

RELIGIOUS COMMUNITY IDENTITY ON SOCIAL NETWORKING SITES: A STUDY ON FACEBOOK

Debsmita Sarkar*

ABSTRACT

Modern technologies made communication very flexible. Electronic space adding more feature to the widespread adoption of information and technologies in everyday life that has opened a new arena for participation. Electronic space can be stated as the space created by the global network i.e. internet. Through internet connecting people became easier than before. Technologies (electronic space) gave a new platform for the people to create group in one place to share an idea towards development and to improve the culture and their tradition.

Social networking sites became an important medium for the person who wants to be a part of global communication are forming community group of their respective fields through different social networking sites i.e. Facebook , blogs etc.. This study mainly focuses on religious group identity and promotion of community in electronic space especially Facebook. Computer mediated theory and Social Identity Theory will define the problem of this research and its fact findings. First, the content of the facebook group posts was coded for the analysis of promotion and community identity. Second, In-depth interview was taken from the administrator of the groups to know the motive behind creation of such groups. Third, Survey was conducted to know the reaction of the facebook users about the religious groups. The analysis indicates that the facebook has created an effective space for the creation of identity of any religion. The facebook became an eminent platform to promote the views and thoughts about the religion.

Key words: Communication, Social Networking sites, Facebook, Community, Identity, Religions

* Department of Communication, School of linguistic and communication, Madurai Kamaraj University, Palkalainagar, Madurai- 625021, Tamil Nadu, India.

Introduction

Communication plays a dominant role in human life. It is considered to be one of the basic needs without which human being will be doomed. It can be in the form of verbal and non verbal. All the events of human life are surrounded by the motive communication. Technology bridges the entire world gap through internet server in one common place. Communication is leading to the world of globalization. Each and every day with the upliftment of technology communication process is getting a new path to reach people. The new technology is making the connection easy, flexible, and quick among the people around the globe. The urge of knowing more people and sharing information with the entire world is enlarging the priority of social networking sites (SNS). Now a day it became a societal culture to be a part of SNS. Different brands are coming up with new improvised gadgets to enhance the connectivity. These social networking sites are bringing the entire world in one platform. People are using SNS in a distinct way to fulfil their purpose.

A group can be defined as an abstract identity where processes meet with a common interest. Edgar H. Schien, said “A group may be defined as a social phenomenon in which two or more persons decide to interact with one another, share common ideology and perceive themselves as a group”. Numerous studies have been done to classify the types of group. Groups can be categorized on the basis of the originality, belonging, motive and common interest.

Groups can be categorized on the basis of the originality, belonging, motive and common interest. Sociologist Charles Horton Cooley (1909) found two types of group named primary and secondary group. From our birth we become a part of a group that is family and friends. This type of group is long lasting and interdependency is higher comparing to secondary groups. Primary group shapes one individuals personality, attitude, behaviour and socializing pattern. In case of secondary group members are less emotionally attached and they exist for a short span of time. Dorwin Cartwright and Alvin Zander (1960) bring forth another two types of group i.e. planned and emergent group. The planned groups are formed to fulfil particular purpose whereas emergent group forms when individual starts interacting with same group of people repeatedly.

With the advent of new technologies communication process became more flexible. Combination of all the technologies made the communication process among people from

different whereabouts tranquil and fascinating. These new media technologies are the catalyst behind the formation of new activities, processes and products. Social and political transformation occurs with a drastic pace. Now a day communication on a global level became more common.

Internet has created a new path to reach people all around the places through Social networking sites (SNS). This SNS is an online platform where people can create their account to add people on the basis of uniformity. Each passing year new social networking sites started coming up with an advent feature. People started using SNS based on their need, profession and likings. Across the countries enormous number of SNS has arrived. Everyone does not have membership in all the sites available. The research report named “Social Networking Sites: Definition, History and Scholarship” by Danah m. boyd and Nicole B. Ellison had described “the term "networking" for two reasons: emphasis and scope."Networking" emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (CMC).”

Facebook which achieved the first position in the run of all social networking sites gives an enhanced feature for effectual virtual group communication. This feature boosts online presence and social graphs. Based on the various types of commonness among the users groups are formed. The motive behind those groups depends on the creator. It can be constructed purely based on entertainment purpose or for conveying valid information among the members of the groups at any point of time. Within smaller network user connect themselves with chat, wall post, comments, share and likes. The message directly goes in the inbox of the members. News feeds are available only for the members of the groups keeping privacy maintained. Facebook provides the streaming option for the posts which the administrator wants to convey for the targeted audience from a particular country or particular language speaking person. Transmitting mass message at a time became elementary and unperturbed.

