Usages of Social Networking Websites among Undergraduate Students

Morteza Moradgholi[1]
Research Scholar, Department of Studies in Sociology, University of Mysore, Mysore, India
Mohammad Hadi Mansour Lakoorej[2]
Assistant Professor, Department of Anthropology, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Abstract: *Today in India mostly among the Indian undergrads the use of Social Networking Sites (SNS) has significantly expanded and has unquestionably had broad effects on the scholarly and different exercises of the understudies' students. These effects are widespread to the point that they grabbed the eye of social researchers around the world. Be that as it may, the scope of studies led to managing the impact of SNS among college students is irrelevant in India. Hence, this study is set in this context, aims in presenting the relationship between the usages of social network education of undergraduate students. For the said reason a survey has been directed among 400-students in various colleges and universities including governments and private's institutions throughout Mysore and Bangalore cities. The findings of the study recognized the strong relationship between the Usages of Social Network Education and college students in India, and especially in the last decade of 21 century.*

Keywords: *Social network education, college students, undergraduate students, social network education usage.*

Introduction

Social media has turned into an essential stage for the casual, social learning of „being‟ a student, with online encounters enabling parts to be scholarly, values comprehended and characters formed. Expanded impact of social networks has acquired huge changes the conveyance of data and additionally in moving the structures of social standards. This has empowered the introduction of people unexpectedly. Such a blast of social media enables that capacities to select the benefits of systems networking, for youngsters, other than it gives excitement and the utilization of social networks for educational purposes in an alternate present day way. For a majority of people, the web is a social space that connects them with friends, colleagues, family members, and even strangers. The new generation of network, as it has been labelled to support social interaction and further makes it easy for people to exchange information and to share their lives and interests in one form or another. As the web continues to evolve, web-based social media or social networking services/sites (SNSs), which help to establish or maintain human relationships and social networks, are becoming ubiquitous. Social networking has rapidly spread among a large number of people in recent years. According to data from 2015, the total number of Facebook users in the world are near 1.5 billion, which are 13% more users as compared in 2014.

The country with the most significant number of users of the social networks is the United States with 151.8 million users, followed by India with 108.9 million. The next is Brazil with 70.3 million users, followed by Indonesia and Mexico. In Europe, the country with the most significant number of users in England with 30.3 million. Looking at the number of social networks with the regional aspect Asia with Pacific with 28.8%; Europe 21.4%; 2 Canada and the United States together make 17.2% and the rest of the world's population owns 29.9% of users in the world.

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[1] Email: morteza8196@yahoo.com (Corresponding Author)
[2] Email: mansori_hadi@yahoo.com

Social networking sites (SNS) such as MySpace, Facebook, Cyworld, Bebo BlackPlanet, Dodgeball, and YouTube have drawn millions of users, many of whom have mixed these sites into their daily practices. A social network service focuses on building online communities of people who share interests and/or activities (Dwyer et al, 2007). [1]Social networking sites are a type of implicit community that has grown tremendously in popularity over the past few years. The social networking site (SNS) MySpace ranks sixth in overall web traffic, with over 47 million unique US visitors each month (Quantcast, 2007b).[2]The web traffic data for Facebook, a social networking site turned towards college students, shows 15 million unique US visitors a month (Quantcast, 2007a).[3]When people join social networking sites (SNS), they begin by creating a profile, then create connections with existing friends as well as those they meet through the site. A profile is a list of important identifying information. For nation members get connected to others by sending a "Friend Request" message, which must be accepted by the other party to establish a link. "Friending" another member gives them access to one's profile, adds them to the social network. The root motivation is communication and keeping relationships. Popular activities include updating others on activities and whereabouts, sharing photos and archiving events. The websites allow users to build online profiles, share information, pictures, blog entries, music clips, etc. After joining a social network, users are prompted to identify others in the system with which they have a relationship. The label for these connections differs depending on the popularity of the site terms include "Friends," "Contacts," and "Fans." Most SNS require bi-directional confirmation for Friendship.

