

# Short-Lived Content, A Social Media Platform It's Purpose, Perspective Of Generation Z

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**Abstract:** The new spanning called Generation Z, is a freshest group took its birth in the mid/late years of 1990's. Needless to say this crowd operates in a very fast pace according to the fastest wavelength of the technology. This technology based demographic group has the potentiate capacity to just thread the generational timeframes in just a matter of years than decades. This paper analyses about the short-lived content, which is the temporary content (images, video, etc..) of the brief life span of 24 hours, after which it disappears automatically from the profile. In that context the short-lived content, in the social media platform, the different factors like familiarity, involvement, usage, liking & preference, intention with attitude component took its shape in, how it created a strong role in the digital lives of the generation Z category. The study concludes, the Generation Z is very much familiar with the short-lived content and they prefer to use the feature of the social media in various platforms.

**Index Terms:** Generation Z, Short-lived content, Social Media, technology.

## 1. INTRODUCTION

The massive evolution of social media has delivered large group of people the ease to share and communicate so easily. The ever-rising volume of information rolling through the social media compels the group of these networks to contend for attention and effect by relying on others to spread of information. The Generation Z is more influential, more connected, and they all use the social media platform for various purposes. They create a new identity for themselves, become popular in their groups. A Short-lived content a new feature, most used by generation Z, without any planning they do it immediately. The study attempted to examine about the short-lived content of social media through variety of aspects, that how it takes the lead of Generation Z. The latest trend, where the generation Z, how they play with the technology to communicate, entertainment, shopping etc., the study also focuses on the barriers of being in social media towards the usage and the impact that it has on their lifestyle. The findings of this study will focus on the reach of the short-lived content. Social media consists of the communication websites that expedite the affiliation amid the users from varied segments, ensuing in a rich and mass social structure. A projecting output of this structure is the vast and massive information flow, offering the users exceptional service value proposition. Sometimes the limitation of this information overload may lead to find the right and credible source to use at the time of need. Social media are already intensely rooted in to our day-to-day aspects, news, entertainment, connecting with family and friends, product reviews, services, fashion and brands. When we refer to social media, facebook, whatsapp, Instagram, snapchat often flashes in mind. The latest added feature in these social medium is the short-lived content or impermanent content of any visual update, photos, video's that has a short span of 24 hours, after which the content gets automatically disappears. The generation Z is very much attracted towards the feature of status updates in social medium of sharing stories or live streaming. The Generation Z, the technology native cohorts pose a challenging ground for the social media application developers and marketers. The impermanent content, which is referred to, as short-lived content in social

media is any content like visual, video, photograph that has a very short life span of 24 hours before the content automatically gets disappeared. The short-lived content frame is supported by the social media applications like snap chat (first to introduce), Instagram, Facebook, whatsapp. The users can share the short-lived content via stories or live stream on various platforms mentioned above. Generation Z is digitally native and technologically innate. This generation is pacing with the technology and speedier in compressing the culture of the generational cycle in very lesser time than the expected number years to happen so.

Generation Z, Who are they?

Demographic segmentation groups by generations in the segment of the population who were born after the year 1998 to present. This group is characterized by

- More awareness towards safety & security
- More cautious & conservative
- Chaos, volatility, uncertainty, more complex in nature.
- Concern for others.
- More engaged and obsessive in making a difference.

The role of technology and its impact in the lives of generation Z is not to assume that the technology is used only for the entertainment purposes. Apart from that, the respondents of the study have mentioned various other reasons like texting & chatting, catching up on the news, learning new things, following favorite brands & celebrities. Over the past two decades, there is a remarkable evolution of the digital technology and its impact in the social media. According to Jepsen (2006), in the early 2006, it was argued that the social media have started replacing the traditional sources of information. Now, social media enjoy a phenomenal rise in their popularity among the users of Internet. Facebook, (2011) states that there are more than 750 million active users worldwide and spending not less than 700 billion minutes per month. To further describe the impact of the short lived content in the social media, this study is an attempt to know about the reach of the short lived content, its involvement & usage, liking of Generation Z and, to understand the preference and intention of Generation Z in short lived content.

