Literature Review

Jan H. Kietzman, Kristopher Hermkens, Ian P. McCarthy, Bruno S. Silvestre (2012) have studied the vital role and the impact of social media in today’s era. The paper involves discussions about the traditional mindsets towards the social media and insists about changing and upgrading them so as to engage and utilize them in the proper and effective manner. The paper throws light on the multiple forms the social media has taken as well as the possible roles it can take in the future with much deeper penetration. A framework has been provided that defines social media using seven functional blocks: conversations, sharing, presence, relationships, reputation, and groups. The different social media activities are defined by the extent to which they focus on some or all of these blocks. Additionally the implications that each block can have on how the firms should engage with social media has also been explained. Not only the honeycomb framework but also the 4 ‘c’ guidelines: Cognize, Congruity, Curate & Chase are provided with reference to strategies like monitoring, understanding and responding to different social media activities.

Qingya Wang, Wei Chen and Yu Liang (2009) have studied the impact of social media on college students from multiple perspective. The study includes various parameters like the most popular media, average time spent on social media etc. This descriptive exploratory research has been done on a random sample regardless of gender who were researched through questionnaire on how social media affect them. The main purpose of the research is to explore the relationship between the effects of social networking and students’ study efficiency and to determine whether social media affects students’ academic performance. The findings indicate that there are positive and negative sides of the same. An approach is needed to better balance the social media and academic study. On the other part, the sample size seems to be too small to actually reflect the real situation for the population.

Iyer, Bala, Parise, Salvatore, Rajagopal Sukumar, Davenport, Thomas H. (2012) have studies a company using social media a platform to communicate and share ideas and interests within a company. While social media technologies i.e. the participative tools for collaborations, networking, and information sharing are increasingly adopted by many organizations this is one such example of positive result with regards to these tools’ impact on the business operations. Cognizant, a company headquartered in Teaneck, NJ and with many employees in India that provides IT, consulting and business process outsourcing services. The company has created a social media platform that integrates its knowledge management, work management and other partner engagement strategies. Employees love tools such as blogs, wikis, and social networking because they are fun to use and fundamentally social; senior executives, however, are understandably sceptical about their impact on productivity and profits. Cognizant leverages its social media to create a business oriented social networking site for easy collaboration and content sharing.
Vejacka and Martin (2013) have proposed a measure of advertising efficiency of the leading social media website: Facebook. The current methods of measuring efficiency of online advertisement from the area of econometric modelling are studied and their applicability for use has been discussed. The composite efficiency index is a proposal to measure online advertising efficiency and to give base for the comparison of online advertising campaigns. This is based on measures like clickthrough rate and cost per click to assume the usage and result comparison in case small and medium enterprises. A proposal composite efficiency index is tested on sample data from the Slovak facebook advertising market acquired by own survey. Advertising performance monitoring tools like standard metrics, clicks, cost per click, profile metrics, demographic metrics, and conversion metrics have been used. The results advocate higher facebook advertising efficiency than of banner and contextual advertising in Slovakia. A very positive attitude towards facebook has also been studied in the paper as an effective tool of advertising in future and a big threat to the conventional mediums of advertising.

Sana Rouis, Moez Limayem, Esmail Salehi-Sangari (2011) have studied the effect of social media on academic performance of undergraduate students at Lulea University of Technology in Sweden. A model is proposed which studies the impact of facebook on education by studying the perceived effect of personality traits, self regulation and trust. Total 239 under graduate students were studied in the research. SmartPLS software was used to test the proposed structural equation model. The outcome of the study clearly indicates that an extensive use of facebook by the students with extroverted personalities leads to poor academic performance. Additionally results also suggested that students’ cognitive absorption with the social media is regulated only by their self control and personality traits. Moreover, trust does not impede facebook usage rather it administers it. Self regulation limits the apparent negative effect on their academic performance. The study should help students to understand the consequences of their extensive usage of facebook and to better manage the social interactions so as to support and not damage overall development.

