

A STUDY ON USER PREFERENCE OF FACE BOOK TO CONNECT PEOPLE

Submitted in partial fulfillment of the requirements for the award of

Bachelors OF BUSINESS ADMINISTRATION

By

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this project reported is the bonafide work of R.Mageshwari (38280060) Who have done the project work entitled "**A study on user preference of Facebook to connect people**" under my supervision from January 2021 to March 2021

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Internal examiner

External examiner

DECLARATION

I Mageshwari R (reg .38280060) hereby declare that the project report entitled “ a study on user preference of face book to connect people” done by me under the guidance of MS.M. JAYASEELY , is submitted in partial fulfilment of the requirement for the award of bachelor of business administration degree .

DATE :

PLACE : Chennai

MAGESHWARI .R

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ABSTRACT

People use Facebook just because they've to use it. They have to come online daily and go through their feed which covers a daily dose of news content and updates from their friends. Sometimes, they upload photos of their trips and comment on existing stuff. So, it's just **like** a daily habit and not using it causes tension and uneasiness. People are using Facebook for to see what friends are up to , to relive boredom, to procrastinate, to send the indulgent message to your friends, to post their own pictures for friends to see, to look their friends funny videos or web link, to look at a their friends post on new stories, to find friends from the persons posts, to find their friends political or private views, to express their political or private views. Facebook so popular and favourite because it is user friendly, better interface, source of information, entertainment, finding old friends, sharing the opinion, **No Competition, Regular Upgradation, . Top-notch Security, people are using Facebook for** from Boston University's Ashwini Nadkarni and Stefan G. Hofmann proposes that the social network meets two primary human needs: **(1) the need to belong and (2) the need for self-presentation**. The study also acknowledges demographic and cultural factors as they relate to the belonging need, and the variation of personality types on Facebook usage. Social Networking Sites connect people from over the world. This is one of its main advantages. Down the lane maybe after 10 years when you want to search your classmate you can easily get in contact with them on Facebook, Whatsapp and other Social Networking Sites. The disadvantages of social networking sites are that they hamper the creativity of the children. Teenagers, adults all addicted to these sites. Spending hours updating the status, photos, profile pictures. Accounts are hacked leading to misuse of personal information led to dangerous consequences. Students lose interest in their studies. However social networking sites help you connect with people having similar likes as yours. It connects you with family members in any corner of the world. In any opinion social networking sites have more benefits if their usage is appropriate.

CHAPTER 1

1.1 INTRODUCTION

Present generation , students are heavily engrossed in web 2.0 technologies which includes ,blogs, podcasts, twitter, wikis, social network sites, virtual worlds, video sharing and photo sharing. They are heavily immersed in the web world that they have less interacting with their off-line world It can be pointed out that in this modernized world, internet plays an important role in a student's social and academic life Thus, educators are now turning to Web 2.0 tools and collaborating into their school work to arouse student participation and The use of Facebook widens our children's social circle and this would not have been possible in the past This social network site was launched in 2004 by a Harvard student who wanted to create an online community where fellow classmates could create profiles of them and interact with each other This tool is free to use and is convenient for people of all age group. . As an educator, I have used various features of Facebook as my educational tool and this has helped me keep in close contact with my colleagues and students Facebook One of the new phenomenon's of our generation is facebook, and with over four hundred million users on it, it is definitely not hard to add friends easily. However, Facebook is also an easy way to replace the outside world with spending all day surfing other peoples profiles. Facebook is a social networking website that was originally designed for college students, but is now open to anyone 13 years of age or older. . Facebook users can create and customize their own profiles with photos, videos, and other information about themselves. Also, friends can browse the profiles of other friend's pages and comment on their updated status or just write on the wall of the person updated status or just write on the wall of the person. Facebook (stylized as facebook) is an American online social media and social networking service based in Menlo Park, California, and a flagship service of the namesake company Facebook, Inc. It was founded by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes this are the features in face book video conversation, messaging, online chatting, photo downloads and uploading, news feed- upcoming events, find friends, games,