## LITERATURE REVIEW

The word social network takes the lead, and changed the traditional ways of people communication. Started as a basic mode of sharing photos, discussing about the common interests and what not? This has triggered the source of change in various fields. Parker & Chao (2008), Prensky

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(2011) states that, the rise of social network has lead to new opportunities and avenues and it has increased the participation, which is a chance for changing the method of learning. McCrindle & Wolfinger (2009) and MacKenzie (2012), James & Levin (2015) has the idea that social media has become a vital part of everybody's life in this modern era. Particularly among the young crowd, called Generation Z. They have actively adopted the online ICT platform. (They are also termed as iGeneraton, Plurals, Generation Next). Won Kim & sang-WonLee (2010), noted that, the college students use N number of social networking applications, to keep themselves connected to their friends, discover new friends and to share their happenings with photos, videos, blogs and etc., Mikolaj Jan Piskorski (2009) opines in his study that people love to look at the pictures, the one winning feature of all online applications. This particular study also focused on gender difference in the usage of social networks. The men looking at women whom they do not know at all falls under the much usage category. After this, men looking at the known women, and the women look at the other women they know. Miller, Parsons and Lifer (2010), study about the appropriateness of the content that they post in social network; it reveals the content that they choose to post is not appropriate for all categories of audience in nature. Kaplan and Haenlein (2010), defines "social media is a group of applications, which is based on the internet that shapes the ideological and technological foundations, wherein that allow the creation and the exchange of User Generated Content, (UGC)". McCarthy (2010), the students very much prefer receiving the information quickly and at the same tempo processing it rapidly of the received information. They do multitasking, they have less tolerance for lectures and they all prefer active learning than the passive one. Weisgerber & Butler (2010), states that people widely use Internet to upload their pictures, share videos, tell stories and to just interact with others. Moira Burke and Cameron Marlow (2011), in their titled social capital as facebook, differentiating uses and users, to study exclusively about the purview to look at the uses of social networking sites. It states that the usage of social networking sites is considered to be a monolithic activity, wherein every time it is equally social and impacts the same for all the users. The study particularly focused at how facebook affects the social capital depending upon the types of activities in the site, one to one communication, covering wider audience, catching with the social news, differences in individual users. Rouis, Limayem & Salehi (2011), attempted to justify in their model the relationship of the facebook usage, personality traits and academic performance. The results states that usage of facebook has strong negative impact towards the academic performance of the students. That negativity is overcome by the self-regulation among the students. They have high level of control over their self, while using the social media platforms. Kuan-Yu Lin & His-Peng Lu (2011), application of network externalities along with the motivational theories to have an understanding towards the usage of social networking sites among the college students, that results as "Enjoyment: was the top influential factor for increasing usage of social networking sites among the college students. Social networking became much quicker with the arrival of the Internet and the globalization that accompanied it and this gave rise to innovative information communication technology (ICT) channels. Uitz (2012), the concept of social networking is not new, that has always been in the human

nature to socially communicate with each other, with recommendations, commenting also alert each other in the commercial content. Matthee (2011), Statistia (2015), administered that facebook, LinkedIn, Whatsapp, Instagram, Youtube, snap chat permit youngsters to create their own personalized online pages to communicate, interact, and exchange the self created content for themselves, information of other brands. Pernsky (2011), Younger generation (students) can be termed of as "digital natives", this is the term coined by Pernsky. To describe the individuals, who were well known about the digital environment since their birth, surrounded and using cell phones, computers, videogames, digital music, including all the necessities of the present digital age. Uitz (2012), Nhlapo (2015), opines that, in the twenty first century, social media have started to replace the traditional media. The social behavior of the consumers has taken a shift with the social media. This changed behavior is a clue of both challenge and opportunity for the organization's stand. Tess (2013), opines that a mixed of opinion regarding social media modes and technology to be integrated into the process of learning or not. Barenblatt (2015), states that the majority of youngsters use Internet along with more forms of online social media. Maier et al. (2015), opines that, in social media consumer reviews takes a major part in discussing the quality of information shared, authenticity, credibility. Online communities are successful in bringing the people together of similar interests, and made the micro blogging a popular one. Most of the messages shared on the social media are updates of the self & personal statuses, current affairs; some seek assistance or opinion of the others. And to the interest these uploads are been recognized as the socially arduous posts that would stimulate social overload, causing the other members to feel the negative behavioural and psychological consequences, reason being they are compelled to respond to it. Statista (2017), in April 2017, the Facebook enjoys the high position of as market leader among the social media, with 1.97 billion monthly users. Lister (2017), along with many posts, social media sites are shelled with photos & video uploads, and the recent number stating not less than 400 million snaps a day are been on Snapchat of around 9000 photos are shared every second.

