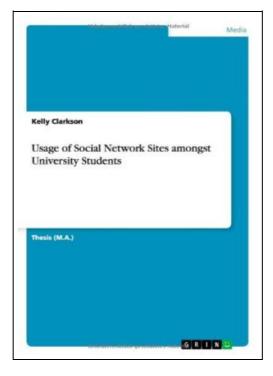
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## Reviews

Complete information! Its such a excellent study. It is filled with knowledge and wisdom I realized this publication from my dad and i advised this publication to find out.

(Geovanny Grimes)

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GRIN Publishing, 2013. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Thesis (M.A.) from the year 2012 in the subject Communications - Multimedia, Internet, New Technologies, grade: A, The University of Liverpool, course: Information Management, language: English, abstract: Social network sites have millions of users worldwide with the sites integrated into the daily practices of the users with increasing numbers recorded among university students. Examples of popular social network sites used commonly by university students include Facebook, Bebo, MySpace, Cyworld and many others. The largest of the sites among university students being Facebook created in 2004 by Zuckerberg with its rate of usage at 90 (Stutzman, 2006). In addition, Facebook has stimulated a platform for a lot researches on its various aspects for instance in academics (Hewitt Forte, 2006). Furthermore the growth of social network sites on schools can be attributed to the growth The intense usage of social network sites within academic institutions has resulted into social capital formation and on the other hand resulted to new platforms of effective communication. In addition, the social network sites are also associated with social capital measures for instance bonding and bridging of social capital. Furthermore, self esteem moderates the relationship between social capital and social network sites. Individuals who have low self esteem tend to gain confidence from using social network sites as compared with their counterparts who have high self-esteem. This aspect acts as a psychological boost to individuals specifically students who are introverts and can act as an academic boost for them. Studies conducted earlier on social network sites had data being collected at one-point-in-time thus making it difficult to determine a time order in relationships among users of the social network sites, social capital and self esteem. The growth of social...



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