Social network phenomenon opened multiple avenues in the contemporary media age; it benefits individuals, groups, organizations, and institutions in the small-scale version of the society. Social network sites affect the daily life activities of the students; research is essential to evaluate issues and to assist in finding solutions. The advent of social network sites to the student community leads to vitiated opinions with every new research about their social behaviours and academic performance. Social network sites perspective investigates and analyses the issues, and attempts in the proper development of society. The field of the social network is interdisciplinary. Sociological perspective, however, bridges the knowledge gap in the issue of a social trend. Members of community influence others more through behaviours and attitudes, as much as content and form of relationship patterns. Social network prospect strives in integrating our complex, heterogeneous, urban society by creating a "Hyper connected culture," in the growth of our evolving and developing community. Indeed, an increase in society regarding size and complexity results in specialization, differentiation, and a corresponding need for integration.

Social network sites like Orkut, Facebook, MySpace, and YouTube are becoming more and more common and has grown a part of daily life for an increasing number of users. These sites distract students from their studies, but these websites can be useful for education based on sound pedagogical principles and suitable supervision by the teachers. Furthermore, the research concludes that social networking websites have both positive and negative impact on the education of teens, depending on one's interest to use it in a positive manner for his or her education and vice versa. These websites services utilize the participation, technology and software tools to facilitate connection and interaction between members. Social software Communication devices include blogs, wikis, instant messaging, chat rooms, message boards and social bookmarking. Members use these tools to share ideas, documents, photos, videos, and favourite websites almost anything. As more people participate in social networks, the question becomes is it only a social activity or are they included in learning and development. Social networking websites are very common among the youth so that they contribute the majority percentage of the users. So, the researcher required to study the impact of this social networking on their education. Since the last decade

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[1] C. Dwyer, S. R. Hiltz, and Passerini, K. (2007) "Trust and privacy concern within social networking sites: A comparison of Facebook and Myspace." In Proceedings of AMCIS 2007, Keystone, Colorado, USA.

[2] QuantCast (2007b) "Profile for MySpace.com," Quantcast, http://www.quantcast.com/myspace.com, (accessed on March 1, 2007).

[3] QuantCast (2007a) "Profile for Facebook.com" Quantcast, http://www.quantcast.com/facebook.com, (accessed on March 1, 2007).

the usage of Social Networking websites among the college students is increasing throughout the world, and apparently, Social Networking Sites have become a vital part of their lives. Students constitute one group that is eager to know the technological advancements and latest trends and they receive these changes with an open mind. Compared to any other kind of people the usage of Social Networking Sites among students is more. This is mainly because college students are more prone to be drawn to the new technology and Social Networking websites in particular.

Review of Literature

- Antoine Fressancourt, Colombe Herault and Eric Ptak (2009)[1], A study conducted entitled, NFC Social: Social Networking in Mobility Through IMS and NFC, This article reveals that NFC Social, a mobile application which allows a user to share its location and mood information with its contacts using a presence or social network service. NFC Social uses the NFC technology to ease the collection of the location information and to improve the user experience on social network services. This application has been developed in the laboratory to demonstrate the mix of NFC, next-generation telecommunication networks and social network services in a case in point. First, the main concepts used in NFC Social. In this article, presented NFC Social, a mobile application prototype uses the Near Field Communication (NFC) technology to ease the update of presence information on federated communication systems and social networks. This article discusses some technical choices made to use contextual information retrieved via NFC in these applications and to connect to an IP Multimedia Subsystem (IMS) network using a converged HTTP/SIP Java application server. Concretely, the number of keystrokes needed on the application to update a user's presence information is significantly lower by using NFC than on a similar application using the same backend. The Federation of a user's presence on different communication systems using our approach also results in better user experience because the user's presence information that is federated among systems and is updated according to a consistent set of privacy rules simultaneously on every order.

- In a study entitled "Social capital as Facebook; differentiating uses and users" Moira Burke and Cameron Marlow (2011)[2] discuss extensively the view to look at the uses of Social Networking Sites. It says though usage of Social Networking Sites is often treated as a monolithic activity, in which all time is equally social and its impact the same for all users.
The study primarily examines how Facebook affects social capital depending upon: types of site activities, contrasting one-on-one communication, broadcasts to wider audiences, and passive consumption of social news, and individual differences among users, including social communication skill and self-esteem. The survey was directed using 415 Facebook users, which revealed that receiving messages from friends is associated with an increase in bridging social capital. The primary goal of the study was to observe how different uses of a large Social Networking Site influence different types of user's social capital. Social capital is the actual or potential resources which are linked to a durable network of more or less institutionalized relationships of mutual acquaintance or recognition. The study states that college students are motivated by social information-seeking, using Social Networking Sites to learn about people they have met offline, and expressive information sharking, feeling greater to bridge social capital.

