CHAPTER – II

REVIEW OF LITERATURE

2.1 Introduction

The social media have become essential part of the lives of millions of people throughout the world. The booming of social media platforms such as Facebook, Twitter, LinkedIn and You Tube across countries and languages have led to the creation of a digital world. The social media platforms serve various purposes in modern society according to empirical evidence. The role of social media in educational management and development has become a subject of concern from research and development points of view. The social media have become effective instruments of social mobilization, economic development, political reformation, environment protection, crisis management, disaster management and participatory development in the present times. The benefits of social media for collective intelligence, participation, activism and progress are immense in reality. A good deal of interest has been aroused in modern society on the role of social media as instruments of higher education in India and abroad. The present investigation was carried out in Karnataka state to evaluate the impact of social networking sites on the Iranian students who are pursuing higher education in Karnataka state. The past studies carried out by the researchers across the globe on various aspects of social media are briefly presented in this chapter under various headings such as social media and youth, social media and education, social media and society, social media and politics, social media and business, social media and development, social media and crisis/disaster management and inferences of review of literature.

2.2 Social Media and Youth

Berkman (2007:32) analyzed the relationship between social media and youth and reported that social media had attracted the youth in a remarkable way. The study revealed that social norms and rules only provided the collectively imagined boundaries. The scholar emphasized that learning through impression management was key to developing a social identity. The scholar suggested that youth should be enabled to determine where they want to be situated within the social world they see.
Boyd (2007:37) assessed the role of social media in the lives of youth and observed that social media had attracted the youth and increased their social mobility.

The study revealed that social media had created commendable awareness about current affairs among youth. The scholar suggested that social media habits of youth should be monitored by the policy makers and administrators in order to prevent harmful effects.

Subrahmanyam et.al (2008:232) conducted an investigation on the use of social networking sites by the adults and noted that social networking sites like MySpace and Facebook were popular online communication forms among adolescents and emerging adults. The study revealed that participants often used the Internet, especially social networking sites, to connect and reconnect with friends and family members. The scholars noted that there was overlap between participants’ online and offline networks. The scholars suggested that emerging adults should use different online contexts to strengthen different aspects of their offline connections.

Lenhart (2009:153) carried out a study on the role of social media in the lives of teenagers and pointed out that broadband access was not a significant factor with regard to online teen content creation. The study revealed that a great majority of teen content creators reported having a broadband internet connection at home. The teenagers had better connectivity with the Internet on the basis of high-speed connection.

Flannery (2010:81) examined the use of social media by youth and reported that about 93% of teenagers were active users of the Internet. The study revealed that about 70% of the users had used the Internet resources daily. The scholar noted that text messaging had increased most dramatically, along with media multi-tasking. The scholar suggested that youth should be educated about the positive and negative effects of social media.

Choi (2010:53) explored the influence of social media on youth and opined that social media had caused aggression, egoism, inflated self-assurance, and skewed perceptions among the youth. The study revealed that a transitioning from personal use to educational use would unlock many wonderful prospects for contemporary
youth. The scholar suggested that social media should be used as an effective instrument of social change and development in modern times.

Ahn (2011:09) evaluated the effect of social media on adolescents’ social and academic development and observed that youth spent a considerable portion of their daily life interacting through social media. The study revealed that social media had affected the social capital, privacy, youth safety, psychological well-being, and educational achievement. The scholar dealt with high-profile concerns and controversies that surround youth participation in these online communities, and offer ripe areas for future research.

Jensen (2011:121) evaluated the role of social media in the empowerment of adolescent girls and stated that girls faced tremendous risks at this critical juncture. The study revealed that social media were not used for the purpose of human development across the world actively. The scholar suggested that adolescents’ specific social media sites should be developed in order to educate and enlist active participation of adolescents in the academic, social and economic development activities.

Sachdev (2011:208) investigated the impact of social networking sites on the youth of India and found that social networking sites were useful to the users in many ways. The study revealed that social networking sites were also useful to Indian society. The scholar suggested that social media should be managed on the basis of ethical considerations and responsibilities.

Chen and Vromen (2012:52) studied the influence of social media on youth and reported that social media had motivated the youth for active political mobilization and participation. The study revealed that social media were highly influential media of political communication and participation in modern times. The scholars suggested that social media should be used as means of political education, organization and empowerment of the people.

Rhanem (2012:203) analyzed the relationship between social media and youth participation and observed that social media had provided a place to connect with friends and acquaintances and promote causes and campaigns. The study revealed that social networking sites also contained useful information about participatory
governance and development processes. The scholar suggested that youth should be enabled to overcome the harmful effects of social media in modern times.

Grube (2012:95) conducted an investigation on the influence of social media on youth and pointed out that social media did not make teens deny or ignore values and information they have absorbed from families, school, religious teachings, and other respected adults. The study revealed that the importance of parental involvement in adolescents' use of the media, the degree of adolescents' understanding of the unreal nature of the media, teens' possible identification with fictional characters or highly visible media personalities, the norms modeled by parents and peers, and adolescents' own understanding of the consequences of health risk behaviors were not seriously examined by the past researchers.

Jain and Gupta (2012:117) carried out a study on the impact of social networking sites in the changing mindset of youth on social issues and opined that social media provided platform for discussion of vital issues like violation of human rights, girl’s education, adverse effects of global warming, wrong deeds of political leaders, crime against women, corruption etc. The study revealed that the impact of social networking sites on youth was not systematically examined by the researchers in India. The scholars suggested that youth should be trained in the art of using social media for constructive social and political mobilization which facilitate the development of the nation.

Ahn (2012:11) examined the impact of social network sites on teenagers in Australia and stated that the teenagers used Facebook, MySpace, or both SNSs which showed distinct differences. The study revealed that teenagers were affected by the social media both positively and negatively. The study offered two main contributions by providing an analysis of teenage SNS users and the relationship between their off–line characteristics and online social networks. The scholar suggested that the relationship between teenager’s off–line characteristics and online social networks should be scientifically evaluated to minimize the harmful effects.

Devadoss and Anand (2013:64) evaluated the impact of social media on youth activism and nation building and reported that social media had brought about remarkable awareness among the youth. The scholars noted that social media had also
facilitated commendable social mobilization in the country. The scholars suggested that social media should be actively utilized by the youth for better connectivity, personality development and social welfare purposes.

Balousha (2013:25) investigated the impact of social media on Palestine Youth and observed that the presence of leaders and officials on social media forums had some positive aspects. The study revealed that people had gained more opportunities and capacity to express their opinion directly, without having to rely on other media outlets to convey their views. The scholar suggested that social media habits of youth should be reformed on the basis of suitable checks and balances.

Bassem and Maamari (2013:29) studied the impact of social media on the political interest of youth in Lebanon and noted that the youth of Lebanon were adept users of web-based communication tools. The study revealed that youth had used the social media to have connectivity with the political leaders. The scholars noted that this interest may not be translated into material voting at the polls.

Fields (2013:79) analyzed the impact of social media on youth and pointed out that social media had a big impact on our world especially with today’s youth. The study revealed that the first generation of kids and teens had grown up with social media as an integral part of their life. The scholar suggested that social media habits of youth should be reformed on the basis of proper guidance and counseling.

Elaheebocus (2013:72) assessed the impact of online social networking on youth in Mauritius and opined that online social websites had become prominent means of social mobilization. The study revealed that Online Social Networks had great impact on the lives of young people. The scholar suggested that young people should be guided properly on social media uses and effects by their parents and teachers in order to avoid the harmful effects.

Fields (2013:79) conducted an investigation on the impact of social media on youth in America and stated that social media had great impact on modern youth. The study revealed that social media had become an integral part of their life and changed the way of interaction with peers, parents and fellow citizens. The scholar suggested that social media use patterns of youth should be reformed in order to facilitate the cultivation of healthy habits and life styles.
Khedo (2013:133) carried out a study on the impact of online social networking on youth in Mauritius and found that young adults and teenagers were the most avid users of such sites. The study revealed that the Online Social Networks had a great impact on the lives of young people. The study also provided an insight on the influence of OSNs on the behavior and lifestyle of youngsters in the country. The scholar suggested that the harmful effects of OSNs should be examined by the scholars in order to protect the interest of youth in modern society.

Alzahrani and Bach (2014:16) examined the impact of social media on personality development of adolescents and reported that use of social media was extreme in adolescents as they used not only for socializing, but also for communication, entertainment, and other purposes. The scholars identified the four personality factors and offered certain interventions to minimize the negative impact of social media on adolescents.

