will be explained. Ethical issues will also be addressed in this chapter.

Data Collection

This study consisted of both quantitative and qualitative data collection methods. The quantitative data was collected via an online survey distributed via email to Fauquier County Parks and Recreation users. In addition to the survey, five participants were purposively selected for face to face interviews. Interviewed participants were users of the recreation agency within the last year and also possess a working understanding of and use of social media. The survey, attached in Appendix A, utilizes the Likert scale to be completed via Survey Monkey. Participants were notified and thanked for their participation in the survey and provided contact information if they wish to review the findings. The face to face interviews took place between June 15th and July 2nd, 2016. A location was selected for all face to face interviews to take place. The semi structured interview guide is located in Appendix B and was given to the interview participants prior to the interview, for their preparation.

The design of this study was descriptive, non-experimental, mixed methods inquiry. The purpose was to gather participants and to provide information that helps identify user's leisure motivations and how they have been affected by advances in technology. This mixed methods study utilized face to face interviews to support these trends in the quantitative study and also provide more specific information that cannot be captured in the survey in order to better understand a user's leisure motivations and needs.

As leisure is an area of study that encompasses many different people in various ways, it was necessary to identify a confined sample. In efforts to eliminate gender, age, or social bias, it was determined that selecting a single agency's users would be the most effective manner. This also ensured that users had access to similar leisure opportunities as recreation agencies range in size and resources. Agency users were contacted via email to solicit responses for the quantitative survey. This included five face to face interviews with active Fauquier County Parks and Recreation users who have a working knowledge of social media. The face to face interviews were used to triangulate convergent and divergent themes with the quantitative results and will help provide more detailed and descriptive data.

The quantitative portion is a convenience sample and it provided information that will help to better understand respondents; motivating factors in their leisure choices and the affects that technology has had on their leisure activities. This portion of the study helped to fill in a list of needs that the respondents value the most when selecting leisure.

This study was non-experimental as there is no control group or manipulation. All responses from the survey were added to the data set.

The qualitative data collection consisted of five face to face interviews. The five participants were purposively selected recreation users. All participants were users of Fauquier County Parks and Recreation and also users of social media or another form of online interaction such as online gaming. The sample was diverse in age, online use, physical activity and also emotional states (i.e., lonely, anxious). A matrix was created to help create the most diverse sample possible. Components of the matrix included, age, online usage, physical activity level, leisure activities and known emotional states. Varying levels of all components were desired.   The interview questions were open ended and consisted of multiple parts. Participants were given the questionnaire prior to the interview. The questions were a more in depth investigation into a person's leisure choices and what affects their motivations in both a positive and negative manner. The questionnaire also examined changes in a user's choices. The interview format allowed for much detailed answers that could not be ascertained through a survey.

A possible threat to internal validity was the selection of the participants. Fauquier County, being a more rural area with some residents having limited access to internet, could have provided differing results as respondents may not be as technologically fluent as a sample of respondents taken from a more metropolitan population. Also as the survey was conducted via email this may have limited the responses from younger respondents whose major form of communication is social media.

As this study was completed using two forms of methodology, qualitative and quantitative, maturation was also a threat to internal validity (Henderson & Bialeschki, 2010). Due to the fact the interview portion following the initial survey took place weeks after a participant completes the survey, if respondents also participated in the interview there could have been changes in behavior or attitude towards leisure. New technology could have been accepted by the users, a user may have a change in leisure tendencies, or there could have been a negative leisure experience that took place between stages of the study. This study only accepted answers from adults there is not a fear of age or maturity issues as the study was not a long term study.

A threat to the external validity of the study could have been the selection of the group. Although technology and social media is a very wide phenomenon, Fauquier County is a small rural county which could be a threat in making generalizations to major populations from this study. This was a random sample of Fauquier County Recreation registered users, so there may be respondents that were contacted via email who had little experience with social media that may respond to the request. An additional threat was the interaction of history and treatment of the users with the department. For future studies that will have similar hypotheses the data collection will have to be conducted again and updated as personal technology and recreation are very cyclical in nature. New trends and technology may drastically affect the answers of future generations; in particular generations who were introduced to technology at a much younger age. Results of this study in 10 years most likely will show a much greater impact of technology on leisure choices. Further this study consisted of five face to face interviews.

A larger sample size of qualitative interviews could provide more certain saturation. This is a exploratory study in a emerging subject area. Further research will need to be conducted in larger samples and as technology continues to advance.

Selecting one recreation agency as opposed to selecting multiple agencies helped to limit differing factors by respondents. Respondents of this study were users of one agency. Fauquier is a much more rural population and has approximately 25% the population of neighboring counties, such as Prince William County recreation, opportunities and resources available to local agencies are not equal. Furthermore, while there may be major research conducted in more suburban countries analogous to Fauquier's neighbors (Fairfax, Loudoun, or Prince William) this study was conducted in a more rural and less populated rural area.

Sampling Background

This study was conducted in Fauquier County, Virginia. Fauquier County is approximately 40 miles west of Washington D.C. (Department of Community Development, 2013). Fauquier County has an estimated population of 68,248 ("QuickFacts Fauquier County," n.d.) with a reported population of 65, 203 from the 2010 Census. Comparatively Prince William and Loudoun County who border Fauquier County have populations of 430,100 and 337,248 ("QuickFacts," n.d.). However, Fauquier County is the eigth largest county in the state of Virginia (650 square miles). By comparison Prince William County is only 338 square miles even though it boasts six times the population of Fauquier County (Index Mundi, 2010)

Fauquier County is composed of 21 villages, three incorporated towns and nine

service districts. The services districts account for approximately 10% of the county's

land which leaves the majority of the county rural. Fauquier County resident have high

valuation in the area of historical preservation. This county has a developed a "Historic

Preservation Plan" and an Historic Resources Committee (Department of Community

Development, 2013). Due to the combination of the vast geographical area of Fauquier,

providing certain services to all residents can be challenging. As shown below

connectivity exists in the more densely populated areas leaving major areas without

internet connectivity. This figure below is courtesy of the Office of Telework Promotion

and Broadband Assistance. The highlighted areas are areas of services via Fiber-Optic,

Cable, Copper, or DSL ("Virginia's Broadband Map", n.d.). As the figure illustrates

there are major areas of no connectivity in the most northern and southern areas of the

county with the best coverage centered around Warrenton which is one of the major
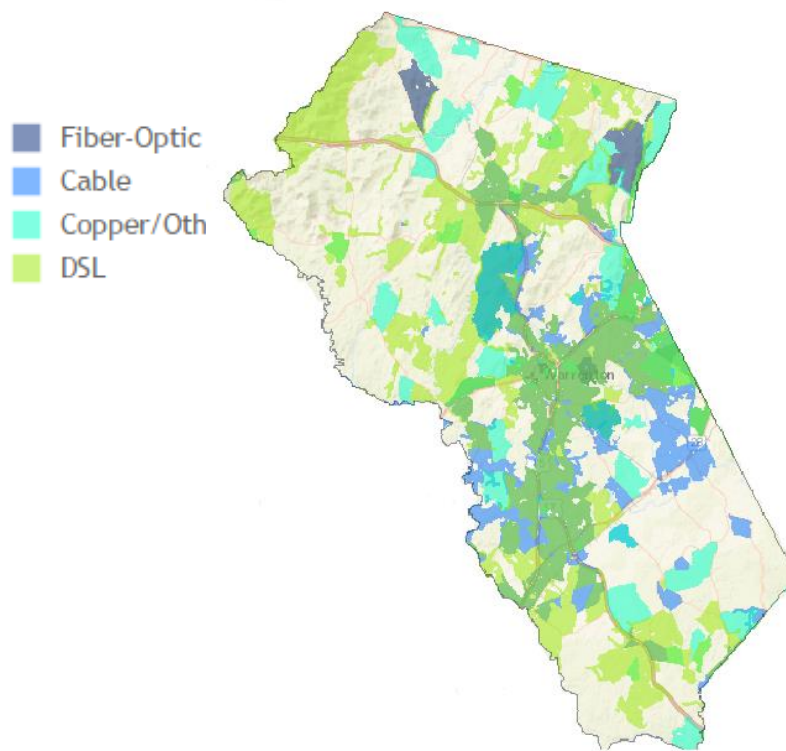
service districts.

Figure 1: Image of Fauquier County Connectivity via wired.virgina.gov

In regards to leisure opportunities in addition to private sector offerings, the

leisure opportunities in Fauquier are provided by Fauquier County Parks and Recreation

and the Town of Warrenton. Fauquier County Parks and Recreation has three community

centers, two major outdoor parks, a gold mining camp, outdoor swimming pool,

Community Theater and over four miles of greenway trail ("Facilities", n.d.). The town

of Warrenton opened the "WARF" in 2007 which has an indoor pool, fitness facility and

outdoor playground ("Warrenton Aquatic and Recreation Facility," n.d.).   Through these

aforementioned agencies many fitness programs and facilities are readily available for

use by residents. These agencies also offer summer camps, sports camps, art and cultural

camps and regularly host family special events.

.

Ethical issues

The Human Subjects Review Board (HSRB) of George Mason University's Office of Research Subject Protections reviewed this study. On May 31, 2016, it was classified as exempt under category two, which states: "Unless otherwise required by federal department or agency heads, research activities in which the only involvement of human subjects will be in one or more of the following categories are exempt from HRSB review: (2) Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, unless: (i) information obtained is recorded in such a manner that human subjects can be identified, directly or through identifiers linked to the subjects; and (ii) any disclosure of the human subjects' responses outside the research could reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, or reputation" (GMU Office of Research Integrity and Assurance, 2012) (See Appendix X for GMU's Human Subject Review Board Application).

Credibility Enhancement

To ensure credibility of the data, this study utilized a number of strategies. A formal member check took place in which all five face to face interview participants were provided with copies of their interview transcript. They were given the chance to review and make any corrections to any comments that were misinterpreted. Also the researcher's familiarity with the county is substantial as a resident and a recreation agency employee of Fauquier County, therefore, this aided in development of an early

familiarity with the culture of participating participants before the first data collection solicitations occurred (Shenton, 2004). Further, common themes were identified from the comparable interview participants to construct a picture of attitudes, behavior and needs satisfied by certain leisure pursuits. To ensure honesty in qualitative data collection all participants were given the opportunity to refuse participation and were asked to provide deep information freely (Shenton, 2004). Several methods of triangulation were also utilized. Data was collected from various sources. These sources included an online survey and five face to face interviews. Also the face to face interviews consisted of recreation users of different ages, gender, social media usage and differing mental states. Multiple theories helped guide both the framework of the study and the development of the data collection instruments from social, leisure studies and psychological perspectives (Krefting, 1991). This work included Baumeister and Leary's (1995) belongingness theory and Grieve and Indian (2013) and Correa's (2009) work involving motivations for online interaction. Also both Tinsley (1978) and Beard's and Ragheb's (1983) identified list of needs satisfied through leisure were used to develop the survey instrument. Finally, peer debriefs were utilized to assess the ongoing interpretation of the research project.

Data Analyses

The mixed methods study was both designed and executed to answer the following research questions:

1. What are major motivations for face to face socialization for participants?

2. What are major motivations for online interaction for participants?

3. What are the factors that motivate or dissuade users from participating in leisure activities that will result in face to face interaction?

4. What are the factors that motivate or dissuade users from participating e-based activities?

5. How does increased participation in e-based leisure result in lessened participation in physical forms of leisure?

Due to the nature of the study all of the research questions required both quantitative and qualitative analysis. The quantitative study was collected through a series of questions utilizing the 5-point Likert scale. Descriptive statistics were implemented based on the Likert Scale and ranked-ordered scaled to develop frequencies and means which will help identify personal motivations between users and their leisure choices (Henderson & Bialeschki, 2010). Respondent selection of their top leisure choices were compared to responses of their leisure motivations and also their values in face to face leisure and value in interpersonal relationships. This helped identify personal motivating factors and other variables that affect leisure choices. Quantitative data was analyzed using the program SPSS to arrange and identify the information so that it can be triangulated with the qualitative data to identify any convergent and divergent information respondents provided during the study.

While the inquiry was open for responses, the face to face interviews were scheduled and also took place. Participants were solicited via the survey instrument and

participants were also solicited as the quantitative survey interview period was taking

place. The qualitative portion of the survey consisted of five face to face interviews. The

"interview" better helped qualify the results of the quantitative study and reinforce

identified trends. Also due to the nature of the study and that a complete list of needs

does not exist, data will be invaluable in providing depth and nuance to the study.

 All interviews were recorded, reviewed and compiled with the interview notes.

The data for each question was compiled and trends were identified. Once the data was

collected the qualitative and quantitative data was triangulated to identify any convergent

and divergent information respondents provided during the study (Henderson &

Bialeschki, 2010). Responses that supported assumptions based on the study's research

helped to validate findings. As the participants were purposively selected, this validated

assumptions made of the large population of the study.

CHAPTER FOUR: RESULTS

The following chapter details the results of the quantitative and qualitative study. This chapter will include a description of the survey sample and a description of the respondents of the qualitative interviews. Results of the research questions will be examined.

