Chapter 2  Literature Review

The literature reviews have been further divided into various sub-topics like introductory research, social media influence of users, social media marketing, social media marketing and its influence, social media and governance.

**Literature Review on Introductory Research:**

**21. Social media? Get serious! Understanding the functional building blocks of social media**

Jan H. Kietzman, Kristopher Hermkens, Ian P. McCarthy, Bruno S. Silvestre have studied the vital role and the impact of social media in today’s era. The paper involves discussions about the traditional mindsets towards the social media and insists about changing and upgrading them so as to engage and utilize them in the proper and effective manner. The paper throws light on the multiple forms the social media has taken as well as the possible roles it can take in the future with much deeper penetration. A framework has been provided that defines social media using seven functional blocks: conversations, sharing, presence, relationships, reputation, and groups. The different social media activities are defined by the extent to which they focus on some or all of these blocks. Additionally the implications that each block can have on how the firms should engage with social media has also been explained. Not only the honeycomb framework but also the 4 ‘c’ guidelines: Cognize, Congruity, Curate & Chase are provided with reference to strategies like monitoring, understanding and responding to different social media activities.

**29. What is Social media?**

Written by Antony Mayfield, the book spreads knowledge on the basics of social media. It provides good content for a beginner who is not well versed with the use of social media. It also contains some of the basic vocabulary that is very popular in the users of social media including many of the famous abbreviations. The author also discusses the importance of the social media platform and its attractiveness for future. Basic forms of social media have been discussed in very simple manner, newer ways of production of content been discussed and the mechanism of
the social media has been discussed. Ample information is also put on what blogs are, how they work etc. The famous knowledge, Wikipedia is analysed and explained in reader friendly language. Overall it is an excellent attempt with lot of basic grass root level information available.

16. Social media – A crisis communication tool

The research by Maren Lowen Heradstveit and Kine Hagen emphasises the vital role that the social media is playing in the modern day economy. Other than friendly and gossiping purposes, social media can be very effective tool if used wisely and in the right direction. Social media has brought down old media barriers by making the stake holders more informed, empowered and has further played the role of shifting the control of company’s reputation from company itself to the social media forums. The study highlights the degree of uncertainty concerning challenges and possibilities associated with communication with stakeholders through these channels and lack of sufficient research within crisis management on this field. The book also show how effectively few companies use the platform of social media to rebrand and reposition their image post some crisis by the effective use of social media websites.

22. Social network sites: Definition, History and Scholarship

Danah M. Boyd and Nicole B. Ellison have described the features of social media and proposed a comprehensive definition of the same. The timeline of the launch dates of many major social media and details about many community sites re-launched have been provided. The authors have presented one perspective on the history of such sites and the key changes and developments have been discussed in detail. The existing scholarship concerning the social media has been briefly summarized in a special section. The scope for further research has also been discussed in the concluding part.

23. Social networking: A conceptual analysis of a data controller

As per Rebecca Wong, within a social environment, it becomes easier for individuals to be brought within the scope of a data controller. The article discusses the definition of a data
controller in detail. The study also includes in depth analysis about the legal guidelines about data controller in various countries. The research paper attempts to address the difficulty that the legislatures and the governments did not anticipate. As per the research, to protect the privacy of individuals, it has become possible to argue that it has been now easier even for individuals to be within the scope of the data protection directive in the social media.

2. A theoretical model of intentional social action in online social networks

Christy M.K Cheung and Matthew K.O. Lee have studied on the intention of an individual to use the social media and analysed the findings. In the study, the decision of an account holder to open an account in a social media platform is conceptualised as an intentional social action and the impact of the three modes of the social influence process i.e. compliance, internalization & identification on social action to use is examined. Researched on 389 respondents, the results shows that collective intention to use a social networking site is determined by both: subjective norm as well as the social identity. Further implication for research and practised is also discussed in the paper.

