

Effect of Social Media communication on Young Consumers in Pakistan

Samran Zulfiqar,

Bahria University,
Islamabad Campus

Asif Khurshid,

Assistant Professor,
Bahria University,
Islamabad Campus

Muhammad Yar Khan

Assistant Professor,
COMSATS University Islamabad,
Wah Campus

Anam Javeed,

Assistant Professor,
University of Wah,
Wah Cantt

Abstract

Facebook is a widely used Social Network among college/universities and even school students. Despite the popularity we are still not successful to incorporate Facebook for academic purposes and we use it only for the sake of Fun. Basic purpose of this research is to find decision grounds for teachers in Universities of Pakistan to consider the addition of Facebook in academic fields. We conducted this survey over population of 400 young consumers of Pakistan taking major sample from students Bahria University Islamabad Campus and Mobilink employees. Concluding remarks of the research is that Facebook can be used for Educational purpose and adoption of Facebook has significant impact on Educational Use of Facebook.

Key words: Social Media, Facebook, Young Consumers, Social Networking, Communication

Introduction

Now day's students can be defined as Internet Generation; as they are born in digital era and are in touch of technology since their childhood. (Gallardo-Echenique, Marqués-Molías, Bullen, & Strijbos, 2015). If teachers want strong connections with this generation then they need to incorporate current technologies in education strategy and there is need to modernize the way of teaching and methodologies. They need to be aware of the latest technologies and attitude towards ICT (Oladosu, 2012). A lot of studies show that social media now days is an important source of resource sharing, keep connecting and mostly old social networks more reliable sources of information as there are less bugs and there are lot of pattern matching features that further help in the process (Matthew O. Jackson, 2002). Boyd and Ellison (2007), explained SNS as a tool to construct public or partial profile with options to share with a defined list of users that are called friends or fans and being able to go through list of others connections which makes it a networking experience as you go like a network connecting people.

As per the findings of PewResearchCenter, internet users in Pakistan are 15% of the population and with addition of 3G and 4G services launched in Pakistan this number is rapidly growing as well, there is more than 7 % growth every year in internet users and Facebook is among one of the major platforms used in Pakistan. According to

several studies, most of teachers are not convinced that Facebook can be used as a medium to get education and they prefer traditional media for education (Roblyer, McDaniel, Webb, Herman, & Witty, 2010). When students were asked to comment that whether Facebook should be incorporated they were of the view that they consider Facebook as networking tool where they want to enjoy and despite of its friendly interface and easy to use apps they still want to keep education segregated and are comfortable with traditional modes of education (Jones & Shao, 2011).

After these finding we can say that our audience is still not prepared to view SNS from education point of view. Facebook usage perception depends on individual's education and family brought up, so there is no point of radically changing traditional mode of education to Facebook mode as it still requires time for people to absorb this. Facebook now days is used as wisely used social media platform but there is lot of communication and collaboration going on this platform. Most of the students using Facebook have no educational purpose, however this platform provides all the necessary features to facilitate educational use of Facebook. Basic purpose of this research is to find decision grounds for teachers in Universities of Pakistan to consider the addition of Facebook in academic fields. In this study, we seek to examine why this is the case and whether it would be worthwhile for faculty to invest the time to integrate Facebook into their teaching. We conducted this survey over population of 400 young consumers of Pakistan taking major sample from students BUIC and Mobilink employees.

Literature Review

Madge, Meek, Wellens, and Hooley (2009) studied the behavior of students that pre-registered Facebook in order to make friends have different social networking behavior that the ones who have not, so the paper described Facebook as social glue. Selwyn (2009) concludes that Facebook can be a "backstage" area where students can practice their conflicting interests with university work, and academics. This study also concludes that much of student's educational use is based either on pre-critique learning experiences and exchanges or promotion of being one as academically incompetent.

Sumner, Esfer, and Yildirim (2014) study explains that Facebook has positive usage impact on learning outcomes of students and keeping in view the empirical study conducted it is evident that Facebook potential in improving education is just the beginning. Mazer, Murphy, and Simonds (2007) studied that when teacher self-disclosures via Facebook it impacts students motivation

and classroom climate. Students anticipated high levels of motivation and affective learning and a more positive classroom climate that accessed Facebook website of a teacher. A learning administration framework (Remco & Remko) is programming that empowers course destinations to be made (Shraim, 2013). These frameworks are obtained and kept up by the instructive organization to give understudies a space for internet learning.