The research conducted by Hebg-Li Yang & Jih-Hsin Tang, (2003) revolves around the impact of social network on students’ performance in online education which primarily uses networking for upgrading the conventional face to face education or even distance education. With the use of primary survey, forty students were studied how positively or even negatively do the social networks affect the students’ performance. The networks have mainly been divided into three parts: friendship, advice networks and adversarial networks. The network formed by the students were different from those in distance learning and mainly through online interactions. The students social network developed before the final learning outcomes with tentative proposition that a social network exerts its effect on learning processes and is effective even though there is no true casual relations that has ever been established.
Gordon Hull, Heather Richter Lipford and Celine Latulipe (2009) have studied the contextual integrity and it has been defined as a framework for understanding the privacy implications of recent development on the social media. A relatively newer web phenomena, blogging has been included in the study as people posting their thoughts online in weblogs is staggering growing rapidly. The research also indicates that the social media users tend to construct their identity rationally, becoming and expressing who they are by the way of highlighting whom they associate with. The users risk becoming victims of stalking, re-identifications in other contexts and even identify theft. Even the issues related with third party applications are of concern as they are mostly invisible. Users are usually alerted with simple messages which are not very descriptive and they can get ignored most of the time by most of them very easily. The application and the interface design needs to be upgraded and more and more users need be educated in the same regard.

Willow Jacobson and Shannon Tufts (2008) examined the issues and concerns of public employee rights as they are related to the social media policies. The issues of employee rights with reference to the social media actions (both on and off the job) have been analysed. Various issues like first amendment right, conduct policies and discipline and even terminations actions have usually been practised by companies are analysed. It also have been observed that locating information about social media policy is also a challenging undertaking both in terms of where and how to get the data. 23 policies have been included in the study. An examinations of policies indicated considerable variations in terms of what topics were included, the depth of coverage and clarity of consequences. The analysis of the policies focused on two main areas of employees’ rights, employee conduct and constitutional rights. An interesting ending note could be “you can not stick your head in sand and tell your workers to abstain; you have to teach them how to navigate through this area.

Sebastian Valenzuela and Arturo Arriagada have studied trend study which revolves around the increasing use of social media platforms to show dissatisfaction, disgrace and untrust particularly by younger generations. The research also studies the relationship of frequency of use of social media and protest participation. The study examines changes in association between social media use and protest behaviour a context of growing social unrest among the younger population. It employs data from a repeated cross sectional survey before, during and after the 2011 students’ demonstrations in Chile. Facebook and twitter are two most prominent social media among Chilean young adults which they use to protest. The data has been obtained primarily among individuals aged 18 to 29 living in the three largest urban areas which together concentrate nearly 43 percent of the country’s population. Despite the youth being regarded as the digital natives, there is a divide between the rich and the poor in terms of frequency of usage of social media services, particularly twitter. The paper contributes to a research agenda about the social media use and protest behaviour over the long run particularly in the context of emerging democracies like India as well.
Pamela D. Pengelley and Cozen O’Connor (2009) have explored an interesting area of usage of facebook for the process of insurance litigation. A fully filled out facebook profile contains many parts of recognizably personal information including personal pictures and much more. Many cases have been put in the paper in which use of social medias has happened as a tool for insurance litigation. It will be interesting to mention that the lawyers’ rules of professional conduct strictly prohibit them from making direct contact to the parties involved. In order for insurance professionals to obtain optimal results in litigation be it subrogated, defence of coverage action, it is important to be aware about the huge amount of potentially relevant information online and to stay alert for new developments in web based technologies. As per the paper, an individual should be cautious enough to put any type of personal information on social media so as to should avoid unnecessary issues and harassment thereof.

Matthew R. Auer (2011) has discussed the enormous impact that the various social media platforms possess in the recent time. The social process and the social media in the public affairs have been analysed and a sketch of social media in the service of diplomacy has been created in the paper. The peer to peer citizenry and the decision process is analysed and some excellent integration of intelligence, promotion, appraisal and social media as well as prescription, innovation, application and termination part with reference to social media has been discussed. An appraisal of the navigation of the communication rapids has discussed in the paper. A closer look at the function of social media in politics reveals the influence of powerful intermediaries who filter and shape the electronic communications.

Kyung-Sun Kim, EunYoung Yoo-Lee and Sei-Ching Joanna Sin (2011) have evaluated the requirements of the type of social media that can be used for getting information and also the reasons behind those choices. It also has been studied what behaviour users form to check the trustworthiness of the information provided by social media sources. Total 446 undergraduate students have been inquired to understand their behaviour. The study found that Wikipedia, Facebook, Twitter and online user reviews were among those frequently used for finding the information. YouTube and Wikipedia were used for seeking academic information as well as to search for other purposes in day to day life. The authors suggest that information professionals and educators should acknowledge the appeal and value of social media to users as alternative information sources and also learn to use information from social media to be included in information literacy education programs.