Survey Sample and Interview Participants

This voluntary survey included 176 responses (n). Respondents did not provide biographical information therefore responses will not be considered in regards to age, gender, or race. Respondents were solicited from a pool of Fauquier County Parks and Recreation users. Survey respondents were contacted from mailing lists including a Leadership Program specific to Fauquier County, local civic groups, Fauquier County Parks and Recreation program users and other known users who were willing to participate. Five interviewees who were participants in a Fauquier County program within the last year agreed to face to face interviews. All five interviewees have a working knowledge of and use social media or other mediums online interaction, consider themselves computer "literate," and owned smart phones.

Face to Face Interview Participants Description

Interviewee A

　　Interviewee A is a female in her early 20s, who lives in Fauquier County and describes herself as an active Facebook user (multiple times a day). Also an active user of sites such as YouTube and services such as Netflix and Hulu, Participant A would classify herself as moderately active participating in casual activities mostly including walking or hiking with her dog. She has been diagnosed with depression and anxiety.

Interviewee B

　　Interviewee B is a female in her 50s who lives in Fauquier County and describes herself as well acquainted with Facebook, using the site almost every day. She is computer proficient, familiar with sites such as YouTube, Instagram, and Twitter but seldom visits those sites. Participant B is active walking with her husband and long distance hiking on the Appalachian Trail.

Interviewee C

　　Interviewee C is a female in her early 60s who lives in Fauquier County and describes herself as a daily user (multiple times of day). Active in various social sites in order to keep up with her grandchildren, she is very computer proficient due to her former career as a Certified Public Accountant. Moderately active, Participant C regular plays on the spring, summer, and fall church softball league.

Interviewee D

Interviewee D is a male in his late 20s who lives in Fauquier County and describes himself as an occasional user of Facebook, one to three times per month. Not physically involved outside of his job but very computer proficient, Participant D is an active online gamer participating in Call of Duty and Halo which are first person shooter video games on the X Box gaming system. Participant D also plays online poker.

Interviewee E

Interviewee E is a male in his late 50s who lives in Fauquier County, is a casual Facebook user (1 to 3 times per month), and physically active. Interviewee E works in cyber security so he is very computer proficient both personally and professionally. Handy around the house, he spends a majority of his free time on home improvements and auto restoration.

Face to Face Interviewee Information Compilation

As discussed in the literature review of this study, leisure satisfaction can be an in-exact science. Numerous studies have been conducted to determine a set of needs that can be satisfied through leisure. Advances in technology have also called for interpretation and the identification of social norms in regards to what constitutes leisure. Does it have to physical? Can someone participate in leisure in by themselves? Is leisure something you can participate online? What exactly is leisure and more so and why is developing a definition for it important?

What is leisure? There was a strong sentiment that leisure does not have to be physical. All five of the face to face interviewees were in agreement that leisure can take

a non-physical form. In regards to the interviewees' definition of leisure all answer were fairly simplistic. Interviewee B stated "leisure to me basically means anything that you can do as a hobby for fun, something you can just get enjoyment for the most part. For me leisure is how I spend my free time on the weekends away from work, family related stuff." Interviewee E echoed that statement "Leisure to me is something other than I do for a living 40 hours a week. And, and that's off the computer." The most inclusive definition came from interviewee C who commented "leisure is about time of your day a period of time you are not scheduled. It's your free time. What you do in your free time."

While the interviewees had similar definitions of the leisure the activities they participated in were very different. Activities ranged from riding bicycles, online poker, playing video games, music festivals (music in general), hiking, auto restoration, crochet, yoga, cooking, golf, reading books, surfing the internet and watching television or movies. This objective classification, while valid, of activities is what can make leisure such a difficult field to fully understand. A distance runner can have strong internal motivation and be attracted to the mastery motivation of working towards a personal best as they train for a marathon. However, someone of the same age in the same geographical area could see this physical activity as unappealing. Two people, one activity, two totally different perceptions. One is viewing this activity as an enjoyable activity and another seeing it as a task.

It is difficult to define or universally assign benefits that will be derived from a particular activity to a population. Those benefits are unique to the participants. This

qualitative sample shared a number of motivations for leisure. Health benefits were the

most prevalent in addition to personal enjoyment. For example interviewee D plays in

church softball league and admits the benefit of physical activity was minimal however

stated "there is a lot more involved in softball it is more of a team sport, there is more that

goes on at a softball than hitting, catching, and throwing the ball. Its fun and I look

forward to that." Her motivation for joining this league is much different that the former

college baseball player looking to satisfy the need for competition. Interviewees C and E

also stated the desire to be challenged. Interviewee C in regards to hiking stated "it's also

challenging for me because you know there is no hot shower, there's no convenience of

home. You're sleeping on the ground. You're hauling everything you rely for survival

on your person. Um….so it's the challenge of it and just kind of putting myself in a

difficult situation and know I can achieve success and overcoming those challenges in

great satisfaction" Similarly to interviewee C interviewee E in regards to his auto

restoration stated "one it tests my mind to um…be able to come up with ways or uh… be

able to visualize and implement something that needs to be done. So it tests my mind and

test my physical ability to re-create something and satisfaction that you've take

something that was basically a through away or pile raw materials and actually turned it

into something useful."

Similarly to the benefits of leisure participation, dissuading factors are also unique

each interviewee. Interviewees A and B both indicated they were not interested in

physical leisure. Interviewee stated that "when I think about leisure I think about just

relaxing. To me going on a walk or run doesn't seem relaxing." Interviewee B stated his

current physical shape would dissuade him from certain physical activity while interviewees D and E stated concerns about not being able to physically complete certain activities as a reason why they may not participate in an activity. Interviewee C, who is a serious hiker and former group fitness instructor, also commented in regards to peer judgment as a dissuading factor. "You know if you are going to a gym or a place where there are lot of other people you know often times you are judged on your body type or whether it's a group exercises class which I used to teach and participated in you know if your coordinated or don't have a good rhythm or whatever it could be dissuading". As evident deterrents are very personal and in many cases there can be multiple factors that deter someone from participating in leisure.

As present in this qualitative data leisure can be very subjective. This qualitative sample has a wide selection of preferred activities and a number of personal motivations for participation and conversely reasons to not participate. Leisure is a very cyclical area of study. New trends emerge and pass as personal resources continue to alter and influence leisure selections. This study has presented today's leisure participants needs including the need for meaningful interpersonal relationships. Many face to face leisure activities consist of opportunities to engage with others which can be very appealing. Interviewee C indentified this as a benefit. When selecting a leisure activity she looked for the "ability to connect with other people who have the same interests." Interviewee D also stated "I have done some things and I went into it and found out about it online, they had a conference in Warrenton and I really only knew one person so it was a little stressful at the beginning but it turned out to be a really cool thing." All of the

interviewees had qualities they looked for in interpersonal relationships. Common interests, companionship, trust and sincerity were some of the qualities listed.

As stated previously by interviewee C, "leisure is about the time in your day a period of time you are not scheduled. It's your free time. What you do in your free time." The literature review of this research as discussed stated the pervasive need for meaningful relationships. Segments of this qualitative sample, in particular interviewees A and B are examples of the every changing leisure participants. These participants are purposeful when selecting their leisure. Interviewee A, who experiences anxiety, stated "doing it in a place where there aren't a lot of people or there aren't any people so I can feel relaxed. I don't think it would be relaxing to be around a lot of people at once it can be kind of stressful." Interviewee B, who is an active gamer, stated "I personally don't like team activities. I like to do a lot of things that interests me by myself. I don't like to be out with a lot of people. Stuff you can you do by yourself, like golf, or poker, just playing something you can just do by yourself. Bowling, stuff like that." The question arises how do these participants interact with new people outside of work and their family if they are not interested in activities with opportunities for interpersonal interaction? This is where the image of the post social media era participant begins to take shape.

Online access has been a tremendous asset to all users. It is convenient. "I can do it from home. You can just sit down and look stuff up". "It's quick, it's easy, it's available 24/7 uh, if you know how to navigate around you can find anything you need or want. And uh, it's readily available most anywhere." "It's just you from the comfort of your own home." Many of the interviewees spoke about using this access to gather

information. Whether that is reading about current events, celebrities, band you enjoy, gathering information about physical leisure opportunities or entertainment such as watching videos online or online gaming. Maybe the most influential advancement with the biggest affect on leisure choices would be the advent and usage of social media; a platform for users to keep up with "friends".

In addition to face to face leisure, this study has examined e-based leisure (essentially any leisure taking place online or electronically). The interviewees shared their e-based leisure experiences and relationships. In regards to online gaming interviewee B stated "sometimes relationships are better online at least in the gaming world. Because you have the one thing you bond with, with someone else, shared a mutual interest in. You don't ever have to see them or really hang out with them. They are basically there at the good times you are enjoying with them." He did admit that his online relationships were different than his face to face interactions. "It's a little different relationship then a one on one or someone you meet out in public but uh, you basically bond over the main, the main thing whether it be a game or just uh forum talking about what interests you have. You are bonding over the same interests" The benefits of online interaction aren't exclusive to online activities. The ability to interact online can take relationships that are created online and develop into interactions taking place face to face. Interviewee C shared a story of meeting someone she meet on a Facebook group page dedicated to a music band she enjoys.   She was driven to this online community to share her passion for this band with others. "I don't know anybody in my day to day travels that are into music festivals and following that band. There is a

huge community online and that's really satisfying to me." Social media can also enhance relationships that started with face to face interaction. Interviewee D stated "I've had acquaintances that have become better friends because of online it was easier to talk to them online because they are not geographically close." While it was agreed between interviewees that face to face interactions were most satisfying; social media still can provide meaningful communication. Interviewee D shared "You know I talk to friends online all the time, my daughter lives in Florida so that's a constant online thing we are always doing. It's more satisfying to see them face to face but I don't think it's as necessary these days because we can do it online and so quickly. That's the other thing it's a lot quicker now than it used to be. You send a message and get a response back but it's very fast to talk" Interviewee A shared further "I would say sometimes it can be comparable. Because you can share things you have done. Like you have gone to party or went on a hike. You can take pictures and show people what is going on in your life. It's easier for me to keep up with friends that don't live close by and because I can keep up with them online I am less likely to go see them in person and hang out with them." While the interviewees did admit that online friends can be "superficial" and were not as "multi-dimensional" as face to face interactions it is clear the value in online communication.

From this study and the information gathered from the face to face interviews, it can be concluded that the interviewees are in search of satisfying leisure opportunities and also meaningful interpersonal relationships. Further, both of these pursuits are unique to each interviewee with factors such as on age, physical ability, social states, etc.

It is evident that e-based leisure both as a method of communication and also a source of entertainment can satisfy those needs. However as stated previously there is no universal set of needs. Nor is there an expectation that users will only participate in one type of leisure; face to face or e-based leisure. It is safe to postulate from this information gathered that e-based leisure may continue affect one's leisure choices. The ability to satisfy your need for interaction online may persuade you to search for complimentary activities; activities that may or not be pursued alone.

This evolved user is and will be a challenge moving forward for leisure agencies. These users will have expectations and are well educated as they have the resources to gather large amounts of information quickly. Furthermore, certain users may be out of reach of the traditional leisure agencies. Users may be motivated to participate in e-based leisure due to social states, physical capabilities, disabilities, lack of time or simply because they choose to stay in the comfort of their own home. E-based leisure to some may just be more appealing. As this sample suggest agencies will not be successful in rigid offerings or defining leisure for their users. A more adaptive approach will need to be developed. An approach that embraces new trends, whether based on technology or not, to meet the needs of their users which allows for growth as leisure patterns continue to change. Successful leisure agencies may not be measured by visitation numbers or program revenue but more so the open source leisure opportunities they develop to address the evolving participants as describe by this sample.

Factors of Leisure Selection

Personal Motivations for Leisure

Results of the 176 respondents was used to generate a list of leisure motivations. The majority of respondents listed two to three motivations. Nearly one fifth of respondents listed physical health and fitness as a motivation (19.22%). "Time with friends and family" (12.81%), "personal enjoyment" (12.10%) and "to relax" (12.10%) were the top four responses (Table 2). These responses were supported by the face to face interviews. Interviewees A, C, D & E stated physical benefits as a major motivation for participation in leisure activities. Face to face interviewees A, C & D stated relaxation as a major motivation. When selecting leisure activities, enjoyment was a convergent theme in the face to face interviewees. While wanting to reduce stress (5.69%) was somewhat a factor, less than five percent of the respondents were motivated to select based on activity, escape, interpersonal interactions or new experiences.

Table 2: Top Leisure Motivations as Reported in Qualitative Section of Survey
Instrument

Motivation	Total Responses	Percentage
Physical Health And Fitness	54	19.22%
Time With Friends And Family	26	12.81%
Personal Enjoyment	34	12.10%
To Relax	24	12.10%
Reduce Stress	16	5.69%
To Be Active	14	4.98%
To Get Away	14	4.98%
Interpersonal Interaction	11	3.91
Trying New Things	11	3.91%

Among the 176 respondents, in regards to making leisure decisions, there was a

definite affirmation that face to face interaction is an important part of leisure decisions.

Fourteen percent of respondents indicated that the opportunities to interact with others as

68% declared it was at least moderately important. Further, during participation in

leisure activities, 13% stated it was very important for interpersonal interaction to occur.