Facebook Group Vs Traditional Portals Approach

Correlation of Facebook gathering qualities and LMS feature set explains crucial contrasts between both. Possession: In LMS instructive oversees and controls, however Facebook bunches have a place neither with the association nor to the understudies. They are supposedly "unbiased," having a place with Facebook. This has its upsides and downsides. From one perspective, contingent upon Facebook is unsafe as far as substance reinforcement and protection issues; then again, the earth is for nothing out of pocket and no support is required. In addition, course site is not under the ownership for foundation exemplifies a profound change in mentality towards responsibility for. The learning and data transferred to the course site is never again only identified with the instructive establishment however is mutually claimed by the domain experts (Meishar-Tal, Kurtz, & Pieterse, 2012).

Login Authentication: User name and password is required to have access of the system. The credentials are much of the time, are selective to the foundation and constrain the understudy to deal with another record other than his everyday private record. Facebook community addition is independent of another record consideration cared about of the understudy utilizes the same username for relaxation and learning. Then again, a Facebook profile is required keeping in mind the end goal to take an interest in a Facebook gathering.

Making spreading substance: LMS gives effective devices created to make and store a huge assortment of substance, including introductions, recordings, and that's only the tip of the iceberg. A Facebook gathering is extremely restricted as far as its capacity to transfer information content. Pilot concentrate seasons the framework did not permit transferring of the word processing format records which are typically utilized by understudies and educators. To beat this issue it's important to create methodologies for incorporating content from other sources like pages and blogs etc (Sabate, Berbegal-Mirabent, Cañabate, & Lebherz, 2014).

Material administration: Instructor has the administration of substance in a LMS to make, distribute, and erase content. The understudies, much of the time, are permitted

to devour the substance. Similitude between the authorizations of understudies and teachers is found In a Facebook Group. All clients can make content, erase content, welcome members to join the gathering, et cetera.

Sorting out substance: Teacher in LMS can association the substance as per choice. Facebook association of substance is not controlled by users nor by the overseer yet is done by the innovation in a "dynamic association" with the end goal that more up to date news sustains are dependably at the highest priority on the rundown, remarks to old encourages that push old nourishes to the top can arranged as well. That's maybe the principle shortcoming of the Facebook. The dynamic association of nature makes introduction and recovery of substance troublesome. Then again, this is likewise its principle quality: The dynamic association creates the motor that produces connection and energizes dynamic interest.

Connection amongst substance and communication: Observable variation between the both is relationship\$ between the collaboration components and substance administration components. Ordinary LMS is partition based. The teacher can make a substance thing (e.g., introduction Roblyer et al. (2010) or an intuitive thing (like, gathering), however everything remains all alone. In Facebook, in any case, associations and substance are altogether made using status bar option , so everything, regardless of whether it is substance or connection, been naturally added in the divider content with the additional choice of giving feedback in the form of "Like" This uncommon plan makes communication intrinsic in the substance. Utilizing Facebook just as a store is subsequently practically inconceivable with this structure.

Synchronous cooperation: Customary learning administration frameworks permit restricted synchronous association for the audience. However, synchronous cooperation is the principle method of correspondence between clients in Facebook. As mentioned, it's a common functionality where new one visiting will see a view which is dynamic at a particular minute shows up as dynamic on his kindred gathering individuals' screens. Collaborative and dynamic content uploading, new resources added right in the minute along with customizable views makes it very favorable option as opposed to only a learning space sand in a roundabout way supporting learning in a casual way.

Evaluation devices: The LMS gives the educator a wide range of apparatuses to survey picking up, running from different decision polls through movement reports about understudies' entries, assignments, and stamp books. A Facebook assemble does not have a large portion of these limits. The inner pursuit device is the key feature

incorporated with the Facebook. By adding name on the interface, the teacher can make a client action \$report'. Report isolates action of starting another status and existing remarks already there on the interface. "like"\$ reactions are excluded by reports. Consolidated utilization of a Facebook with other feature sets and platforms make it possible to get potential assignments submission options and possibility of utilizing numerous decision surveys (shapes).

