

PERCEPTION REGARDING SELF-REFLECTION ON FACEBOOK BY YOUNG FEMALES OF LAHORE

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ABSTRACT

The study in hand is designed to investigate how much SELF (Personality) is reflected and how it is perceived through shared content on Facebook. To know about the reflection and perception through Facebook use, a survey method has been opted. A sample of 200 students among the population of University of Punjab Lahore was selected using a stratified and convenient sampling technique, study adopts the quantitative research approach. It was hypothesized that people tend to use Facebook to build their ideal image among the virtual community and to gratify their pre-existing cognition. Furthermore, users of Facebook perceive their virtual friends' images according to their own perceptions. Looking glass theory of self paved the way for a better understanding of the topic. Results certify the hypothesis that most people use Facebook to build an ideal identity.

Keywords: Shared content, Virtual Personality, Self, Ideal Identity

INTRODUCTION

Online relationship building is entirely different from offline relationship development because in an Online relationship an individual does not have to be present there physically but in an offline relationship physical appearance of a person is compulsory. The concept of the need to belong and self-presentation apparently defines the basic nature of humans that every individual wants to be known Online and Offline to communicate with others for his/her self-gratification. Let's have a look at this when an individual is using a Facebook account, he is more curious to show his better self to the world informs of selfish, intellectual status, occupational status, and check-in status to show that what they are doing and what type of belongings they have

Constructing online personality development or ideal identity was first indicated by Computer-Mediated-Environments. Computer-Mediated-Environment was the first who introduced the concept of online personality or digital personality (Schau & Gilly, 2003). In CMEs, computer user persons created their private websites to construct their digital personality that communicates their identity beyond 3D competitions. The main difference between Computer-Mediated-Environments and Social networking sites is the ease of access. Social networking sites are enormously growing fields of the World Wide Web. The most visited social networking site Facebook with more than 500 million lively operators is flying high (Trusov, Bucklin, & Pauwels, 2009).

Significance of the Study

Peluchette and Karl (2010) describe that "Facebook allows it user an outline pattern for the purpose of diverse categories of individual data according to the interest of the user and the user have the

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freedom to express their views as per their choice. The concept of digital or ideal personality is the key term of this study which indicates that people are influenced to have a successful personality exposure by using Facebook which provides gratification to their egoistic attitude. Digital or virtual socialization has become the most reasonable tool of social communication which reflects personality traits through using Facebook features. Generally, people don't partake in real-life social activities, but they are active members of digital social networking. They are many reasons which lead real-life society into digital or virtual society.

Ideal and actual personality terms are the most important of this study. The focus of this research is to find out what makes people adopt ideal personalities on digital networking websites. What leads them towards ideal life from actual life? Generally, people attempt to partake in digital personality exposure which is a much easier way to be known. People can have the best personality image on Facebook by using Facebook features. So, this study will help the readers to judge their ideal virtual friends who are indeed strange people.

Rationale of the Study

The study of digital personality exposure through using especially Facebook and other social networking websites has some psychological reasons behind it that why people tend to show their virtual image by using different features of Facebook (Likes, Comments, Shares, and other recreational features). With the quick advancement in technology digital social networking has earned enormous popularity and it has become a more reliable way to communicate with the masses and to build the image of any personality, agenda, product, or company. Generally, by using Facebook with its different features people have become addicted to social networking sites and they tend to portray false images of their personalities, product, or idea. There are many features that offer you to post a written status, graphics uploading video uploading on your Facebook wall along with the option of Like, Comment, and Share. Not only have these features Facebook also provides you the option of recreational activities which involve Check-in status, Current mode situations, and Current activity logs.

Besides these features, Facebook also provides a platform for owning groups and pages which are designed to promote a more specific idea or personality. As an example, if somebody has a personal business Facebook allows him to make a Facebook page for his business and promote it among the masses as per his skills.

Objectives of the Study

- To examine the gratification level obtained by using these Facebook activities.
- To analyze the personality traits behind the profile picture status shown on Facebook.
- To assess the need to upload recreational activities through Facebook.
- To analyze the level of gratification by forming Facebook groups and pages.

