

Social Networks and Its Usage by High School Students

¹Durga Bhavani Koritala & ²Prof. M. Vanaja

¹Research Scholar, Dept. of Education, Acharya Nagarjuna University, Guntur (AP)

²Department of Education and Training, Maulana Azad National Urdu University, Hyderabad (TS)

ABSTRACT

The present investigation was carried out with the prime focus to know about the usage of social media and social networks by high school students. The study primarily wanted to make an in depth analysis into the usage of social media and social networks for educational purposes: The present study aimed at inquiring into the knowing the responses of high school students in usage of social networks with the following objectives: 1) To study the awareness among the secondary school students about social network sites and 2) To assess the usage of social network sites for academic and learning purpose by the high school students. A stratified random sample of 450 was selected from 15 schools from Guntur and Chittoor Districts of Andhra Pradesh. In each school, the investigator collected the data from students about the usage of social networks in their academic and personal life using a researcher made questionnaire. Statistical techniques applied for data analysis as frequencies, percentages, measure of central tendency and measure of variance and significance tests were calculated for scores of the entire sample with respect to all chosen variables. Findings and Conclusions are : 1) 45% of the total sample are to some extent aware of the social network sites out of 70 social network sites, which are given for them to test whether they have knowledge or not. 2) Majority of the students opinioned that they use social media for content download. 3) 16.89%, 18.44% and 16.89% of the students use the social media for verifying the teaching notes, clarification of doubts, problem solving respectively. 4) 28.89% of the total students admitted that they moderately use the social networks as a tool for their enhancing English language communication; followed by another small number (27.56%) confirmed for rarely using; another (23.11%) opined for daily using it and the least number (20.44%) admitted that they are not at all using it to improve their English language communication. 5) 32.67% of the students among the 450 total sample students agreed that there is no benefit with the social networks, which can enhance the ICT based learning among them. 6) 28.44% of respondents opinioned that at every learning point the social networks are helpful for them in ICT based learning; at the same time 20.22% and 18.67% have responded for the option moderately helpful and rarely helpful. 7) Majority of the sample (36.22%) opinioned that they use social media for recreation; 22.44% of students, used for them keeping in touch with family and friends; followed by 21.34% of students, who used to update themselves with the technology; and another 20% have responded for finding and sharing the information. 8) 76.67% of the sample have responded that some of the social network sites cannot be of much help in Academic assessment and Evaluation; at the same time 23.33% of the sample has responded positively.

Keywords: *Social Networks Awareness, Social Networks Usage, Academic and learning purpose*

Article Publication

Published Online: 17-Jan-2021

*Author's Correspondence

Prof. M. Vanaja

Department of Education and Training,
Maulana Azad National Urdu University,
Hyderabad (TS)

✉ vanaja@manuu.edu.in

© 2021 The Authors, Published by *Research Review Journals*

This is an open access article under the CC
BY-NC-ND license

(<https://creativecommons.org/licenses/by-nc-nd/4.0/>)

1. Introduction

“A social media tool is commonly a portable Web-enabled device or technology, which is easy to get on to a platform, independent web browsers that accentuate social activities for association, communications, group of people and creativity” (Jane See Yin Lim, 2014). Social media is a resource of statement all the way through the internet that enables social communication. It is an

effectual approach for people to utilize in communicating and interacting with each other.” (Iris Xie and Jennifer Stevenson, 2013) “Social Media is a contrivance for ornamental the image of libraries, as a digital listening post or as an astuteness gathering tool.” (Xiang Li and Tang Li, 2013).

Some Commonly Used Social Media

- **Facebook :** In 2004, Mark Zuckerberg with his college roommates and fellow students Eduardo Saverin, Dustin Moskovitz and Chris Hughes founded Facebook . Initially, membership was only available for the students of Harvard College and within one month, more than half of the degree students at Harvard got themselves registered on Facebook. As in any other social media website Facebook provides its users a formatted page in which users can enter his or her personal information like name, age, gender, education, place of birth, religious and political views, marital status, likes and dislikes and his personal or family pictures etc. Facebook also provide services like “private messaging” system message as well as public messaging system in the form of “Wall”. Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.
- **Twitter :** Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.
- **Google +:** It was Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services.
- **LinkedIn:** LinkedIn is a social networking site designed specifically for Professionals. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.
- **Reddit:** Reddit is a social news website and forum, where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities known as "subreddits." Each subreddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "redditors," submit content, which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.
- **Pinterest:** It is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source. For example, clicking on a picture of a pair of shoes might redirect users to a purchasing site and an image of blueberry pancakes might redirect to the recipe.

