

AN OVERVIEW OF FACEBOOK

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ABSTRACT

From 2006 and 2012, this paper offers a critical assessment of scientific, peer-reviewed papers published on Facebook. While there are countless articles on various aspects of the social networking site, the review reveals that there are still many gaps to be filled. Due to the limited scope of many articles (in terms of large samples and the number of countries studied), as well as frequent changes to Facebook's design and features, many of these articles must not only be revisited, but also their research findings must be integrated. The review concludes with a critical discussion and research suggestions. Facebook is a social networking and online social media platform owned by Facebook, Inc. in the United States. It was founded in 2004 by Mark Zuckerberg, together with other Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes, and takes its name from the face book directories that are often distributed to American university students. Initially, membership was restricted to Harvard students, but it has subsequently expanded to include students from other North American institutions and, since 2006, everyone over the age of 13. Facebook ranked sixth in worldwide internet use in 2020, with 2.8 billion monthly active users. It was the most popular smartphone app in the decade of 2010.

KEYWORDS: *Disclosing, Facebook Initial, Motives, Social Networking Site.*

1. INTRODUCTION

The birth and ascension of the social networking site (SNS) One of the most significant social trends of the last decade has been Facebook. Facebook claims servicing one billion monthly active members at the end of 2012, despite the fact that it just debuted to the public in 2006. Furthermore, 80 percent of these users are from outside the United States, and Facebook services are accessible in 70 languages, making it a truly global platform[1]. While there are concerns about the validity and consistency of these figures (the number of accounts that are commonly used may differ from the actual number of people using the platform) and neutral data is not available, one must agree that the size of this SNS is at least significant, and the growth rate impressive[2]. This pace of increase has piqued the interest of researchers from a broad range of disciplines.

In February 2013, a search on the ISI Web of Knowledge for the term "Facebook" yielded 3068 results. The scholarly literature on Facebook in the economic and psychological domains is reviewed in this article. As a result, we concentrate on the personality of users: why they joined, how they form networks, and how they engage, as well as how businesses can utilize and profit from Facebook. While many intriguing issues have been covered, the analysis clearly demonstrates that most of the work done so far has been fragmented and restricted to certain contexts. It analyzes the studies' strengths and weaknesses, combines study results, and suggests research paths for the future. We don't presume that all of our readers are acquainted with Facebook and the services it offers. As a result, we'll give you a quick rundown of its features. This analysis is based on the Facebook Timeline layout as it existed in October 2012[3]. Individuals may register for a Facebook account at facebook.com. The new user selects a password and gains account access after giving some personal information (name, date of birth, gender, and email address). Facebook has a very uniform user account layout. Many features show in the same location on the screen regardless of whose account it is, making it simple to identify and locate the information needed. This account has two essential pages: home and profile. Users display themselves on the profile page, often known as the "wall." A tiny profile image complements the big cover photo at the top of the website, which is followed by the user's name, some basic information, and a few links for friends, pictures, and "likes." The space below it is where "status updates" appear. Friends may react to this remark by making comments or like it, and users can write anything they wish in their status (shown directly below the status). Users are notified of status changes and other actions (joining groups or becoming a fan of something they enjoy) from their friends on the home page, commonly known as the "news feed." As a result, it automatically and chronologically displays the highlights of what pals have been up to in the last few hours[4]. After creating a profile, the new user may begin searching for friends and sending friend invitations[5]. When both people accept the invitation, Facebook links them by enabling them to view each other's profile pages and adds their activity to each other's news feeds. As a result, Facebook serves as an online application to see and be seen (Stroud, 2008) or to "prosume": simultaneously creating and consuming[6].