REVIEW OF LITERATURE

In the demographic part of Facebook use Hargittai described that Facebook use may vary according to the gender of the user, race, ethnicity, belief, values, culture, and institutional background (Hargittai & Hsieh, 2010). Personality Characteristics linked with Facebook use, Ross and colleagues designed a questionnaire at university, and results show that user who is high in Facebook use has much extraversion as a social communicating tool but on the other hand those people are less likely to take part in real-life social activities. Those people who are high in Neuroticism are more likely to check their Facebook timeline or Facebook Wall whereas those who are less likely to use Facebook favor photographs (Ross, Orr, Sisc, Simmering, & Orr, 2009). According to this study "A literature review of research on Facebook uses "published in "The Open Communication Journal, 2012, Volume 6 researcher Ivan Di Capua has originated that people mostly use Facebook to cooperate with others. But opposite to the traditional way in which users have been used to spy on others' profiles, rather is encouraging exhibitionism day by day. While writing this paper researcher has studied hundreds of research paper regarding why people use Facebook and he identified eight main research themes to know the reason behind Facebook use which includes: effects on the users, friendship, Facebook and politics, the building of impression, concealment, use, self-expression and construal, social investment and the integration of social scopes. However, why people use Facebook is the most important research topic. He also identified the six different categories which consist of opening and

maintaining relationships, appreciation, behavior, willingness to transfer, learning about other people, knowledge, and social effect.

In the study “Explanation why young adults use Myspace and Facebook through uses and gratification theory” Mark.Artista, Qingwen Dong, and KennethD.day have found five major themes by using the focus group method to answer the questions that to what extent and why young adults use social networking sites mainly Myspace and Facebook to fulfill their needs and wants. Results show that young adults use social networking sites mainly Facebook as it is the leading social networking site because of efficient communication, suitable communication, interest in others, status and relationship preparation, and reinforcement of it.

Another study “Facebook Me: Self-confidence, Need to Belong and Internet Self-Efficacy as Analyst of Age band Approach toward Social Networking” by Harsha Gangadhara answers the question that what is the nature of the connection between Internet self-efficacy, necessity to fit, collective self-confidence and college student attitude towards social networking sites. By using the survey method, he has found that internet self-efficacy, need to fit and collective self-confidence all have a constructive approach towards social networking sites (Harsh Gangadharbatla, 2008)

According to Pavica Sheldon in the light of uses and gratification theory, people use Facebook to fulfill their needs that were fulfilled by traditional media earlier. Results show that interpersonal communication is the source of maintaining their relationships. Women use social networking sites Facebook, in particular, to pass time, get entertainment, and maintenance of existing relationships while on the other hand men use Facebook to meet new people or they have the intention to create new relationships (Pavica Sheldon, 2008)

According to the study “Mirror, Mirror on my Facebook Wall: Belongings of Experience to Facebook On Self-Esteem” by Amy L. Gonzales, M.A and Jeffrey T. Hancock, Ph.D. there were several hypotheses regarding checking the effects of Facebook use on user’s Self-confidence. Objective Self-Awareness (OSA) from social thinking and Hyper-personal Perfect from processor-arbitrated communication are used to claim that Facebook can reduce or improve your self-esteem. But outcomes exposed that in opposed to earlier work on Objective Self Esteem and showed that one who sees his own Facebook profile becomes more self-aware and it enhances his self-esteem (Amy L. Gonzales, M.A and Jeffrey T. Hancock, 2010).

This study “MySpace and Facebook: Applying the Uses and Gratification theory to exploring friend-networking sites” has shown that the Internet is a major source of communication, and it has changed the way people think. He tried to find out the reasons why people use these community interacting sites and what are the features of those typical users, and additionally what the uses are gratified by using these sites. Results indicate that most people especially students use these sites to meet new people and to locate older friends on Facebook. Finally, results show that users earn many gratifications like keeping in touch with friends, seeking information, getting fame through their profile, to explore updates (Raacke J, & Bonds-Raacke J, 2008).

The current study “Narcissism and social network web sites” tried to examine how the use of social networking sites mainly Facebook manifests narcissism. Self-absorbed nature self-reports were collected from the operators of web pages. Then those pages were coded for objective and subjective structures. Finally, strangers who reviewed the web pages valued the impression of the web page owner on narcissism. It showed that higher level of narcissism in the users of social networking sites where most content is relevant to self-promotion (Buffardi, I.E., & Campbell, K.W 2008).