A survey conducted (in 2015) by Pew Internet Research shows that the Internet users among American adults, who uses at least one social networking site has increased from 10% to 76% since 2005. Pew Internet Research illustrates that in today's world in the case of social media usage (as well in all other fields) there are no there clearly demarcated real gender difference among Americans (world over). The Pew Internet Research has reported in 2015 that women were even more active on social media a couple of years ago, however 2015's numbers indicate that 68% women and 62% men are active on social media.

A 2018 survey in the United States, reported that:

- i. % of 18–29 years old who have at least one social media account: 88 %
- ii. % of 13 to 17-year-olds who have at least one profile on social media: Over 60%,
- iii. % of people spending more than two hours per day on social networking sites.: Over 75%

According to Nielsen, Internet users continue to spend more time on social media sites than on any other type of site. At the same time, the total time spent on social media sites in the U.S. across PCs as well as on mobile devices increased by 99 percent to 121 billion minutes in July 2012, compared to 66 billion minutes in July 2011. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building a reputation and bringing in career opportunities and monetary income.

The present investigation was carried out with the prime focus to know about the usage of social media and social networks by high school students. The study primarily wanted to make an in-depth analysis into the usage of social media and networks for educational purposes:

1. What is the opinion of the students on the social networks and the implementation process?
2. What are the usages of social networks in terms of learning development or knowledge enhancement among high school students?

The problem selected for the present research paper is worded as “*Social Networks and its usage by High School Students*”.

2. Objectives of the Study

The present study aimed at inquiring into the knowing the responses of high school students in usage of Social Networks, the

following objectives have been formulated to carry out the study in a systematic way.

1. To study the awareness among the secondary school students about social network sites.
2. To assess the usage of social network sites for academic and learning purpose by the high school students.

3. Sample:

The Study was conducted on students of high school students studying in different institutions of Guntur and Chittoor Districts of Andhra Pradesh State, India. The survey method was used for data collection. The population of the study was all the students of high school classes studying in different schools run by different types of Managements in Guntur and Chittoor Districts. A stratified random sample of 450 was selected from 15 schools from both the districts. In each school, the investigator collected the data from students about the usage of social networks in their academic and personal life using a researcher made questionnaire.

Sample Design

State	District (Region)	Sample of Schools	Students			Total
			VIII	IX	X	
Andhra Pradesh	Guntur (Coastal Andhra)	15	75	75	75	225
	Chittoor (Rayalaseema)	15	75	75	75	225
	Total	30	150	150	150	450

4. Tool Used for Data Collection

The *tool* occupies a major role in any research study because it is useful in the collection and analysis of data to draw meaningful conclusions. As the present study was a rigorous one, there is no available standardized tool; hence the investigator developed the tool.

The questionnaire to collect the data from the students has been developed by the investigator. It is of Likert type consisting of 70 items on awareness on social networks marked on a three point rating not aware, some extent aware and totally aware. A score value of 3 is assigned for the responses totally aware, 2 for responses some extent aware and 1 for the responses not aware.

The other part of the questionnaire is related to usage of social networks among high school students with regard to their academic and daily life purpose. Some of the questions are framed for the said purpose. The scoring for the questions having four options are framed from first option to last option as 1 to 4 respectively and the other questions 2 for Yes and 1 for No.

The investigator personally visited the schools in different sessions, interacted with the students established the rapport and explained the purpose and need of the study. Clear instructions were given to fill the questionnaire.

Statistical techniques applied for data analysis as frequencies, percentages, measure of central tendency and measure of variance and significance tests were calculated for scores of the entire sample with respect to all chosen variables.

5. Analysis and interpretation of the data:

i) Awareness of Students on Social Networks

450 students (5 from each VIII, IX, and X class in each school) from 30 (thirty) schools were selected and asked to provide their awareness of social network sites. It was considered to be very important to assess their awareness of social network sites. The following Table depicts the details of the awareness of students on some popular social network sites. Their awareness was collected on an exhaustive list of available social networking sites.

