

CHAPTER EIGHT

GUIDELINES AND PRINCIPLES IN CARRYING OUT SOCIAL MEDIA RESEARCH: ETHICAL CONDUCT AND COMPLIANCE

Haruna Ishola Abdullahi

Department of Sociology, Federal University, Oye-Ekiti, Ekiti State, Nigeria

harunism@gmail.com

CHAPTER OBJECTIVES

The primary objective of the chapter is to establish the guidelines and principles in carrying out social media research. Also, unravelling the consequences of violating the established ethics and the importance of compliance in the interests of the ever-increasing number of users on the various social media platforms and other stakeholders in the social media research.

ABSTRACT

Every profession has rules and regulations that guide its operations. The establishment and enforcement of rules and regulations determine the integrity and public confidence in a given human endeavour. Social media is one attraction for researchers; however, there are ethics to avert the abuse of the research processes in social media. Hence, this chapter addressed ethical issues in social media research. The chapter adopted a qualitative research method which was descriptive in nature. Data were based on the users of the social media platforms, the statistics on users; explorative analyses of the various types of social media and their uses. The data collection and information were sourced secondary through the content analysis of the journals, books and online resources. The chapter anchors on the routine activity theory by Marcus Felson and the Social control theory by Travis Hirsch. Findings showed that as a result of inadequate regard for ethics and inadequate knowledge about ethics, there is an abuse of research processes in social media. Hence, the chapter recommends strict ethical bases in social media research, coordinated enforcement and bringing the culprits to justice. This chapter will be of value to the individuals, regulatory bodies in social media, government at various levels and researchers in the field of social media.

Keywords: Credibility, Enforcement, Ethics, Research, Resources, Social media

INTRODUCTION

The advancement in the application of information communication technology has brought drastic changes in the scheme of doing things (Kerpen, 2019). One of the areas of technological invention is social media. According to DesJardins and Hortman (2007), social media are the electronic platforms that connect people over the world for the exchange of information, ideas, knowledge, processes, and practices to improve human living conditions.

Social media provides an avenue for the interconnectivity of people to discuss and improve social, economic, political, educational, cultural, and technological ideas and processes all over the world. As noted by Schaefer (2018) on the basis on this, social media research has been found necessary to improve human conditions in those areas. In the meantime, conduct and compliance with ethics in social media is a great issues. There are circumstances where the privacy of the subjects in social media is grossly breached. The infringement leads to loss of life and property of the **victims**. Social media like Facebook, Twitter, Instagram, YouTube, WhatsApp to mention a few are veritable means of getting data on various aspects of human activities. There are over millions of people that are registered users of these social media. In the words of Vaughn (2009), also affirmed by Stroud (2019) there is no innovation without advantages and disadvantages.

There are circumstances, where some unscrupulous individuals have taken advantage of social media to perpetrate criminal activities which undermine global security. The establishment and enforcement of ethical practices in social media will reduce criminal activities committed on social media. Social media is a veritable means of global, online and real-life interactions and a source of revenue and employment for millions of people all over the world. There are many studies on social media research. Morento, Goniu and Diekema (2018) investigated ethical issues in social media research. In a similar vein, Golder, Ahmed, Normal and Booth (2017) examined the attitude towards the ethics of research using social media. To the best of the author’s knowledge, there no research has been conducted on the ethical issues in social media research. On the basis of this, this chapter intends to assess ethical issues in social media research; conduct and compliance.

Table 8.1: Social media Usage in U.S. 2008-2018

S/N	Year	Usage in Millions	Percentage Change
1.	2008	10	Nil
2.	2009	21	110
3.	2010	44	106
4	2011	53	21
5	2012	57	7.5
6	2013	63	10.5
7	2014	66	5
8	2015	70	6
9	2016	77	10
10	2017	80	4
11	2018	77	-3.75

Source: <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>, modified by the author

From Table 8.1, in the year 2008, the total number of social media users in the United States was 10 million people, in the year 2018, seventy-seven people were active users of social media platforms. This showed that 7 million people have registered on one social media platform or the other. The United State as a world power sets a role model for other countries to emulate. The need for inculcation of ethical standards is necessary in order to protect and promote the image of the country and the world at large.