Mahat and Mundhe (2014:158) explored the impact of social media on youth in India and observed that social media had enabled the youth to gain awareness about the society and current issues like abuse of human rights, education, unfavorable effects of global warming, wrong performance of political leaders, crime against women, corruption etc. The study revealed that social media had provided a platform for discussion on such issues. The scholars suggested that youth should be protected against the unhealthy contents and effects of social media in modern society.

Shabir et.al (2014:213) evaluated the impact of social media on youth in Pakistan and noted that social media had notable influence on the youth. The study revealed that social media were beneficial for youth in the field of education field since they provided certain useful resources to the youth. The scholars also noted that social media had promoted unethical pictures, video clips and images among youth, anti-religious post and links create hatred among peoples of different communities. The scholars suggested that social media should be used judiciously and responsibly in order to avoid deterioration of the relationship among the countries.

Reshma (2014:201) investigated the impact of social networking sites on youth in India and pointed out that the social media had great impact on youth of India. The study revealed that social media facilitated sharing of information and
ideas in modern times and acted as great medium for public opinion formation on important issues. The scholar noted that social networking sites impacted positively on youth in raising their voice against social acts like violation of human rights, corruption etc.

Miyagamwala (2014:166) studied the impact of social networking sites on the youth and opined that social networking websites like Orkut, Facebook, MySpace and YouTube had become part of daily life for an increasing number of people across the globe. The study revealed that social media had great impact on the Indian youth and enabled them to gain awareness about current affairs and play an important role in modern society.

Haddon (2015:100) analyzed the impact of social media on youth and stated that social media had achieved far greater popularity among youth than earlier home pages ever did. The study revealed that social media had changed the behavior patterns of youth in modern times. The study emphasized that social media habits and use patterns of youth should be disciplined by the experts, teachers and parents.

Chowdhury and Saha (2015:54) assessed the impact of Facebook on youth in India and found that Facebook had become more popular among the young generation in Kolkata. The study revealed that Facebook had a lot of interesting features through which users were attracted more. The scholars emphasized that Facebook enabled the youth to expand their social contacts and knowledge in modern times.

Aduafo et. al (2015:04) conducted an investigation on the influence of the social media on the Nigeria Youths and reported that female youths' pregnancies occurred due to exposure to social media pornography. The study revealed that Nigerian youth spent more time on social media network than other sites. The scholars suggested that social media contents which portray crime, sex and other unhealthy tendencies should be monitored in order to protect the interest of youth in modern times.

2.3 Social Media and Education

Liccardi et. al (2007:155) carried out a study on the role of social networks in computer science education and observed that social media had enriched the learning
experience of the students. The scholars found significant association between the learning practices and social networks. The scholars suggested that students should be enabled to enrich their learning experience through healthy social media habits and use patterns.

Dwyer et al. (2007:68) examined the privacy concern and trust influence social interactions within social networking sites. The scholars noted that Facebook and MySpace were rated as the trustworthy channels of communication by the users. The study emphasized that in online interaction, trust is not as necessary in the building of new relationships as it is in face to face encounters. The scholars suggested that online relationships could develop in sites where perceived trust and privacy safeguards are weak.

So and Brush (2008:221) explored the social media habits, students’ perceived levels of collaborative learning, social presence and overall satisfaction in a blended learning environment. The scholars pointed out that student perception of collaborative learning had statistically positive relationships with perceptions of social presence and satisfaction. The scholars found that students who perceived high levels of collaborative learning tended to be more satisfied with their distance course than those who perceived low levels of collaborative learning.

Griffith and Liyanage (2008:93) evaluated the use of social networking sites in educational institutions and opined that the sites had become accessible via the Internet in the light of usability for teaching and learning. The study revealed that the credibility and reliability of the social media were not evaluated by the stakeholders of education. The scholars suggested that social media should be used carefully and responsibly in order to prevent cyber crimes by the young generation.

Lockyer and Patterson (2008:156) investigated the need for integrating social networking technologies in education and stated that the emergence of social networking sites had expanded accessibility and use beyond levels in modern times. The study revealed that there were limited investigations on the potential or outcomes of such initiatives. The scholars also presented a case study that examines the technology and experience in a formal education context.
Oradini and Saunders (2008:180) studied the use of social media by the students in higher education and found that social media were used by the students in order to create their own profiles, upload photographs and documents, create and join discussion groups, send messages and publish blogs and presentations. The study revealed that social media were not used with care and discipline by the students in higher educational institutions. The scholars suggested that social media should be used properly for integrating social networking technologies in higher education.

Karpinski (2009:130) analyzed the use of Facebook by the undergraduate and graduate students and reported that Facebook users had gained more knowledge than the non-users. The scholar observed that university administrators should consider using Facebook as a learning tool to enhance academic performance of the students. The scholar suggested that Facebook should be used actively to promote better time-management skills.

Neelamalar and Chitra (2009:171) assessed the impact of social networking sites on Indian youth and observed that social media were accessible to the majority of current college students in modern society. The study revealed that these digital media were a logical extension of traditional communication methods and facilitated better connectivity between the producers and users of intellectual resources. The scholars emphasized that Indian youth were not only techno-savvy and socially active through social networking sites but they also possess social consciousness.

Al-Rahmi and Othman (2009:14) conducted an investigation on the impact of social media on academic performance of university students and noted that social media had gained wider acceptability and usability among the students. The study revealed that social media was the most important communication tools among students especially at the higher level of educational pursuit. The scholars noted that social media had the potentials of influencing decision-making in a very short time regardless of the distance. The scholars suggested that interaction with peers, parents and teachers would improve the students’ academic performance.

Hamid et.al (2009:101) carried out an investigation on the use of online social networking in higher education and pointed out that these sites were currently popular mostly for non-educational purposes among young generations categorized as digital
natives. The study revealed that online social networking could be appropriated and repurposed to support teaching and learning delivery. The scholars suggested that OSN activities are relevant in the education context and utilized in the education context for content generating, sharing, interacting and collaboratively socializing purposes.

Ndaku (2009:170) examined the impact of social media on the academic performance of the students and opined that social media were useful to the students for the expansion of intellectual contacts and generation of intellectual resources. The scholar noted that social networking sites should be created for educational purposes as well. The scholar suggested that the stakeholders of social media and education should create a balance between social networking and academic activities of students to avoid setbacks in the academic performance of the students.

Valenzuela et.al (2009:240) explored the use of Facebook by the college students and stated that Facebook was the most popular social network site among college students in the U.S. The study revealed positive relationships between intensity of Facebook use and students’ life satisfaction, social trust, civic engagement, and political participation. The scholars suggested that online social networks should not be abused by the college students since they bring about youth disengagement from civic duty and democracy.

Pasek et. al (2009:185) evaluated the impact of Facebook on the academic achievement of students in college and graduate school and found that Facebook use was more common among individuals with higher grades. The scholars also noted that Facebook users were no different from non-users. The scholars suggested that students should be enabled to make use of social media for academic endeavors.

Pempek et. al (2009:186) investigated the use of social media by the college students and reported that social networking site like Facebook was used by the students as part of their daily routine. The study revealed that Facebook was used most often for social interaction, primarily with friends with whom the students had a pre-established relationship offline. The scholars suggested that the implications of social networking site use for the development of identity and peer relationships should be addressed by the future researchers.
Krischner and Karpinski (2010:141) studied the use of Facebook and academic performance of students and observed that the users had gained academically. The study revealed that Facebook had also adversely affected the academic performance of the students. The scholars suggested that students should be motivated by the teachers and parents to use social media mainly for academic progress rather than entertainment.

Silius et.al (2010:217) analyzed the use of social media in educational institutions and noted that social media had enhanced learning among the students. The study revealed that social media were used to improve the capacity of students in engineering and mathematics fields. The scholars suggested that application of social media for education should be undertaken on the basis of proper evaluation of the merits and demerits.

Junco et al. (2010:122) assessed the effects of twitter on college student engagement and grades. The scholars pointed out that social media exposure had significant impact on the engagement than the control group. The study revealed that students and faculty were both highly engaged in the learning process in ways that transcended traditional classroom activities. This study provides experimental evidence that Twitter can be used as an educational tool to help engage students and to mobilize faculty into a more active and participatory role.

Kang (2010:128) conducted an investigation on the credibility of social media and opined that blogs were most pertinent social medium used in the field of communication management. The study revealed that an effective way to measure blog credibility is hard to achieve without a valid, reliable method to insure that measurement. This study has developed and validated a 14-item measure of blog credibility and by the usage of focus groups and a survey. This study also discusses the implications practical aspects of measuring blog credibility.

