CHAPTER 2

REVIEW OF LITERATURE


As per the theory of self-affirmation, the motivation of individuals will depend on pursuing for data and knowledge in the surrounding atmosphere and this converts into a predominant necessity mainly because of some hazard to their ego as they instinctively as they put all their effort to restore their sagacity of pride and dignity. One more crucial suggestion of the theory of self-affirmation is that subsequent knowledge of the evidence of one’s self-affirmation the individuals get inclined and engrossed in self-justification procedures which can be like removal or misrepresentation is minimised or abolished. This happens because of the reason as the sense of one’s superiority and self-esteem is already safeguarded by the self-affirmation which makes the former argumentative ways to be obsolete. Therefore because of this self-affirmation individuals experience a very constructive consequence on individuals’ mentality making them more unbiased and safe concerning any hostility in the near future.


More usage of Internet have also shown changes in individuals behaviour, many researchers are of the view that only those individuals who have problem going out of their households are the ones who are more involved in the Internet.


As the technology became advent the access to web has been hyped to be one of the most important tools for academics especially for their classroom learnings. Though, a study discovered that eighty six per cent of the respondents who were educators, librarians and computer instructors were of believe that the use of Internet did no good on the performance of the children.

Many Researches in this field i.e. to study the influence of Internet on an individual’s life had suggested that it (Internet) does impacts the quality of life. There are a number of benefits which Internet provides in many arenas of life like having good communication with people who are far off, leisure life etc. but it also affects ones quality of life in a very undesirable way. The aids which we derive from Internet does not come free, there is a cost involved in it.

5. Griffiths (1998)

Too much and extreme usage of Internet possibly is not that challenging but as per the research conducted there has been few indications proposing that in some cases the extreme and excessive usage of Internet is a sincere problem and which is an addiction to Internet. The addiction towards Internet is a form of technological addiction which falls under a division of Behavioural addiction.


It is of no surprise that some new behavioural symptoms are seen in the new generation and the reason found for such changes is the technological advancement, The College going group of students is more susceptible to have a huge dependency on Internet as compared to other strata of the society.


Researches have also suggested that folks who engross in substantial Internet use are prospective to have less communication with their own family, their close friend circle is very small. These people are more susceptible as well as experience seclusion and depression as compared to individuals who know to use Internet sparingly or in a controlled way.

8. Young & Rogers (1998)
The initial studies have recognised the present of use of Internet which is very addictive in nature which shows an association too important societal, psychosomatic, and work related damage. It was seen the addicted people in this study made the usage of web services on a regular basis of thirty eight hours per seven days even for non-academician determinations which triggers disadvantageous paraphernalia like less marks among the learners dissonance between couples and impaired performances of employees when they are at work. This data is then compared with other people who are not always clung or addicted to the Internet, these people use Internet for about eight hours per seven days or week. Among these people such symptoms or signs were not noticeable. Largely, the collaborating and communicating abilities of the web like for example chatting and gaming online are featured to be the most addictive activities. Under this influence it becomes very difficult for exercising a self-control mechanism because in such case there is no involvement of any kind of intoxication.


In recent times it has been noticed that the Internet usage in school, colleges has increased exponentially, though for the academic part of the learner’s life Internet is also used till a great extent but its usage in different aspects is also been proved time to time. In one of the university campus it was found out that the room partners logged on to their desktops and were using Internet to chat to none other their own room partners!


One of the studies conducted by the researchers showed that loneliness is directly associated with more usage of Internet. It was observed that the students who were lonelier they were the ones who tend to visit Internet frequently and spent more time there as compared to the ones who were not lonely. The likeliness of them using Internet was associated for garnering emotional support from there i.e. The Internet.

11. Shapira et al. (2000)
Many mental illnesses are believed to be connected to extreme usage of Internet. The groups which represented the individuals who used Internet excessively were found to be associated with various problems like mood swings, bipolar disease and disorders related to social anxiety.


A huge section of individuals who are using the Internet excessively have also found to have some characteristics of substance abuse ailment which is generally found in people who suffer from other behavioural addiction which can be as the likes of pathological gambling.


The societal as well as personal undercurrents of an individual also keep on changing as he ages and reached towards his retirement. The older individuals who have leisure time and usage of Internet can consume their time which otherwise can be used for maintaining their wellbeing.


A research was carried on to understand the link between melancholies, seclusion, less interaction in social context, pessimism, problematic Internet usage. The results indicated that the depressed and lonely individuals are the one who are more into Internet usage which in turn was supplementary to problematic usage of Internet.

15. Whang at al. (2003)

There has been quite a number of differentials which are existent between Individuals who practise Internet usage in a healthy way and the ones who are not able to do so. Those Individuals who are very much dependant on the Internet are more attracted towards the communicative Internet uses like Online chatting, gaming, online shopping etc. whereas those individuals who are not dependent on the Internet use it in a more productive way like emailing, information searching etc.

Researches have also suggested that personality traits of an individual also has a considerable linkage with Internet addiction.


Further researches done on social media has indicated that the users are generally posting, prowling or seeing different post which suggests that they are consuming more than contributing in the social platform.


With the advent of so many tools of communication, the new way of communicating is through web especially social networking sites. It has now become the most important tool of communication amongst other refereed communication atmosphere. This growth not only promotes and modify the self-formation procedure, it carries a new way of familiarity into being which was non-existent before.


In Internet research it is of wide prominence to understand whether the propensity of Internet addiction is stable or changes over a period of time. The suggested view is that Internet addiction is not permanent and it is a transitory occurrence that means it does change over a period of time.


It has been observed that young adults tend to drift more towards Internet more in order to avoid struggle because their propensities towards Internet addiction also changes.

Blended learning is a new concept of learning using web application like emails, lecture videos, educational apps, and institutional websites like Blackboard. These methods of teaching and providing information is gaining popularity in many universities of the world. All these methods aim at improving the student’s knowledge and provide a new learning experience.

22. Engestrom (2005)

Involvement in social media characterises the scope to which the end users share, discuss, allocate and exchange content with each other. It signifies that the social quotient between individuals is very vital.