Until the advent of the SNS to share message among the large or small group of people one need to be physically present in front of the other members. SNS which are mainly based on group communication model became online medium to allow people to create a virtual community groups. Based on socializing, entertainment, self status seeking and information users creates

their own group in the social networking sites. The users share their information and messages among or within the group members.

There are various types of groups like open group or closed group. Interested people belong to the same criteria can easily join the group. Users can contribute their message or feeling by linking themselves with those groups.

Facebook gives an enhanced feature for effectual virtual group communication. This feature boosts online presence and social graphs. Based on the various types of commonness among the users groups are formed. The motive behind those groups depends on the creator. It can be constructed purely based on entertainment purpose or for conveying valid information among the members of the groups at any point of time. Within smaller network user connect themselves with chat, wall post, comments, share and likes. The message directly goes in the inbox of the members. News feeds are available only for the members of the groups keeping privacy maintained. Facebook provides the streaming option for the posts which the administrator wants to convey for the targeted audience from a particular country or particular language speaking person. Transmitting mass message at a time became elementary and unperturbed.

Groups can turned out to be effective marketing tool. Advertisers are using this feature to the extreme by creating separate pages. They ask the targeted customer to join their group and like the pages so that they remain updated with new arrivals or discounts about a particular product or service. Facebook pages can be defined as the broad concept of groups. Mainly companies and public figures create pages to promote their work. Facebook pages can be customized according to the need of the purpose while groups lacks behind in this context.

The word community has been derived from a Latin word 'communis' which means "shared by all or many". Community can be defined as a concrete idea which people participates and supports for a longer time span. When a large or a small group of people merge with a common interest that group can be termed as community.

Christ Barrett wrote in his book 'The Social Economics of poverty' that "Common approach to the issues begins with the observable attributes of individuals, what psychologists label "identity." Collective, shared identities—according to ethnicity, gender, lineage, occupation, race, residential location, wealth status, or some other dimension—create communities."

Communities are formed basically with a purpose. In real world there exists a different types of communities based on their workings. It can be political, economical, social, educational or purely personal. Physical gathering is an important element for a community to earn prominence.

Community identity can also be represented as branding of a group. Branding or brand is “a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers. A brand may identify one item, a family of items, or all items of that seller.”(American Marketing Association) In this context community groups are also consider as a brand name to portray their works, messages, and viewpoints in front of the entire society.

Formation of community groups in social networking site is not new. Only the feature and functions gets improved with the progressive technology. In the most popular social networking site ‘facebook’ group formation is very active. The groups name categorises the type of community. The community groups can be related to fashion, religion, fan clubs or simply personal friend circle with a common interest. They share their messages within the members of the group. By clicking the ‘like’ button on the group’s page a user can join a particular community group. These groups identify a person’s belongings. Group of people are forming their ‘community’ in facebook to gain ‘identity’ in the entire virtual world.

“Community” and “Identity” always remained a prominent research topic for many researcher across the globe. Marjorie Mayo tried in “exploring the varying and contested meanings of the notion of ‘community’, whether ‘community’ has been defined in terms of geography or in terms of common interests and identities. This leads into some discussion of the concept of ‘identity’ itself.”

Methods

In this study researcher planned the path to solve the problem very systematically through qualitative content analysis, in-depth interview and survey. Facebook which secured the first position in the list of all social networking sites has been chosen by the researcher as the main area of study. The researcher wants to assess the effectiveness of social networking sites i.e. facebook for creation of religious community identity, the role facebook plays to promote a

religion amongst the people, the activeness of facebook as a communication medium to spread the religious view, the efficacy of facebook which provides a platform for the religious group activity.

In an article titled “the four main approaches” in Alzheimer Europe, Qualitative research is stated as “the approach usually associated with the social constructivist paradigm which emphasises the social reality. It is about recording, analysing and attempting to uncover the deeper meaning and significance of human behaviour and experience, including contradictory beliefs, behaviours and emotions”. Beside the content analysis the researcher wanted to find out the motive behind joining a particular religious community group of facebook for that researcher used survey method which will be represented in the form of graph.

The **pragmatic approach** of research is done in this study. In pragmatic approach the researcher can follow both the quantitative and qualitative research methods based on the convenience.

In this study the content analysis method has been chosen to find out the research problem. To find out how the religious groups are using facebook as an effective platform to create community identity, the researcher has taken four religions i.e. Hindu, Buddhist, Christian, Muslim.