- Petter Bae Brandtzaeg and Jan Heim (2009)[3] in their study state that there are many motivational reasons for using Social Networking Sites among people and college students mainly. Brandtzaeg and Heim draw their findings, after the investigation of peoples' motivational rights for using Social Networking Sites, by performing a quantitative content analysis for 1,200 qualitative responses from Social Networking Sites users. Further, the study (2009) made

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[1] Antoine Fressancourt, Colombe Herault, Eric Ptak. (2009, August first). NFC Social: social networking in mobility through IMS and NFC. *First International Workshop on Near Field Communication*. Feng Chia University

[2] Moira, Burke and Cameron, Marlow. 2011. "Social Capital as Facebook: Differentiating Uses and Users."

[3] Petter, Bae Brandtzaeg and Jan, Heim. 2009. "Why People Use Social Networking Sites al. Springer. Verlag Berlin Heidelberg.

several attempts to understand the choice, use, diffusion, adoption, and acceptance of Social Networking Sites among college students.

- Nicole Ellison's study (2008)[1] On Social Networking Sites provides very thought-provoking insights. According to this study, 85 % of the respondents use one or more social networking sites. The extent of the usage of Social Networking Sites has increased dramatically in the past two years, and the utilization of Social Networking Sites as well differs considerably by age. Most of the respondents aging 18 and 19 years old use Social Networking Sites (95%), yet only 37% aging 30 years and above utilizes these networking sites. The majority involving 18 and 19 years old have more than 200 friends while those aged 30 and above have more or less 25 or lesser friends on these sites.

  Consequently, Facebook is the most commonly used Social Networking Site, with Myspace as the second choice. It was also found that about half of these users utilize just one Social Networking Site, having only one profile, and participate in one to five groups within Social Networking Sites. Patterns of Social Networking Sites are reasonably stable, with most respondents changing them monthly or less often. The majority of the users of Social Networking Sites spend 5 hours or less per week. Younger respondents report spending more time than older respondents. It also emphasized that most students (87%) put access restrictions on their profiles. Younger respondents and females are most likely to do so.

- Coyle and Vaughn (2008)[2] in their study examined the works on Social Networking and surveyed how college students are engaged in social networking. They found that the primary purpose of using Social Networking Sites is to keep in touch with friends. They also indicate that these, for merely and communication with friends. These sites are only a new form of communication that is evolving with the aid of technology.

The Objective of the Study

This paper attempts to understand the usage of social networking in the new era between the students (primarily undergraduate) at Mysore and Bangalore as two big cities and a place for higher education in India. The primary objective of the study is the following:

- To examine the relationship between the usage of Social network Education of UG students in Mysore and Bangalore.

Methodology

This paper attempts to understand the relationship between the usages of social network education of undergraduate students with the help of useful data. For the said purpose a survey has been conducted among 400-students in many, government and private colleges and universities in Mysore and Bangalore. This survey was mainly done in the urban regions. For the study of a sample size of 400 respondents between the age group of 18 to 27 years who were college and university students (specifically undergraduate) were randomly selected. The age group of 18-27 was traced, and they were the heavy users of SNE and also early adopters of advanced technological applications. The surveys were done by circulating questionnaires personally, and even some of the data were collected through personal interview. This research also involves observation-both direct and participatory method, where direct observation was made with the students.

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[1] Nicole, Ellison C. S. 2008. "Social Networking Sites," Students and Information Technology. Educause Center for Applied Research.

[2] Coyle, Cheryl L. and Vaughn, Heather. 2008. "Social Networking: Communication Revolution or Evolution?. Bell Labs Technical Journal, 13, 13-18.

