

The Impact Of Social Networking Sites (Snss) On Effective Communication Among Employee's Of Enforcement Division, Malaysia Ministry Of Domestic Trade Cooperative And Consumerism (Mdtcc)

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ABSTRACT

Social Networking Sites (SNSs) especially Facebook is a recent computer-mediated communication (CMC) technology that is sending and receiving the information either it is formal or informal matter of both sender and receiver. It becomes an important communication tools for people in order to connect each other's in term of exchanging of information faster and efficiently. These SNSs is to provide and receive information on corporation, products and services, and relationship development. Facebook is used to connect the government with the public or government employees among themselves. Although the Facebook neither becomes an important communication tool, not every government agencies using effectively, nor has it been successfully accepted and adopted by government servant. In this study, it is focusing on the effectiveness of communication among the employees within Enforcement Division MDTCC by using SNSs in terms of information exchanging. This study applies the survey among the officers and previous other studies to examine the perceptions of ease of use, interactivity, and usefulness that helps create employees intention and awareness to use Facebook as an official SNSs. These factors are defined as employee's perceptions of effectiveness for this study. The top management in the Enforcement Division MDTCC is increasingly interested in implementing official SNSs completely and successfully to attain the objectives of the Ministry. The results attained by the present study may be sufficient to determine the implementation of Official Facebook Sites within Enforcement Division MDTCC. A quantitative approach method using questionnaires was used for this study. Data was collected from 100 Enforcement Division officers. The correlation test was used to establish the research hypotheses in order to determine the relationship between employee's perceptions of perceived ease of use and effective communication by using SNSs, perceived interactivity and effective communication by using SNSs and perceived usefulness and effective communication by using SNSs. Results show that there is a significant positive and strong relationship between employee's perceptions of perceived

ease of use and effective communication by using SNSs, perceived interactivity and effective communication by using SNSs and perceived Usefulness and effective communication by using SNSs.

Keywords: Social Networking Sites (SNSs), Facebook, Computer-Mediated Communication (CMC), trustworthiness, cyberspace

1. Introduction

1.1 Background of study

“Social network sites are defined as web-based services that enable individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they sharing a connection, and view their list of connections and those made by others within the system” (Boyd and Ellison, 2007).

According to Breakenridge (2008), social media is medium that uses the Internet to facilitate connection between people, and it including all the online technologies that people collaborate, including their view, experiences, and their different perspectives. Thus, social media not only allows the company to reach their publics directly (Scott, 2011), but it as well allows their customers to contribute, share, and access personal views and experiences from friends and relatives.

In term of social networking sites such as Facebook, users assume that they should have the power to share their information and knowledge free from the observation, such as employers (Walther et al., 2008). Users tried reveal their information to their friends than employers. It is understandable that the employees not willing to disclose their information to employers. It is ridiculous that job applicants have to give up their privacy right when seeking for a job (Kidder & Smith, 2010).

The “social networking sites” are defined as use of based social networking based programs via internet to connect with clients, friends, family, classmates, public and officemate. SNSs plays main role for social usage, business usage, formal purpose and informal purpose. The platforms display the relations between individuals and facilitate the gaining of new contacts. The Samples of SNSs including e-mail, yahoo Messenger, Facebook, MySpace, Friendster, Twitter, LinkedIn, Classmates.com and others.

Regarding on Boyd and Ellison’s opinion of the field in the Journal of Computer-Mediated Communication (2007) is a method of real time direct text communication between two or more people using laptop or other devices. They also describe SNSs as web-based services that allowed individuals to: (1) Create a public or semi-public profile in a range of a bounded system; (2) Show a list of sharing connection the other users and (3) show and traverse their list of connections and those prepared by others within the system.

The Enforcement Division MDTCC delivery system through social media such as Ministry official email has been widely used to disseminate all official information to all officers throughout Malaysia. Hence, while the challenges of supervision, performance and control management in wide terms for virtual employment contexts have been prominent, the consequences of managing employment relationships problems arising from usage of SNSs have not been explored yet. The use of SNSs generates challenges to employee’s reputations

alike. It would reflect how assessment of work performance in the office is affected by perception of employee use of SNSs, and how SNSs role as a switching information about individual concerns about rational treatment at office and how they might form employee's behavior in the office.