1.2 INDUSTRIAL PROFILE

Facebook is a website which allows users, who sign-up for free profiles, to connect with friends, work colleagues or people they don't know, online. It allows users to share pictures, music, videos, and articles, as well as their own thoughts and opinions with however many people they like. Users send "friend requests" to people who they may – or may not – know. Facebook has over 1 billion users. Once accepted, the two profiles are connected with both users able to see whatever the other person posts. Facebookers can post almost anything to their "timeline", a snapshot of what is happening in their social circle at any given time, and can also enter private chat with other friends who are online. People with profiles list information about themselves. Whether it be what they work at, where they are studying, ages, or other personal details, many users post lots of information which is easily accessible to their friends and others. In 2003, Zuckerberg, a second-year student at Harvard, wrote the software for a website called Facemash. He put his computer science skills to questionable use by hacking into Harvard's security network, where he copied the student ID images used by the dormitories and used them to populate his new website. Website visitors could use Zuckerberg's site to compare two student photos side-by-side and determine who was "hot" and who was "not." Facemash opened on October 28, 2003—and closed a few days later, after it was shut down by Harvard execs. In the aftermath, Zuckerberg faced serious charges of breach of security, violating copyrights, and violating individual privacy. Though he faced expulsion from Harvard for his actions, all charges against him were eventually dropped. Users can "like" other pages which interest them. For example, a Liverpool FC supporter can follow the club by linking up with its Facebook page. There, the user can post comments and receive club updates, pictures etc. It is a web-based social network where you socialize with your friends and more. In terms of its revenue generation as a business, I would say advertising. It's in the media industry....interactive online media. On top of this, users can "like" other pages which interest them. For example, a Liverpool FC supporter can follow the club by linking up with its Facebook page. There, the user can post comments and receive club updates, pictures etc. Founded on February 4, 2004, by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz and Chris Hughes in a Harvard dorm room, Facebook has rapidly become one of the biggest social networking sites in the world.

Need for the study

- Since many people are considering the use of face book as a bad thing to do because of some misusages .This study let us know how much face book is useful to provide guidance,advertisement,knowledge to all age group people.
- To know about the usage of facebook among the people
- How facebook has been used to connect the people over many countries and worldwide
- To find how students are finding educational information through facebook
- To find how many companies are profited and make connections and orders with people,selling their goods.

SCOPE OF THE STUDY

The study let us know how facebook paves the way to many positive impact on people and how they are being benifited

OBJECTIVE OF THE STUDY

Primary objective

A study on user preference of facebook to connect people

Secondary objective

- To study how many people are using facebook nowadays
- To study the benefits of facebook
- To study how students are using facebook as a study platform
- To study the user interest towards facebook

LIMITATION OF THE STUUDY

- Since the usage of facebook has been disappearing nowadays the data given by people will reflect their past usage
- Since there has been a gap of few months between data collection and consolidation of the report, the findings mighy not accurately reflect the current attitudes and perception of the users as thse could have changed over time
- Period of study is too short and hence it is a major limitation

CHAPTER 2

REVIEW OF LITERATURE

INTRODUCTION:-

In this chapter, the research has made an attempt to study and understand the complex Concepts of users experience. This attempt includes, understanding the basic concepts of user experience, analysing research studies made by earlier researchers in respect of users experience in face book for this the researchers has used various books, research journals and websites. The detailed list is further elaborated in the bibliography . through this literature survey researcher wants to find out which are the important parameters of users experience in respect of face book

2.2 LIST OF REVIEWS

Harvey jones , jose hiram soltren (2005) a wide variety of information on Facebook, but a discussion of the privacy implications of doing so has yet to emerge. We examined how Facebook affects privacy, and found serious flaws in the system. Privacy on Facebook is undermined by three principal factors: users disclose too much, Facebook does not take adequate steps to protect user privacy, and third parties are actively seeking out end-user information using Facebook.