Major Findings
Age of the Respondents

Table (1): Age of the respondents.

| Age | Under Graduate Students | | | | Total | |
| | Bangalore City | | Mysore City | | | |
	F	%	F	%	F	%
18 to 22	152	38.0	156	39.0	308	77.0
23 to 27	48	12.0	44	11.0	92	23.0
Total	200	50.0	200	50.0	400	100.0

The above table reveals the age group of the respondents and shows the number of respondents that are been divided based on their places. The age groups are divided into two groups where the class interval is selected as 5 by statistical work. The large section of the respondents comes under the age group of 18 to 22 where it constitutes 77.0 percent and represents 152 respondents from Bangalore city and 156 respondents from Mysore city respectively. Whereas 23.0 percent of the respondents were in the age group of 23 to 27 years among which 48 respondents were from Bangalore city, and 44 respondents belonged to Mysore city.

Gender of the Respondents

Table 2: Gender of the respondents

| Gender | Under Graduate Students | | | | Total | |
| | Bangalore City | | Mysore City | | | |
	F	%	F	%	F	%
Male	117	29.3	113	28.3	230	57.5
Female	81	20.3	87	21.8	168	42.0
Transgender	2	0.5	0	0.0	2	0.5
Total	200	50.0	200	50.0	400	100.0

The above table displays the gender of the respondents. The data reveal that 57.5 percent of the total respondents are male (wherein 29.3 percent and 28.3 4 percent were from Bangalore and Mysore city respectively) and remaining 42 percent of the remaining respondents are female among which (20.3 and 21.8 percent belonged to Bangalore and Mysore city respectively). On the other hand, it was quite interesting to notice that about 0.5 percent of the respondent were transgender who belonged to Bangalore city. The data in the above table strongly indicates that the participation of females in higher education is increasing tremendously which is a good indication of development.

Place of Residence of the Respondents

Table 3: Place of Residence of the respondents

| Place of Residence | Under Graduate Students | | | | Total | |
| | Bangalore City | | Mysore City | | | |
	F	%	F	%	F	%
Urban	114	28.5	100	25.0	214	53.5
Rural	86	21.5	100	25.0	186	46.5
Total	200	50.0	200	50.0	400	100.0

The data from the above table reveals that majority 53.5 percent of the respondent's place of residence were Urban, among whom 28.5 percent of the respondents belonged to Bangalore city and 25.0 percent of them belonged to Mysore city. Whereas on the other hand, 46.5 percent of the respondent's place of 8 residence was rural areas, wherein 21.5 percent belonged to Bangalore city, and 25.0 percent belonged to Mysore city. Thus, from the findings, it can be concluded that majority of the respondents had good hands in the usage of Social networking sites and they also had a more excellent knowledge of SNS.

Time Spent On SNS

Table 4: Time spent on SNS

Hours	Under Graduate Students				Total	
	Bangalore City		Mysore City			
	F	%	F	%	F	%
1 to 3 hours	29	7.3	19	4.8	48	12.0
3 to 6 hours	54	13.5	91	22.8	145	36.3
7 hours	92	23.0	76	19.0	168	42.0
Very rarely	25	6.3	14	3.5	39	9.7
Total	200	50.0	200	50.0	400	100.0

The table above reveals the responses of the respondents time spent every day on SNS. Majority of 42.0 percent stated that they were spending more than 7 hours per day (with 23.0 percent of respondents from Bangalore city and 19.0 percent of the respondents from Mysore city). Whereas, 36.3 percent of the respondents opined that they spent 3 to 6 hours a day (among which 13.5 percent from Bangalore city and 22.8 percent from Mysore city responded this). Besides, 12.0 percent of the respondents claimed that their usage of SNS in a day was about one hour (which was opined by 7.3 percent of the respondents from Bangalore city and 4.8 percent of the respondents from Mysore city). The remaining 9.75 percent of 8 the participants opined that they very rarely used SNS that is less than 30 minutes a day and so on (that included the responses of 6.3 percent from Bangalore city and 3.5 percent from Mysore city).