1.2 Problem Statement

Enforcement Division of the Ministry of Domestic Trade and consumerism is a big part in this ministry with a total of 2000 officers. A total of 2,000 officers were deployed throughout Malaysia. Enforcement Division has 72 branches that are still operating in the country. To study at this time, the researcher has chosen sample of population among employees at headquarters MDTCA only covering a total of 380 employees. Yet, the use of social networks is still less across the country to exchange information. Enforcement Division management has decided to do a research on this problem to determine the effectiveness of communication by using social networks sites among the officers throughout Malaysia. This research is very important to Enforcement Division because it will determine its effectiveness of using Social Networking Sites (SNSs) especially Facebook as a tools to deliver and exchange the information within the Ministry.

1.3 Research Objective

- RO₁: To find out the impact of ease of use Social Networking Sites (SNSs) to the effective communication.
- RO₂: To find out the impact of interactivity using the SNSs to the effectiveness communication.
- RO₃: To find out the impact of Usefulness using the SNSs to the effectiveness communication.

1.4 Research Question

- RO₁: Do ease of use of social networks sites is impact to effectiveness of communication among the employees?
- RO₂: Do interact of social networks sites is impact to effectiveness of communication among the employees?
- RO₃: Do usefulness of social networks sites is impact to effectiveness of communication among the employees?

1.5 Significant of study

The importance of this study is to examine of Enforcement Division MDTCC employee's the effectiveness of communication when they are using the social networking sites such as Facebook. When the usages of social networking sites are exploded, it is the time to study the impact of those sites will appear on employees. Besides, this research is designed to propose to the superior of Enforcement Division on positive impact of effective communication by using Social Networking Sites such as Facebook for the daily matter.

1.6 Scope of study

Recently, a variety type of SNSs is used for both private and business matters (Bond, 2010). This study will focus on one of the famous social networking sites, which is Facebook. The patterns of Facebook usage such as ease of use, interactivity tools, and trustworthiness will be discussed as well. Other related fields, which are covered in this study including the development of Facebook, review of Facebook from others researchers and also development of employee's identity through Facebook.

2. Literature Review

Currently, many firms have begun using SNSs to be better communication among employees (Bond, 2010; Brzozowski, Sandholm, & Hogg, 2009). SNSs integrate a variety of channels including blogs and websites (e.g., Twitter), video conferences, virtual worlds, wiki pages and profile-based online networking (e.g., Facebook, Yammer) (Bond, 2010; Buechler, 2010)

Corporate SNSs platforms can support firms who target to shift from strategy to contribution and from consent to involvement. Through SNSs, employees can growth up their views and wishes for information across the whole firms in real-time, and has potency to run the business effectively.

Besides, internet is principally a source of communication, information and entertainment. It also play important medium as a platform for commercial transactions. Since the emerging of the SNSs as a business platform, one of its main uses is marketing. Soon, the SNSs could play a critical distribution platform of channel for the successful business. The example distribution platform is marketing and expanding brand communication through SNSs (Thompson, 2002).

Admittedly, this changings will only be successful in business with management teams which are open to such a revolution. In order to require management's blessing, the whole culture of a company as comes into play. Organizations known for having an advanced, combined culture are more likely to embrace SNSs platforms, and many done already (Tapscott & Williams, 2006).

The scope of this study considers only corporate SNSs. These networks comprise any online medium that enable employees to make a user profile and then share comments, views and records internally with their co-workers. This study ignores all other types of SNSs, all other purposes for using the tools, and all other users.

