CHAPTER II

CONCEPTS AND LITERATURE REVIEW

In this chapter, conceptual framework and review of important studies are carried out and prior works from various sources are listed here. A wide range of related works are brought under one umbrella. Social Networking Sites like Facebook, Orkut, MySpace, YouTube etc., are becoming more and more popular and has become part of daily life for an increasing number of people. Because of their features, young people are attracted to Social Networking Sites.

New Media is changing the life style and relationships of everyone on earth, but the vulnerable effect is on the life style of our younger generation. Today internet communication is an indispensable in the life style of our youngsters. Youngsters have reached to a stage that without (new media) which no communication is possible today.

2.1 Concepts

2.1.1 Social Networking Sites (SNS):

Social Networking Sites are web based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.

2.1.2 User Generated Content (UGC)

It is online content created by the users or members of Social Networking Sites e.g. photos, videos, blog posts etc.

2.1.3 Profile

It is the personal home page of the user of SNS. It usually contains identifiable information about the user, profile photo, contact information and friends list.
2.1.4 Friend

A friend is one who is connected to the user. Users establish contacts with other users by sending friend request, which must be accepted by the other users in order to establish a link between them. This connection does not really mean friendship in the everyday vernacular sense, and the reasons people are connected are varied.

2.1.5 Themes

Themes are the applications provided by Social Networking Sites for users to make their profiles attractive and personalized.

2.1.6 Photo and video tagging

The user can tag friends to photos and videos shared through Social Networking Sites.

2.1.7 Online Relationship

Relationship is made through Social Networking Sites. Otherwise it is called computer mediated communication (CMC).

2.1.8 Offline Relationship

It is physical relationship with known persons, like family members, relatives and friends etc.

2.1.9 Urban

India: Towns (places with municipal corporation, municipal area committee, town committee, notified area committee or cantonment board); also, all places having 5000 or more inhabitants, a density of not less than 1000 persons per square mile or 400 per square kilometer, pronounced urban characteristics and at least three fourths of the adult male population employed in pursuits other than agriculture. (Source: Demographic Yearbook 2005, table, http://unstats.un.org)

2.1.10 Semi-Urban

When we define Semi Urban area it means that it is neither Urban nor Rural area. It stands in-between enjoying some facilities of Urban.
2.1.11 Rural

Rural areas or the country or countryside are areas of land that are not urbanized, though when large areas are described, country towns and smaller cities will be included. They have a low population density, and typically much of the land is devoted to agriculture and there may be less air and water pollution than in an urban area. (http://en.wikipedia.org/wiki/Rural_area)

2.2 Conceptual Framework: Uses and Gratification Theory

Social Networking Sites are generally looked at as an interactive media as suitable for applying the Uses and Gratification Theory. Today youth use media especially new media internet for many purposes. As media users become increasingly confronted with choices, this approach takes over attention to the using of the audience. According to E. Katz, J. G Blumber and M. Gurevitch, the central question posed is: Why do youth use new media, what do they learn and what do they use them for?

New Media caters to the innumerable needs of the society. This, in turn, presupposes that individuals also use new media for related purposes such as learning, relationship, relaxation, adjustment and entertainment, information and identity formation. The basic assumption of the approach when it rediscovered and elaborated twenty years later, in 1960s and 70s, were as follows:

- Media and content choice is generally rational and directed towards certain specific goals and satisfactions (thus the audience is active and audience formation can be logically explained).
- Audience members are conscious of the media-related needs which arise in personal (individual) and social (shared) circumstances and can voice these in terms of motivations.
- Broadly speaking, personal utility is more significant determinant of audience formation than aesthetic or cultural factors.
- All or most of the relevant factors for audience formation (motives, perceived or obtained satisfaction, media choices, background variables) can, in principle, be measured. (Denis McQuail, 2005)
2.3 Literature Review

Social Networking Sites have become part and parcel of our daily life experiences for an increasing number of youth. The rapid adoption of Social Networking Sites by teenagers in the United States and in many other countries around the world raises some important questions. Why do teenagers flock to these sites? What are they expressing on them? How do these sites fit into their lives? What are they learning from their participation? Are these online activities like face-to-face friendships, or are they different, or complementary? (Boyd, 2007).

