

# EXPLORING THE ROLE OF SOCIAL MEDIA: ISSUES AND CONCERNS ON SECONDARY EDUCATION-A STUDY

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**“Social media has become really fundamental to the way that billions of people get information about the world and connect with each other, which raises the stakes enormously.”–Kevin Werbach**

## Abstract

In the 21 st century, exploring the role of social media on secondary students through digital India programme and impact on culture and education. This is significant because information and social awareness have emerged as important factors of human empowerment. Social media has generated new dimension for secondary students to learn and access to knowledge, skill and empower development is completely new, and in some way tribal students benefit more than adults because of their familiarity with new media and their openness to applying it as a learning reservoir. Since social media offers lot of interesting ways of learning anything, anywhere, anytime

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## Introduction

Information and communication technology (ICT) has changed rapidly over the past 20 years, with a key development being the emergence of social media. The pace of change is accelerating. For example, the development of mobile technology has played an essential role in shaping the impact of social media. Across the globe, mobile devices dominate in terms of total minutes spent online. They put the means to connect anywhere, at any time on any device in everyone’s hands. The use of social media in education is commendable. Learners and educators can enroll in global collaborative platforms to facilitate constructive learning. It also aids in skill improvement by fostering knowledge and creativity.

Many parents worry about how exposure to technology might affect toddlers developmentally. We know our preschoolers are picking up new social and cognitive skills at a stunning pace, and we don’t want hours spent glued to an iPad to impede that. But adolescence is an equally important period of rapid development, and too few of us are paying attention to how our teenagers’ use of technology much more intense and intimate than a 3-year-old playing with dad’s iPhone is affecting them. In fact, experts worry that the social media and text messages that have become so integral to teenage life are promoting anxiety and lowering self-esteem. Students report that there might be good reason to worry. A survey conducted by the Royal Society for Public Health asked 14-24 year olds in the UK how social media platforms impacted their health and wellbeing. The survey results found that Snapchat, Facebook, Twitter and Instagram all led to increased feelings of depression, anxiety, poor body image and loneliness.

## Role of Social Media

The impact of social media influences in various dimensions, that dimensions are under deeply discussed below. That is:

**Indirect Communication:** Teens are masters at keeping themselves occupied in the hours after school until way past bedtime. When they’re not doing their homework (and when they are) they’re online and on their phones, texting, sharing, trolling, scrolling, you name it. Of course before everyone had an Instagram account teens kept themselves busy, too, but they were more likely to do their chatting on the phone, or in person when hanging out at the mall. It may have looked like a lot of aimless hanging around, but what they were doing was experimenting, trying out skills, and succeeding and failing in tons of tiny real-time interactions that kids today are missing out on. For one thing, modern teens are learning to do most of their communication while looking at a screen, not another person. “As a species we are very highly attuned to reading social cues,” says Catherine Steiner-Adair, EdD, a clinical psychologist and author of *The Big Disconnect*. “There’s no question kids are missing out on very critical social skills. In a way, texting and online communicating—it’s not like it creates a nonverbal learning disability, but it puts everybody in a nonverbal disabled context, where body language, facial expression, and even the smallest kinds of vocal reactions are rendered invisible.”

**Lowering the risks:** Certainly speaking indirectly creates a barrier to clear communication, but that's not all. Learning how to make friends is a major part of growing up, and friendship requires a certain amount of risk-taking. This is true for making a new friend, but it's also true for maintaining friendships. When there are problems that need to be faced big ones or small ones it takes courage to be honest about your feelings and then hear what the other person has to say. Learning to effectively cross these bridges is part of what makes friendship fun and exciting, and also scary. "Part of healthy self-esteem knows how to say what you think and feel even when you're in disagreement with other people or it feels emotionally risky," But when friendship is conducted online and through texts, kids are doing this in a context stripped of many of the most personal and sometimes intimidating aspects of communication. It's easier to keep your guard up when you're texting, so less is at stake. You aren't hearing or seeing the effect that your words are having on the other person. Because the conversation isn't happening in real time, each party can take more time to consider a response. No wonder kids say calling someone on the phone is "too intense" it requires more direct communication, and if you aren't used to that it may well feel scary. If kids aren't getting enough practice relating to people and getting their needs met in person and in real time, many of them will grow up to be adults who are anxious about our species' primary means of communication—talking. And of course social negotiations only get riskier as people get older and begin navigating romantic relationships and employment.