SNSs are online medium of people who share views and opinions or who are intent in exploring the personality and daily activities of others. They provide a kind of methods for users interact with others through chat, video, messaging, email, video and voice chat. As websites rose in popularity, SNSs shifted to web-based applications (Zarella, 2010). The guidelines of marketing had to revolution and the web has proved a catalyst by carrying the changes and intensifying the scale. The unexpected emergence of the Web 2.0 marketing methods demand additional approaches, whereas almost many of marketers are still debating with the first generation, savvy brands are discovering the landscape that SNSs create for marketers. These methods are allowing most of drivers in social change to be unchecked, with a profound impact on planning customer connections. The new generation of connection

marketing reflects to the challenges of digital media literacy and at the same time can prompt a reconstruct of the total marketing mix through variety of strategies. Relationship marketing for the SNSs generation demands both viewing and acting differently (Chaffey 2003).

In the meantime, Smith (2010) stated that Face book is becoming one of the most popular of internet communications among the people. Whereas many firms have tried to emulate Face book's challenge in geographically, Face book has confirmed that the main strength on which all of its services are construct much more protected and powerful than many others.

While, Borges (2009) founds that the buyers interested to be engaged differently rather than in past years and most of traditional marketing strategies do not work anymore. SNSs marketing assumed as a revolutionary method to form compact relationships with buyers.

SNSs are a type of modern invention that connects the people all around the world. Facebook is most popular SNSs among Youngers. S study by Buchanan et al., (2012) found that, respondents normally interested to disclose information to their friends and relatives. Besides, Acquits and Gross (2006) stated that, most of the users put the real identity on their profiles. This shows that, users give a trust and convince on the privacy matters.

There are several types of SNSs that can draw millions of people, with diverse technological enhancement. SNSs are web based services platform that enabled individuals to shape a semi-profile within a bounded system, expressive of other users with whom they spread connection with, assessments and go through their list of connections and those made by others within the system, although the nature and nomenclature of these connections has variation (Boyd and Ellison, 2007).

SNSs also have been used by lecturers, teachers and students as a communication tools. Academicians use forums and groups to spread-out classroom thoughts. Normally they use Twitter and Face Book to communicate with their students. It is an effective communications tools as students are always using these tools to share information with their teachers or lecturers.

Recently, even though SNSs has been recognized as an important medium for academic and education, however based on the studies proven that students use SNSs such as Facebook or Twitter for to kill time, fun, to meet old friends or to establish new ones (Ellison et al., 2007). Although SNSs have caused the students waste much time to participate in social networking activities, with many students blame social networking sites for a steady fall in the average grade (Kimberly et al., 2009), it also indicates that only some of students are aware of the academic networking prospects the sites offered.

Rubin and Liddy (2006) stated in his study that SNSs tools are created to establish the links to business websites. Meanwhile, an online social networking has been used as an invaluable asset for majority corporate businesses. Currently, most of organization uses the social network connection to share information among the co-workers and public, and sometimes to keep an eye on the competition. Some of researchers pursue the study on how the corporate companies are recognizing that there is a chance to use internal social networks to attract talented employee's, tap the most relevant expertise, improve collaboration, and finally improve companies performance and profit outcomes. As such, corporate companies can now create best use to these SNSs tools by exploiting the huge amount of personal information it keeps on their market research databases.

Positive perceptions obtained from users of social networking sites i.e. effective learning which has resulted in an easy learning climate among students (Mazer, et al., 2010). The study concluded that numerous approaches can be used to encourage amiability among students which leads to a positive effect from SNSs user's point of view. In a study conducted by (Mazer et al., 2007) concluded that Facebook networking site is used by students more frequently and also faculty members. Recent data obtained from Facebook through their spokesperson, showed that approximately 297,000 users are university faculty members, although there are pros and cons in each case. Collin et al., (2010) in his research stated that approach for maximum the benefits of SNS use must be supported by best practice evidence. More targeted research necessary to be undertaken to make sure specific emerging practices are properly understood so the positive effects of SNS can be leveraged

According to Gallagher (2009), found that most of SNSs have transformed the thought of global village into a reality whereby billions of people around the world communicate via SNSs. There are some benefits have been gained through distant communication by using of SNSs. However the negative aspect within technological evolution has resulted in dilemmas such as the delay of real values of life especially among students who use the majority of interacting via the use of SNSs. Normally Online social networking sites concentrate on establishing social associations among people who share views and or activities. The majority of SNSs allow users to maintain their profiles and lists of friends. These social networks encourage people to share their experience and interest with others through videos and other media. This platform was designed as a method for friends, family, or strangers to have discussions and connection.

