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The impact of the advertisements on the social media and networking sites

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Abstract--The term "social media advertising," abbreviated as "SMM," refers to the practice of marketing a company's goods and services via the use of social networks and social media. Users are able to communicate with one another, share information and create internet content through the use of social media websites, and promote the culture, artwork, or tone that they desire through the use of social media advertising companies, which offer a way to engage with existing customers and reach new ones. There are many different kinds of social media, such as blogs, microblogs, wikis, social networking websites, and websites for sharing images and videos, instant messaging, video sharing websites, podcasts, widgets, and digital worlds. These different kinds of social media make it possible

for people to stay in touch with one another through social media. Comprised of a large number of friends and family. Some people will use various social media packages to find community and profession opportunities, connect with people all over the globe who have similar interests, and share their own thoughts, feelings, and insights on the internet. Software known as "media packages" is employed in the production of video games, movies, and animations, as well as in their editing and playback. Because of the technological foundations upon which they are built, professional and academic programs in software and media applications may be an effective tool for businesses to combine with social media, communicate with their audience, and increase the number of visitors to their website. On the other hand, despite the fact that social media has made it possible for adolescents to immediately connect with others and share their lives through the mediums of pictures, movies, and status updates, there is a possibility that teenagers will receive inadequate or no feedback on their posts. People have referred to these websites as a crucial instrument for staying connected, maintaining relationships, engaging in creative activities, and getting knowledge about the field. One-way advertising and marketing, as well as marketing and product discrimination, are the functions that are performed by the media. The term "social media" refers to a type of digital technology that enables humans to share their ideas, statistics, and minds with one another through the use of online organizations and networks. Students in higher education now have many more opportunities to almost connect with others thanks to social media. Through the use of social media, students can learn a lot about themselves in relation to a variety of topics. As another benefit of social media, live lectures are now more feasible than ever before. You may be relaxing in India while also attending classes in the United States.

Keywords--advertisements, social media, purchasing behavior, advertising, consumer buying behavior, psychology.

Introduction

Electronic conversation forms that create customers' on-line groups for sharing statistics, thoughts, personal messages and other content material are much like websites and programs that target social media, communication, network-based totally input, conversation, content-sharing and collaboration. Similar to websites and programs that focus on social media, communication, network-based input, conversation, content-sharing, and collaboration, electronic conversation forms that create customers' online groups for the purpose of sharing data, thoughts, personal messages, and other content are very similar to those groups. Due to the direct, one-to-many nature of social media's so-called "network," it is used to keep in touch with friends, family, and multiple groups, as well as to engage with them. But even more importantly, numbers can now circulate freely across the source of power thanks to social media. Full dialogues on any subject could be had directly with all contributors, regardless of where they were physically located in the

world. It is a useful tool for conversational communication with others inside the country and throughout the industry, as well as for the development, sharing, and dissemination of statistics.

Advertising is a method for interacting with the end users of a particular service or product. The sender's paid messages are referred to as ads according to the UK Advertising Association. Examples of advertisements that fall within the aforementioned category include those broadcast on television and radio, as well as those published in newspapers. To the right of the tax advertisement are sports articles that concentrate on the shift toward the singular objective institution. Businesses that create billboards, sponsorships, in-store advertisements, or any other form of advertising are aware of the level of competition in their industry and have strategies in place to overcome it. To tell, to persuade, and to remind are the three basic goals of advertising that should be kept in mind whenever a company has the intention of releasing or launching a brand new product in the market. When you build an advertisement to your brand, make sure it meets those three objectives, and when people talk about internet billing software, they may be referring to the software that is typically employed to preserve the desires of the internet hotel business. Invoicing and pricing can be automated, as well as a variety of other tasks, by using computer software.

The modern method of bullying that takes place online. It causes melancholy and stress, both of which can lead to suicidal thoughts or even suicide itself. Sending frightening or threatening texts to another person is an example of cyberbullying, which has recently arisen as a widespread public fitness concern. Cyberbullying may produce intellectual and behavioral health problems, which are often related with the utilization of social media. The manifestation of cyberbullying, which can include depressed symptoms, self-harming behavior, and suicidal thoughts, is linked to mental discomfort. There is a high risk of suicide as a result of this. The problem of cyberbullying is a significant obstacle for the general public's health. Young people today have access to an abundance of options to better themselves in a wide variety of ways because to the proliferation of social media and online platforms such as the Internet. It is possible for younger people to keep up their social connections and support networks; otherwise, it would be impossible, and they can access more information than ever before. One of the most significant advantages of using social media is the ability to generate your own original, organic content without incurring any costs. You should no longer be required to pay to access valuable capacity tracks. These websites are used by a wide variety of companies to generate leads and communicate with those leads.