Table -1: Awareness of Students on Social Network Sites

Social Network Site	Totally Aware %	Some extent Aware %	Not Aware %
Facebook	215 (47.8)	156 (34.7)	79 (17.6)
Whatsapp	231 (51.3)	133 (29.6)	86 (19.1)
QQ	149	84	217

	(33.1)	(18.7)	(48.2)
WeChat	125 (27.8)	85 (18.9)	240 (53.3)
Q Zone	77 (17.1)	150 (33.3)	223 (49.6)
Tumblr	159 (35.3)	77 (17.1)	214 (47.6)
Instagram	242 (53.8)	136 (30.2)	72 (16.0)
Twitter	243 (54.0)	134 (29.8)	73 (16.2)
Google ⁺	220 (48.9)	148 (32.9)	82 (18.2)
BaiduTieba	77 (17.1)	160 (35.6)	213 (47.3)
Skype	235 (52.2)	125 (27.8)	90 (20.0)
Viber	92 (20.4)	134 (29.8)	224 (49.8)
SinaWeibo	87 (19.3)	150 (33.3)	213 (47.3)
Line	83 (18.4)	161 (35.8)	206 (45.8)
Snapchat	214 (47.6)	140 (31.1)	96 (21.3)
YY	91 (20.2)	137 (30.4)	222 (49.3)
YKontakte	65 (14.4)	157 (34.9)	228 (50.7)
Pinterest	78 (17.3)	140 (31.1)	232 (51.6)
LinkedIn	236 (52.4)	123 (27.3)	91 (20.2)
Telegram	146 (32.4)	229 (50.9)	75 (16.7)
Reddit	83 (18.4)	150 (33.3)	217 (48.2)
Taringa	67 (14.9)	151 (33.6)	232 (51.6)
Foursquare	85 (18.9)	138 (30.7)	227 (50.4)
Renren	83 (18.4)	150 (33.3)	217 (48.2)
Tagged	84 (18.7)	156 (34.7)	210 (46.7)
Badoo	92 (20.4)	127 (28.2)	231 (51.3)
Myspace	100 (22.2)	128 (28.4)	222 (49.3)
StumbleUpon	130 (28.9)	82 (18.2)	238 (52.9)
The Dots	85 (18.9)	131 (29.1)	234 (52.0)
Kiwibox	70	162	218

	(15.6)	(36.0)	(48.4)
Skyrock	76 (16.9)	142 (31.6)	232 (51.6)
Delicious	78 (17.3)	142 (31.6)	230 (51.1)
Snapfish	82 (18.2)	151 (33.6)	217 (48.2)
ReverbNation	100 (22.2)	137 (30.4)	213 (47.3)
Flixster	72 (16.0)	135 (30.0)	243 (54.0)
Care2	80 (17.8)	134 (29.8)	236 (52.4)
CafeMom	78 (17.3)	127 (28.2)	245 (54.4)
Ravelry	74 (16.4)	158 (35.1)	218 (48.4)
Nextdoor	75 (16.7)	153 (34.0)	222 (49.3)
Wayn	75 (16.7)	125 (27.8)	250 (55.6)
Cellufun	77 (17.1)	130 (28.9)	243 (54.0)
YouTube	220 (48.9)	131 (29.1)	99 (22.0)
Vine	156 (34.7)	65 (14.4)	229 (50.9)
Classmates	227 (50.4)	136 (30.2)	87 (19.3)
MyHeritage	61 (13.6)	167 (37.1)	222 (49.3)
Viadeo	78 (17.3)	144 (32.0)	228 (50.7)
Xing	81 (18.0)	157 (34.9)	212 (47.1)
Xanga	82 (18.2)	145 (32.2)	223 (49.6)
LiveJournal	149 (33.1)	76 (16.9)	225 (50.0)
Friendster	73 (16.2)	134 (29.8)	243 (54.0)
Funny or Die	74 (16.4)	166 (36.9)	210 (46.7)
Gaia Online	77 (17.1)	151 (33.6)	222 (49.3)
We Heart It	90 (20.0)	137 (30.4)	223 (49.6)
Buzznet	80 (17.8)	140 (31.1)	230 (51.1)
DeviantArt	88 (19.6)	150 (33.3)	212 (47.1)
Flickr	206 (45.8)	164 (36.4)	80 (17.8)
MeetMe	77	151	222

	(17.1)	(33.6)	(49.3)
Meetup	77 (17.1)	148 (32.9)	225 (50.0)
Tout	78 (17.3)	150 (33.3)	222 (49.3)
Mixi	76 (16.9)	151 (33.6)	223 (49.6)
Douban	80 (17.8)	142 (31.6)	228 (50.7)
Vero	81 (18.0)	165 (36.7)	204 (45.3)
Quora	154 (34.2)	70 (15.6)	226 (50.2)
Spreely	88 (19.6)	150 (33.3)	212 (47.1)
Discord	80 (17.8)	164 (36.4)	206 (45.8)
TikTok	322 (49.3)	101 (33.6)	27 (17.1)
Roposo	220 (48.9)	131 (29.1)	99 (22.0)
Research Gate	125 (27.8)	85 (18.9)	240 (53.3)
BizSugar	149 (33.1)	76 (16.9)	225 (50.0)
Digg	128 (28.4)	100 (22.2)	222 (49.3)

From the above table, it is observed that majority of the students are exhibiting a mixed trend regarding awareness of social network sites. They are very much aware of some of the social networks which are highly popular in India, since these sites are used very frequently in social media. At the same time, they are not aware of a good number of social networks used across the world which with large number of users since they are not used in India by common public and more so by school students.

