

Appendix

Appendix 1 - Country Population & Facebook Users

Country	Population	Facebook Users	Percentage
Japan	125,825,772	53,967,700	42.90%
Norway	5,421,241	2,803,400	51.90%
Estonia	1,330,068	640,800	48.20%
Mexico	129,163,276	102,500,000	79.40%
Netherlands	17,777,000	13,485,900	75.90%
Croatia	4,047,200	3,059,400	75.60%
India	1,416,875,238	448,100,000	31.60%
Belgium	11,559,426	7,020,100	60.60%
Denmark	5,851,794	4,683,200	80.00%
Czech Republic	10,708,981	6,996,400	65.30%
Brazil	215,355,991	165,000,000	76.60%
Italy	60,317,158	35,020,100	58.00%
Australia	25,687,041	16,002,010	62.30%
Canada	38,512,024	24,049,400	62.40%
Egypt	106,435,710	52,900,000	49.80%

Reference - Kemp, S. (2023)

Appendix 2 - Hofstede Dimension Scores

Country	PD	IM	MS	UA	LO	IR
Japan	54	46	91	92	88	42
Norway	31	67	54	50	42	69
Estonia	38	69	61	60	47	48
Mexico	81	30	29	82	29	69
Netherlands	38	80	53	53	46	58
Croatia	73	70	39	80	51	53
India	77	48	62	40	61	26
Belgium	65	75	94	94	79	54
Denmark	31	74	57	46	43	71
Czech Republic	58	58	46	57	49	47
Brazil	69	38	49	76	48	59
Italy	50	76	61	75	61	56
Australia	38	90	71	51	44	71
Canada	39	79	51	48	48	68
Egypt	80	25	25	68	25	28

Reference - Hofstede Country Comparison, 2023