There is likely to be no limit placed on the amount of stuff that you are able to post on social media when you are able to communicate with individuals and meet with them. By providing a medium that is geared at all all kinds of demographics, the existence of these frameworks has made communication much simpler than it has ever before. The term "social networking" refers to the practice of using internet-based social media platforms in order to maintain communication with people such as friends, family members, coworkers, and consumers or clients. Social networking can have a social reason, a commercial cause, or both. Social media lets humans to build stronger relationships with

their family and friends through websites such as Facebook, Twitter, LinkedIn, and Instagram. Now, networking sites are also revealing their value to packages. When compared to traditional methods of accessing the internet, mobile devices are acquiring more space for a greater number of people, and social networking is supporting the internet with individuals from all over the world. Many details, including images and videos, are disclosed on social networking sites.

Social Media

Websites for social media at the same time, businesses have started looking for technologies that include very effective methods for increasing their level of communication with their clients and customers. In a similar vein, issues with advertising on social media have drawn the attention of educators and scholars, who have consequently become more interested in expanding their knowledge of such phenomena in relation to the field of advertising. The influence of social media on advertising and marketing, digital word of mouth, dating control, and the performance of brands and agencies is evident. Within the scope of this analysis, it is also investigated how the most typical research procedures are carried out in order to find problems associated with social media marketing. packages of social media content originating from unusual cultural contexts, geographic locations, and degrees, and in accordance with the findings of the majority of social media studies, the advertising location was found to be within the location. Researchers that were thinking about the challenges of social media advertising tested and hid a lot of different constructions, some of which contained valuable and one-of-a-kind aspects. Kids and teenagers spend a significant amount of time these days participating in activities that involve using social media platforms.

Social networking websites such as Facebook, MySpace, and Twitter are examples of social media sites. Other examples of social media sites include gaming websites and digital worlds such as Club Penguin, Second Life, and The Sims; video sites such as YouTube; and blogs. In recent years, there has been a meteoric rise in the popularity of websites that provide cutting-edge youth with a portal for leisure as well as a platform for linguistic conversation. The use of social media has become an everyday activity that is widely participated in. The power dynamics within the market have been disrupted as a result of social media; there is evidence to suggest that there has been a significant shift in the distribution of power, as well as the emergence, influence, persuasion, and retention of a new kind of powerful and sophisticated customer agents. It demonstrates their ability and capacity as a component of a corporate advertising and marketing strategy and identifies the numerous ways in which social media can become an essential advertising and marketing tool for them. Additionally, it illustrates their ability and capacity to play a role as a component of a corporate advertising and marketing strategy. Understanding the role that technology plays in shaping the market and how social media can be used as part of an advertising toolbox becomes a strategic imperative.

The message for marketing strategists is clear: less reliance on traditional mass advertising and marketing methods is required to maintain the age of the empowered purchaser. The corporate greenwash event will be lessened as a result

of social media. We specifically identify where this impact is most likely to occur by pulling from the management literature on disconnection and the financial literature on disclosure. Both of these bodies of research have been done previously. We bring to light significant distinctions between traditional and social media and offer a conceptual framework for information green washing. Within this framework, we propose that corporate environmental contacts may also retreat if citizens and activists feel that a company is engaging in an excessive amount of self-promotion. The usage of social media can be very helpful in organizational activities such as corporate concepts and the field of running the economic system. Organizational theory lays an emphasis on the role that fairness, guidelines, and values play in technology and the separation of appearance from reality. The record economy provides an emphasis that is complementary to organizational theory on the role that data flows and their implications play. The use of social media plays an important part in the politics of conflict and controversy. It served as a mode of communication for a wide variety of people, including politicians, leaders, rebels, and demonstrators.

Students are increasingly turning to social media as a source of up-to-date information on conflicts, at the same time. I present a framework for understanding the influence of social media in war, the growth of a movement to target fans in the West, and the use of Russia's cyber war and false information as a propaganda tool for Trump by utilizing the four linked components of social media. The immediate and indirect role that social media has played has been one of the most important aspects of all three. This wooing, rushing up, and enabling communication among like-minded people is made easier by social media. Additionally, social media undermines the political and elite dominant paradigm of the media's impact on political conduct.