Most of the students (more than 45% of the total sample) are to some extent aware of the social network sites out of 70 social network sites which are given for them to assess whether they have knowledge or not? Among them the most popular sites namely Facebook, Whatsapp, Instagram, Twitter, Google+, Snapchat, Skype, LinkedIn, YouTube, Flickr, TikTok and Roposo. At the same time 25% to 45% sample of the students among the total sample are expressing moderate knowledge of the following social network sites namely Tumblr, QQ, WeChat, Vine, Telegram, Live Journal, Quora, Research Gate, BizSugar, and Digg.

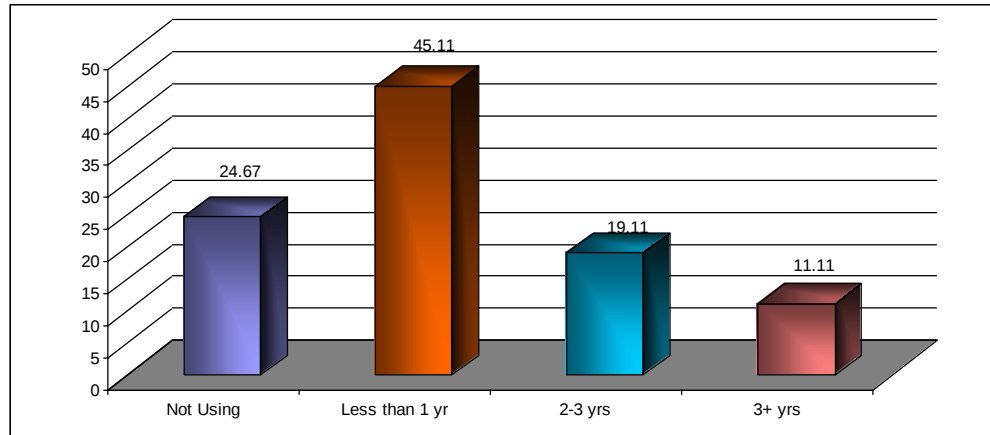
ii) Usage of Social Networks by the high school students

Responses of High School Students on How Long they have been Using Social Networking Sites

A question was put before the sample of the students on how long they have been using Social Networking Sites; the collected data is presented in the Table 2

**Table 2: Responses of High School Students to Question on
For How Long they have been Using Social Networking Sites**

How long you have been using Social Networking Sites	Frequency	Percentage
Not Using	111	24.67
Less than 1 yr	203	45.11
2-3 yrs	86	19.11
3+ yrs	50	11.11
Total	450	100.00

Graph 1: Responses of High School Students to Question on how long they have been using Social Networking Sites

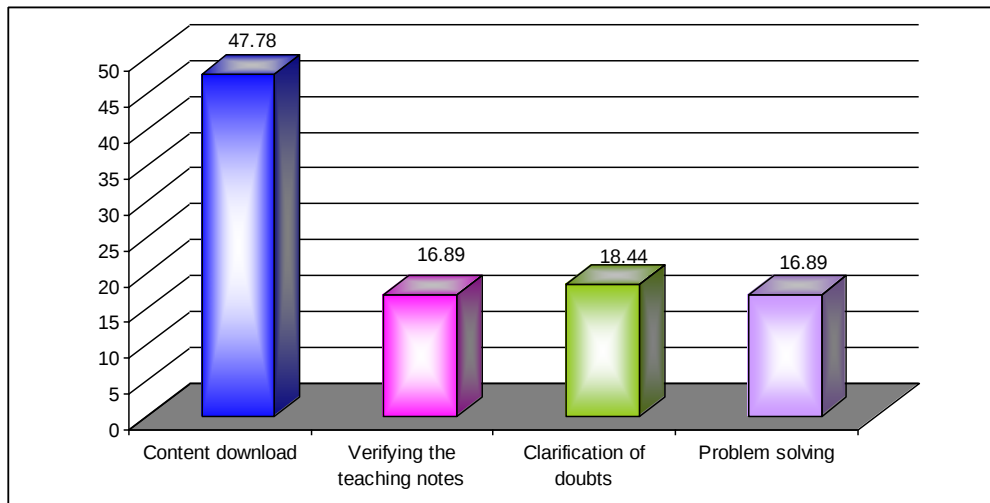
The investigator wanted to find out the duration of usage of Social network sites by the respondents. From the above table, it can be seen that 45.11 % of the sample admitted that they are using the social network sites for less than 1 year; followed by 19.11% and 11.11% of respondents who said that they are using for 2-3 years and above 3 years respectively. It is heartening that only 24.67% have responded that they are not directly using the social network sites but sharing with the friends whenever they need. It shows that the 75% of high school students are using social network sites for more than 6 months. As India develops, it is progressing towards digitalization in all fields and it is encouraging to see youngsters getting acquainted with digital literacy skills.