Group Interface Option

The focal point of the Facebook Group interface is the divider. Individuals have options to add content, statuses (character set Messages) connections to Apps, pictures, and recordings on the interface among themselves.

Everything transferred to the divider can get reactions, either by designating "like" or by composing a more point by point remark. The data associations show up at the highest priority visible on the interface, and old things with new reactions are additionally pushed to the highest priority as per standard feature. The divider is therefore constantly redesigned so that up to date things and the freshest remarks are dependably at the top.

The Facebook aggregate divider likewise permits the formation of reports. The docs can be posted on interface yet likewise be open from an extraordinary box on the interface. Facebook report feature is an exceptionally straightforward editorial manager, giving just negligible plan of content. Another Facebook application gathering is "occasions" feature.

Individuals profile photos from the Facebook aggregate show up the web and are indexed as well. There is a unique way to show recent ones on interface. Amass individuals can utilize the balanced texting framework to converse with each other, and in addition bunch conferencing to talk with the whole gathering. The gathering additionally gives an inside web crawler that backings data recovery on interface.

Facebook as an alternate is studied in the article (Sabate et al., 2014). The writers contend Facebook apps can possibly be utilized as another option to a LMS since it contains the required LMS academic, social, and mechanical components. It enables the sharing of materials and assets and it enables exchanges to happen. In any case, the writers contend that the Facebook condition is as yet seen to some degree as a dangerous domain that disregards the protection of the members. Another review measured the degree of inclusion of understudies with regards to Facebook. The discoveries found quantity of messages in communication that occurred on platform was 400% more

contrasted with an exchange on the WebCT discussion (Schroeder & Greenbowe, 2009).

Researchers have started to investigate the advantages and confinements related with a instructor's utilization of Facebook. In a current review Mazer et al. (2007) found that understudies presented to a high self-uncovering educator on Facebook revealed Downloaded by [Michigan State University] at 12:11 23 February 2015 Learning, Media and Technology 177 larger amounts of inspiration, full of feeling learning, and assessed the atmosphere of the instructor's classroom more decidedly than understudies who saw an educator's Facebook page highlighting restricted self-revelations.

Emerging social media enables people to share content and interact people of their interest, which caused them to get social influenced from each other and be influenced from others. Word of mouth and Online Reputation are important elements in this. (Remco & Remko 2014).

Remco and Remko (2014) explains social media as a way how people actions change and get effected by others", So social influence is a natural process to that can be of great use by business to change consumers attitudes and believes towards a stimulus like (promotions of new brands and products and doing awareness programs for society programs).

Underpinning Theories (Signalling, Warranting)

Profiles creation is one of the modern approaches used by many SNS's. This customization includes adding pictures and adding profile information that is then used as a source for the person social identity and helps in personalizing as well. Pictures, video clips and comments are important components of the profiles that make them attractive ones. Customized profiling is another option given by some of SNS's which makes it possible for the audience to let their profile view like they want. Customizing the look and feel also includes applying preconfigured templates and multiple color options that can be applied on the profiles which makes it customizable and gives dynamic options to the users as well (Muñoz & Towner, 2009).

In order to observe people's behavior about clarifying data SNS sites and profiles Flagging hypothesis is used. (Ellison, Steinfield, & Lampe, 2011) studied the necessary items that individuals need to know is not standardized and it's not know and easily recognizable as well. She further argues on that fact that person's attribute and status are comprised of human relations and associations. This hypothesis further explains that when an individual contact someone for "friend request" that action tells persons confirming its reality as an individual. Pattern of individual

tells about the decisions he take along with his mental condition. Individuals try to make fake profiles and have a lot of unknown people tagged in their profile just for the purpose of presenting themselves to be very social. This unpredictable behavior can be observed in the friendship patterns of the selected individuals. (Roblyer et al., 2010) studied this behavior and concluded that among young consumers it is found that it is very impressive to have lot of friends but another aspect of this is that you are also seen as SNS prostitute as well.