## STATEMENT OF THE PROBLEM

The Generation Z, in recent days is very much attracted to the feature called short-lived content. Their day will begin by updating their status in any of the social media. Further they are hooked to see the number of views and the comments for the posted content, like photo, video or any visual representation for that matter. This study particularly focuses on Generation Z, who are the wide users of this status updates.

## METHODOLOGY

The study is descriptive in nature. In this study the category of Generation Z were the respondents. The age category of Generation Z considered for the study is 18-25. The study area was Chennai. The questionnaire was administered online. The data contains both primary & secondary data. The sample size for the study was 60.

The research questions of the study are

1. What are the reasons; Generation Z uses the short-lived content?
2. Why the short-lived content is predominately used by

Generation Z?

3. What type of content is preferred and intention of using Short-lived content by Generation Z?
4. What are the impacts of using the short-lived content?

**OBJECTIVES:**

- To study the involvement and usage of Generation Z towards the short-lived content.
- To study the liking of Generation Z for short-lived content.
- To understand the preference and intention of Generation Z in short-lived content.

**HYPOTHESES**

- H1: short-lived content influences generation Z.
- H2: Generation Z are more involved in short-lived content.
- H3: Generation Z are attracted towards short-lived content.
- H4: short-lived contents are time traps.

**LIMITATIONS**

- Only Generation Z is being covered for the study
- The findings are applicable only in Chennai
- The study is limited to only about the features of short-lived content in social media.

**Analysis and Interpretation**

In this study various statistical tools like chi-square, Anova, factor analysis, cluster analysis has been applied hypotheses have been tested and inference is being given.

Chi-square

H1: short-lived content influences generation Z.

**TABLE 1: DESCRIPTIVE STATISTICS**

	N	Mean	Std. Deviation	Minimum	Maximum
facebook	60	.63	.486	0	1
instagram	60	.67	.475	0	1
snapchat	60	.55	.502	0	1
whatsapp	60	.32	.469	0	1
Others	60	.13	.343	0	1

**TABLE 2: TEST STATISTICS**

	Facebook	Instagram	Snap chat	Whatsapp	Others
Chi-Square	4.267 <sup>a</sup>	6.667 <sup>a</sup>	.600 <sup>a</sup>	8.067 <sup>a</sup>	32.267 <sup>a</sup>
df	1	1	1	1	1
Asymp. Sig.	.039	.010	.439	.005	.000

From the above table, it is noted that the chi-square value for facebook (4.267), Instagram (6.667), Snap Chat (.600), Whatsapp (8.067), and others (32.267). P> 0.05, that there's

significant difference between the means and therefore we accept the hypothesis. That is there is much influence of the short-lived content of facebook, Instagram, Snap Chat, Whatsapp and others towards the Generation Z. Age & Gender is being analysed for the involvement in social media. In this study gender and age is being compared in the Chi-square test. To find which gender are more involved in the social media, and of the age category used for the analysis is 18-21 and 22-25.

**TABLE 3: DESCRIPTIVE STATISTICS**

		Mean	Std. Deviation	Minimum	Maximum
How involved with social media	60	2.7667	.76727	2.00	4.00
Age	60	1.0833	.53016	.00	2.00
Gender	60	1.3500	.70890	.00	2.00

**TABLE 4: TEST STATISTICS**

	How involved with social media	Age	Gender
Chi-Square	5.200 <sup>a</sup>	40.300 <sup>a</sup>	11.700 <sup>a</sup>
Df	2	2	2
Asymp. Sig.	.074	.000	.003

From the above table, it is analysed that, the chi-square value involvement with social media (5.20), Age (40.30), and the Gender (11.7). The P > 0.05, there is a significant difference between the means. It proves that there is a much involvement in social media by both the male and the female and all the age categories.