Forty one percent maintained it was important and 77% stated it was at least moderately

important (Table 3).

Table 3: Importance of Interpersonal Interaction When Selecting Leisure Activities

Selecting Leisure Activities	Very Important	Important	Moderately Important
When selecting leisure how important are opportunities to interact with others?	14%	30%	38%
During Your Leisure Participation how important are opportunities for interpersonal interaction?	13%	41%	36%

Face to face interviewees A and D however preferred activities they can participate in by themselves. Interviewees A and D were the two youngest participants and also have affirmative statements in preferring leisure that is not physical in nature or involve a lot of people due to their physical and mental conditions. Interviewee E was indifferent to the possibility of personal interaction and stated that "it's not a key component for me." Interviewee E was the oldest participant among face to face interviewees and utilizes social media the least. Interviewees C and D believe it is a benefit to interact with others while interviewee C also likes the ability to attend activities that involve others with similar interest such as enjoyment of a particular music band. Interviewee D affirmed that the enjoyment and activity beyond a softball game's pitching and hitting included fellowship and camaraderie. "There is a lot more involved in softball it is more of a team sport, there is more that goes on at a softball than hitting, catching, and throwing the ball. It's fun and I look forward to that."

One hundred seventy-six respondents rated their motivations when selecting leisure using a Likert scale of one to five with five being the highest rating. "To reduce stress" had the highest weighted average (4.41), followed by "to relax" (4.33), "to be active" (4.27), "to relax mentally" (4.23), "to challenge my abilities" (4.19) and "to keep physically in shape" (4.17).(Figure 1).

Figure 1: Top Leisure Motivations from Survey Instrument
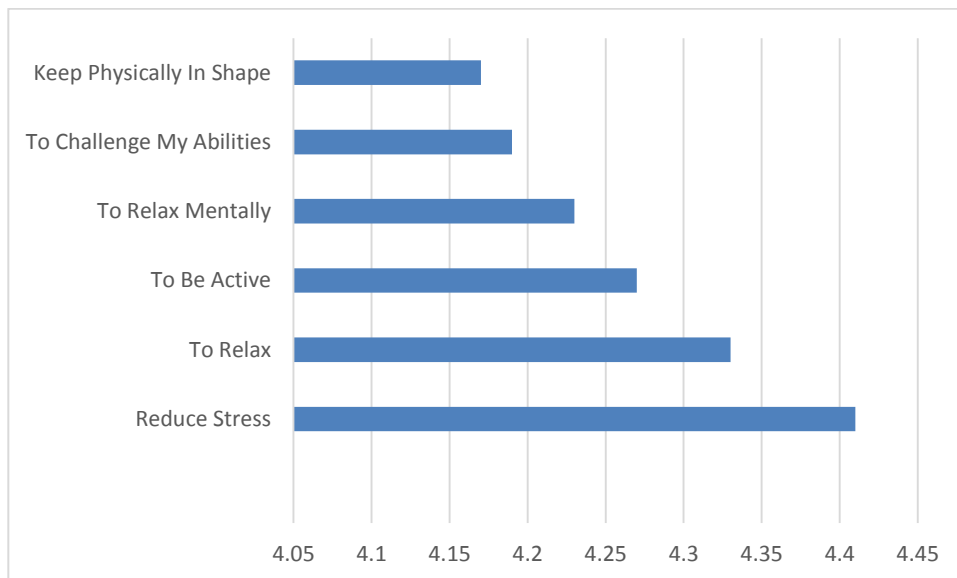
Top Leisure Motivations from Survey Instrument

Interviewees in the face to face interviews spoke about their motivations of participation in their preferred activities. Interviewee C spoke about her draw to hiking. "lots of things that draw me to that. Connection with nature. Unplugging from all the

stuff we are talking about. The screens, the social media, and the phones and everything. Um…..it's also challenging for me because you know there is no hot shower, there's no convenience of home. You're sleeping on the ground. You're hauling everything you rely for survival on your person. Um….so it's the challenge of it and just kind of putting myself in a difficult situation and know I can achieve success and overcoming those challenges in great satisfaction." Interviewee E also mentioned the challenge in his preferred activity of automotive restoration. "Building and restoration those kind of things? One it tests my mind to um…be able to come up with ways or uh… be able to visualize and implement something that needs to be done. So it tests my mind and test my physical ability to re-create something and satisfaction that you've take something that was basically a through away or pile raw materials and actually turned it into something useful." Both face to face interviewee's comments support the results of the survey instrument as challenging my abilities was fifth most frequent response in regards to leisure motivations.

Interviewee A stated "…. when I think about leisure I think about just relaxing. To me going on a walk or a run doesn't seem relaxing. What's important for me in deciding to do something that is relaxing and doing it in a place where there aren't a lot of people or there aren't any people so I can feel relaxed." In regards to options she further stated "I would say I spend more time online because there is a lot more you can do. There are a lot of different things you can look at. You can pretty much look up any show you want to watch or music video you want to watch. Or you can look up any articles you want to read……. I would say [it] happens when it happens. If a friend were

to invite me to go on a walk, I would probably do it one on one with them. After I have

spent some time on Facebook or watched TV that is kind of my "me time" to enjoy my

time to relax. I consider that my leisure time and I don't feel the need to go out and do

something physical." Interviewee B stated "I feel like there are basically two separate

sets of friends. You have your real life friends and acquaintances you do stuff [with].

You have, have your online friends you do stuff with. He also stated that too much focus

on online interaction can be a negative and that it has the possibility to erode face to face

relationships stating "It takes away from other relationships in real life." He also talked

about his personal situation in regards to his leisure situation. "You know being online in

my situation with a child it's easier to get the leisure from being at home than as opposed

to taking it out and doing physical." None of the other interviewees have young children

(school age). Interviewees C, D and E all have children and grandchildren.

Face To Face Leisure

Motivating Factors

The examination of leisure motivations is very valuable practice in understanding

leisure choices. There was a strong indication in regards to the importance of face to face

interaction. Fifty five percent strongly agreed that face to face interaction is the best

setting for creating and maintaining relationships while 28% percent agreed with that

statement (Table 4).

Table 4: Face to Face Leisure

Face to Face Leisure Best Setting For Maintaining Relationships	Strongly Agreed	Agreed
Face to Face interaction is the Best Setting for Maintaining relationships	55%	28%

Also in regards to the statement of e-based leisure being equally valued, 21% strongly

disagreed and 35% disagreed (Table 5).

Table 5: E-Based Leisure's Value

E-Based Leisure Value	Strongly Disagreed	Disagreed
E-Based Leisure is an equally valued activity compared to physical activity	21%	35%

In addition to respondents' statement that face to face interaction was the best

setting for creating or maintaining relationships, 33% of respondents indicated that they

strongly disagreed that online leisure has replaced the need for previously participated in

face to face activities. Over 25% responded that they disagreed with to that statement. In

response to online leisure being an equally valued activity compared to physical, 21%

and 35% of respondents stated they strongly disagreed and disagreed respectively (Table 6).

Table 6: **E-based Leisure's Ability to Replace Face to Face Leisure**

E-based Leisure's Ability to Replace Face to Face Leisure	Strongly Disagree	Disagree
Online leisure has replaced the need for previously participated in face to face activities	33%	25%
Online leisure is an equally valued activity compared to physical activity	21%	35%

Additionally, almost 28% of respondents and nearly 40% of respondents respectively strongly agreed and agreed that online mediums such as social media and online gaming have negatively affected participation in face to face physical activity. Respondents indicated that technology has had an effect on their leisure activity choices. Almost 16% stated they strongly agreed that technology affected their leisure activity and over 31% agreed with that statement (Table 7).

Table 7: Online Interactions Affect on Physical Activity

Online Interaction's Affect on Physical Activity	Strongly Agree	Agreed
Online mediums for social interaction such as Facebook or online gaming have negatively affected participation in face to face physical activity	28%	40%
Technology Has Affected My Physical Activity Choices	16%	31%

Dissuading Factors

In addition to the positive benefits and motivating factors identified in this study just as valuable is understanding dissuading factors that affect leisure choices. In regards to physical leisure interviewees D and E stated they would be put off from participation in events that were too physical and were impossible to complete. Interviewee C, who was formerly a group fitness instructor, brought up peer judgment. "You know if you are going to a gym or a place where there are lot of other people you know often times you are judged on your body type or whether it's a group exercises class…….if you're coordinated or don't have a good rhythm or whatever it could be dissuading" . Interviewee B affirmed that he was dissuaded by the fact he was out of shape. Interviewee A, who experiences anxiety, stated that a big crowd "would dissuade me because I don't think it would be relaxing to be around a lot of people at once. It can be kind of stressful." Further she stated "what's important for me in deciding to do something that [it] is relaxing and doing it in a place where there aren't a lot of people or there aren't any people so I can feel relaxed."

E-Based Leisure

Motivating Factors for Participation in E-Based Leisure

Due to the difference in e-based leisure delivery it was important to identify the
motivating factors that were unique to e-based leisure. Of the 176 respondents, close to
fourteen percent (13.71%) strongly agreed that integration of personal technology and the
ability for online relationships to easily be created and maintained have brought people
closer. Thirty five percent of respondents agreed with that statement. Conversely 19%
disagreed or strongly disagreed (Table 8).

Table 8: Integration of Personal Technology

Integration of Personal Technology	Strongly Agree	Agree	Disagree	Strongly Disagree
The integration of personal technology and the ability for online relationships to easily be created and maintained have brought people closer together?	14%	35%	16%	3%

Interviewees A and B declared enjoyment as a major motivation to e-based
leisure, whether it is access media online or online gaming. Interviewee B, who is an
active gamer, talked about the ability to connect and bond over a particular game.
"Sitting there you don't have to really be engaged face to face with anyone so you kind of

take out the personal level when it comes to that. It's just you from the comfort of your own home. You go in for your enjoyment."

The idea of leisure from the comfort of your home was a reoccurring theme in the face to face interviews. Interviewees A, B, C, D, and E all mentioned the ease of access that is right at your fingertips. Interviewee E went on to say "…. its quick, it's easy, its available 24/7 uh, if you know how to navigate around you can find anything you need or want. And uh, it's readily available most anywhere." Interviewee A spoke about the ease of communication on Facebook due to her social anxiety. "It's easier for me to keep up with friends that don't live close by and because I can keep up with them online I am less likely to go see them in person and hang out with them." She went on to say "communicating online is sometimes easier for me because I get anxiety sometimes when I am around other people. And there are times I haven't gone to events because I know there is going to be a group of people and that can make me nervous and anxious. And online is easier because you are not face to face with them and it can be much easier."

Interviewee D spoke about continued online relationships. "I talk to friends online all the time, my daughter lives in Florida so that's a constant online thing we are always doing. It's more satisfying to see them face to face but I don't think it's as necessary these days because we can do it online and so quickly. That's the other thing it's a lot quicker now than it used to be. You send a message and get a response back but it's very fast to talk…….sometimes online certainly can fill the need." Interviewee E has a similar family situation with family members that are not geographically close. "{Online use] helps my wife a lot because she uses the Facebook and the online

commutations and all that good stuff for me personally, I still use the telephone. I do

have social media accounts, I do use them occasionally but it's not my communication

with them." Interviewee E is the oldest participant of the face to face interviewees.

Respondents identified occasions in which they selected e-based leisure in favor

of physical activity. Almost eight percent stated that very often they chose e-based

leisure over physical leisure and 78% of people said they did at least often stated they did

so at least sometimes (Table 9).

Table 9: Importance of Interpersonal Interaction when selecting Leisure

E-Based Leisure in Favor of Physical Activity?	Very Often	Often	Sometimes
How often do you choose online leisure (social media, online gaming, YouTube, etc.) in place of a physical activity?	7.95%	23%	55%

Interviewees C and E suggested the motivation of connecting with others with a

shared hobby or passion was a major motivation for interpersonal online with others.

Interviewee C stated that "I don't know anybody in my day to day travels that are into

music festivals and following that band." Interviewee E believed the ability to quickly connect with others that share business interests or are associated with a specific hobby is much quicker than one could find in a face to face format or within their inner circle. In regards to each individual social media use, Interviewee A, B, C, and D qualified their usage versus their idea of the societal norm. Interviewee B stated "I wouldn't say never, it's definitely on the lower end from what other people my age and family I see." Interviewee A also referenced the social norm of her generation when it came to social media usage. Interviewee A and B were the youngest participants of the study (both mid to late 20s). Interviewee C stated "Multiple times a day. But not, you not crazy, I'm a type "A" personality and like to check in on things." Interviewee D stated "I check Facebook constantly, I should not, and it drives me crazy because I am always looking because there is so much you find out on Facebook that you might not find out for another week if you have to wait for face to face conversations." Interviewees C and D were in their early 50s and 60s. Interviewee E stated he seldom utilizes social media and uses social media in response to notification emails from family members. Interviewee E was dismissive of social media and online interpersonal interaction throughout the interview.

Interviewees C, D, and E believe a major reason for internet use is for research or information gathering. Interviewee E stated a major use for him was to "narrow my focus on what I am going to do for leisure. So I will do it for a little bit of background like searching for uh, weekend activities rather than running from place to place to place to find something to do. Go online to figure out what to do and go do it." Interviewee D

declared in regards to researching a leisure activity that "if there are not enough details about it online then I would probably just skip it. I think details and the descriptions of what the activity is, is important."