SNS profiles are evaluated based on the combination of one's own input and other people perceiving and commenting on the items shared. Likewise, the input given by one's system in a SNS is persuasive in the improvement of social personality. Young people utilize SNS in an assortment of ways. This reveals profile tastes and individual data about their characters (West, Lewis, & Currie, 2009). Youngsters should likewise include or dismiss companion demands from their associates, exploring practices (Ito et al., 2009). Collaboration, sharing and commenting that one's adds to the world SNS—through apps and info—demonstrate complexity of social attitude and associate impact that occur collectively on the Platform interface (Subrahmanyam, Reich, Waechter, & Espinoza, 2008).

Types of Youth Using SNS

Customary computerized separate grant asks whether specific populaces have or don't have break even with access to new innovations or stages. Researchers attest that web-based social networkings speak to new aptitudes and methods for taking part on the planet. New innovations are not allowed and add to online groups like SNS, with no capability to build essential features and specialized proficiency that will be imperative later on (Jenkins-Guarnieri, Wright, & Hudiburgh, 2012). Originating from this conviction, analysts keep on wondering whether certain gatherings of understudies are methodically prevented from utilizing new advances. For instance, (Portwood-Stacer, 2013) watches that "Youngsters broadly utilize computerized interchanges—texting, PDA messaging and long range informal communication Web locales—to keep up their social capital, in any event with those companions who can stand to stay aware of the exorbitant prerequisites of these innovations". The announcement briefly plots the worries of computerized separation researchers: (a) Good volume of individuals are utilizing (b.) Positive utilization result i.e., creating social capital (c.) systemic and uneven access stays as a question yet to be answered.

Another study proposes that SNS are getting to be

noticeably omnipresent parts of youth and related audience in grown-up life. In a study of undergrads, Pasek and Hargittai (2009) studied couple of statistic variances amongst clients and nonusers of SNS. Sexual orientation is on critical level, with females being 1.6 times more observed to be addicted than guys. What's more, having Internet access through companions likewise altogether anticipated whether an understudy utilized SNS.

Model and Hypothesis Explanation

Various Models are used to study diffusion, acceptance and technological innovations adoption. However innovative diffusion theory is also added in the model to have supported employees intensions to E-learning Systems (Yi-Hsuan, Yi-Chuan, & Chia-Ning, 2011).

The technique used by Mazer et al. (2007) has been adopted in this paper. Both technological as well as social dimensions are taken into account in this study. 3 latent and 11 observable variables have been taken into consideration.

Facebook Adoption

Facebook adoption is a latent variable which is further explained by three observable variables namely:

1-Usefulness 2- Social/ Influence 3- Community Identity
4-Ease of Use 5- Facilitating. Conditions

Ease of Use and .Usefulness

TAM widely used model for IT adoption. Davis (1989) found significant co-relation between PU and PEOU considering email and file-editor systems, however after linear regression found PU to be more affected. In a follow up study some MBA students were asked to evaluate two systems one with Graphical interface and other one without it and found that only PU determined the use of software and this survey was filled after going through work manuals.

Social Influence

Emerging social media enables people to share content and interact people of their interest, which caused them to get social influenced from each other and be influenced from others. Word of mouth and Online Reputation are important elements in this (Remco & Remko 2014).

Assisting Conditions

The construct of assisting conditions used to measure level of person's perception regarding organizations support structure that would help in using new technology. The factors of training, support, infrastructure and knowledge comprise of assisting conditions.

Communal Uniqueness

Communal uniqueness is an important factor that determines individuals' motivation to virtual communities (Madge et al., 2009).

H1: Facebook adoption is significantly influenced by usefulness, ease of use, social influence, assisting conditions and communal uniqueness.

Educational usage/

Facebook is a platform to connect common interest people who have same point of view, common interests and thoughts which is a chance to learn and share interests. In this social network there is common interest based virtual community which allows users to share common interests.

