



Exploring the Role of Social Media towards Employees Work Place Relation

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Abstract

The study titled as “Exploring the Role of Social Media towards Employees Work Place Relation”. Survey research method was selected to complete this study. The objectives i.e. to examine risks of social media at workplace. Through questionnaire as tool, survey was conducted. Tool of data collection was created on Likert scale format. The data regarding all faculty members in six faculties (as universe of study) under study was taken from respective registrar offices of the university. In this study through convenient sampling technique data was collected. For calculation of representative sample, Raosoft sampling calculator has been used. Total sample was found equal to 227 out of 552. When the researcher collected all the data from the given respondents then it was analyzed and run systematically by a computer program name SPSS (Statistical Package for Social Sciences). Hence, Majority i.e., (55.9) % respondents use WhatsApp. Overall, WhatsApp was the most used social networking site. Maximum respondents agreed that Social media diverts attention of employees from assigned tasks. Maximum respondents agreed that Social media is being used for making propaganda against other employees. Maximum respondents agreed that Social media is breach of confidentiality for employees.

Keywords: Social Media, risks, work, Place, role

1 Introduction

In recent times Social media has revolutionized the ways of interaction and communication among individuals. This has been equally supported by the ongoing development in information technology. Social media can be considered as having greater impact on modern era organizations because it is instrumental for employees’ out of box thinking. The most popular forms of social media are Twitter and Face book. They provide a platform to individuals to easily connect with friends, relatives, and co-workers.

It is evident from the research that employees who use social media are more productive in the workplace. Using Social media build the communication and shrink the amount of time of

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employees and management to contact each other. Research suggest that social media has positive consequences for organizational productivity through its positive effects on employees work place relation (Quish, 2010).

The new features of social media have become the source of competitive advantage. The organizations who do not comply with those changing and developed features cannot keep the motivational level of their employees up to the mark. The literature suggests that there are numerous studies in terms of impact of social media on organizational performance, employees' productivity and organizational communication. However, the role of social media in informing and shaping employees' work place relation has been overlooked. Therefore, this research study will try to explore the role social media in this regard (Cain, 2008).

It is usual practice that employees talk much about their workplace issues on social media, directly or indirectly, which consequently reflects their feelings and emotions about their overall workplace relation. As the social media are public platforms so many of the other colleagues may have access to what has been 'posted' there. The people are influence by the others' opinions, suggestions and reflections. Similarly, the feedback, responses can influence the relation behaviors. This is very much evident that social media is being used widely to reflect thoughts of individuals about the issues surrounding them. Likewise, it would be interesting to know that how does social media influence these thoughts and opinions (i.e. relation).

Research has shown that employees who utilize social media are nine percent more productive in the workplace. Sites such as Pintrest (a site where the user can "pin" the things he/she likes in a particular category to create a "board" to group them all together, for example, future wedding ideas) and Instagram (a site dedicated to taking pictures and allowing them to tell an entire story) allow members to instantly see the creative works of a friend and can help the user to brainstorm new ideas. These sites are a valuable resource that can really help spark new and exciting ideas for work. By allowing sites such as Facebook to be used in the workplace, employees will be able to connect with their coworkers who may have their offices in a different location. (Fahmy, 2009)

The ability to connect offices across the world, but have the means for employees to feel they actually know a bit more about with whom they are collaborating is a valuable asset, and one that can create a more dynamic work environment. In addition, researchers' credit social networking sites with giving workers needed brain breathers. When you take a couple of minutes to check up on the people and organizations you follow on Twitter, your mind gets a break from writing that tedious annual report. Additionally, it seems that people who are more social by nature and are connected to a variety of people through social networking sites are better people-persons in the workplace, which means they are skilled at interacting with others and solving problems (Winkler, 2009).

1.1 Statement of the Problem

With advancement of technology in modern era the concept of social media is considered as a strong pillar of any society. Social media is largely consists on social networking websites. These days' Social Networking Sites (SNSs) are part of each individual. Similarly employees talk much about their workplace issues on social media, directly or indirectly, which consequently reflects their feelings and emotions about their overall workplace relation.