28. We Create, We Connect, We Respect, Therefore We Are: Intellectual, Social, and Cultural Value in Online Communities

Mina Seraj has explored some of the vital characteristics of the social media community that can deliver real value to its consumers and instigate engagement. Airliners.net is an online social community on aviation which has committed participants and high amount of traffic and even members pay fees to join in this site. The study is explored through netnography. Additional to this, online and offline in depth interviews have revealed 3 clear online community characteristics that do the process of value creation for the members: goal driven quality content, interactive environment for building relationship and self governed community culture. The study has theoretical implications for social media as well as the online interaction related content and the critical business implications as well for the promoters.
20. Social media for international students – it’s not all about Facebook

Grace Saw, Wendy Abbott and Jessie Donaghey have put an attempt to discover the preference for the social media sites among the international students. The information on usage and social media preferences has been gathered from thirteen percent of students at the Bond University by the way of an online survey. The research further shows that there is some amount of differentiation in choice of social media between domestic students and the international students. Facebook still leads in the choice of both the types of students, the findings tell some sites such as YouTube and Twitter is being considered by libraries as an easy way to engage by both the types of students.

12. Online social networks: Why do students use facebook?

Christy M.K. Cheung, Pui-Yee Chiu and Matthew K.O. Lee have analysed the factors that motivate the students to use social media. Specifically, they have conceptualised the use of social media as an intentional social action they have further examined the relative impact of social influence, presence in the society, and 5 key values from the uses and gratification paradigm on the We-intention to use the social media. With the sample size of 182, the study of facebook users revealed that We-intention to use online social network is very strongly decided by social presence. Additionally, the social related factors have shown to have the most vital impact on intention to use among total five values. Further implications for research and additional practise are also discussed in the paper.

42. Mining Social Media: A Brief Introduction

Pritam Gundcha and Huan Liu have done an introductory study on the mining of information for the relatively newer area: Social media. Sentiment analysis, opinion mining, issues related to social recommendations, influence modelling, issues related to privacy of users, data security and trust have been well discussed in the paper. The major objective of this research is to introduce data mining and its confluence i.e. mining social media. The attempt has been made to achieve the said objective by providing interesting and apt research issues based on the research and experiences as well as intuitions of the researchers. Recent cases have been put with discussion and justification of the need for the objective of the paper. The real life possible
applications of social media in various fields have been well shown. In an all, the paper provides a brief introduction to the concept of mining social media, the facts and examples shown in well manner.

49. The Perils of Social Reading

Neil M. Richards (March 2012) discusses about the perils concerned with social reading. The paper discusses about the issues concerned with the data and privacy with the tremendous use of social media all around. Intellectual privacy is a vital part where the protection of reading from observation and without boundary has to be there. The paper discusses about frictionless sharing in the modern era, and the issues and risks concerned with it and provide feasible ways in the same direction. Issues concerned with the privacy of the reader, their data security, the conscious choice that the data owners need to make have been discussed. Confidentiality issues and its importance have been discussed in the end. The paper furthers discusses about there has to be a choice between total secrecy and total disclosure of the user data and there has to be a decision considering what is at stake, “users coolness” today can’t be the same tomorrow in the same manner!

Social media influence on users:

25. The effect of social media on college students

Qingya Wang, Wei Chen and Yu Liang have studied the impact of social media on college students from multiple perspectives. The study includes various parameters like the most popular media, average time spent on social media etc. This descriptive exploratory research has been done on a random sample regardless of gender that was researched through questionnaire on how social media affect them. The main purpose of the research is to explore the relationship between the effects of social networking and students’ study efficiency and to determine whether social media affects students’ academic performance. The findings indicate that there are positive and negative sides of the same. An approach is needed to better balance the social media and academic study. On the other part, the sample size seems to be too small to actually reflect the real situation for the population.
14. Putting Social Media to work at Cognizant

Iyer, Bala, Parise, Salvatore, Rajagopal Sukumar, Davenport, Thomas H. Have studies a company using social media a platform to communicate and share ideas and interests within a company. While social media technologies i.e. the participative tools for collaborations, networking, and information sharing are increasingly adopted by many organizations this is one such example of positive result with regards to these tools’ impact on the business operations. Cognizant, a company headquartered in Teaneck, NJ and with many employees in India that provides IT, consulting and business process outsourcing services. The company has created a social media platform that integrates its knowledge management, work management and other partner engagement strategies. Employees love tools such as blogs, wikis, and social networking because they are fun to use and fundamentally social; senior executives, however, are understandably sceptical about their impact on productivity and profits. Cognizant leverages its social media to create a business oriented social networking site for easy collaboration and content sharing.