CONCEPTUAL CLARIFICATION

Meanings of Ethics: According to Fashina (2019), ethics is the branch of philosophy that is concerned with morality. It answers questions about right and wrong, good and evil, justice and crime. It is systematic entrenchment, protection, practising, rewarding, recommending and promotion of culture of right behaviour in personal and social interactions. In moral philosophy, ethics is the focal point. Philosophy as a discipline is the originator of other disciplines, every discipline has a standard of conducting research.

TYPES OF ETHICS AND THEIR IMPLICATIONS FOR SOCIAL MEDIA RESEARCH

As noted by Kapour et al. (2018), the following are the types of ethics and their influences on social media research.

- **Metaethics:** This revolves around the theoretical exploration of ethics through propositions to determine their rightful place in humanity. It involves using the available theories to fine-tune arguments on morality (Huggins, 2018). In social media research, metaethics is when researchers in social media, really understood the literary meanings of ethics before conducting particular research. In this regard, a researcher knows various ethical issues like consent, openness, harmlessness, confidentiality and voluntary involvement.
- **Normative ethics:** In the assertion of Vaughn, (2019) as metaethics is theoretical, normative ethics is practical in the sense that it deals with how practical morality is achievable. In this regard, social media researchers will demonstrate all the theoretical ethics by seeking the content of social media and respecting their anonymity, privacy and confidentiality.
- **Applied Ethics:** This goes beyond practical to action in general terms to a specific organization. In this regard, every social interaction or organisation attempts to define actions that constitute rights and wrongs and consequences of their infringement. In the opinion of Megan, Natalie, Goniou, Peter and Doug (2010), in every profession, ethics is established to guide against quackery. This leads to the creation of regulatory bodies to guide the integrity of every profession. Social media is a viable source of data for researchers, coupled with the billions of people of active users; it is time to establish ethical behaviour. In social media research, researchers find it difficult to show some levels of professionalism and attract dignity and respect in social media research.

THE ETHICS IN SOCIAL MEDIA RESEARCH

- **Privacy issues:** As established by Hyatt (2012) social media interactions, and privacy settings affect the possibility of researchers obtaining socio-demographic information like age, place of birth, occupation, residence, number of children, marital status of the subjects or users of a particular social media because in most social media there is no menu for the setting of these personal variables. On the other hand, some researchers abuse the privacy of the social media subjects through unauthorized publication of personal and sensitive information about the subjects.

- **Consent:** In every social research, the consent of the respondents is required. In social media research, researchers do not seek the consent of the respondents due to the complexity of the social media platforms (Kave, 2018).
- **Transparency:** One of the ethical issues in social media research is the establishment of openness in the handling of the data or information from the respondents on social media platforms (Qualman, 2009). The issues some researchers created are either under-reporting or over-reporting of information or absolute digression from the actual information.
- **Avoidance of spam:** Spam according to McDonald (2015), is irrelevant and unsolicited messages sent over the internet for the purpose of advertising or spreading viruses. Some social network researchers do this to attract the attention of online respondents. This must be avoided because some internet fraudsters take advantage of this to defraud social network users.

Stay away from Click-bait headings

This is a temptation to lure social network users into different sites which may not be of interest to them. Any social research that perpetrates this act is capable of deceiving the users into online fraud-prone websites (Kane, 2018).

- **Avoidance of controversy:** One of the ethics of social media research is that researchers on these platforms must try as much as possible to stay clear of issues that may generate arguments or controversies. Some researchers on social network create unnecessary controversy to gain cheap publicity (Kawasaki & Fitzpatrick, 2011).
- **Desist from fear-mongering:** One of the ethics in social media research is that the researchers should try not to create fear in the mind of the respondents. The questions addressed to the respondents should be straightforward without any trace of intimidation. Whenever intimidation is instilled in respondents. This discourages some respondents from actively engaging in social media discussions (Chain, MClinpharm & Leury, 2018).
- **No public bashing:** One of the ethics in social media research is avoidance of public bashing, which is the researcher should not attack respondents either verbally or in any other form.
- **Zero tolerance to plagiarism:** Academic theft is a serious crime; researchers should try to avoid the presentation of another person's work as his or her own, and adequate references should be made to avoid the consequences of plagiarism (Kerpen, 2019).
- **No room for opportunism:** There are many opportunities on social media platforms. These opportunities may be tempting and eventually undermine the integrity of social media research experts. The researchers are obliged to demonstrate commitment to justice, morality and professional principles (Martin, 2006; Kawasaki & Fitzpatrick, 2011).
- **Empathic understanding:** As established by Hyatt (2012) as part of professional commitment to social media researchers should consider the feelings and aspirations of their respondents and do every possible within their limits to protect their interests.