Other studies show that many undergraduate students use Facebook on daily basis. It is observed that the reason as to why Facebook is popular among students because it is an easy way to reach out to students


Some preceding eons have witnessed a swollen increase in the number of prospects for the youth in which they can create and uphold interactions in the plethora of online communities. One of which is SNSs (Social Networking Sites) have speedily multiplied its eminence as a place for rapport building. There are various sites which are prominently courting sites where the sole purpose is to assist the individuals help discover a companion for self. Then there are online communities which bring people sharing same kind of activity or passion under one roof. And the other sites which are of utmost importance to make pals in the internet world thriving under the main motto of bringing more and more traffic to their sites so that the users are inspired to form and uphold a web of pals. As the studies show that the numbers of users in such sites are expanding in a huge way and more and more youngsters are connecting to each other through the same these online communities apparently perform a vital part in a youth’s lifespan. These arrangement of these online community for friendship are generally open or to some extent partly open. Usually all the individuals are allowed to be a part of these communities but few of them have participation
which is usually through an invite from a prevailing associate. These social networking sites allow individuals to make the portfolio or personal account wherein they share their details like pictures, posts, videos, thoughts etc. with others in their friend list. The individuals in the individual’s known or friend list can share, comment, like etc. on his/her personal account or portfolio. These social networking sites have turned out to be massively prevalent amid the youngsters but still more studies needs to be done in order to understand the advantages and the concern of the usage of these online communities. These Studies would turn out to be very noteworthy as these online communities where people can form friend circle impart itself for its exploration on societal significance on communication via internet.


The theory of self-affirmation is applied to the social networking site like Facebook. Facebook functions by linking the members with their networks like their patrons, allies, clan and other known associates. The community members of Facebook make their comprehensive profiles in which they unfold all their accomplishments, fascinations and ethics and looking into all these aspects they communicate their alliances with other members in the Facebook community. The interaction between two users is openly viewed which is recorded and kept in the user’s profile. Keeping in mind of this particular aspect of Facebook which expresses the main facets of any individual and moreover they are so much engrossed in a web of near and private acquaintances it is very much believable that the profiles created in Facebook institutes a location where the users keep on sinking towards this in a comatose way to hoist their narcissism. The internet is the most advanced technology which has helped in new discoveries. It’s the easiest way to communicate with your relatives who stay miles away. This is the main reason why these sites like Facebook, Myspace and twitter have gained tremendous popularity over these decades


Instagram sets apart different from other Social Networking Sites because one can put the Stories on it. Previously, Twitter was considered as the platform for the common lay man to interact with their Favorite Celeb. But Instagram, just because of this story feature has put
Twitter way to back. Today, every single person is waiting to know what is happening in celeb’s life, where are they? Girls are just going crazy over the Fashion Bloggers. Every girl eagerly waits for story update from these Fashion Icons. All these updates develop a Para Social Attachment between the celeb and its follower. These followers actually idolize them and follow them in real life too. Thus developing their minds


There has been always a point of discussion on the ways of Gen Y or millennials usage of social media platform, specially pertaining to its frequency. There are two facades of the habit of the usage of social media one of them being the depth and the passion with which it’s been used but it does not signify the actions done by the users on this platform which means the categories which they are using would not be taken into consideration here. Some of the researches give an indication that millennials are vigorously involved in various social media activities which leads to the formation of the content, generating and pulverizing of the same (meaning that they take content from various sources and merge into one before posting the same in the social media), they find more solace and try to be more interactive in those platforms where their participation is maximum and provide them solace. It helps them to be associated and do varied task with the help of technical knowhow.

28. Ellison et al. (2007)

Another facet which has been observed in the youngsters is that since they are too much engrossed in social networking sites they form relations and friendship. They tend to divulge the information related to them or their personal life. The need for popularity is considered to be one of the main reason for individuals disclosing their information on Facebook. As per the research conducted it was found that the college going students accessed Facebook to sustain and strengthen existing offline friendship instead of forming new connections. The Students were happy using this platform to put more efforts in their ongoing friendship which is in the real world. They did not want to make friendship in this virtual world as they were not very confident about it. The usage of Facebook gave them the perception of more social gains like bridging, bonding and maintain their social gains. They believed that if they strengthen their present friendship of the actual life then it would prove
beneficial for them. Their connect will be stronger than ever which may real a lot of benefits to them


The tactic of gaining access to sensitive and personal information of legitimate social networking site users through illegal means is called social engineering. When describes ‘social engineering’ put forwards that the maximum time normal way of social engineering is through the use of telephones or web though sometimes social engineers may also rely on face to face communication with the victims as a technique to gain hold of personal information. Most of the time victims fall prey to these tactics due to the common usual social propensity to believe someone rather than stringently succeeding safekeeping strategies


Teens are the most enthusiastic internet and the users of social networking sites in the country of United States of America. According to statics the survey shows 80% of teens have their profile on various Social networking site and of age 30 years and above have only 64%. So the highest use is found in teens. Also on an average age group from 11-18, out of their computer use of one and half hour they use 27 minutes on Social networking site. This show their one-fourth usage of computer usage. Also factor of gender differences is created in how social networking sites used and that have shifted over time. Sometimes it happens so that the information provided by teens are not true. These results were studied from Pew survey, they are bluff both with their age, birthdate and sometimes with their name too. This false information when surveyed was found that 56% of American teens have done this, from which boys had done this more. Another case studied in Dutch found that even there is bluff information with gender and this was happening because boys wanted to show their muscularity and girls on the other side wanted to show their sweetness, funny, fun, etc from low to high esteem


Facebook users, who are called each other’s friends can talk to each other, send messages and transfer information either by writing on each other’s wall or by chat.
Moreover, people working towards similar goals or having interests in similar stuff can join groups or create groups of their own, this leads to a lot of social interaction and helps the students a lot.


It states that social networking is the hottest trend in the world of internet that every other teenager is crazy and obsessed about. This indiscriminate use of online sites also give rise to major concerns which include disclosure of personal information to strangers, risky online sexual behaviour, posting cyber threats etc. Mostly these concerns revolve around young girls and women who most often fall prey to online sexual predators on these sites. However it is also found that many teen users spend little time interacting online with strangers while most often these sites are used to get involved with contacts and folks in their own communal. According to a study conducted by Bharkav & Sheeba in the year (2009) in ‘safety issues in Orkut for girls’ they established the fact that maximum number of the female Orkut users who were affected by cybercrimes did not take the necessary precautionary and safety measures to stay safe until they were affected.