Dissuading Factors of Participation in E-Based Leisure

Similarly to physical leisure, e-based leisure also has components that are not attractive to use. A very prominent theme among interviewees A, C, D, and E made reference to the lack of personal connection you make when you engage in face to face leisure. Interviewee D acknowledged "I think we have a way to go with that [developing new relationships online]. Because without knowing somebody it's hard with what they say, you have to take them at their word. There is only so much you can do."

With almost 55% (54.86%) of survey respondents stated they have never developed a new relationship online and 33% indicated they sometimes do the survey respondents were in agreement with the lack of value in online relationship. Eleven percent said they do at least often. (Table 10).

Table 10: Ability to Develop New Relationships Online

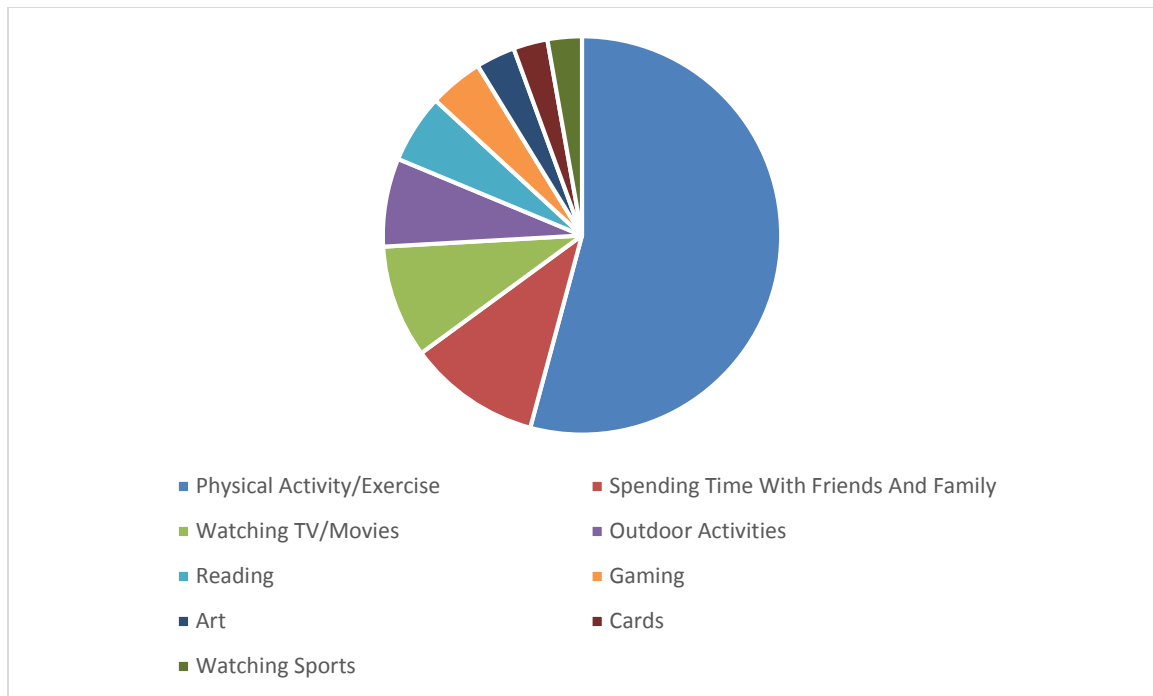| Developing New Relationships Online	Very Often	Often	Sometimes	Never
How often do you develop new relationships online?	3%	8%	33%	55%

When asked about value of interpersonal relationships interviewee E described what he valued "Sincerity, uh, the, the non-verbal feedback back and forth you don't get

online, and just that physical connection that you make difficult to get when you are online. So too the interpersonal relationships online I, I don't do it at all. Um, I find difficult to do and I don't think you get the sincerity and honesty you get in person." Interviewee's B and C spoke to the difficulties of developing fully developed friends. "It's a little different relationship then a one on one or someone you meet out in public but uh, you basically bond over the main, the main thing whether it be a game or just uh forum talking about what interests you have." Interviewee C stated "I mean they feel a little more superficial than face to face or physical relationships but um yeah through shared common interests…… I think the face to face friends are more robust. More real, more….um……you have different connections on different levels. Multidimensional is a great way to put it.

Top Leisure Activities

In efforts to further explore this area's preference in leisure choices, a list was compiled by the One hundred and seventy six respondents who listed their top leisure activities. Over 43% of responses listed some form of physical activity or exercise. Spending time with friends and family (9%), and watching movies and television (7%) were the second and third most frequent response. Each individual response was weighted equally and more specific activities (i.e., soccer, was grouped into physical activity or exercise). This researcher understands that certain leisure activities may fall into multiple categories. Gaming was the seventh most popular response (3%) and social media was the 15th most popular response (2%). Art (2.54%) was listed after Gaming, and respondents listed both Cards and Watching Sports last (2.22%) (Figure 2).

Figure 2: Top Leisure Activities

Legend:
- Physical Activity/Exercise
- Spending Time With Friends And Family
- Watching TV/Movies
- Outdoor Activities
- Reading
- Gaming
- Art
- Cards
- Watching Sports

Top Leisure Activities

Outliers

Interviewee A, who experiences anxiety, placed value in face to face formats stating "I would say to some degree you can maintain it online but you lose the personal connection. You are not able to go out and actually experience things like going on a hike together, or going to a movie or going bowling." A big crowd "would dissuade me because I don't think it would be relaxing to be around a lot of people at once. It can be kind of stressful." She believes "what's important for me in deciding to do something that [it] is relaxing and doing it in a place where there aren't a lot of people or there aren't any people so I can feel relaxed."

In regards to interpersonal relationships, Interviewee B stated that sometimes relationships are better online or at least in the gaming world in his opinion. "Because you have the one thing you bond with, with someone else, shared a mutual interest in. You don't ever have to see them or really hang out with them. They are basically there at the good times you are enjoying with them."

Trust of e-based activities was also discussed. Interviewee E, who works in cyber security, considered that his lack of desire to participate heavily in e-based activities was due to the lack of safety and also the pitfalls of online use. "I am aware of all the pitfalls and implications that can wrong and what can wrong the other thing that kind of dissuades me from use is that people use online communications to hide behind a face to face conversation. So they seem to be more bold and uh and more careless online then they would be in person." He went on to say, "again it goes back to sincerity and it goes back the fact that most individuals uh, hide behind the anonymity of the internet

connection and uh, and uh, tend to say some things and do uh, some things that they wouldn't normally do in a face to face conversation. Whether or sincere or not I don't I don't like anonymity and the lack of sincerity from online relationships." Interviewee D also mentioned trust. While she clarified that she thought some platforms were improving their security she suggested there were still dangers. "I think I trust it more now than I did 5 years ago even…. because they have improved the behind the scenes stuff so what you're actually seeing, and you can look up what's behind the scenes and find out for yourself if its trustworthy." She also spoke about the possibility to screen potential acquaintances she came across on online stating "I think reading people's comments on other people's posts sort of help you figure out what kind of person you are dealing with. In that regard I think Facebook has done a lot. Good or bad because you can find out what their stands are even things you don't want to know. So it's good for that."

Summary of Major Findings

The respondents in this study revealed their major motivations to participation in leisure of any sort was to reduce stress, to relax and to be active. Numerous motivations and needs can be satisfied both by face to face leisure and e-based leisure. Meaningful interpersonal relationships were identified as important to very important by respondents and responses indicated a preference for activities that helped facilitate these interactions. Respondents stated that face to face interaction was the best setting to develop and maintain these relationships. This was supported by the face to face interviewees. Respondents in both the qualitative and quantitative data collection agreed that increased

technology has helped to bring people closer together. Respondents from both data sets also confirmed that online leisure has affected their physical leisure choices. However, clarification through face to face interviews showed certain online use resulted in physical leisure such as researching potential physical activities. This study also identified and confirmed constructive uses of social media and online gaming for those that experience conditions that make mediums such as social media or online gaming attractive. Social disorders (i.e., anxiety, physical condition or disability), and time constraints (i.e., work or family) were all identified as reasons participants favored e-based leisure, which allowed them to satisfy social needs. In regards to the perceived value of online interaction and the idea that the e-based leisure has replaced the need for face to face leisure both the qualitative and quantitative respondents agreed that those statements were not accurate. It is also necessary to understand the setting of the study.

This study was conducted in a rural area. High valuation in face to face and outdoor activities could be seen as expected as an area such as Fauquier is more equipped to facilitate those types of activities. If the sample consisted of a more metropolitan area, results may vary from this study. The perception of face to face leisure may also be different. It is important to remember this is an exploratory study in an emerging field and subsequent research with larger and more diverse samples will be necessary to complete.

CHAPTER FIVE: SUMMARY AND CONCLUSIONS

This chapter includes a summation of the procedures used to complete this study and conclusions drawn based on the research questions. Studies and theories related to this study will also be examined and recommendations for future studies made in regards to participation in e-based leisure and the effect on traditional forms of recreation.

Summary of Procedures

This study was conducted using both qualitative and quantitative measures. The study involved an online survey and five face to face interviews. The survey was distributed via email and the five face to face interviews were lead in a controlled location. Once the data collection period ended and interviews were concluded the information was analyzed and applied to the five identified research questions.

Purpose of this Study

The purpose of this study was to examine the role of social media and technology users and how their usage of social media and technology influences their leisure decisions. With the advanced integration of technology users may be able to supplement and some cases even replace traditional forms of recreation as their online interactions are satisfying their need for interaction. The findings of this study can be used as a baseline for future studies that may be applicable and useful for leisure agencies.

Summary of Major Findings

The respondents in this study stated their major motivations to participation in leisure of any sort fell into three themes, to reduce stress, to relax and to be active. As identified as a result of the responses, numerous motivations and needs may be satisfied by face to face or physical leisure and e-based leisure. Meaningful interpersonal relationships were classified as important to very important by respondents and responses indicated a preference for activities that helped facilitate these interactions. Respondents from both the survey and interview stated that face to face interaction was the best setting to develop and maintain these relationships. Respondents in both groups also agreed that increased technology has helped to bring people closer together yet online leisure has affected participants' physical leisure choices. However, clarification through face to face interviews stated certain online use resulted in physical leisure such as researching potential physical activities. This study also identified and confirmed constructive uses of social media and online gaming for those that experience physical or mental conditions that make mediums such as social media or online gaming attractive. Social disorders (i.e., anxiety), physical conditions or disability, and time constraints (i.e., work or family) were all identified as reasons respondents favored e-based leisure which allowed them to satisfy social needs. In regards to the perceived value of online interaction and the idea that the e-based leisure has replaced the need for face to face leisure, both survey and interviewed respondents agreed that those statements were not accurate.

Conclusions

Q1: What are major motivations for face to face socialization participants?

Among the 176 survey respondents, there was a strong declaration in their decision making when selecting leisure activities and the most desirable benefit was physical health and fitness. This selection is not surprising as in addition to physical health, physical leisure can satisfy many needs. Driver, Tocher, and Tarrant (1996) suggest that recreation activities are behavioral pursuits that are key to attaining certain psychological and physical goals. Further Tinsley and Eldgredge (1995) theorized that the gratification of individuals' psychological needs through their leisure experiences has a salutary effect on their physical and mental health, life satisfaction, and psychological development. The needs satisfied by participation in a leisure activity are one of the most important psychological attributes of the activity.

There was substantial evidence from respondents regarding the importance of face to face opportunities when selecting and participating in an activity. This was supported by the fact that spending time with family and friends was the second most desired value when selecting leisure activities. Face to face interviewees A and B specified that they did not favor face to face interaction. However, their responses could be considered typical of a user who experiences anxiety and an active gamer, who in addition to identifying himself as out of shape, prefers to bond when convenient over the internet. Correa (2009) suggests anonymity of the online interaction is attractive to people who are less comfortable with themselves and who otherwise have trouble making connections with others. Participants may access social media sites to interact with people that they

already want to limit their engagements with strangers. Correa's statement supports the responses of interviewee A and B.

Q2: What are major motivations for online interaction for participants?

There was moderate evidence suggesting a preference in selection for e-based leisure in favor of physical activity. However not enough to substantiate a major claim of a shift from the survey respondents even though watching television and movies was the third most frequent leisure activity from survey respondents. Respondents of this study indicated that face to face interaction and activity were their preferences when making leisure selections.

The major motivation of online use from interviewees was research and gathering information. In some cases this constituted e-leisure (i.e., reading about current events, celebrity news). There was also evidence that online search behavior lead to physical leisure participation, as research was performed regarding activities available to the users. There was also a recurrence of the practice of connection with others who share common hobbies or interests. The ability to expand the online network could facilitate or further an interest or hobby by connecting users with others that they would not have interacted with in their everyday lives.

Interviewee A supported the statements of Grieve and Indian (2013) that social media was a benefit to those who experience anxiety. Social media may offer anonymity and easier means of communication, where lonely people can overcome poor social skills and social anxiety that has precluded them from building meaning interpersonal relationships. Online interaction has provided a platform for users similar to interviewee

A who gathers information and interacts with whom she chooses in the chosen medium when they choose to. This behavior is typical for users like this as Correa (2009) states most participants (nearly 90%) visit social media sites to keep in touch with people they already know.