According to Koontz (2001), customer is the actual or prospective purchaser of products or services. In other words, customer is a person who buys goods or services produced by another person or company. Assael (1998) further defines customers' perceptions as the selection, organization, and interpretation of marketing and environmental stimuli into a coherent picture, while Goldstein (2010) defined perceptions is a conscious sensory experience. Harell, 1986; (cited by Foxall et al., 2002) further explained customers' perceptions as the process of recognizing, selecting, organizing and interpreting stimuli in order to make sense of the world around us. Further add that the perceptions of a weblog depends in part on the stimuli that are given meaning by the customer while different perceptions of a weblog can account for different attitudes and behaviors toward it.

3. Research Methodology

3.1 Data Collection

This chapter explains the dependent (DV) and independent variables (IV) of the current study. This chapter also provides knowledge of the research methodology procedures, the statistical techniques, the questionnaire design and measurement, and the methods that would be used in the study to find out about the effectiveness of social networking sites. The employee's perceptions of the effectiveness is defined as perceived ease of use, perceived interactivity, and perceived usefulness.

Saunders et al., (2009) indicated that the methodology as the “theory of how research should be undertaken”. This chapter explains the application of basic research methodology which the processes of data collection, data gathering and data analysis.

The research questionnaire was designed to reach all the research objectives, consisting of four categories to clarify and investigate variety of issues. It included research respondent’s demographic profile, employee’s perceptions of the effectiveness of perceived ease of use, perceived interactivity, and Usefulness.

3.2 Research Variables

The independent variables (IV) are the employee’s perceptions of the effectiveness of perceived ease of use, perceived interactivity, and usefulness. The dependent variable is Effectiveness Communication.

3.3 Questionnaires

Based on the total number of Enforcement Division staff, the size of the population for this research is noted to be a total of 380 officers. A total of 200 questionnaires were distributed to Enforcement Officers of MDTCC. The respondents had informed of the purpose of the questionnaire distributed. They were also mentioned that the survey will be used for academic purposes only. Before designing the questionnaire, the relevant areas were listed out to define what type of questions should be asked.

3.4 Conceptual Framework

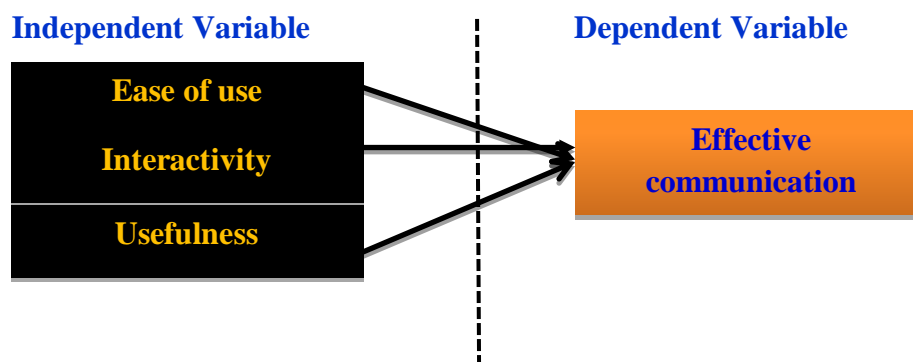


Fig. 1: Relationship between Independent Variable (IV) and Dependent Variable (DV).

3.5 Research Hypotheses

- RH₁ : There is a significant impact of ease of use on effective communication
- RH₂ : There is a significant impact of interactivity on effective communication
- RH₃ : There is a significant impact of Usefulness on effective communication

3.6 Data Screening

All of the questionnaire data have been entered into and analyzed by the Statistical Package Social Science (SPSS) for Windows, version 16.0 to assist the descriptive statistics

that outlines the means and standard deviation in data analysis. The regularity, linearity, and homoscediscity were evaluated via usage of Skewness and Kurtosis test. Thus, the universe normality of the research variable based on the standards of + 1 Skewness and + 2 Kurtosis (Hair et al., 1998).