33. Yellowlees and Marks (2007)

At times there is some psychological influence which makes a person susceptible to be more reliant on the web content. The compulsive feelings then keep on following whatever is presented in the online material and then they feel that Internet is always there for their rescue which in the long run increases the problematical behaviour.

34. Boyd and Ellison (2008)

Generally when we talk about the term social media, it is very broadly defined like any web based facility in which the individuals who are using the same can create, view content and share the same with other users as well. But if we go to the underpinning we will know that social media existed long before right from the advent of Generation Y i.e. from 1981, but the acceptability came only after the year 2003.

35. Cabral (2008)
Facebook has now become the marvel of this biosphere, its founder Mark Zuckerberg says that the users of Facebook has already exceeded one hundred and seventy five million individuals. Hypothetically if Facebook was to be considered a country then it would have been 6th most inhabited place in the sphere. Individuals join Facebook and have multiple realms of relations. The one attribute of social media platform which has worked in favour of Facebook is that individuals are attached to each other here without any precincts. Social media platform acts a pro forma for each individual user which they personalise as per their needs. This platform is widely used to sustain contacts and connections with them. The usage of social platform like Facebook is not only limited to desktops it has increased manifold because individuals are now using it through their mobile phones, tablets and laptops as well making it as a daily chore. This fame of such social media platforms is increasing in a humongous way as it alters the reality of the actual world in which one lives in. The millennials of the Gen Y is said to be the ones which are using this platform to the maximum extent. This millennial generation is also known as the Internet Gen as they are the ones who are well aware how influential social media can be. Mechanically and unknowingly this Gen Y has become hooked to such social media platform. The other reason behind this addiction is the peer and social burden/ pressure as everyone is becoming advent with the technology. Their way of interacting and making connections and friendship is very dissimilar which the earlier cohort had

36. Heine et al. (2008)

The information which individuals share about themselves in the social networking sites generally makes them aware of their own boundaries and challenges which in turn demoralises them. On the other hand the individual can reveal very less information which is constructive and it can help to boost their morale.


The communication through mobile phones was not easy earlier but much of the dynamics is now changed because of the new entry of the pre-paid concept which has made
the adoption of it quite reasonable. Nonetheless, the kinds and passion with which one may use the social networking sites will be definitely afflicted by the earnings of the individuals or that particular strata of the society. As for example in South Africa where the right to use the web and its services are very much available and very common amongst the inner-city youngsters it was noticed that around twenty three per cent of them do not possess a cell phone and they try to come out with innovative ways to use the same from others who own them (i.e. the mobile phones). This usage can be through a stake in the possession of mobile phone or for compensating the owner for every usage. Here, because of this peculiar way of using the mobile phone it also acts as an assembling place for public networking. This kind of conduct is not only observed in South Africa but has also been witnessed in other rising nations also.

38. Palfrey & Gasser (2008)

A very extensive clash on the portrayal of millennials or Gen Y begins with of the opinion that several of them were raised with a computer by their side, these individuals were the ones who grasped its usage and worked with it for many facets and phases of life specially dealing with communication amongst each other. These netizen meaning the citizens of net or the individuals who are very prominent in using internet are mostly learners or the ones who are comparatively a topical entry to the staff in any organisation are labelled to be as pro in technical knowhow and having the supreme striking erudition of any other cohort. They have a constant urge to be in touch with others and that is one of the furthermore imperative motive of Gen Y or millennials for the usage of social networking sites or social media platform.


Individuals join these social networking sites for many reasons. One of the reason is to connect with their family or friends who already are on these sites and are familiar with it. They try to communicate with them which is so easy through this social system.

A survey was conducted in the college campus at four locations. Observing how many students were using their cell phones and face to face interaction. The author noted the number of people who were messaging, were on call, playing on phone, having face to face interaction.

41. Christofides et al. (2009)

The new age generation want to use their social quotient as much as possible to form connects and relations for that they do reveal some information regarding self. Many times they disclose not realising the extent or the nature of personal information (which can be sensitive as well) in order to gain more social approval.

42. Gilbert & Karahalios (2009)

Talking about the social networking sites they given an equal treatment to all their users which means even if they are closed aids or a total unknown person where you have very less or maybe nothing common at all. If we come out of the virtual world and see in real sphere we will notice that all known and assistances fall under the same gamut which has been a theme for debate for the experts since a very long span of time may be eons. This study is a channel between what is taught and what is practiced in real life scenario. This study emphasises on a predictive model that records the data of social networking sites to link its forte. The measurable discoveries made in this study are supplemented with discussions that decipher the connections which generally could not be predicted. The conclusion drawn from the study exemplifies that in what way the modelling bond forte can help in terms of enhancement of the strategy component of social networking sites which may include the settings help to monitor the privacy, how to route the message etc.

43. Hawn 2009

Now a days these social media sites like twitter, different kind of blogs, wikis and other social networking sites there main focus is to increase the communication and collaboration amongst each other or rather across the globe. These kind media do not believe in the old school of thought where more importance was given to the face to face collaboration amongst each other like the most common observed way was to talk on the
phone with our knowns and loved ones. Now people have new way of communicating and that is through their posts, feeds and tweets. They have other way of personalised communication and that is through writing on each other’s Facebook wall

44. Hendrix et al. (2009).

Schools and colleges today use a variety of methods to impart information to their students, one of which is through the Internet. Online social networking sites play a huge role in transfer of information between institutions and students. Facebook is one such website which a great way of communication used by students. Numerous education institutes are now using Facebook for academicals use.

45. Lewis and West (2009)

Researches have indicated that there are so many detrimental effects of the Generation Y’s usage of social media one of it being their highly dependability on Internet leading to its addiction. Adolescents and College going students have reported that they continuously and impulsively keep on checking their profiles in the social networking sites for new updates.


The main and distinctive characteristic of the web or the Internet today is that it has become an affix or the must have in any culture or civilization, it has been noted that the 2/3 of the universe's inhabitants of the Internet are now a regular on the social media and different kinds of sites where blogging is done. The average time which was spent on these social media sites have seen a humongous growth which is around 3 times of the pace of the in general the total growth of the Internet.

47. Ophus & Abbitt, 2009

It was found out that most of the students were well acquainted with the idea of Facebook and many students already had Facebook accounts, even before the study was conducted. In all Facebook has proven to be a very useful and powerful tool for the students to get information in the easiest and convenient way.