This study “Personality reflection via Facebook” represents the information that we can know about any individual that is having a Facebook account by stalking his Facebook profile. These users post lots of information about themselves in the shape of status updates, profile update, and DP Updates which show their interest and cognition. For Example, An Extrovert user of Facebook is more likely to have a greater number of friends and he will frequently update his Facebook wall. On the other hand, Neurotic people use more harsh words than other types of personalities (Marie-Francine Moens, & Martine De Cock).

The phenomenon of the reasons behind sharing on Facebook has led many researchers to dig out the causes of why people share content on Facebook. This study is taken from the mainstream in sharing, social media, and social marketing. According to this study, there are four main reasons for sharing content: we like to brag, we like free stuff, we like moral support, and we like to connect. The

study “Examining students’ Intended Image on Facebook: “What were they thinking?” by Joy Peluchette and Katherine Karl has worked on the influence of Students on Facebook updates and posts by using a sampling method. The finding of this research paper indicates that students try to portray a specific image of themselves but most of the information they posted about them appears inappropriate. Those who portrayed a hardworking image are more likely to portray appropriate information whereas students who used to believe that they have posted images that have sexual appeals, wild or offensive are more likely to post inappropriate information (Peluchette & Karl, 2010).

The study “Face to (face) book: The two faces of community performance” by Ivcevic, Ambady N. deals with the three theoretical problems in personality psychology regarding online social networking sites: Awareness of people about their online behavior. Temporal Consistency of Facebook activities. Comparison of Online and offline social behavior. The observational method was used, and the findings of this study show that different significance across the period and people describe consciousness of their online performance. Some differences were found while doing a comparison between online and offline social behavior like an individual who has a better offline relationship is less likely to be involved in Facebook.

Theoretical Framework

Looking-Glass Self Theory presented by Cooley’s in 1902 was selected as theoretical support.

RESEARCH METHOD

The survey research method was used to determine the results of the current study. There are many previous types of research that were also done on related topics also used the survey research method (Gross & Aday 2003; Batool&Ishaq 2014; Liska et al., 1982; Gerbner et al., 1980; Ewoldsen et al., 2004). The questionnaire survey research method was used in this study, through which a written questionnaire was made and filled into different respondents. The questionnaire study investigation method was used in this study, through which a written questionnaire was made and filled out by 200 respondents from the students of university of the Punjab Lahore.

Sampling

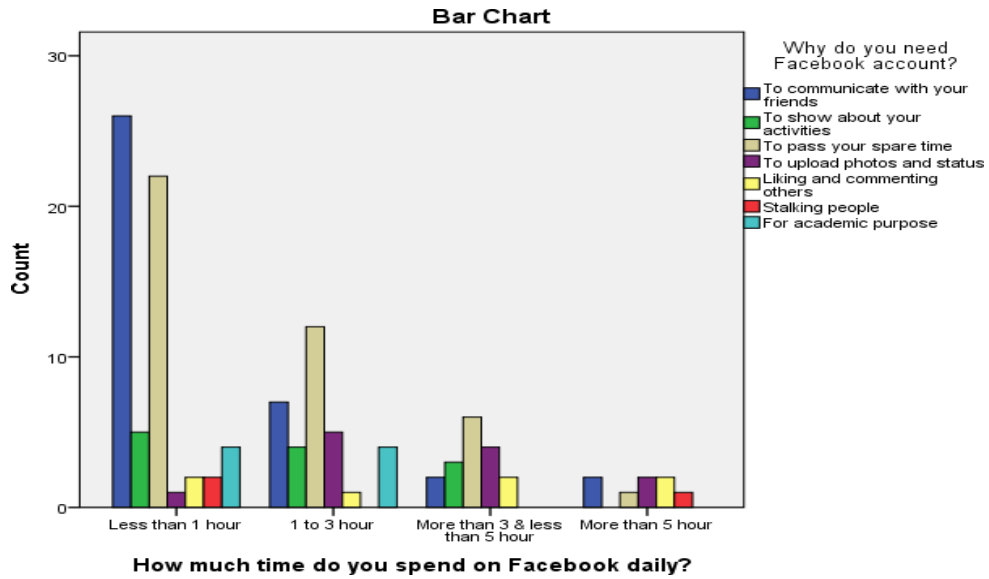
Stratified & Convenience sampling was used. There were 200 respondents selected from the whole population. This technique is utilized according to the need for study and the nature of the population. By using the stratified sampling technique population of the students at University of the Punjab Lahore is divided into two categories BS students and MS students. The convenience sampling technique is applied because the researcher finds it appropriate to deal with easily available students from both categories.