Procedure for gathering data

Four religious groups from four religions have been chosen to gather data. The maximum posts in facebook will be available on all dates and months of the year. For this study researcher decided to select most number of liked post from each month in a year. The researcher selected the year 2013 as the year of study. This process will be followed for four groups of respective four religions. At the end of the data collection the researcher is expecting to get 192 posts all together.

- **Religion – 4, Religion group – 4 each, Month - 12 each; that means**
- **Religion * Religious group = 16 Groups**
- **16 Groups * 12 Months = 192 Posts.**

Besides the posts **in-depth interview** will be taken from the admin of the facebook religious groups which will help to gather information about the religious groups. What is the motive to

create religious group can also be analysed from the in-depth interview data. These interviews are conducted through facebook message sending service and recorded in the form of word file in researcher's facebook account.

Hundred **Survey** questions were also prepared which will bring out facebook user's reaction on the following religious groups.

Procedure for analysing

The data will be analysed by using coding sheets and graph in the form of both qualitative and quantitative analysis. The result from the coding sheet and graph will answer the research questions and it will also prove the hypothesis set by the researcher.

Theoretical Framework

Computer Mediated Communication theory and Social Identity theory has been chosen by the researcher to prove the research problem. CMC theory will determine the effectiveness of facebook as a medium to promote the religious views among the people. It will also help the researcher to analyse the facebook posts which aims to create community identity in electronic space. SI theory will judge the characteristics of religious groups, with what motive they are creating religious groups and what makes them different from other groups.

Results

In case of public communication majority of the communicators faces problem in establishing connection with the target audience. They face difficulties in creating loyal audience for their organization. This difficulty goes to the extreme in drawing an audience that are personal as well as communal.

The content of the facebook posts are categorized under variables information, reminding and persuasion to find out the religious promotion whether done by the facebook groups. The main goal of promotion is the three variables determined by the researcher to find out the result. The next variables selected was religious information, group activity, signs and symbols, celebration and holidays, saints and major personalities to find out the religious community identity shown in the facebook posts.

The highest liked post has been selected to analyse the content. The contents are studied carefully and put under respective variables in the coding sheet to calculate the availability of variables in the posts. The number of times the variables are appearing in the posts to fulfil the motive behind the creation of the religious group.

The group updates picture which tells that the respective religious almighty is the ultimate hope for everyone. From the picture the religious identity likes cross for Christianity, OM for Hinduism etc is depicted. In some pictures it can be found that only a positive message is given with a face of Buddha. This makes the message delivered and believed by Buddhism. Line from the Quran informs people about the Muslim religion as well as it promotes the religious holy book. Same thing happens in the posts of Christian community.

Audio and videos are updated to inform the facebook users about the current events happening around the world related to religion. Communal discrimination messages are also used by some of the religious group to create negative image of other religions.

Post on the day of celebration reminds the people about the ritual and occasion. Through the post information about the ritual can be shared, views on that and wishing each other can be also done via facebook. This promotes as well as shows the identity of any particular religion. Like post on 25th December with a jingle bell makes people identify with the Christian religion Lord's birthday celebration. On the day of Dhanteras which is considered to be the big festival of Hindus if posts comes with the picture of God Lakshmi then it is determined that the post was updated with a motive to inform about the religion, promote the occasion and show the symbol and signs of Hindu culture and community.

Table 1: Consolidated Result of Religious Promotion in Facebook

Religious Promotion								
Religious Information	Picture	Audio	Video	Sharing Thought	Seeking Joining	Discrimination Domination	Current Affair	Positive Message
Information				Reminding	Persuasion			
75%				46.8%	66.66%			

The table 1 shows the consolidated result of content analysis for religious promotion. Religious information, picture, audio and video are placed under the information. Sharing thoughts gives reminding factor of promotion. Asking for joining the group, showing communal discrimination and domination of other religion, current affairs related to religion, positive message are taken as input for persuasion. The information is present for 75 per cent, reminding for 46.8 per cent and persuasion for 66.66 per cent in the facebook posts. It can be found that groups emphasised on delivering information more frequently than reminding the users about their customs and culture. Persuasive messages are also coming up in the facebook posts but comparatively lesser than information. Each group has their own strategy of promoting the religion. Some provided information some targeted to attract people by persuasive messages.