Agosto and Abbas (2010:05) carried out a study on the social media association of high school students and stated that the students were actively involved in the social media consumption activities since they were effective tools of quick and easy communication and for relationship building and maintenance. The scholars suggested that social media should be used mainly for connectivity development and academic development by the students.
Hargittai and Hsieh (2010:103) examined the social media association of the users and found that social media had widened the social contacts and enabled the users to participate actively in the social activities. The study revealed that women pursued more stronger-tie activities than men, such as interacting with existing friends. The scholars noted that neither SNS usage intensity nor social practices performed on these sites was systematically related to students' academic performance.

Ahmed and Qazi (2011:07) explored the academic impact of social networking sites and reported that students gained several benefits on account of social media exposure. The study revealed that students managed their time efficiently and fulfilled their study requirements effectively. The scholars suggested that students should be properly motivated and guided on the social media habits and usage in view of the ill-effects of social media on the students and young generation of users.

Ahn (2011:09) investigated the participation of students in social media and noted that social network sites like Myspace and Facebook had become popular online communities with large teenage user populations. The study revealed that social media facilitated better understanding of the social and cultural factors related to participation of youth in the mainstream. The scholar suggested that social media effects on youth should be evaluated properly by the stakeholders of youth welfare in order to ensure active mobilization of youth in nation building activities.

Hamid et.al (2011:102) studied the Online Social Networking activities for higher education and pointed out that these sites were appropriated for teaching and learning purposes in modern educational institutions. The study revealed that a wide range of approaches were used because of the benefits and challenges faced by the lecturers in appropriating social technologies for teaching and learning. The scholars suggested that their finding could be used as a guide for other lecturers and educational designers to improve the use of OSN activities in higher education.

Ractham and Firpo (2011:196) analyzed the use of social networking technology for higher education and opined that Facebook was an effective learning tool and resources for the students. The study revealed that Facebook also provided an easy-to-use and familiar technology for learners to leverage social networking to share
and generate tacit knowledge amongst each other within the small group environment. The scholars suggested that students and teachers should be encouraged to use Facebook in a judicious way to facilitate active participation of members in a learning environment.

Wang and Liang (2011:243) assessed the effects of social media on college students and stated that social media were widely used by the students. The study revealed that social media were used by the students for more than three hours per day for various purposes. The scholars noted that social media were used predominantly for non-academic purposes by the students and distracted them from academic obligations and responsibilities.

Stollak et.al (2011:229) conducted an investigation on the use of social networking sites by the college students and found that social networking sites were useful to the students to develop connectivity outside the campus. The study revealed that the academic performance of the students was adversely affected by the social media interaction. The scholars suggested that the use of smart phones with social networking applications should be monitored in order to prevent harmful effects on students.

Khan (2012:132) carried out a study on the impact of social networking sites on students in Pakistan and reported that students whose age ranged from 15 to 25 mostly used social networking websites for entertainment. The study revealed that a majority of the students also used social networking websites for knowledge. The scholar suggested that students should be encouraged to use social media for education and development purposes.

Sponcil and Gitimu (2012:224) examined the use of social media by college students and observed that social media had affected the college students' self-concept. The study revealed that college students had used at least one form of social networking website. The findings provide implications for future research on why these social networking sites have gained popularity.

Tariq et al. (2012:233) explored the impact of social websites on the students in Pakistan and noted that social websites were increasingly used by the students since they had provided electronic connection between users. The study revealed that the
students, teenagers and adults were addicted to social media which were auditory and
dangerous for the young generation of users.

Rey (2013:202) evaluated the role of social media in higher education and
pointed out that teacher, researchers and students had used social media for various
purposes. The study revealed that the social media facilitated active participation of
the knowledge seekers in the process of learning through various sources. The scholar
suggested that social media should be used judiciously for achieving the goal of
academic excellence.

Kordkheili et al. (2013:137) investigated the impact of social media on
medical professionals and opined that social media presented opportunities as well as
challenges for medical professionals. The study revealed that social media had
academic value and fostered inter-professional and intergenerational dialogue on both
challenges and opportunities of social media in modern health care.

Adaja and Ayodele (2013:03) studied the role of social media in the lives of
Nigerian students and stated that social media were seamless and boundless in terms
of interactions, interrelationships, and information sharing and exchanges. The study
revealed that students used popular social media platform Facebook for academic
purposes. The scholars suggested that the youths should be encouraged to harness the
potentials of the platform for scholarship development.

Megan and Priscilla (2013:162) analyzed the use of social media by college
students and found that social media affected the students in a positive way. The study
revealed that college students used social networking websites regularly and
facilitated communication with family and friends. The scholars also provided
implications for future research on why these social networking sites have gained
popularity among the college students.

Khedo (2013:133) assessed the impact of online social network on computer
science students in Mauritius and reported that social media were highly accessible to
young adults and teenagers. The study revealed that social media had a great impact
on the lives of young people who changed their behavior and lifestyle. The scholar
suggested that the negative experiences of social media should be studied in order to
initiate suitable protection measures.
Rithika and Selvaraj (2013:204) conducted an investigation on the impact of social media on the academic performance of students in India and observed that social networking sites like Facebook, Twitter, Orkut, etc had diverted students from their studies. The study revealed that students spent more time on social media use than on academic activities. The scholars suggested that students should be guided adequately about their social media habits and use patterns.

Washburn et al. (2013:245) carried out a study on the role of social media as instruments of archival research and noted that researchers were able to effectively gauge the credibility and expertise of the source. The study revealed that e-mail played an important role in facilitating the collection of data from various sources. The scholars explored how archivists and librarians might provide information on topical relations across collections.

Omekwu et.al (2014:177) examined the use of social networking sites among the undergraduate students of university of Nigeria and pointed out that mostly all the student had used the social networking sites in interaction with friends, connecting to their class mates for online study and for discussing serious national issues and watching movies. The study revealed that students had gained certain benefits from using social networking sites. The scholars suggested that university authorities should organize seminars to enlighten students on the not-so good aspects of social networking sites in modern times.

Bartlett et al. (2014:28) explored the role of twitter as a social media platform in modern times and opined that communication context was extremely important in determining the underlying significance and meaning of language, especially in contentious areas. The study revealed that the relationship of a speaker to the group concerned is vital, but not always clear in the short text form tweets. The scholars suggested that purely automated techniques should be adopted by the source of social media communication.

Kuppuswamy and Narayan (2014:143) evaluated the impact of social networking sites on the education of youth and stated that social media distracted students from their studies. The study revealed that these websites could be useful for education based on sound pedagogical principles and proper supervision by the
teachers. The research concluded that social networking websites have both positive as well as negative impact on the education of youth, depending on one’s interest to use it in a positive manner for his or her education and vice versa.

Department for Work and Pensions (2014:62) investigated the role of social media in research and found that social media data could be useful for social research purposes. The study revealed that social media provided indications of information seeking behavior and public opinion of specific policies. The study emphasized that social media data be benchmarked against other data sources.

Gustafson and Woodworth (2014:97) studied the methodological and ethical issues in research using social media and reported that most researchers did not sufficiently engage virtual users in the research process or consider the risk of privacy incursion. The study revealed that most studies did not seek ethical approval from an institutional research board or permission from host websites or web service providers. The scholars emphasized the need for more self-conscious and ethical research practices when using social media as a data source.

Lupton (2014:157) analyzed the role of social media in modern times and observed that social media had benefitted the academicians by connecting and establishing networks not only with other academics but also people or groups outside universities, promoting openness and sharing of information, publicizing and development of research and giving and receiving support. The study concluded by contextualizing the findings within the broader social and political environment and outlining areas for future research.

Kamuh (2014:127) assessed the impact of social media on the academic performance of students and noted that social media had impacted time spending and social lifestyle of students and reduced the time for academic endeavors. The scholar suggested that students should be guided by the parents and teachers to maintain a balance between using the social media and academic activities.

Hutton and Henderson (2015:113) conducted an investigation on the ethical challenges of social network research and pointed out that collection and analysis of data from social network sites had created myriad ethical issues and challenges for researchers both in networked systems and other fields. The study revealed that the
social network sites related research revolved around themes of reproducibility, consent, incentives, and creating ethical aspects. The scholars suggested that the users of social media should improve the state of the art in ethics and responsible networked systems research.

Paladin et al. (2015:182) carried out a study on the usefulness of twitter during typhoon from students’ point of view and opined that students had used twitter during typhoon to communicate with their family and friends. The study revealed that students considered twitter as the first source of information regarding typhoons and the top information seek by students on Twitter is the announcement of class suspension.