Hypotheses

H1: People perceive others’ personalities shown on Facebook using criteria through which they want to reflect their own selves.

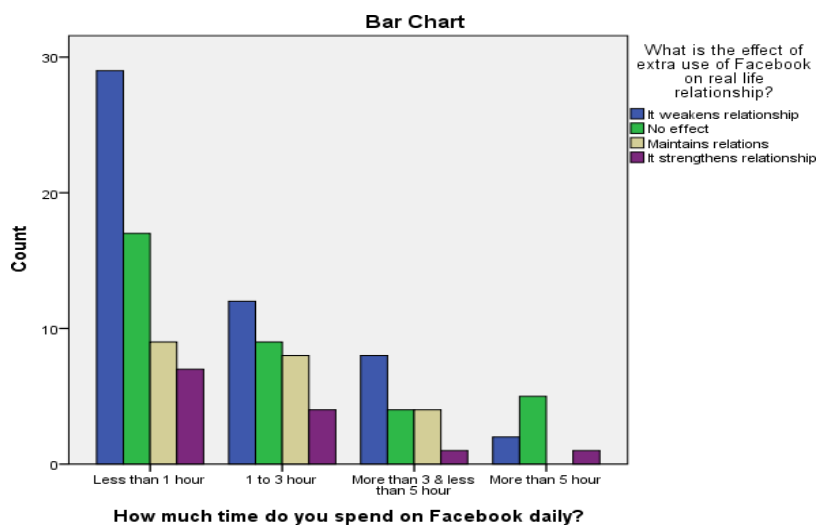
H2: Social networking or Facebook activities gratify the user’s needs at a high level which leads them to spend more time on Facebook.

Crosstab Analysis



To assess the crosstab comparison of how much time do you spend on Facebook daily? & Why do you need a Facebook account? Crosstab results of these questions show that there are 98 respondents who use Facebook for less than 1 hour daily 38 of those respondents use Facebook to communicate with their friends. 10 of 92 respondents who use Facebook less than 1 hour daily tend to show about their activities. 37 of them use Facebook to pass their spare time, 4 of them use Facebook to upload photos and statuses, 6 of those respondents tend to use Facebook for liking and commenting on others. 6 of them use Facebook for stalking people, and the rest of 4 uses Facebook for academic purpose. Those who use Facebook for 1 to 3 hours daily 33 in number. 7 of them replied they need a Facebook account to communicate with their friends, 4 of them said they need a Facebook account to show about their activities, and 12 of them who use Facebook for 1 to 3 hours daily tend to use Facebook to pass their spare time. 5 of them replied they need a Facebook account to pass their spare time, and 1 of them said he need a Facebook account to like and commenting others, and the rest 4 replied they need a Facebook account for academic purposes.

Respondents who use Facebook for more than 3 and less than 5 hours are 17. 2 of them said they need a Facebook account to communicate with their friends, 3 of them showed that they need a Facebook account to show about their activities, 6 of them said they need a Facebook account to pass their spare time, 4 of them replied they need a Facebook account to upload photos and status, 2 of them said they need a Facebook account to comment and like others. Those who use Facebook for more than 5 hours are 8 in number. 2 of them respond that they need a Facebook account to communicate with their friends, 1 of them replied he needed a Facebook account to pass his spare time, 2 of them replied they need a Facebook account to upload photos and status, 2 of them showed they need a Facebook account to like and commenting others and remaining 1 of them replied he needs Facebook account for stalking people.



To obtain the crosstab comparison of the questions how much time do you spend on Facebook daily? & What is the effect of extra use of Facebook on the real-life relationship 98 of 200 respondent uses less than 1 hour on Facebook daily, and 29 of 98 replied that Facebook weakens real-life relationships. 17 of them believed that there is no effect of Facebook on real-life relationships. 9 of them said Facebook maintains relationships and the rest of 7 replied Facebook strengthens real-life relationships. 38 of 200 respondents use Facebook for 1 to 3 hours daily. 12 of those 33 believed that Facebook weakens real-life relationships. And 9 of them say that there is no effect of Facebook on real-life relationships. 8 of the 33 respondents believed that Facebook maintains real-life relationships and the rest of 4 the 33 replied that Facebook strengthens real-life relationships. 17 of 200 respondents use Facebook for more than 3 and less than 5 hours daily. 8 of them replied that Facebook weakens real-life relationships. 4 of them say that there is no effect and the other 4 said Facebook maintains real-life relationships. The remaining 1 believed that Facebook strengthens real-life relationships.

