Motives for Using Facebook Live Streaming Service and Resulting Gratifications – A Survey of Viewers and Streamers.

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Introduction:

Live Streaming Service is a new form of communication developed through various platforms such as Prescope, YouNow, Meerkat and others. It is considered the latest interactive service provided by Facebook to its users, which represents a quantum leap in the nature and level of communication on this site. Moreover, it provides a new interactive format that increases users' sense of social presence and ability to express themselves at the highest levels on those social media platforms.

In the first live stream of Mark Zuckerberg in November 2016, he declared, from the headquarter of Facebook and among the team responsible for launching Live Stream Service, that the service was being launched to enhance the automatic communication and to confirm the user's direct presence. He also emphasized that now with this new format and through the mobile camera, one can be on air with only a click of a button (Zuckerberg, 2016). [1]

As Facebook allowed its users to communicate through written texts for years, it has now enabled them to communicate via video, not only by watching the live broadcast on television screens as was in the past, but also through communicating directly on mobile devices using voice and image with the world. It is a new stage to express ideas and share feelings. Furthermore, it is an advanced level of interaction as it is no longer necessary to publish pre-recorded videos. This new service has made it possible to everyone to go live without the need for expensive production equipment.

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The importance of adding this service to the interaction options on Facebook is not only in its ability to provide live broadcast because other sites like YouTube can offer this service. Its importance revolves around the fact that Facebook is the first site among other social media sites in terms of the number of users around the world (Jawad & Alwan, 2017)[2]. The number of Facebook accounts surpassed 1 billion users until September 2017 (Statista, 2017, Sep.)[3] Hence, this new service has influenced the communication of millions of users around the world, and has increased their usage rates.

Moreover, making that service available to Facebook users who have never thought of using live broadcasts as a means of communication with the world may encourage them to use it if they find a need for it (Hern, 2017, Jan 17)[4] For example, many recent incidents were directly transported through Facebook pages, either by the perpetrator or by an eyewitness who is present during the incident. All of the previously mentioned reasons make this service as an immediate tool for documenting incidents, crimes and terrorist operations, not just for casual communication and social interaction with friends.

As for Facebook, the launch of Live Streaming Service was not the end. Furthermore, CEO Mark Zuckerberg declared that Facebook intends to produce short programs that fit the nature of Facebook users, so Facebook introduces a new stage of production for original shows exclusively for its users (McAlone, 2017) [5]. These programmatic videos will appear to users in the News feed to watch them whenever they like. Consequently, this may pose a new dimension to Facebook's direct competition with traditional TV networks.

The launch of live stream service has represented a quantum leap in the virtual environment of social media by bringing reality closer, and providing the opportunity for automatic face-to-face communication between its users. Additionally, direct appearance with voice and picture removes much of the virtual ambiguity that has

characterized the digital communication environment for years, which may increase its richness and credibility to those who use it.

Research Problem Statement :

With an estimated 33 million users, Egypt is the largest Arab country using Facebook while Saudi Arabia comes second with 18 million users (Alhamad, 2017) [6] In fact, this may emphasize the importance of studying the nature of the use of social media networks in general and Facebook in particular in Egypt.

Less than a year after the launch of that service on Facebook, added to the timeline for all users in November 2016, there was a need to determine the nature of the use of that service that enabled users to own a low-cost media production technology, and also allowed them to use live broadcast cross their smartphones only by pressing the Go Live button. Seemingly, this is a qualitative development at the level of form and nature of use, which in turn requires researchers to take a different pathway of scientific theorizing to deal with the features of the new media scene with more coherent and complex interpretations in the light of the growing interest in social media sites in general and Facebook in particular.

Therefore, the current study monitors and characterizes the motives of the Egyptian users of LSS on Facebook. It also examines the gratifications resulted from the use of both the streamers and the viewers who interact with this service in different levels, and also monitors and characterizes users ' trends towards Live Stream on Facebook as a new interactive service.