Ester Hargittai (2007) conducted a study titled “Who space? Difference between Users and Non-users of Social Networking Sites”, this study particularly seeks to find out and explore at predictors of SNS usage with particular focus on Facebook, MySpace, Xango and Friendster. To find out the result a survey method was adopted among the college students of Illinois and Chicago. Major finding bring out that SNS were not randomly distributed across a group of highly wired users. The individual”s gender, race, ethnicity and parental and educational background were all associated with the use of SNS. This idea enlightens for the reasons of the use and non-use of the Social Networking Sites and how a person”s demographic characters and social surroundings of individual use might relate to the use of particular Social Networking Sites they adopt.

Telwall and Halser (2007) conducted a study on the weblog. The core objective of the study was to investigate the capabilities and limitations of weblog search engines. Evaluative study was adopted for this particular study. From the findings it was concluded that although blog searching was a useful new technique, looking the results of findings were sensitive to the choice of search Engine. The result shows that from person to person. The use of parameter, search engine and quantity of spam it all varies.

Backstrom Lars al., (2006) discussed some interesting factors about the emergence of online groups in web communities in SNS. The main objectives of the studies are,

(a) The structural features that influence individual to join a community.

(b) The rapid growth of online communities.

(c) Change over in overlapping among pairs of communication.
The result shows that the individual who wants to join the communities and the rapid growth of community both depends in subtle ways on the underlying network structure. The rapid growth of online communities does not depend upon the individual interest to join but also the individual seeks how the community friends are connected together with another member.

Topper (2007) discussed about the Social Networking Sites in library. The focal point and objective of the research is that how SNS library are useful among the students and those who are in academic field. The major findings of Topper were, research and public are in SNS library for Literature Review and gathered material for their academic purpose. In general the younger generation's idea about internet and SNS technologies in particular was indentified from the research.

Ellison, Stainefeld and Lampe (2007) discussed about the usefulness of Social Networking Sites. The core objective and aim of the research was to examine the relationship between use of Facebook and the formation and maintenance of Social Capital. The core intention is to find out the use of Facebook and Social Capital among youth. A survey study was conducted among undergraduate students. Regression analysis was done on the results. The major findings reveal that Facebook was used more by the youngster's relationship with offline connection. The study also shows that online interaction does not necessarily remove people from their offline world. Facebook mainly used to keep in touch with friends those who are miles away. Very often SNS mainly used by the youngsters to keep in touch with people already known to them in real world and to make new relationship in the virtual world.

Mark R Davis and Barbara A Lee (2008) conducted a study on “The Legal Implications of Students Use of Social Networking Sites in the UK and US: Current Concerns and Lessons for the Future”. Limited case review was done on the topic, highlighted the difference in the two notations. Finding shows that the Law of determination and various possible legal claim available to individuals allegedly harmed by posting on these SNS. The research concluded that neither country currently offers a satisfactory Legal of quasi Legal model for resolving the disputes.
Anne West et al., (2009) conducted a study on “Student Facebook „friends”: Public and Private Spheres”. Findings show that Social Networking Sites like Facebook are mainly associated with new ways of constructing some of the basic ideas among the traditional public private dichotomy.

Alessandro Acquisti and Ralph Gross (2006) conducted a study, titled “Imagined communities Awareness, information Sharing and Privacy on Facebook”, to understand underlying demographic or behavioral differences between the communities of the network’s members and non-members and impact of privacy concerns on member’s behavior. In this research, the researchers found out that age and student status are the most important factors in determining the Facebook membership, though the privacy concerns also play a role, but only for non-undergraduate students. Majority of the members are aware of the visibility of their profiles and they rely on their own ability to control the information they disseminate. However, they document significant dichotomies between specific privacy concerns and actual information revelation behavior.

Dwyer et al., (2008) studied how trust in a particular site and other members can affect user’s willingness to share information and develop new relationships. The relation between internet privacy concerns and willingness to share information and develop new relationships was analyzed. The study conducted with a comparison of Facebook and MySpace. The results showed that online friendships can develop in sites where perceived trust is low and protection of privacy is minimal. The comparison study revealed interesting similarities and differences between the two sites.

Ellison et al., (2007) discussed about the use of Social Networking Sites. The main objective or purpose of the work was to examine the relationship between use of Facebook and the formation and maintenance of social capital. A survey among undergraduate student was conducted and regression analysis was done on the result. Findings of the study revealed that Facebook was used more to meet new people or to maintain and strengthen relationship with offline connection.