H2: Generation Z are more involved in short-lived content. Factor Analysis In the study, the usage of the social media platforms by Generation Z and inference is given based on the output obtained through factor analysis. The following are the usage factors of the social media platforms.

- Texting & Chatting.
- Catching up on the news.
- Entertainment purposes.
- Shopping recommendations.
- Learning new things.
- Following favourite brands, celebrities, bloggers, etc.,
- Sharing own life updates.
- To check the updates of friends/others.

**TABLE 5: KMO AND BARTLETT'S TEST**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.515
	Approx. Chi-Square	27.634
Bartlett's Test of Sphericity	Df	21
	Sig.	.151

**TABLE 6: TOTAL VARIANCE EXPLAINED**

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.681	24.015	24.015	1.681	24.015	24.015	1.588	22.693	22.693
2	1.298	18.545	42.560	1.298	18.545	42.560	1.326	18.946	41.638
3	1.104	15.772	58.331	1.104	15.772	58.331	1.168	16.693	58.331
4	.941	13.446	71.777						
5	.765	10.935	82.712						
6	.727	10.388	93.100						
7	.483	6.900	100.000						

Extraction Method: Principal Component Analysis  
 Figure showing the factors (social media platforms) extraction

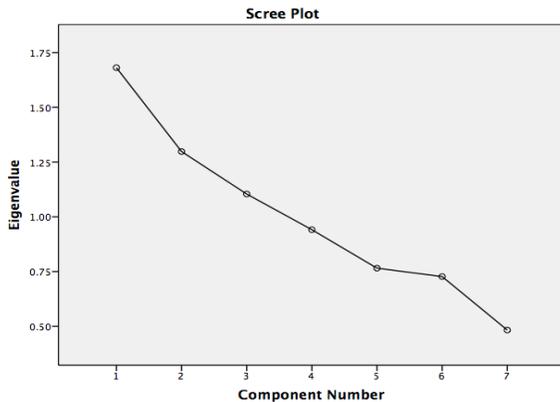


Figure 1

**Screen Test for Component Analysis**

In this study, social media platforms are taken in to consideration and the steps of factor analysis are examined. The sum of squared factor loadings (eigen values) indicates the relative importance of each factor in accounting for the variance associated with the set of variables being analysed. The first 3 components have eigen values over 1. We consider these as the “strong factors”. They are as follows Texting & Chatting (1.681), Catching up on the news (1.298) and Entertainment purposes(1.104). The index for this solution shows that 58.33 percent of the total variance is represented by the information contained in the factor matrix. Therefore the indexes for the social media platforms like texting & chatting, catching up on the news, entertainment purposes can be considered as the most used reason for the usage of the social media. The Generation Z is more involved in social media platforms like texting & Chatting, catching up on the News, entertainment purposes. The next more involved factor of social media is shopping recommendations, which stand at (.941). The concerned variables are statistically significant and collectively meet the necessary threshold of sampling adequacy with an MSA (measures of sampling adequacy value of .515).

H3: Generation Z are attracted towards short-lived content.

**Cluster Analysis**

The kind of content the Generation Z finds it most interesting. The lists of options were provided as follows:

- Entertaining
- Inspiring
- Convincing
- Informative
- Interactive
- Educational
- Dubbing, lip syncs

Out of the above mentioned list from the 60 respondents to

find the cluster solution.

