ANALYSES OF SOCIAL NETWORKS AND THEIR SOCIAL OR ANTISOCIAL IMPACT

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DOI: 10.2478/seeur-2019-0013

Abstract

The research focus is set in the investigation of positive and negative aspects of use of social networks using a ‘bifocal approach’ to social networks analysis. Our bifocal approach uses qualitative approach reviewing published literature primarily blogs, forums, web sites, etc and interchangeably compares and conveys the results with focus groups. The objective of the research study is to show that social networks can runs both ways, it can be helpful while at the same time can be very dangerous and impact in asocialization and other harmfull ways. Social networks have become an inseparable part of not only students but also the lives of people in general. Students spend a lot of time utilizing social networks and are considered to be the largest social network users. Students communicating with social networks, especially virtual communities, enabled real-time access, communication synchronization,

posting and sharing photos, videos, original and creative work are the main activities and interests of students. As a result of the fast acquisition of social networks, people today live in the world of technology and can quickly gain competences in their daily lives, these changes in technology also affect the lives of students. The Internet has also changed day-to-day and student activities both in University life and in social life. The research study tries to investigate and present a realistic picture of the current situation on the impact of social networks on students. The research methodology is qualitative and reviewed is the published research in the field as well as blogs, forums and other web sites where real life experiences and opinions are expressed from real users. Also 2 student focus groups have been used, novice and expert group. The research study tries to contribute with the recommendations how students can use these networking technologies positively in their daily lives and where educational opportunities are still unknown, we can help schools to be more important, connected, and fully understandable to students, and at the same time to alert to the dangers of social networks. Therefore, the main purpose of this research study is to investigate the effects of using social networks and their social or antisocial impact to society. Based on the study, the conclusion is that in order to protect the student we should increase the awareness for the risk that are coming from inappropriate use of social networks. Insights and recommendations are provided.

Keywords: *social network, Facebook, communication, high education, classroom*

Introduction

The main motivation behind this research study is the investigation of positive and negative aspects of use of social networks. Since social medias like Facebook, twiter, instagram, snapchat, linkedin and others are used massively from students however their social or antisocial impact to society has not been researched clearly in University setting and unveiling the impact it has on students, especially the benefits and dangers. Therefore in order to investigate this, the research study has been undertaken. Today, all students have access to social networks, with the help of Internet support. Earlier it is known that the expression of ideas and communication have been difficult because of the distance, but today with the help of the internet and social networks is passed any barrier as information and expression of thoughts is easier to forgive social networks. Social networks make it possible to express free thinking, such as headaches, and other social networks that have emerged as a giant in the world we now live. But how do these networks affect students' lives? People want to remain in different groups and follow many social groups by using social networks. Based on Abraham Maslov's Theory of Motivation theory, "The social network is a third need after our basic needs and physicality." So many people are given behind social networks, including students, who post photos, create new societies, and meet their social needs to social networks. There are many reasons why students want to spend time using social networks. First, social networks allow them full freedom of expression, to share what they want, and when they want, comment on their society for any different event. Learners can also create access to social platforms, as

social networks offer this opportunity, such as lowering the computer, and it has never been easier to create digital platforms or images of their actions by using social networks.

It is known that the most important things for students are learning, studying, gaining new knowledge, being a successful citizen, but today we are faced with social networks that have greatly influenced the lives of students, putting the teaching at risk. Students often neglect their lessons, instead of learning or studying with their friends they use social networks. The great access to social networks can freely say that it can have a negative impact on their lives, but also in their career prospects. [2]

Given the benefits and disadvantages of social networking in student life, it is extremely important to take steps to regulate the use of social networks, especially for high school students, but it remains for students to take steps and use social networks properly, not allowing social networks to affect their school life, and it should be made clear that social networks are completely different from real life, as they are digital platforms. Students should develop cognitive skills in order to know how long they will use social networks. [3] This paper is important because social networks have a major impact on student lives. Unfortunately, most children find many details about social networks as being negative if they are used without control. The importance of this work increases with research and finding social networking shortcomings that are used in the schools that will be included in this research, where greater attention will be paid to the use of social networking among students. The enormous importance of this paper is also the real reflection of high

schools participating in research related to the topic of exploitation of social networks. In all of these new technology conditions used by students, it is important that you answer the questions above. The research findings in this thesis, besides the character they have in school, will be put into service and will be offered as research results to educational institutions in the Republic of Kosovo and all those who need to refer to the exploitation to social networking.