Advertising

Makes suggestions for guidelines for marketing jobs and additional research. The effects of advertising can be broken down into two categories: behavioral consequences related to shopping behavior, such as brand desire, and intermediate consequences, such as beliefs and attitudes held by customers. In light of the experience gained from the consequences, generalizations lead one to believe that there may be little of a guide for any hierarchical, temporary collection. At this point, the level of advertising that should be done should be determined by the environment, which should reflect the target diversity of products, product type, competition, other aspects of the mixture, the life cycle of the product, and the target market. Impact of advertising on consumers. The personal purchase and product utilization behavior, as well as its modifications, may also indicate the behavioral effects advertised in our version of the product. The advertising industry passes through a threshold known as the penetration factor and transitions from the tried-and-true model of marketing that relies on mass media interruptions and repeats to its very own family of advertising-centric advertising fashions.

This article provides commentary on the developments and pursuits that have led up to the present time and focuses specifically on three emerging fashions: demand, engagement, and marketing as a service. Instead of protecting our

websites or being used as another test for the interactive team, marketing can make a substantial contribution to the overall performance of the brand if it is deliberated inside the brand marketing campaign from the beginning. This book offers a wealth of ideas and perspectives on efficient methods of marketing. Promotion by means of constructing and broadening a well-known evaluation of fillers. We avoid the specialized techniques to advertising that have been discovered through a large amount of research and that save you from knowing how advertising will affect you by combining the concept of advertising with the theory of complements. This method is utilized by us in order to fabricate desires, exchange preferences, distort, and evaluate advertisements from the perspective of the public interest. Even though we are aware that many advertisements produce desires without presenting facts, we do not accept that this makes them flavorless. Our approach to the booms principle may also initially appear to be non-standard advertising and marketing; however, we avoid the specialized processes to advertising found in many studies, which prevent us from information the results of marketing. When these obstructions are removed, a more accurate picture of these results can be obtained.

Perhaps investments in R&D as well as advertising and marketing capital. In addition, the most recent works on standards for reputation as a component of the conceptual framework may also incorporate new methods of reporting the aforementioned kinds of products, and studies and development (R&D) stability sheets are not pronounced because they do not meet high-quality standards. There is very little empirical evidence to support the absurd capitalization of advertising and R&D at this time, which affords very little or no facts on how to convert their capital values. Despite this, the absurd capitalization of advertising and R&D continues unabated. Advertising trends establish a connection between product revenue and the overall market price of advertising. Despite the fact that many fashions are based on these models, they frequently contradict one another, and it may be highly debatable which models best represent various marketing strategies. Experiential research, marketing mirrored image activities, an inability to make proper measurements, and a lack of current knowledge law theory can help to solve these problems by exposing key advertising and marketing events that include models that cause significant wastage in advertising and marketing. The method of advertising and marketing became unstable and was subject to periodic disruptions. Sometimes it takes place on a yearly basis, such as when one or more products are put through a grueling reevaluation. At various points in time, the entire location is experiencing a seizure. It is possible that those strategic changes are appropriate; however, the apparent purpose for rethinking one brand is uncommon; otherwise, some other brand would be more appropriate.

Cyber Bullying

In the past ten years, it has come to light that younger generations of humans are facing a significant obstacle in the form of cyberbullying. This article provides commentary on a selection of the most recent discoveries and a discussion of the most prevalent ideas within the sector. These include studies and definition issues that include electricity inequality, cyber bullying types, age and gender differences, differences among conventional bullying and the sequence of

activities, variations between cyber bullying and conventional bullying, the reasons for and the impact of cyber bullying, coping techniques, and prevention strategies. / Intervention Possibilities Internet Threat; Age and Gender Variations; Sequence of Events; Intertwined with Traditional Bullying; The Differences Between Traditional Bullying and Cyberbullying; The Impact of Cybervulnerability; And Coping Techniques as well as Opportunities for Prevention and Intervention We highlight the victims' expertise regarding the perpetrators' unwillingness to talk to adults about their reports, as well as the victims' unwillingness to talk about their own experiences.