3.7 Normality Testing

Table 1: Normality Test: Skewness and Kurtosis on Dependent and Independent Variables

Item	Communication (DV)		Ease of Use (IV)		Interactivity (IV)		Usefulness (IV)	
	Skewness	Kurtosis	Skewness	Kurtosis	Skewness	Kurtosis	Skewness	Kurtosis
Item 1	0.671	-0.946	-0.746	-0.203	-0.377	-0.643	-1.409	2.319
Item 2	0.662	-0.845	-1.465	1.192	1.055	-0.045	-0.611	-0.529
Item 3	0.088	-0.884	-2.067	4.987	0.268	-1.185	-0.375	-0.648
Item 4	0.495	0.346	-0.012	-0.07	-0.842	0.558	-0.292	-1.104
Item 5	-0.369	-1.132	0.001	0	-0.111	-0.045	-0.426	-0.868
Item 6	-0.184	-0.771			-0.186	-1.008	-0.847	0.938
Item 7							-0.124	-1.223
Item 8							0.025	-0.446
Item 9							-0.240	-1.208
Item 10							0.068	-0.306

Table 1 shows that the Skewness and Kurtosis value for all variables in which consist of effective communication ease of use, interactivity and usefulness. Skewness values within the range of $(+1 < 0 < -1)$ while the Kurtosis value is in the range of $(+2 < 0 < -2)$ (Hair et al., 1998). First analysis is variable of communication is normal for normality test (Skewness Value) as the value is between $(+1 < 0 < -1)$. Meanwhile, analysis for communications is normal for normality test (Kurtosis Value) as the value is between +2 and -2. Second analysis is variable ease of use are normal for normality test (Skewness Value) as the value is between $(+1 < 0 < -1)$ except for item 2 and item 3. Meanwhile, analysis for normality test (Kurtosis Value) is normal as the value is between +2 and -2 except for item 3 and item 2. Third analysis is variable interactivity is normal for normality test (Skewness Value) as the value is between $(+1 < 0 < -1)$. Meanwhile, analysis for normality test (Kurtosis Value) is normal as the value is between +2 and -2. Fourth analysis is variable usefulness is normal for normality test (Skewness Value) as the value is between $(+1 < 0 < -1)$. Meanwhile, analysis for normality test (Kurtosis Value) is normal as the value is between +2 and -2 except item 1. Overall, almost all items good normality value from normality test via using of Skewness and Kurtosis test, the researcher assumed that all items for all variables are normal.

3.8 Reliability Testing

Reliability measurement refers to constancy of a number of measurements taken using the same measurement method for the same subject (Kan, 2005). Cronbach Alpha is a coefficient of reliability and used as a measure of the internal reliability of a psychometric test score for

a sample of examinees (Cronbach, L.J. 1951) and high reliable if the value of the alpha is closer to +1. Vaus (1991) pointed out that the scale is reliable if the alpha value at least 0.7 and above. Thus, the consistency of results across items within the analysis can be accomplished as it is in reverse related to random error.

Table 2: Reliability Statistics

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Communication	.865	.856	6
Ease of use	.743	.799	5
Interactivity	.854	.866	6
Usefulness	.867	.858	10

The results of reliability analysis showed that the value of Cronbach Alpha for All variables (Effective Communication, Ease of use, Interactivity and Usefulness) more than 0.70. The value of Cronbach's Alpha for each variables are (Effective Communication = 0.865), (Ease of use = 0.743), (Interactivity = 0.854) and (Usefulness = 0.867). It indicating the variables met the acceptable standard of reliability analysis (Vaus, 1991). The researcher assumed that all variables met the acceptable standard of reliability analysis.

4. Finding and Analysis

4.1 Data Analysis

After surveys were completed, a quantitative analysis of the information was conducted. The researchers focus on the population within the organization which is divided into two position of category in which the percentage of superior is 32.2% meanwhile other position is 67.8%. The participants in this study included a varied group of ages. Among those participating, 7.4 percent of them were 18-25 years, 22.3 percent of participants were between the ages of 26 and 35, 50.4 percent were between the ages of 36 and 45, finally, 19.8 percent of the employees who took part in this study were 46 years of age and above.