11. Impact of Facebook usage on students’ academic achievement: Roles of self regulation and trust

Sana Rouis, Moez Limayem, Esmail Salehi-Sangari have studied the effect of social media on academic performance of undergraduate students at Lulea University of Technology in Sweden. A model is proposed which studies the impact of facebook on education by studying the perceived effect of personality traits, self regulation and trust. Total 239 under graduate students were studied in the research. SmartPLS software was used to test the proposed structural equation model. The outcome of the study clearly indicates that an extensive use of facebook by the students with extroverted personalities leads to poor academic performance. Additionally results also suggested that students’ cognitive absorption with the social media is regulated only by their self control and personality traits. Moreover, trust does not impede facebook usage rather it administers it. Self regulation limits the apparent negative effect on their academic
performance. The study should help students to understand the consequences of their extensive usage of facebook and to better manage the social interactions so as to support and not damage overall development.

7. Effect of social network on students’ performance: A web based forum study in Taiwan

The research conducted by Hebg-Li Yang & Jih-Hsin Tang, revolves around the impact of social network on students’ performance in online education which primarily uses networking for upgrading the conventional face to face education or even distance education. With the use of primary survey, forty students were studied how positively or even negatively do the social networks affect the students’ performance. The networks have mainly been divided into three parts: friendship, advice networks and adversarial networks. The networks formed by the students were different from those in distance learning and mainly through online interactions. The students’ social network developed before the final learning outcomes with tentative proposition that a social network exerts its effect on learning processes and is effective even though there is no true casual relation that has ever been established.

3. A trend study of social media and protest behaviour: Facebook, Twitter and youth mobilization in Chile

The study revolves around the increasing use of social media platforms to show dissatisfaction, disgrace and untrust particularly by younger generations. The research also studies the relationship of frequency of use of social media and protest participation. The study examines changes in association between social media use and protest behaviour a context of growing social unrest among the younger population. It employs data from a repeated cross sectional survey before, during and after the 2011 students’ demonstrations in Chile. Facebook and twitter are two most prominent social media among Chilean young adults which they use to protest. The data has been obtained primarily among individuals aged 18 to 29 living in the three largest urban areas which together concentrate nearly 43 percent of the country’s population. Despite the youth being regarded as the digital natives, there is a divide between the rich and the poor in terms of frequency of usage of social media services, particularly twitter. The paper contributes to a research agenda about the social media use and protest behaviour over the long run particularly in the context of emerging democracies like India as well.
19. Social media as information source: Undergraduates’ use and evaluation behaviour

Kyung-Sun Kim, EunYoung Yoo-Lee and Sei-Ching Joanna Sin have evaluated the requirements of the type of social media that can be used for getting information and also the reasons behind those choices. It also has been studied what behaviour users form to check the trustworthiness of the information provided by social media sources. Total 446 undergraduate students have been inquired to understand their behaviour. The study found that Wikipedia, Facebook, Twitter and online user reviews were among those frequently used for finding the information. YouTube and Wikipedia were used for seeking academic information as well as to search for other purposes in day to day life. The authors suggest that information professionals and educators should acknowledge the appeal and value of social media to users as alternative information sources and also learn to use information from social media to be included in information literacy education programs.

1. A tale of two sites: Twitter vs. Facebook and the personality predictors of social media usage

David John Hughes, Moss Rowe, Mark Batey & Andrew Lee have researched in the area of showing the relationship between users’ personality and social media usages. 300 respondents have been chosen to study from the general population in this research. The study has further investigated by examining personality correlates of social as well as informational use of the two of the largest social media i.e. Facebook and Twitter. Gender and age have also been examined and the results showed that personality is related to social media choice and information seeking. It has also noticed that there exists difference between personalities who use Facebook and Twitter.

18. Social Media and Political Change: Capacity, Constraint, and Consequence

Philip N. Howard & Malcolm R. Parks have studied the impact of social media in terms of the capacity, constraints and the consequences in the political field. They have argued that the communication researchers are uniquely positioned to analyse the relationship between social media and political change in careful ways, in terms of both: causes as well as the consequences.
The paper also offers a working definition of social media, which is based on the diverse considered uses of the term by the contributors to the collection.