Therefore, this study aims at exploring the “exploring the role of social media towards employees work place relation.”

1.2 Significance of Study

Present study will help to understand the role of social media towards employee’s work place relation. This research will help them to understand how employee’s attention is redirected on using social media. This research also will be of huge benefits of the field of collection and academic literary works as it will be on addition to current literary works, and will also add to available academic literatures on social media. The results of this research could be used by academic experts and therapists to recommend employee’s of colleges and universities at postgraduate level. Again, the results of this study would provide information that will help authorities of higher education to know what occurs from employee’s use of Social Networking Site (SNSs). Present study will help new researchers with more knowledge about the Influence of social media on workplace.

1.3 Research Objectives

- To examine risks of social media in workplace.
- To examine role of social media in quality of work.

1.4 Hypothesis

H0: Social media has direct risks for employees in workplace.

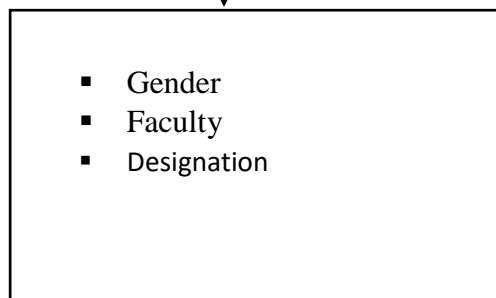
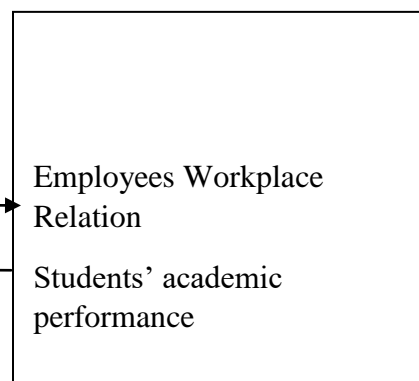
H1: Social media has no direct risks for employees in workplace.

Conceptual Framework

Independent Variable



Dependent Variable



2 Literature review

Social Media

Enhancements in technology and innovations have always been seen as muscle transformative power but appearance of Social media (SNSs) is amazing that has surprised almost all areas of human life. Right from the ways of interaction and management of large systems, we are employing solutions offered by World Wide Web. But it has always been under conversation whether ignoring of social networking is prominent over the solutions offered. Special concentrate has been given to adolescents who are using this technological innovation and most of them are learners (Pempek, 2009).

According to Shah (2001) signs of social principles are certainly linked to useful use of SNSs whereas these sites are very much impacted adversely by enjoyment utilization. Performance of learners can be improved by using technological innovation for informative reasons. The positive use of technological innovation encourages the efficiency of instructors and this improved outcome gradually results in build a powerful social investment (Boogart and John, 2006). Man is a social animal. He always desires to communicate and survive in community. Personality of man is directly or ultimately shown from the community in which he endures. To become an active individual in community one needs to have effective entertaining skills from all aspects. Interactions have developed since ages as progress and development goes together.

In Twenty first century the communication is quicker, better and effective and honor goes mainly to technological innovation. On the other hand internet has extremely changed the human methods. Socializing is a significant aspect of our daily life. All users of internet say one of their primary reasons for browsing on the internet is to share with others. Interacting with others through internet has become an increasingly important part of lifestyle of college students. The standard tools that accomplish socialization online are Social media(SNSs) and messages. Social mediaare the example of techno-oriented interaction. Facebook or Myspace, Fraudster, Twitter, Glass, Yahoo Courier, and Skype are examples of online social networking. Through these websites individuals come in contact of their community members to seek partners, search to keep things interesting and take part in all areas of their own interest.