4.2 Checking the Assumption of Multicollinearity

Coefficients box in Table 3 presenting the "collinearity diagnostic". Collinearity happens when Independent Variables are highly correlated (Allan and Wayne, 2007). The tolerance value is very high closer to + 1 indicating multiple correlations with other variables is low. Since the tolerance value for all variables are high, it deters the possibility of multicollinearity. Meanwhile, we assume that all three variables have value of VIF below than 10 (<10) and we assume that there are no sign of multicollinearity. Therefore, the data have not violated the multicollinearity assumption.

Table 3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
3	(Constant)	1.933	.388		4.989	.000		
	EaseIV	.280	.050	.439	5.581	.000	.602	1.661
	InteractivityIV	-.257	.080	-.288	-3.213	.002	.464	2.155
	UsefulIVs	.646	.073	.668	8.839	.000	.653	1.532

Table 4 shows that the summarization of results from the regression model analysis. It shows the results related to the correlations of the variables.

4.3 Research Hypotheses

Table 4: Regression table on significant impact of ease of use, interactivity and usefulness on effective communication.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
3	(Constant)	1.933	.388		4.989	.000
	EaseIV	.280	.050	.439	5.581	.000
	InteractivityIV	-.257	.080	-.288	-3.213	.002
	UsefulIVs	.646	.073	.668	8.839	.000

4.3.1 Hypotheses (1)

This hypothesis had tested using Multiple Regression Technique to study the responds from the respondents toward their perception on the impact of ease of use the Social Networking Sites to the effective communication in the Enforcement Division, Malaysia Ministry of Domestic Trade Cooperative and Consumerism. Hypothetically, any significant value means there is an impact between ease of use and effective communication. According table 7, the sig. value is equivalent to p.value. Therefore, the researcher found that the p.value = 0.000, where (p.value<0.05). Thus, the Hypothesis (1) is accepted.

RH₁ : There is a significant impact of ease of use on effective communication.

4.3.1 Hypotheses (2)

This hypothesis had tested using Multiple Regression Technique to study the responds from the respondents toward their perception on the impact of Interactivity the Social Networking Sites to the effective communication in the Enforcement Division, Malaysia Ministry of Domestic Trade Cooperative and Consumerism. Hypothetically, any significant value means there is an impact between interactivity and effective communication. According table 8, the sig. value is equivalent to p.value. Therefore, the researcher found that the p.value = 0.002, where (p.value<0.05). Thus, the Hypothesis (2) is accepted.

RH₂: There is a significant impact of Interactivity on effective communication.

4.3.1 Hypotheses (3)

This hypothesis had tested using Multiple Regression Technique to study the responds from the respondents toward their perception on the impact of usefulness the Social Networking Sites to the effective communication in the Enforcement Division, Malaysia Ministry of Domestic Trade Cooperative and Consumerism. Hypothetically, any significant value means there is an impact between usefulness and effective communication. According table 8, the sig. value is equivalent to p.value. Therefore, the researcher found that the p.value = 0.000, where (p.value<0.05). Thus, the Hypothesis (3) is accepted.

RH₃: There is a significant impact of Interactivity on effective communication.

5. Conclusion

The growth of Information technology has prolonged the reach of communication across space and time by letting everyone to connect and communicate with others outside to create, maintain, and develop their social relationship. Even though face to face communication method is still important for communication, but it is being replaced with mediated communication, namely interpersonal and new media, including online social networking. Online social networking has become a new method of communication especially for Internet users to find and converse with their friends. Based on the study that has been conducted, researchers suggested that the use of social networking sites to expand across the branches to facilitate two-way communication between the officials and get up exercise easier. Further study on this topic can be additional insights into employees' perceptions of effective communication. Recommendations for future research are stated below. First, pursuing a similar study with a much larger sample of participants would be extremely valuable. A sample of 300 or more employees would allow trends to be more readily identified for the study as a whole, as well as for each demographic group. The second step is the questionnaires to be distributed to all 73 branches of MDTCC throughout Malaysia as this study was only distributed to the employee's at headquarters only.

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