# Chapter II

# LITERATURE REVIEW

## 2.1 INTRODUCTION

This chapter reviews the articles and papers, which are relevant to the research. With lack of procurement of Ph.D. thesis on the related topic researcher referred few research papers as a part of literature study. The study revolves around students' perception of social networking sites. A social network is a collection of individuals linked together by a set of relations (Downes; 2005). Online social networking connects individuals whether they know each other or not. This virtual linkage enables individuals to have a high level of dialogues, collaborative learning, communication through texts, videos and audios and rapid exchange of knowledge (Siemens, 2006).

## 2.2 NOTES FROM LITERATURE

- *The Academic Usage of Social Networking Sites by the University Students of Tamil Nadu* by Subramani, R. (2019 tried to understand the social media comprehension for a better understanding of the factors that influence its usage. This study provided the perception and impact of social media. It also reflects the academic applications of social media by University students. A survey method was employed, and a structured questionnaire was used for data collection. In its conclusion, the author shared his findings and explained the reserved attitude towards the usage of social media for academic content. Students have very little exposure to the use of social media content into their academic life. He contributed that there is a need to educate the students on the potential use of social media avoid the fear and notion that Social media is just a fun element.

- *A Generic Assessment of Level of Involvement of Youngsters with Social Networking Sites* (Rautela and Singhal, 2017) explores and compiles studies related to SNSs and youngsters. It also includes various researches done in the past and keen interesting topics too. According to the author, the need of the hour is to design a specific program so that consumer and marketer can interact. This will help and will lead to better communication, collaboration and exchange of knowledge.

- Padmapriya (2016) in the *impact of using Social Networking Sites In Tirupur City* attempts to examine the attitude, importance and benefits of social

networking sites. It also highlights the issues faced by the user in social networking sites. The author gave many suggestions for different groups of society like students, teachers, and marketers and also suggested some general views for the same. Author comprehended both positive and negative views for the people.

The author here concluded by quoting how technology transformed the lives of many and enriched their learning and at the same time, hindered the privacy and data also. Also, the usage depends upon the user, the way one uses it. It can be an open platform for expressing oneself at the same time it can be violating someone's privacy and misusing the freedom too. However, the study insists on positively using networking sites and also to impose strict laws on the personal, social and cultural aspect of Social Networking Sites.

- In *Balancing social network sites usage among teenagers with parental involvement,* Minimol and Angelina, (2015) discuss the risk of online activities emerging issues among researchers. This study also observes the role of parental involvement in balancing Internet and SNSs. This study found that parental involvement exerts a significant effect on SNSs usage and academic motivation. Moreover, SNSs usage has a negative correlation with academic motivation. This study recommended parents intervention.

- *More information you ever wanted: Does Facebook bring out the Green-eyed Monster of Jealousy,* Muise, Christophides and Desmarais (2009) argue that Social networking Sites contributes to the factor of jealousy in relationships. They extend it by saying that how Facebook gives access to the information, which could not be known, and with that maintain the ambiguity of the user.

- In *Faculty at Facebook – Students' Perspective for Educational Scaffold*, Ajita Deshmukh (2019) investigates the usage of social media as an educational scaffold. This sequential explanatory mixed-method research explores the students' perception of the usability of the Facebook group as a scaffold to face - to – face Chemistry Education. The results in the study indicate positive student reaction for such a scaffold and point out the need for better utilisation in a learning situation.

- **The role of perceived Social Capital and flow experience in building users' continuance intention to social networking sites** by China, Chang, Y. P., &

Zhu, D. H. (2012) tests the role of perceived social capital and flow experience in driving users to continue using SNSs based on the expectation – confirmation model of information systems continuance. The results show that perceived bridging and bonding social capital have a different role in building users' satisfaction and continuous intention: perceived bridging social capital has a remarkable influence on users' satisfaction and intention; but perceived bonding social capital has none.

- The quantitative research, *Teacher-student Relationship and SNS-mediated Communication: Perceptions of both Role-players* (Forkosh, Hershkovitz, & Ang, 2015), is based on data collection of personal characteristics, attitudes towards Facebook, and perceptions of the teacher-student relationship. Findings suggest differences in characteristics of the two groups (willing to connect vs not willing to connect) within both populations (teachers and students).

  Also, the study shows that students who were willing to connect showed a greater degree of closeness with their teachers compared to those who were not willing to connect. This study may assist policymakers when setting up regulations regarding teacher-student communication via social networking sites.

- *In Impact of Social networking Sites on* Teenagers, Ghate (2016) points out the negative impacts of Social Networking Sites, especially interpersonal communication. She emphasises on other social networking sites affect concentration and focus to work. This also gives adverse acts communication, and also they are not able to impart their present-day reality.

- Exploring Academic use of online social networking sites (SNS) for language learning: Japanese student's perceptions and attitudes towards Facebook (Abrahim et al., 2017) indicates that how Facebook can be a useful English learning tool. Author's survey results indicate that Facebook gives a useful online platform for English learning and related online educational discussions. The author also suggests that this social networking site can be a meaningful and promising learning tool for, in fact, all educators for fostering quality in online education.

## 2.3 RESEARCH GAP

There are prevalent studies done across the world in the field of SNS and Social Media. These studies gave numerous ideas about how people perceive social media and social

networking sites. Although this study will pursue the work in Bhopal city where no such research found in the sample group Teenagers. Teenagers being the age group who get influenced easily and relatively rigid in their perceptions too, studying the relationship between the two will be challenging yet will be helpful in finding the educational implications for the same.

The way technology changing the world's scenario, the researcher has seen such studies done internationally, but there is a lack of such research in India, especially with teenagers and in Bhopal region. This study will be a promising prospect to fill this gap and can be carried forward to many other regions of India.