Average Linkage (Between Groups)

**TABLE 7: AGGLOMERATION SCHEDULE**

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	58	59	.000	0	0	2
2	57	58	.000	0	1	43
3	54	55	.000	0	0	4
4	53	54	.000	0	3	42
5	51	52	.000	0	0	6
6	12	51	.000	0	5	12
7	48	50	.000	0	0	45
8	6	47	.000	0	0	40
9	43	46	.000	0	0	11
10	42	44	.000	0	0	12
11	40	43	.000	0	9	45
12	12	42	.000	6	10	15
13	38	41	.000	0	0	15
14	37	39	.000	0	0	16
15	12	38	.000	12	13	23
16	35	37	.000	0	14	17
17	35	36	.000	16	0	46
18	33	34	.000	0	0	19
19	9	33	.000	0	18	32
20	17	32	.000	0	0	33
21	29	31	.000	0	0	23
22	28	30	.000	0	0	24
23	12	29	.000	15	21	27
24	3	28	.000	0	22	28
25	25	27	.000	0	0	27
26	23	26	.000	0	0	28
27	12	25	.000	23	25	30
28	3	23	.000	24	26	37
29	21	22	.000	0	0	30
30	12	21	.000	27	29	35
31	13	20	.000	0	0	37
32	9	19	.000	19	0	48
35	12	15	.000	30	34	36
36	12	14	.000	35	0	47
37	3	13	.000	28	31	39
38	7	8	.000	0	0	39
39	3	7	.000	37	38	41
40	2	6	.000	0	8	46
41	3	5	.000	39	0	49
42	53	60	1.000	4	0	57
43	56	57	1.000	0	2	56
44	45	49	1.000	0	0	49
45	40	48	1.000	11	7	47
46	2	35	1.000	40	17	48
47	12	40	1.400	36	45	51
48	2	9	1.429	46	32	50
49	3	45	1.500	41	44	52
50	2	4	1.636	48	0	54
51	12	18	1.857	47	0	54
52	3	10	1.917	49	33	55
53	11	24	2.000	0	0	57
54	2	12	2.030	50	51	55
55	2	3	2.543	54	52	56
56	2	56	2.648	55	43	58
57	11	53	2.750	53	42	58
58	2	11	3.519	56	57	0

Figure showing the number of clusters

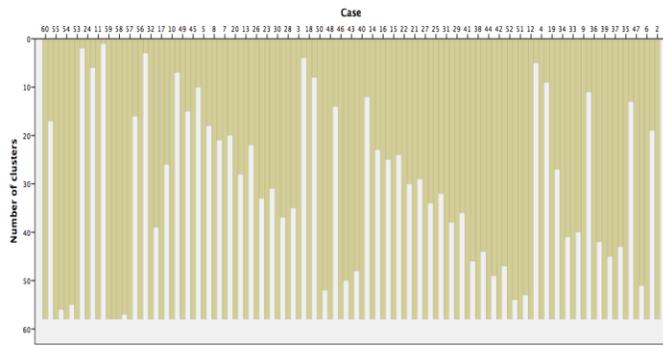


Figure 2 Cluster chart

The agglomeration schedule from stage 1 to 60 shows the sequence in which the cases get combined with others. Stage 58 represents 1- cluster solution, stage 57 represents the 2- cluster solution, and stage 56 represents 3-cluster solution and so on. The lowest possible cluster in the bottom row. There is a difference of .769(3.519-2.750) in the co-efficients between stage 58 (1 cluster) and stage 57 (2 cluster) of 0.102 and next difference stage 56 of 0.105. Looking at the differences in the coefficients, it is suggested that 2-cluster solution or 3-cluster solution would be feasible. The Dendrogram shows three cluster solution based on the following cases:

- Cluster 1: 58,59,57,56,17,32,10,28,30,3,23,26,13,20,7,8,5,45,4,9,33,34,9,19,37
- Cluster 2: 39,35,36,6,47,2,4
- Cluster 3: 54,55,53,60,11,24