Michel Trusov, Randolph E. Bucklin and Koen H. Pauwels (2008) studies the impact that has been observed in word of mouth communication on social media platforms in comparison to the traditional marketing vehicles. The outbound word of mouth can be tracked by the websites, which can be linked to the number of new members subsequently joining the site via sign-ups. Due to the endogeneity among word of mouth, new sign-ups and traditional marketing activity, vector autoregression modelling approach has been applied. The estimates from the VAR model show that word of mouth referrals have substantially longer carry over effects than traditional marketing actions. The long run elasticity for word of mouth referrals was about 2.5 times higher than the average advertising elasticity reported in the literature. The research will prove to be
vital to the marketing practitioners still caution should be considered to use the result as the suggested measures may vary to a bigger extent across the various firms.

Written by Antony Mayfield (2009), the book spreads knowledge on the basics of social media. It provides good content for a beginner who is not well versed with the use of social media. It also contains some of the basic vocabulary that is very popular in the users of social media including many of the famous abbreviations. The author also discusses the importance of the social media platform and its attractiveness for future. Basic forms of social media have been discussed in very simple manner, newer ways of production of content been discussed and the mechanism of the social media has been discussed. Ample information is also put on what blogs are, how they work etc. The famous knowledge, Wikipedia is analysed and explained in reader friendly language. Overall it is an excellent attempt with lot of basic grass root level information available.

The research by Maren Lowen Heradstveit and Kine Hagen (2011) emphasises the vital role that the social media is playing in the modern day economy. Other than friendly and gossiping purposes, social media can be very effective tool if used wisely and in the right direction. Social media has brought down old media barriers by making the stake holders more informed, empowered and has further played the role of shifting the control of company’s reputation from company itself to the social media forums. The study highlights the degree of uncertainty concerning challenges and possibilities associated with communication with stakeholders through these channels and lack of sufficient research within crisis management on this field. The book also show how effectively few companies use the platform of social media to rebrand and reposition their image post some crisis by the effective use of social media websites.

Danah M. Boyd and Nicole B. Ellison (2010) have describes the features of social media and proposed a comprehensive definition of the same. The timeline of the launch dates of many major social media and details about many community sites re-launched have been provided. The authors have presented one perspective on the history of such sites and the key changes and developments have been discussed in detail. The existing scholarship concerning the social media has been briefly summarized in a special section. The scope for further research has also been discussed in the concluding part.

Hailiang Chen, Prabuddha De, Yu (Jeffrey) Hu and Byoung-Hyoun Hwang (2013) have investigated the extent to which investors opinions are transmitted through social media predict financial market outcome variables. They have conducted textual analysis of articles that are publishes on some of the most popular social media platforms for investors in the USA. They have also considered their readers perspective as inferred by the way of commentaries written in
response to those articles. They have found the views that are expressed in those articles and commented in a very positive manner from each other predict future stock returns and the earnings surprises. Predictability has strengthened with number of comments over which readers aggregate views have been measured. On a concluding remark, the study proves to be very useful to the investor turned advisor opinions in the financial markets.

As per Rebecca Wong (2009), within a social environment, it becomes easier for individuals to be brought within the scope of a data controller. The article discusses the definition of a data controller in detail. The study also includes in depth analysis about the legal guidelines about data controller in various countries. The research paper attempts to address the difficulty that the legislatures and the governments did not anticipate. As per the research, to protect the privacy of individuals, it has become possible to argue that it has been now easier even for individuals to be within the scope of the data protection directive in the social media.

Christy M.K Cheung and Matthew K.O. Lee have studied on the intention of an individual to use the social media and analysed the findings. In the study, the decision of an account holder to open an account in a social media platform is conceptualised as an intentional social action and the impact of the three modes of the social influence process i.e. compliance, internalization & identification on social action to use is examined. Researched on 389 respondents, the results shows that collective intention to use a social networking site is determined by both: subjective norm as well as the social identity. Further implication for research and practised is also discussed in the paper.

Lisette de Vries, Sonja Gensler & Peter S.H. Leeflang (2012) have studied the popularity of the posts put by various brand and their comments received by social media users. The possible drivers for brand post popularity have been defined in this paper. Totally 355 brands and posts from 11 international brands from 6 product categories have been analysed in the paper. The results display that brand post on the top of the brand page enhances the brand popularity. Additionally the results also indicate that different drivers influence total number of likes as well as the number of comments. Shares of the positive and negative comments are positively related to number of comments in the page. The brand managers can find the research very helpful in terms of selecting the various elements that should be put on the page.