Responses of High School Students for what Purpose Majority do you Use Social Media for Education

A question was put before the sample of the students for what purpose majority do you use Social Media for Education, the collected data is presenting in table 3.

Table 3: Responses of High School Students on Purpose they majority Use Social Media for Education

For what purpose majority do you use Social Media for Education	Frequency	Percentage
Content download	215	47.78
Verifying the teaching notes	76	16.89
Clarification of doubts	83	18.44
Problem solving	76	16.89
Total	450	100.00

Graph 2: Responses of High School Students on Purpose they majority Use Social Media for Education

From the above table and the diagram it is revealed that students majorly (53.75%) use social media to download the content related to their school work / project work to enhance their knowledge. Besides, a small number of use the social media for education 16.89%, 18.44% and 16.89% for verifying the teaching notes, clarification of doubts, problem solving respectively.

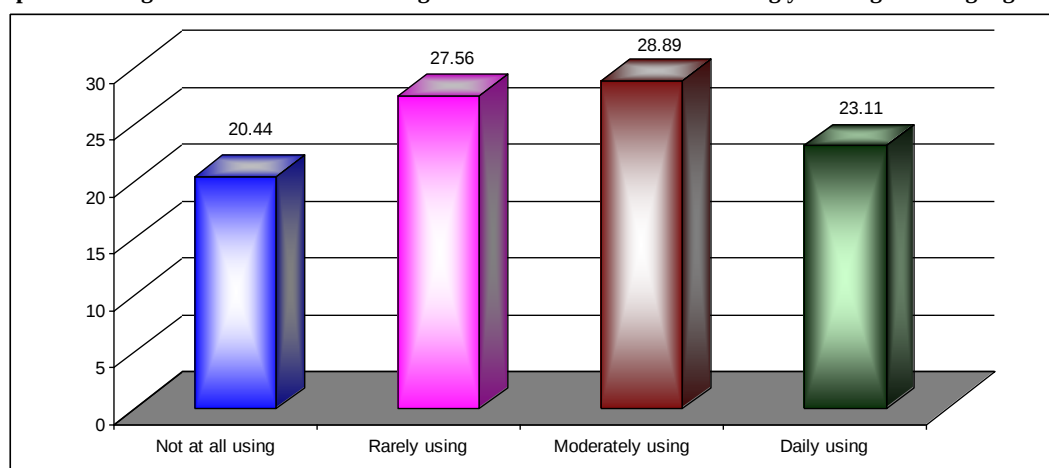
Responses of High School Students for Usage of Social Networks in Enhancing their English Language Communication

A question was put before the sample of the students for usage of social networks in enhancing their English language communication, the collected data is presenting below table.

Table 4: Responses of High School Students for Usage of Social Networks in Enhancing your English Language Communication

Usage of social networks in enhancing your English language communication	Frequency	Percentage
Not at all using	92	20.44
Rarely using	124	27.56
Moderately using	130	28.89
Daily using	104	23.11
Total	450	100.00

Graph 3: Responses of High School Students for Usage of Social Networks in Enhancing your English Language Communication