Social networking is one of the most significant elements of our lifestyle which cannot be ignored. A large number of individuals use internet for the tutorial purpose but unfortunately there is a huge community which includes majority of adolescents and youngsters who use SNSs for only social entertainment (Boyd, 2007). The trend of online community is not ambiguous, it is a web based skill through which the individuals build their information identification and create very subjective interaction and friends among themselves and connect with them at a location (Trusov, Bucklin &Pauwels, 2009).

Social Media Used by Employees at Work

As more new and existing employees join social media networks, it is apparent that, in general, organizations are still adjusting to and evaluating what they perceive to be the positive and negative aspects of social media. Some industries are further along in their understanding of the place of social media at work. For example, in the construction trades, there are concerns for safety (Orlando, n.d.). During a personal interview with a local union pipe fitter, he explained

that the union has already taken a stance against social media use during work hours because it introduces variables that put workers' safety in jeopardy.

He also stated that this new policy is an extension of the policy they have for cell phones on the job site. Other industries are encountering different issues with social media use and have implemented policies that affect employee morale, rather than safety. KPMG international found that companies have become more open to the idea of allowing social media at the office and that there are greater costs to the organization for not adapting (KPMG Study: Emerging Markets Lead Social Media Adoption, n.d.).

For example, a study found that employees are much happier with their employers when social media usage is allowed at work (KPMG Study: Emerging Markets Lead Social Media Adoption, n.d.). Approximately 63% of employees stated they were happy with their jobs at companies with open policies about social media use, compared to, only 41% at firms that blocked their access (KPMG Study: Emerging Markets Lead Social Media Adoption, n.d.). Social media can also help to establish strong bonds among workers by providing them the ability to better understand those with whom they are working. Following co-workers or even one's boss on social media will ultimately provide valuable insight into their personal lives, and will enhance the ability to make connections with them on a social level.

This social connection could then help improve the working relationship. The improvement could include gaining a better understanding of what motivates the people around them, as well as allowing them to share what motivates them (Griffin, 2011). Having a better understanding of other employees is also important to create a comfortable social environment at the workplace. Employees need to feel that the office can also be a social and fun environment (Quish, 2010). The global engagement study company, TNS Employee Insights, conducted a study whose results indicated that relationships with co-workers are an essential element to the kind of productivity-driving engagement smart companies aim to achieve (Quish, 2010).

TNS's studies (numbering in the millions of employee surveys per year) have shown that in the hierarchy of employee needs, collaboration and other relationship measures rank just after the basics of job satisfaction and relationship with manager/boss (Quish, 2010). Social media can also create new and unique opportunities in the workplace. The theory that supports this phenomenon is called reverse mentoring, which was brought to General Electric by former CEO Jack Welch.

Types of Social Networking Sites

Social Networking Sites (SNSs) have brought a revolution in the world wide. Millions of people use these sites to interact and communicate at the same time. There are many types of SNSs which are being used by people. Some social networking sites are very common among the people as Facebook, Twitter, YouTube, My space and Blogs etc.

Facebook

Facebook was created by Mark Zuckerberg in February 2004 and was named as Harvard only on the internet SNSs but after started out its website to the common social in 2006 (Sheldon, et al., 2008). In Dec 2006, Facebook or Myspace had 12 hundred thousand customers, and by Dec. 2009, the effective customers improved up to 350 hundred thousand (Facebook,

2009). Facebook is an internet based index which connects people and provides an online resource to communicate with other peoples. Facebook is for those people who want an online source for finding information about people of their society and for those who want to share information with the rest of their community. On Facebook once you have to register than you can browse through people's profile and can create your own profile. Many groups and pages are liked to get information in which you are interested.

Mark Zuckerberg in February 2004, first time introduced Facebook (then called The Facebook) at Harvard University (Mark off, 2007). Within one month after the creation of the Facebook, half of the Harvard university student's population had created their profiles at Facebook. Facebook rapidly extended the list of accepted networks, permitted it to reach a wider series of users. In 2005, Facebook acceptable right of entry crossed 800 educational institutions in which the students got access to Facebook for social interaction (Arrington, 2005). In 2006, Facebook continuously expand and the last key network development occurred in 2006, which permitted access to users to overage of thirteen having an applicable e-mail address Benage, C.E. (2011).