Nicole B. Ellison, Charles stein field, cliff lampe (2007) *This study examines the relationship between use of Facebook, a popular online social network site, and the formation and maintenance of social capital. In addition to assessing bonding and bridging social capital, we explore a dimension of social capital that assesses one's ability to stay connected with members of a previously inhabited community, which we call maintained social capital.*

Jeff ginger (2008) In recent years an impressive number of youth have taken to joining popular online social networking service (SNS) websites. One of the most famous and prosperous of these within the US college student community is Facebook.com. Facebook functions as a purposed network of identities, deposited expressions, and interactive media that make for a meaningful digital space that has become interlaced into the day-to-day lives of most students their correspondent relation to Facebook.

Bernhard debatin, jennette p. lovejoy, ann-kathrin horn, Brittany n.hughes (2009) This article investigates Facebook users' awareness of privacy issues and perceived benefits and risks of utilizing Facebook. Research found that Facebook is deeply integrated in users' daily lives through specific routines and rituals. Users claimed to understand privacy issues, yet reported uploading large amounts of personal information. Risks to privacy invasion were ascribed more to others than to the self. However, users reporting privacy invasion were more likely to change privacy settings than those merely hearing about others' privacy invasions.

Micheel j. cronin (2009) A survey of 407 students was conducted at a medium-sized Midwestern university to examine what motivates college students to have friends on Facebook. The goal of the study was to see if people interact with more Facebook friends than they do offline friends on a regular basis and to see if the primary reason students become friends with others on Facebook is to increase their popularity. The results suggest that students do not become Facebook friends with others to increase their popularity, which is in contrast to previous research.

Steven A. Kurutz (2010) The online social networking (OSN) phenomenon has grown dramatically over the past decade, with websites such as Facebook and Twitter becoming household names. Although a lot of literature exists on online social networking systems, little exists on these systems' practical impact on the offline world, beyond cyberspace This research attempts to redress this situation by exploring the relationship between the usage of OSN systems and professional achievement for persons who are blind.

ichales gerolimos (2011) the Facebook pages of 20 American academic libraries and subdivides them into 22 categories. A total of 3,513 posts were examined and analyzed in various ways, including how many of the posts included user comments and how many had none; how many comments were included in each post; and what the percentage of user participation was on the library walls, in terms of "likes" and comments. The most significant findings are that approximately 91% of the posts do not include any comments, over 82% of user participation is expressed via the "like" functionality and most comments on academic libraries' Facebook pages are not uploaded by prospective users but rather by library personnel, employees affiliated with the same institution as the library, and alumni.

Ivan di capua (2012) the review of more than one hundred studies on the social networking website face book .an internal section has been made and has led to the identification of eight main research themes: effect on users, friendship, construction of impressions, privacy, use, face book and politics, self-expression and construal, social capital, and the merging of social spheres. this page focuses on face book use, which is currently the most researched theme six different categories are identified: initiating and maintaining relationship, learning about others, recognition, personality and willingness to communicate, social influence, and experience.

Robert E. Wilson , Samuel D. gosling, Lindsay t. graham (2012) With over 800 million active users, Facebook is changing the way hundreds of millions of people relate to one another and share information In addition, researchers haverecognized the utility of Facebook as a novel tool to observe behavior in a naturalistic setting, test hypotheses, and recruit participants. However, research on Facebook emanates from a wide variety of disciplines, with results being published in a broad range of journals and conference proceedings, making it difficult to keep track of various findings

Ivan di capua (2012) a review of more than one hundred studies on the social networking website Facebook. An initial selection has been made and has led to the identification of eight main research themes: effects on the users, friendship, construction of impressions, privacy, use, Facebook and politics, self-expression and construal, social capital, and the merging of social spheres. This paper focuses on Facebook use, which is currently the most researched theme. The major studies for each category are presented, with an emphasis on the most influential ones in the field. As a result, one could notice that Facebook is mainly used to keep in touch with other people, but not in a conventional way as users tend to 'spy' on other users' profiles. Suggestions for further study are provided.