This study disclosing the fact that online interaction does not necessarily remove people from their offline world but may indeed to be used to support relationship and
keep people in contact even when life changes move them away from each other. Very often SNS are used by the people to keep in touch with people known to us in the real world and to make new contacts in the virtual world.

Kevin et al., (2010) conducted a study, titled as “The Use of Alternative Social Networking Sites in Higher Education Settings: A Case Study of E-learning Benefits of Ning in Education”, on the educational benefits associated with the use of SNS. The study was focused on the graduate students enrolled in distance education courses using Ning in Education, a non-commercial, educational-based SNS. The study was based on the students’ attitudes towards the sites as productive online tools for teaching and learning. The researchers found out that education based Social Networking Sites can be used most effectively in distance education courses. They are an excellent technological tool for improved online communications among students in higher distance education courses.

In an article, “Understanding the Uses of Social Networks”, Mikolaj Jan Piskorski (2009) cites that people love to look at pictures, which is the killer application of all online social networks. Piskorski hypothesizes that the people who post pictures of themselves can show they are having fun and are popular without having to boast. Another attraction of photos is that they enable a form of voyeurism. Social networks enable a very delicate way to pry into someone’s life without really prying. He also found out deep gender difference in the use of sites. The biggest usage categories are men looking at women they do not know, followed by men looking at women they do know and women look at other women they know. Overall, women receive two-thirds of all page views.

Educational and Psychosocial Benefits of Online Social Environments indicates, that online socialization through networks like Facebook are more beneficial to the development of adolescents than they are harmful or dangerous.

In an article Michael Salter and Chris Bryden (2009) discussed on “I can see you: Harassment and Stalking on the Internet”. The authors examine the liabilities of internet service providers (ISPs). From the study the author concluded that a shift in liability for internet harassment from progenitor to facilitator is inevitable.
Today there are varieties of media to communicate to the people among them new medium of communication internet plays an important role in the life of our youngsters. Raacke and Bonds rightly commented about new media, as “I see the Internet as a new medium for youth, the practices of the college population which uses online Social Networking Sites over nine times more than the world average” (Raacke & Bonds-Raacke, 2008).

While social network site infrastructure was proliferating, profile-driven social network sites like SixDegrees emerged when Ryze.com and Friendster were launched in 2001 and 2002, respectively. Ryze was designed as a business-networking tool and Friendster was intended to improve on the popular online dating site Match.com by adding information about people through their social networks. Ryze achieved limited success, but Friendster gained tremendous popularity in 2003, primarily by word of mouth says O'Shea, (2003).

Boyd's (2006) reports Friendster's popularity set in motion a wave of development in this area. Friendster should have dominated the market, but what it gained by being the first to attain reasonable success, it lost through a series of technical and social missteps, most notably the company's determination to configure how its early adopters engaged with the site.

Designed as an online dating site Cohen, (2003), says that Friendster wanted users to provide accurate information, connect only to people they knew and trusted, write formal testimonials on each other's profiles, and engage with others in pre-constructed ways. The site's users had much more creative ideas about how the site should be used. Some treated profiles as artwork and creatively represented themselves, groups, celebrities, institutions, objects, and ideas through these profiles said by Boyd, (2008). Donath and Boyd, (2004) found out that the logic behind which people connected was varied and the public display of those connections shaped people's approach.

Boyd, (2008) says participants began collecting Friends and competing to be most popular as measured by Friends count. Participants were “socially constructing” the system (Bijker et al., 1987), the company turned around and tried to “configure the users” (Grint and Woolgar, 1997).
Acquisti & Gross, (2006) research shows that young people are motivated to join 
these sites to keep strong ties with friends, to strengthen ties with new acquaintances, and 
to a lesser degree, to meet new people online.

Dwyer, Hilts & Widmeyer, (2008) found out that active participation in 
contemporary society is becoming increasingly reliant on digital technologies, a trend 
that shows, that Social Networking Sites, a technology embedded in the daily lives of 
millions of people worldwide.

Hill & Dunbar, (2003) studied Social Networking Sites and how their sizes are 
influenced by gender, income, education and personality. While the size of any average 
social network is expected to be about 125 people, only four of these contacts are 
considered as a real source of help during severe hardship.

Acar, 2008; Kiesler et al., (2002) in the study made among the youth, it was found 
that newer communication technologies could have a dramatic impact on social 
networking behavior.