Twitter

Twitter can be defined as micro-blogging instrument where users receive and send very brief content. This brief text also called tweets. Or, in other terms, it is a way to share feelings and ideas in 140 characters or fewer. The tweet, or text used in Twitter, is restricted to 140 characters. This creates a magnificent practice of being concise and to the point with the message you would like to convey (Korgan, 2001). According to study of Kleinberg (2008) Twitter is a very small writing a blog support service and has more than 41 hundred thousand users in six years. It was started in July, 2009. And it has developed with recognition of new events. On the whole, the users of twitter follow others or are being followed by others. Dissimilar to other social networks sites, it does not require to be shared.

In Twitter posts, as a fan consumer can get all the information known as tweet from those the consumer follows. Term RT is short for retweet, '@' followed by a person recognize deal with of the consumer, and '#' followed by a thing signify a hash tag. Brief and well described markup conditions distributed to a very short concept, 140 personalities restrict per concept. So anyone can study and follow other people's tweets. Retweet method allows customers to increase and discuss information of their interest beyond the access of new tweet's supporters. Several research analyze Twitter posts from different factors, moreover to the topological distinctiveness of Twitter posts, twitter update is regarded as social receptors of the social activities (Huberman, 2008).

You Tube

You Tube was introduced in 2005, it is a mean for people to share video clips online. You Tube was totally a new way of communication in which people post videos on the web page. You Tube helps people to get latest information and video clips about the latest events to keep them aware. A large number of young adults consume their lot of time on You Tube to find and watch videos in which they are interested. You Tube often taking their time away from broadcast or television. People upload every type of video clips on You Tube. The number of video clips available on You Tube is increasing amazingly. At the start of 2010 these numbers were approaching to almost 100 million, with approximately 150,000 new clips uploaded daily.

At this time YouTube has become third most frequented web page in the globe (Alexa, 2011). It was noted within few weeks after its creation, 100 million videos were being played per day (comScore, 2006). In October 2008, YouTube achieved 100 million Americans per day, predicted to be over sixty-six per cent of the web users in United States (comScore, 2008). YouTube users have developed a group of people in which technology has enabled new kinds of creativity. So we can say that YouTube is most advanced technological innovation that challenged the way we identify music, artist and viewers, Thibeault (2009). This phenomenon has been emerged in our society.

This new technology has brought a great change in world of digital media and provides new players, new financial standards and much more information and entertainments. Technology always plays a vital role in the way individual create, use, and spread art, graphics, and progress. Innovations in technology have changed the art forms and enabled the mass creation & utilization of art-work. Benjamin having the view that pure artwork is unique and pure but latest technology like YouTube has changed its originality. Since digital revelation in technology it has been very easy for the people to watch art work on the television or on internet. According to study of Jenkins (2006) YouTube has made it accessible for people in digital technology, whatever they see or listen to, the way media is created and absorbed a number of new styles are recognized by their art as well as from the technological innovation which is used to make or show it.

My Space

MySpace service facilitates millions of users to converse with friends in all over the world. MySpace is online social media support on which customers create their account Webpages, which includes lists of preferred artists, preferred books and movies, pictures of themselves and their buddies, and many links to WebPages within and outside the MySpace environment. The support also allows customers to send and receive private messages (the functional equivalent of emails) with other customers of My Area.

MySpace users have very much control over their accounts, both with regarding to the identity information they have provided, and in their facility to keep or delete the information stored in their profiles. Finally, the MySpace is a social networking site that has large support pages that may help in law implementation if it is required to determine the information sought is socially available. We can find the MySpace help pages through a web link at the top right side area of the MySpace homepage. With respect to online SNSs there has been some research interest but in most studies it has been performed on a compact sized range.