1.1 Initial Motivations to Join Facebook:

Sledgianowski and Kulviwat were one of the first researchers to look at why people wanted to join Facebook. Apart from normative pressure, trust, utility, and simplicity of use, the perceived fun and critical mass of the site were the primary drivers of intents to join, according to their convenience sample of 289 students from one American institution. The significance of pressure would later be confirmed by study[7]. For example, Cheung and Lee (2010) looked at a convenience sample of 389 students and found that social identity (being aware of group membership and attaching emotional value to it) and subjective standards were important (compliance)[8]. Kwon and Wen's (2010) study of 229 Korean respondents found a connection between the two studies by demonstrating a positive relationship between perceived usefulness and social identity. Users are dissatisfied with pressure to accept friend requests from colleagues and employers, according to Skageby's (2009) document analysis, which found that users are unhappy with pressure to accept friend requests from coworkers and employers after joining the SNS.

According to current research, Facebook was correct to focus on making it easier for new users to make friends (obtaining critical mass), for example, by providing the friend finder application,

allowing newcomers to browse the friends list of new friends (snowball effect), and allowing users to suggest friends to the newcomer[9]. Group pressure seems to have taken care of the remainder after the critical mass was established. It is impossible to evaluate changes in motivation to join due to the short time period in which the aforementioned research were conducted. Because assessing experienced users' initial reasons to join is virtually difficult, future study should concentrate on current motivations to join (ideally in several countries) and compare them to existing studies. Because the motivations of early adopters may vary from those of the early or late majority, this may be a significant addition to our knowledge. Furthermore, as more people utilize social media, the temptation to react to friend requests from colleagues may be much greater now than it was five years ago[10]. It would also be fascinating to examine existing user motivations to join across nations and demographic groups; European users may join for different reasons than Asian users, for example, and the temptation to join may be greater for children than adults. This is particularly intriguing in light of results from a large-scale Facebook study of 721 million Facebook users, which revealed that users' friends were most likely of a similar age and lived in the same country. This implies that diverse groupings may occur. Finally, given the present level of SNS brand awareness, a research focused on the reasons why people do not join Facebook might be beneficial to our knowledge[9].

1.2 Characteristics of Facebook Users:

Gender, personality, socioeconomic position, age, and race have all been linked to variations in Facebook activity in the past. In terms of gender, Hargittai (2007) found that males were no more likely than women to use Facebook in a large survey of 1060 first-year college students in the United States. Raacke and Bonds-Raacke replicated this result in a smaller sample of 116 US students (2008). However scholar found that women were more likely than males to have a private profile, based on a sample of 1710 US undergraduates. In conclusion, these findings indicate that gender disparities in Facebook activity, rather than the choice to join Facebook, should be the focus of future study. But, for the time being, this is only a recommendation, since these studies are all centered on students and conducted in the United States. Before applying any of these study results to other nations or demographic groupings, we should proceed with care. There is a need for more international research. Some Facebook study is directly related to personality. For example, scholar found that extraversion was positively linked to Facebook usage in a short sample of 97 US undergraduates, which is consistent with more general studies. Openness to new experiences has also been linked to SNS usage, particularly among older people. However, SNS usage was adversely linked to conscientiousness and emotional stability. To summarize, our knowledge of Facebook users' personalities is still limited. Because social media platforms vary in terms of content, target audiences, and use, it's unlikely that findings from other platforms can be readily applied to Facebook.

A more detailed study of personality traits of Facebook users and non-users may therefore aid our understanding. Future study should look at additional demographic differences between users and non-users, in addition to gender and personality. Regardless of the publications listed above, it is apparent that further research into the relationship between personal traits and Facebook use is needed. Many of the studies are now based on a wider variety of SNSs, limited homogenous sample numbers, or are only conducted in the United States. This necessitates care when extrapolating study results. We should also take into account the year in which the papers were published. This is a remark that appears in many different parts of this evaluation. It is not,

however, our goal to argue that the findings reached in these publications are obsolete by definition and should be ignored. Any remark about the year of publication should be taken as an invitation to revisit these studies and see if any changes have occurred as a result of the rapid growth in Facebook membership in recent years, frequent changes in the platform's features and settings, or consumers' experience with the console. This is especially true when it comes to personal traits, since early adopters may vary from the early or late majority.

