

Research on Facebook

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Abstract: Facebook, which has over 800 million active users, is transforming how hundreds of millions of people interact and exchange information. As social scientists examine the influence of Facebook on social life, a fast rising body of study has accompanied the stratospheric development of Facebook. Furthermore, scholars have acknowledged Facebook's potential as a unique tool for In a realistic situation, monitor behaviour, test theories, and recruit volunteers. Facebook research, on the other hand, Results from a wide range of fields have been published in a number of publications and conference proceedings .It's challenging to keep track of all of the discoveries. And, because Facebook is such a new phenomena, there is a lot of ambiguity. There is still debate over the best efficient techniques to do Facebook research. The authors undertook a study to address these concerns. 412 relevant papers were found after a thorough literature search, and they were divided into five categories: a descriptive examination Users motives for using Facebook, identity presentation, Facebook's function in social interactions, and privacy are all discussed.as well as information disclosure. The literature review serves as a framework for evaluating current results and making recommendations. Proposals for future study on Facebook and online social networks in general to the field.

Keywords: Facebook, online social networks, social networking sites, social network analysis, privacy, motivation, and identity presentation are just a few of the terms that come to mind when people think about Facebook.

I. INTRODUCTION

Facebook's sheer online ubiquity is remarkable. Facebook had over 845 million members (more than the population of Europe) in February 2012, who spent more than 9.7 billion minutes each day on the site (Facebook, 2012; Rusli, 2012; see Appendix A for a description of Facebook). Facebook currently integrates with over seven million websites and applications, and users contribute four billion pieces of material every day, including 250 million images (Facebook, 2012; Tsotsis, 2011). In March 2010, Facebook overtook Google as the most popular website in the United States, accounting for 7.07 percent of all web traffic in the country (Dougherty, 2010). Facebook's influence also extends outside the United States, with over 80% of current users located outside the nation. (2012, Facebook). Facebook is valued at roughly \$100 billion US dollars despite having just about 3,000 workers globally (Facebook, 2012; Gertner, 2011; Siegler, 2011, Swartz, 2012). In brief, since its launch in February 2004, Facebook has been a huge success by establishing a big new realm in which millions of social contacts occur every day. This burgeoning new sphere of social behaviour is fascinating in and of itself, but it also offers social scientists a once-in-a-lifetime opportunity to observe behaviour in a naturalistic setting, test hypotheses in a novel domain, and efficiently recruit participants from a wide range of countries and demographic groups. We analyse the degree to which social scientists have been effective in revealing the psychological and sociological processes involved with this online social network as scholars struggle to keep up with the fast expansion of Facebook in terms of size, features, and policies (OSN). Our original objective was to look over every article ever written on Facebook and come up with a concise overview of everything we'd learned thus far. However, we quickly learned that, despite the fact that there was a sizable body of research on Facebook, the topics, techniques, and views were so diverse and fragmented that writing a comprehensive synthesis of the literature would be impossible. But we also understood that the issue would be worse if we didn't summarise the current trends in the literature, as scattered as they are. was not likely to get any better. As a result, we analysed the literature and utilised it as a springboard for a more in-depth study of best-practice methodologies as well as a discussion of interesting research possibilities in the future. As a consequence, the current article was written.

As this essay will demonstrate, significant progress has been made in monitoring Facebook behaviour and efficiently using Facebook as a research tool. The quality of research, on the other hand, varies greatly. Our comparative analyses uncovered a number of roadblocks to research on Facebook, laying the groundwork for defining some solid research techniques and best-practice suggestions in this and similar fields.

II. WHAT IS THE POINT OF STUDYING FACEBOOK?

There are three main reasons why social scientists should care about Facebook. For starters, Facebook activities (such as interacting with individuals, expressing preferences, and posting status updates) may leave a trail of actual, observable data in their wake. As a result, the domain opens up a slew of new possibilities for researching human behaviour that previously relied on difficult-to-measure activities (e.g., making friends, talking). Behavioral residue left on Facebook provides a compelling source of measurable behaviour traces (Graham, Sandy, & Gosling, 2011; Webb, Campbell, Schwartz, Sechrest, & Grove, 1981); social scientists are sometimes accused of failing to examine actual behaviour, relying instead on hypothetical or retrospective self-reports of behaviour. Third, the emergence of OSNs offers new advantages and risks to society, both of which should be carefully considered. Concerns regarding privacy and information sharing temper the benefits associated with Facebook, such as the building of social bonds. As Facebook grows more intertwined into daily life, it's more important than ever to track and analyse the platform's good and bad effects on society. (Baumeister, Vohs, & Funder, 2007; Furr, 2009). It's helpful to conceive of Facebook as a live database of social activity, with new information being uploaded all the time. As we'll see later, Facebook is popular among a wide range of demographic groups and in a variety of nations, making it a unique source of information about human behaviour with ecological validity that is difficult to match in most study settings. As a result, questions that have long piqued social scientists' attention, such as how individuals meet, how social networks expand, and how people convey their identities, may now be investigated in this new setting.