Table: 2 Consolidated Percentage of Community Identity in Facebook

Community Identity				
Celebration & Holidays	Signs & Symbols	Group Activity	Religious Information	Saints & Major personalities
13.5%	84.8%	17%	78%	22.9%

Researcher calculated the community identity variables in the percentage from the coding sheet to find out the frequency of availability of the categories in the facebook groups. Celebration & Holidays is present for 13.5 per cent, Signs & Symbols for 84.8 per cent, Group activity for 17 per cent, Religious Information for 78 per cent, Saints and Major personality's information for 22.9 per cent. From this it can be determined that groups gave more importance to religious information along with the signs and symbols of the group. Other features of community media can be found in the groups posts but very minimum in numbers. Some groups took positive initiative to establish the identity of the group but some cuddle themselves within the communal discrimination.

In-Depth Interview

A structured questionnaire has been design to conduct interview of the person who created the group or who are in management of the religious group. The response from the admin of the groups is very helpful to find the answer for the research problem. Eight in-depth interviews

were conducted among the four religious groups i.e. Hindu, Buddhist, Christian, Muslims. Their answers helped the researcher to find out how the religious groups are creating identity of their respective religion community in facebook and what motivates them to create such group in SNS.

The in-depth interview results that the interviewees are not ready to disclose their identity. This shows that they don't want to come in direct contact with any members of facebook. They just want to run the group as a reflection of the community. Rest preferred to use group name as their identity. The admins of the facebook religious group belong from various professional fields. Such as teaching, marketing, and engineering etc. No one specified that they are fully attached with some religious organization or institution.

The admin of the group spend around 2 to 3 hours, one person told 24hours available through mobile applications. Some of them come online whenever they get time from their works; there is no specific time to be on facebook.

The interviewees replied that they create the group to make people aware of their community, to remove misunderstanding about their community to spread the message of their respective community. Some of them added the reply that they create a common platform to study and discuss the religious matter and to provide help and advantages by communicating with their religious groups. Those who believe in their respective communal thoughts and practices they can join their religious group. People from other religious group can also join the group to discriminate or compare their own religious culture. Even other religion people are also allowed in the group to share their views. Personal messages, vulgarism and advertisements are not allowed in the religious groups. As facebook is a social networking site they feel it is their duty to share the current affairs among their group members.

All the respondents accepted that the facebook is creating effective communication space. A facebook group and page is very effective, facebook has a revolutionary change in many countries. It is not only a social networking website but it can also change life of people. The respondents said that groups are not biased towards any particular religion. Whoever believes can stay and those who don't they are free to leave the group and go.

Discussion

Community media is any form of media that is created and controlled by a community, either geographic community or community of identity or of interest (Wikipedia). Based on this definition facebook can be also called as a community media. Facebook is an electronic space to share and communicate the message of a community be it religion, political or any other field. The researcher in this research tried to emphasise on the religious community activities on facebook.

Community media has the responsibility to share the information about the particular community with the people of large number. Facebook being the most popular and number one social networking site perfectly carries the feature of community media. When a religious post is updated in the facebook wall huge number of people across nation comes to know about the post. Community oriented media also celebrates the routine festivals and events of the community, it keeps remembering the special days. Any sports events, seminars or group discussion organized by the community group remains the hot topic in community media. Birth and death anniversary of important saints, person and deities are considered to be the topic for discussion in the community media. This media is considered to be the space for recalling and celebrating the great historical moments of the community and not allowing the new generation to forget the past.

After analysing the content of the religious posts the researcher has found that the groups give more importance in promoting the religion. Religious information along with the signs and symbols of the religion are portrayed in the maximum number to show the identity of any community. Many groups did not mentioned about the religious festival or celebration in any of the posts. This shows the unawareness of the administrator to select the post. People generally use facebook to relax, receive or send information, in that case finding communal discrimination post may make the user offended.

During survey respondents replied they want religious information from the groups rather than biasness or social discrimination posts. Other qualities of community media in the facebook religious groups and how they took initiative to speak for their community and how through different picture and quotes they tried to establish their identity in the entire world are illustrated prominently.

Facebook religious groups are choosing the contents for post in such a way so that it promotes their religious identity and culture. The goal of promotion is to inform, remind and persuade. The facebook is playing an active role in promoting the identity of the community to the entire world. The groups have their own motive behind the creation of this religious community groups on facebook. After studying carefully it has been found that promoting the religion is one of the main factors for the creation of the groups.