1.3 Motives For Disclosing Information on Facebook:

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Beginning in the mid-2000s, privacy issues on social networking sites became a prominent study subject. Hunter (2008), and subsequently Mansfield Devine. listed all possible Facebook privacy risks and claimed that users risk being followed, both online and offline, harassed, hacked (Greiner, 2009), and victimized by online identity theft. claimed that information published about a group that a user previously joined may damage the user's privacy, while Zorkadis and Karras (2009) identified mobile transmission of personal information to Facebook as a security concern.

The research on how consumers react to this has the same flaws as the previous research. Fogel and Nehmad (2009) found that women utilize privacy settings and limit personal information more frequently than males in a small sample of 205 US undergraduates. We should point out that the data was gathered in May 2007, and that Facebook's basic privacy settings have been modified many times since then. Similar results emerge from Hoy and Milne's (2011) survey of 589 people, which found that although both men and women are worried about third-party usage of personal information, women are more concerned.

Furthermore, women are reported to be more engaged in privacy protection than they were a decade ago. It should be emphasized, however, that this study utilized a snowball approach, with US students asking their Facebook friends to participate. There is still a need for further investigation in different situations. It's unclear how well people are aware of and coping with these security concerns. Fuchs' (2010) research of 674 Austrian students found that public information and conversation may alter users' critical information behavior, although the study was not restricted to Facebook. Debatin et al. (2009) research of 119 US students focused on Facebook and showed that following privacy breaches, Facebook users altered their privacy settings, but not after hearing about others' privacy invasions. Finally, when privacy settings seem to be changed. I found that the Facebook activity of one's partner may trigger Facebook-related envy in a sample of 308 US and German students, resulting from exposure to confusing information about the relationship that they would not have encountered if Facebook hadn't existed. It was also discovered that this kind of fresh information encourages people to use Facebook more, generating a Facebook-related activity loop. This tendency may be particularly noticeable in narcissists (who monitor and react to others' status more often; Buffardi and Campbell, 2008) and extroverted users.

2. DISCUSSION

Needham & Company (2007) estimated that Facebook had more than 21 million registered users who generate 1.6 billion page views each day. The site is closely interwoven into its users' everyday media habits: The average user spends about 20 minutes each day on the site, and two-thirds of them visit at least once every day. In early September 2005, Facebook created a high school version, capitalizing on its popularity among college students. In 2006, Facebook launched groups for businesses; as of November 2006, over 22,000 businesses had Facebook directories. In 2006, Facebook was utilized at over 2,000 schools in the United States, and it was the ninth most popular website on the Internet in terms of total page views. Much of the current academic study on Facebook has focused on issues of identification and privacy. Gross and Acquisti (2005) argue that users may be putting themselves at risk both offline (e.g., stalking) and online (e.g., because of the amount of information they provide about themselves on Facebook, the relatively open nature of the information, and the lack of privacy controls enacted

by the users), based on the amount of information they provide about themselves, the relatively open nature of the information, and the lack of privacy controls enacted by the users (e.g., identify theft). Other recent Facebook research looks at student perceptions of instructor presence and self-disclosure, use patterns over time, and the relationship between profile structure and friendship articulation.. Unlike the popular press, which has mainly concentrated on the negative consequences of Facebook usage, We're interested in instances when the intended audience for the profile (such as well-meaning colleagues and friends) and the actual audience are aligned, which stems from users' misunderstandings about the nature of their online audience. We utilize Facebook as a study setting to see whether online technologies can help people build offline social capital. According to the findings of our research, Facebook usage among college-age respondents was strongly linked with social capital indicators.

3. CONCLUSION

This study reveals that past Facebook research has covered a wide range of fascinating subjects, and that our understanding is rapidly growing. However, the study shows that our knowledge is still fragmented, and that we may be missing subtleties that distinguish various contexts, nations, and demographic factors. Now is the moment to take scientific research on Facebook to the next level by incorporating items and control factors from earlier studies into new and better study designs, as well as expanding these designs to a wider range of nations and demographic groups. In terms of both breadth and research subjects, this review has emphasized these factors and provided recommendations for further study. We think it will be useful to academics.

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