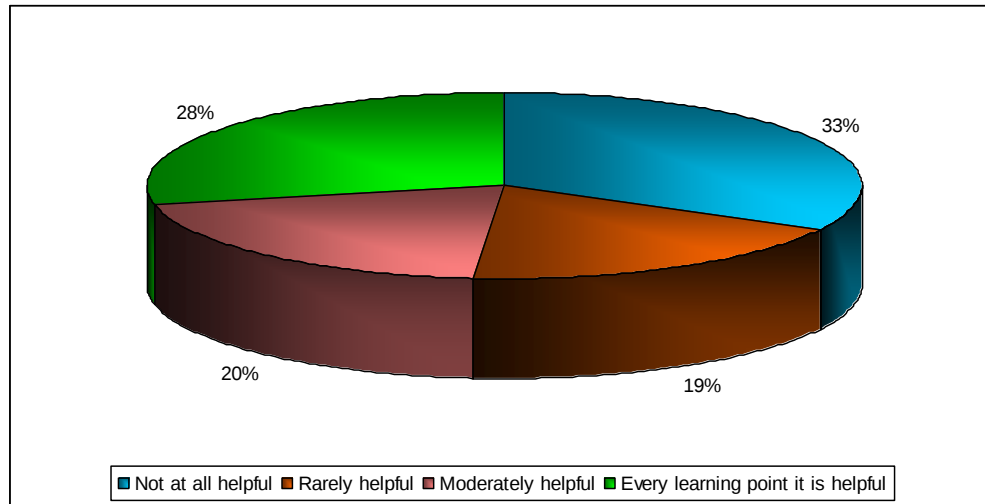
The table clearly acknowledges the responses of high school students as a good majority of the sample (28.89%) admitted that they moderately use the social networks as a tool for their enhancing English language communication; followed by another moderate number (27.56%) confirmed for rarely using; another (23.11%) opined for daily using it and the least number (20.44%) felt that they are not at all using social networks for improving their English language communication.

Responses of High School Students on Whether Social Networks are Helpful in ICT based Learning

A question was put before the sample of the students that the social whether networks are helpful in ICT based learning, the collected data is presented in table 5.

Table 5: Responses of High School Students that the Social Networks are Helpful in ICT based Learning

Social Networks are Helpful in ICT based Learning	Frequency	Percentage
Not at all helpful	147	32.67
Rarely helpful	84	18.67
Moderately helpful	91	20.22
Every learning point it is helpful	128	28.44
Total	450	100.00

Graph 4: Responses of High School Students that the Social Networks are Helpful in ICT based Learning

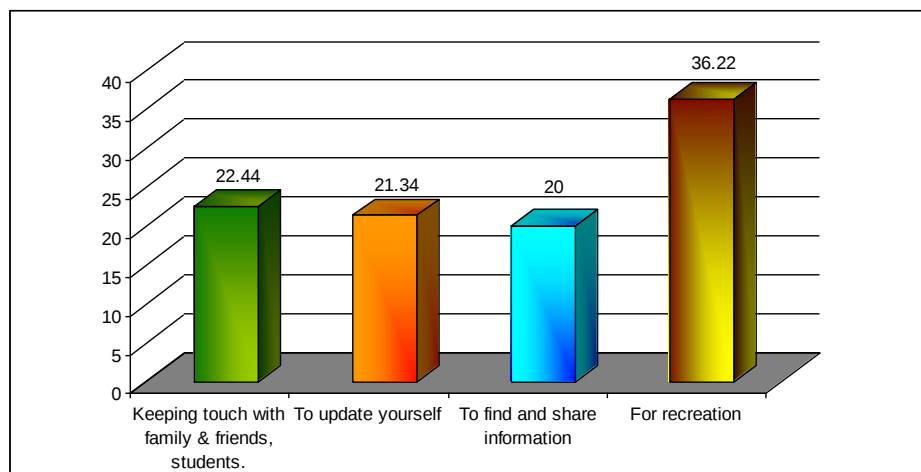
From the above table, it is evident that 32.67% students feel that there is no benefit with the social networks to enhance the ICT based learning among them. 28.44% of respondents opinioned that at every learning point the social networks are helpful for them in ICT based learning; at the same time 20.22% and 18.67% are responded for the option moderately helpful and rarely helpful.

4.2.1 Responses of High School Students for what Purpose do you use Social Media

A question was put before the sample of the students for what purpose do you use Social Media? The collected data is presented in table 6.

Table 6: Responses of High School Students for What Purpose they Use Social Media

For What Purpose does You Used Social Media	Frequency	Percentage
Keeping touch with family & friends, students.	101	22.44
To update yourself	96	21.34
To find and share information	90	20.00
For recreation	163	36.22
Total	450	100.00

Graph 5: Responses of High School Students for What Purpose they Use Social Media

The table and the diagram explicitly demonstrates that a good majority of the sample (36.22%) opinioned that they use social media for recreation; 22.44% of students, used for them keeping in touch with family and friends; followed by 21.34% of students who used to update themselves with the technology; and another 20% have responded for finding and sharing the information.