**Cyberbullying and the imposter syndrome:** The other big danger that comes from kids communicating more indirectly is that it has gotten easier to be cruel. "Kids text all sorts of things that you would never in a million years contemplate saying to anyone's face," says Donna Wick, EdD, a clinical and developmental psychologist. She notes that this seems to be especially true of girls, who typically don't like to disagree with each other in "real life." "You hope to teach them that they can disagree without jeopardizing the relationship, but what social media is teaching them to do is disagree in ways that are more extreme and *do* jeopardize the relationship. It's exactly what you don't want to have happen. Dr. Steiner-Adair agrees that girls are particularly at risk. "Girls are socialized more to compare themselves to other people, girls in particular, to develop their identities, so it makes them more vulnerable to the downside of all this." She warns that a lack of solid self-esteem is often to blame. "We forget that relational aggression comes from insecurity and feeling awful about yourself, and wanting to put other people down so you feel better." Peer acceptance is a big thing for adolescents, and many of them care about their image as much as a politician running for office, and to them it can feel as serious. Add to that the fact that kids today are getting actual polling data on how much people like them or their appearance via things like "likes." It's enough to turn anyone's head. Who wouldn't want to make herself look cooler if she can? So kids can spend hours pruning their online identities, trying to project an idealized image. Teenage girls sort through hundreds of photos, agonizing over which ones to post online. Boys compete for attention by trying to out-gross one other, pushing the envelope as much as they can in the already disinhibited atmosphere online. Kids gang up on each other. Adolescents have always been doing this, but with the advent of social media they are faced with more opportunities and more traps than ever before. When kids scroll through their feeds and see how great everyone seems, it only adds to the pressure. We're used to worrying about the impractical ideals that photoshopped magazine models give to our kids, but what happens with the kid next door is photoshopped, too? Even more confusing, what about when your own profile doesn't really represent the person that you feel like you are on the inside?

Adolescence and the early twenties in particular are the years in which you are acutely aware of the contrasts between who you appear to be and who you think you are," It's similar to the 'imposter syndrome' in psychology. As you get older and acquire more mastery, you begin to realize that you actually are good at some things, and then you feel that gap hopefully narrow. But imagine having your deepest darkest fear is that you aren't as good as you look, and then imagine needing to look that good all the time! It's exhausting." Experts explain, "Self-esteem comes from consolidating who you are." The more identities you have, and the more time you spend pretending to be someone you aren't, the harder it's going to be to feel good about yourself.

**Stalking:** Another big change that has come with new technology and especially smart phones is that we are never really alone. Kids update their status, share what they're watching, listening to, and reading, and have apps that let their friends know their specific location on a map at all times. Even if a person isn't trying to keep his friends updated, he's still never out of reach of a text message. The result is that kids feel hyper connected with each other. The conversation never needs to stop, and it feels like there's always something new happening. "Whatever we think of the 'relationships' maintained and in some cases initiated on social media, kids never get a break from them. "And that, in and of itself, can produce anxiety. Everyone needs a respite from the demands of intimacy and connection; time alone to regroup, replenish and just chill out. When you don't have that, it's easy to become emotionally depleted, fertile ground for anxiety to breed." It's also surprisingly easy to feel lonely in the middle of all that hyperconnection. For one thing, kids now know with depressing certainty when they're being ignored. We all have phones and we all respond to things pretty quickly, so when you're waiting for a response that doesn't

come, the silence can be deafening. The silent treatment might be a strategic insult or just the unfortunate side effect of an online adolescent relationship that starts out intensely but then fades away. “In the old days when a boy was going to break up with you, he had to have a conversation with you. Or at least he had to call,” says Dr. Wick. “These days he might just disappear from your screen, and you never get to have the ‘What did I do?’ conversation.” Kids are often left imagining the worst about them. But even when the conversation doesn’t end, being in a constant state of waiting can still provoke anxiety. We can feel ourselves being put on the back burner, we put others back there, and our very human need to communicate is effectively delegated there, too.