MEANINGS OF SOCIAL MEDIA RESEARCH

As argued by Golden, Ahmed, Normal and Booth (2017) and supported by Mcdonald (2015) social media research is the collection of computer-aided platforms that are used to obtain, process or analysis data from the electronic platforms. This involves the accumulation of related data based on spatial, temporal thematic and psychosocial diversity (Boateng & Amankwag, 2016). The world has become a global village; millions of people are now connected to the internet; so most social media platforms are veritable means or sources of global links among various people in the world (Yudau, Sani, Dhanya & Nernaulli, 2010).

Social media platforms

In the words of Huggins (2018) social media research in which millions of people interact and exchange ideas, and opinions on the issues that affect their social, economic and religious life. There are many sub-menus under face book. There are many social media platforms, the most commonly used are six in number as established by Melani and Andrew (2017), Facebook has the highest number of users as contained in the table 8.2 below.

Table 8.2: Social network ranks by number of active users in 2019

S/N	Social Network Platforms	Global Active Users In millions	Percentage (%) Active users	Rank
1	Facebook	2414	17.62	1 st
2.	YouTube	2000	15.60	2 nd
3	WhatsApp	1600	11.68	3 rd
4	Facebook Messenger	1300	9.49	4 th
5	Wechat	1133	8.27	5 th
6	Instagram	1000	7.30	6 th
7	QQ	808	5.90	7 th
8	QZone	554	4.04	8 th
9	Douyin/Tik Tok	500	3.65	9 th
10	Sina Weibo	486	3.55	10 th
11	Reddit	330	2.41	11 th
12	Twitter	330	2.41	12 th
13	Douhan	320	2.34	13 th
14	Snapchat	314	2.29	14 th
15	Linkedin	310	2.26	15 th
16	Pinterest	300	2.19	16 th
	Total	13699	100	

Source: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
modified the author

From Table 8.2, Facebook has the highest number of users in the world in 2019 it attracted over 2.414 billion users and ranked first among the social media networks. This signifies the popularity of Facebook among the other social media in the world. Aside from facebook, other fifteen social media platforms have some level of patronage. In the same vein, over thirteen billion people are active users, this consolidates the existing arguments that social media is a viable source of information. The usage of social media has improved significantly in the period under review. The usage of social media has improved significantly in the period under review. In every household, workplace, religious centre, ethnic and professional group social media are been actively used.

LINKS BETWEEN ETHICS AND SOCIAL MEDIA RESEARCH AS THE BASIS FOR CONDUCT AND COMPLIANCE

In the work of Redondo-Sama, Sarde- Marti, Fleha and Pullido (2018), sound ethical consideration in social research promotes discipline among various stakeholders in the social media arena. It serves as a regulatory framework for building a sound foundation in social media research (Azer, 2018). It protects the image of the social media users and the researchers in the event of a breach of the process but either paper in the scheme. Ethics regulate proper behaviour among and instil public confidence in social media research. It facilitates processes of building legal support to enhance legislative enactment for social media development (Baier, 2018; Hyder, 2010).

Table 8.3: The ten most connected countries to Internet in 2019

S/N	Country	Continent	Number of Internet Users	Rank
1	Indian	Asia	97,885,011	1 st
2	China	Asia	50,666,155	2 nd
3	U.S.A	North America	25,379,895	3 rd
4	Indonesia	Asia	17,300,000	4 th
5	Iran	Asia	16,241,877	5 th
6	Ukraine	Europe	15,325,055	6 th
7	Tanzania	Africa	14,490,731	7 th
8	Italy	Europe	11, 490,731	8 th
9	Bangladesh	Asia	10,158,000	9 th
10	Brazil	South America	9,946,450	10 th

Source: www.henextweb.com/contributors/2019/01/30/digital-trends-2019-every-single-stat-you-need-to-know-about-the-internet/ modified by the author

From Table 8.3, internet connectivity is a prerequisite for connectivity to the internet. there are diverse ways where people are hooked to the Internet, mobile phones, laptop, desktop computers, palmtops and so on. India has the highest number of internet connectivity. It has 97,885,011 users, while Brazil has 9,946,450 users to be the least. This justifies the fact that India has the highest number of computer experts in the world. In terms of the continent, Asian Continent has the highest number of countries with internet connectivity, out of the ten most connected countries in the world, while the other continents have five. This development strengthens the place of India in software development.

