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# Cultivating Social Resources on Social Network Sites: Facebook Relationship Maintenance Behaviors and Their Role in Social Capital Processes FREE

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## Abstract

This study explores the relationship between perceived bridging social capital and specific Facebook-enabled communication behaviors using survey data from a sample of U.S. adults (N=614). We explore the role of a specific set of Facebook behaviors that support relationship maintenance and assess the extent to which demographic variables, time on site, total and “actual” Facebook Friends, and this new measure (Facebook Relationship Maintenance Behaviors) predict bridging social capital. Drawing upon scholarship on social capital and relationship maintenance, we discuss the role of social grooming and attention-signaling activities in shaping perceived access to resources in one's network as measured by bridging social capital.

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