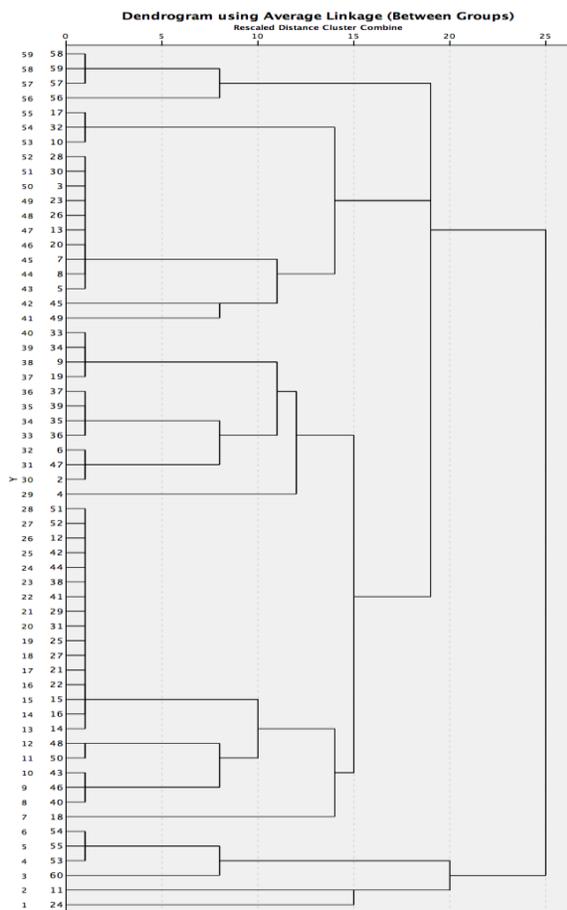


Figure 3

Friedman Test

The friedman’s test is used in this study to determine the particular factor has an effect. The factors included for the analysis are as follows:

- Self images
- Self videos
- Social cause messages
- Celebrity images
- Memes
- Quotes
- Others

TABLE 8: RANKS

	Mean Rank
Self videos/images	3.25
Social cause messages	3.48
Celebrity images	3.46
Memes	3.79
Quotes	3.33
Others	3.69

The Fried man test is to conduct to rank the type of content the respondents like most to post as short-lived content in the social media. From the analysis it is observed that Memes are the most preferred content, ranked the highest with (3.79). Followed by others (3.69) and next would be the social cause messages (3.48)

TABLE 9: TEST STATISTICS

N	60
Chi-Square	3.973
Df	5
Asymp. Sig.	.553

a. Friedman Test

H4: short-lived contents are time traps.

Chi-square

In this study gender and how often they use the social media is being tested with chi-square.

TABLE 10: HOW OFTEN DO YOU USE SOCIAL MEDIA \* GENDER CROSS TABULATION

		Gender		Total
		Female	Male	
How often do you use social media	Multiple times a day	22	23	45
	Once a day	5	3	8
	A few times a week	0	5	5
	Once a week	0	1	1
	Few times a month	0	1	1
Total		27	33	60

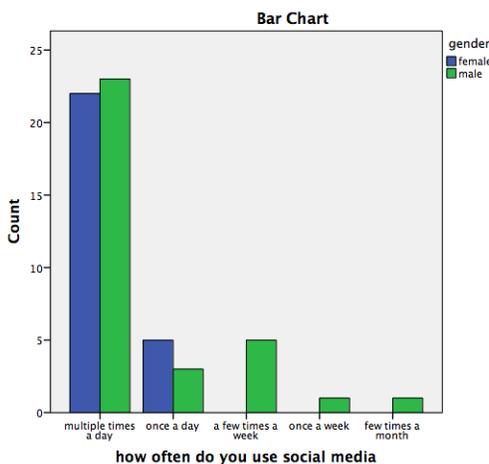
**TABLE 11: CHI-SQUARE TESTS**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.992 <sup>a</sup>	4	.136
Likelihood Ratio	9.631	4	.047
Linear-by-Linear Association	3.645	1	.056
N of Valid Cases	60		

From the analysis, the chi-square value is (.136), there is no statistically significant difference between the gender and the usage of social media. Gender and how often they use the social media, both male and female equally use social media multiple times a day.