Q3: What are the factors that motivate or dissuade users from participating in leisure activities that will result in face to face interaction?

There was strong affirmation that face to face leisure was regarded as the best setting for creating and maintaining relationships. There was also a notable rejection of the postulation that e-based leisure was equally valued when compared to physical leisure. This is of note because the survey respondents stated overwhelmingly that that interpersonal relationships were valuable to them. Baumeister and Leary's (1995) belongingness hypothesizes that human beings have a pervasive drive to form and maintain at least a minimum quantity of lasting, positive and significant interpersonal relationships. Not surprisingly respondents echoed that sentiment rating activities with high valuation in face to face interaction as most frequent and face to face as most important. Major motivations stated by the survey respondents were physical health and fitness, time with friends and family, personal enjoyment and the ability to relax.

Dissuading factors were revealed by interviewees with respect to participation in physical leisure. Multiple interviewees recognized the possibility of not engaging in an event if it was too physically active in nature or there was not enough available information to assure that they could complete the activity. They also perceived fitness

as a negative factor and the idea of others passing negative judgment of a participant who did not fit a stereotypical body type was also a discouraging factor. Interviewee A also disused the idea of large crowds that can be associated with face to face leisure as stressful situations. She would not be able to relax, which was a major motivation for survey respondents when selecting leisure activities. Whiting and Williams (2013) stated that in some instances users "have more contact with people via social media than face to face" and that "social media gives them a social life" (pg, 336)

Q4: What are the factors that motivate or dissuade users from participating e-based activities?

There was agreement among survey respondents and face to face interviewees that personal technology and online interaction have brought people together. Enjoyment was also a theme from the face to interviews in regard to their online use and also the ability to do so from "the comfort of their own home." This is noteworthy as it supports the results of the survey. Three of the top four leisure motivations by survey respondents were; physical health and fitness, time with friends and family, personal enjoyment and the ability to relax. Current research indicates that social connectedness derived from Facebook is distinct from yet related to experience of social connections derived from face to face participation (Grieve & Indian, 2013).

E-based leisure can satisfy most all desired motivations and needs with the exception in most cases of physical activity. Social media, for instance, has created a platform that allows for an expansive network allowing interaction among friends and family 24 hours a day, and expands each users' reach. Festinger, Shacter, and Back

(1950) found that mere proximity was a potent factor in relationship formation; individuals seemed to develop social bonds with each other simply because they lived near each other. The ability of interpersonal interaction online has removed any geographic barriers that would stand in the way of a relationship being created. Further, for users such as interviewee A and B who prefer to connect with others from their own home and do not prefer physical leisure, e-based leisure allows them to participate in a location they prefer and allow them to relax. As stated by Baumeister and Leary (1995), there is a natural need for humans to develop and maintain interpersonal relationships. However due to heretical reasons or induced states there are populations who struggle to satisfy this need as easily as the majority of the population. This would help explain responses from interviewee A and B in regards to their reluctance to try to participate in face to face leisure for developing relationships.

Neither survey respondents nor the face to face interviews support the practice of developing new relationships online. Multiple interviews reference the lack of personal connection when interacting online. It appears that there is no ability in online interaction to share and participate in experiential activities. Online friends were termed "superficial" and users may be reluctant to fully develop friendships. This may be due to the nature of communication you have to take with online users in the way they have portrayed themselves. Face to face interactions and friends were seen as multidimensional where online interactions centered around a particular activity or conversation. Interviewee's claim of superficial was supported by a finding of Morahan-Martin and Shumacher (2003). They stated there is speculation that online relationships

are weak with superficial compared with real life relationships (Morahan-Martin & Schumacher, 2003).

Trust, or the lack there of, was also a dissuading factor in regards to e-based leisure. There are certain pitfalls in the way cyber security users expose themselves when engaged with others online. Also the ability of users to hide from face to face conversations was stated as a dissuading factor towards use. This is contrary to the benefit of anonymity to those who experienced from disorders such as anxiety which was seen as positive in regards to online interaction. To interviewee E, this anonymity was perceived to remove levels of sincerity in interactions by some users.

Q5: How does increased participation in e-based leisure result in lessened participation in physical forms of leisure?

As stated previously in this chapter, face to face interactions were overwhelmingly agreed upon as the best setting for face to face leisure participation. Survey respondents most frequently chosen leisure activity was physical activity or exercise and was more than five times greater than the second most frequent activity chosen, spending time with family and friends. Further, respondents stated that they disagreed that e-based leisure replaced the need for face to face activities and that leisure was of equal value as physical leisure.

Survey respondents did affirm that online mediums have brought users closer together and that technology has affected their leisure activities. The usage of platforms of online interaction for constant and immediate constant could be explained by

Baumeister and Leary (1995) who express that satisfying this drive involves two criteria; first there is a need for frequent, affectively pleasant interactions with a few people.

Multiple face to face interviewees stated they conducted research to identify the best physical activity to participate in. Online use actually narrowed the focus of users and made finding suitable physical leisure more efficient. In this case online use leads to increased physical activity. Multiple interviewee respondents spoke to the great access online use allows as they are able to access endless information potential leisure activities and were quickly able to determine if the activity fit their leisure needs.

Leisure Choices in the Social Media Era Compared to Other Studies

In a study by Beggs and Elkins (2010) discussing leisure motivations, the top motivation was to be active; followed by keep in shape; develop skills and abilities; to develop physical fitness; and to use my physical ability. The highest rated satisfaction of this 2010 study was because users "liked to do them," followed by reduce stress and then an activity that provided a sense of accomplishment. This researcher also revealed that social motivations were important in providing leisure satisfaction.

In a 2012 study, Seidman identified neuroticism with social anxiety and public self consciousness postulating that users experiencing this disorder may seek a safe place such as social media for self-expression and communication. Seidman's findings also associated neurotic users as information seeking and may be more likely to use social media as a passive way to learn about others. Neurotic individuals may have social difficulties and social media satisfies their need to belong. This was also discussed by Baumeister and Leary (1995) who postulated that it occurs when those needs are not

being sufficiently met face to face. Seidman also suggested that looking at motivations

of social media use rather than frequency of behaviors may help further the

understanding of personalities and social media use (Seidman, 2012). The result is

similar to Correa, Hinsely and Zuniga who hypothesized that people who are more

emotionally stable will use social media less frequently, was also supported. Anxious and

worrisome individuals tend to use social media more frequently than those who are

emotionally stable (2009).

In a 2010 study, Pew found social networking sites are increasingly used to keep

up with close social ties (Pew Research, 2013). Pew is supported in this study by both

interviewees and survey participants. The survey respondents stated that online

interaction is useful in maintaining relationships and bringing people together. Multiple

interviewees discussed the benefit of being able to keep up with friends but also family

members that do not live in their geographical area.

The Pew study also revealed that Facebook users are more trusting than others

(Pew Research, 2011). However two interviewees provided issues they have with

trusting not only the security of social media sites but also mentioned the inability to fully

familiarize themselves with users they interact with online. There was a lack of

"personal touch," online interactions lacked "sincerity" and due to the method of

communication users had to take users they interact with only based on quick and

informal communications. These interactions were seen as superficial and did not build

trust between users meet online.

Top Leisure Activities

The Bureau of Labor Statistic generated the following in a 2014 survey in regards to Americans' time use. For comparison the chart for top leisure activities from this study has been provided. On an average day, nearly everyone ages 15 and over (96 percent) engaged in some sort of leisure activity such as watching TV, socializing, or exercising. Watching TV was the leisure activity that occupied the most time (2.8 hours per day), accounting for more than half of leisure time, on average, for those age 15 and over. Socializing, such as visiting with friends or attending or hosting social events, was the next most common leisure activity, accounting for 43 minutes per day.

Figure 3:

NOTE: Data include all persons age 15 and over. Data include all days of the week and are annual averages for 2014.

SOURCE: Bureau of Labor Statistics, American Time Use Survey
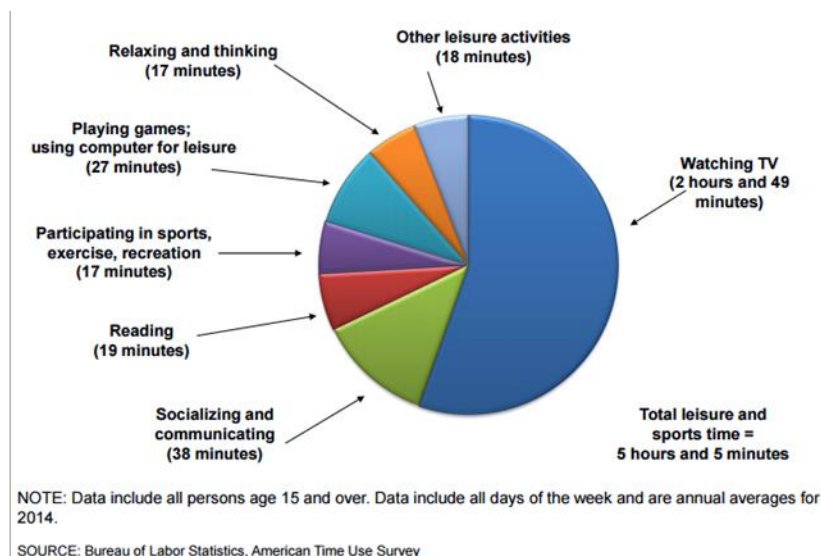
Leisure Time on an Average Day- U.S. Department of Labor

While this research did show that watching TV or movies was the third most popular activity these result are considerably different from the Department of Labor's study. It is possible that the online survey generated responses more consistent with social norms (i.e., the need for exercise and not an accurate representation of actual frequent leisure activities). The face to face interview generated responses more in agreement with the Department of Labor study. Socializing with friends of family was the second most popular activity in both studies (Table 11).

Table 11: Top Leisure Activities from Survey Respondents

Top Leisure Activities	Total Responses	Percentage
Physical Activity/Exercise	136	43.17%
Spending Time With Friends And Family	27	8.57%
Watching TV/Movies	23	7.30%
Outdoor Activities	18	5.71%
Reading	14	4.44%
Gaming	11	3.49%
Art	8	2.54%
Cards	7	2.22%
Watching Sports	7	2.22%

Implications for Future Studies and Practice

This inquiry included both qualitative and quantitative data. The quantitative data provided an excellent source of broad information in regards to leisure motivations and helped to identify desired benefits and motivations of leisure participation. The qualitative portion of the study allowed for more in depth data collection and the ability to follow up on comments of interested during the interview process. The purposely selected interview participants also allowed for leisure motivations to be correlated with user's online use (e.g.,social media, online gaming, etc.) and allowed for themes to be identified with participants with personality traits such as depression.

Research by Nahemow and Lawton (1975) showed that pairs of best friends who differed by age or race were particularly likely to have lived very close together. This suggests that extreme proximity may overcome tendencies to bond with similar others. Online interaction allows users are able to quickly and informally engage in conversations and develop relationships with users that they have had no previous contact with and have very little known shared or common interests. The access and ability to interact online has removed many constraints such as time differences between correspondents, geographical barriers or waiting for formal face to face interaction opportunities.

Due to the submersion of the general population in e-based leisure, there are numerous opportunities for future studies similar to this one to examine larger

populations and further assess motivations for one's leisure decisions. For future studies, a bigger sample could provide more valuable data. This study focused on one county to ensure the sample was comparable in many areas including internet access, leisure access, and socioeconomic status. Incorporating users from neighboring counties such as Fairfax, Loudon, and Prince William, which are significantly larger both in population and also leisure opportunities, would provide a much richer sample. Comparisons of results by county would also be helpful to recreation agencies since the results from Fauquier residents may be comparable to those of the large more suburban county or they may be rejected thus suggesting differing populations have very unique needs.

The survey instrument was created for general users and has no unique features that yield it only useable for this study or sample. However, the sample did not identify their age, gender, physical activity level or social media usage. Demographic data could add a richness to future findings. The interviewees provided their age, gender, activity level and social media usage. Identifying potential respondents in these areas could compliment future studies. Comparative studies including analyses of responses by gender and physical activity level may help provide a more complete understanding of the affect e-based leisure has on physical leisure. Age could be a particularly useful comparison as there is still a large population that has not grown up with the technology that users born after 2000 have been accustom to. There most certainly are, as shown by this study, different levels of value in face to face interaction and trust of online interaction. In the case of social media, many users have 12 or less years of usage of social media and the benefit of smart phones. Conducting this survey in 10 years, for

example, will most likely yield much different results as a larger section of respondents will have little time of their adult lives taking place without the presence of social media. Respondents of this study may have a bias towards more physical and non-e-based leisure as they didn't have access to this technology during their adolescents.

During their interviews, face to face participants were asked to provide their definition of leisure. All of the participants described it as an activity or choice in activity that involved enjoyment and were releases from normal life occurrences (i.e., work, family obligations such as housework). However, when they were asked to describe their leisure activities there appeared to be confusion and in some cases reluctance to describe activities such as wine tasting or crochet which are not physical in nature however leisure nonetheless. In future studies after the interviewees give their definition of leisure, it may be helpful to provide an academic definition to allow for more dialogue about their preferred activities to help the interviewer follow up and provide a deeper understanding to motivations. In this study, the interviewer did confirm that activities suggested by respondents were leisure, however a better understanding of the term could provide more useful information.