Kabbur and Savitri (2015:125) examined the impact of social media on students and stated that social media had facilitated people to communicate to any part of the world irrespective of the distance. The study revealed that social media had caused distraction from academic preoccupation and negatively impacted the students. The scholars suggested that the impact of social media on students should be examined by the stakeholders in order to enable the students to use the social networking technologies sites wisely and constructively.

Rashid (2015:199) explored the social media and identity issue with reference to students of universities in Assam and found that the users were glued to the social networking website because it allowed them an opportunity to create an identity for themselves. The study revealed that social media have become increasingly visual in nature and the photograph was the center of a large proportion of social media engagement.

2.4 Social Media and Society

Ellison et.al (2009:74) evaluated the impact of social networking sites on society and reported that social media like Facebook helped the students to maintain past connections and initiate new relationships during their transition to college. The scholars noted that social network sites were also adopted by broad sections of society for various purposes on the basis of cultural and socio-economic factors. The scholars suggested that users should be educated properly on the choice and use of social media in modern times.
Australian Psychological Society (2010:21) investigated the social and psychological impact of online social networking and observed that online social networking had become an integral part of daily life offering new and varied ways of communicating with others. The study revealed that the social media supplemented traditional social behavior rather than increase or decreases it. The study offered certain recommendations for systematic and responsible use of social media in order to overcome the ill effects on society.

Pernisco (2010:187) studied the impact of social media on society and noted that social media had served many purposes including advertising in modern society. The study revealed that Facebook contained less advertising space when compared to MySpace. The study revealed that Facebook is currently the pioneer of social networking among young and not so young adults for its site traffic and company revenue.

Jain (2010:118) analyzed the impact of social networking sites on modern society in India and pointed out that social networking websites like Orkut, Facebook, MySpace and YouTube had become more popular among the young people. The study revealed that social networking sites provided information about employment, marketing, personal growth and other aspects of human life. The scholar also noted that social media are useful for education based on sound pedagogical principles. The scholar suggested that proper supervision by the teachers would minimize the cyber crimes in modern times.

Antin and Churchill (2011:19) assessed the badges in social media from social psychological perspective and opined that awarding badges had become a key ingredient in gratifying online social media experiences. The study revealed that social systems such as Foursquare, Stack Overflow and Wikipedia had popularized badges as a way of engaging and motivating users. The scholars suggested that future research should further explore the major functions and their application in specific contexts.

Komito (2011:136) conducted an investigation on the relationship between social media and migration and stated that migrants’ social media usage in Ireland enabled the users to gain awareness and acquaintance which supported bonding
capital and transnational communities. The study revealed that social media practices enabled a shared experience with friends and relations living outside Ireland through the circulation of voice, video, text, and pictures. The scholar emphasized that this tendency led to significant changes in the process of migration by slowing down the process of integration and participation in host societies.

O'Keeffe and Clarke-Pearson (2011:175) carried out a study on the impact of social media on society and found that social media like Facebook, MySpace, and Twitter; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs were actively used by the youth in large number. The study emphasized that parents were not fully aware of the nature of social media sites and lost control over their children’s social media habits. The scholars suggested that pediatricians should help families understand these sites and encourage healthy use of social media in modern times.

Sawyer (2011:211) examined the impact of new social media on intercultural adaptation which involves the process of promoting understanding through interaction to increase the level of fitness so that the demands of a new cultural environment can be met. The study revealed that people tended to use new social media to become more integrated into the host culture during their adaptation and to maintain connections to their home countries. The scholar suggested that social media should be used for the promotion of inter-cultural communication and adaptation in the age of globalization.

Das and Sahoo (2011:60) explored the impact of social networking sites on the social behavior of human beings and reported that the sites had affected the personal relationship with spouse and family members. The study revealed that such sites made private life and public life of an individual a digital document. The scholars suggested that the impact of social network sites on the social behavior and relationships should be examined by the scholars in order to minimize the negative impacts of SNS on its users.

Sheedy (2011:214) evaluated the role of social media in social change with reference to Egyptian revolution and observed that social media had changed the way people communicate for social change. The study revealed that social
media had facilitated active social mobilization of people and contributed immensely for political revolution also. The scholar suggested that social media should be used properly by the people since anti-social and anti-national forces were likely to abuse social media for destructive purposes.

Taylor (2012:234) investigated the role of social media in social change and noted that social media campaign increased awareness and created a community around an issue. The study revealed that social media offered a range of new possibilities for individuals and organizations working for social good. The scholar suggested that civil society organizations should invest in social media training in order to integrate social media with organizational operations.

Silva et al. (2012:218) studied the social media as a source of sensing to study city dynamics and urban social behavior and pointed out that social media had certain limitations in the sensing of large areas, such as metropolises, because it incurred in high costs to build and maintain such networks. The study revealed that social media were useful in the development of participatory sensing systems. The study explored new opportunities of using social media as a source of sensing.

Wysocki (2012:251) analyzed the role of social media in sports communication and opined that social media had the capacity to motivate the sports persons. The study revealed that sports organizations had not implemented systematic social media strategy in modern times. The scholar suggested certain best practices for the proper utilization of social media in sports communication.

Chan-Olmsted et al. (2013:50) assessed the perceived characteristics and user profiles by social media and stated that the user perceptions of six main groups of social media blogs, micro-blogs, social networks, wikis, forums, and content communities were different. The study revealed that technological changes had created an increasing convergence of functionality and features in many social mediating services. The scholars noted that the ability to play to its strength as perceived by the users becomes even more essential for a niche social media platform to be effective.

El Khouli (2013:71) conducted a study on the negative aspects of social media use and found that social media had greatest impact on the perception of families to
negatives aspects during using these sites. The study pointed to the necessity of participation of family and community-based organizations in the monitoring of those negatives and held adequate awareness programs among families for optimal use and support family stability.

Gomez-Rodriguez et al. (2014:90) carried out a study on the impact of social media on social contagions and reported that social media user had encountered the problem of information overload since they were active and regular users. The study revealed that the susceptibility of a social media user to social contagions depended crucially on the rate at which she receives information. The study emphasized that the convention or a product was much less effective for users that receive information at higher rates, meaning they need more exposures to adopt a particular contagion.

Fuchs and Sandoval (2014:86) examined the role of social media in the creation of new information society and observed that social media had created awareness among the people about the politics of exploitation in the age of globalization. The study revealed that social media had ushered in a new age of transparency and accountability in all walks of life including economy and politics. The scholars emphasized that social media had brought about remarkable social and political mobilization all over the world.

Strickland (2014:231) explored the effects of social media use on the mental health of young adults and noted a connection between increased social media use and deteriorated mental health. The study revealed that the most active social media users had a predominantly high risk for developing mental health issues, making this connection particularly concerning. The scholar suggested that the ill effects of social media should be examined with a view to protect public health in modern times.

Mehraj et.al (2014:163) evaluated the impact of social media on society and pointed out that about 93% of teenagers used social media for different purposes. The study revealed that text messaging had increased most dramatically, along with media multi-tasking. The scholars also noted that social media were abused by the users. The scholars suggested that social media should not be misused by the users since they have harmful effects on them.
Dunu and Elizabeth (2015:67) investigated the role of social media in the process of social mobilization in Nigeria and opined that social media technologies were deployed for transformational mobilization and development. The study revealed that social media promoted active social mobilization and sustainable development in Nigeria. The scholars also explored the theoretical framework for the application of the new media tools in communication from social mobilization and development points of view.

2.5 Social Media and Politics

Sousa (2009:223) studied the influence of social media on politics and reported that news blogs were powerful tools of political communication and stated that many politicians had actively used social media in order to reach out to the voters. The scholar noted that social media also facilitated real reporting and brought the local community the news that wasn’t reported on by the local newspaper or radio station.

Behnke (2010:31) analyzed the relationship between social media and politics and found that social media were prominently used in Asian countries as effective means of political communication. The study revealed that social media brought about active political mobilization and facilitated election campaign based on participatory communication. The scholar noted that social media created adequate opportunities for the conduction of election campaign in modern times.

Hroub (2010:110) assessed the role of social media in the emergence, organization and dissemination of the Arab Spring and reported that social media had become the main weapon for the revolutionary youth to be heard and organized. The study revealed that social media were able to optimize the capacity of mobilization, challenging state control and surveillance technologies.

Golbeck et.al (2010:89) conducted an investigation on the use of Twitter by US Congress and observed that social media were used by the Congress people primarily to post information, particularly links to news articles about themselves, to their blog posts, and to report on their daily activities. The study revealed that Twitter had facilitated direct communication between Congress people and citizens. The
scholars suggested that social media should be used systematically for the purpose of political mobilization in modern society.