Research methodology

The research methodology is qualitative and reviewed is the published research in the field as well as blogs, forums and other web sites where real life experiences and opinions are expressed from real users. Also 2 student focus groups have been used, novice and expert group to grasp the structure of usage and relations in social networks. This combined approach allows for a 'bifocal approach' to social networks analysis. Greater understanding can be achieved by focusing on the content of relationships based on real life experiences, expectations, cultural background, norms, perspectives and desired outcomes of the individuals in the social networks. Therefore literature review is the main source of information combined with focus groups. However the published social network information is not typically explicit; investigation is required, especially in determining the social network structure which would require several indices if a quantitative design is applied as discussed by [10]. The research study tries to contribute with the recommendations how students can use these networking technologies positively in their daily lives and where educational

opportunities are still unknown, we can help Universities to be more important, connected, and fully understandable to students, and at the same time to alert to the dangers of social networks.

Literature review

Students using social networks are practicing the kind of skills of the 21st century, the ability we want them to develop and be successful [1].

The use of social networking by students has changed the way we work in a day-to-day. In 2010, Facebook put the point when it signed with 500 million users. Today in 2019, there are over 2.38 billion monthly active users (MAU) as of March 31, 2019. This is an 8 percent increase in Facebook MAUs year over year. According to [7] as of April 2019 there are over 260 million Facebook users in India alone, making it the leading country in terms of Facebook audience size, followed by USA with 190 MAU. Facebook is just one of the social networks that students use to communicate with different members of society. Based on these statistics it turns out that different employers can offer work and students have the opportunity to contribute to these jobs by exploiting social networks. Today, everyone is using social networks, so you do not have to have access to educational purposes. Social networking lets you get in touch with your community, and you can benefit from the expansion of your professional skills. Now, we are in the middle of communication where calls through phone, email, and writing are made old. For the time being, small spending costs, fast delivery of information have become better sources, for this reason Online form is better known than printed form. [17] Youth-Related Scientists have found that social

networks are creative and students can benefit from it. This should not be seen only in terms of the use of social networking by students but also of how social networks affect their education. The question is, if you use social networks to a great extent, do you still have the communication in everyday life?

We have evidence that even though you use the largest networks based on the analysis of Amanda Lenhart Pew, who works at the US Research Center, found that

"The greatest writers are the students who spend time talking to their friends, and the other form of society through social networks does not hurt their daily friends."

As children today, they still talk and associate themselves in everyday life, even though they use the social networks more extensively. Although students go through different phases, during the growth phase towards maturity, they are still more concerned with exploiting social networks. [18]

The virtual world (online) gives students the opportunity to become more creative because students can publish ideas not only to their friends, but around the world. When students write or give opinions it turns out that the approach of different people in their writings gives students the incentive to work harder and to create new forms of communication. This type of communication with foreigners (different people) enables students to be as open and communicative, based on the analysis of Joseph Kahne who has studied 400 students within three years, and released this result:

"Students who contributed to the website (platforms) or different groups of conversations were better able to work voluntarily than students who do not use these groups." [4]