Selaim aydin (2012) this study is to present a review of Facebook as an educational environment, as research on its use within education is relatively new. The study is categorized into six sections: Facebook users; reasons people use Facebook; harmful effects of Facebook; Facebook as an educational environment; Facebook's effects on culture, language, and education; and the relationship between Facebook and subject variables. Additionally, the study compares Facebook usage in Turkey to its use on a global scale. Finally, the study ends with practical recommendations for researchers and educators.

Robert E. Wilson, Samuel D. Gosling, Lindsay T. Graham (2012) with over 800 million active users, Facebook is changing the way hundreds of millions of people related to one another and share information. A rapidly growing body of research has accompanied the meteoric rise of Facebook as social scientists assess the impact of Facebook on social life. In addition, researchers have recognized the utility of Facebook as a novel tool to observe behavior in a naturalistic settings, test hypotheses, and recruit participants. However, research on Facebook emanates from a wide variety of disciplines, with results being published in a broad range of journals and conference proceedings, making it difficult to keep track of various findings. And because Facebook is a relatively recent phenomenon, uncertainty still exists about the most effective way to do Facebook research. To address the literature review serves as a foundation from which to assess current findings and offer recommendation to the field for future research on Facebook and online social networks more broadly.

Ralf Caers et al. (2013) this provides a critical review of scientific, peer reviewed, articles on Facebook between 2006 and 2012. The review shows that while there are yet numerous articles on various aspects of the social network site, there are still many gaps to be filled. Also, due to the limited scope of many articles (in sample sizes as well as in the number of countries included in the studies and frequent changes to Facebook's design and features). The review ends with a critical discussion and direction for future research. The conclusion of the review is many interesting topics have been addressed by previous research on Facebook and that our knowledge is expanding fast.

Rooma Roshnee Ramsaram, Sooraj (2013) With the explosive popularity of Facebook as a social media, there has not been much research that examines Facebook

marketing and its implications for businesses Practical implications are suggested for organizations using Facebook as a social marketing tool and areas for future research are identified.

James barnes, Kalyn coatney (2013) explain how the Mississippi bricks to click extension program assisted in the promotion of rural tourism event using face book paid advertisement. We estimate a binomial regression model to explore the factors that affect business page likes. Implications for future research and extension programming are discussed

Katherine wiscomb (2013) exploring the possibility implementation social sites, such as face book have on young adults' self-esteem. the phenomenon of online friends-networking sites has increased over. this study also examined how individuals present themselves online-whether they post photos or status updates that represent who they are, or by presenting their hoped for self, the majority of individuals reported experiencing an increase in self-esteem and feelings more connected to their 'friends' while utilizing the site two hundred and ninety six individuals completed an original mixed-methods online survey to examine how young individuals selectively present themselves on face the findings received that individuals experience an increase in self-esteem and feelings of connectedness to their "friends" while utilizing the face book networking site

Anja .k leist (2013) encompasses current knowledge of prerequisites in social media use of older adults such as functional capacity, information and communications technology-related knowledge, and favorable attitudes towards social media. Then, the potential of social media use for clinical practice and possible negative consequences are outlined.

Frances plunkett (2013) It is suggested that the widespread adoption of social media has created huge potential for the social marketing of the emotion The Transtheoretical Model of Health Behaviour highlights that individuals are in different stages of readiness to change their behaviour and a number of behavioural and cognitive processes can support movement through each of the model's six stages of change. To examine the relationship between social support and stages of change the author used thematic analysis to study the comments and posts of members of this community. This study demonstrates that individuals engage with this community in different ways depending on their stage of change This study concludes that Facebook is an effective platform for a stage-matched smoking cessation intervention for early stage quitters and for supporting those in maintenance.