Mina Seraj (2012) has explored some of the vital characteristics of the social media community that can deliver real value to its consumers and instigate engagement. Airliners.net is an online social community on aviation which has committed participants and high amount of traffic and even members pay fees to join in this site. The study is explored through netnography. Additional to this, online and offline in depth interviews have revealed 3 clear online community characteristics that do the process of value creation for the members: goal driven quality content, interactive environment for building relationship and self governed community culture. The
study has theoretical implications for social media as well as the online interaction related content and the critical business implications as well for the promoters.

Kalpana Chauhan and Anandan Pillai (2011) have put an attempt to simplify the role of content strategy followed by leading higher education institutes who have created brand community on social media in India. A positivistic paradigm and case study research design have been employed in the study. Netnography method has been applied and totally 10 brand communities have been tracked and analysed on 1440 posts made within the time limit. The content type and agility have been found to have vital impact on total likes and comments. The study would help the content developers and the managers to develop the right kind of content strategy that can lead better results.

Grace Saw, Wendy Abbott and Jessie Donaghey (2013) have put an attempt to discover the preference for the social media sites among the international students. The information on usage and social media preferences has been gathered from thirteen percent of students at the Bond university by the way of an online survey. The research further shows that there is some amount of differentiation in choice of social media between domestic students and the international students. Facebook still leads in the choice of both the types of students, the findings tell some sites such as YouTube and Twitter is being considered by libraries as an easy way to engage by both the types of students.

David John Hughes, Moss Rowe, Mark Batey & Andrew Lee have researched in the area of showing the relationship between users personality and social media usages. 300 respondents have been chosen to study from the general population in this research. The study has further investigated by examining personality correlates of social as well as informational use of the two of the largest social media i.e. Facebook and Twitter. Gender and age have also been examined and the results showed that personality is related to social media choice and information seeking. It has also noticed that there exists difference between personalities who use Facebook and Twitter.

Sangeeta Singh and Stephan Sonnenburg (2012) have used the metaphor of improvisation theatre to show that in social media the brand owners alone do not tell the brand stories but they together co-create brand performances in a collaborative manner with their customers. The basic contribution of such a conceptualization is what it offers a framework that can resolve the issues in just storytelling, which further shows the requirement co-creation in storytelling and also in identifying the core part of an inspiring story. Improv theatre metaphor has helped identify the 3 propositions: the vitality of the process, keeping the brand active and alive, identifying the target audience and their roles for the success.
Christy M.K. Cheung, Pui-Yee Chiu and Matthew K.O. Lee have analysed the factors that motivate the students to use social media. Specifically, they have conceptualised the use of social media as an intentional social action they have further examined the relative impact of social influence, presence in the society, and 5 key values from the uses and gratification paradigm on the We-intention to use the social media. With the sample size of 182, the study of Facebook users revealed that We-intention to use online social network is very strongly decided by social presence. Additionally, the social related factors have shown to have the most vital impact on intention to use among total five values. Further implications for research and additional practise are also discussed in the paper.

Khe Foon Hew (2011) has done the research on how the students and how the teachers use Facebook. The students’ Facebook usage profile, the effect of the Facebook use, and their attitudes towards Facebook have been discussed in the paper.

Philip N. Howard & Malcolm R. Parks have studied the impact of social media in terms of the capacity, constraints and the consequences in the political field. They have argued that the communication researchers are uniquely positioned to analyse the relationship between social media and political change in careful ways, in terms of both: causes as well as the consequences. The paper also offers a working definition of social media, which is based on the diverse considered uses of the term by the contributors to the collection.

Sinan Aral, Chrysanthos Dellarocas and David Godes (2013) have studied to stimulate innovative investigations of the relationship between social media and business transformation. The researcher have outlined the broad research agenda for uncomplicating the relationship between the social media, business and society. The possible areas for further research have also been discussed in the paper.

Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada have examined the effect of customers participation in firm’s social media efforts on the intensity of the relationship between the firm and the customers as captured by customers’ visit frequency. Further to this the hypothesis techniques have been tested for modernizing the roles of social media activity and also their customer characteristics on the link with social media participation and the intensity of the customer and the firm’s relationship. The study emphasizes the need for the managers to integrate knowledge from their customers transactional relationship with the social media participation so as to better serve their customers and also to create sustainable business value.