While the survey instrument did provide quality data, the qualitative data and the ability to direct more probing questions to the participants provided much more detailed information. During the face to face interviews participants spoke about the intrinsic motivation that drove them to the challenge of their particular activity such as hiking, restoration or crochet. This type of information is not as easily obtained via a survey utilizing Likert scale questions. It would also be helpful to have a larger sample with

multiple participants in different activities such as gaming, endurance sports, team sports, extreme sports, non-physical activities, etc.   A comparison of these groups would be very useful in more targeted programming and design. Further the survey instrument was distributed via email to local county users utilizing a non-probability snowball sampling. In future studies access to multiple agency emails would most likely result in more responses and a much more diverse sample. Due to time constraints and lack of response, this was not available for this study.

Concluding Thoughts

This study will contribute to future studies in regards to leisure motivations and the affect technology and social media have on these motivations. Most likely personal technology will continue to progress and the implied benefits will continue to effect user's leisure participation choices. Certain users as described in the study (i.e., users with anxiety, loneliness, gamers) will continue to benefit from the interactions created online these continuing advances. Others may perceive the increased dependency on constant connection and higher participation rates in activities that are sedentary in nature as negative. Regardless, leisure professionals will need to continue to monitor and understand how to best provide opportunities for users to supplement their leisure choices that may or not be physical in nature. Applications that integrate physical activity into personal technology can be a way to engage populations that are more frequently participating in sedentary activities. "Pokémon Go" which is a game that combines the game and the real world or "augmented reality" requires users to walk from place to place to complete challenges (Niles-Carnes, 2016). This game has the ability to

encourage physical leisure in an appealing manner.   Applications such as this will be a way to continue to engage users who hold high values in screen time activities.

These results serve as a base for future studies and will hopefully be replicated in a much larger scale with a more detailed and more identified sample that can be helpful information for leisure agencies.   Leisure trends are ever changing and always providing opportunities for new trends, programs and offerings. While social media is more than 10 years old and online gaming improves year to year, continued work needs to be conducted in order for leisure professionals to stay abreast of what their current users' motivation to participate are. This study will also help agencies understand the benefits to e-based leisure instead of developing the mindset of how to compete with e-based leisure. This researcher believes more than ever that there can be efforts to supplement those leisure choices. Users who are satisfied with their e-based leisure should be empowered by their local leisure agencies and should not be seen as non-participants. There may be potential opportunities through e-base leisure to engage users outside of participation in the "brick and mortar setting" of a community center or the confines of a park.   The findings of this thesis may serve as a resource to help move towards more inclusion of more residents regardless of their leisure preferences.

APPENDICES

APPENDIX A: SURVEY INSTRUMENT

Introduction and Directions

The purpose of this research study is identifying a user's motivations for their leisure choices. This study will also examine how emerging technology, which allows for online interpersonal interactions to take place, has affected user's leisure choices. The following survey and the subsequent interview will identify user's motives, dissuading factors for face to face leisure, and the effect of technology on leisure choices. The survey is based off of my research of personal motives for online interaction examining motives such as Baumeister and Leary's need to belong, social connectedness and emotional states such as loneliness. After completion of the survey if you would like to participate in the face to face interviews please contact me. Participants in either sections of the study who would like to review the result can contact me at pworkma1@gmu.edu. Upon completion of the survey a follow up email will be sent with more information to participants and to any persons who requested information. Please answers all questions as best you are capable and remember there are no wrong answers.

Thank you for your participation.

Survey of Motivation Factors That Influence Leisure Choices

	Unimportant	Of Little Importance	Moderately Important	Important	Very Important
How important are meaningful personal relationships?	✕	✕	✕	✕	✕
When making leisure decisions how important are the opportunities to interact with others?	✕	✕	✕	✕	✕
During your leisure participation how important are opportunities for interpersonal interaction?	✕	✕	✕	✕	✕

	Never	Sometimes	Often	Very Often
How often do you choose online leisure (social media, online gaming, YouTube, etc.) in place of a physical activity?	✕	✕	✕	✕
How often to you develop new relationships online?	✕	✕	✕	✕

	Strongly Disagree	Disagree	Undecided	Agree	Strong Agree
Online mediums for social interaction such as Facebook or online gaming have negatively affected participation in face to face physical activity	☒	☒	☒	☒	☒

	Strongly Disagree	Disagree	Undecided	Agree	Strong Agree
Face to face interaction is best setting for creating or maintaining relationships	☒	☒	☒	☒	☒
Online interactions lack desired characteristics of face to face interactions	☒	☒	☒	☒	☒
The integration of personal technology and the ability for online relationships to easily be created and maintained have brought people closer together?	☒	☒	☒	☒	☒
Recreation agencies should have a strong virtual presence (Facebook, Twitter, YouTube)	☒	☒	☒	☒	☒
Technology has affected my physical activity choices	☒	☒	☒	☒	☒
Online leisure is an equally valued activity compared to physical activity	☒	☒	☒	☒	☒
Online leisure has replaced the need for previously participated in face to face activities	☒	☒	☒	☒	☒

Please rate the following needs on a scale 1 to 5 with 5 being the most important and

1 being the least important that you value in selecting your leisure activities :

To build friendships with others

To interaction with others

To develop close friendships

To meet new people

To be socially competent

To gain a feeling of belonging

To gain other's respect

To learn about the activity

To try new activities

To learn about by myself through the activity

To challenge my abilities

To be active

To develop my physical skills

To keep in shape physically

To relax

To reduce stress

To rest

To remove myself from everyday activities

To relax physical

To relax mentally

Please list your personal motivations for leisure:

_____

_____

_____

_____

Please list your top leisure activities:

_____

_____

_____

_____

Please provide any additional comments below:

_____

_____

_____

_____

APPENDIX B: FACE TO FACE INTERVIEW QUESTIONS

1. **What does leisure mean to you? Does leisure in your opinion have to be physical in nature?**
2. **What is your main purpose for online use? How has it changed in the last 5 years?**
3. **What is most important when selecting a leisure activity?**
4. **What is your major attraction to physical leisure? What dissuades you?**
5. **What is your major attraction to online use? What dissuades you?**
6. **What are elements you value in an interpersonal relationship? In your opinion are these obtainable or able to be maintained online?**
7. **Are you able to find and develop new friends online? If not why?**
8. **Do you find interpersonal interaction online comparable and as satisfying as face to face interaction? If not why?**
9. **How have advances in technology affected your leisure choices?**
10. **Do you feel that your ability to communicate online lessens your need for leisure activities that are heavy in face to face interaction?**
11. **Do you supplement your online use with physical leisure?**

EXAMINATION OF PERSONAL MOTIVATIONS OF LIESURE CHOICES IN THE SOCIAL MEDIA ERA INFORMED CONSENT FORM

RESEARCH PROCEDURES
This research is being conducted to examine the role of social media and technology users and how their usage of social media and technology influences their leisure decisions. If you agree to participate a face to face interview will be scheduled. This study involves the participation in a face to face interview for approximately 1 hour. Participants will be asked to discuss their social media and the affects that usage has on leisure choices. With signed consent, the interview will be audio recorded, but no names will be recorded. 10 participants will be solicited for the interviews.

RISKS
There are no foreseeable risks for participating in this research.
BENEFITS
There are no benefits to you as a participant other than to further research in the identification of personal motivations of leisure choices and how they are affected by social media and personal technology.
CONFIDENTIALITY
The data in this study will be confidential. The interview data is being collected only for research purposes. Your data will be identified by an assumed name and will be stored on a password protected personal computer and on Mason property for 5 years. The information you share during the interview will not be reported in a way that you can be identified. Further, your choice to participate will be kept strictly confidential. The findings in this study will be published but no names will be released. All scheduled interviews will be audio recorded to assist with the accuracy of your responses. All recorded interviews will be secured in locked staff office. All recordings will be deleted upon completion of transcription. All transcriptions will be stored for 5 years after the completion of the study. All interview subjects will be identified under the use of pseudonyms in all final reports. Only the principal investigator and co-investigator will have access to the transcriptions.
PARTICIPATION
your participation will consist of an interview lasting approximately one hour. Your participation is voluntary, and you may withdraw from the study at any time and for any reason. If you decide not to participate or if you withdraw from the study, there is no

penalty or loss of benefits to which you are otherwise entitled. There are no costs to you or any other party.

CONTACT

This research is being conducted by Patrick Workman (School of Recreation Health and Tourism) at George Mason University. He may be reached at 540-270-8469 for questions or to report a research-related problem. You may also contact Brenda Wiggins at 703-993-2068. You may contact the George Mason University Office of Research Integrity & Assurance at 703-993-4121 if you have questions or comments regarding your rights as a participant in the research.

This research has been reviewed according to George Mason University procedures governing your participation in this research.

AUDIO RECORDING

All scheduled interviews will be audio recorded to assist with the accuracy of your responses. The files will be kept on a personal computer that is password protected. Only the student researcher will have access to the files. After the study is completed the files will be erased. You have the right to refuse the video recording.

☐ I agree to audio taping.

☐ I do not agree to audio taping.

CONSENT

I have read this form, all of my questions have been answered by the research staff, and I agree to participate in this study.

_____
Name

_____
Date of Signature

EXAMINATION OF PERSONAL MOTIVATIONS OF LIESURE CHOICES IN THE SOCIAL MEDIA ERA

INFORMED CONSENT FORM
RESEARCH PROCEDURES
This research is being conducted to examine the role of social media and technology users and how their usage of social media and technology influences their leisure decisions. If you agree to participate, you will be asked complete the following survey. The online survey will be 10 minutes per participant.

RISKS
There are no foreseeable risks for participating in this research.
BENEFITS
There are no benefits to you as a participant other than to further research in the identification of personal motivations of leisure choices and how they are affected by social media and personal technology.
CONFIDENTIALITY
All survey responses will be collected through SurveyMonkey.com where the data will be stored electronically and will be password protected. The survey will not collect identifying information such as your name, email address, or IP address. Therefore, your responses will remain anonymous. No one will be able to identify you or your answers, and your participation in the study will not be known. While it is understood that no computer transmission can be perfectly secure, reasonable efforts will be made to protect the confidentiality of your transmission.
PARTICIPATION
Your participation is voluntary, and you may withdraw from the study at any time and for any reason. If you decide not to participate or if you withdraw from the study, there is no penalty or loss of benefits to which you are otherwise entitled. There are no costs to you or any other party. You must be 18 years of age or older to participate.
CONTACT
This research is being conducted by Patrick Workman (School of Recreation Health and Tourism) at George Mason University. He may be reached at 540-270-8469 for questions or to report a research-related problem. You may also contact Brenda Wiggins at 703-993-2068. You may contact the George Mason University Office of Research Integrity & Assurance at 703-993-4121 if you have questions or comments regarding your rights

as a participant in the research.

This research has been reviewed according to George Mason University procedures governing your participation in this research.

CONSENT

By clicking START SURVEY you are verifying that you have read this form, all of my questions have been answered by the research staff, and I agree to participate in this study.

Patrick Workman

7655 Wankoma Drive Remington, VA 22734 | (540) 270-8469 |
pworkma1@gmu.edu

June 15, 201

Dear Participant:

My name is Patrick Workman and I am a graduate student at George Mason University. As I pursue my degree in Recreation Administration I have engaged in a research project correlative to my field. A topic and area of societal advancement which has had a major impact on the recreation field is the emersion of users in e-based leisure activities where they are satisfying their need for interaction via online interpersonal interaction. Is the ability of these online medium to deliver to users meaningful online interpersonal impacting a person's leisure decisions?

The purpose of this study is to further understand the motivations behind user's leisure choices and how these advances in technology have affected leisure choices. I am writing you to ask for your participation in a face-to-face interview to discuss these matters. It is important to have firsthand accounts and insight into motivations for users and further explanations for their leisure choices.

I have attached the interview questions for you review prior to our meeting. Please contact me at either pworkma1@gmu.edu or 540-270-8469 to schedule a meeting at your earliest convenience. I will be more than willing to travel to a location convenient to you. Thank you so much for your cooperation and consideration in my study. If you have any further questions please feel free to email me at pworkma1@gmu.edu

Sincerely,

Patrick Workman

APPENDIX F: E-MAIL RESPONDENT SOLICITATION

Hello,

My name is Patrick Workman and I am currently a graduate student at George Mason. Currently we are collecting data for a study to help better understand our users and their leisure choices. We would like to take no more than 5 minutes of your time and ask you to complete our survey. Your participation will be of great value to the department and Fauquier County residents.

Thank you for your feedback!

Institutional Review Board
Application Form

Instructions:

1. CITI certification (www.citiprogram.org) must be completed for all team members at the time of application submission.
2. Complete all sections and required addenda. Submit one complete package via IRBNet.
3. Projects with funding/proposed funding must include a copy of the grant application or proposal.
4. Research may not begin until you have received notification of IRB approval.
5. Handwritten and incomplete forms cannot be accepted.