3 Methodology

It was descriptive research; by using questionnaire as tool; exploring the role of social media towards employee's work place relation was examined. The population of study was University of Sargodha, by using method of convenient sampling data was collected from respondents. Data was analyzed by using (SPSS) software. Survey research method was used in this study, sample size was 227 employees from university of Sargodha. In this study researcher used raosoftcalculator for sampling distribution; by using proportional allocation technique required sample was selected.

3.1 Target Population

The data regarding all faculty members in six faculties under study was taken from respective registrar offices of the university. Total population under study is given in table

Sr. No	Faculties	Members
1	Faculty of Engineering	32
2	Faculty of Pharmacy	34
3	Faculty of Arts and Humanity	93
4	Faculty of Medical and Health Science	133
5	Faculty of Science	144
6	Faculty of Social Science	116
	Total	552

Source: University's Registrar Office

3.2 Sampling Technique

In this study through convenient sampling technique data was collected. For calculation of representative sample, Raosoft sampling calculator has been used. Total sample was found equal to 227.

Proportional Distribution of Sample among faculty members under study.

Proportional allocation method was used to obtain Sample for each faculty.

$$n_i = \frac{N_h}{N} \times n$$

Where

n_i = Sample distributed in particular university.

N_h = Number of faculty members in particular faculties.

N = Total number of faculty members in all faculties.

n = Total sample selected

Proportional Distribution of Sample in Faculty of Engineering

$$n_i = 32/552 * 227$$

$$n_i = 13$$

Proportional Distribution of Sample in Faculty of Pharmacy

$$n_i = 34/552 * 227$$

$$n_i = 14$$

Proportional Distribution of Sample in Faculty of Arts and Humanity

$$n_i = 93/552 * 227$$

$$n_i = 38$$

Proportional Distribution of Sample in Faculty of Medical and Health Science

$$n_i = 133/552 * 227$$

$$n_i = 55$$

Proportional Distribution of Sample in Faculty of Science

$$n_i = 144/552*227$$

$$n_i = 59$$

Proportional Distribution of Sample in Faculty of Social Science

$$n_i = 116/552*227$$

$$n_i = 48$$

Thus faculty wise distribution of sample is given in table.

4 Results

Table 1
Faculty Wise Distribution

Sr.	Faculties	Sample selected
1	Faculty of Engineering and Technology	13
2	Faculty of Pharmacy	14
3	Faculty of Arts and Humanity	38
4	Faculty of Medical and Health Science	55
5	Faculty of Science	59
6	Faculty of Social Science	48
	Total	227

Source: Researcher’s own calculation

Table 2
Social Media as a Risk at Workplace

Category	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
Using social media during office hours damages reputation of an employee.	1.3%	53.7%	5.7%	35.2%	4.0%
Using social media during office hours have negative effect on quality of work.	2.6%	54.6%	5.3%	32.2%	5.3%
Social media is wastage of time for employees.	1.3%	47.6%	17.8%	28.0%	5.3%
Social media diverts attention of employees from assigned tasks.	1.3%	49.3%	11.9%	33.5%	4.0%

Social media is being used for making propaganda against other employees.	2.6%	41.4%	13.2%	36.1%	6.6%
Social media is breach of confidentiality for employees.	0.0%	32.6%	16.7%	42.7%	7.9%
Social media is costly for employees.	0.0%	45.8%	14.1%	33.5%	6.6%
Bad reviews about organization can damage its reputation.	0.0%	44.9%	13.2%	36.6%	5.3%
Scandals of employees with coworkers also defame any organization.	1.3%	55.5%	20.3%	18.9%	4.0%
Personal data of any organization could be leaked on social media.	1.3%	45.8%	18.9%	30.0%	4.0%

This table shows frequency distribution according to multiple questions regarding social media as risk at workplace .This table shows that maximum respondents agreed that Using social media during office hours damages reputation of an employee. Maximum respondents agreed that Using social media during office hours have negative effect on quality of work. Maximum respondents agreed that Social media is wastage of time for employees. Maximum respondents agreed that Social media diverts attention of employees from assigned tasks. Maximum respondents agreed that Social media is being used for making propaganda against other employees. Maximum respondents agreed that Social media is breach of confidentiality for employees. Maximum respondents agreed that Social media is costly for employees. Maximum respondents agreed that Bad reviews about organization can damage its reputation. Maximum respondents agreed that Scandals of employees with coworkers also defame any organization. This table further shows that maximum respondents agreed that Personal data of any organization could be leaked on social media.