There are 8 respondents among 200 who use Facebook more than 5 hours daily? 2 of them said that Facebook weakens real-life relationships, 5 of them believed that there is no effect of Facebook on real-life relationships, and the rest 1 replied that it strengthens real-life relationships.

ANALYSIS & DISCUSSION

To know about the perception and reflection of personality through Facebook use it is compulsory to check how much time individuals spend on Facebook and how much it affects their personality either positively or negatively. Consequences fetched from the first question reflect that most respondents among the population spend almost one hour on Facebook each day. Either they log in many times a day to Facebook, or they spend one specific hour. Facebook is used for different purposes, but the researcher's concern was to investigate personality reflection and perception through Facebook-shared content. Shared content is defined as all the uploaded content from the user whether it is in the form of liking, commenting, or sharing. As for as the need for Facebook usage is concerned results shows that most respondents use Facebook account to pass their spare time. Secondly, the findings of the study show that individuals use Facebook to communicate with their friends in various forms. These results cover the point of the Uses and Gratification theory that people tend to gratify their needs & desires by a pre-described attitude through a suitable medium. On the other hand, the Facebook user thinks other users also use Facebook for the same purpose for which he is using. This develops their perception that if they are using Facebook to communicate with their friends then all individuals use Facebook for the same reason. It is reliable for the hypothesis of the researcher's study that users of Facebook judge others' personalities using criteria of their own needs and gratification. People tend to build an ideal identity to show themselves. When the researcher asked for what reason did you like your friend's post? Most of the respondents replied they like their friend's posts to keep their friendship lively. Findings show that secondly, many respondents said they like their friend's posts because of the validity of the content. It helps individuals to develop and maintain their ideal identity on Facebook. It also fulfills the researcher's hypothesis of the study that People use Facebook

to build their specific identity.

When asked about getting positive comments and likes on user content, most respondents felt it was good and defined it as a normal one. Many of the respondents said it encourages their self-esteem and makes them more confident about personality exposure. It was pre-assumed that people tend to show their better-self and when they get a positive response on their picture or status it boosts their confidence. They think other Facebook users like their image and for this purpose, they upload such more content which portrays their better self, which gradually leads toward narcissism. The hypothesis of the researcher's study is fulfilled "Being liked and getting positive comments on one's DP strengthens the individual's narcissistic attitude". The first understanding of symbolic interactionism is that humans act towards things based on the meanings that things have for them. This concept is also covered in this finding of the question that when people get likes and comments, they meant they are accepted & appreciated in a virtual society. Then people adopt narcissistic behavior with the experience of getting positive responses and then they tend to portray their virtually socially accepted image.

The world has become a global village due to the rapidly growing technology of social networking sites on the internet. Now people can interact more easily than ever before. This fast-growing technology has made people less interactive, less confident, and at times of need less helpful in real communities around the world. It was assumed that Facebook has severe effects on human beings which isolate them from society, and they tend to live in single rooms interacting through social media websites mainly Facebook to show that they are active members of society. In order to know about the opinion of respondent's researcher asked, what is the effect of extra use of Facebook on real-life relationships? Findings show that most of the respondents replied it weakens real-life relationships and then some of them replied it has no effects. These findings are reliable for the researcher's hypothesis that Facebook has made people less interactive in real-life activities.

Facebook provides the option of uploading pictures, statuses, videos, files, and other recreational activities like traveling, check-in, eating, playing, etc. According to researcher observation, it was assumed that people tend to portray their false image. False images can be defined as only one side of their image because on Facebook and other social networking sites people know less about each other actual life. That's why people upload only the better side of their personalities and hide dark chapters about their image which leads them to make an ideal identity on Facebook. When the researcher asked about the responses of people among the population of LCWU from the sample of 200 students in the opinion-based question "I think, Facebook is a platform where I can portray my good image" then most of the people agreed with this statement which fulfills researcher's hypothesis that people use Facebook to build their specific identity.