Review of Relevant Literature:

Some of the previous studies have tackled Live Streaming Service as one of the interactive techniques that has increased its influence in achieving a specific function. For example, the study of (Kumar, & Choubey, 2017)[7] which addressed Facebook Live Stream effect as a promotional tool of e-marketing and its impact on Indian youth. The study has confirmed that Live broadcasting is the most

effective and influential way of communication especially when used by people, and then by institutions. While the study of Friedländer (2017)[8] has focused on comparing the motives of live broadcasters across different platforms such as Ustream, YouNow, and Periscope. This study found that most of the broadcasters used live streaming to entertain and break boredom, and that the predominant content on streams was just a chat with the viewers. Applying the study on streamers from America, Germany and Japan, the result was almost the same. Meanwhile, the study of Tang & Inkpen (2016)[9] has approved that the use of the Meerkat and Periscope apps for live streaming video was to build a personal fame, where the results of interviewing the streamers showed that they believe that live broadcasting offers real content without adjustments and the interaction of the viewers is the only thing that determines the content. The results of those studies correspond to the study of Lin & Lu (2011)[10] which results showed that the enjoyment is the most influential factor in people's continued use of Social Networking Services. However, this does not prevent that enjoyment is related to other psychological needs and social gratifications. The study of Cheung & Lee (2011)[11] has proved that a sense of social presence is the main factor in the students' use of Facebook, and that the need to share interests with others has enhanced their use. Nevertheless, live broadcasting can be used with serious criminal motives, as the study of Leong (2016)[12] has demonstrated that Live Stream Service used by the murderer in the terrorist incident in France in 2016 may be a source of inspiration for other terrorist operations.

At the level of studies that have been interested in studying the relationship of live broadcasting on Facebook and the media richness associated with providing users with immediate feedback, the study of Lin & Giang (2016)[13] has showed that Facebook is one of the most developed sites in terms of the number of users among the social networking sites because of its interest in adding new interactive services to its users constantly, which creates a state of intimacy with Facebook (Yim & Chan, 2008).[14] That intimacy between Facebook

and the users is the main reason for their permanent adhesion to it (Lin & Giang, 2016).

At the level of the nature of use, the results of the previous studies have found results that may differ from one research community to another, as the study of the uses of Facebook live broadcasting depends on the period of time passed since the launch of that service. The study of AYTM (2016)[15] has stated that 28% of Facebook users have interacted with Live Streaming Service as just viewers, while 13% of them have broadcast with their live streams. This may have been in the beginning of the service and before users become accustomed and knowledgeable about how to use it.

Previous studies focused on sites that provided Live Stream Service but did not enjoy the same popularity as Facebook around the world in terms of number of users. Besides, these sites are not common among our Arab societies such as Facebook, specifically in Egypt. Also, these studies did not address the study of Facebook live broadcasting in our Arab societies that differ in their cultures and the patterns of their use of Social Networking Sites (SNSs). These studies have not provided a clear comparison between users as viewers of the streams and as streamers in any of the SNSs as well as Facebook.

Theoretical background:

The study is based on the description of the research problem in the light of theoretical entries, as follows:

1- *Uses & Gratifications Theory*: The theory is that people are exposed to the same media content, but their needs and motives are different, and thus various gratification are achieved according to the motives of their exposure to the media message. Hence the effect varies in accordance with those motives. The theory of uses and gratification is based on the fact that it is the public who chooses the content and based on its different needs, the different effect is achieved (Griffin, 2012).[16] The current study has used this theory to explain the differences in the motives of the users of live

broadcasting on Facebook and the gratifications obtained at the level of both the broadcasters and the viewers.

2- *Media Richness*: According to Dennis & Kinney (1998) [17] .The more the media theory becomes richer and provides opportunities for better public interaction, the more attractive it becomes to the public. Actually, there is no doubt that SNSs is the most practical example of media richness in its best form. Facebook has maintained its superiority in terms of the number of users among the rest of the social networking sites due to its additional interactive services that make users feel familiar with it and want to use it for longer periods (Lin & Giang, 2016) .