Fromsa bedassa (2014) Today facebook is considered as one of the most popular platforms for online social networking among youth, and as many researches show – university students. The purpose of this study is to assess the importance of social networking sites i.e. face book on students' academic performance the study was carried out in wollega university with regular undergraduate students in focus a questionnaire was designed to assess impact of face book usage on student and

was administered to 384 students' selected using stratified sampling technique . . the person product – moment correlation coefficient was used to examine the relationship between addiction to face book and time spend on face book and students' academic performance . . an analysis of the results was carried out using the SPSS software package . and the time spend on face book and addiction ton it negatively and significantly affects students' academic performance

Tracii ryan, andrea chester, john reece, sophia xenos (2014) Resent research suggests that use of social networking sites can be addictive for some individuals.. Research media: searches of large academic database revealed 23 students examining the uses and gratification of face book, and nine students of face book addiction. grantifications research reveals that the most popular motives for face book use are relationship maintenance, passing time, entertainment, and companionship this motivation may be related to face book addiction through use that is habitual, excessive examination of face book addiction research indicates that face book use can become habitual or excessive, and some addiction measures highlights inconsistency in the field furthermore it is appears The conclusion is recommends that feather research be performed to establish the link between uses and gratification and face book addiction

Conclusion: - After going through the various literatures related to users preference in face book it has been reviewed that there are so many facts which leads to user satisfaction in face book users satis faction is very crucial aspect for face book also a ver wide area to be satisfaction is very crucial aspect for face book also a very wide area to be studied . researches and academician are continuously doing research on this topic . because of the rapid changes in technology ,perception of user , preference , etc it is mandatory for the face book to cope up with the change .continuously doing research on this topic . because of the rapid changes in technology ,perception of user , preference , etc it is mandatory for the face book to cope up with the change .

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Descriptive Research Design: Descriptive research is used to describe characteristics of a population or phenomenon being studied .it does not answer questions about how /when /why the characteristics occurred. rather it addresses the “what “question what are the characteristics of the population or situation being studied

3.2 Sampling techniques

Source of data can be classified into 2 types. Satisfactory sources refer to data that are gathered for some official purposes and incorporate censuses and official administered survey. Non -statistical source refer to the collection of data for other administrative purpose or for the private section

3.2 Source of data:

The study involve both primary and secondary data collected for making a meaningful influence on the topic of study

Primary data:

the number of participants to be included in the study contributed to the sample size. the researcher aimed at having 120 samples.

Secondary data:

the secondary information gathered through internet, magazine , journals ,text book and company website .

3.4 STRUCTURE OF QUESTIONNAIRE

questionnaire was divided into three section. first part was designed to customer general information and second part was designed to customer experience about banking sector.

3.5 sample size :

Sample size : 150

Place : Chennai

3.6 period of study

The duration of study : from dec 2020 to mar 2021 .

3.7 Analytical tool :

Percentage analysis , bar chart .

3.7.1 percentage analysis

Percentage analysis is the method to represent google forms (face book) of data as a percentage (a part in 100 -percent) for better understanding of collected data . percentage analysis is applied to create a contingency table form the questioner and represent the collected data for better understanding .

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 TABLES and CHARTS

Table 4.1.1 GENDER OF THE RESPONDENT

s.no	particulars	No of respondent	percentage
1	Male	38	38.4%
2	Female	61	61.6%
Total		99	100%

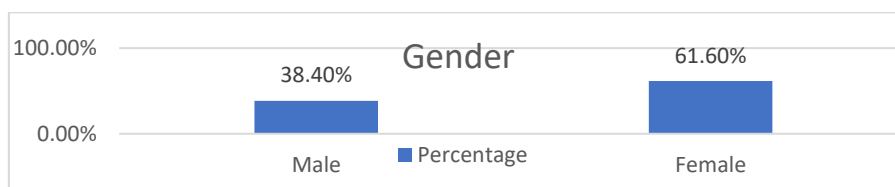


Table 4.1.2 AGE FOR THE RESPONDENT

S.NO	PARTICULARS	No. of Respondents	Percentage
1	18-20	19	19.2%
2	20-22	23	23.2%
3	22-24	39	39.4%
4	Above 24	18	18.2%
Total		99	100%