33. Adoption of Social Media by Business Education Students: Application of Technology Acceptance Model (TAM)

Sudheer Dhume, Murgesh Pattanshetti, Sachin Kamble and T. Prasad have studied the acceptance of social networking by studying the application of technology acceptance model in an renowned business school in India. The paper discuss the opinions of people in the field of education with reference to the use of social media, whether it should be banned from academic campuses or it should be leveraged and be a part of modern education. The use of social media in the field of education and business education has been discussed and a theoretical model on acceptance of users on IT has been developed in the paper. Although the research has limitations, it provides the vital knowledge in terms of understanding and adoption of social media for the use of education.


Ruchi Sachdev discusses the role of social media in today’s society in terms of it play more of a positive or a negative role for the masses. The paper highlights some of major drawbacks of usage of social media by the young generations in the initial phase and also discusses them in detail. Additionally the paper throws some light on the positive aspects in the later part as well. As per the research, it is easy to enter in the world of social media but it has is very hard to exit. SNS have been an attractive platform to keep in touch with near and dear ones but it also brings various threats of privacy and health related issues. The research paper revolves around the ethical ways and how the social media can be used in an ideal manner so that they can be effective for an individual and the society.

45. The Many Faces of Facebook Experiencing Social Media as Performance, Exhibition, and Personal Archive
Xuan Zhao, Niloufar Salehi, Sasha Naranjit, Sara Alwaalan, Stephen Voida, Dan Cosley have studied how individuals manage their collection of social media over the period of time. A qualitative study of thirteen participants had done to understand their routine life decision making about how they produce and track digital traces on social media. The study reveals that individuals experience social media platform as having different functional areas: performance, exhibition and personal region. The research also highlighted tensions created by the persistency of the data and hence bringing previous literature on self presentation. It is also studied that once the data expires from mass attention, it moves to the long term image and further it becomes part of a personal region where it works as a personal archive for a long term. Mutually understood negotiations between the users and the social media have also been found on how the personal data of social media should be exhibited.

46. Too much face and not enough books: The relationship between multiple indices of Facebook use and academic performance

Reynol Junco has studied the relationship between multiple indices of facebook usage and its relationship with academic performance of students in the United States. The research consists of huge sample size of more than 1800 samples of young students to study the correlation of frequency of facebook usage and academic score. The study shows that the usage time of social media was negatively correlated to the final academic results of the students. Particular uses of social media facebook has been found to be closely in synchronization to favourable outcomes and others to be not to favourable. Sharing various links and following activities of others had been favourable related to academic performances while putting status updates was opposite. The author concluded with a learning to utilise the social media sites in the ideal and favourable ways so as to benefit the society.

47. Students’ and teachers’ use of Facebook

Khe Foon Hew has studied how facebook as a social media affect the lives of students and also of teachers in Singapore. The research is limited on facebook only and is more stressing on empirical findings and not much on the opinions. The study on empirical materials had been done in two various stages. Each of the material articles had been read and summarised considering the research questions as a parameter. Total number of friends, total time spent, type
and quantity of personal information shared, and the privacy settings set on the Facebook were some of the areas of study. The study also reveals that students’ use of Facebook varies from 10 to 60 minutes per day with a prime motive of getting in contact with their kiths and keens. It is also found that students usually disclose more personal information on social media rather than on any other platform or even in personal communications.

50. Understanding Generation Y and their use of social media: a review and research agenda

Ruth N. Bolton, A. Parasuraman, Ankie Hoefnagels and co-authors (Jan 2013) have studied the generation Y and how they use the social media. The main objective of the research was to identify and understand generation Y’s habits of using social media and to understand its implications in terms of individuals, organizations and the society at large. The paper elaborates generation Y by the various criteria like values, their preferences and the behaviour of the United States and one other nation. Various individual factors including stable and dynamic ones have been taken into consideration. The research found that the generation Y has changing behaviour in terms of social media over various factors like age, life cycle stage etc but the research does not further get into the future outcomes of the same. The paper offers a theoretical structure for studying the future scenario of this generation with reference to their social media usage.