CHALLENGES TO THE ENFORCEMENT OF ETHICS IN SOCIAL MEDIA RESEARCH

As opined by Abdulahi, Smadi and Gharleghi (2014) one of the impediments to the enforcement of ethical challenges in social medal research is the multi- complex nature of the users of social media research in terms of the number of people that hooked on to the various social media platforms. Aside from the bogus number of people who are clinched to social media, each country has her peculiar law that governs the information communication sector; the harmonization of the differences is a major challenge. Another factor is the financial constraints to enforce conduct and compliance. The control of viruses and other attacks on the web page requires a lot of money. Some countries are richer than others in terms of technology (Brooks, 2015; Martin, 2006).

SOLUTIONS TO THE PROBLEMS OF ENFORCEMENT OF ETHICS IN SOCIAL RESEARCH

Social media could achieve effective ethics by harmonizing the resources from the different stakeholders in social media. The government of different countries should come together to fine-tune different ways of achieving uniform or common ways of setting a standard on right and wrong in social media. Another solution to the ethical issues in social media research is aggressive education of the users in social media on the importance of abiding by the laid down rules and regulations of social media (Abdulahiet al., 2014). The educational institutions should come together through conferences, seminars and workshops on the ethical practices in social media research to protect the scheme from abuse. Institutions like electoral empiresand security sectors should give social media usage proper attention to ensure sanity in social media engagements. The media houses like radio, television and other print media should serve as a watchdog in social media research and report any breach of ethics to an appropriate authority. There should be synergy among telecommunication service providers and security agencies to the social media effective monitoring to deal with acts that constitute morass to social media rules and regulations. Electronic monitoring of the activities in social media is necessary for avert abuse of ethical principles in social media research in order to restore public confidence and acceptance.

Table 8.4: Digital usage around the World in 2019

Total Population	7.676 billion	Percentage of Penetration (%)
Unique Mobile Users	5.112 billion	67%
Internet Users	4.388 billion	55%
Active Social Media Users	3.484	45%
Mobile Social Media Users	3.256	42%

Source: www.henextweb.com/contributors/2019/01/30/digital-trends-2019-every-single-stat-you-need-to-know-about-the-internet/ modified by the author

From Table 8.4, internet users register on social media platforms in different ways, as depicted above, out of the total population of the world which amounted to 7.676 billion people, 67% of them were unique mobile users and most mobiles users are active users of one social media or the other. In the same vein, out of 55% were internet users, 42% also registered on one social media platform or the other. This consolidates the need to put in place proper ethical measures in social media research.

SIGNIFICANCE OF THE CHAPTER

The chapter opens a new window of knowledge for social media researchers by creating opportunities for new theories and themes on social media research. Social media research plays significant role in the globalization processes, hence, the ethical application enhances the global acceptance of the research. Practically, social media researchers, educational institutions, non-governmental organizations, financial institutions, World Bank and other international institutions will benefit from this study (Yudau et al., 2010).

THEORETICAL FRAMEWORK

To buttress the understanding of social media research, the routine activity theory by Marcus Felson will be used to give a better explanation. According to Felson, three factors are motivated offenders, a suitable target and availability of a guardian. Many scammers are motivated offenders, millions of users of mobile platforms are their targets, and the internet security and the willingness of social media are the guardianship (SooHyum & Wicox, 2018). In the process of conducting social media research; a researcher needs to look out for any activities either from him or from users of social media platforms to avert infringement of the laid down rules and regulations. A research on social media platforms needs to screen the identity of the respondents to ensure their uprightness and credibility and ensures that those respondents engage in lawful activities on social media. This could be obtained through their wall posts on face books, Twitter handles and other available information about them, and the available security arrangement is another factor that social research considers. Effective security protects the interest of all on social media. The ability of social media social researchers to adhere strictly to the rules and regulations is another protective mechanism against the promotion of the activities of scammers on the internet and the restoration of confidence in social media research.