Ingenito (2010:116) carried out an investigation on the role of social media in political sphere in modern America and noted that social media were used predominantly to ensure political connectivity. The study revealed that social media had become prominent tools of political mobilization. The scholar suggested that social media should be used as the effective instrument of democracy.

Budak (2010:44) examined the use of social media in the Presidential Elections, 2008 and pointed out that the victory of Barrack Obama was described has the triumph of new media in politics. The study revealed that Facebook and Twitter had played a major role in the political process by voting. The implications for this manifest themselves both in political strategy as well as campaign finance reform laws. The scholar concluded that in an examination of new media and the 2008 Presidential election, the rhetoric simply did not match the quantitative reality.

Bruns et. al. (2011:42) explored the use of twitters and their networks in Arab region and opined that protests and unrest in countries from Tunisia to Syria had generated a substantial amount of social media activity. The study revealed that social media had brought about uprisings in the Arab region for the establishment of democracy as a way of life in the new millennium.

Storck (2011:230) evaluated the role of social media in political mobilization in Egypt and stated that social media networks such as Facebook, Twitter, YouTube and weblogs were effective tools for organizing and generating awareness of political mobilization. The study focused on the uprisings in Egypt, which have been widely publicized and followed by the international community. The scholar suggested that social media should be utilized effectively for various nation building endeavors.

Dubai School of Government (2011:66) investigated the role of social media in civil movement with reference to Arab world and found that the growth of social media in the Arab region had played a critical role in mobilization, empowerment, shaping opinions, and influencing change. The study revealed that most Arab governments enjoyed full control on information flows in societies before the advent of social media and civil movement. The study emphasized that young people used
social media to bring about political, societal and economic developments in the Arab region.

Bhuiyan (2011:34) studied the role of social media in political and social revolution in Egypt and reported that social media enhanced and ignited people’s desire for democracy and socio-economic advancement stalled by the long term authoritarian government. The study revealed that social media had also emerged as powerful channels that allowed people in Egypt to bypass government censorship, spread the words of political reform, and break the barrier of fear. The scholar also included information about the demographics, education, and young age of the population of Egypt contributing to the political uprisings.

Chebib and Sohall (2011:51) analyzed the contributions of social media to Egyptian Revolution and observed that Facebook and Twitter prominently contributed for the democratic revolution carried out by the youth in Egypt. The study revealed that social media were very attractive for the youth and the general public who use social media websites in order to interact with their friends and relatives. The scholars suggested that social media should be used for active social and political mobilization all over the world.

Ottaway and Hamzawy (2011:181) assessed the role of social media in the process of political change in the Arab world and noted that social media had reached out to labor groups, youth organizations, bloggers, political parties, and Islamist movements. The study revealed that social media contributed significantly for the political uprising in these countries. The scholars suggested that social media should be actively used for bringing about social and economic development.

Pew Research Centre (2012:191) conducted an investigation on the impact of social networking sites on political sphere of human life and pointed out that most users of social networking sites were important for a variety of political activities. The study revealed that social networking sites provided adequate political space in modern times. The study also emphasized that Democrats had used such sites more than Republicans or independents in America.

Salanova (2012:210) carried out a study on the role of social media in political change and opined that social media were used as effective tools of information and
coordination of social movements. The study revealed that online activism through blogs, Facebook, Twitter or other forms of social media had allowed citizens to be part of a social networking exercise and to engage in a public sphere that would have otherwise been unreachable to them due to severe repression. The scholar emphasized that social media were an influential factor in accelerating the revolutionary processes across the Arab world.

Stieglitz et al. (2012:228) examined the use of social media for political communication in modern times and stated that social media platforms such as social network sites (SNSs), micro blogging services or weblogs were successfully used by political actors to disseminate information to voters as well as to contact and discuss with them. The study revealed that social media were able to change the mindset of the people and bring about active political mobilization.

Rainie et al. (2012:197) explored the relationship between social media and political engagement and found that social media had become a feature of political and civic engagement for many Americans. The study revealed that social media users had talked about politics on a regular basis about civic or political purposes. The scholars suggested that social media usage of youth should be conditioned in order to prevent abuse of social media.

Aharony (2012:06) evaluated the use of Twitter by three political leaders in America and reported that all three leaders used Twitter for both transparency and outreach. The study revealed that Twitter had become widespread in the new millennium and several studies have focused on Twitter and its impact on different sectors in American society.

Carthew and Winkelmann (2013:47) investigated the use of social media in elections and observed that social media was successfully used by opponents to bypass mainstream media restrictions. The study revealed that the new breed of politicians globally had begun to use and manipulate social media in the same way that generations of politicians have done alike with other media. The scholars observed that social media might prove itself to be the true training ground for successful Singapore leaders of the future.
Leavey (2013:150) studied the need for formulating public policy on social media and noted that social media offered a nascent but rapidly growing opportunity to overhaul and significantly enhance the process by which government understands society and the impact of its policies. The scholar noted that many of the techniques required to develop new socio–economic metrics drawing on social data are being pioneered by international development agencies, with citizen–led initiatives playing a pivotal role.

Bassem and Maamari (2013:29) analyzed the impact of social media on the political interests of youth in Lebanon and pointed out that the youth had embraced the concepts of freedom of speech, right to opinion, and modern information technology in all its aspects. The study revealed that the youth of Lebanon were adept users of web-based communication tools but they were unable to connect with their political leaders. The results of this study show significant interest of youth in electronic-based communication with politicians.

Caplan (2013:45) assessed the use of Twitter in the American society and opined that twitter was prominently used as a means of political communication in the 2012 election. The study revealed that the two congressional candidates primarily used Twitter to post information and tweet about their current activity. The scholar noted that the tactical strategies employed by Rigell and Hirschbiel were determined to motivate the citizens, activate voters and differentiate themselves from their competitor.

Indriani (2014:115) conducted an investigation on the impact of social media on young voters in the 2014 Indonesia General Election and stated that social media had impacted the political activities, political efficacy, political participation, and political knowledge of the voters. The study revealed that the frequency of general social media use influenced social media use for political activities. The scholar noted that those with greater political efficacy, greater political participation, and greater political knowledge were also having higher frequency of social media use for political activities.

Karascakova (2014:129) carried out a study on the social media intervention for political communication and found that social media facilitated decentralized,
networked mode of communication based on personal connections. The study revealed that social media were known for digital cleverness and dexterity as powerful means of political communication. The scholar emphasized that social media were complementary tools of political communication in modern society.

Matyasik (2014:161) examined the impact of social media on political and social crises and reported that social media were used to trigger revolutions in modern times. The study found that social media had created new consciousness and participation among the people in Lebanon, Kuwait, Kenya, Iran, Egypt, Tunisia, Nigeria and other countries. The scholar suggested that the stakeholders of development should make use of social media to achieve the goal of sustainable development in modern times.

Pande (2015:184) explored the changing paradigm with reference to social media as tools of political communication in Delhi, India and observed that social media had played a vital role in disrupting the political discourse in the recent elections. The study revealed that Arvind Kejriwal, the present Chief Minister of Delhi influenced the media elites and drew them towards a certain story line even as he challenged his rival Kiran Bedi for an open debate. The study emphasized that the use of the medium to trigger the debate, its timing and then real time online interaction drawing in the media elites were critical to the power Kejriwal could exercise in the hybrid media environment.

Nulty et.al (2015:173) evaluated the role of social media as means of political communication in the 2014 elections to the European Parliament and noted that social media application gave a new dimension to the election campaign. The study revealed that the lead candidates and their televised debate had a prominent influence on the volume and content of communications, and that the content and emotional tone of communications more reflected preferences along the EU dimension of political contestation rather than classic national issues relating to left-right differences.

2.6 Social Media and Business

Smits and Mogos (2009:220) investigated the impact of social media on business performance in Europe and pointed out that social media had gained popularity as tools of business management in start-ups, small, medium-sized, and
large organizations. The study revealed that social media applications enhanced the business capabilities and business performance because of their inherent features and operational qualities. The scholars suggested that various social media tools should be combined into one effective social media ecosystem that enables coordination between internal and external business processes.

Hutley (2009:112) studied the social networking sites as business tools in modern times and opined that business organizations had considered social networking tools frivolous and banned their use in the workplace. The study emphasized that by embracing social networking tools and creating standards, policies, procedures, and security measures, corporations could ensure that these tools are used in a manner consistent with the corporation’s wishes. The scholar suggested that modern business houses should boost productivity by sharing best practices and facilitating the transfer of advice and information from colleagues rather than depending on social media.