**Parents Role:** Both experts interviewed for this article agreed that the best thing parents can do to minimize the risks associated with technology is to curtail their own consumption first. It’s up to parents to set a good example of what healthy computer usage looks like. Most of us check our phones or our email too much, out of either real interest or nervous habit. Kids should be used to seeing our faces, not our heads bent over a screen. Establish technology-free zones in the house and technology-free hours when no one uses the phone, including mom and dad. “Don’t walk in the door after work in the middle of a conversation,” Don’t walk in the door after work, say ‘hi’ quickly, and then ‘just check your email.’ In the morning, get up a half hour earlier than your kids and check your email then. Give them your full attention until they’re out the door. And neither of you should be using phones in the car to or from school because that’s an important time to talk.” Not only does limiting the amount of time you spend plugged in to computers provide a healthy counterpoint to the tech-obsessed world, it also strengthens the parent-child bond and makes kids feel more secure. Kids need to know that you are available to help them with their problems, talk about their day, or give them a reality check. “It is the mini-moments of disconnection, when parents are too focused on their own devices and screens, that dilute the parent-child relationship,” And when kids start turning to the Internet for help or to process whatever happened during the day, you might not like what happens. “Tech can give your children more information that you can, and it doesn’t have your values,” notes. “It won’t be sensitive to your child’s personality, and it won’t answer his question in a developmentally appropriate way.” In addition to advises delaying the age of first use as much as possible. “I use the same advice here that I use when talking about kids and alcohol—try to get as far as you can without anything at all.” If your child is on Facebook, it says that you should be your child’s friend and monitor her page. But she advises against going through text messages unless there is cause for concern. “If you have a reason to be worried then okay, but it better be a good reason. I see parents who are just plain old spying on their kids. Parents should begin by trusting their children. To not even give your kid the benefit of the doubt is incredibly damaging to the relationship. You have to feel like your parents think you’re a good kid.” Offline, the gold standard advice for helping kids build healthy self-esteem is to get them involved in something that they’re interested in. It could be sports or music or taking apart computers or volunteering—anything that sparks an interest and gives them confidence. When kids learn to feel good about what they can *do* instead of how they look and what they own, they’re happier and better prepared for success in real life. That most of these activities also involve spending time interacting with peers face-to-face is just the icing on the cake.

The tribal sub-plan under Article 275(1) of our constitution provides special central assistance to invest in development programmes exclusively for tribal. National e-Governance Division have been playing a pivotal role in supporting ministry of electronics and information technology not only for mandate of work assigned but has also added values to e-Governance initiatives undertaken by ministries both at central/state levels. It provides strategic direction to digital India & e-Kranti (NeGP 2.0) including framing policies and implementation strategy in different domains of e-Governance especially to north east India. Digital India programme engage in shared learning, use technology to face unheard challenges and solve unique problems by devising creative solutions to them. Since the rise of the Internet in the early 1990s, the world’s networked population has grown from the millions to the billions. Over the same period, social media have become a fact of life for civil social society worldwide, involving many actors, regular citizens, activists, nongovernmental organization, telecommunication firms, software provider, and government. The digital India benefits the youth in remote villages of northeast with the help of information technology services, therefore firms and their employees should work for the welfare of the tribal areas too. Just like the availability of roads, schools and electricity is important to bring out drastic changes, now the information technology, optical network and broadband facility needs to be added in the list of fundamentals. Information sources can frame survey, online polls, and several other programs to preach its aspects.

They can enhance the reach of government and act as a medium that help in understanding the youth needs, ambition and problems of youth. It is just similar to adding new inspiration and strength.

The social media is defined as the technological means of sending information, ideas, opinions etc. through the mass communication device to a diverse audience. In one sense, words and pictures are the media by which thought and feelings are communicated but medium need not be restricted to this meaning. Any Website that allows social interaction is considered a social media, including social networking sites such as face book, MySpace, and Twitter,

gaming sites and virtual worlds such as club Penguin, second Life, and the Sims; video sites such as YouTube; and blogs. Such sites offer today's youth a portal for entertainment and communication and have grown exponentially in recent years. Cutting across demographic and socio economic segments, northeastern are increasingly connecting and communicating with each other through social media. Social networking provides academic research to everyone with online access, allowing youth access to previously unavailable resources. Social media sites inform and empower north eastern youth to change themselves and their communities. It is great for tribal youth professionals for marketing, connecting and finding business opportunities, employers find employees and unemployed find work. Social media have created thousands of jobs and new avenues of income. Social media facilitates political changes: Online networks give social movements a quick, cheap method of disseminating information and mobilizing people. One of the biggest changes in recent years is that, increasing, audiences are also users of media; they contribute content to the platforms created by media sources. These includes a product review on Amazon, a face book update, a video on YouTube, photos via Instagram, music posted on blogs, a tweet, a comment or tag on a news item, a post or a hobby forum, a mash up audio recording, or one of countless other ways that youth users can now create their own content and make it available to others via the internet. A study conducted by Robertson (1986) found that upper level undergraduate statistics students taught on teleconference did as well as or better than most campus based students and had a dropout rate of zero .A mechanical device called ABASCUS (2000 B.C.) was used by the merchants to add, subtract, multiply, and divide the numbers. But after a long gap of centuries, mechanically operated devices were developed just to add and subtract the numbers, e.g., Pascal's calculating machine. Later on, another machine was developed which could multiply and divided the numbers too, e.g. Leibriz,s calculator. In 1804, a French weaver Joseph Jacquard devised a loom. He used punched cards to direct the weaving pattern. After some years, Charles Babbage devised an analytical engine which could be programmed by instructions.

