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Predicting social capital on Facebook: The implications of use intensity, perceived content desirability, and Facebook-enabled communication practices

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Highlights

- Perceived desirability of Facebook content influence the usage of Facebook communicative features.
- Content desirability of opinion expression negatively relates to bridging social capital on Facebook.
- Facebook affords communicative possibilities for enhancing online social capitals.
- Benefits of online social capital may vary due to different maintenance strategies.
- Users respond to distinctive content on Facebook differently in which affect their online social capitals.

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