Literature Review on Social Media Marketing:

9. Facebook Advertising and its efficiency on the Slovak market

Vejacka and Martin have proposed a measure of advertising efficiency of the leading social media website: Facebook. The current methods of measuring efficiency of online advertisement from the area of econometric modelling are studied and their applicability for his use has been discussed. The composite efficiency index is a proposal to measure online advertising efficiency and to give base for the comparison of online advertising campaigns. This is based on measures like click through rate and cost per click to assume the usage and result comparison in case small and medium enterprises. A proposal composite efficiency index is tested on sample data from the Slovak Facebook advertising market acquired by own survey. Advertising performance monitoring tools like standard metrics, clicks, cost per click, profile metrics, demographic
metrics, and conversion metrics have been used. The results advocate higher facebook advertising efficiency than of banner and contextual advertising in Slovakia. A very positive attitude towards facebook has also been studied in the paper as an effective tool of advertising in future and a big threat to the conventional mediums of advertising.

8. Effects of word-of-mouth versus traditional marketing: Findings from an Internet Social Networking Site

Michel Trusov, Randolph E. Bucklin and Koen H. Pauwels study the impact that has been observed in word of mouth communication on social media platforms in comparison to the traditional marketing vehicles. The outbound word of mouth can be tracked by the websites, which can be linked to the number of new members subsequently joining the site via sign-ups. Due to the endogeneity among word of mouth, new sign-ups and traditional marketing activity, vector auto regression modelling approach has been applied. The estimates from the VAR model show that word of mouth referrals have substantially longer carry over effects than traditional marketing actions. The long run elasticity for word of mouth referrals was about 2.5 times higher than the average advertising elasticity reported in the literature. The research will prove to be vital to the marketing practitioners still caution should be considered to use the result as the suggested measures may vary to a bigger extent across the various firms.

6. Customers as advisors: The role of social media in financial markets

Hailiang Chen, Prabuddha De, Yu (Jeffrey) Hu and Byoung-Hyoun Hwang (December 2012) have investigated the extent to which investors opinions are transmitted through social media predict financial market outcome variables. They have conducted textual analysis of articles that are publishes on some of the most popular social media platforms for investors in the USA. They have also considered their readers perspective as inferred by the way of commentaries written in response to those articles. They have found the views that are expressed in those articles and commented in a very positive manner from each other predict future stock returns and the earnings surprises. Predictability has strengthened with number of comments over which readers aggregate views have been measured. On a concluding remark, the study proves to be very useful to the investor turned advisor opinions in the financial markets.
13. Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing

Lisette de Vries, Sonja Gensler & Peter S.H. Leeflang have studied the popularity of the posts put by various brands and their comments received by social media users. The possible drivers for brand post popularity have been defined in this paper. Totally 355 brands and posts from 11 international brands from 6 product categories have been analysed in the paper. The results display that brand post on the top of the brand page enhances the brand popularity. Additionally, the results also indicate that different drivers influence total number of likes as well as the number of comments. Shares of the positive and negative comments are positively related to number of comments in the page. The brand managers can find the research very helpful in terms of selecting the various elements that should be put on the page.

4. Brand Performances in Social Media

Sangeeta Singh and Stephan Sonnenburg have used the metaphor of improvisation theatre to show that in social media the brand owners alone do not tell the brand stories but they together co-create brand performances in a collaborative manner with their customers. The basic contribution of such a conceptualization is what it offers a framework that can resolve the issues in just storytelling, which further shows the requirement co-creation in storytelling and also in identifying the core part of an inspiring story. Improve theatre metaphor has helped identify the 3 propositions: the vitality of the process, keeping the brand active and alive, identifying the target audience and their roles for the success.

17. Social Media and Business Transformation: A Framework for Research

Sinan Aral, Chrysanthos Dellarocas and David Godes have studied to stimulate innovative investigations of the relationship between social media and business transformation. The researchers have outlined the broad research agenda for uncomplicating the relationship between the social media, business and society. The possible areas for further research have also been discussed in the paper.

34. Advertising on social media
Mr S. Goyal has studied the latest trends of advertising on the social media. The general objective of content on social media is to gain users attraction, attention, bring liking and leave a successful impression in the mind of users. The papers revolves around the buyer psyche when he/she wants to buy something and how he/she comes to internet and what are the roles of social media during these processes. Various popular forms of social across various categories have been discussed in the paper. The author justifies social media as a vital medium of advertising on internet with relevant facts and figures. Not only the various offers of the famous social media have been detailed and analysed but the ideal strategy to advertise on social media has been discussed.