In mid 1940, Neumann suggested that the data being manipulated and instructions could store internally. Radio is the mass communication medium aimed at the sense of sound. Radio offers entertainments, news and opinions, discussions and advertising messages and can bring direct coverage of public events into the tribal's home. The press associations collect and distribute news to the newspaper; television channels, radio stations and newsmagazines. The syndicates offer background news and pictures, commentary and entertainments features to newspapers, television and radio and magazines. The advertising agencies, serve their business clients on the one hand and the social media on other. The advertising departments of companies and institutions play merchandising roles and the public relations departments serve in disseminating image building information. The public relations counseling firms and publicity organizations offer information on behalf of their clients. Research individual and groups help gauge the impact of the message and guide social media for more effective ways.

#### **Impact on Secondary Education**

Digitization enables the development of widely dispersed, interactive youth for cultural movements, and therefore the emergence of highly fragmented and highly specific niche society for any conceivable form of cultural development. Beyond the physical requirements of food and shelter, man has now another fundamental need: that is the need to communicate. The urge for communication is a primal one and in our contemporary civilization, it has become a necessity for survival. On striking effect of the transformation of cultural values from an analog to a digital entity has been a shift in power from the large and established social institutions to digital community networks

These new virtual communities of individual technology users, both as artists and as consumers, have evolved as dynamic and self organizing entities based on patterns of electronic information interchange. The effects of this redistribution of power are manifesting themselves as shifts in cultural values in behavioral changes, attitudinal changes, and even fundamental shifts in ethical judgments. The spread of Hindi language in the length and breadth of the north eastern states is mainly due to Hindi cinema, particularly the songs associated with them which are regularly broadcast in the radio in certain specialized programmes like Vividh Bharati. A visual medium like television is considered to be a more useful means of learning and communicating cultural ideas than the spoken or a written word. The work and beliefs of religious and cultural groups and a hundred others pertaining to the way human being behave are constantly reported and discussed in the press, in books and on television and radio programmes.

It is now time to telecast Indian cultural values through cartoons channels. Epics like Ramayana, Mahabharata, Bhagvat Geeta and stories of Panchtantra should come up in cartoon channels. Stories with strong historical background like that of Bhagat Singh, Shivajee, and Jhansi ki rani Laxmibai should reach children through entertainment channels. Television is becoming increasingly important as an institution for socializing the youth of North eastern society. Today, we see that, even in our day to day activities, certain words of our mother tongue have been replaced by certain linguistic expressions of the television like "Break ke baad" (after the break).

Impact on Education Students has easy, free access to resources online to help them learn, improve their grades and reduces absenteeism. Report shows 59% of student uses social networking to discuss educational topics and 50% uses the sites to talk about school assignment. The learning of academic material and self responsible behavior is assured because teachers utilize method based upon cooperative learning a social development research through social media. The youth learner, teachers and administrators in a tribal school or districts also work together in supportive groups. They too enjoy participatory democratic process and creative collegiality under digital environment.

In the present technological and psychological age, the application of scientific and technological knowledge is much essential for the curriculum transactions. The new interactions in educational technology can be used successfully in teachers' training and it is actually being done, such as microteaching, simulated teaching system approach, classroom interaction and teaching models. Cybernetic psychology emphasizes the fact that all the methods of feedback bring about the desired changes by controlling the behavior of the learners considering the dynamic feedback and self-regulation as its goal. Thus cybernetic occupies an important place in the progress, growth and development of the learning youth.

In India, teletext (a system related to video text) services was inaugurated by the Doordarshan, Delhi on November 14, 1985. It is known as INTEXT i.e., Indian Teletext. It used the medium of television for transmitting information. In this; the data are organized into pages, which contain text and graphic symbols. Various centres are related to the teletext information centre and the different information goes on gathering. These centres are Meteorological Department, the Northern Railway central enquiry, the Indian Airlines enquiry etc. Television programmes are most informative and educative if we watch programmes like UGC programmes, quiz programmes and also group discussions.