The phrase "Internet Intimidation" "The aggression of a set or man or woman, the planned use of digital communication forms, which can also or won't once more be self-defense towards the victim," is the applicable definition of "cyber bullying." There is a possibility that cyberbullying is connected to the anonymity of the aggressor, which is visible in everyday indirect aggression, and the centered assault on a victim, which is visible in everyday direct aggression. The incidence of cyberbullying is comparable to that of traditional bullying in the UK, the rates of which are slowly falling as a result of the work being done to combat bullying. The practice of intimidating others through the use of various forms of electronic communication is known as cyberbullying. According to the findings, more than half of college students are bullied, and one in every four college students is bullied online. More than half of the students in the class admitted that they were aware of someone engaging in cyberbullying. When compared to their female counterparts, men are much more likely to engage in bullying behavior, including cyberbullying. In addition, female victims of cyberbullying are more likely to record adults than their male counterparts who experience the same problem. The use of digital verbal exchange devices to bully other people has emerged as a growing issue in educational institutions such as colleges. This phenomenon is known as "cyber bullying." Our academics, researchers, administrators, and officials need to take action in order to combat the growing number and severity of cyber threats.

Cyberbullying, its Psychological Effects on Students, and the Reactions of Students and Administrators to Cyberbullying Its purpose is to provide school administrators with knowledge of the event as well as recommendations for actions to take in order to address this challenging issue. It is becoming more challenging for teachers to keep college students safe at school because cyber bullying is a growing form of social bullying. Bullying occurs not only in a student's physical environment, but also in the virtual world, which has turned out to be a less risky environment. pertaining to the character of the assault. Screen names and well-hidden Internet protocol addresses allow cyberbullies to conceal their identities, which makes the goal more difficult to achieve and increases the amount of unease felt by the target. Assaults can also have a negative psychological impact. Cyberbullying is developing into a growing number of risks on a daily basis, but there are still some technical solutions to automatically detect and respond appropriately to incidents of cyberbullying.

Research on the detection of cyberbullying has, up until now, focused primarily on personal accounts, ignoring the context as well as the characteristics of the individuals involved and profile statistics. In this paper, we demonstrate that

taking into account the consumer environment results in an improvement in the detection of potential cybersecurity risks. Intimidation via the internet. According to studies 1, approximately 18 percent of children and adolescents in Europe are victims of cyberbullying, which can result in severe depression and attempts at self-harm. The use of electronic communication, either on a regular basis or on an ad hoc basis, by an individual, group, or character with the intent to harass, intimidate, or bully another individual, who then resorts to self-defense, is known as cyber bullying.

Advantages of Social Media

In addition to the advantages of using social media in a public setting, there are certain disadvantages, which raise anxiety and suspicion. For example, the use of social media presents new challenges related to privacy, security, data management, and access, social content, and personal social interests. As stated in the introduction, social media has numerous advantages. The advantages of SNSs have led executives, decision makers, and specialists in the field to turn to social media in an effort to assist organizations in maximizing the potential of social media benefits. Participation, access to data, and network integration are all included. Patients' perspectives on the benefits and challenges of using this technology. A literature review was done to examine how patients are making use of social media to spread their stories. There were changes to the MEDLINE database to include "social media" and "affected individual" as search terms. Patients' treatment can be improved by using social media, however the risks of social media cannot be ignored because more than 80% of Americans search for health information online. For patients, what are the benefits and drawbacks of utilizing social media?

Social media from a patient-centered perspective has received little attention in previous research since it hasn't been approached as a critical subject. When it comes to learning about a disease process, patients and medical doctor networks are increasingly using social media, which is a great source of information for patients and doctors. The content of numerous internet sites in which patients must connect with different potential sufferers and the benefits and drawbacks of their capabilities are not well-understood. Interaction between individuals and the network is made possible by social media (SM). Use web packages to post data, ideas, photos, videos, and more. Representations of health, disease, and contamination are used in the media. Here, I'll explain why it's important for health psychologists to study media texts and films in order to understand how people form their beliefs about health and illness based on what is available to them in the community. Social attitudes and perspectives on fitness and psychopathology are being developed. The media's portrayals of health, illness, and contamination are likewise influenced to varying degrees by gender. Since then, the media has become a more powerful agency and its rights have become more widely recognized around the world. An investigation conducted with physicians to examine media benefits and challenges associated with physicians' social media attractiveness has proven this.