The social networking sites may seem to have same kind of functions but they do represent different societal standards. When an analysis was done in order to compare different social networks like Facebook, LinkedIn etc. the result derived was that the standard set for the behaviour in Facebook was not very strict and was more open to public. The individuals using the same can leave signals for others so that they can set up their own standards. On the other hand LinkedIn was found to be stricter.

49. Pempek et al. (2009)

These social networking sites have some bad effects too. For example some young adults indulge in these and try and feel popular about having more number of “Facebook friends” which makes them look more loved and cared about

50. Sas, Dix, Hart, & Su, 2009

The information which the users provide on their profiles on social networking sites like Facebook ought to be constructive, as well as the information shared by the user’s friends’ and acquaintances is also seen in positive light. These sites also have editing options whereby any individual user can remove any offensive or obnoxious posts by their acquaintances. It is even observed that under such circumstances in some cases people end their relationships with their friends if they are not preferred. Unswerving with such kind of rational approach towards the friendship it has been indicated via the researches that the posts made by the acquaintances and companions on the user’s Facebook profile tend to be sincere, compassionate and corroborating.

51. Yan (2009)
As a result of some fresh occurrence it has been noticed that the extreme usage of Internet is because of the existence of some mechanisms. The correct usage of Internet is understood by only few youngsters and adults. The reason behind Internet turning to be addictive can be some communicative facilities or the Internet might help individuals to go away from their real world problems.

52. Berry et al. (2010)

Service enterprises, leaders, academicians and the community program creators have always shown their keenness towards the millennials usage of the social media platform since it touches the conduct of the folks in various realms which can have either constructive or adverse consequences for the consumers, the organisations and their staff as well as the culture as a whole. Millennials usage of social media platform touches the customers’ characteristics creation, the prospects concerning their amenity, creation of traditions, rendezvous with the products and enterprise, contributions in the creation of worth, the reliability towards the product, the activities conducted towards the procurement of the product and its worth in the life-span and the assessment of the enterprise. This in a way inspires the managerial choices about the customization of the services and its efficiency, like for example the allotment of means amid worker and mechanization. It has also very overpowering effect on the scheme and execution of collaborative amenities which includes location, trade etc. expertise and client rapport administration practices.


The learning area of Facebook has its own disadvantages and pitfalls like cyberbullying, identity theft, privacy issues, information authenticity and stalking. The other disadvantage of Facebook is that it might prove as a distraction from studies and students might indulge into activities other than studying.


The notion of social networking sites is the most sought out priority for many top notch business managers today, as well for the ones who drive the decisions in the businesses and even for the ones who are playing the role of a specialist, they always strive to discover
ways and traditions with the help of which the organisations are able to make beneficial utilization of apps like different kind of Wikis, Facebook app and can also make tweets through twitter. Nevertheless in spite of this kind of awareness still there is very inadequate perspective about the terminologies associated with social media. The author clarifies the terms and thoughts about the social networks and how far is it different from the web 2.0. Once this difference is clear a proper categorization of social media and other web related applications can be done based on their characteristics, traits and features like social networking sites, different kind of gaming sites and other blogging sites etc.

55. Larose et al. (2010)

As per the researches it has been indicated that Internet captures and creates a plethora of leisure activities such as communication with different people, games etc. but gradually it is better to differentiate between different online undertakings. Nevertheless, the researchers based on the studies conducted concluded Social networking sites as addictive, awkward and customary.


There is a study that there exists some differentiation between males and females for the usage of these SNSs. Facebook has accounts of women more than men whereas men are more interested in sites like linkedIn. These gender variability study is very significant.


Facebook, primarily a social networking site, has gained popularity worldwide not only in connecting people but also in providing educational information to students across the globe. It is observed that students choose Facebook, over the websites traditionally used by universities, as a medium of gaining information. There is a possibility that Facebook can be included by colleges as a medium of imparting knowledge to their students because Facebook has the ability to connect students to various other students and instructors and also information is easily available on it.
58. Myers and Sadaghiani (2010)

Millennials have always been type casted, there have been references which showed that they are very much self-absorbed, unenthusiastic, impertinent as well as treacherous backing the prevalent apprehension roughly as by what means the correspondence with these Gen Y people or better known as millennials will have impact on the society and the progress of their correspondence with other fellows of the society. The researchers have appraised the alleged features but along with that they have also reviewed the affirmative potentials which are as they are a good team players and they gel well in a team. They are inspired to take part and have an influence on the proceedings of their enterprise. They are always in support of having a clear, uncluttered and regular elucidation with their managers. The millennials are very effortlessly use the modern day technology for communication. The authors put emphasis that the upcoming studies must examine the part a mother and father plays in imparting morals, principles and inspiration in the direction of stepping-up. The principles affecting the leadership ambitions of millennials? And also its effect on their performance as leaders as well as their dissertation? The solution to these queries will be very much beneficial to appreciate and antedate the leadership performances of millennials

59. Quan-Haase, & Young, A. L. (2010)

One of the most important use of facebook is that it helps us to connect to many people at the same time. We can get information about a person living somewhere far away and maintain our relationship with our close ones. Social media connects us to people we have not seen in a long time

60. Ulusu, Y. (2010)

While Facebook can be highly advantageous when it comes to education and efficient transfer of information, maintaining relations with other students etc., it also has its own set of disadvantages. Spending a lot of time on Facebook has a harmful effect on studies as it leads to delaying of work, students then start choosing surfing on Facebook over studying. Also Facebook is very addicting which is a big loss for students in terms of time as well as money. There are many factors governing the time different people spend on Facebook. As people spend more time surfing, they start getting addicted to it. This happens because the
more time one spends online, he find more users to interact with and in turn ends up spending way more time on Facebook then intended.

61. Bergman et al., 2011)

The ethos of social networking sites is such that it is believed that it inspires or triggers a trait of narcissism from one member to other members in such networks. People in social networking sites will only post the photos or status which will satisfy their ego. They would even edit their photos before posting them so as a better self of their can be shown to the world. When individuals are more fixated on editing their own page rather than communicating and interacting with others. Many times it has been noticed that people are just watching their profile and are filled with self-praise rather than getting connected with other people which is actually the usage of these social networking sites.