Second, Facebook's enormous popularity makes it a topic worthy of investigation in and of itself. Social scientists are interested in Facebook and other OSNs because, in addition to reflecting current social processes, they are also generating new ones by changing how hundreds of millions of individuals interact and exchange information. Some commentators describe OSNs as a medium that is disconnected from the "real world," but this is a false distinction; OSNs have become a core feature of daily life for vast numbers of people living in industrialised societies, and their online and offline worlds have become at least partially integrated (Lampe, Ellison, & Steinfield, 2006). As a result, if social scientists want to completely comprehend current social life, they must investigate OSNs. Because Facebook is by far the most popular OSN (Kreutz, 2009), it's a natural location to start looking into the patterns, causes, and effects of social processes related with OSN use.

III. WHO IS IT THAT STUDIES FACEBOOK?

Facebook's relevance has been acknowledged by scholars from a wide range of fields, including law, economics, sociology, and psychology, as well as information technology, management, marketing, and computer-mediated communication.

Because of their different disciplinary affiliations and research aims, these efforts to comprehend Facebook have taken mostly separate roads and have been published in a variety of publications and conference proceedings. The end result is an outstanding compilation of studies, but the fragmented literature makes keeping track of the numerous findings challenging. Each discipline-specific research is fascinating and valuable in its own right, but it only gives a limited view of what is known about Facebook. Furthermore, publications are published in a variety of international journals and conference proceedings, many of which are not peer-reviewed. Identified in the databases that social scientists have routinely maintained. Even after examining numerous databases (e.g., PsycINFO, Google Scholar, and Web of Science) for relevant reports throughout the preparation of this study, we had not found the many relevant publications included solely in the computer science-oriented IEEE Xplore database.

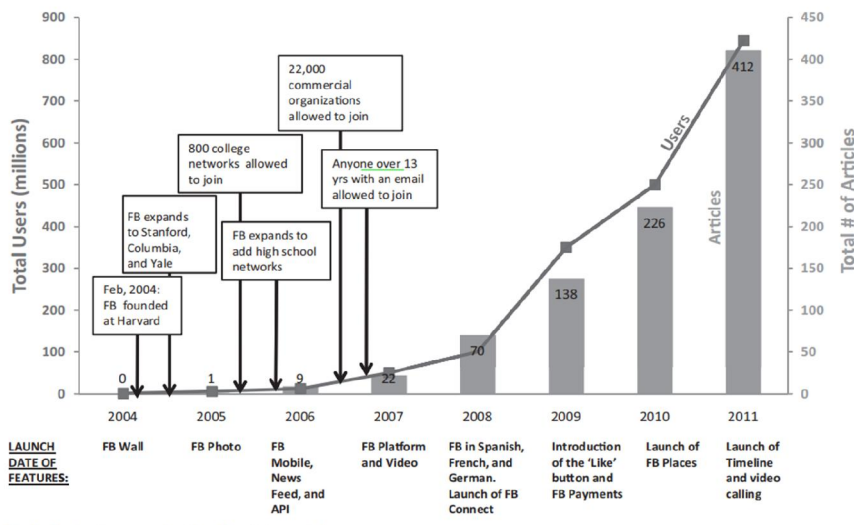
The scope of attention of articles on OSNs varies substantially. Some articles are just about Facebook, while others cover other OSNs as well. While a broad emphasis might be valuable for discovering general trends, treating OSNs as a single general category without making distinctions can be dangerous. For example, in one paper, all that was required of participants was that they be a member of any OSN in order to be included in a study that looked at what prompted older



teens to use OSNs (Barker, 2009). Only 54 percent of the participants in this survey used Facebook; the remainder were members of MySpace, Friendster, or another online social network. The findings were presented in terms of OSNs in general, and they gave important insight into the motives of older teenage OSN users. The findings, however, muddled potentially important distinctions between OSNs in terms of demography, functionality, and network development. As a result, studies that broadened their coverage to OSNs in general without providing results particular to Facebook were excluded from our evaluation (see Boyd & Ellison, 2007, for an excellent assessment of all OSNs).