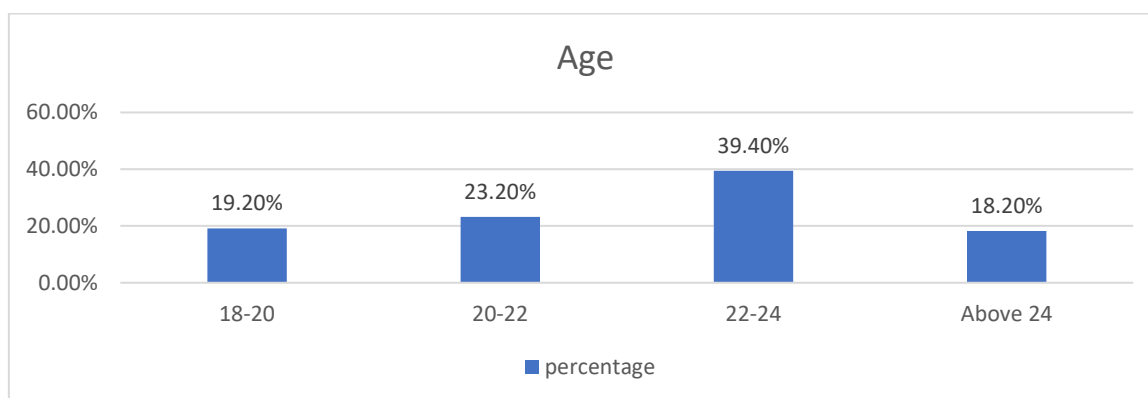


Table 4.1.3 education of the respondent

s.no	Particulars	No of respondent	percentage
1	Graduation	19	19.4%
2	Post graduation	62	63.3%
3	Others	17	17.3%
Total		98	100%

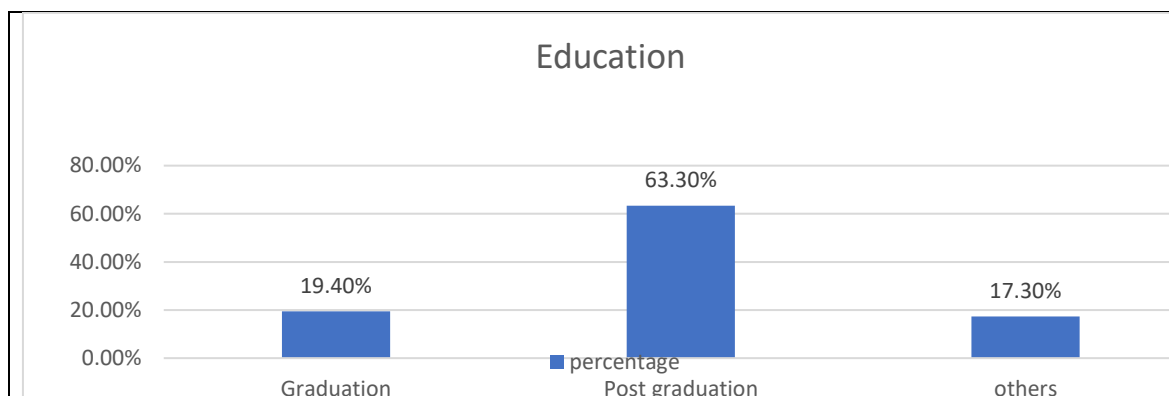


Table 4.1.4 spend on facebook for the respondent

s.no	Particulars	No of respondent	Percentage
1	0-2 hrs	61	61.6%
2	2-4 hrs	29	29.3%
3	4-6 hrs	7	7.1%
4	Above 6 hrs	2	2%
Total		99	100%