Another theory is the social control theory by Hirsch Travis, according to Travis, deviance is caused by the presence or absence of the following variable (Breckin, 2018). This first variable is attachment when there is ethical standards in the social media research and the researchers in the social media are aligned to them in their research methodology and guidelines, the outcome of the social media research will be creditable, the second factor is the commitment when there is rule and regulation, people should show sacrifice towards its success, the commitment to the ethical standards in the social media research enhances the credibility in the social media research processes. The next factor is involvement when all the stakeholders are duly involved in the ethics of social media research, and the possibility for compliance with rules and regulations guiding social media research. When there is a strong belief in the common cause of action the action will result in progress. When all these variables are duly harnessed effective ethical standards will be put in place for realisation of effective social media research. When conducting social media research, attachment enables researchers to be committed to the business of social researcher because he or she knows the dire consequence of breaching the rules and regulations, commitment enables social media researchers to face the research activities with rigour and focus, and involvement enables social researchers watches out for the activities of the respondents and capture those that engage in lawful deals and the belief they possess in the entire research system and research community generally enable them to diligently pursue the social research with high commitment to ethical standards.

Table 8.5: Global active social network users, 2010---2019

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Active Social Network(billion)	0.97	1.22	1.4	1.59	1.91	2.14	2.28	2.48	2.65	2.82
Percentage Change (%)	----	25.77	12.86	13.57	20.13	12.04	6.54	8.06	6.85	6.03
Value Change	25.77		0.71		8.09		1.52		0.82	
Comments	Increase		Increase		Increase		Increase		Increase	

Source: www.henextweb.com/contributors/2019/01/30/digital-trends-2019-every-single-stat-you-need-to-know-about-the-internet/

From Table 8.5, from the year 2010 to 2019 there was a steady increase in the active users of the social media platforms, the value change for 20018 to 2019 was 0.,82 while the percentage increase was 6.03. This justifies the need to embed proper ethics in social media research as means of creating confidence in the system.

CONCLUSION

Findings from the various descriptive statistics showed that social media is a veritable source of information across the globe. It involves people of diverse cultures and ethnic backgrounds; hence there is an urgent need to establish workable ethics for both researchers and the respondents on the various social media platforms. The chapter recommends an adequate commitment to the realization of social media ethics and punishment of the offenders of social media ethics and the establishment of a regulatory body to report a violation of social media research ethics and come up with appropriate actions. In addition to that, there is an urgent need for the establishment of arrangements for seeking consent in social media research. The global community should come together to establish an ethical review board for social media research. This study will be useful to social media platforms companies, individual users, financial organisations, non-governmental organisations and social media researchers.

REFERENCES

- Abdulahi, A., Smadi, B., & Gharleghi, B. (2014). A Study on the Negative Effects of Social Networks Sites Such as Facebook among Asia Pacific University Scholars in Malaysia. *International Journal of Business and Social Sciences*, 5(10), 133-145.
- Azer, S. A. (2018). Social Media Channels in Health Care Research and Rising Ethical Issues. *American Medical Association Journal of Ethics*, 23(2), 134-157.
- Baier, A. L. (2018). The Ethical Implications of social media: Issues and Recommendation for Clinical Practice. *Journal of Ethics and Behavior*, 29(3), 341-351.
- Breckin, E. (2018). How can Conditional Cash Transfers Diminish Crime? An Application of Travis Hirschi's Social Control Theory. *Social Criminology* 6(2), 1-8.
- Boateng, R. O., & Amankwag, A. (2016). The Impact of social media on Student Academic Life in Higher Education. *Global Journal of Huamn Social Sciences. G-Linguistics & Education*, 16(4), 1-9.
- Brooks, D. (2015). *The Road Character*, New York City.
- Chain, W., MClinpharm, M., & Leury, A. (2018). Use of Social Network Sites for Communication among Health Professionals: Systematic Review. *Journal of Medical Internet Research*, 20(3).
- DesJordins, J. R., & Hortman, L. P. (2007). *Business Ethics: Decision Making for Personal Integrity and Social Responsibilities*.
- Golden, S., Ahmed, S., Normal, G., & Booth R.(2017). Attitude towards the Ethics of Research using social media: A Systematic Review. *Journal of Medical Internet Research* 16(5).
- Huggins, R. (2018). Top 5 social media Ethical Issues, persocentred-technicom/2018/12/2018-top-5 socio-media-ethnic-issues
- Hyatt, M. S. (2012). *Platform*, New York, HaperCollins Leader.
- Hyder, S. (2010). *The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Business and Create Revenue*, New York City, Independent Publishing Platform
- Kane, B. (2018). *One Million Followers: How I built a Massive Social Following in 30 Days*. Brenbella Books Incorporation, Texas, U.S.
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future. *Information Systems Frontiers*, 20(3), 531-558.
- Kawasaki, G., & Fitzpatrick, P. (2011). *The Art of social media: Power Tips for Power Users*, London, Penguin Publishing
- Kerpen, D. (2019). *Social Media. How to Deliver Your Customers, Create an Irrestible Brand, and Be Generally Amazon, on Facebook, (other Social Network*. New York, McGraw-Hill Education.
- Martin, C. (2006). *Honest Work: A Business Ethics Reader*, Oxford, Oxford University Press
- Mcdonald, J. (2015). *Social Media Marketing Work. How to Use Social Media for Business*, California, Create space Publication.
- Huggins, R.(2018). *Top 5 Social Media Ethical Issues, person centred-technicom/2018/12/2018-top-5 socio-media-ethnic-issues*