3- *Social Presence*: Basically, the theory is that the method that acquires the highest ranking in the hierarchy is the one that makes it easier for users to be knowledgeable of other people as well as personal relations during the exchange of information in the communication process. Thus, face-to-face communication is ranked first in terms of ranking and social presence (Tu & McIsaac, 2002).[18] The more ambiguous the communication message is, the more social presence means is needed [19] .The results of the current study showed results associated with that important theory.

Research Questions:

By reviewing the related literature above, the current study examines the motives for using Facebook Live Streaming Service and resulting gratifications by asking four main questions as follows:

Q1- What is the nature of LSS use on Facebook?

Q2- What are the motives for using LSS as viewed by broadcasters and viewers?

Q3- What are the obtained gratifications from using LSS as viewed by broadcasters and viewers?

Q4- What are the evaluations and trends of the respondents towards LSS on Facebook?

Method and Data Gathering:

This study is a descriptive study in which the researcher used the media survey method, where he conducted a quantitative field survey of a sample of Egyptian Facebook users. The researcher relied on the online survey as he started applying the questionnaire in April 2017, through his personal account. To increase the response rates, the researcher sent it via e-mail and WhatsApp, seeking the help of some friends to circulate the form electronically to their Egyptian friends who are exposed to the LSSs on Facebook of various ages.

Sampling:

In that study, the researcher used the intentional sample available to Facebook users who are exposed to the Live Streaming Services of the Egyptians. Using Snowball Sampling Method, and after targeting the sample to which the required specifications apply, the research was applied to 420 male and female respondents of different ages and categories, and various social and educational characteristics. The following table shows the distribution of the sample according to its different characteristics.

Table (1) Sample characteristics.

Demographic Variables & Sample Characteristics		Number	Relative Frequency	Total	Relative Frequency
Gender	Male	250	59.5	420	100.0
	Female	170	40.5		
Geographic range	Country	115	27.4	420	100.0
	City	305	72.6		
Age	From 18 to less than 25	208	49.5	420	100.0
	From 25 to less than 35	175	41.7		
	From 35 to less than 45	28	6.7		
	From 45 to less than 55	7	1.7		
	55 and over	2	.5		
Work	Not working	31	7.4	420	100.0
	Student	153	36.4		
	Craftsman	9	2.1		
	Academic	71	16.9		
	Employee	119	28.3		
	Free Business	37	8.8		
Educational Level	Reads & writes	3	.7	420	100.0
	Intermediate Qualification	41	9.8		
	Bachelor's Degrees	277	66.0		
	Postgraduate Qualification	99	23.6		

Demographic Variables & Sample Characteristics		Number	Relative Frequency	Total	Relative Frequency
Socio-economic Level	Low	148	35.2	420	100.0
	Medium	197	46.9		
	High	75	17.9		

Measures:

For the research questions, all scale items were measured using a three-point Likert scale. The motives and gratifications as well as the user's trends towards LSS on Facebook will be analyzed through the total score of the scale which were measured by the mean scores.

Data Analysis and Results:

1- The nature of the sample use of LSS:

Table (2) shows the intensity of the respondents' use of Facebook

Scale of Exposure Intensity	Frequencies	Percentage	Arithmetic Mean	Standard Deviation
Low	2	.5	2.7952	.41566
Medium	82	19.5		
High	336	80.0		
Total	420	100.0		

The results indicate that the use of Facebook increased by 80% of the total sample, while 19.5% of them showed intermediate users, and only 5% were of low use. This may confirm that Facebook users are highly associated with it, which creates an opportunity to continually discover renewed communication methods on the time line, the latest of which is Live Stream Service.