Why the students are given after the use of social networks is that the students have a goal, which is marketing, the desire of the students to become reasonable / become part of a group that uses social networks, and the desire to become important. It's not as if their parents, who did not have the opportunity to meet different people because of the transportation, as well as the various limitations, today's students find it easier to meet with people who have never seen them their lives can go out with friends and make appointments within 24/7 when they want them. Social networks have created that feeling of attachment that has never been proven in human history. Students talk about feelings, emotions, personal issues and their thoughts by utilizing social networks. Social networks should also be controlled by students ' parents, and educators (teachers) should be vigilant in recognizing signs such as depression, fear, and excessive use of social networks. [5] We give some examples about social networks, Zeki never made Chinese food "Suchi" and was not sure how to prepare it, but was easier using social networks, she used the social network Youtube and watched the videos step by step how to prepare Sushi. The video not only helps me prepare suchi pores and other components that are related to such. We have the other case, which shows how social networks have influenced the lives of different people, we take the example of Gail who lived in a small village but her husband was diagnosed with Parkinson's disease. Her husband, unconventional, and vulnerable to disease symptoms, Gail tries not only

her husband's physician, but also wants to communicate with some people about her husband's illness. She searched Internet while using social networks to find a website, and found different women who had the same temper, and she also took different views and reactions on how these women acted with their husband who has the same illness. Gail used this site when it needed motivation and advice. We have the other case but that has nothing to do with the disease, but it is on the occasion of 17 year old John, who plays many games online, he approaches hundreds of users through a live broadcast program, in which many students participate and discuss strategies and competing with each other in different races and in real time, all thanks to the help of social networks. These are just a few examples that point to the impact and exploitation of social networks in people's lives. With the help of social networks, people can solve problems and talk about their problems, be it small or big, but one thing is certain that this form of communication was not 15 years ago quoted Bonnie Szumski and Jill Karson .he approaches hundreds of users through a live broadcast program, which involves many students and discusses strategies and competes with each other in different races and in real time, all thanks to social networking support. These are just a few examples that point to the impact and exploitation of social networks in people's lives. With the help of social networks, people can solve problems and talk about their problems, be it small or big, but one thing is certain that this form of communication was not 15 years ago quoted Bonnie Szumski and Jill Karson .he approaches hundreds of users through a live broadcast program, which involves many students and discusses strategies and competes with each other in different races and in real time, all thanks to social networking support.

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"Social Networks" can be described as a site operation that allows people to access a public profile or hidden with a closed system, making a list of the same users, and disseminating information different with people who use the same system as social networks"

It is known that these websites allow people to run, build, and display themselves by accessing active platforms (online). These social networks are not only ordinary people, but also represent public activities, companies, political parties, and other official events. If users have access to social networks, it gives people the opportunity to use social networks to add people to the same network by making friends or creating virtual contact. The social network is a kind of meditative

communication in which users share information that is called profiles, and show virtual associates on social networks, associates who may be known or unknown. Information provided in the new user show shows users profile, photos, different events, as well as other documents that can be emailed with the help of the Internet. In the distribution process, great importance should be devoted to social networks, meaning that users can see who is looking at the profile or who can access the profile, get information, access, or other things. This depends entirely on the type of network use you use. Active access and use of social networks gives students the opportunity to have access to a daily approach which is profitable for students because it improves communication skills, social connections, and enables students in technical / professional skills. Social resources are in rapid distribution and have become a communicative and associative method for students, this rapid change in social networks has made it possible to influence the communication methods of students who have access to the internet as well as communicating with each other.

Social networks have developed new and fast internet access functions, and students are typically accessing these networks by using laptops, computers, smartphones, tablets, and so on. Of all these, most of which is affecting the use of smart phone, has become an inevitable part of student life.

Also, students during the exploitation of social networks continuously improve the utilization and dissemination of information with different users. As a result of this social networking experience, students learn about open and hidden publications as well as develop different ways to

protect personal information. Today, students are so understandable that they know that you have shared personal information, however these strategies are not very much when it comes to data protection.

"Social networks are not just for exploitation but are also for public services" (Simon Mainwaring, Brainyquote.com) Based on the analysis of Don Tapscott (Chair of Network Updates) who does not agree that performing many tasks (computers) is damaging for the brains of the students. Tapscott expresses his views regarding the performance of many tasks (computers) in which he displays.