The research goal was met by using the selected survey layout. We conducted semi-structured interviews with 24 doctors from all throughout the industry who

were active users of social media. A thematic evaluation method was used to examine the data. There are six main motivations and six main challenges for doctors to use social media, according to the examiner. Social media adoption through physicians has both advantages and disadvantages, and this insight explains why social media is important and how it can be used effectively in health care. Medical professionals have certain requirements. The benefits and drawbacks of using social media in the medical field. There is still a lack of knowledge on how to effectively use social media in healthcare communications, as well as the benefits and challenges that come with it.

Social Networking

The social networking website that is used within a large organization establishes a new method of communication amongst co-workers. This new mode of communication encourages personal and professional sharing within the closed walls of a corporation's intranet. Based on our investigation of user behaviour and interviews, we found that professionals utilize internal social networks to develop strong links with their weak relationships and to attain employees they no longer know. Personalization with co-workers, improving their life with the agency, and improving their plans are some of the reasons that drive them to act in this manner. The provision of social networking services can give various types of customers a variety of pricing options. This research aims to understand the manner in which professionals within an organization make use of the internal social networking site. as a result of the immense popularity of social networking websites available on the internet. The goal of social networking, which is enabled by Web 2.0 technologies, is to educate record generation, business decision makers, technology workforce members, and libraries about the numerous applications, benefits, and risks associated with social networking.

Are dependent as well as dispersed, which is why there are social networks. The use of social networking in businesses assists company leaders and IT decision makers in understanding the source and effect of social networking. Websites that facilitate social networking encourage users to interact with other people by providing relevant demographic directories, opportunities for self-description, and sometimes content importation as well. According to him, social networking websites and other programs that run on the internet are altering human interactions. A Platform for Social Networking Some distance and some preceding studies have experimentally explored human beings' motivations for SNS use, primarily outside of American social networks or how users pick their motivation. This research was done some time ago. In light of this, editors Boyd and Ellison will talk about the use of social networking sites (SNS) and their roles, focusing mostly on the United States of America. The purpose of this inquiry is to promote an extensive and significant answer that does not involve using social networking websites.

Details on the reasons for their participation in social networking services. The primary goal changed to represent the goals and meanings of different social members of the family and practices among a diverse SNS population. Within the administrative centre, it provides an essential overview of area literature as well as social networking. The drivers and hurdles to alternatives are currently being

investigated, and a few groups are investigating whether the grounds for banning or restricting social networks within the administrative centre are well-established or whether they are committing company suicide. By reducing the amount of social isolation experienced by those working in telecommunications, social networking can lead to an improvement in employee satisfaction. However, social networking websites offer options for official and casual communication as well as collaboration with co-workers and customers to encourage the exchange of know-how and facilitate communication. There are a lot of unofficial apps and video games on the websites, which allow people who work for the same agency to talk to each other despite distance and different time zones. This helps keep group spirit and organizational culture alive.

Conclusion

Social media sites in the same vein, companies have started searching for new technology that includes efficient methods for increasing the amount of communication they have with their clients. Similar to how problems associated with social media advertising and marketing have focused the attention of academics and researchers, this has led to an expansion of the field of marketing's current knowledge of such phenomena. Programs for research on various aspects of marketing, including but not limited to social media advertising, digital word of mouth, customer dating control, and overall company brand and performance, and more. The effects of advertising can be broken down into two categories: those that are intermediate outcomes, such as customer ideals and attitudes, and those that are considered to be behavioral consequences related to purchasing behavior, such as the choice of a logo. Generalizations suggest that there may not be much assistance available for any activity, which is concerning given the fact that cyberbullying has been recognized as a primary problem among young people over the course of the past decade.

This article offers a critical analysis of some of the most recent discoveries as well as a discussion of some of the most prevalent theories currently held within the industry. The analysis considers issues connected to imbalances in strength, the various forms of cyberbullying, age and gender differences, traditional bullying, and the order in which activities take place. Despite the many advantages of utilizing social media in public settings, there are also some risks involved, which can result in anxiety and mistrust. For instance, communication through social media presents new challenges associated with privacy, safety, data management, and the social networking website within a larger enterprise. However, this type of communication also enables a new form of communication between coworkers, which encourages personal and professional sharing within the confines of an organization. During our analysis of individual behavior and interviews, our experts make use of their internal social networks to forge solid bonds with their most vulnerable relationships and communicate with employees whom they do not fully comprehend.

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