Table (3) shows the extent to which the respondents used LSS via Facebook in general

Extent of Using Live Stream	Frequencies	Percentage	Arithmetic Mean	Standard Deviation
Rarely	157	37.4	1.7738	.68658
Sometimes	201	47.9		
Always	62	14.8		
Total	420	100.0		

The results showed that the largest proportion of the respondents used the Live Streaming "Sometimes" by 47.9%, while those who said they were using "always" did not exceed 14.8%, which is a small percentage if compared to the percentage of Facebook users

in general. But, this might seem logical due to the relatively novelty of this technical service or for other reasons that are described in the motives for using that service from the users in tables (7), (12).

Table (4) the most popular topics that viewers care to follow through LSS on Facebook

Content Categories	Viewing Level						Total		Arithmetic Mean	Standard Deviation
	Always		Sometimes		Rarely					
	F	%	F	%	F	%	F	%		
Watching Regardless of Subject	72	17.1	144	34.3	204	48.6	420	100.0	1.6857	.74813
Celebrities' Everyday Life	61	14.5	151	36.0	208	49.5	420	100.0	1.6500	.72056
Comedy and Entertainment	125	29.8	188	44.8	107	25.5	420	100.0	2.0429	.74287
Politics	126	30.0	159	37.9	135	32.1	420	100.0	1.9786	.78896
Religion	144	34.3	187	44.5	89	21.2	420	100.0	2.1310	.73410
Clips for Close Friends	191	45.5	143	34.0	86	20.5	420	100.0	2.2500	.77359
Science	142	33.8	194	46.2	84	20.0	420	100.0	2.1381	.72129
Economy	72	17.1	174	41.4	174	41.4	420	100.0	1.7571	.72663

The results confirmed the viewers' care to follow streams that include shots of their close friends with an average of 2.2500, then the scientific content with an average of 2.1381, followed by religious content with an average of 2.1310, then comic and entertaining scenes with an average of 2.0429, then economic topics and finally watching regardless of the subject.

Table (5) shows the level of respondents' use of LSS in general

Level of Use	Always		Sometimes		Rarely		Total		Arithmetic Mean	Standard Deviation
	F	%	F	%	F	%	F	%		
Following What Is Published As A Viewer Without Participation	143	34.0	174	41.4	103	24.5	420	100.0	2.0952	.76028
Liking and Commenting on Other Videos	110	26.2	159	37.9	151	36.0	420	100.0	1.9024	.78317
Sharing Streams on My Personal Page	46	11.0	98	23.3	276	65.7	420	100.0	1.4524	.68403

The results showed a variation in the level of respondents' use of LSS technology on Facebook. The first level of use is to watch what is published only without participation in the production of live content with an average of 2.0952, followed by those who are

watching with likes and comments on the streams. This may show that most respondents follow the live broadcast of others and may interact with it, but they do not necessarily broadcast live videos from their pages with an average of 1.4524.

2- Viewer's Uses & Gratifications:

Table (6) shows the scale of respondents' motives for using LSS as viewers

Motives	Scale						Total		Arithmetic Mean	Standard Deviation
	High		Medium		Low					
	F	%	F	%	F	%	F	%		
Instrumental Motives	191	45.5	170	40.5	59	14.0	420	100.0	2.3143	.70544
Ritualized Motives	155	36.9	210	50.0	55	13.1	420	100.0	2.2381	.66661

It is clear from the table that the respondents used LSS on the basis of instrumental motives. The arithmetic mean of instrumental motives was 2.3143. This may reflect the importance of this new service in providing users with information and enabling them to follow up developments on people, issues and events. The following table (7) indicates the details of those motives and the reasons cited by the respondents when asked about the motives for following LSS.