- Hyatt, M. S. (2012). *Platform*, New York, HaperCollins Leader.
- Hyder, S. (2010). *The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Business and Create Revenue*, New York City, Independent Publishing Platform
- Kane, B. (2018). *One Million Followers: How I built a Massive Social Following in 30 Days*. Brenbella Books Incorporation, Texas, U.S
- Kawasaki, G., & Fitzpatrick, P. (2011). *The Art of Social Media: Power Tips for Power Users*, London, Penguin Publishing
- Kerpen, D. (2019). *Social Media. How to Deliver Your Customers, Create an Irresistible Brand, and Be Generally Amazon, on Facebook, (other Social Network*. New York, McGraw-Hill Education
- Martin, C. (2006). *Honest Work: A Business Ethics Reader*, Oxford, Oxford University Press
- Mcdonald, J. (2015). *Social Media Marketing Work. How to Use SocialMedia for Business*, California, Create space Publication.
- Megan, M., Natalie, Goni, Peter, M., & Doug, D. (2010). *Ethical and Regulatory Considerations For Social Media Research* 116 -129.
- Melani, A., & Andrew, A. (2017). *Social Media and Academic Performance of Undergraduate Students*. *International Journal of Research*, 4(14), 3449—3462
- Qualman, E. (2009). *Socialnomic: How Social Media Transforms the Way we Live and Do Business*, Simon & Schuster New York City
- Redondo-Sama, G., Sarde-Marti, T, Fleha, R., & Pullido, C. M. (2018). *Social Impacts of social media: A New Method to Evaluate the Social Impact of Research*, *University of Oxford Journal*, PLos 13(8), 1—36
- Schaefer, M. W. (2018). *Social Media Explained Untaught Works, Must Understood Business Trends Revised and Expanded Series*, New York, McGraw-Hill
- SooHyum, O., & Wicox, (2018). Routine Activity Theory, Target Congruence, and School Context: A Multilevel Analysis of Teacher Victimization. *International Journal of Victims and Offenders*, 13(2), 349-372.
- Stroud, S. R. (2019). Pragmatist Media Ethics and Challenges of Fake News. *Journal of Mass Media Ethics*, 34(4), 178-192.
- Vaughn, L. (2009). *Doing Ethics: Moral Reasons*, a Contemporary Issues, New York City, W.W. Norton.
- Vaughn, L. (2019). *Bioethics: Principles, Issues and Cases*, Oxford Oxford University Press
- Yudau, S., Sani, A., Dhanya, A., & Nernauli, Y. (2010). Discerning in Social Networking Sites, Advances in Vision Computing. *An International Journal of Social Networking*, 3(2), 1-10.
- Zhang, H., Aung, H. I., Erdt, Peng, M. T., Reamkuna, A., & Theng, Y. (2018). Social Media Presence, *Scholarly Journal*, 70(30), 256-270.