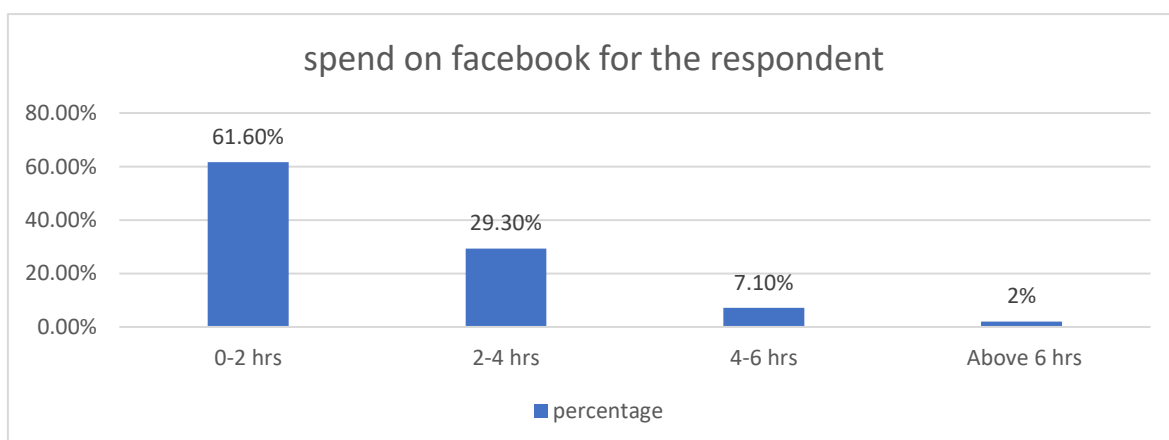
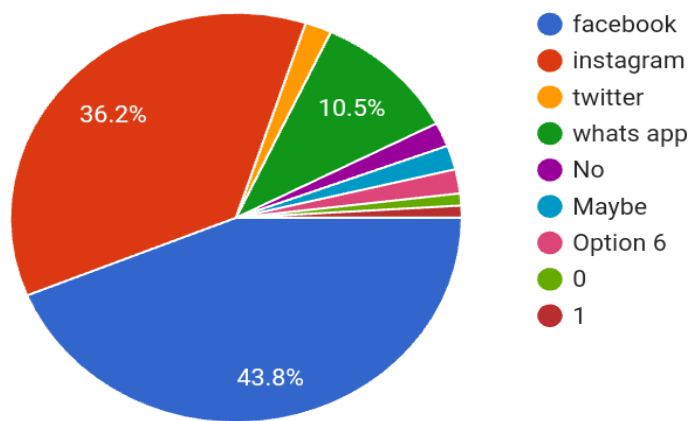


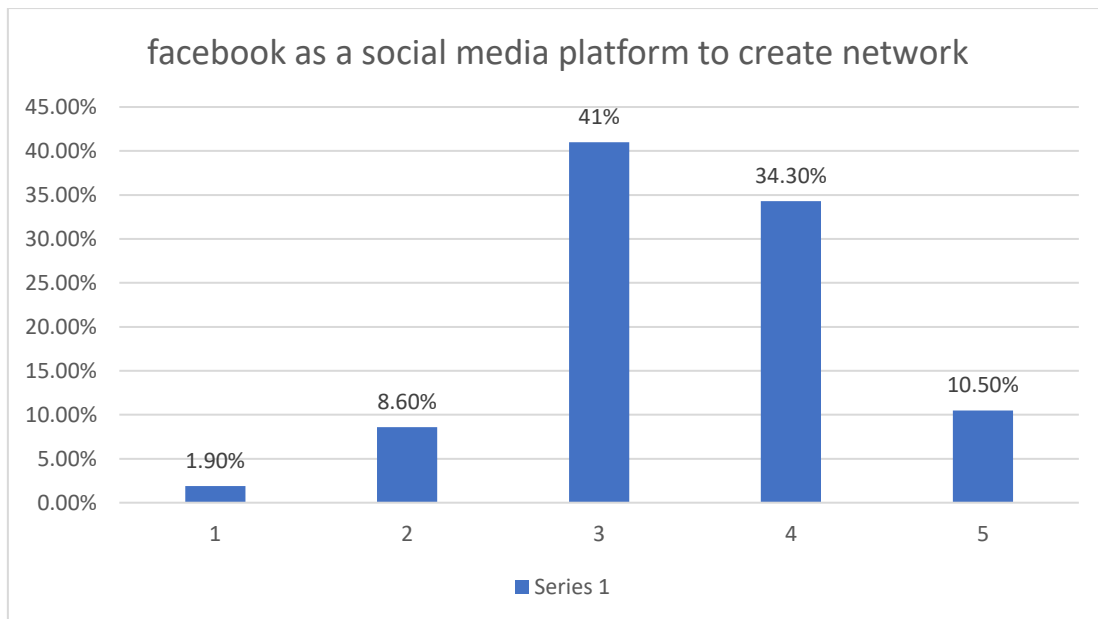
Table 4.1.5 fastest growing social media