Table (7) shows the respondents motives for using LSS as viewers in details

Motives	Approval Degree						Total		Arithmetic Mean	Standard Deviation
	Agree		Neutral		Disagree					
	F	%	F	%	F	%	F	%		
New Service Aroused My Curiosity	202	48.1	189	45.0	29	6.9	420	100.0	.4119	.61745
To Follow All New at the Time of Its Occurrence	256	61.0	140	33.3	24	5.7	420	100.0	.5524	.60200
Entertainment and Spending Free Time	168	40.0	159	37.9	93	22.1	420	100.0	.1786	.76873
Prefer Video Content Than Written	179	42.6	191	45.5	50	11.9	420	100.0	.3071	.67229
Alternative to Youtube	117	27.9	164	39.0	139	33.1	420	100.0	-.0524	.77989
To Follow My Friends News	195	46.4	174	41.4	51	12.1	420	100.0	.3429	.68504
To Follow Public Figures News Through Their Pages	184	43.8	154	36.7	82	19.5	420	100.0	.2429	.75877

The reasons and motives for the exposure of the respondents to live streaming on Facebook have varied, the cognitive motives, such as "the desire to follow up all the new at the time of occurrence", came first with an average of 0.5524, followed by the fact that the new service raises the curiosity of the respondents to follow it with an average of 0.4119. This may be an indication on the core of the work of the live broadcast service that allows the user to interact with others spontaneously. Also, this service has created curiosity to users which in turn motivates them to use it at multiple levels. Besides, the desire to know the latest news of friends came in third place of the motivation to use as a viewer, while video content may provide more attractive communication than traditional written texts.

Table (8) shows the scale of the gratifications obtained from the respondents' use of LSS

Gratifications	Scale						Total		Arithmetic Mean	Standard Deviation
	High		Medium		Low					
	F	%	F	%	F	%	F	%		
Social Gratifications	88	21.0	207	49.25	125	29.75	420	100.0	1.9119	.70751
Oriental Gratifications	158	37.6	195	46.4	67	16.0	420	100.0	2.2167	.69995

The oriental gratifications of LSS users surpassed the social gratifications with an average of 2.2167. This may reflect the oriental needs, met by the service, of the users who follow the live broadcast videos with their varied contents, topics and levels, in accordance with the details mentioned in the following table no. (9).

Table (9) shows the gratifications of the respondents' use of LSS as viewers in details

Gratification	Approval Degree						Total		Arithmetic Mean	Standard Deviation
	Agree		Neutral		Disagree					
	F	%	F	%	F	%	F	%		
Enjoyed the Experience	209	49.8	176	41.9	35	8.3	420	100.0	.4143	.64054
Felt Distinguished	78	18.6	237	56.4	105	25.0	420	100.0	-.0643	.65773
Filled My Free Time	89	21.2	191	45.5	140	33.3	420	100.0	-.1214	.72922
Became More Interactive and Integrated With Others	161	38.3	174	41.4	85	20.2	420	100.0	.1810	.74451
Gained New Experience	183	43.6	167	39.8	70	16.7	420	100.0	.2690	.72888
Encouraged Me to Use the Service Later	161	38.3	164	39.0	95	22.6	420	100.0	.1571	.76565
Helped Me Get rid of Loneliness Feeling	89	21.2	185	44.0	146	34.8	420	100.0	-.1357	.73648
Became More Connected to Facebook	107	25.5	167	39.8	146	34.8	420	100.0	-.0929	.77148
Enabled Me to Follow New Details When Occur	228	54.3	143	34.0	49	11.7	420	100.0	.4262	.69212
Became More Interactive on Facebook	125	29.8	186	44.3	109	26.0	420	100.0	.0381	.74634

The gratifications obtained from the users' exposure to LSS as interactive viewers have varied. The most important and most frequently received gratification in the responses of the respondents was that the viewers, through live broadcasts, were able to see new details at the time of their occurrence at an average of 4262, a gratification that came in line with what motivated the respondents to basically expose to that service. In addition, the experience of watching live broadcasts via Facebook was a bit of fun by trying a new service at an average of 6.4054. Actually, it was not just about enjoying a new experience, but gaining a new experience was one of the most remarkable third-class gratification with an average capacity .2690. Then, the rest of the gratifications came, showing the superiority of the oriental gratifications, which indicates their great beneficial use of that service.