1. Study Title: Examination of Personal Motivations of Leisure Choices in the Social Media Era

2. Study Investigators
   A. Principal Investigator (*must be faculty/staff and meet PI Eligibility, University Policy 4012*)
      Name: **Dr. Brenda Wiggins**   Department: **Recreation, Health and Tourism**
            Phone: 703-993-2068   E-mail: **bwiggins@gmu.edu**
   B. Co-Investigator/Student Researcher
      Name: **Patrick Workman**   Department: **Recreation, Health and Tourism**
            Phone: **540-270-8469**   E-mail: **pworkma1@gmu.edu**
   C. Are there additional team members? No X Yes ☐   *If yes, complete Addendum J to list additional team members*
   D. Do any investigators or team members have *conflicts of interest* related to the research?
      No X Yes ☐   If yes, explain

3. Study Type: ☐ Faculty/Staff Research ☐Doctoral Dissertation **X** Masters Thesis   **x** Student Project (**Specify x** Grad or ☐ Undergrad) ☐ Other

(Specify)

4. Complete Description of the Study Procedures

    A. Describe the aims and specific purpose of the study:

This research is being conducted to examine user's usage of social media and technology and the influences of their usage on leisure decisions. With the advanced integration of technology users are able to supplement and some cases even replace traditional forms of recreation as their online interactions are satisfying their need for interpersonal interaction.

    B. Provide a COMPLETE description of the study procedures in the sequence they will occur including the amount of time each procedure will *take (attach all surveys, questionnaires, standardized assessment tools, interview questions, focus group questions/prompts or other instruments of data collection)*: **Please see below and attached documents**

        In efforts to eliminate gender, age, or social bias it was determined that selecting a single agency's users would be the most effective manner. This would also ensure that users had access to similar leisure opportunities as recreation agencies range in size and resources. A mailing list will be compiled consisting of residents of Fauquier County who are also Fauquier County Parks and Recreation users and potential participants will be contacted via email. As this study is heavy in valuation of personal needs and motivational factors which are difficult to define a qualitative portion through a survey of the study was developed. This portion will include five face to face interviews with active recreation users who have a working knowledge of social media. The face to face interviews will be used in a side by side comparison with the quantitative results and will help provide more detailed and descriptive data.

        The quantitative portion is a descriptive study that will provide information that will help understand respondents motivating factors in their leisure choices and the affects that technology has had on their leisure activities. This portion of the study will also help populate a list of needs that the respondents value the most when selected leisure. This study is non-experimental as there is not control group or manipulation.

        The qualitative data collection will consist of five face to face interviews. The five participants will be purposively selected recreation users. The questions will be open ended and will consist of multiple parts. Participants will be given the questionnaire prior to the interview. The questions will be a more in depth investigation into a person's leisure choices and what affects their motivations in both a positive and negative manner. The questionnaire will also look into changes in a user's choices. The interview format will allow for much detailed answers that could not be ascertained through a survey.

        This study will consist of both quantitative and qualitative data collection. The quantitative data will be collected via an online survey. Survey participants will be solicited through an mailing list compiled of Fauquier County Parks and

users and will be contacted via email. In addition to the survey five participants will be purposively selected for face to face interviews. Interview participants will be users of the recreation agency within the last year and also possess a working understanding and use of social media. The survey, attached in appendix A, utilizes the Likert scale to be completed utilizing Survey Monkey. Participants will be notified and thanked for their participation in the survey and provided contact information if they wish to review the final findings. After initial contact with any participants the location, date and time will be selected as convenient to the interviewee.

 After the interviewing period ends for the quantitative data collection the qualitative portion of the study will begin. While participants will be solicited via the survey instrument participants will also be solicited while the quantitative survey interview period is taking place. The qualitative portion of the survey will consist of 5 face to face interviews. The interview will help better qualify the results of the quantitative study and help reinforce identified trends. Also due to the nature of the study and that an accepted total list of needs have not been accepted there will be valuable qualitative information to collect.

 All interviews will be recorded, reviewed and compiled with the interview notes. The data for each question will be compiled and trends will be identified. Once the data has been collected for both portions of the study conclusion a side by side comparison will be conducted identifying themes or trends from the interviews. Responses that support assumptions based on the study's research will help validate findings. As the participants will have been purposively this will validate assumptions made of the large population of the study.

 C. Describe the target population (age, sex, ethnic background, health status, etc.):
The target population will be adult users of Fauquier County Parks and Recreation who are active users of social media.
 1. Summarize the inclusion/exclusion criteria for participation in the study: **All participants in the study must have participated in a Fauquier County Parks and Recreation event within the last year and must be active users of social media. All participants must be at least moderately physical active. Also all participants must be at least 18 years of age.**
 2. Are there any enrollment restrictions based on gender, pregnancy, race or ethnic origins?
  ☐Yes **x** No   If yes, please describe the process and reasons for restriction(s):

 3. Do you have a relationship to any participants that could unduly influence them to participate (including a teacher/student relationship)? ☐Yes **x** No If yes, please describe the relationship and how you will manage any possibility of undue influence:
 4. Estimated number of subjects (may use a range): **100-300**

5. Estimated amount of total participation time per subject: **The online survey will be 10 minutes per participant. Face to face interviews will last 1 hour.**

    D. Where will the study occur (*list all study sites and collaborators*)? **Face to face interviews will vary in location, survey will take place online**

    E. Describe other approvals that have been/will be sought prior to study initiation (facility authorizations, biosafety review, IRB approval from collaborating institutions, approval from public school system IRBs, etc.): **Approval from participating agencies for email lists and locations to conduct interviews**

5. Recruitment and Consent

    A. Describe the processes used for selecting subjects and the methods of recruitment including when, how, and by whom the subjects will be recruited (*attach all recruitment materials including flyers, emails, SONA posting, scripts, etc. and please include the IRBNet number of the project and the PI's name on all recruitment documents*)?

Participants for the online survey will be solicited via email. Email recipients will be residents and users of Fauquier County Parks and Recreation. Participants for the face to face interviews will also be contacted via a department mailing list and also solicited through advertisements at Fauquier County Parks and Recreation Sites. See attached forms. The cover letter is included in the recruitment materials.

    B. Describe the consent process including how and where the consent will take place, who will conduct the consent process, information that will be discussed with and distributed to subjects, and how participants will indicate consent even if a waiver of signature is being requested below (*attach all consent documents*): **All online survey participants will be directed to a consent page. Survey monkey will time stamp the respondent's response. Participants will also be given the right to withdraw from the study at the end of the survey. All face to face interview participants will be presented with the consent form prior to the interview and will be required to return the consent form prior to the interview taking place. Interviewees will also have the option to withdraw at the conclusion of the interview.**

    C. Is a waiver of <u>signature</u> on the Informed Consent being requested? ☐Yes X No

      If yes, complete the following:

      1. This waiver is being sought because (*check one*):

        ☐ The only record linking the subject and the research would be the consent document AND the principal risk would be potential harm resulting from a breach of confidentiality.

        ☐ The research presents no more than minimal risk of harm to subjects AND involves no procedure for which written consent is normally required outside of the research context.

      2. Explain why the waiver of signature is being requested: **N/A**

6. Privacy & Confidentiality

A. How will you protect the *privacy* of the participants and the *confidentiality* of the data obtained?

All survey responses will be collected through SurveyMonkey.com where the data will be stores electronically and will be password protected. The survey will not collect identifying information such as name, email address, or IP address. Responses will remain anonymous. If survey participants choose participate in the interview process they will be asked to provide contact information such as phone number or email address. Survey responses may no longer be anonymous to the researcher. However, no names or identifying information would be included in any publications or presentations based on these data, and responses to this survey will remain confidential. All recorded interviews will be secured in locked staff office. All recordings will be deleted upon completion of transcription. All transcriptions will be stored for five years after the completion of the study. All interview subjects will be identified under the use of pseudonyms.

B. What individually identifiable information will be collected as part of the study data and who will   have access to that information?
If survey participants choose participate in the interview process they will be asked to provide contact information such as phone number or email address. Survey responses may no longer be anonymous to the researcher. However, no names or identifying information would be included in any publications or presentations based on these data, and responses to this survey will remain confidential.

C. When will identifiable information/the identification key be destroyed (if applicable)? P*lease note that when feasible, the IRB recommends that personal identifiers be destroyed as soon as possible, though research data must be stored for five years.*
At the completion of the study all identifying information will be destroyed.

D. Where will the data be stored (*Copies of records must be stored on Mason property—for example, in the PI's office*)?
All of the data will be saved on a password protected personal computer. Only the researcher will have access to the files. A copy of the data will also be stored on a George Mason University Computer.

E. How long will the data be stored (*data must be retained for at least five years after the study ends*)?
  five years

F. What, if any, are the final plans for disposition/destruction of the data? **All data will be removed from the password protected computer.**

G. Will results of the research be shared with the participants? **X** Yes ☐No If yes, describe how this will be accomplished: **If participants desire the results will be distributed to them via email.**

H. Will individually identifiable information be shared with anyone outside of the research team (*If yes, please explain and be sure to include this information in the consent form*)?
☐Yes **X** No If yes, please explain:

I. Does the research involve possible disclosure by participants of intent to harm themselves or others or possible disclosure of child abuse or neglect? (*If yes, please explain and be sure to include this information in the consent form*)?
☐Yes **X** No If yes, please explain:

7. Risks

A. Summarize the nature & amount of risk if any (*include side effects, stress, discomfort, physical risks, psychological and social risks*): **There are no perceived risk associated with this study**

B. Estimate the probability if any (e.g. not likely, likely, etc.) that a given harm may/will occur and its severity: **not likely**

C. What procedure(s) will be utilized to prevent/minimize any potential risks? **All data collection will be designed to avoid any**

8. Benefits

A. Describe any probable benefits (if any) of the research for the subject(s) (*Do not address compensation in this section*): **none**

B. Describe the benefits to society and general knowledge the study is likely to yield:
This study will help in the identification of personal motivations of leisure choices and how they are affected by social media and personal technology. This information can be used in applications to help better understand methods of engagement of users in recreation.

9. Financial Information

A. Is there any internal or external funding or proposed funding for this project? ☐ Yes **X** No
If yes, funding agency and OSP # (if external funding)   *(attach grant application)*

B. Are there financial costs to the subjects?   ☐Yes **X** No   If yes, please explain:

C. Will subjects be paid or otherwise compensated for research participation? ☐Yes **X** No

If <u>yes</u>, please respond to the following questions:

1. Describe the nature of any compensation to subjects (cash, gifts, research credits, etc.):

2. Provide a dollar amount/research credit amount, if applicable:

3. When and how is the compensation provided to the subject?
4. Describe partial compensation if the subject does not complete the study:

5. If research credit, what is the non-research alternative to research participation?

10. Special Topics
  A. Will the study involve minors? ☐ Yes **X** No
      If yes, complete addendum A
  B. Will the study involve prisoners? ☐ Yes **X** No
      If yes, complete addendum B
  C. Will the study specifically target pregnant women, fetuses, or neonates? ☐ Yes **X** No
      If yes, complete addendum C
  D. Will the study involve FDA regulated drugs (other than the use of approved drugs in the course of medical practice)? ☐ Yes **X** No
      If yes, complete addendum D
  E. Will the study involve evaluation of the safety or effectiveness of FDA regulated devices? ☐ Yes **X** No
      If yes, complete addendum E
  F. Will false or misleading information be presented to subjects (deception)? ☐ Yes **X** No
      If yes, complete addendum F
  G. Will participants be audio or videotaped? **X** Yes ☐ No
      If yes, complete addendum G
  H. Will the research involve other potentially vulnerable participants (e.g. disabled or addicted individuals, populations engaging in illegal behavior)? ☐ Yes **X** No
      If yes, complete addendum H
  I. Will the research be conducted outside of the United States? ☐ Yes **X** No
      If yes, complete addendum I

11. Investigator Certification
I certify that the information provided in this project is correct and that no other procedures will be used in this protocol. I agree to conduct this research as described in the attached supporting documents. I will request and receive approval from the IRB for changes prior to implementing these changes. I will comply with all IRB policies and procedures in the conduct of this research. I will be responsible for ensuring that the work of my co-investigator(s)/student researcher(s) complies with this protocol. I understand that I am ultimately responsible for the entire conduct of this research.

Institutional Review Board

New Submission Checklist

To avoid delay in the processing of IRB applications, please ensure that the following are included in your application.

YES	NO	N/A	ITEM
☐	☐	☐	Application with **ALL** sections completed
☒	☐	☐	CITI Training completed by all researchers including research assistants
☐	☐	☐	**Proposed Consent Form** (See Template Consent and Consent Guidelines)– All instructional language removed, written at the appropriate reading level for participants
☐	☐	☒	**Proposed Assent Form** (If minors are involved) – Written at the appropriate reading level for the age group (Contact ORSP for a sample of a 6th grade Assent Form)
☐	☐	☐	**Instrumentation** – All surveys, questionnaires, standardized assessment tools, interview questions, focus group questions/prompts or other instruments of data collection
☐	☐	☐	**Recruitment Materials** – Letters to potential participants, advertisements, flyers, listserve postings, emails, brochures, SONA postings, telephone scripts, presentation scripts, etc.
☐	☐	☒	**Grant Applications** – If the research is funded, include the grant application as submitted to the funding agency (Please note that the HSRB application title must match the grant application title.)
☐	☐	☒	**Debriefing Form** – If the study proposes to use deception or incomplete information to participants

Applications can be reviewed without the following items, but if they are applicable to the study, they must be submitted before approval can be given.