Asur and Huberman (2010:20) analyzed the role of social media and stated that social media content could be used to predict real-world outcomes. The study revealed that the social media were used to forecast box-office revenues for movies. The scholars provided a simple model built from the rate at which tweets are created about particular topics can outperform market-based predictors.

Broughton et al. (2010:40) assessed the implications of social media on employment relations and found that social media and enabled modern organizations to establish mutually beneficial relationship with the employees. The study revealed that the designated employees post tweets about issues related to the organization. The scholars noted that employees can glean a lot of important information from the internet and so a blanket ban on internet use would be counterproductive.

Pernisco (2010:187) conducted an investigation on the impact of social media on society and reported that social media like MySpace, Facebook and Twitter had become prominent means of business communication. The study revealed that the social networking sites had advertised the products and services and motivated the customers to buy them. The scholar suggested that the gimmicks of social media should be monitored in order to safeguard the interest of modern consumers.
Brown (2010:41) carried out a study on the role of social media in modern business world and observed that social media were an integral part of the marketing plans of business organizations. The study revealed that social media were accessible to the customers and enabled them to undertake business transactions according to their time and convenience. The study emphasized that modern business organizations increasingly accessed social media sites numerous times a day, which provides even more opportunities to connect with customers.

Fotis et al., (2011:84) examined the impact of social media in consumer behavior in Former Soviet Union Republics and noted that social media were widely used in the holiday travel planning process. The study revealed that social media had enabled the people to share travel experiences and gained credibility since they were more trustworthy than official tourism websites, travel agents and mass media advertising.

Merrill et al. (2011:165) explored the role of social media in business management and pointed out that social networking sites had encouraged businesses to change their traditional marketing strategies and focus on interactive communication with the customers and other stakeholders of business management. The study revealed that social networking conversations created a level of immediacy and a kind of public intimacy that is impossible with traditional marketing. The scholars emphasized that social networking sites had given companies the opportunity to present a human face in the form of a social media spokesperson which built trust in the company’s authenticity as well as its professionalism.

Kirkpatrick (2011:135) evaluated the use of Facebook in the process of business management and opined that Facebook had become a prominent website which enabled about 350 million people across the globe to have business accounts. The study revealed that social media like Friendster and MySpace remarkably expanded the user base in the field of business. The study emphasized that the Facebook had more or less subsided, and potential readers who obtained practically several benefits related to business transactions.

Neti (2011:172) investigated the role of social media in the marketing communication management and stated that modern marketers had utilized the social
media opportunities and implemented new social initiatives at a higher rate than ever before. The study revealed that global companies had recognized social media marketing as a potential marketing platform and utilized them with innovations to power their advertising campaign with social media marketing.

Awolusi (2012:24) studied the impact of social media on workplace productivity in modern organizations and found that social media had become an effective tool of employee relations and customer relations. The study revealed that social networking sites had improved organizational productivity considerably. The scholar suggested that social media should be systematically used for organizational functions, such as training, recruiting, communication, and brand management.

Oracle Corporation (2012:179) analyzed the role of social media in business management and reported that social media had sparked a revolution in the customer experience and changed consumer behavior around the globe. The study revealed that social media played a vital role in the process of marketing management. The study suggested that integration of social media into existing business processes would provide reliable knowledge resources that ensure seamless, efficient cross-channel delivery—rather than adding bolt-on, extraneous processes and workflows that create inefficiencies and compound costs.

Stelzner (2012:227) assessed the use of social media by the marketers in the business field and observed that marketers had used social media to promote their businesses all over the world. The study revealed that social networking sites like Google+ and photo-sharing sites like Pinterest were widely used as tools of marketing communication. The scholar also examined social media outsourcing and how marketers planned on using other forms of marketing. The scholar suggested that business organizations should explore new avenues for business-to-consumer companies oriented business communication on the basis of active social media application.

Koul (2012:139) conducted an investigation on the role of social media in business management and noted that the rapid rise of social media in Asia had impacted the business and society. The study revealed that the world’s internet-using population had crossed a billion, with Asia accounting for 45% of it. The scholar
emphasized that social media had led major evolutionary trends both in society and business. The scholar suggested that the values, culture, norms, and behavior have made paradigm shifts which require careful consideration of factors that are driving the digital revolution across the globe.

Rainie and Smith (2012:197) carried out a study on the relationship between social networking sites and politics and pointed out that about 75% of users received communication related to politics from social media. The study revealed that the users were not particularly passionate about politics. The scholars found that a portion of SNS users had assessed some relationships based on political material that is posted on the sites. The scholars suggested that social media should be used for active political mobilization and empowerment of the people in modern times.

Faulds (2012:78) examined the role of social media in the process of business management and opined that social media were effective tools of customer relationship management in modern times. The scholar noted that social media expanded public participation, provided exposure to younger customers, ensured immediate response, allowed open communication and facilitated participatory communication. The scholar suggested that social media should be used for the development of workforce and other stakeholders of business management.

Onete et. al (2013:178) explored the role of social media in the development of sustainable business and stated that social media were used as effective instruments of business communication. The study revealed that business organizations were able to influence the internal and external environment with the help of social media. The scholars suggested that the way management relates with its employees and shareholders can be adjusted by using social media.

Kailer et al. (2013:126) evaluated the usage of social media in German B2C-online stores from the years 2010 and 2011 and revealed that social media were used the most in the modern online stores. The scholars noted that a majority of the features were placed on product pages. The most common features were customer reviews and ratings and the sharing and liking of product details.

Nalewajek and Mącik (2013:169) investigated the role of social media in building awareness of responsible consumption and found that social media were used
actively for the purpose of shaping responsible consumption in modern times. The study revealed that social media also changed the attitudes and behaviors of modern customers. The scholars suggested that scientific social media initiatives should be developed for better marketing communication and brand management purposes in the modern competitive business world.

Pew Research Center (2013:190) studied the role of social media platforms as sources of news and reported that social media altered the news consumption patterns of people remarkably. The study revealed that news played a varying role across the social networking sites. The study emphasized the need for maintaining the credibility of social media as prominent sources of news for various communications media.

Dan (2013:59) analyzed the impact of social media on society and observed that the social media had changed the ways in which individuals interacted and shared information, including their preferences and sentiment regarding products and services. The study revealed that social media had become prominent tools of business communication and management in modern times.

Jurisova (2013:124) assessed the impact of social networking on business and business ethics and noted that social media had become an integral part of modern business marketing tactics and helped to create new business opportunities. The study revealed that social media provided certain benefits such as participation, openness, conversation, integration and connectivity in modern business world. The scholar emphasized that social media also provided advice on ethical business behavior on social networks and suggested the ways how to define a social media code of ethics at company’s business.

Wanita et al. (2013:244) conducted an investigation on the trustworthiness of web-based social networks and pointed out that these networks offered great promise to enterprises and governments since they ensured connectivity among friends, families, governments and enterprises. The study revealed that social media had gained reliability, validity and credibility over a period of time as prominent channels of participatory communication, management and development across the globe.

Bhanot (2014:33) carried out a study on the influence of social media on purchase of luxury brands and opined that social media had played a significant role
in the marketing of luxury goods. The study revealed a significant relation between the type of luxury product purchased and buying of luxury products through social media. There was no significant relation between the gender of the respondent and those who purchase luxury products through social media. The scholar suggested that business organizations should make use of social media for marketing communication and management purposes.

Kuzma et al. (2014:144) examined the use of social media marketing in the football industry and stated that football clubs across the globe had used social media for expanding their business. The study revealed that a majority of European teams researched had a social network presence and used social media to enhance marketability in modern times. The study also noted a wide disparity among various teams with the numbers of follower’s tweets and video usage, with most leagues dominated by only a few of the top teams.

Alsenoy et al. (2015:15) explored the role of social media in corporate advertising and found that the Facebook’s opt-out system for advertising did not meet the requirements for legally valid consent. The study revealed that Facebook combined data from an increasingly wide variety of sources. The scholars emphasized that Facebook gained a deeper and more detailed profile of its users and offered an opt-out system for its users in relation to profiling for third-party advertising purposes.

2.7 Social Media and Development

Willard (2009:249) evaluated the role of social media in sustainable governance and development and reported that social media had become useful tools for sustainable development across the globe. The study revealed that social media were highly restricted by the government agencies even though they were useful in enabling cross-departmental collaboration. The scholar emphasized that internal social networking sites could establish connections across traditionally stove-piped and geographically dispersed organizations.

Mulder (2010:168) investigated the impact of social technology on the development of social competence and observed that most of the adolescent students spent more time socializing face-to-face rather than using social media. The scholar
noted that adolescents utilized social media for communication purpose. The scholar suggested that the direct and specific long term effects on individuals should be evaluated by the experts to prevent certain negative effects.