"If students learn to feed real-time information sources, while writing essays, or solving any other problems, I think they are more productive than I was when I was in bed when I was sitting in the books and when I tried I came up with an idea to write a novel. Now the students are easier. Your approach to having different information while you are working does not focus on you, but instead strengthens you, as you work and this certainly helped me develop my critical skills " One can not deny the fact that the use of social networks has changed the flow of communication, especially among students, but now we need to emphasize what the benefits and damages of social networking are to students. We will now show the benefits of using social networks for students. Social networks increase the ability of communication between students, they create a society of their own to collaborate in different projects, as it is known that there are students who are more embarrassed and with the help of social networks they can speak in class. With the help of social networks, there is a growing opportunity to hold discussions in real time working on different projects. Social networks provide good opportunities and

benefits in educational activities, as social networks in this respect are rich in various videos, websites, as well as practical work that can be easily and quickly distributed. [6] Today it is very difficult to imagine the life of adolescence without the Internet and social networks, as a research that has been done in 2015 about social networks by the Pew Research Center shows that: "85% of students reported using one of the social networks such as Facebook, Instagram, Snapchat, etc. "

Social network utilization benefits students because social networks provide a way to stay in touch with their friends and discuss with the virtual world. This means strengthening contact and relationships, as students can share their problems and ask for advice, or just to communicate if they feel bored, also use social networks to find links or interests within the community so that they can develop close ties with society.

One of the benefits of exploiting social networks is the ability to overcome geographical barriers, the use of social networks to keep in touch with friends living in different countries or in different countries is a great way to provide links and students do not feel bored because of the distance. Communicating and accessing students of different cultures, ethnicities, and other religions can be the key to developing tolerance and respect between different groups. The use of social networks is also widely applied in the field of education, as students can easily distribute school tasks and organize their time in relation to homework. The social network used by students is Facebook because students share ideas, Schools also support social networks as educational equipment, and believe it is extremely flexible if used as it should.

Based on Bilal Ahmad, we will give some clarification about the benefits of using social networks.

"One of the benefits of using social networks is access. People can contact you from all over the place you love, regardless of country or religion. The good use of social networks is that you can talk about what you want and share your ideas. "

"The use of social networks also applies in the field of education, as it is of great benefit to both students and teachers. It is extremely easy to educate people who are professionals and experts who use social networks. "

Hilary Walters, quoting,

"I believe that social networks have made the world we live in, and I think that the world has benefited from the existence of social networks" has come from the benefits of exploiting social networks. it also states that ,

"Social networks have given us a better life in society by helping more people in their lives, social networks are not the enemy but our ally because you provide us with more resources that we have never known the first ".

Based on the Pew Research Center, citing social networks, it turns out,

"There has been speculation about the impact of social networks on people's lives, and it has been argued that these networks have the potential to influence relationships between people, social networks are affecting people to make a contribution to the world we are living in, but

it turned out to be completely the opposite, as people using Facebook's social network have more close links and are better able to access civic and political activities."

In addition to the benefits of using social networks, we can emphasize that there may be other damages to their exploitation. All the likes, comments, pictures, texts may be devastating to the students. As we can see above, students can benefit from social networks as far as social issues are concerned, but on the other hand, being all the time active (online) and waiting for society at all times can lead to depression, and can causing various problems. It is very important not to rely too much on answering the questions as soon as it comes to the comments. "Many students have fallen prey to online harassment, especially social networks in the past. Today, many people can create secret accounts and do what they want without a trace at all, today it's easy to excite someone through the internet, especially social networks."

Based on Larry D. Rosen, who says that: "Students who use Facebook more often are more narcissistic and students who are often posthumously exhibit psychological disorders such as nonhuman behaviors such as and are harassing tendencies. " "Very common use of Facebook and technology has negative effects on students' health by causing them a kind of fear, depression, and other psychological disorders, and Have students become more suspicious about their health in the future "

"The use of social networks such as Facebook can also focus students on learning, recent studies found that primary and secondary school students who had access once for 15 minutes achieved less grades in the teaching

process." Also, if students make use of many social networks, they become addicted and this can hinder their lives. Students are the most influential of social networking. They have broad access, but can also leave society, students lose valuable time instead of learning or dealing with different activities. Social networks are both useful and harmful because they can easily ruin the reputation of students, as people today can create false stories and distribute it to social networks.