62. Brosdahl and Carpenter’s, 2011

It becomes of immense important to understand that who all are included in the Gen Y or more appropriately called as millennials. The cohorts are catalogued by means of subsequent the year of birth for each generation which are as follows

- The Silent Generation born between 1925 -1945 (both year inclusive)
- The Baby Boomers born between 1946-1960
- Generation X born between 1961-1981
- Generation Y or the millennials who are born after 1981.

Although there is not a prevalent arrangement on the initial and finish years for the consideration of millennials yet the above one is mostly taken into consideration.

63. Caplan and High (2011)

Researchers have examined the association amid problematic web/ Internet usage and interpersonal functions. It was noted that the interaction which individuals get involved in social platforms i.e. the cybernetic world is totally different from the real face to face interaction. It even differs in relation of proposing anonymity, trying to create some additional time and editing voiced communications and managing ones impression.
64. Greenhow (2011)

An instantaneous precipitation of the study was done which focuses that using social media gears in education endorses an additional scholar focussed progress. These gears permit scholars to network and work together through respectively and mentors and “encourages subjective alternatives, customisation and scholar acquaintance”

65. Gonzales and Hancock (2011)

The social networking sites are planned in such a way that the users share their personal information in these places which can be about their likings and disliking, interests and the reflection of self through different post on their and others walls and update on their statutes.

66. Kalpidou et al. (2011)

It is usually observed that students in the initial days of joining generally the opening year spend maximum period on Facebook, this is because they are new and seek social interaction. Also, these students are reported to have fewer friends which leads to a low self-esteem. Spending a lot of time on Facebook often acts a distraction and disturbs their academic routine.

67. Kapidzic & Herring (2011)

Different types of profiles can be created which allows visual display connection. Besides that one can upload various types of links, videos, clippings and other personal information so that their followers could see and can draw their attention towards them. Some scientist have also updated their site by bringing out chat system in which people can chat with their friends, strangers etc. Also we can differentiate with the post of the profiles which are uploaded by teen boys and girl in context with the type i.e mostly girls would like to upload pictures in which she looks beautiful, pretty whereas boys on the other side would like they look cool or may some sexual picture. The research that has been described in this unit suggest us how important it is for the safety of teenagers, and how parents, scholars, policy makers should take interest in it. Besides that it also infers that in teenage life how important
it is to deliver knowledge of sex and gender and also care should be taken that they are not affected by this content available on internet. Because by seeing the online sexualized contents or porn their sexual attitude may get affected to a greater extent and there might arise a need of consulting a psychologist. At last research also conveys how social media affects growing body of scholarship, lifestyle, behaviour etc. and how summaries of their profiles establishes invites to public communication in ample the identical mode as offline personal-performances do, and that they be able to be deployed in likewise nonaggressive conducts – particularly, in social networking sites that embolden straightforwardness.

68. Kietzmann et al (2011)

Web 2.0’s fruition has given an immense supremacy to the online world from a stationary commercial material which used to be there in the earlier days now the online community has become very vibrant where the users keep on interacting with each other in different forums. Whenever discuss about the social networking sites there is a lot of social interactions through the backdrop of various broadcasting sites like blogging sites, social networking sites like Facebook, gaming sites, microblogging sites and video sites like YouTube few in the plethora of various sites. The researchers have emphasised majorly on constituting slabs of social networking sites in order to get a clear view that how the nature of customer is altering. Keeping this as an agenda the honeycomb model presented by the researchers proposes that individuality, occurrence, associations, discussions, assemblies and allocation are the crucial paradigm for understanding the social platform. This social media platform is carry on to be in the most common means of communication the organisations will keep on facing limitations like the evolving structures and features and their effect on people, society and organisations.

69. Livingstone et al. (2011)

The use of social media and especially social networking sites have been maligned because the prime factors i.e. the safety and privacy of youngsters and children are always at a risk and because of which they are exposed to cyber bullying, online body shaming and hate crimes as well.

70. Ma et al. (2011)
Time and again it has been a matter of argument that the behaviour shown while using Internet is found to be very alike the behaviour shown in the society or in the real world. So, it can be stated that individuals who demonstrate a positive behaviour in Internet is connected with an optimistic societal behaviour and the one who demonstrate a negative behaviour have pessimistic societal behaviour.

71. Puleston, J. (2011)

When discussing about social media and predominantly about the Bulletin board focus group which uses extra inventive variety of probing in various genre of surveys permits for studies which needs to be measured not merely the way of inquiring moreover also as the novice way of corresponding and exchanging ideas with the end users.

72. Sheldon et al. (2011)

It has been observed that social media may turn out to be a recluse for individuals in short run but in long run it may prove to worsen the prior complications of mentally unhealthy individuals. It is observed that initially individual may find solace in social networking site but later on it might turn into addiction which is not beneficial for anyone.

73. Young, Yue, and Ying (2011)

An individual’s addiction to Internet includes all the necessary ingredients towards addiction like mood swings, withdrawal symptoms, struggle and setback. The individuals who are addicted to the web they use it as a reason to go away from the worries and miseries of the real world and seek happiness in the virtual world. They experience joy and contentment with the continued usage of Internet and when they limit their usage they suffer with withdrawal symptoms. Moreover they also get involved in clashes because of their web activities. At last when the individual comes back to the web showing the symptoms of Internet addiction

74. Alavi et al. (2012)
In past years, cell phones play a vital role in the world of technology. The Generation Y, which was born between early 1980 and early 2000, are connected with everything via WORLD WIDE WEB. Whereas the older generation, used to go out of their house without any electronic device, making plans personally, face to face. In United States 90% of the people are addicted to phones out of which below 44 years of age 97% are addicted. The McMilan family living in Canada created a prohibition done on different kind of tools and technologies conceived subsequent to 1986, as that would teach the students how their older generation’s life was. The cell phone subscriptions in US have increased in millions in these recent years due to technology.

75. Gafni & Deri (2012)

Facebook is a platform for students where they can exchange files, information and get to know other students on campus but there are many detrimental effects it has on students which include less concentration on studies etc. The study conducted focuses on whether Facebook pages created by institutions are actually helping the students or are just wasting a student’s time. A questionnaire answered by students showed that these Facebook pages are in fact useful to only students in the first year who are looking for social interaction and learning sources but as a student reaches the second year these facebook pages become futile. Furthermore, a lot of such Facebook pages that were introduced by colleges were of no use to the students and often remained inactive.