36. Facebook for Finance: Why do Investors Share Ideas via Their Social Networks?

Wesley R. Gray has studied the investors’ behaviour on how they use the social media to share information about the tips and tricks of investments. The paper revolves around what types of information is shared and what information is not shared by what type of investors. The research also throws lights behind the logic of investors sharing vital investing information since usually, this is rare by a human to share the genuine success tips with others as well as competitors. It’s also further discussed that the vital information is usually shared to gain valuable feedback of the fellow mates on certain issues in a closed group. Various propositions have been put and supported by different logics. The models used has multiple hypothesis about the issues related to arbitrators sharing information on social media.


Wexlr Lisa, Aline Gubrim, Megan gifin and Gloria Dflvo have studied the role of digital world for promoting positive youth development and showing the reasons for living in northwest Alaska. The research is about a 3 year project of digital story telling in Alaska. More than 500 digital stories have been produced in the research. Short digital with videos were created by members with audio visual combinations. The stories act as a tool to represent the life and the relationship of the viewers. The research was particularly effective for people who were not considered significant ones in their lives since they could actively engage themselves in the identity construction process. This project gave the respondents a sense of achievements by
showcasing the potential parts of themselves and additionally offering them a stage for building stronger relationships with the people that they value.

38. If you love something, let it go mobile: Mobile marketing and mobile social media 4x4

Andreas Kalpan discusses about the growth and evolution of social media and its current and potential usage application in terms of marketing of products. The paper also throws light on what the social media is and how it different from the various available mobile applications. Additional to this, the research paper also talks about how the business organizations can employ the mobile social media for various purposes like research, marketing, product promotions, discounts, customer relationship management and so on. The paper also offers advices for mobile social media usage i.e. 4 ‘I’s, which are, 1. Individualise the activities and take into consideration user interests and preferences; involve the user via active communication; integrate the activities in the life of users so as to avoid being disturbance and; initiate and boost the creation of user generated content. In the concluding part, the author talks about the future evolution of the social media for mobile and the upcoming challenges and the opportunities to be faced by them in coming years.

44. Social Media and Global Development Rituals: a content analysis of blogs and tweets on the 2010 MDG Summit

Tobias Denskus and Daniel Eesser have researched the UN’s high level plenary meeting of the general assembly on the millennium development goals. This was an event of 3 full days at the UN HQ at New york in 2010. The paper has researched about more than 100 blogs about the meeting and more than 3 thousand tweets related to the same. Rituals and physicality, disclosures and practice has been well discussed in the paper. The research also further confirms that the upcoming international improvement policies have been framed offline till that and this trend seems to be followed in the future and does not take much into consideration the reflection and opinions of the social media. Additionally some issues having strongest exposure and even with most have been defined. The research further provides that the social media content with summit had reproduced global upgradations rituals and had hence failed to identify and understand second layer objectives for the further development.
51. Social Media Promotion in Emerging Market: An Indian Perspective

Mili Dutta, Bikram Kr. Dutta and R. N. Bhagat (Sept 2013) have studied social media promotion in emerging markets with an Indian perspective. The major purpose of the research was to understand and explore the concept of promotion through social media in Indian market. Exploratory research has been done and secondary data has been collected from available sources like articles, books, journals, newspapers and open sources of internet. As per the research, social media has come up as a strong platform in competition of traditional ones, since it allows the users to interact and have a much deeper exposure and impact. This provides decent framework for companies interested to utilize the platform of social media for consumer engagement.

Literature Review on Social Media Marketing and its Influence:

15. Role of content strategy in social media brand communities: a case of higher education institutes in India

Kalpana Chauhan and Anandan Pillai have put an attempt to simplify the role of content strategy followed by leading higher education institutes who have created brand community on social media in India. A positivistic paradigm and case study research design have been employed in the study. Netnography method has been applied and totally 10 brand communities have been tracked and analysed on 1440 posts made within the time limit. The content type and agility have been found to have vital impact on total likes and comments. The study would help the content developers and the managers to develop the right kind of content strategy that can lead better results.