3- Streamers' Uses & Gratifications:

Table (10) shows the extent to which the respondents use LSS as broadcasters

The Extent of Using LSS as Broadcaster	F	Percentage	Arithmetic Mean	Standard Deviation
Never	283	67.4		
Sometimes	113	26.9	1.3833	.59288
Always	24	5.7		
Total	420	100.0		

When asked about the extent to which they use LSS to broadcast live videos through their pages, most of the respondents answered that they have never tried it before, they only follow and interact with them, with an average of 67.4% of the total sample. However, the results indicated that 26.9% of the respondents have already used LSS as streamers, which is not a small percentage if we agree that Facebook users themselves may use it to be acknowledged of the latest news and to know others' orientations and maybe interact with what they broadcast. Also, some of them use it to express to others. The current study indicates that only 5.7% use LSS permanently to communicate with others and self-expression.

Table (11) shows the scale of motives for the respondents' use of LSS as streamers

Motives	Scale						Total		Arithmetic Mean	Standard Deviation
	High		Medium		Low					
	F	%	F	%	F	%	F	%		
Instrumental Motives	44	32.1	54	39.4	39	28.5	137	100.0	2.0365	.78035
Ritualized Motives	42	30.7	65	47.4	30	21.9	137	100.0	2.0876	.72228

The results of the study indicated that the ritualized motives exceeded the instrumental motives with regard to the use of LSS as a broadcaster, with an average of 2.0876. This may come in contrast to the motives related to the use of the service as a viewer as in table 8, which could indicate that the motivations of the users vary according to the using level of that service and their expectations of it. The motives and objectives of the streamer are different from those of the viewer. The following table shows in details the various motivations of the live broadcast user as a broadcaster.

Table (12) shows the motives for using LSS as streamers

Motives	Approval Degree						Total		Arithmetic Mean	Standard Deviation
	Agree		Neutral		Disagree					
	F	%	F	%	F	%	F	%		
I Was Trying It for The First Time	78	56.9	38	27.7	21	15.3	137	100.0	.4161	.74402
I Used It to Record an Incident and Show It to Friends When It Happened	61	44.5	43	31.4	33	24.1	137	100.0	.2044	.80567
I Feel the Desire to Talk in Front of the Camera	55	40.1	40	29.2	42	30.7	137	100.0	.0949	.83915
To Feel that I am Present and Influential in Others	56	40.9	53	38.7	28	20.4	137	100.0	.2044	.75866
I Have a lot of Fans Waiting for My Appearance Through That Service	51	37.2	47	34.3	39	28.5	137	100.0	.0876	.80872
Just Spending Time with No Specific Target	22	16.1	50	36.5	65	47.4	137	100.0	-.3139	.73517
Entertainment	43	31.4	52	38.0	42	30.7	137	100.0	.0073	.79054

The table indicates that the ritualized motivations surpassed the instrumental ones in the sample use of LSS as streamers. The

motivation of experiencing a new thing was the first motive that led the respondents to use the live broadcast to record for themselves or events or topics through their pages with an average of 0.4161. The feeling of social presence and influencing others ranked second at an average of 0.2044. Meanwhile, a number of motives has followed such as the desire to talk in front of the camera with an average of 0.0949, as well as the plenty of followers waiting for the new with an average of 0.0876, then come the other motives shown in the table.

Table (13) shows the scale of gratifications achieved from the respondents' use of LSS as streamers

Gratifications	Scale						Total		Arithmetic Mean	Standard Deviation
	High		Medium		Low					
	F	%	F	%	F	%	F	%		
Social Gratifications	48	35.0	61	44.5	28	20.4	137	100.0	2.1460	.73305
Oriental Gratifications	61	44.5	59	43.1	17	12.4	137	100.0	2.3212	.68529

The results showed that the oriental gratifications of the users of the live broadcast on Facebook surpassed the social ones, where the average of the oriental was 2.3212 compared to 2.1460 for social. This reflects the relative and direct benefit of LSS users in the development of their experience and the acquisition of various skills and knowledge. The following table presents the gratification in details.