Yamamichi (2011:252) studied the role of social media in the process of social development and noted that social media enabled the people to secure their freedom of expression and privacy. The study revealed that social media enabled various organizations to establish and maintain good relationship in modern times. The scholar noted that several factors, including social values, attitudes, cultural norms, and institutional structures might make direct or indirect influence on the replication process. The scholar emphasized that social and cultural difference should be taken into careful consideration, from the viewpoint of sustainability and scalability.

Lachapelle (2011:145) analyzed the role of social media in community development and pointed out that social media had become a significant force in political organizing, social interaction, and economic development. The study revealed that social media considerably improved the socio-economic development of the people at the grassroots level. The scholar opined that there is need to continually reexamine and analyze the use of social media and social networking in the field of community development across the globe.

Braskov (2012:39) conducted an investigation on the role of social media in development cooperation process and stated that social media had facilitated greater social mobilization for various developmental endeavors across Africa. The study revealed that social media applications were ground breaking innovations which impacted the development cooperation. The scholar suggested that digital divide should be overcome in order to achieve the goal of inclusive development through meaningful social media intervention.

Junge (2012:123) carried out a study on the use of social media as a tool to create dynamic opportunities for UNDP communicators and found that social media had facilitated better connectivity for developmental endeavors. The study revealed that social media were used by the UNDP to reach out to new audiences to advocate for development topics in general and build coalition for accomplishing the task of development in modern times.
Jallov (2012:119) examined the contributions of social media for community education, organization, participation and development in North Africa and the Middle East and reported that social media like YouTube, Facebook and Twitter were used for the purpose of enlisting active participation of people in various development projects. The scholar noted that social media facilitated interaction with ‘distant’ community elements and ensured community action for grassroots development.

Obregon (2012:174) explored the role of social media in communication for development, with a focus on youth and observed that social media had unlocked unprecedented opportunities for engagement and participation in modern times. The scholar observed that social media were not properly used for inclusive and participatory development approaches. The scholar suggested that social media should be used by the stakeholders of governance and development as voice of individuals and communities in development programs in order to improve the quality of life and well-being of people.

Kichanova (2012:134) evaluated the role of social media in research and development and noted that social media had increased the level of transparency in modern corporate houses. The study revealed that social media were actively used by researchers as an information channel and networking tool and to propose ideas for the development of these social media. The scholar also noted high degree of importance regarding social media in research.

Hackbert (2013:99) studied the role of smart phone as an economic development tool and opined out that smart phone technologies had become the ‘Swiss army knife’ over a period of time for users across the globe. The study revealed that social media and mobile market had shifted significantly in the recent times and served the mankind by putting the marketers not only in a multi channel environment but a multipurpose environment. The scholar suggested that developers of websites and social media should take note of the usability of smart phones when designing their sites.

Akashraj and Pushpa (2014:12) analyzed the role of social media in development process and stated that social media were actively used for the purpose of conveying messages on issues such as health care, poverty reduction, good
governance, environmental protection and community development, socio-economic and cultural development. The scholars suggested that social media should be used for the various professional network building and nation building activities in modern times.

Procter et al. (2015:194) assessed the adoption of social media platforms by the stakeholders of development and found that social media were useful in engage in the audience. The study revealed that twitter was a resource for measuring audience engagement with the BBC World Service (BBCWS) in the context of global media events, specifically the London Olympic and Paralympics Games in 2012 and the Sochi Winter Olympic Games in 2014. The scholars emphasized that social media were new channels for unprecedented interaction and collaboration with the audience.

2.8 Social Media and Crisis/Disaster Management

Varda et al. (2009:241) conducted an investigation on the role of social media in disaster management and reported that social media facilitated development of social networks in times of disasters. The study revealed that social media had become an important subject of modern social science research which facilitated better understanding of the ways in which individuals and communities respond to disasters. The scholars suggested that suitable research agenda should be framed for improving the dynamics of network change following a disaster.

Goolsby (2010:91) carried out a study on the use of social media as crisis platform and observed that social media had become very effective tools of natural disaster management. The scholar also addressed the issue of adhoc crisis community, which uses the social media as a crisis platform to generate community crisis maps. The study emphasized the multi-disciplinary research in the new area of social media application in order to improve the status of natural disaster management vis-à-vis social media application.

Palen et al. (2010:183) examined the technology-mediated support for public participation and assistance in mass emergencies and noted that effective management of natural disasters depended on integration of multiple subfields of computer science, and a commitment to an understanding of the domain of application. The scholars
noted that application of social media would play a transformational role in crisis. The study explored the mechanisms for ensuring trustworthiness and security of information; mechanisms for aligning informal and formal sources of information; and new applications of information extraction techniques.

Merchant et. al. (2011:164) explored the need for integrating social media into emergency preparedness efforts and pointed out that social media were effective tools of medical crisis management. The scholars noted that social media should not supersede the current approaches to disaster management communication or replace public health infrastructure. The scholars suggested that social media should be used to bolster current systems.

Freeman (2011:85) evaluated the role of social media in the process of natural disaster management in Australia and opined that micro-blogging facilitated better emergency management practices in times of natural disasters. The study revealed that modern technologies had become an integral part of information transfer for citizens in the geographic region affected by the natural disaster. This case presents the progression of how SNTs had been used during and in the aftermath of natural disasters in Australia between 2009 and 2011. The researcher suggested that social media should be utilized properly in times of natural disaster management for effective social mobilization and participation.

Kumar et al. (2011:142) investigated the role of social media as a key source of information on crisis situations and remarked that social media were useful in the monitoring and management of crises. The study emphasized the need for utilizing tweets as prominent social media tools for effective management of crisis in modern times.

Ford (2011:83) studied the theories and best practices with reference to social media and crisis communication and stated out that the field of crisis communication had grown across the globe to enable the stakeholders of crisis management to develop appropriate strategies for effective disaster management. The scholar also noted that social media had destabilized established frameworks for crisis communication. The study explored the new possibilities of application of social media for effective crisis communication and management in modern times.
Latonero and Shklovski (2011:149) analyzed the use of social media by emergency response organizations and found that twitter was highly effective instrument of natural disaster management. The scholars have contributed notably to the understanding of organizational innovation, risk communication, and technology adoption by emergency management. The study highlighted the importance of the information evangelist within emergency management organizations and detailed the challenges those organizations face engaging with social media and Twitter. The study also provided insights into practices and challenges of new media implementation for crisis and risk management organizations.

Smith et. al. (2011:219) assessed the new situational awareness for emergency management professional and reported that social media had become important tools in crisis management in modern times. The study revealed that social media platforms had enabled the emergency managers and organizations to execute the relief and rescue operations in times of natural disasters.

Yates and Paquette (2011:255) conducted an investigation on the role of social media technologies during emergency knowledge management and observed that the US response to the 2010 Haiti Earthquake was a large effort coordinated by three major agencies that worked in tandem with the Government of Haiti, the United Nations, and many countries from around the globe. The study revealed that US government agencies employed social media technologies such as wikis and collaborative workspaces as the main knowledge sharing mechanisms.

Roberts (2012:205) carried out a study on the role of social media in natural disaster management in Japan and noted that social media had effectively distributed the messages of instructing, adjusting and reputation management in times of natural disasters. The study revealed that the messages of instruction were delivered regularly through a park-wide speaker system and cast members who also provided instruction to minimize harm. The scholar noted that social media helped the affected persons through timely and relevant information support.

Chan (2013:49) examined the role of social media in crisis preparedness. The scholar pointed out that social media had delivered various services such as information dissemination, disaster planning and training, collaborative problem
solving and decision making, and information gathering. The scholar also dealt with several case studies and proposed a framework to enhance government use of social media for crisis management that encompasses the need for a mandate, differentiated guidelines and three key capabilities to be developed in modern times.

Fahmi (2013:76) explored the role of social media in natural disaster management and opined that social media were used as a prominent means of disaster management communication in modern society. The study revealed that social media had served the authorities, beneficiaries and others as a prominent source of disaster communication. The scholar suggested that digital literacy and Internet exposure should be enhanced in modern times to ensure effective use of social media for multi purposes including natural disaster management.

Wendling et al. (2013:246) evaluated the use of social media in risk and crisis communication and stated that social media explored different practices of risk and crisis communications experts related to the use of social media and proposes a framework for monitoring the development of practices among countries in the use of social media for risk and crisis communications. The study emphasized that the stakeholders of natural disasters management need to provide real time objective facts to avoid keeping the public in the dark or relying on other non-reliable sources, and to mobilize IT volunteers via online technology community to improve crisis mappings and situational awareness.