From the findings, it's evident that students are highly exposed to social networking sites, and Facebook is the most popular one. Many of the respondents opened up stating that the usage of SNS has become an addiction to them. Evan Asano (2017) the number of time people spend on social media is continuously increasing. Teens now spend up to nine hours a day on social platforms, while 30 percent of all time consumed online is now allocated to social media interaction. The author also shared that currently, the total time spent on social media beats time spent on eating and drinking, socializing, and grooming.

Duration of SNS Usage

Table (5): Duration of SNS usage

Duration	Under Graduate Students				Total	
	Bangalore City		Mysore City			
	F	%	F	%	F	%
1 year	48	12.0	37	9.3	85	21.3
1 to 2 years	97	24.3	65	16.3	162	40.6
2 to 3 years	31	7.8	44	11.0	75	18.8
3 years	24	6.0	54	13.5	78	19.5
Total	200	50.0	200	50.0	400	100.0

Table above exhibits the data on respondent's duration of SNS usage, it is noted from the above findings that majority of 40.6 percent of the respondents duration of using Social networking sites has been since 1 to 2 years, wherein majority of 24.3 percent of the respondents were from Bangalore city, and 16.3 percent respondents were from Mysore city. Whereas 21.3 percent of the respondents' duration of using SNS had been less than a year they had started and among which 12.0 percent of respondents were from Bangalore city, and 9.3 percent were from Mysore city. Moreover, 19.5 percent and 18.8 percent of the respondent's duration of using Social network sites had been around 2 to 3 years and above 3 years respectively. From the overall findings, it can be justified that majority of the students had a good experience of usage of social network sites, whereas few of them had opined that they were using and had their account before they joined their undergraduate courses itself.

Sharing of Scholarly Articles through SNS

Table (6): Sharing of scholarly articles through SNS

Response	Under Graduate Students				Total	
	Bangalore City		Mysore City			
	F	%	F	%	F	%
Shared	26	6.5	45	11.3	71	17.8
Not Shared	174	43.5	155	38.7	329	82.2
Total	200	50.0	200	50.0	400	100.0

It can be drawn from the above findings that Majority of 43.5 percent of the respondents from Bangalore city and 38.7 percent of the respondents from Mysore city answered that they did not share their scholarly articles through SNS. It was disheartening to see the negative response by the majority of the respondents on sharing scholarly articles on SNS, but many of the respondents revealed that at present they had not shared any materials but in the future/long run they 26 would like to share articles, so that their work would get a proper recognition. Whereas, on the other side 11.3 percent of the respondents from Mysore city and 6.5 percent of the respondents from Bangalore city opined that they had shared articles through Social network sites, which had resulted from many of them a good comments for their authentic works, also wherein the respondents were getting a proper recognition through SNS in various communities and groups.

Parents' Encouragement on SNS Usage

Table (7): Parents' encouragement on SNS usage

Response	Under Graduate Students				Total	
	Bangalore City		Mysore City			
	F	%	F	%	F	%
Often	88	22.0	47	11.8	135	33.8
Occasionally	86	21.5	108	27.0	194	48.5
Never	26	6.5	45	11.3	71	17.8
Total	200	50.0	200	50.0	400	100.0

From the mentioned table it can be seen that majority of 27.0 percent of the respondents from Mysore city and 21.5 percent of the respondents from Bangalore city opined that their parents occasionally encouraged them to use social networking sites, as they also revealed that their parents used to keep a watch on 28 their activities too. Moreover, 22.0 percent of the respondents from Bangalore city and 11.8 percent of the respondents from Mysore city opined that their parents often encouraged them to use SNS, as well the respondent's parents were also using SNS, and they even stayed well connected through SNS. Whereas, 6.5 percent of the respondents from Bangalore city and 11.3 percent of the respondents from Mysore city revealed that their parents never encouraged them to use social networking sites and always restricted them on SNS usage. Thus, from the findings it can be stated that in both the cases the teachers as well as parent's encouragement on usage of Social network sites were appreciable wherein both wanted the individuals to grow as society needed but in both cases there was a lot of monitoring done so that the students do get deviated towards other things.

The effectiveness of SNS and Traditional Library Services

Table (8): Effectiveness of SNS and traditional Library services.