Parks & Floyd (1996) made another line of research and investigated the 
development of levels of personal relationships initiated in a specific online community 
context such as newsgroups

Social networking is the most popular online activity for 18-24 years olds says 
Tancer, (2007). Salmond & Purcell, (2011) in their research among the youngsters found 
out that 12 to 29, are its heaviest users of Social networking Sites.

Hoffman, 2008; Lenhart et al., (2010) made a study on women users of SNS, their 
finding show that young women were much more active on these sites than men, currently 
female and male adolescents and emerging adults are equally likely to visit and post social 
profiles, defined on MySpace and other online social networks as public places where one 
shares information with friends

Most online adolescents have reported that they employ Social Networking Sites 
to maintain current friendships (Pempek, Yermolayeva, & Calvert, 2009). But about half 
explain that they use the sites to make new friends and converse with people they do not 
know personally (Lenhart & Madden, 2007).
Levy, (2007) in his report argues that the past few years, online social networking has exploded in popularity as a means for people to share information and build connections with others.

Recent studies of Mcmillan & Morrison, 2008; Subrahmanyam et al., (2008) found out that young adults use electronic technologies to connect and reconnect with their offline and online friends.

Papacharissi and Rubin (2000) in their research on SNS users identified and classified website users’ motivations: entertainment, information, social-interaction, self-expression, passing time, professional advancement, and seeking new trends.

Baker (2009) found that attitude has significant effect on adolescents” intentions to use SNS.

Guo et al., (2010) have found in their research that seeking useful information is one motivation of Chinese users in adopting SNS. SNS have been shown to provide adolescents with a space to work out identity and status, make sense of cultural cues, negotiate public life and enhance their social capital (Boyd, 2006).

Leary & Kowalski (1990) report that the usage of social networking cites allows a person to develop a sense of comfort in new environments and develop social ties to increase stability. When friends show inclinations of happiness about your own status, it makes you feel better and excited that they are viewing your profile.

Shin & Kim, (2008) in their research among the students say that Social networking via Cyworld takes up the major portion of the time spent online, where meeting, dating, and entertaining people online has become a social norm With over 20 million unique visitors a month, Cyworld’s popularity and usage is actually greater than their registered user base.

Kim & Yun, (2007) made a research on the SNS users of population and said, there are over 18 million registered users in Korea”s population of 48 million.

Raacke & Raacke, (2008) have shown a interesting result that MySpace and Facebook were selected as a counterpart of Cyworld because they are one of the two most representatives SNS in the U.S. The two sites offer an interactive, user-submitted
network of friends, personal profiles, blogs, groups, photos, music, and videos internationally for teenagers and adults. MySpace, with 70 million visitors, has become the digital equivalent of hanging out at the mall for today’s teens, who load the site with photos, news about music groups, and detailed profiles of their likes and dislikes, say De Souza & Dick, (2007). Since its inception, MySpace has been the most popular SNS in the U.S. (Dwyer, 2007).

The usage of Social Networking Sites allows a person to develop a sense of comfort in new environments and develop social ties to increase stability. Leary & Kowalski (1990) report when friends show inclinations of happiness about your own status, it makes you feel better and excited that they are viewing your profile.

Lenhart and Madden (2007) have conducted a survey for Pew Internet and American Life Project among the US youth and found that half of all the teenagers who have access to the internet use Social Networking Sites. Among this 66 percent say that their site is restricted or private. 48 percent of them visit the site once in a day.

According to the Nielsen Company, the global average time spent per person on Social Networking Sites is now nearly five and half hours per month (February 2010 data), with Facebook accounting for the majority of that time. That’s up more than two hours from last year (mashable.com, 2010)

75 percent of internet users worldwide visit a Social Network or blog when they go online that’s a 24 percent increase over the same period last year. And the average international user spends 66 percent more time using these sites than a year ago – a growth from 3 and a half hour last year to 6 hours in April 2010. (hellriigel.net)

Hargittai (2008) says that the choice of social networking site used may increase both digital and social inequality. In which she says that there is a digital divide among the family members, relatives and friends circle. The inequality is very vivid that people who utilize computer for internet and other facilities.

Donath & Boyd, (2004) SNS scholars suggest that technological tools such as social network sites assist us in maintaining friendship relationships with more individuals.
Ellison et al., (2007) found in their research on “Strengthening weak Ties” in SNS; say that it could be useful for strengthening weak ties.