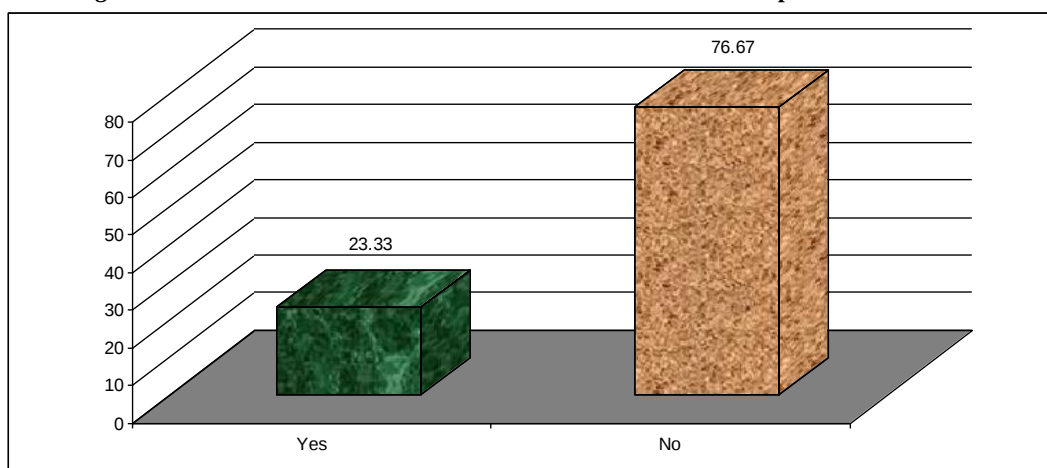
Responses of High School Students on Whether Some of the Social Network Sites can be Helpful in Academic Assessment and Evaluation

A question was put before the sample of the students on whether some of the Social Network Sites can be helpful in Academic assessment and Evaluation, and the collected data is presented in table 7.

Table 7: Responses of High School Students on Some of the Social Network Sites can be helpful in Academic Assessment and Evaluation

Some of the Social Network Sites can be helpful in Academic assessment and Evaluation	Frequency	Percentage
Yes	105	23.33
No	345	76.67
Total	450	100.00

Graph 6: Responses of High School Students on Some of the Social Network Sites can be Helpful in Academic Assessment and Evaluation



From the above table, it is evident that 76.67% of the sample responded that some of the social network sites cannot help in Academic assessment and Evaluation. At the same time, 23.33% of the sample has responded positively. It is concluded that teachers also use some educational social networks in the classroom teaching as well as to teach the students how to use them too.

6. Findings and Conclusions

The following are the findings and conclusions drawn from the analysed data. These conclusions were arrived at after appropriate research findings and these were followed by necessary discussion:

- 45% of the total sample are to some extent aware of the social network sites out of 70 social network sites which are given for them to test whether they have knowledge or not? Among them the most popular sites namely Facebook, Whatsapp, Instagram, Twitter, Google⁺, Snapchat, Skype, LinkedIn, YouTube, Flickr, TikTok and Roposo. At the same time 25% to 45% sample of the students among the total sample have average knowledge about the following social network sites namely Tumblr, QQ, WeChat, Vine, Telegram, Live Journal, Quora, Research Gate, BizSugar, and Digg.

In a country of billion people, providing facilities required for the success of ICT in Education and digital literacy is a herculean task. The paradox of the situation is that, in India, mostly, teachers and students do not possess dissatisfaction on the infrastructure provided by the government and they understand that the provisions would be made in a phased manner. The sample group is found heterogeneous because the students are with different background. There is a need to give emphasis on the development of infrastructure in digital devices as well as social media. For that the students has to be equipped with their own computers/laptops/smart phones etc., to achieve the same.

- 45% of high school students are using social network sites since less than 1 year followed by 19.11% and 11.11% of respondents said that they are using them since 2-3 year and above than 3 years.

It shows that the students are trying to develop their digital literacy skills as well as acquainting themselves with ICT skills through usage of certain social networks with the available devices.

3. Majority of the students opinioned that they use social media for content download. Besides, 16.89%, 18.44% and 16.89% of the students use the social media for verifying the teaching notes, clarification of doubts, problem solving respectively. It shows that the students are using social media for right purpose besides even they are using a little bit time for other activities like recreation, chatting etc.
4. 28.89% of the total students admitted that they moderately use the social networks as a tool for their enhancing English language communication; followed by another small number (27.56%) confirmed for rarely using; another (23.11%) opined for daily using it and the least number (20.44%) admitted that they are not at all using for improve their English language communication. Most Social network sites require following instructions to operate in English with this the techno-savvy, who is using the social network develops English language among the high school students.
5. 32.67% of the students among the 450 total sample students agreed that there is no benefit with the social networks which can enhance the ICT based learning among them. 28.44% of respondents opinioned that at every learning point the social networks are helpful for them in ICT based learning; at the same time 20.22% and 18.67% are responded for the option moderately helpful and rarely helpful.
Only ICT based education is not influencing the students in development of digital literacy skills. This study indicates that only usage of social networks is also not enough to get the knowledge or experience on ICT based education. It is probably a mix and match of both which will help realize the dream of Digital India.
6. Majority of the sample (36.22%) opinioned that they use social media for recreation; 22.44% of students, used for them keeping in touch with family and friends; followed by 21.34% of students who used to update themselves with the technology; and another 20% have responded for finding and sharing the information.
7. 76.67% of the sample has responded that some of the social network sites cannot help in Academic assessment and Evaluation; at the same time 23.33% of the sample has responded positively.