There has been a tremendous cultural shift when we talk about the way of protesting. Things in twenty first century have seen quite a alteration. Since the social media has become famous and seen a huge upsurge. There can be a connection between this upswing of social media and the surfacing of novice ways of protesting. The protestors now use different social media sites such as Facebook and Twitter to showcase their agitation or difference of opinions. The author argues that this doesn't fall in sync with the representation of the virtual world separated from the real world. As an alternative, social media is used as fraction of a development of re-seizure of civic liberty, which engrosses the bringing together of diverse grouping in a roughly "engaged" spaces
77. Immordino-Yang et al (2012)

Generation Y’s excessive use and dependability on social media platform has many unpleasant affects. Though there are some positive aspects of social networking site but it has been noted that in millennial a lot of hostile incidents have been noted. It not only effects the user’s physical and emotional being but its psychological self as well. The dependency on technology has become very high for today’s generation right from communicating to each other, leisure and even for one’s emotional wellbeing because of which it has adverse effects on psychological and mental health. Excessive usage of social networking sites have given rise to many diseases which may affect an individual’s psyche.

78. Irwin et al (2012)

In today’s world where everything is available on the internet, Facebook has become a very powerful and useful tool for students. They can get information pertaining to their university courses. In this study, student’s thoughts viewing Facebook as a source from where they can get information about their course, was evaluated

79. Lui and Tsai (2012)

There are no second thoughts about the fact that there has been lot of enjoyment and benefits which one derives from social networking sites. However, there are certainly lots of setbacks which on has to face because of the social networks and the most prominent one is getting isolated socially. An individual’s wellbeing is associated with the overall gratification with life. Social networking sites take away the major attentiveness of people which may lead to them being socially isolated which has an adverse effect on their health and wellbeing.
80. Wirth, N. (2011)

There are a number of individuals who would say or think that social media is just a hype created while there would be many who would agree to that it is has the biggest focal point of the society at large in the current scenario. It is also quite evident that many of the individuals would also not have even a slightest of notion about the meaning of the term social media. However it can be stated that this social media has now become an inseparable element of our day to day life nowadays.


It has been noted that sites pertaining to social networking is converted into an inseparable fragment of the survival of today’s young generation. These sites have opened new ways of communication, sharing of information as well as enlarging one’s social circle by meeting and interacting with new people online. Along with the freedom that each online site offers to its users comes also the risks mainly in the form of online sexual predations of young women. These cybercrimes may forever leave a scar in the mind of the victims which may also prompt them to altogether elect to be out of these networks. This research focuses on how females are influenced by such online predations and how it impacts their social networking behaviour. (Halder 2006) Social networking sites have become the stage where people who share common interests and activities come together and form an online community, at the same time share information and ideas with each other and also express their thoughts and enlarge their social circle by meeting and befriending new people online. But unfortunately these sites have their own risks in the form of cybercrimes which have become dangerously prevalent these days. The Indian IT act2000 terms offences such as hacking, publishing obscene articles online etc. as punishable offences. According to Messagelabs Intelligence the common tactic of cyber criminals is to first create a fake account and then post malicious links to legitimate users using this account to create a phishing site from where they acquire the user’s crucial details such as username, passwords etc. using these details they gain access to the legitimate users account and then send messages containing spam to other contacts using this account. This study reveals that nowadays girls are being more cautious and careful on social networking sites in the wake of several cybercrimes committed on them. However the need of the hour is spreading
awareness among teenage girls and women about the dangers in the social networking world and how to keep themselves safe from cyber bullies. This can be achieved only by proper coordination between parents, teachers and the agencies which are responsible for the law enforcement. Cyber laws and cyber-crime cells should be more strengthened and scrutinized to help the cybercrime victims and also prevent more girls and young women from falling prey to them. Implementation of all these measures would ensure a safe environment for women in the world of social networking.

82. Selwyn, N. (2012)

Since quite some time the expansion of social media has become as it was never before, the knowledge and familiarity of Internet has seen the phase which was not the same before. The Web now is not static as it was before it has become very dynamic along with the changing scenario. Earlier when it was web 1.0 it was very static where the user would only be able to read and would even download the information or the content found over the Internet but now the scenario is not at all the same. Earlier there used to be a very small number of individuals who would be supplying the substance making it a one way delivery system where the counterpart did not have any role to play. Now in the current scenario the things have totally changed the end user himself have become contributor to the material. The entire social media is now being run by its general users which earlier was not the case at all. The usage of Internet has become very much collaborative now which is easily relatable by looking at the usage of normal way of communication which helps you to decipher and understand the different kind of social media apps. Social media helps you to not only contribute and collaborate but also helps to spur your intellectuality and creativity. The users found in this realm do various kind of activities such as online content creation, sharing, trending commenting, making friends etc. The way the web has become from a stating content providing platform to quite a hustle and bustle creating place it has definitely changed and now in current times it is very dynamic therefore it has been termed as web 2.0

83. Treem & Leonardi (2012)

Whenever some data is posted in an online platform specially the social media the greatest problem is posed because of its accessibility and perceptibility. It might happen that the material or the data which is posted in the social networking sites is not effortlessly within
the reach, but still with the help of Facebook it becomes very smooth and easy process to partake the same with your online community members. The major downside of this accessibility is that the data or info shared by any on the community members with others can be harmfully twisted eg. Photos of an individual shared by his/ her online community member which one finds offensive. The other drawback of the accessibility of the info is that any other online friend can check others’ information without their knowledge. The individuals using Facebook are not notified about their profile view by other users. Therefore others can easily sneak into any other individuals profile in their friend list

84. Zhu et al. (2012)

Most individuals who are very much involved in discussion with the community members in the web they have some kind of belief which urges them to even take perilous monetary judgements as they have a misconception that in case of any mishap the online community friends or associations are going to definitely extend them with some assistance even if in that community no body is known or totally unfamiliar to each other. Although there needs to be more researches done in order to understand that in millennials or Gen Y till what degree the usage of social media platform is surging the danger propensity particularly because to know the depth of such behaviour of these individuals is of utmost importance for the companies (for example; To understand the buying behaviour, testing of their brands or products) as well as for the ones who implement the policies ( To understand the corrupt/damaging/ prohibited behaviour)