Social networks have caused the deaths of many students, not only by their exploitation, but also by the pursuit of various stunts and the dispersal of foolish people. For example, there are times when people are doing things they do with bicycles, people jumping from different high altitudes to trains, and other dangerous adventures, so their distribution is extremely risky, as students can be easily influenced and fall victim to these things. Today, it is known that many children cannot imagine life without the Internet, especially without social networks. Instagram and show them only with the company. Parents should educate students about the security of the virtual world (online). Here we have provided only some benefits and damages about social networks, but we must know that social networks are a good opportunity for students to benefit and learn from them. Instagram and show them only with the company. Parents should educate students about the security of the virtual world (online). Here we have provided only some benefits and damages about social networks, but we must know that social networks are a good opportunity for students to benefit and learn from them.

Focus group analyses of social networks

Focus groups have certain advantages including: allowing us to observe without intrusion, like behind a mirror in real time; the ability to analyze complex probing procedures; and the ability to control the interview process as discussed by [7] such as rolling out different aspects of an relations of students and their behavior in social media.

Two student focus groups have been used, novice (ordinary student) and expert group (computer science students) to grasp the structure of usage and relations in social networks. This combined approach allows for a ‘bifocal approach’ to social networks analysis.

We have conveyed the results we got from literature review to both of the focus groups and requested their feedback on the impacts of social networks.

The novice group have confirmed their positive aspects of usage of social networks in scheduling their own groups especially in facebook and higher level of organization and in real time that it allows them. Regarding the negative aspects of social networks they have mentioned several cases of bullying, and even account stilling in Facebook and presenting information like they are the real user and writing negative comments on his/her friends. One of the members from the focus group has been a witness and a victim to cyberbullying and have described the negative impact it had on him and on overall his friends online community. “Cyberbullying, saying online different gosips and personality offences hurt and maybe even more than in real conversation. It is easily seen and more accessible on social media sites just because of

the social freedoms that the sites allow us to have”. The experts focus group interview was done separately from the novice focus group so they are not influenced by each other. Their main comments regarding the social networks are mainly positive since they are using less Facebook and more LinkedIn and other professional social media. They use it to connect to other online communities and collaborate on projects and ideas like LinkedIn. Also several members expressed that they apply to part time jobs using LinkedIn and that they are very fond of using it since the benefits are quite huge and otherwise they could not find and connect to other experts in the field so easily. “You should go to conferences and visit different Universities in order to meet other experts in the field and using LinkedIn now all this is very easy and very helpful to us”. The most interesting fact from the experts group was that they “do not prefer Facebook since it is waste of time looking at someone else’s pictures of food they have eaten and places they visited, and other trivial information they put on”. Also their feedback regarding the negative impacts the social networks can have was focused in Facebook use and how easily it can be used for bullying and writing things that they would not otherwise say in reality in front of other people. “Some people even do not understand really what the Facebook is. They write like they address all the people and they are not aware that they are in a group they formed by inviting friends. They are unaware that they do not have access to all people but only to people they have accepted as their friends and when they write something by addressing all community, they do not understand that others can see it only if his friends share it with their other groups, which often is not the case. Some of the members of the group declared that the negative impact of primarily Facebook as social

network is in the time they loose in social networks and paranoia that some people get in expecting likes for something they published, image or quote. And they are going to the extremes waiting and counting likes hour per hour. And when they meet their friends from reality they often complain that they do not click the like button to their posts!?. They recommend that social networks implement how much time users spent on some social network and to limit their time there after 2-3 hours of non stop browsing.