Educational Usage of Facebook calculated by

1-Communication

2-Collaboration

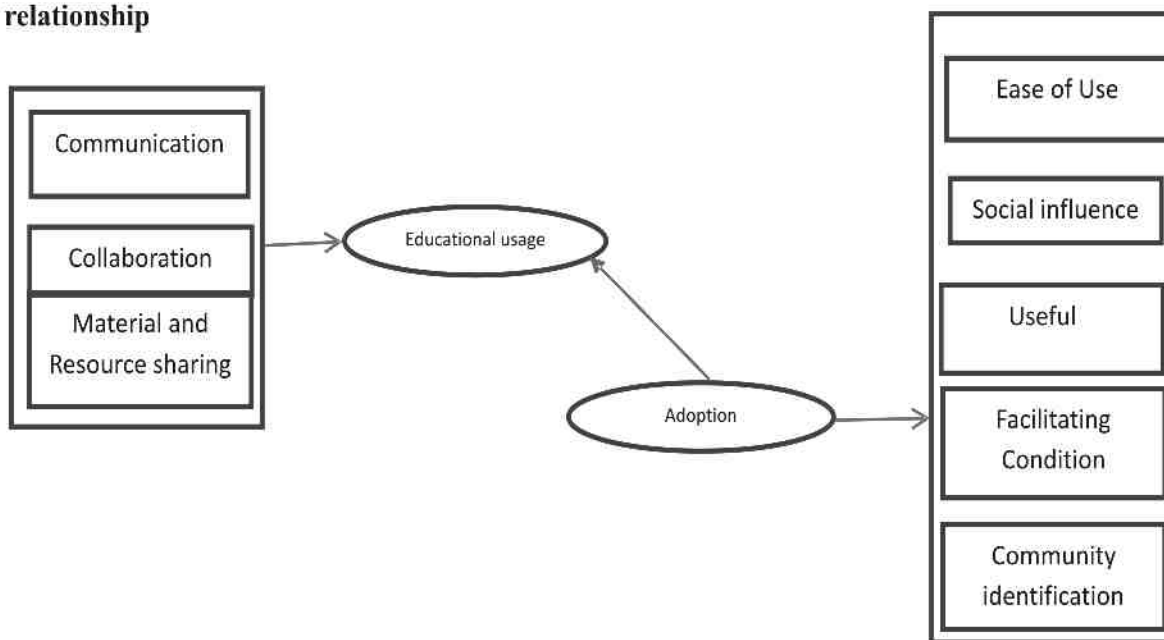
3-Resource/Material Sharing.

4-Facebook as an alternate is studied in the article (Portwood-Stacer, 2013). The writers contend Facebook apps can possibly be utilized as another option to a LMS since it contains the required LMS academic, social, and mechanical components. It enables the sharing of materials and assets and it enables exchanges to happen. In any case, the writers contend that the Facebook condition is as yet seen to some degree as a dangerous domain that disregards the protection of the members. Another review measured the degree of inclusion of understudies with regards to Facebook. The discoveries found quantity of messages in communication that occurred on platform was 400% more contrasted with an exchange on the WebCT discussion. (Schroeder and Greenbowe, 2009).

H2: The use of Facebook for educational purpose will be significantly influenced by communication, collaboration and material sharing.

Hypothesis 3 connects latent variables and defined relation between them

H₃: Facebook adoption and educational use will have a significant and positive relationship



Research Methodology

Instruments

Data was collected from the young consumers of Pakistan among them major participants were from Bahria University Pakistan and among young employees of Jazz. Personal and demographic information is collected in the first part and total of 6 questions are asked.

Remaining part is used to measure all the variables of the above mentioned model

5 Point Likert scale ranging from 1 “strongly disagree” to 5 “strongly agree” is used.

All the items in questionnaire are taken from (Mazman & Usluel, 2010) the only modification is the change from 10 points to 5. After getting it consulted from my supervisor we rephrased few of the questions. Total questionnaires collected are 400 however 300 valid ones were used for study.

Analysis

We conducted the Factor analysis of the variables used along with reliability test is shown in Table 3. Rotated component matrices are given below along KMO, reliability and variance is been calculated to validate the reliability and validity of the constructs. Co-relation matrix is given in the Table 4. According to (Nusair & Hua, 2010) the cut off value for composite reliability is 0.7. All the

constructs show a satisfactory reliability coefficient.