85. Bolton et al. 2013

The way Millennials use the social networking sites has brought in a lot of alterations in the soooq, office and as well as the culture. Because of such kind of varied change other things such as commercial models, procedures and even the products are also undergoing a lot of variations and transformations. Still lot of queries regarding the effect of millennials usage of social media platform on different arenas like individual, workplace and culture are still to be handled and answered. The authors of this paper conclude by inspiring the service researchers to examine the probable facts which have been recognized in their research paper, as they are certain that the responses for the same will be very helpful for the users, the managers and municipal rule makers. Researchers also conclude that most individuals devour
the information provided in the social networking platform rather than adding to it. Considering the Millennial and their likings and usage of different kind of social media it can be said that they are the ones who have matured with the technical knowhow and they are very well versed with the kind of the environment is shifting from manual to more of digital world. These millennial or GenY are the ones who are considered to be the heavy users of such social networking sites. The studies clarify few of this kind of supposition made for them but still when we discuss this on a larger platform we still need to know more about them as in how these individuals operate social media and how in turn it influences them as well as the society we live in. It has been noted that most of these millennial use this kind of social media to collaborate, interact and communicate with their known ones rather than the obsolete or old school methods of communication. They are the inventors as well as the consumers for the same nothing like the older generation who would only want to know and surf rather than contributing to it.

86. Brian (2013)

   The addiction can be with a substance or behaviour or feeling. The drug addiction is same as technology addiction as the drug refers to a substance whereas technological refers to behaviour. When the media attention exceeds over a limit, that person is said to have technology addiction. The addiction of technology is found to be more in teens. The ability of adolescents for problem solving, trust, self-confidence is the main problem with teens. According to teens the shiny thing in their hands, cell phones tells their status. In an experiment held by Brian shows that teens cannot be without their cell phones even for 24 hours as they show signs of anxiety.

87. Gikas & Grant (2013)

   Portable calculating devices and the usage of different kind of social media has made it easy for the learners to have more contact and communication with the matter or content. Moreover the possibility of knowledge or learning can befall at any time and event irrespective of the locality. Scholastic writings emphases on a diversity of dwellings anyplace where the knowledge sharing occurs comprising the sharing in the work place and positioned in an exact setting. Educational excellence exchange happens when a student or a learner is
not just encompassed inside the concrete building but can also go for learning from online sources.


In general way the term social network always meant to meet people who reside in our locality or to catch up with your known group of connections. In this parameter it meant to meet people in order to have connections and make affiliations. Whereas when we talk about social networking in this virtual world it means that we hardly know about the location of the individuals with whom we are try to form connections. The previous studies done on such characteristics have found some kind of data whatever they are able to from the online information available but it has its own limitations because the information related to the locality would be quite limited. The researcher recommends a novel method for such SNS that will help to locate the exact place for almost all the users with the help of spatially proliferating the locales through the help of SNS. With the help of few experimentation the researchers exhibited the efficacy in various kind of social networking podiums with the usage of exact, precise as well as some ambiguous form of information to derive the conclusion in order to improve the show. The grades unbolt the likelihood of congregation of hefty number of locality interpreted statistics from social media stage

89. Kiss (2013)

At first there were no privacy setting used so whatever chat were there or even public profile were easily seen by public. Besides knowing this teens often upload may be for romantic interest or for their friends but not for their parents or teachers. So whenever they upload something bold as in consuming alcohol they always lead into misperception that they won’t know but since the profile is public they are revealed and their image is totally spoiled. Thus privacy settings plays a very crucial role from all aspects.

90. Mataconis (2013)

In the survey conducted majority of them used iPhones, two of them android and a single person didn’t practice the usage of a smart mobile phone. As soon as requested to the students they said that without their cell phones they feel stressed out, naked and
disconnected. Whereas some people say that it is good to be without a cell phone, as it feels stressed out. Many students agree to the behavioral changes they are going through due to addiction to technology which is affecting their psychological ability.

91. Toma & Hancock (2013)

Social networking site such as Facebook has special feature which permits its members to comment and like on their post and pictures apart from these they can even share the same (posts, pictures, videos etc.) This feature helps the users know that which all members in their list have seen, liked or commented on the information provided by them which can be in the form photos, news, posts, videos etc. Additionally, though these responses can be borne clandestinely but maximum of it is very much observable to other members as well. If the responses one gets in this social platform is affirmative for e.g. getting likes after an individual posts a photo of newly styled hair the probability of that individual having an encouraging response towards it would be higher.

92. Sponcil & Gitmu (2013)

This study was performed to assess the importance of social media in the life of college students. In this study the students had to answer questions based on the use of social media, their communication with others and self-concept. The results examined were clear that almost every student used at least one social website. On the basis of these studies we could find why these sites have become so popular.

93. Hertlein & Ancheta (2014)

The technical realm is fast mounting and bourgeoning the curiosity to craft new expertise which arbitrates and produces an emotion of empathy surrounded by personal association outside the categorical stated communiqué. The researchers are of the opinion that there are some rewards and shortcomings of this technical knowhow in association which deals with couples. In order to fulfil this the researchers piloted a repeated accessible- code examination for a previous prevailing statistics present. The verdicts which came out of it showed that the rewards because of this technical advancement in any companionship consists of its involvement in the improvement of relationship, the rapport building and
augmentation of the rapport. The shortcomings or the concerns because of the advancement in the technical knowhow is estrangement, absence of precision and compromised faith. In the study done by the researchers some partakers talked over the part of technical advancement in the violation of their relationship, this evidence helps in determining the way which the counsellors can use to treat the people who are in a companionship. Like for instance the counsellors can re-establish the relationship of the couples with the technical assistance like sending electronic communication to each other so that there are spells in which they can shape sensitive backing to each other. Likewise the companions can also assist each other in which they use the technical advancement for more communication with each other so that they can ease the angst while approaching a specific issue during their personal offline interfaces.