24. The Effect of Customers’ Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation

Rishika Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada have examined the effect of customers’ participation in firm’s social media efforts on the intensity of the relationship between the firm and the customers as captured by customers’ visit frequency. Further to this the hypothesis techniques have been tested for modernizing the roles of social
media activity and also their customer characteristics on the link with social media participation and the intensity of the customer and the firm’s relationship. The study emphasizes the need for the managers to integrate knowledge from their customers’ transactional relationship with the social media participation so as to better serve their customers and also to create sustainable business value.

30. A social media revolution or just a case of history repeating itself? The use of social media in the 2011 Finnish parliamentary elections

Kim Strandberg studied the application social media by the political candidates during the election period in 2011. The research is done on the basis of three datasets in total. The use of social media by the politicians was found to be of a relatively less aggressive level. Similar has been the analysis with reference to the general audience, who haven’t been much active in terms of politics and election on the social media. Although the paper describes social media as a potential avenue to be used by the politicians and general audiences in future.

35. Community intelligence and social media services: a rumor theoretic analysis of tweets during social crises

Agrawal Manish, Raghavrao and Onok Oh have studied social media services and community intelligence. The paper revolves around social media as a vital tool in spreading important information as well as rumours in the scenario of social crisis. Various social crisis and issues concerned with information have been analysed in the paper. Anxiety, information ambiguity, personal involvement and social ties have been analysed as the major factors behind the issue. Tweet messages and the user ids and around 20000 tweet messages have been collected about the Mumbai attack. More than 37000 tweets have been collected from a given period for the Toyota case and almost real time data collection happened in the case of Seattle café shooting. Logistic regression has been applied because of the dichotomous nature of the rumour variable. As per the findings, ambiguity of the content does not add to rumours but ambiguity with source does it in a vital manner. The effect of anxiety is found to be lower in comparison to that of ambiguity with reference to the source.

40. Community work and limited online activism among India youth
Vignesvara Ilavrasan explores the pattern of social media usage by the youngsters, how they are involved and how they use technologies. Although various opportunities exist in the area of civic management, very few youngsters have shown interest in the same. The primary data has been collected from 26 youngsters: 12 female and 14 male; and 6 focused group discussions around 2011. The research shows that the young generation in our country have ample access to the adequate information and communication technologies and this should be leveraged for the purpose of civic engagement. As per the research, in spite of the involvement of the youngsters in some sort of civic activity, they were not much interested in the active political aspects providing their logics of corruption and anticipated inability to change the political system.

48. Consumer Relationships with Brands Evolve in the Digital Space

Graeme Hutton and Maggie Fosdick (Dec 2011) have studied to understand the radically expanding role of social media and as an attempt to identify the impact on the buying behaviour of potential customers. The respondents are form various countries like India, Brazil, Russia, China, UK, Spain, France. Active or passive users have been attempted to identify based on the various activities i.e. uploading pictures, starting a thread online, sharing a video clip, and watching video clips online etc. an individual does on the internet in past few months. As per the study, the two prime reasons people use social media are to be connected to friends and to find new relationships. Another vital finding of the research is as to why people join a particular brand community. It has been found that individuals need to feel that they are connected to the brand and being specific, they feel to be the drivers of the category, news, trends and contemporary events with reference to that specific brand. As per the research, after ’09 social media has emerged as the most vital way active internet users interact with each other.

52. Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework

Xia Wang, Chunling Yu and Yujie Wei (April 2012), have studied the social media peer communication and its impact on the purchase intentions for potential customers. A primary data from 292 active participants, active in peer communication has been taken. As per the study, there are basically two ways via which peer communication influences purchase related decisions: directly via conformity with peers and indirectly by reinforcing the product
involvement. The research focuses only on Chinese websites which can be a major limitation of the research. Moreover, the study revolves around all the positive aspects of social media and avoiding the negative part of the same.

Social media & Governance:

5. Contextual Gaps: Privacy issues on facebook

Gordon Hull, Heather Richter Lipford and Celine Latulipe have studied the contextual integrity and it has been defined as a framework for understanding the privacy implications of recent development on the social media. A relatively newer web phenomena, blogging has been included in the study as people posting their thoughts online in weblogs is staggering growing rapidly. The research also indicates that the social media users tend to construct their identity rationally, becoming and expressing who they are by the way of highlighting whom they associate with. The users risk becoming victims of stalking, re-identifications in other contexts and even identify theft. Even the issues related with third party applications are of concern as they are mostly invisible. The application and the interface design need to be upgraded and more and more users need be educated in the same regard.