Perceived Usefulness

The rotated component matrix helps you to determine what the components represent. Question 1 and 2 are more correlated with component 1. Question number 3 and 4 are correlated to component number 2. Whereas, question number 5 is related to component number 3. KMO, variance and reliability values are also under acceptable ranges.

Table 1: Rotated Component Matrix			
	Component		
	1	2	3
Question 1	0.936		
Question 2	0.864		
Question 3		0.924	
Question 4		0.721	
Question 5			0.817
KMO	0.558		
Variance Explained	37.35	65.048	87.062
Reliability	0.832		

Perceived Ease of Use

Furthermore, the component 1 is most highly correlated with perceived ease of usage question number 1.

Furthermore, component 2 is correlated with question number 4 and component 3 is correlated with question number 5.

Table 2: Rotated Component Matrix			
	Component		
	1	2	3
PE Question 1	0.944		
PE Question 2	0.930		
PE Question 3	0.919		
PE Question 4		0.973	
PE Question 5			0.974
KMO	0.704		
Variance Explained	50.05	72.2	92.22
Reliability	0.592		

Social Influence

Table 4 represents rotated component matrix of social influence. The component 1 is correlated with influence

question 1. The component 2 is correlated with influence question number.

Table 3: Rotated Component Matrix			
	Component		
	1	2	3
Influence Question 1	0.893		
Influence Question 2	0.883		
Influence Question 3		0.885	
Influence Question 4		0.730	
Influence Question 5			0.948
KMO	0.665		
Variance Explained	32.68	60.46	81.51
Reliability	0.697		

Assisting Conditions

Table 4: Rotated Component Matrix			
	Component		
	1	2	3
I find necessary resources to use Facebook with ease	0.887		
I try to connect to Facebook wherever I find Internet	0.794		
Facebook is similar to other social networks I use (msn, e-mail, online forums)	0.624		
Facebook offers technical support when needed		0.872	
Generally, the usage of Facebook provides appropriate educational support.		0.626	
I can get technical support by email if I have problems using Facebook			0.904
Anyone can help me use Facebook			0.562
KMO	0.8		
Variance Explained	33.6	56.01	73.45
Reliability	0.76		

Community Identity

Table 5: Rotated Component Matrix			
	Component		
	1	2	3
Identity Option 1	0.933		
Identity Option 2	0.617		
Identity Option 3		0.929	
Identity Option 4			0.964
KMO	0.717		
Total variance explained	32.16	62.03	87.38
Reliability	0.676		

Communication

Table 6: Rotated Component Matrix			
	Component		
	1	2	3
Comm Question 1	0.755		
Comm Question 2	0.617		
Comm Question 3	0.659		
Comm Question 4	0.831		
Comm Question 5	0.659		
Comm Question 6		0.889	
Comm Question 7			0.868
KMO	0.843		
Variance Explained	35	60	84
Reliability	0.634		

In this particular study the structural equation modelling (SEM) based approach has been used. SEM is used to comprehensively describe the usage of Facebook for academic and educational purposes. A two way approach has been adopted for carrying out the SEM analysis. In order to find the reliability as well as validity of the

constructs under investigation, the results of the factor analysis are shown in the table. Every item of the model shows a significant loading value on its own factor. All the loadings of the study show a satisfactory loading value. Moving on further the values of average variance extracted are also more than 0.5.

Collaboration

Table 7: Rotated Component Matrix

	Component
	Factor 1
Coll Question 1	0.888
Coll Question 2	0.882
Coll Question 3	0.843
KMO	0.718
Variance Explained	75.89
Reliability	0.832

In this particular study the structural equation modelling (SEM) based approach has been used. SEM is used to comprehensively describe the usage of Facebook for academic and educational purposes. A two way approach has been adopted for carrying out the SEM analysis. In order to find the reliability as well as validity of the constructs under investigation, the results of the factor analysis are shown in the table. Every item of the model shows a significant loading value on its own factor. All the loadings of the study show a satisfactory loading value. Moving on further the values of average variance extracted are also more than 0.5.