Analyses of social or antisocial impact

Students use social networks, and as parents we do not want them to spend their time on computers, laptops, tablets or smartphones, since teenage is very important for personality and child development, and many parents are worried about exploiting social networks from students. It should be emphasized that there are also experts who are concerned about the exploitation of social networks, as social networks and the internet have become an inseparable part of the students, but social networks can promote fear and diminish the students' self-confidence. Based on a study by the Royal Society for Public Health, students see reasonableness. The search results found that social networks like Facebook, Instagram, Snapchat can lead to feelings of depression, fear, and loneliness. Students are masterful when it comes to using social networks for hours. We have a lot of students when they do not deal with homework, they are all active (online) and stay in their phones by distributing, joking, and so on. Students had access to the instagram before they had access to the phone conversations, or spent

time together in the shop. It may seem like hopelessness, but what students did was experimenting, examining new knowledge, as well as different challenges and talks that students do not use today.

One thing is for sure, moderate students learn by watching the screen rather than watching the teacher or person. Based on Dr.Catherine Steiner-Adair, which emphasizes when they do not deal with homework, they all are active (online) and stay on their phones by distributing, joking, and so on. Students had access to the instagram before they had access to the phone conversations, or spent time together in the shop. It may seem like hopelessness, but what students did was experimenting, examining new knowledge, as well as different challenges and talks that students do not use today. One thing is for sure, moderate students learn by watching the screen rather than watching the teacher or person. Based on Dr.Catherine Steiner-Adair, which emphasizes when they do not deal with homework, they all are active (online) and stay on their phones by distributing, joking, and so on. Students had access to the Instagram before they had access to the phone conversations, or spent time together in the shop. It may seem like hopelessness, but what students did was experimenting, examining new knowledge, as well as different challenges and talks that students do not use today. One thing is for sure, moderate students learn by watching the screen rather than watching the teacher or person. Based on Dr.Catherine Steiner-Adair, which emphasizes It may seem like hopelessness, but what students did was experimenting, examining new knowledge, as well as different challenges and talks that students do not use today. One thing is for sure, moderate students learn by watching the screen rather than watching the

teacher or person. Based on Dr.Catherine Steiner-Adair, which emphasizes It may seem like hopelessness, but what students did was experimenting, examining new knowledge, as well as different challenges and talks that students do not use today. One thing is for sure, moderate students learn by watching the screen rather than watching the teacher or person. Based on Dr.Catherine Steiner-Adair, which emphasizes "There is no doubt that students do not deal with critical actions, it is known that writing or online conversation is not the same as non-verbal communication, but places each pupil in nonverbal communication, whereby body language, facial expressions, and small types of vocal feedback apparently invisible ".

Conclusion

We can conclude that the use of social networks runs both ways. It is helpful in the lives of students, when used properly as it should, and as far as the other side of the coin is concerned, if recklessly used it can cause great damage. Students today cannot live without social networks, so parents have to try to engage in any activity, such as a favorite hobby or sport. Also, parents need to teach their students to make their private profiles like Facebook, Instagram and show them only with the company. The other side of the coin is that social networks are damaging the students like we mentioned in the study, and primarily instead to socialize in reality they prefer and spend more time online with people that are not their friends in real life. Parents should educate students about the security of the virtual world (online). Here we have provided only some benefits and damages about social networks, but we must

know that social networks are a good opportunity for students to benefit and learn from.

Students are the most influential of social networking. They have broad access, but can also leave society, students lose valuable time instead of learning or dealing with different activities. Social networks are both useful and harmful because they can easily ruin the reputation of students, as people today can create false stories and distribute it to social networks. Social networks can make students become addicted, as overuse of social networks can send students into disordered actions such as worrying and fixing what is social networking and distancing students from life everyday, and may have an impact on their lives in different aspects.

If student spend a lot of time utilizing social networks, students can also neglect school and home activities, because if they use many social networks they will not have time to discuss eye contact with other students. From the time the students access social networks, they leave digital traces, and this expansion can cost them in their personal life. If students have a lot of information, they can be drawn from different people or from third parties, because 90% of students show their true name, also spread their birthday, the school they are attending, their interests, the city they live in, school name, etc. In addition to the negative consequences of posting stuff, students may fall prey to their account breaks, may be subject to different missue by others.

Based on our study, we come to the conclusion that in order to protect the student we should increase the awareness for the risk that are coming from unaproprate use of social networks.

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