27. To post or not to post: Employee rights and social media.

The study examines the issues and concerns of public employee rights as they are related to the social media policies. The issues of employee rights with reference to the social media actions (both on and off the job) have been analysed. Various issues like first amendment right conduct policies and discipline and even terminations actions have usually been practised by companies are analysed. Totally 23 policies have been included in the study. The analysis of the policies focused on two main areas of employees’ rights, employee conduct and constitutional rights. An interesting ending note could be “you cannot stick your head in sand and tell your workers to abstain; you have to teach them how to navigate through this area.

10. Fessing up to Facebook: Recent trends in the use of social network websites for insurance litigations
Pamela D. Pengelley and Cozen O'Connor have explored an interesting area of usage of Facebook for the process of insurance litigation. A fully filled out Facebook profile contains many parts of recognizably personal information including personal pictures and much more. Many cases have been put in the paper in which use of social media has happened as a tool for insurance litigation. It will be interesting to mention that the lawyers’ rules of professional conduct strictly prohibit them from making direct contact to the parties involved. In order for insurance professionals to obtain optimal results in litigation be it subrogated, defence of coverage action, it is important to be aware about the huge amount of potentially relevant information online and to stay alert for new developments in web based technologies. As per the paper, an individual should be cautious enough to put any type of personal information on social media so as to should avoid unnecessary issues and harassment thereof.

26. The policy sciences of social media

Matthew R. Auer has discussed the enormous impact that the various social media platforms possess in the recent time. The social process and the social media in the public affairs have been analysed and a sketch of social media in the service of diplomacy has been created in the paper. The peer to peer citizenry and the decision process is analysed and some excellent integration of intelligence, promotion, appraisal and social media as well as prescription, innovation, application and termination part with reference to social media has been discussed. An appraisal of the navigation of the communication rapids has discussed in the paper. A closer look at the function of social media in politics reveals the influence of powerful intermediaries who filter and shape the electronic communications.

31. A Three-Stage Adoption Process for Social Media Use in Government

Ines Mergel and Stuart I. Bretschneider have studied the process of adoption of social media as observed by the government agencies. The process of change and upgradation to social media follow a likely series of phases as there are in the upgradations from the traditional times. As per the study which is based on secondary data, in the initial phase the organizations have the experiments of a platform like this, a way above the limit of generally accepted levels not in a formal manner of course. Followed by this, the phase includes where the government feels some the need and existence of some standard structure to observe the platform of social media. In the
last phase, the governments come up with the structures and the standards of the network as well as the guidelines that gives it the formal existence. The constructive stages i.e. intrapreneurship, order from previous situation and institutionalization, have been well discussed in the paper.

41. Social Media and Firm Equity Value

Xueming Luo, Jie Zhang and Wenjing Duan have studied the relationship between the social media and the firm equity value. Various hypothesis have been tested including social media and the equity value of the firm as well as social media as a strong indicator to predict equity value of firm as compared to traditional online consumer behaviour. The dynamics of the predictive value has been discussed in brief. Pc hardware and software industries have been selected for the study. The daily data which has more than 4500 observations from 9 organizations taken from more than five hundred trading days was collected from multiple online sources during a specified period. The research has various flaws including the design, which can’t assure the causality of the predictive value. Additionally the differences between the traditional and social media metrics can possibly develop an alternative explanation for the deviations.

43. Predicting Information Credibility in Time-Sensitive Social Media

Carlos Castilo, Marcelo Medoza, and Barbra Poblete have studied the prediction of in time sensitive social media. The major purpose of the research has been to identify whether an automated identification process for the credibility and relevancy of the data and information can be established. A supervised learning approach for the identification and classification of the news events has been set in the paper. Multiple layers of classifiers have been set to classify the particular data or information. As per the research, there have been indefinable differences in the pattern in which the micro-blog messages spread across the network. Even the research found deviations with references to news value. In the end, the credibility of the features for classifying the information by default has been discussed in detail.

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