Gennaro & Dutton, (2007) in their research on Facebook say, a strong purpose of Facebook is to bring together college students online so that relationship can translate offline as well. Although not all college students are students are Facebook users, those who do use the site represent a larger portion of students compared to other SNS. Due to the growth of new social software applications such as instant messaging, blogs, wikis and a variety of social networking services, today people can connect and interact through CMC.

Eldon, (2008) give the research finding on Facebook that Facebook is now the most popular social network with 123.8 million visitors worldwide.

Hargittia”s (2008) study of college students SNS usage distinguishes the difference of those who are SNS users, and more specifically Facebook users. The samples from the University of Illinois showed that 88 percent of them were SNS users, with 78.8 percent of that percentage being Facebook users.

Raacke and Bonds-Raacke”s (2008) showed similar results from a study of 116 students of an east coast university and found that 87.1 percent of the sample had an SNS account, and 90.1 percent of those accounts were with Facebook. Ellison et al., (2007) found that 94 percent of their 800 undergraduate student sample had a Facebook account along with Stern and Taylor (2007) who found that their sample of 532 students contained 70 percent Facebook users. These data makes it clear that students are in face using other Social Networking Sites, but dominant populations of students are using Facebook.com as their SNS.

With 8.5 million users per month, about 60 percent of its registered users visit the site daily (Rosen & Sherman, 2006). Facebook and other SNS sites offer advantageous benefits, including the ability to meet new people, interact efficiently and cheaply with friends and family when circumstances make face-to-face contact difficult, reach a sizable population of other net workers when posting information, tap into other services provided through the site, and access others throughout the world (Ellison et al., 2006).
Ellison et al., (2007) give their finding that Facebook constitutes a rich site for researchers who are interested in the area of Social Networking Sites due to its heavy use among the youth and technological capacities that bridge online and offline connections. We believe that Facebook represents an understudied offline to online trend in that it originally primarily served a geographically-bound community. The most popular social network application is Facebook says Hew, (2011).

The Facebook founder has made the site into user friendly for the youngsters. His creation, Facebook, knows what 800 million people, more than 10 percent of the world’s population, think, read and listen. Internet users spend more time on Facebook than on any other site. The Harvard dropout is now creating his own monetary system, Facebook Credits, to facilitate transactions and profits. He is now America’s 14th-richest man, according to Forbes. (http://news.in.msn.com).

Madge et al., (2009) in their research on SNS say that Facebook is one of the Social Networking Sites that has become so popular among college students. There have been many studies about using Facebook as a learning tool. “Most students joined Facebook because Facebook was associated with university-level education”. Facebook is mainly used to keep up with social aspects of college life and it is a part of most students’ daily routine.

Facebook users communicate with “Friends” with whom they have lived, dated, worked, and studied. This is why seven million Canadians have chosen to trust. Facebook with a lot of personal information, including our name, birthday, sexual orientation, contact information, school, job, pictures, personal messages, and so forth. Youth in particular choose sites like Facebook to “hang out” with Friends (Boyd, 2007).

Acar, (2008); Sheldon, (2008) in their research finding give the report as an average Facebook user has several times more friends on Facebook than in real life, because of a perceived lower risk of accepting new members, ease of requesting a membership, social desirability (positive feeling of online popularity) and failure to exclude members who are no longer contacted.
Acar, (2008) says that Lack of anonymity and the physical proximity of the users in SNS distinguish them from other forms of Computer Mediated Communication.

Francis, (1999) offers a finding that those who post a lot of pictures, videos, wall posts and have a lot of friends can be considered sociable and have an extroverted personality.

An average Facebook user has several times more friends on Facebook than in real life found by Acar, 2008; Sheldon, (2008). SNS scholars suggest that technological tools such as social network sites assist us in maintaining friendship relationships with more individuals, Donath, (2007); Donath & Boyd, (2004). SNS could be useful for strengthening weak ties Ellison et al., (2007).

Eleanor Yang Su, (2011) quotes in his articles that Professor Christine Greenhow has found that students build important bonds when they connect with school friends on Social Networking Sites. “When students feel connected and have a strong sense of belonging to the education community, they do better in the educational institutions,” said Greenhow, an education professor. “They persist in education at higher rates and achieve at higher rates. … It’s pretty promising that engaging in Social Networking Sites could help them to develop and deepen their bonds over time.” Greenhow acknowledges there are potential pitfalls, but says it’s short sighted to ignore the positive aspects. She has studied adolescent Internet habits since 2007, and found that high school students are boosting their creativity and technical skills through the sites.