Furlong (1989) recommended that “virtual communities are places where individuals go for emotional support, sense of belongingness, and encouragement in times of need”. People are joining this group to know the religion from depth. In facebook all religious groups does not follow the same structure and motive. They will spread the message and information about religion but it has been found by the researcher that they are spreading communal discrimination as well. The influential and informative post comes mostly in all the groups. They try to motivate people to join their religious group in virtual world or practice the same in real life. The groups’ tries to bring out the issues community members are facing in the society and asks solution for the same. Sometime this media becomes a tremendous support for the victims for any social or natural disaster. Facebook became the voice to stop crime against any minor religious community. The political conflicts became the most talked topic for the facebook groups which diverts as well as motivates people to follow or not to follow any particular political party or leader. The researcher found that sometime group is formed to clear misunderstanding and lies that are spread about them. They try to rebuild the image in the eye of the people through various facebook posts. The religious community groups also tries to unite minorities on issues like welfare, security etc and promote education thereby tackling the backwardness specially minorities. They keep on inviting people to like and follow the page so that their misconception about that particular religion gets removed. From the response of the admin it was found that groups individually do not divert the mind of the people from one religious view but there are some members who always tries to give negative comment against their own or other religion. Sometime the admin tries to filter the adult content, bullying, hate speech, and unethical conversations and comments but still it becomes impossible to control all when the member of the group becomes huge in number.

At the beginning of the research the researcher had set some tentative findings to achieve at the end. Amy Jo Kim discussed that “the Web is becoming our collective town square—more and more, people are turning to Web Communities to get their personal, social and professional needs met. This translates into a tremendous opportunity for Web community builders.” The researcher framed that facebook is an effective electronic space for the creation of religious community identity. To prove this researcher took post from facebook religious group from where it has been found that the posts are fully updated to establish the identity of their religious community in the mind of the people. They are posting their religious thoughts, views, information, practices and rituals to create and spread their own identity to the entire world. People from various places connect with the group to give their opinion in the form of comments, like and share. This helps to spread the message to the large geographical area. The posts fulfil the aim of community media to spread the identity of the community among large population.

Rich Maggiani in an article “Social Media and Its Effect on Communication” said that “the fundamental characteristic of social media is the creation of community: a fellowship and relationship with others who share common attitudes, interests, and goals (such as friendship, professionalism, politics, and photography).” By creating a facebook group, the members can share, express and present the material of the topic based on the title and concept of the group where as admin can control the group to make sure the group is going on with the given policies and terms. A facebook group can represent a specific kind of community, group, celebrity, political party, or any kind of topic to be discussed. As we have seen, facebook group can also be effective in debates and public talks.

During analysis the content, the researcher came across various posts which fulfils all the criteria of promotion i.e. informing, reminding and persuasion. So it can be easily said that the facebook posts are constructed to promote religious thoughts and believes among large population. The in-depth interview from the admin also strengthens the point of promotion as they clearly told they create group to promote the religion views. It connects numerous numbers of people from various countries in one place. It helps to promote funds for the victims of any serious issues either social or religious. It can also attract the notice of mainstream media through the opinion of facebook members on any national or international issue. The researcher took survey by

framing structured questionnaire which brings out the truth that the people are joining facebook religious community group to know the religion perfectly.

Social Networking Sites have become the eminent part of people belonging the present generation. These sites give full freedom to express oneself without any payment structure. The purpose of SNS is “communication and maintaining relationships. Popular activities include updating others on activities and whereabouts, sharing photos and archiving events, getting updates on activities, displaying a large social network, presenting an idealized persona, sending messages privately, and posting public testimonials.” (Trust and Privacy: A Comparison of Facebook and MySpace by Catherine Dwyer, Starr Roxanne Hiltz, Katia, Passerini). SNS popular as a communicating medium to generate new ideas, share knowledge, ask support and help; overall it is a stage to share what is going on in mind. Facebook which is considered as the top ranking SNS provides all the facilities with innovative qualities. Individual as well as group communication got a new direction to improve their communication process. Facebook can connect people all over the globe in one screen. As known by all that media has some social responsibility, this facebook in new media gives people a place to performs his part of responsibility for the society. As mentioned earlier by the researcher that in facebook people can create their own group of interest to magnify their identity to the entire world.