There are certain reasons why individuals need a Facebook account and how much they spend time on Facebook daily. Variations were found in the findings regarding time spent and the need for a Facebook account. Most of the respondents replied they use Facebook for less than one hour daily and that their prior objective to use Facebook is to communicate with their friends some of those who spend less than one hour need a Facebook account to pass their spare time.

Some of the respondents answered they use a Facebook account for 1 to 3 hours daily, among them most of the people replied they need it because pass their spare time. And some of them replied they need it to communicate with their friends. These findings show that people most people use Facebook to communicate and pass their spare time with their friends which is reliable for the hypothesis that social networking or Facebook activities gratify the user's needs at a high level which leads them to spend more time on Facebook. It is also covered by the theory of uses & gratification which examines how individuals use mass media. It was laid down on the ground that individuals tend to select media and content to gratify their prior attitudes, needs, and wants.

Extra time spent on Facebook can be harmful to real-life activities. It was assumed that extra time spent on Facebook weakens real-life relationships. To know about the results, the researcher asked how much time you spend on Facebook daily & what are the effects of extra use of Facebook on real-life relationships. Crosstab results show that that individual which uses less than one hour replied that it weakens real-life relationships and some of them with low average replied it has no effects. And those who use Facebook for 1 to 3 hours daily also replied that it weakens real-life relationships and some of them here also replied with a low average that it has no effects. There is a

majority of respondents use less than one hour and claim that it weakens actual relationships. It shows that people use Facebook for less than one hour because they understand it can cause weakness in relationships which is appropriate for the researcher's hypothesis that Facebook has made people less interactive in real-life activities.

Most of the respondents think that Facebook has made them learn that everything that glitters is not gold and people upload selfishness to show their better selves. These findings show that bright pictures and status are not worthy. They are designed, edited impressions of people. In simple words, we can say that those images are false. People take hundreds of selfies & pictures and upload only which is the good ones from the gallery. It has become a trend nowadays that whatever people do they would like to upload it on Facebook. While traveling to some unique place, Check-in status, eating dinner in five-star resorts, and playing some games whatsoever. It was assumed that most people do this kind of activity to show their lifestyle. People want to show off that they are enjoying life, having fun, and much more. When the researcher got the crosstab results of this question with another opinion-based question I think people use Facebook groups and pages for personality promotion. Most of the respondents agreed and strongly agreed with this statement. A few respondents remained neutral. These findings show that people idealize their personalities and want to develop an ideal image in the virtual public. These findings are also reliable for the researcher's hypothesis of this study that Facebook groups and pages are formulated to promote more specific identities, ideas, or products. They want to show about their achievements, new car/smartphone, or laptop. They want to show off about luxurious elite-class lifestyle.

When the researcher asked about the liveliness of Facebook groups as compared to real-life friend groups, most of the respondents disagreed with this statement and few remained neutral in the category of those who use less than 1 hour of Facebook daily. And those who spend 1 to 3 hours daily on Facebook tend to agree and disagreed with the same percentage. These findings show that Facebook groups aren't much livelier than real-life friend groups are livelier.

CONCLUSION

On the basis of ground realities founded in this systematic & scientific research study, most Facebook users tend to use Facebook accounts to construct an ideal identity. The researcher tried to observe the socio-psychological mindset of respondents with special reference to new (digital) media to contribute to a study that why and how people want themselves to be known. Different tactics are utilized to dig out this phenomenon with the support of Looking glass theory of self, symbolic interactionism, and uses & gratification theory. However, by getting the findings and discussing these findings with some previous studies, this study concluded the following points Facebook has made people build narcissistic attitudes. People are more curious to portray their better image ignoring the dark sides of their personalities. They mostly put their eyes on the other content that what others are doing and what they need to do in the virtual community to make a unique identity. Construction of idealized images is being done every day by Facebook individuals which in turn makes them narcissistic or egoistic depending upon the comments and compliments of other Facebook users. Results also identify that Facebook users use parameters to judge other personalities which he has used for them. For example, if he had uploaded once a photo while having dinner with friends to show about his gathering and then one of his Facebook friends uploaded this type of photo at that time Facebook user will hypothesize that his Facebook friend is showing off.

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