References

- [1]. Ahn, June. (2011). The effect of social network sites on adolescents' social and academic development: Current theories and controversies. *Journal of the Association for Information Science and Technology*, 62(8), 1435-1445.
- [2]. Al-Rahmi, Mugahed, Waleed.Othman, Shahizan, Mohd. "The Impact of Social Media use on Academic Performance among university students: A Pilot Study". *Journal of Information Systems Research and Innovation*, pp. 1–10
- [3]. Bhatt, S. C., & Bhatt, P. (2013). Impact of social media sites in India: Study and analysis. *International Journal of Trade & Global Business Perspectives*, 2(2), 410.
- [4]. Chapin, John (2016). "Adolescents and Cyber Bullying: The Precaution Adoption Process Model". *Education and Information Technologies*. 21 (4): 719–728. doi:10.1007/s10639-014-9349-1.
- [5]. El-Badawy, T. A., & Hashem, Y. (2014). The impact of social media on the academic development of school students. *International Journal of Business Administration*, 6(1), 46.
- [6]. Hajirnis, Aditi (2015-12-01). "Social media networking: Parent guidance required". *The Brown University Child and Adolescent Behavior Letter*. 31 (12): 1–7. doi:10.1002/cbl.30086.
- [7]. Jue, Arthur L., Jackie Alcalde Marr, Mary Ellen Kassotakis (2010). *Social media at work: how networking tools propel organizational performance* (1st ed.). San Francisco, CA: Jossey-Bass. ISBN 978-0-470-40543-7.
- [8]. Kietzmann, Jan H.; Kristopher Hermkens (2011). "Social media? Get serious! Understanding the functional building blocks of social media". *Business Horizons* (Submitted manuscript). 54 (3): 241–251. doi:10.1016/j.bushor.2011.01.005.
- [9]. Li, X., & Li, T. (2013). Integrating Social Media into East Asia Library Services: Case Studies at University of Colorado and Yale University. *Journal of East Asian Libraries*, (157), 3.
- [10]. Mensah, S. O., & Nizam, I. (2016). The impact of social media on students' academic performance-a case of Malaysia tertiary institution. *International Journal of Education, Learning and Training* www.ftms.edu.my/journals/index.php/journals/ijelt, 1(1).
- [11]. Nesterova, A. A., Aysina, R. M., & Suslova, T. F. (2015). Recent technologies to improving social and communication skills in children with asd: Systematization of approaches and methods. *Modern Applied Science*, 9(11), 38.
- [12]. O'Keefe Schurgen, Gwenn. Clarke-Pearson, Kathleen. (2011) *The impact of Social Media on Children, Adolescents, and Families*. American Academy of Pediatrics, Volume 127 (issue 4), 800-805
- [13]. Rambe, P. (2011). Exploring the impacts of social networking sites on academic relations in the university. *Journal of Information Technology Education: Research*, 10, 271-293.
- [14]. Shu-Chuan, Chu (2011). "Viral advertising in Social Media: Participation in Facebook groups and responses among College-Aged Users" (PDF). *Journal of Interactive Advertising*. 12 (1): 32. Retrieved 7 March 2018.
- [15]. Turkle, S. (2012). *Alone together: Why we expect more from technology and less from each other*. New York, NY: Basic Books. ISBN 978-0-465-03146-7.

- [16]. Wang, Xia; Yu, Chunling; Wei, Yujie (November 2012). "Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework". *Journal of Interactive Marketing*. 26.
- [17]. Xie, I., & Stevenson, J. (2014). Social media application in digital libraries. *Online Information Review*, 38(4), 502-523.
- [18]. Yeboah, J., & Ewur, G. D. (2014). The impact of WhatsApp messenger usage on students performance in Tertiary Institutions in Ghana. *Journal of Education and practice*, 5(6), 157-164.
- [19]. Zagorski, Nick (2017-01-20). "Using Many Social Media Platforms Linked With Depression, Anxiety Risk". *Psychiatric News*. 52 (2): 1. [doi:10.1176/appi.pn.2017.1b16](https://doi.org/10.1176/appi.pn.2017.1b16). ISSN 0033-2704.