☐	☐	☐	Psychology Department – Sign off by the Chair of the Department
☐	☐	☐	School of Management (SOM) – Submit SOM routing form with all approval signatures
☐	☐	☐	Other Mason Committee Oversight– If your study involves the use

			of blood or other human biological specimens, submit **Institutional Biosafety Committee** approval. If your study involves sources of ionizing radiation or Xray producing devices, submit **Radiation Safety Committee** approval.

APPENDIX H: COMPILATION OF DATA COLLECTED

Top Leisure Activities	Total Responses	Percentage
Physical Activity/Exercise	136	43.17%
Spending Time With Friends And Family	27	8.57%
Watching TV/Movies	23	7.30%
Outdoor Activities	18	5.71%
Reading	14	4.44%
Gaming	11	3.49%
Art	8	2.54%
Cards	7	2.22%
Watching Sports	7	2.22%
Cooking Out	6	1.90%
Visiting Historical Sites/Parks	6	1.90%
Water Sports	6	1.90%
Riding Motorcycle	5	1.59%
Social Media	5	1.59%
Dog Activities	4	1.27%
Gardening	4	1.27%
Crafts	4	1.27%
Building Things	3	0.95%
Music	3	0.95%
Research	3	0.95%
Traveling	3	0.95%
Working On Car	3	0.95%
Writing	3	0.95%
Puzzles	2	0.63%
Equestrian	2	0.63%
Shopping	1	0.32%
Massage	1	0.32%

Motivation	Total Responses	Percentage
Health/Fitness	54	19.22%
Time With Friends /Family	36	12.81%
Enjoyment	34	12.10%
Relax	34	12.10%
Reduce Stress	16	5.69%
Active	14	4.98%
To Get Away	14	4.98%
Interpersonal Interaction	11	3.91%
Trying New Things	11	3.91%
Being Outside	9	3.20%
Mental Activity	9	3.20%
Education	6	2.14%
Challenge	5	1.78%
Decompress	4	1.42%
Networking	3	1.07%
Mental Health	3	1.07%
Recharge	3	1.07%
Personal Satisfaction	3	1.07%
Clear My Head	2	0.71%
Meet New People	2	0.71%
Familiarity Of Activity	2	0.71%
Learning About Self	2	0.71%
Companionship	1	0.36%
Competition	1	0.36%
Rest	1	0.36%
Relieve Anxiety	1	0.36%

Top Leisure Motivations	n	M	SD
To Challenge My Abilities	176	4.19	.912
To Be Active	176	4.27	.975
To Develop My Physical Skills	174	4.02	1.099
To Keep Physically In Shape	175	4.17	1.067
To Relax	174	4.33	.828
To Gain A Feeling of Belonging	173	3.31	1.168
To Gain Other's Respect	175	3.08	1.248
To Learn About the Activity	176	3.98	.875
To Try New Activities	175	4.03	.896
To Learn About Myself Through the Activity	176	3.90	.986
To Build Friendships With Others	176	3.63	1.045
To Interact With Others	174	3.79	1.004
To Develop Friendships	174	3.53	1.171

To Meet New People	174	3.33	1.114
To Be Socially Competent	172	3.49	1.147
To Reduce Stress	174	4.41	7.97
To Rest	174	3.95	1.179
To Remove Myself from Everyday Activities	176	4.03	1.154
To Relax Physically	175	4.09	1.030
To Relax Mentally	175	4.23	.951

Face to Face Leisure Vs. E-Based Leisure	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	M
Face to face interaction is best setting for creating or maintaining relationships	3%	7%	7%	28%	55%	4.24
Recreation agencies should have a strong virtual presence (Facebook, Twitter, YouTube)	2%	4%	20%	52%	22%	3.86
Online mediums for social interaction such as Facebook or online gaming have negatively affected participation in face to face physical activity	6%	14%	13%	40%	28%	3.7
The integration of personal technology and the ability for online relationships to easily be created and maintained have brought people closer together?	3%	16%	31%	35%	14%	3.4
Technology has affected my physical activity choices	10%	29%	14%	31%	16%	3.14
Online leisure is an equally valued activity compared to physical activity	21%	35%	14%	15%	15%	2.68
Online leisure has replaced the need for previously participated in face to face activities	34%	26%	10%	26%	5%	2.43

Interpersonal Interaction	Unimportant	Of Little Importance	Moderately Important	Important	Very Important	M
How important are meaningful personal relationships?	0%	1%	2%	30%	68%	4.6
When making leisure decisions how important are the opportunities to interact with others?	2%	7%	38%	39%	14%	3.6
During your leisure participation how important are opportunities for interpersonal interaction?	3%	7%	36%	41%	13%	3.6

Interpersonal Relationships and Interactions	Never	Sometimes	Often	Very Often	M
How often do you choose online leisure (social media, online gaming, YouTube, etc.) in place of a physical activity?	14%	55%	23%	8%	2.24
How often to you develop new relationships online?	55%	33%	9%	3%	1.61

E-Based Leisure	Never	Sometimes	Often	Very Often	M
How often do you choose online leisure (social media, online gaming, YouTube, etc.) in place of a physical activity?	14%	55%	23%	8%	2.24
How often to you develop new relationships online?	55%	33%	9%	3%	1.61

REFERENCES

Baumeister, R., Leary, M. (1995) The Need to Belong: Desire for Interpersonal Attachments Human Motivation, the *Psychological Bulletin* (Vol. 114, pp. 497-529)

Bhasin, K. (n.d.). Long Before Pokémon Go, There Was Geocaching. Retrieved July 19, 2016, from http://www.bloomberg.com/news/articles/2016-07-12/long-before-pokemon-go-there-was-geocaching?bcomANews=true

Biddiss E, Irwin J. (2010) Active Video Games to Promote Physical Activity in Children and Youth: A Systematic Review. *American Medical Association* (Vol. 164, pp. 664-672)

Beard, J. G., & Ragheb, M. G. (1983). Measuring leisure motivation. Journal of leisure research, 15(3), 219.

Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. Atlantic Journal of Communication, 23(1), 46-65. doi:10.1080/15456870.2015.972282

Charts by Topic: Leisure and sports activities. (n.d.). Retrieved June 19, 2016, from http://www.bls.gov/TUS/CHARTS/LEISURE.HTM

Company Info | Facebook Newsroom. (n.d.). Retrieved June 20, 2016, from http://newsroom.fb.com/company-info/

COUNTRY COMPARISON :: POPULATION. (n.d.). Retrieved June 21, 2016, from https://www.cia.gov/library/publications/the-world-factbook/rankorder/2119rank.html

Csikszentmihalyi, M., & LeFevre, J. (1989). Optimal experience in work and leisure. Journal of personality and social psychology, 56(5), 815

Ducheneaut, N., & Moore, R. J. (2004). The social side of gaming: a study of interaction patterns in a massively multiplayer online game. In *Proceedings of the 2004 ACM conference on Computer supported cooperative work* (pp. 360-369).

Exempt Research. (2012). Retrieved June 05, 2016, from http://oria.gmu.edu/research-with-humans-or-animals/institutional-review-board/human-subjects-policies-procedures-forms-and-instructions/exempt-research/

Festinger, L., Schachter, S., Back, K., (1950) "The spatial ecology of group formation." In L. Festinger, S. Schachter, & K. Back (Eds.), Social Pressure in Informal Groups, 1950. Chapter 4

Foley, L., & Maddison, R. (2010). Use of active video games to increase physical activity in children: a (virtual) reality. Pediatr Exerc Sci, 22(1), 7-20.

Friedland, G., & Sommer, R. (2010, August). Cybercasing the Joint: On the Privacy Implications of Geo-Tagging. In HotSec.

Geocaching 101. (n.d.). Retrieved July 19, 2016, from https://www.geocaching.com/guide/

Grieve, R., Indian, M., Witteveen, K., Tolan, G., & Marrington, J. (2013) Face-to-Face or Facebook: Can Social Connectedness be Derived Online? *Computers in Human Behavior.* (Vol. 29, pp. 604-609)

Hampton, K., Goulet, L. S., Rainie, L., & Purcell, K. (2011). Social networking sites and our lives. Retrieved July 2, 2016, from http://www.pewinternet.org/2011/06/16/social-networking-sites-and-our-lives/

Henderson, K. A., & Bialeschki, M. D. (1995). Evaluating leisure services: making enlightened decisions. Venture Publishing Inc. 118, 128, 181-183, 220, 247, 253, 264-265

Jenkins, B. (2013). Keeping up with Zuck: A Brief History of Facebook Features. Techniques: Connecting Education & Careers, 88(8), 60.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, (Vol. *53*, pp. 59-68)

Krefting, L. (1991). Rigor in Qualitative Research: The Assessment of Trustworthiness.American Journal of Occupational Therapy, 45(3), 214-222. doi:10.5014/ajot.45.3.214

Liu, T., Ode, S., Moeller, S. K., & Robinson, M. D. (2013). Neuroticism as distancing: Perceptual sources of evidence. Journal of personality and social psychology, 104(5), 907.

Luanaigh, C. Ó., & Lawlor, B. A. (2008). Loneliness and the health of older people. *International journal of geriatric psychiatry*, (Vol. *23*, pp. 1213-1221)

Morahan-Martin, J., & Schumacher, P. (2003). Loneliness and social uses of the Internet. *Computers in Human Behavior*, (Vol. *19*, pp. 659-671)

Nahemow, L., & Lawton, M. P. (1975). Similarity and propinquity in friendship formation. Journal of Personality and Social Psychology, 32(2), 205.

Niles-Carnes, E. (2016, July 12). What is 'Pokémon Go?' Retrieved July 13, 2016, from http://www.wsbtv.com/news/trending-now/what-is-pokemon-go/398252239

Park, N., Kee, K. F., & Valenzuela, S. (2009). Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes. CyberPsychology & Behavior, 12(6), 729-733.https://about.twitter.com/company/press/milestones

Pickett, C. L., Gardner, W. L., & Knowles, M. (2004). Getting a cue: The need to belong and enhanced sensitivity to social cues. *Personality and Social Psychology Bulletin*, (Vol. *30*, pp. 1095-1107)

President's Council on Fitness, Sports & Nutrition. (n.d.). Retrieved June 22, 2016, from http://www.fitness.gov/resource-center/facts-and-statistics/

Ross, C. (n.d.) *New Technology and Application in Recreational Sport Management. Retrieved 9 10 2015, from Indiana University: http://www.indiana.edu/~r324/tech.pdf*

Sheldon, K. M., Abad, N., & Hinsch, C. (2011). A two-process view of Facebook use and relatedness need-satisfaction: disconnection drives use, and connection rewards it. *Psychology of Popular Media Culture*. (Vol 1, pp.2-15)

Shenton, A. K. (2004). Strategies for ensuring trustworthiness in qualitative research projects. Education for information, 22(2), 63-75.

Smillie, L. D., Cooper, A. J., Wilt, J., & Revelle, W. (2012). Do extraverts get more bang for the buck? Refining the affective-reactivity hypothesis of extraversion. Journal of personality and social psychology, 103(2), 306.

Social Media (n.d.) Social Media for Parks and Recreation. From University of Denver. Retrieved 9 11 15 https://portfolio.du.edu/downloadItem/227377

Social Media. (n.d.). Retrieved May 30, 2016, from http://www.merriam-webster.com/dictionary/social media

Social Networking Fact Sheet. (2013, December 27). Retrieved July 8, 2016, from http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/

Tinsley, H. E., & Kass, R. A. (1978). Leisure activities and need satisfaction: A replication and extension. Journal of Leisure Research, 10(3), 191.

Using Social Media Marketing to Promote Physical Activity and Health and Wellness in Parks *From NRPA Issue Brief.* Retrieved 9 13 15 from NRPA.org https://www.nrpa.org/uploadedFiles/nrpaorg/Grants_and_Partners/Recreation_and_Health/Resources/Issue_Briefs/Social-Media.pdf

Virginia's Broadband Map. (n.d.). Retrieved June 25, 2016, from http://gismaps.vita.virginia.gov/broadband/

Veal, A. (2004). Definitions of Leisure and Recreation. Retrieved May 29, 2016, from http://www.csun.edu/~vcrec004/ls251/resources/VealRecDefinitions.pdf

Whiting, A. & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal* (Vol. *16*, 362-369)

Warburton, D. E. (2013). The health benefits of active gaming: separating the myths from the virtual reality. Current Cardiovascular Risk Reports, 7(4), 251-255.

Wilson, R. F. (2000). The six simple principles of viral marketing. Web Marketing Today, 70(1), 232.

Wood, S. A., Guerry, A. D., Silver, J. M., & Lacayo, M. (2013). Using social media to quantify nature-based tourism and recreation. From *Scientific Reports* (Vol 3, 2976)

BIOGRAPHY

Patrick Workman was born in Macon, Georgia. He graduated high school from Liberty High School and graduated from George Mason with a bachelor of science in 2009.