The table depicts that adoption of Facebook is positively influenced usefulness, ease of use, social influence, facilitating conditions and community identity. Furthermore, educational usage of Facebook is positively impacted by communication, collaboration, and resource and material sharing. Furthermore, the results of the confirmatory factor analysis among the variables are shown in the table above. All the values of the variables lie in an acceptable and tolerable range.

Table 8: Correlations

		Usefulness	Ease of Use	Social Influence	Facilitating Condition	Community Identity	Communication	Collaboration	Resource Sharing
Usefulness		1							
	PC								
	N	40							
Ease of Use	PC	.43**	1						
		0.0							
	N	400	400						
Social Influence	PC	.39**	.49**	1					
		0.0	0.0						
	N	400	400	400					
Facilitating Condition	PC	.32**	.41**	.54**	1				
		0.0	0.0	0.0					
	N	400	400	400	400				
Community Identity	PC	.42**	.44**	.40**	.50**	1			
		0.0	0.0	0.0	0.0				
	N	400	400	400	400	400			
Communication	PC	.406**	.360**	.368**	.490**	.730**	1		
		0.00	0.00	0.00	0.00	0.00			
	N	400	400	400	400	400	400		
Collaboration	PC	.339**	.429**	.376**	.473**	.714**	.836**	1	
		0.00	0.00	0.00	0.00	0.00	0.00		
	N	400	400	400	400	400	400	400	
Resource Sharing	PC	0.03	0.09	-.17**	-0.07	-0.00	0.01	-0.04	1
		0.51	0.06	0.00	0.14	0.87	0.84	0.39	
	N	400	400	400	400	400	400	400	400

The main aim behind using correlation is to find out dependency level of two variables on one another. The values of correlation range between -1 to + 1. The value of 1 shows perfect correlational dependence whereas 0 depicts no correlation. Correlation direction is shown by the sign of value. The values of correlation of variables under investigation show no major problem of correlation among

the variables. Model summary of the theoretical framework is being presented in the table. The outputs depict that 57.6% of the variance in dependent variable is caused by the independent variables. The values of ANOVA are also shown in ANOVA table where all the values show no such major deviations from the standards.

Table 9

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.576 ^a	0.332	0.330	0.49450		
a. Predictors: (Constant), Adoption						
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.305	1	48.305	197.542	.000 ^b
	Residual	97.322	398	0.245		
	Total	145.627	399			
a. Dependent Variable: EducationalUse						
b. Predictors: (Constant), Adoption						

Findings and Discussion

An approach developed by Mazman and Usluel (2010) is utilized in the investigate the dimensions of Facebook usage for academic and educational purposes. The results of the study present that all the six independent variables have a significantly positive impact on the adoption of Facebook for educational purposes. All the outcomes of the study coincide with the outcomes of (Cheung, Chiu, & Lee, 2011). The outcomes of various studies potentially show the outcome that Facebook could be utilized efficiently for academic, learning and educational purposes (Irwin, Ball, Desbrow, & Leveritt, 2012).

Conclusions, Limitations and Future Research

The modern advancement plays a worthwhile role in changing the mediums and foundations of study. The inclinations of the modern buyers on the usage internet based stuff led to the evolution of online business. Due to massive usage of internet now everyone possess the ability

to use the social media networking websites and communicate what they want to say. The model being developed by (Mazman & Usluel, 2010) is employed in the study in an attempt to study the overall interactive usage of Facebook for educational purposes.

The study was carried out the geographical location of Islamabad. The participants were selected from Baharia University and Mobilink. The objective behind data collection was to explore the foundations for applying Facebook for educational purposes. Regardless of the popularity of the medium, it should be taken into account that it cannot be an alternative regular educational mediums and schools. The teachers organize their teaching mediums and methodologies in a decent manner. Even though the Facebook was not used for educational purposes yet a potential for upgrading the methods of delivering the education exists. Few of the researchers state that communicative mode of study could be promoted by using Facebook (Goertler, 2009). Moving on further, Facebook

can make concrete foundations for education and learning of individuals.

The limitation of this study is its sample which was collected by university students and telecom professionals. The scope of the study could be widened by taking respondents from other sectors also. Other than Facebook there are other social networking websites also like twitter, LinkedIn and Google plus. These social networking websites could also be taken into account by other researchers to widen the scope of study.

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