

## **Losing Benefits from Social Network Sites Usage: An Approach to Estimate the Relationship between Social Network Sites Usage and Social Capital**

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**Abstract :** This study examines the relationship between social network sites (SNS) usage and social capital. Because SNS usage can expand the users' networks, and people who are connected in this networks may become resources to SNS users and lead them to advantage in some situation, it is important to estimate the relationship between SNS usage and 'who' is connected or what resources the SNS users can get. Additionally, 'who' can be divided in two aspects - people who possess high position and people who are different, hence, it is important to estimate the relationship between SNS usage and high position people and different people. This study adapts Lin's definition of social capital and the measurement of position generator which tells us who was connected, and can be divided into the same two aspects as well. A national data of America (N = 2,255) collected by Pew Research Center is utilized to do a general regression analysis about SNS usage and social capital. The results indicate that SNS usage is negatively associated with each factor of social capital, and it suggests that, in fact, comparing with non-users, although SNS users can get more connections, the variety and resources of these connections are fewer. For this reason, we could lose benefits through SNS usage.

**Keywords :** social network sites, social capital, position generator, general regression

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