Table (14) shows the gratifications obtained from the sample use of LSS as streamers

Gratifications	Approval Degree						Total		Arithmetic Mean	Standard Deviation
	Agree		Neutral		Disagree					
		%	F	%	F	%	F	%		
Enjoyed the Experience	85	62.0	34	24.8	18	13.1	137	100.0	.4891	.71863
Felt Distinguished from Others	59	43.1	48	35.0	30	21.9	137	100.0	.2117	.78056
Filled My Free Time	34	24.8	53	38.7	50	36.5	137	100.0	-.1168	.77711
Became More Interactive and	67	48.9	44	32.1	26	19.0	137	100.0	.2993	.77046

	F	%	F	%	F	%	Total	%	Arithmetic Mean	Standard Deviation
Integrated with Others										
Gained New Experiences	74	54.0	41	29.9	22	16.1	137	100.0	.3796	.74884
knew How to Use the Camera Well	56	40.9	53	38.7	28	20.4	137	100.0	.2044	.75866
Helped Me Get rid of Loneliness	42	30.7	51	37.2	44	32.1	137	100.0	-.0146	.79507
Increased Number of Followers and Interaction on page	54	39.4	47	34.3	36	26.3	137	100.0	.1314	.80273
Broke My Fear Barrier	53	38.7	41	29.9	43	31.4	137	100.0	.0730	.83697

The gratifications achieved from the respondents use to the live broadcast service on Facebook have varied. The users' enjoyment of the experience topped the gratifications with an average of 0.4891, followed by gaining new experience with an average of 0.3796, and then feeling distinguished from others by providing an attractive content to the followers at an average of 0.2117. Then, the knowledge of how to use the camera well through the practice of filming live videos and the evaluation of interactive viewers came with an average of 0.2044. Perhaps those gratifications point to the tendency of users to a new pattern of communication that meets specific psychological and practical needs, although this is consistent with initial expectations for use or inadvertently came during use.

4- Sample Assessment and Trends towards Live Streaming Service:

Table (15) shows respondents' assessment of the effectiveness of LSS on Facebook

Live Streaming Service	F	Percentage	Arithmetic Mean	Standard Deviation
Not Effective	54	12.9		
Somewhat Effective	106	25.2	2.4905	.71293
Effective	260	61.9		
Total	420	100.0		

From the table data, it is clear that 61% of the total sample believe that the Live Streaming Service is effective. Perhaps this is an

important indicator of most of the respondents' confidence of the effectiveness of that new service. Only 12.9% of the respondents, a relatively small percentage, think that it's ineffective, which reinforces the importance of moving forward to ask the respondents about their attitudes towards that service.

Table (16) shows the trend of the respondents towards LSS in general

Trend	F	Percentage	Arithmetic Mean	Standard Deviation
Negative	12	2.9		
Neutral	212	50.5		
Positive	196	46.7	.4381	.55139
Total	420	100.0		

The results showed a high percentage of respondents who have neutral and positive trends towards LSS. The percentage of respondents with neutral attitudes was 50.5% of the total sample while those with a positive trend were about 46.7%. On the contrary, those who have negative tendencies towards LSS were only about 2.9%, which is a very small percentage that reflects the receptivity of the respondents to that new format, which creates a new form of automatic interaction. Moreover, it achieves a degree of social presence by self-expression with voice and live picture. The following table shows the nature of those trends in details.