Response	Under Graduate Students				Total	
	Bangalore City		Mysore City			
	F	%	F	%	F	%
Yes	81	23.3	80	20.0	161	40.3
No	32	8.0	72	18.0	104	26.0
To Some Extent	87	21.8	48	12.0	135	33.8
Total	200	50.0	200	50.0	400	100.0

The responses are shown about the opinion of perceiving the information obtained through SNS is more effective than traditional library services of information sharing. The majority of 20.3 percent of the respondents from Bangalore city and 20.0 percent of the respondents from Mysore city responded "Yes" and stated that information through SNS was more effective when compared to traditional library services. The respondents revealed that through SNS the information was available on the fingertips rather than going to the library and searching physically, they also responded that it was easy to access through gaining membership and its time saving, and also it's useful because lot numbers of options are available at one time. Whereas, 33.8 percent of the respondents opined that to some extent they believed that the information through SNS was more effective than traditional library services. Finally, 26.0 percent of the respondents opined that the traditional library services are more effective than the information gathering through SNS and supported library services a lot, and suggested that in the library more authentic materials can be found compared to information through SNS.

Respondent's Way to Search Next Job

Table (9): Respondent's way to search next job.

Sources	Under Graduate Students				Total	
	Bangalore City		Mysore City			
	F	%	F	%	F	%
College Placement Cell	28	7.0	13	3.3	41	10.3
Job Firs	40	10.0	36	9.0	76	19.0
Job Boards/Head Hunters	52	13.0	41	10.3	93	23.0
Social Media	47	11.8	63	15.8	110	27.5
Friend Reference	19	4.8	15	3.8	46	8.6
Voluntarily Through Corporate Websites	14	3.5	32	8.0	46	11.5
Total	200	50.0	200	50.0	400	100.0

The respondents were asked how they think they will find their next job. The only answer which received low responses was that a friend would refer them an offer (8.5 percent) and through college placement cell (10.3 percent). All other options received a good proportion of responses: through social media/SNS (27.5 percent); through job board's head-hunter (23.3 percent); in job fairs (19.0 percent); and through the corporate website of a company (11.5 percent). This shows that when it comes to job hunting, SNS has the highest preference among the students. Other than these responses the students also opened up that the first strategy would be parents or relatives whether they knew somebody to get a job.

Social Network Sites and Social Gatherings

Table (10): Social network sites and social gatherings

Response	Under Graduate Students				Total	
	Bangalore City		Mysore City			
	F	%	F	%	F	%
Agree	106	26.5	137	34.3	243	60.8
Disagree	94	23.5	63	15.8	157	39.3
Total	200	50.0	200	50.0	400	100.0

It is indicative from the above data that majority of 34.3 percent of the respondents from Mysore city and 26.5 percent of the respondents from Bangalore city "Agree" that social networking education/sites have hampered the occasional social gatherings. The respondents pointed out that it has reduced face-to-face relations and somewhere they also felt that SNS might push individuals to isolation in future days. Whereas, 23.5 percent of the respondents from Bangalore city and 15.8 percent of the respondents from Mysore city "Disagreed" with the statement that social networking sites have hampered the occasional social gathering. The respondents were loud in their opinion that, those who have got addicted to SNS may have felt that it impedes social groups, but in a real sense if the usage is minimized then social gathering can take place.

Conclusion

The primary objective of the investigation shed light on the development of the dominance of social networking sites (SNS) among the students in India. Earlier research in scopes of social networking sites and its usage among college students in different general and demographic context provided a general secondary source base for this study. Acceptance of the Internet network, especially for its social uses, has seen its maximum degree of usage in throughout India among young students. The major part of present students has had access to the Internet and computers for the almost whole time of their lives, and as the table, 7 results revealed more power of parent's engorgements are on the child's for the use of social network education. These digital natives see these newly developed technologies as a flexible extension lead of traditional communication methods and distinguish social networking sites (SNS) as often a much faster and more convenient way to interrelate. That they are informed of the threat and risk involved in these sites is a helpful indicator that students in throughout India are not only techno-savvy and socially active through websites, but they also have social experience and usage of SNS among them is in up level and increasing day to day. Social network sites (SNS) based on the results helped the students to have a relationship with family and friends and to include make money from social network sites.

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