Yannopoulos and de Vries (2013:253) investigated the role of social media in crisis management and found that social media and applications had enriched the citizen journalism, cloud, crowd sourcing, data mining and big data, decision support, open data, and organic or Smartphone sensor networks. The study emphasized that social media were significant tools for the improvement of crisis management in modern times.

Pohl (2013:193) studied the role of social media in crisis management and reported that social media facilitated better crisis communication and management activities in modern times. The scholar also developed the systems, tools and algorithms performing social media analysis to ensure the automatism monitoring, classification or aggregation tasks. The study also revealed positive response from emergency agencies to incorporating social media in crisis management activities.
Mukherjee (2014:167) analyzed the use of social media tools for crisis communication in times of natural disasters and observed that social media had facilitated a new newfangled communication applications and segments which enabled better disaster management. The scholars also proposed an outline for organizations in tackling any type of crisis situations by the widespread use of social media to conduct out-of-the-box awareness, and even to catalyze action and withstand discourses and reactions amongst community.

Kotsiopoulos (2014:138) assessed the role of social media during large scale crises and disasters and noted that a number of technology issues associated with new media applications, such as their vast size, fast updates and semantic richness - albeit at semi-structured representations were closely associated with social media application in modern times. The study also dealt with the features of the relationship between social media and the wider public, the associated ethics, risks and benefits and the potential role of citizens as first responders/volunteers, social activists and journalists/reporters.

Wetzstein et al. (2014:247) conducted an investigation on the role of social media in crisis management and pointed out that social media had facilitated effective crisis management in modern times. The study revealed that social media related publications were not found in good number and suggested that the language of relevant publications and the variety of databases, academic disciplines, and forms of publication should be improved.

Annamalai et al. (2014:18) carried out a study on the role of social networking in disaster management and opined that the development of social media had enabled people to interact and share information through the internet. The study revealed that social media had certain advantages like collectivity, connectivity, completeness, clarity and collaboration which strengthened the foundations of natural disaster management. The scholars suggested that social media should be used systematically during various phases of natural disaster management by the stakeholders.

Yates and Partridge (2015:254) examined the role of citizens and social media in times of natural disaster and stated that social media had become a vital source of information in disaster situations. The study revealed that a good number of studies
are carried out on the multi-faceted use of social media in modern times. The scholars contributed meaningful insights into social media’s potential for developing community disaster resilience.

Grahama et al. (2015:92) explored the role of social media in the management of natural disasters and found that social media had played a critical role in the dissemination of the information as well as collection of relevant data during natural disasters. The study revealed that social media like Twitter was used as a prominent means of disaster communication. The scholars also discussed the key considerations for such collaboration through an analysis of Twitter data surrounding the 2013 landfall of Typhoon Haiyan in the Philippines.

Albuquerque et al. (2015:13) evaluated the geographic approach for combining social media and authoritative data towards identifying useful information for natural disaster management. The study revealed that social media emerged as a potential resource to improve the management of crisis situations such as disasters triggered by natural hazards. The scholars also presented a scientific approach to enhance the identification of relevant messages from social media that relies upon the relations between geo-referenced social media messages as Volunteered Geographic Information, and geographic features of flood phenomena as derived from authoritative data.

Avvenuti et al. (2015:23) investigated the role of social media in the natural disaster management and reported that social media had become a primary communication channel among people in modern times. The study revealed that the users reported facts, descriptions and photos of the unfolding event. The scholars also noted that the modular design made the system easy configurable and allowed them to conduct experiments on different crises, including Emilia earthquake in 2012 and Genoa flood in 2014.

Fohringer et al. (2015:82) studied the role of social media in natural disaster management and observed that social media had enabled the stakeholders of natural disaster management to reach out to the affected persons and facilitate relief and rehabilitation works. The study also dealt with the huge amount of potentially useful inundation-related information as well as their timely interpretation and integration in mapping procedures.
Cobo et al. (2015:55) analyzed the role of social media in natural disaster management and noted that social media had become an important alternative information channel to traditional media during natural disasters. The study revealed that usage of social media was not based on standardized methods and diversity of messages posed the challenge of information overload to end users. The scholars suggested certain measures for effective use of social media in natural disaster management.

Peters and Albuquerque (2015:188) assessed the role of social media in natural disaster management and pointed out that text based messages from social media platforms such as Twitter was prominently used in times of natural disasters. The study revealed that image based platforms were not extensively addressed hitherto. The scholars noted significant association between disaster-related messages containing images and their proximity to the disaster event. The scholars suggested that image based platforms would serve as an indicator for high probability of relevant content, and thus can be used for enhancing information extraction from social media towards improving situation awareness.

Olteanu et al. (2015:176) conducted an investigation on the use of social media in crisis communication and management and opined that the one-to-many nature of Twitter had created an opportunity for stakeholders to disseminate crisis-relevant messages, and to access vast amounts of information. The study revealed that different types of crises elicit different reactions from Twitter users. The scholars suggested that social media services should be standardized from natural disaster management point of view.

### 2.9 Inferences of Review of Literature

The review of literature has yielded certain inferences which are as follows:

Social media have great impact on the modern society. Social media are all pervasive channels of communication which have made their presence felt in the present times. The researchers have found that social media are closely associated with all walks of life as effective means of participatory communication.
Social media have killed the distance and cut across all barriers to communication and participation. The social media are widely used by the young generation of people for various purposes. Social media have brought about great social mobility and mobilization in times of peace, crisis and disaster. Scholars have noted that social media have become highly accessible to the young people and affected them both positively and negatively. A good deal of research has been carried out on the impact of social media on young people.

Social media are also used by the teachers, researchers, students and other stakeholders of education. The past studies have revealed that social media application has increased commendably in the field of higher education. Scholars have noted that social media have become very useful sources of education. Scholars have also noted that social media have distracted the students from academic obligations and responsibilities. A good deal of research has been carried out across the globe on the use of social media in the field of education.

Social media have certainly impacted all sections of the society all over the world. Social media have become prominent tools of social mobilization. The progressive organizations and activists have also made use of social media for various purposes. Social media have brought about social change, modernization, mobility and development according to the previous studies. Social media have also presented unhealthy contents and services which have affected the well being of the users.

Social media have become an important source of political communication over a period of time. Social media have facilitated greater political mobilization across the globe according to the review of literature. Social media have also enabled the people to change the system on the basis of active political education, debates, discussions and activities. Several political changes have occurred because of active application of social media in India and abroad according to the past studies.

Social media have become prominent tools of business communication. Modern business organizations have actively used social media for marketing communication, business management and economic development activities. Social media have promoted business sector and widened business transactions all over the world according to the past studies.
Social media have become effective instruments of development at various levels. Modern development organizations including the non-government organizations have actively used social media for community education, organization, participation and action according to the past studies. Scholars have noted that social media have facilitated greater participation of people in the developmental activities.

Social media have also come to the rescue of the mankind in times of crisis and disasters. The government and non-government organizations have utilized the social media to diffuse the crisis and manage the natural disasters to a great extent according to the past studies. A good number of scientific investigations are carried out by the past researchers on the role of social media in crisis management and disaster management processes according to the review of literature.

2.10 Summary

Social media have grown remarkably as effective channels of communication in the world. Social media have also provided public space for discussion of vital issues, mobilization of stakeholders of development, diffusion of crisis and management of disasters. Social media have both good and bad impact on the people according to the available empirical evidence. Social media are widely used in educational institutions to facilitate sharing of information, experience and expertise. The higher educational institutions have also encouraged greater social media application for academic endeavors. Adequate studies are not conducted in India on the impact of social media on the domestic and foreign students. Prominent studies concerning the present topic of investigation include – Dwyer et al. (2007:68), Griffith and Liyanage (2008:93), Karpinski (2009:130), Krischner and Karpinski (2010:141), Junco et al. (2010:122), Ahmed and Qazi (2011:07), Ahn (2011:10), Khan (2012:132), Tariq et al. (2012:233), Rey (2013:202), Rithika and Selvaraj (2013:204), Omekwu et al (2014:177), Kuppuswamy and Narayan (2014:143), Hutton and Henderson (2015:113), Paladin et al. (2015:182), Kabbur and Savitri (2015:125) and Rashid (2015:199). The review of literature clearly indicates that social media access, social media use patterns, uses of social media, gratifications of social media and effects of social media with reference to students are examined to certain extent by the past researchers. The synthesis of the available literature confirms that the impact of social media on Iranian students was not subjected to any scientific research either in India or Iran.