So, while political scientists and economists may find it beneficial to research Asia as a whole (e.g., grouping China with Taiwan, Singapore, and others), it makes sense to investigate individual nations separately for many questions, especially when one of them (e.g., China) dominates an area. Researchers can use this technique to document and understand the many processes that work inside a nation; of course, results from other countries and the area as a whole can be related to those country-specific discoveries. We confined our coverage to Facebook, the most popular OSN at the time, in the hopes that our extensive overview of research would highlight Facebook-specific phenomena while also enriching understanding about OSNs in general. Researchers are encouraged to include numerous OSNs in their studies, but we recommend presenting the data separately for each OSN to distinguish between OSN-specific and OSN-wide impacts.

The purpose of this article is to describe what has been discovered about Facebook, to highlight important gaps in knowledge in this area, to make research practise suggestions, and to indicate possible avenues for future study on Facebook and OSNs in general.



3.1 What motivates people to use Facebook?

Seventy-eight papers (19%) looked at what inspires people to utilise Facebook. The focus and methodology of articles on user motivation varied, but in general, these studies can be divided into two subcategories based on the researchers' perspectives on the motivations underlying Facebook use.

The external press was highlighted in one subcategory, which encouraged users to engage in Facebook-related behaviours such as the birthday reminder or automatic e-mails sent by Facebook to users (Viswanath, Mislove, Cha, & Gummadi, 2009). The bulk of publications, on the other hand, focused on internal incentives for Facebook use, such as the need for social interaction. These two subcategories are, of course, two sides of the same coin because motives are both intertwined purred and propelled by external pressures and opportunities, as well as internal motivations (Murray, 1938).

Facebook use may assist meet social grooming demands in addition to generating social capital (Dunbar, 1998; Gosling, 2009). Physical grooming is important in preserving social connections and promoting group stability in many nonhuman primate species (Dunbar, 1998). Dunbar has proposed that seemingly insignificant activities like as gossip and small conversation have a similar social grooming function in humans. Users of online networking sites undoubtedly participate in actions that might be classified as social grooming (Tufekci, 2008). As a result, Gosling (2009) hypothesised that

Facebook's appeal stems in part from the ease with which it satisfies a similar basic urge to monitor other network members and establish social relationships, even in geographically scattered networks. Facebook is a wonderful tool for learning.

Conclusions

The value of Facebook as a domain for conducting social science research has been established in previous studies. The overriding conclusion derived from the literature. There is still a lot of work to be done on the entire.

For the first time, a comprehensive collection of Facebook study studies has been assembled, we expect to assist clarify research in this new topic and lay a platform for future study. We tried to figure out what every empirical study on Facebook that has been published, subject to our approval review criteria (e.g., disclosing Facebook-specific data). Multiple OSNs were used in some circumstances). Inevitably, some will be affected.

We're sure some reports fell through the cracks, but we're confident in our conclusions. The great majority of relevant results were found using our search approach. Facebook literature is still being released in order to assist investigators in keeping up with the situation. We've designed a website based on the most recent Facebook study. www.facebookinthesocialsciences.org is a website dedicated to the social sciences.

Facebook article bibliography has been updated. Researchers looking for a more comprehensive bibliography of OSN research. In order to guarantee that future research is helpful in resolving the issues. We propose the following solutions to difficulties raised by earlier studies recommendations: First and foremost, researchers should consider their options thoroughly.

As mentioned in a previous section, there are three main approaches to gather Facebook data: offline participant recruitment situations, participant recruiting via Facebook apps, and data scraping. Each strategy has advantages and disadvantages. In terms of the quality of the data obtained and the methodology or the approach used is primarily determined by the sort of research issue being addressed. Furthermore, various techniques, such as data crawling.

As privacy restrictions tighten, are becoming less informative, while other ways (such as the usage of Facebook apps) continue to be successful. Researchers must, of course, communicate to consumers what information is being collected. After being gathered and how the data will be utilised, and then create security policies to secure the data.

IV. REVIEW OF THE LITERATURE

We cast a wide net since this is the first comprehensive review dedicated to scholarly writings regarding Facebook. The review focused on empirical publications about Facebook that were published in academic journals or conference proceedings. A source must have (a) specifically investigated Facebook (but not necessarily only Facebook) and, if other OSNs were included, separately reported data for Facebook; (b) been published in a peer-reviewed academic journal or peer-reviewed conference proceedings; and (c) reported empirical findings to be included in our final review.

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