Thus, we can say that digitization a medium for acquiring information, knowledge and understanding. Many of the recent advances made in educational measurement and evaluation could be attributed to computers. There is a continuous update in both hardware and software and hence there is an emergence of many newer applications. Northeastern Youth have realized that application of these technologies can enhance the quality of learning experience. However, one must admit that the use of computers in testing is much less than its use in instructional activities. The use of computers in evaluation has probably risen due to the enhanced time, money and effort spent. Technology can be used for assessment purposes at multistage, from the management of the assessment information to a fully automated assessment system. In recent times, education world has seen emergence of several areas in computer based learning and assessment. There has been a growing interest and increasing practical experiences in the use of computer to deliver objective tests. Objective testing is often taken to imply the use of multiple choice questions. Many packages are available which are designed for the electronic delivery of objective tests, all of which support the delivery of a variety of question types. There are immense benefits of using online and web based evaluation. The first and foremost benefits are in the increased frequency of evaluation that performs both formative and summative functions. Putting quizzes and assignments on web and enabling the student to do a sort of self assessment can perform the formative function. The teacher can monitor this self assessment and feedback can be offered to a single or a group of students as the requirement is. It can also aid in summative function as it can considerably reduce time spent in marking, which in turn can be utilized for other meaningful activities.

The teacher can declare the results with a click of a button, which will eventually aid the students in their planning of further studies. Distance education can be imparted wonderfully by making it collaborative and networked. It is here that the direct presentation tools come into picture.

Along with the growing use of computers in institutions, it is not very difficult for the students to generate their work on a word processor or as a presentation in power point. After completing the work a student can put it on the web or the local area network so that peers see it and add a comment to it. The teachers as a moderator can see all this work and offer comments on it. Common Space is good software for this activity. It can be used by a group of youth who offer comments on an individual work. These comments can be integrated to revise the work and hence improve the quality. We are still in the infancy stage when we talk of online/web based student learning and assessment. The progress in imparting on line learning is phenomenal, but on the online learning and assessment front a lot is still to be done.

But the good thing is that tools are available and are in abundance. The need is the change in the attitude. Although it is said again and again that an educational institution's reputation is built by the element of sanctity in its evaluation producers, there has been a slow progress in adopting web based learning and assessment techniques, which can assure this. In this system on one hand enhances the learning opportunity for the northeastern youth and on the other hand provides tools for the teacher to do much more rather than wasting time on redundant assessments. Computers have received their due importance in instructional activities, but there is a lot of scope for developing its role in assessment and feedback.

National Informatics Centre (NIC), along with ministry of rural development (MoRD) and other stakeholders, conceptualized web enabled Management Information System (MIS), NREGASoft, to address the planning and monitoring needs of the scheme. NREGASoft is a local language enabled, workflow based transaction level system designed for all activities of all stakeholders across the country. NREGASoft is accessible by all stakeholders providing them a single window interface for all MGNREGA related activities. The government is coming up with an Aadhar Payment App that could silence digital payment critics. The new app would do away with plastic cards and the point of sale machines once believed to be essential for a less cash society. How often we use cash when purchasing air ticket, paying restaurant bills or hospital bills. We can literally use our credit cards for almost every kind of purchase from motor car and down payment for our house.

Every time we use these credit cards or debit cards the cashier of the shop uses a terminal that connects to other computers via a network. Our identification details such as name, credit card number, and issuing bank are automatically transferred and verification obtained from us. Currently the card facilitates the renewal of driving license and serves as a travel documents. The cards potential uses include serving as an electronic wallet, touch and go for toll roads, digital certificate as well as an ATM card. Many tribal homes in northeastern states have one or more appliances that are driven by advanced electronics. The most pervasive is ASTRO, the cable TV provider. Increasingly, however, some of them are also installing a variety of systems like lighting, security, air conditioning and others that are intellectually connected to master controls linked to computers and cell phones etc. The smart home that integrates all of these is fast making its appearance in individual homes and pricey Condominiums. What this means to the youth is a facility which he/ she can access even when away from home to turn on the lights or the air conditioners or even warm the food. Amazon.com with its kindle and apple with its iPad are gradually changing how youth buy books. Similarly, new types of business have been created, such as online auctions like eBay. Digital cameras, printers and scanners have enabled more youth to experiment with image production. Computer gaming has been an important influence in the developments of graphical interfaces. Technology has been at the forefront of changes in the production and distribution of music, as well as in the ways in which youth can access and listen to music. Digitization in everyday life will enable them to gain understanding of the information and communication technologies that drive their networked world.

Today's northeastern youth must recognize the enormous potential of the digital world, address the issues involved in its creation, and take a leadership role for their diverse applications. We live in global village where distance is no longer barrier to commercial or social contact. There are several of issues, which still needs to be addressed for complete revolution of northeast India into a connected information economy. But one thing is sure that stronger is the government collaboration with the Information technology sources, greater results can be expected for the future generation. National and local media play significant roles in the development of cultural unity. Modern youth have built multi faceted mechanism for delivering their messages.

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