Hew, (2010) had made a study on SNS specially Facebook applications and found that the most popular Social Network application site is Facebook.

Kolek and Saunders (2008) have found that Facebook is preferred by women and therefore, women are likely to be more receptive to use in education.

Other research by Sussman & Tyson, (2000) indicates that women are generally more active than men in online communities where information is shared and topics are discussed. Additionally Bond (2009) founded that females self-disclose more than males of Social Networking Sites.
However, Lewis and West (2009) found that women are more likely to have private profiles than men. More recently, research by Isacsson and Gretzel (2011) has demonstrated positive use of Facebook in support of collaborative learning projects. It was suggested that newer communication technologies could have a dramatic impact on social networking behavior say Acar, 2008; Kiesler et al., (2002).

Lampe et al., (2006), Christofides, Muise and Desmarais (2009) report that students spend approximately 40 minutes per day on Facebook. Staff and hosts are not necessarily willing or able to commit to Facebook on a daily basis. Facebook is likely to compete with other communication tools including email, intranets and websites.

Madge et al., (2009) have found that students are beginning to acknowledge that Facebook could be used for learning purposes. This behaviour tended to be initiated by the students themselves rather than teachers. Christofides et al., (2009) found students disclose more about themselves on Facebook than they do in casual conversation.

Lenhart et al., (2007) in Adolescent social networking, said that in the past five years social networking has “rocketed from a niche activity into a phenomenon that engages tens of millions of Internet users. Lehnart and Madden state that fifty - five percent of teenagers use and create online social networking profiles.

Boyd (2007) says that gender appears to influence participation on social network sites. Younger boys are more likely to participate than younger girls 46 percent vs. 44 percent, but older girls are far more likely to participate than older boys 70 percent vs. 57 percent.

Online SNS, such as MySpace, Facebook, and Twitter, have experienced exponential growth in membership in recent years found by Barker, (2009).

Shin & Kim, (2008) report from their major finding that MySpace and Facebook being the most widely used in North America, Millions of people regularly use SNS, and it now seems that social networking will carry on as an enduring part of everyday life.

Chiu et al., (2008) say that online social networks represent a fast growing phenomenon and are emerging as the Web’s top application.
Suhail & Bargees, (2006) made a research on the problems of the Social Networking Sites users and proposed that, there are many psychological problems have been found among the SNS users.

Cassidy (2006) in her research on the number of friendships in among the SNS users stated that youngsters make competition with each other on the basis of their internet friends.

Baroness Greenfield proposed that the victims of internet don’t want to remain offline and it leads towards lower efficiency (leaderswedeserve.wordpress.com).

Dr Himanshu Tyagi also proclaimed that youngsters spent a lot of time on internet especially in Social Networking Sites and it badly affect their real lives. Since they spend lot of time internet they loose time and energy. (www.telegraph.co.uk).

Tim Pychyl in his research among the school boys of their interaction and usefulness of SNS. His findings says that Facebook can give rise to interruption and in class this system can be improved through efforts. Thomas et al (1987) proposed that different grades of the students are the results of their activities.

Karpinski (2009) established that use of Facebook is unconstructively related with collegiate grade point averages (CGPAs) of its users. He experienced that students who didn’t use internet, score CGPAs in the range of 3.5 - 4.0 but internet users gained CGPAs of 3.0-3.5. The attractive fact is that 79 percent of Facebook users said that they are not affected by its excessive use. The scores of students are poorly affected by using Facebook as stated in report by MyFox Dallas/FortWorth (wwwMyfoxdfw.com).

Wilson, (2009) from his research among the youngsters in the university students education and distraction in the subject. He proposes that university scores of students take destructive affect of Facebook. Khan (2009) also made similar study among the youngsters who use SNS and their scoring of marks in the exams. He states that users of Facebook give low performance in exams

Kubey, Lavin and Barrows (2001) proclaimed that poor academic performance is due to the SNS. American Educational Research Association carried out a study and it was stated on its annual conference in San Diego, California (2009) that users of SNS gained low grades (21stcenturyscholar.org). Sengupta and Chaudhuri
(2010) in their research found out that SNS memberships are not correlated with online abuse of teenagers.