94. Jones (2014)

Cell phones play an indispensable protagonist in the domain of tools and technology. The insurrection of technology has drastically changed the lives of Americans. The author made field observations on the students behaviour observed in the college campus. It was found out that most of the students are addictive of cell phone, almost 64 percent of students were found using phone one way or the other. According to students the addiction of cell phones have a psychological effects on them. This imparts greatly to the addiction of the technology world. The youth knows their behavioral changes due to addiction of cell phones and some say that, at the time of generation Y kids the instant communication won’t be harmful by then. Some teen feel stressed out and relaxed without phones, without being disrupted by their thoughts while others need cell phone to be in instant contact with friends or relatives to reach out to them quickly.

95. Masur et al. (2014)

Facebook does enhance its boundaries and does it beautifully by providing its users a mobile app based podium where the users can devote their time to use it without any interruption as for its usage now they aren’t dependent on any desktop or laptop. During their leisure time they can expediently use it from any place and during any hour of the day, for this all they need is a mobile device with a Facebook app and Internet connectivity. Many researchers are of the idea that there are huge disadvantages of users getting continuous
approachability to such social networking sites which is leading to its addiction. Individuals are thriving for an endless necessity towards indulgence in such sites. These all needs are posing a big distraction in an individual’s work as well as his/ her offline relations.


The various facets of social networking sites does not only influence the associations but also gets influenced by it. Even when we know that technical knowhow plays a very pivotal role in these social networking sites but their main authority remains in the kind of influence they encompass on connections. The connections can range from a simple and casual affiliation to the one which encompass the work connections. These relationship are not only affected by the influence of social media but this (social media) in turn is influenced by the detrimental or advantageous development of these connections. Which will encompass the formation, maintenance and ending of such affiliations.

97. Fox and Moreland (2015)

Social Networking sites (SNS) have become an indispensable part of everyone’s life for maintaining their social associations. Whenever such names arise one of the most sought after SNS is Facebook. The main reason which is found to be for its popularity is possibility of affordances which a community member of Facebook gets. The main feature which sets a kick in the user is that it helps one to socialize with his/her offline groups and acquaintances as well as make new connections through it. These kind of SNS have special features like posting your information, photos as well as the sharing of the same. Sharing of others information like photos, videos also can be done in these sites. The individuals who are there in the users list of connections can like and comment on the photos, videos or any other information shared with them. Apart from this the other reason of people getting hooked on to Facebook is that it has mobile application which can be used by individuals carry a smart phone and internet connection. This ease of using it at your own convenience adds to the popularity of Facebook. The above cited are the few but very crucial reason which tells us the dedicated fan base which Facebook enjoys world widely.

98. Fox and Rooney 2015
The research indicate that males who epitomise self are the ones who will be consuming more time on social media as compared to them who are low in epitomising themselves. The earlier findings also suggest that people high on narcissism are the ones who were more found to be using their time on social media. The narcissist and self-epitomising individuals are found to be the ones who most often put their selfies on these social networking sites. Generally it would be find that these people who are self-obsessed as well as self-objectify themselves are the ones who tend to post their modified pictures on social networking sites. The study done by the researchers suggests indication for numerous open associations so far between the traits of their personalities and the usage of social networking sites and presentation of self. One of the inputs given through the research indicates that the self-objectifying feature is related with the time the male members devote to social networking sites. Even the preceding study had identified comparable connections with the young female who often use such social networking sites. Even male members’ self-obsession and self-love envisages the regularity with which they post their modified pictures in social networking sites. It is of absolute truth that these kind of narcissist individuals give a huge importance to their looks before choosing the picture they present in the social networking sites. It is very much conceivable that when these males devote some stint in modifying their pictures it activates or strengthens the spirit of narcissism as the individual is considering his personal appearance as an entity which can be swayd.


Smith and Sanderson used this as a platform for presenting themselves. Their method helps us to analyse the content of Instagram today. As both, the caption and the image were not leading to the same result, they analysed both of them together. All the content would be divided into 6 divisions such as benevolent, domestic focussed, behavioural qualities and comforts, assenter, devoted sportsperson, and one of the glitterati

100. Susan & Kapidzic 2015

This Unit deals with how teenagers use Social Networking Sites and how they present themselves. The use of Social Networking Sites is increasing day by day so they can
communicate with their friends, strangers etc. There was a research done in United States, which suggests how the use of social media has increased, how the construction has been done, how truth the person is and other angles of teens with respect to gender plus how online impression is created, and how the attention is been drawn by photographs they select for their profile. Also now social media sites have an access to allow the user who can view their profile and how truth the person is for revealing their information. On the other hand there are other dissimilarities found between male and female teen in their textual representation.

101. Tian & Yoo (2015)

Tian and Yoo analyzed the Para social Interactions with relation to the well-being veracity television programming, which was named as The Biggest Loser. They wanted to create a platform so that the audience can form a healthy bonding with the participants. The participation of the audience increases an interest towards that show. More the participation is, more is the time spent over that show.


Social Networking Sites enables its users to create a personal account and through it we can share information, personal thoughts, photos, videos with the people. These sites are widely spread from Facebook to Todays Snapchat. Facebook enables us to share pictures, thoughts, etc. with your Facebook Friends. Once a file is posted, it remains until we delete it. Where as In Snapchat, The Image automatically disappears after 24 hours. On this sites, interaction can either be Two Sided or one sided that is communication of the fan towards a celeb. Such one sided interaction is called Para Social Relationships. Para social interactions are basically virtual. It can be of a fan with his favourite celebs. It’s basically an imaginary relationship or friendship, or an illusion of face to face relationship. Donald and Richard in 1956 were the first one to introduce this novel notion of PSI. PSI have been generally between a fan with a newscasters or other personalities who come on Television regularly.

103. Ward (2016)

Earlier, the basic needs of The Human were Food, Cloth and Shelter, but in today’s world one more has added to it. That is nothing but Internet. Online Shopping, various Apps,
Social Networking Sites have all been possible because of Internet. Few Apps such as WhatsApp, Snapchat, and Instagram have made a massive impact on every Technocrat. Instagram is nowadays one of the most widely used app. In it, the user can share their photos with the people who follow them. Nowadays we can either put the images as stories or posts. Not only the common man, but Celebrities also take this as a platform to share the happenings of their life on this social networking site. The motive of this study is to see the Fan-Celeb Interactions and Para-social interactions of The Celebs. For the same purpose, 50 Instagram Posts of World’s Most Popular Celebrities viz Selena Gomez, Taylor Swift and Ariana Grande was analysed.