4.1 Hypothesis Testing

H1: Social media has no direct risks for employees in workplace

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Risk * social media	225	99.1%	2	0.9%	227	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	116.774 ^a	105	.203
Likelihood Ratio	114.892	105	.239
Linear-by-Linear Association	.950	1	.330
N of Valid Cases	225		

a. 124 cells (93.9%) have expected count less than 5. The minimum expected count is .08.

This table shows result analysis of the hypothesis “Social media has no direct risks for employees in workplace”. These tables show the values of Chi-square test that is applied on stated hypothesis. The results show that the claim hypothesis is not accepted; because value of sig. 2 sided is 0.203. Which shows social media has direct risks for employees. Further this table show that total sample size was 227 and value of likelihood ratio is .239 that shows social media has negative effects on employees at workplace.

5 Discussion

The findings of this study show that Majority i.e., (54.6) % of the respondents were male. Mostly i.e., (48.0) % respondents have income above to 1 lakh. Mostly i.e., (65.2) % of respondents have access to social network account through mobile. Majority i.e., (55.9) % respondents use whatsapp. Overall, whatsapp was the most used social networking site. Most of the respondents (68.3) % spend more than 5 hours on social media. Maximum respondents agreed that social media is powerful communication tool for employees. Maximum respondents disagreed that social media helps employees to collaborate, share ideas, and solve problems.

Maximum respondents agreed that social media improves work relationships. Maximum respondents agreed that social media helps in connecting with colleagues, even during work hours. Maximum respondents agreed that using social media during office hours damages reputation of an employee. Maximum respondents agreed that using social media during office hours have negative effect on quality of work. Maximum respondents agreed that social media is wastage of time for employees.

Maximum respondents agreed that social media diverts attention of employees from assigned tasks. Maximum respondents agreed that social media is being used for making propaganda against other employees. Maximum respondents agreed that social media is breach of confidentiality for employees. Maximum respondents agreed that social media is costly for employees. Maximum respondents agreed that bad reviews about organization can damage its reputation. Maximum respondents agreed that scandals of employees with coworkers also defame any organization. Maximum respondents agreed that personal data of any organization could be leaked on social media.

These all findings of this research show that social media has become need of current era. It is very difficult for the employees to work without modern technology and social media is one of the significant features of modern technology. Employees use social media for multiple

purposes though, according to this study it has negative effects at workplace yet it has also significant effects. Social media is helpful in multiple ways now a days for instance official notifications, educational material, time table, datasheets and many more important tasks are being done by using social media. This research revealed that social media has negative effects at workplace therefore, there is need to educate employees and our society's members to do positive use of social media.

6 Conclusion

Present study was conducted to find out the exploring the role of social media towards employee's work place relation. Results of the study stated that Maximum respondents agreed that through social media employees are connected on one. Maximum respondents disagreed that social media is a tool to improve personalities of employees. Maximum respondents agreed that using social media during office hours damages reputation of an employee. Maximum respondents agreed that using social media during office hours have negative effect on quality of work. Maximum respondents agreed that social media is wastage of time for employees.

Drawing conclusions is using information that is implied or inferred to make meaning out of what is not clearly stated. Writers give readers hints or clues that help them read between the lines, since not everything is explicitly stated or spelled out all the time. Survey questionnaire method was used for the collection of data. The sample was the employees of the University of Sargodha, the sample was taken by using method of convenient sampling. Data was analyzed by using the SPSS software. From the analysis it is found that there are negative effects of social media at workplace. It also concludes that respondents spends more than 5 hours on social media per day.

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