Ofcom research shows that just over one fifth 22 percent of adult internet users aged 16+ and almost half 49 percent of children aged 8-17 who use the internet have set up their own profile on a social networking site. For adults, the likelihood of setting up a profile is highest among 16-24 year olds 54 percent and decreases with age. (Ofcom.com)

Kaveri (2006) suggests that youth spending on data services represents almost 50 percent of all mobile spending in most mature markets. Not only are youth the early adopters of most new technologies, they are also among the more sophisticated users of it as well.

Keith et al., (2011) give a report of Facebook users on an average day how much they consume:

- 15 percent of Facebook users update their own status.
- 22 percent comment on another”s post or status.
- 20 percent comment on another user’s photos.
- 26 percent “Like” another user”s content.
- 10 percent send another user a private message

Jones & Fox, (2009) made their research on Social networking websites and report that it has increased exponentially in popularity since the establishment of Facebook and MySpace in 2003–2004. Recent national estimates of data collected in 2006–2008, roughly 93 percent of U.S. youth are online, and 65 percent of these individuals report using SNS.

Gill, (2008) conducted a survey among the children and youth worldwide on the freedom of using Social Networking Sites. He gives and interesting report that respondents have adopted social networking sites enthusiastically, partly because of the erosion of children”s freedoms in the physical world.

According to the study made by, Steyer James, (2009) shows that, 22 percent of teenagers log in more than 10 times a day on to their favourite social media site, and more than half percentage of adolescents log more than once a day.
Boyd, D. (2007) gives his research finding among the youngsters that social media sites allow different options that were not possible offline mode as making new friends, staying connected with friends and family, exchanging ideas and sharing pictures. Participation in social media offers adolescents deeper benefits that extend into their view of community, self, and the world.

Hinduja S. & Patchin J. (2007) have found in their research, as out of 75 percent of teenagers owning cell phones, 25 percent use them for social media, 24 percent use them for instant messaging and 54 percent use them for texting.

Anderson, (2007) states a finding that MySpace was able to capitalize on Friendster's alienation of many of its early adopters, especially when users began encouraging their Friends to switch services after a subscription fee scare. MySpace wanted to attract estranged Friendster users; it was designed to be a close replica of Friendster with additional features that resembled other popular social media sites and fewer limitations.

Another finding by Anderson, (2007) shows like Friendster, MySpace initially attracted 20-30-something urbanites. Many of MySpace's early adopters were passionate about music, primarily indie rock music and hip-hop. While Friendster had forbidden bands from creating profiles, MySpace encouraged bands to use the site to communicate with fans.

According to Stahl et al., (2006) the idea of computer-supported collaborative learning (CSCL) arose in the 1990s, in response to redundant software that isolated individual learners. From various fields e-learning made them easily for accessing books and materials on and about the subject. The early computers helped to learn new things happening in and around the world.

Berg et al., (2007) found in their research that, Social networking and online learning communities are keeping teachers and students connected in and out of the classroom. The University of Wisconsin-Madison documented the enormous potential
social networking technologies have to connect students, faculty and staff, and increase the efficiency and flexibility of campus services.

Yan, (2008) says that all these Social Networking Sites create and give opportunities for students to share, collaborate, showcase and grow together. At the Rhone Island School of Design for example, e-portfolio based online learning communities give teachers and students the ability to personalize and share their content. In the United Kingdom, at a school in Haslemere, Surrey, sixth graders are using a social network to post book reviews and critique each other’s writing (McLean, 2006).

Educational project developed by Ligorio & Van der Meijden (2007) state that Social Networking Sites also allow users to exchange informations and ideas not only within the boundaries of a classroom, but across schools, districts, states and the world.

Raacke and Bonds-Raacke’s (2008) showed similar results from a study of 116 students of an East Coast university and found that 87.1 percent of the sample had an SNS account, and 90.1 percent of those accounts were with Facebook. Ellison et al. (2007) found that 94 percent of their 800 undergraduate student sample had a Facebook account. Stern and Taylor (2007) found that their sample of 532 students contained 70 percent Facebook users. This data makes clear that students are using other Social Networking Sites, but dominant populations of students are using Facebook.com as their SNS.

The present study is similar in nature to some of the studies cited above. The review of these studies by scholarly persons enabled the researcher to gain a better understanding and perspective of the subject.