In this study researcher concluded that the various religious groups are using facebook to modify and enhance their views, thoughts, and identity of the religion in a pragmatic way. Religion always remained the main focus for political or social issues. so some people who had a knowledge, love and respect for their own or other religion are creating group to promote the actual happenings of the religion, values and believes of the religion, custom and rituals followed by the religion are the area of discussion on facebook page. People are invited to like the page, put their own comment about the respective post, share the same if they like and believe the post which spreads the message to the large number of people without any physical effort. All from all religion are welcome to be a member of the group but generally people becomes member of the religious group strongly because of two reason, firstly to get awareness and information about the religion secondly just to show others that they belong to that religion. Each and every religion has their identity which sometime remains hidden. This facebook religious group helps the religions to portray their communities’ true identity with the entire population. This will

make people know the religion and remove misconception. These facebook religious groups are doing tremendous job to bring out the actual identity of the religions by using the features of facebook like updating text, videos, audios, pictures etc. Getting feedback is the main aim for any communicator and in facebook group admins are getting it in the form of like, comment and share. So facebook is an effective communicating medium to promote identity of any religious community.

References

- Abhyankar, P. A. (2011). Social Networking Sites. *samvad*, 2, 18.
- Abrams, D., & Hogg, M. A. (1990). *Social identity theory: constructive and critical advances*. New York: Springer-Verlag.
- Abrams, D., & Hogg, M. A. (1990). *Social identity theory: constructive and critical advances*. New York: Springer-Verlag.
- Alzheimer Europe - Research - Understanding dementia research - Types of research - The four main approaches. (n.d.). *The four main approaches*. Retrieved May 1, 2014, from <http://www.alzheimer-europe.org/Research/Understanding-dementia-research/Types-of-research/The-four-main-approaches>
- Barrett, c. B. (2005). *The social economis of poverty on identities, communities, groups and network*. oxon: Routledge.
- Collin, P., Rahilly, K., Richardson, I. & Third, A. (2011) The Benefits of Social Networking Services: A literature review. Cooperative Research Centre for Young People, Technology and Wellbeing. Melbourne.
- CyberSociety: Computer-Mediated Communication and Community. (n.d.). *CyberSociety: Computer-Mediated Communication and Community*. Retrieved April 27, 2014, from <http://dannyreviews.com/h/CyberSociety.html>
- Dasgupta, S. (2010). *Social computing concepts, methodologies, tools and applications*. Hershey, PA: Information Science Reference.
- Drussell, J. (2012). *Social networking and interpersonal communication and conflict resolution skills among college freshmen*. -: MSW Clinical Research Paper.
- Dwyer, C., Hiltz, S. R., & Passerini, K. (n.d.). Trust and Privacy: A Comparison of Facebook and MySpace. *bsstorage.googlecode.com*. Retrieved February 15, 2014, from <http://bsstorage.googlecode.com/svn/trunk/Drafts/Vu/Trust%20and%20privacy%20concern%20within%20social%20networking%20sites%20-%20A%20comparison%20of%20Facebook%20and%20MySpace.pdf>
- Holsti, O. R. (1969). *Content analysis for the social sciences and humanities*. Reading, Mass.: Addison-Wesley Pub. Co..
- Kim, A. J. (2000). *Community building on the Web*. Berkeley, Calif.: Peachpit Press.
- Maggiani, R. (n.d.). Social Media and Its Effect on Communication. *solari.net*. Retrieved February 16, 2014, from <http://www.solari.net/documents/position-papers/Solari-Social-Media-and-Communication.pdf>
- Mayo, M. (2000). *Cultures, communities, identities: cultural strategies for participation*

and empowerment. Houndmills, Basingstoke, Hampshire: Palgrave.

- [RESEARCH METHODOLOGY](http://arxiv.org/pdf/physics/0601009.pdf). (n.d.). *arXiv:physics*. Retrieved February 25, 2014, from <http://arxiv.org/pdf/physics/0601009.pdf>
- Rogers, E. M. (1966/1960). *Physics for the inquiring mind; the methods, nature, and philosophy of physical science*. ([8th print., rev. and corr.]. ed.). Princeton, N.J.: University Press.
- Social Network Sites: Definition, History, and Scholarship. (n.d.). - *boyd*. Retrieved April 26, 2014, from <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2007.00393.x/full>
- Tajfel, H. (1982). *Social identity and intergroup relations*. Cambridge [Cambridgeshire: Cambridge University Press ;.
- Willems, J., & Bateman, D. (n.d.). The potentials and pitfalls of social networking sites such as Facebook in higher education contexts. *ascilite 2011*. Retrieved February 16, 2014, from <http://www.ascilite.org.au/conferences/hobart11/downloads/papers/Willems-poster.pdf>
- Wood, A. F., & Smith, M. J. (2005). *Online communication: linking technology, identity, and culture* (2nd ed.). Mahwah, N.J.: Lawrence Erlbaum Associates