**TABLE 12: SYMMETRIC MEASURES**

		Value	Approx. Sig.
Nominal by Nominal	Phi	.341	.136
	Cramer's V	.341	.136
N of Valid Cases		60	



**Figure 4 (chart showing use of social media)**

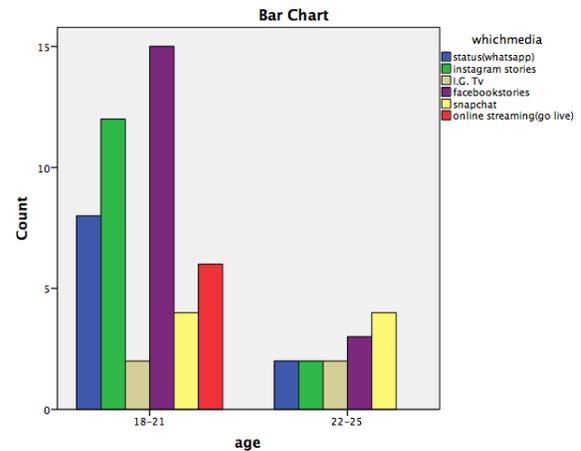
Which type of media, they prefer to do the post? In this study, which type of media and mode of post the Generation Z prefers to do? Anova test is applied, which kind of content, the Generation Z prefers to post. The following are the kind of short-lived content in the social media is used for Anova analysis.

- Status updates (Whatsapp)
- Live streaming (Instagram, facebook)
- I.G. TV (Instagram)
- snapchat

ANOVA

**TABLE 13: CONTENT KIND**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.623	1	.623	.564	.456
Within Groups	62.936	57	1.104		
Total	63.559	58			



**Figure 5 (chart showing mode of preference)**

From the analysis, we can see that the significance value is (.45) (ie p=. 045), which is higher than (.05), and therefore is no statistically significant difference in the mean length. The age the influence towards the kind of content the respondents' find the most interesting in the short-lived content of social media. In the analysis, facebook stories are said to be most interesting content as short-lived content in social media, followed by Instagram stories in the age category of 18-21. While using the short lived content in the social media, are they considered as time traps?

**TABLE 14: DESCRIPTIVE STATISTICS**

	N	Mean	Std. Deviation	Minimum	Maximum
time traps	60	12.8833	4.05509	4.00	20.00

**TABLE 15: TEST STATISTICS**

	Time traps
Chi-Square	22.600 <sup>a</sup>
Df	13
Asymp. Sig.	.047

From the analysis, we can see that the significance value is (22.6) (ie p= 22.6), which is higher than (.05), and therefore is no statistically significant difference in the mean length. Short-lived content in the social media are considered to be the time traps.

**FINDINGS**

- The majority of the respondents are very much familiar about the short-lived content like whatsapp (87%), followed by Instagram (70.4%)
- About 20.4% of the Generation Z was extremely familiar about the short-lived content.
- About 26% of the respondents are very much involved towards the short-lived content.
- 33.3% agreed that they are involved in the short-lived content of the social media.
- The majority of the respondents (87%) like the short-lived content as it is entertaining and most interesting kind of content in social media.

- The Generation Z liked the usage of social media platforms for entertainment purpose (80%), texting & chatting (76%)
- 70.4% of the Generation Z preferred to use social media multiple times a day.
- 51% agreed that they might post live stories, status and do online streaming as short-lived content.
- 29% of Generation Z already posted live stories.
- 93% of the Generation Z likes and prefers to give status update in Whatsapp, Instagram stories.
- 89% opines that status update in whatsapp is the most preferred mode to make short-lived content in social media.
- 62% likes live streaming in Instagram & Facebook.
- 40% of the respondents say that they may plan for the short-lived content in the social media.
- 56% are not sure about the time they spend for the preparation of short-lived content.
- 37% wait for the comments & views after posting their update.
- 59.3% of the respondents believe that short-lived content is the spur of the moment.
- 56% of the respondents believe that visual content is more likely to get shared than other types of the content.
- 19% agrees that being active in social media invites unanimous contacts; also they state that they were not able to focus on work.

## CONCLUSION

The digital platforms and social media make Generation Z available 24x7 and they all communicate in various forms. The generation Z is very much connected to their friends. The rapid growth in the acceptance and usage of these new online conduits have paved way for the brands to reach their target audience or even undefined groups much easily than ever before. The brands started to restructure their marketing communication strategies. This study has given an insight about the influence of short-lived content towards generation Z, how they perceive or look in to the familiarity, usability, involvement, and purpose. The generation Z often looks for constant change. The message they post is temporary content, but the impact that it creates is long lasting. The short-lived content keeps the generation Z engaged through entertainment, online shopping, catching up with the news and much more.

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