Table (17) shows the respondents' trends towards LSS

Trends	Approval Degree						Total		Arithmetic Mean	Standard Deviation
	Agree		Neutral		Disagree					
	F	%	F	%	F	%	F	%		
Needs Control Over What Is Displayed	78	18.6	194	46.2	148	35.2	420	100.0	-.1667	.71522
Leads to the Spread of Crimes	244	58.1	130	31.0	46	11.0	420	100.0	.4714	.68509
Wastes Time	130	31.0	182	43.3	108	25.7	420	100.0	.0524	.75184
Allows for More Interaction and Participation Than Others	95	22.6	213	50.7	112	26.7	420	100.0	-.0405	.70171
Allows Me to Freely Express My Opinions	233	55.5	162	38.6	25	6.0	420	100.0	.4952	.60820
Can Use It Wherever I am	239	56.9	136	32.4	45	10.7	420	100.0	.4619	.68113
Increases my Interaction and Social Presence	282	67.1	113	26.9	25	6.0	420	100.0	.6119	.59781
Increases My Loneliness	184	43.8	187	44.5	49	11.7	420	100.0	.3214	.67270
Makes Me Aware of the Latest News When Occur	59	14.0	175	41.7	186	44.3	420	100.0	-.3024	.70219
Negatively Affects the Real Communication Between People	262	62.4	138	32.9	20	4.8	420	100.0	.5762	.58330

"Increasing the ability to interact and sense of social presence" has come at the top of the respondents' positive trends towards LSS with an average of 0.6119, which may be consistent with the motives for use in Table (12). The theoretical introduction of the study indicated that the purpose of the service was mainly to increase services and platforms of interaction among users. In contrast, the results of the study showed that the most negative trend towards Live Streaming Service was that it negatively affects the real communication between people, where the arithmetic average of this trend was 0.7286, and the opportunity to express opinion from the most positive evaluations for the LSS and the features offered with an average of 0.4952. This may refer to what this new service provides of expression with voice and image and at the same time in a live broadcast with which you can comment and like.

Discussion & Conclusion:

Facebook is no longer just a means of communication between friends; it has become a media tool that has its own features and its unlimited interactive features. This has made it the most popular among other social networks, as indicated in the introduction of the current study. The results of the current study confirmed the effectiveness of Live Streaming Service as the majority of the respondents were found to believe it is effective. This is consistent with the previous study of Kumar & Choubey (2017). While the results showed that the most important motivation for LSS viewers was the desire to follow up all the news when it occurs, the first motivation for the streamers was to go through the experiment for the first time. At the level of gratifications, the results confirmed that the users of LSS differ in their opinions according to the levels of use. The viewers have obtained a knowledge-based gratification to watch the incidents and interact with them as they occur, while the broadcasters reported that they enjoyed the new experience that was not available to them before. The study of Friedländer (2017) has confirmed the results of this study, stating that the main motive for using Live Streaming Service is for entertainment and spending free

time doing something enjoyable, the same motive was also cited by the viewers but in a late order of their motives. The results of the current study also explain the enjoyment motive of the streamers in consistency with the results of Lin & lu (2011) which confirmed that fun and entertainment are the most important motives for using Facebook in general.

The results also confirmed the respondents' interest in following the streams of their close friends. This explains the connection of the current study to the theory of social presence, the desire to create close social ties with a number of friends, and the need to share interests. This has also come in line with the interest trends of the respondents towards that service. Most of the participants in the current sample said that live broadcast increases the ability to interact and the sense of social presence. This may confirm the main influence of Facebook in particular and the means of social media in general. Another study of Cheung & lee (2011) has also proved that the feeling of social presence is the main factor in the students' use of Facebook, and their need to share interests with others has enhanced that use. Meanwhile, users thought that the most important disadvantage of that service is that it can affect real communication between people away from digital media and virtual world.

Study Limitations & Future Research:

The study examined the research problem as a new form of communication that has changed the interactive environment on Facebook. It was conducted a few months after the launch of the service. Therefore, the study aims to provide a general overview of the nature of uses, gratifications and users' assessments of this service, paving the way for subsequent studies that address this phenomenon's relationship with other phenomena, such as the relation of using live streaming in terrorist operations, as well as studies comparing live streaming on Facebook and other sites.

The current study dealt with live broadcasts by ordinary users as the basis of the Facebook communication process, and there was no

room to study the use of live broadcasts by official institutions and public figures to communicate with the public in parallel with the traditional channels.

The researcher recommends that further studies be held on the Egyptian users of social media, in keeping with the technical developments that are being developed constantly, as statistics have confirmed that Egypt is the largest Arab country using Facebook which enhance its influence depending on usage patterns.

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