s.no	particulars	No of respondent	Percentage
1	Face book	46	43.8%
2	Instagram	38	36.2%
3	Linkledon	0	0%
4	Twitter	2	1.9%
5	Whats app	11	10.5%
6	Option 6	2	1.9%
7	No	2	1.9%
8	May be	2	1.9%
9	0	1	1%
10	1	1	1%
Total		105	100.1%



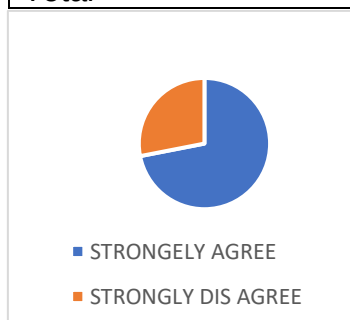
4.1.6 facebook as a social media platform to create network

Sl.NO	Particular	No.of respondent	percentage
1	1	2	1.9%
2	2	9	8.6%
3	3	43	41%
4	4	36	34.3%
5	5	11	10.5%
Total		101	100%



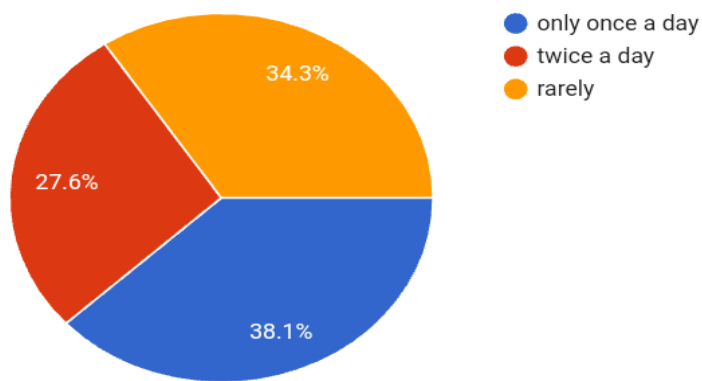
4.1.7 Purpose of using facebook

s.no	Particulars	No of respondent	percentage
1	Sharing photos	43	30%
2	Sharing videos	11	40%
3	Sharing message	3	20%
4	Getting updates on all activities	36	5%
5	New updates	9	5%
Total		102	100%



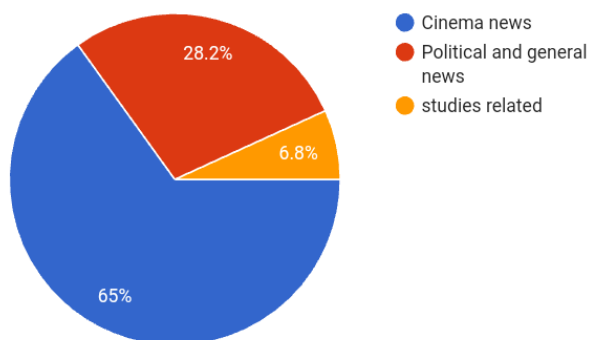
4.1.8 How often facebook has been used

So no	Particulars	No.of respondent	percentage
1	Only once a day	40	38.1%
2	Twice a day	29	27.6%
3	Rarely	36	34.3%
Total		105	100%



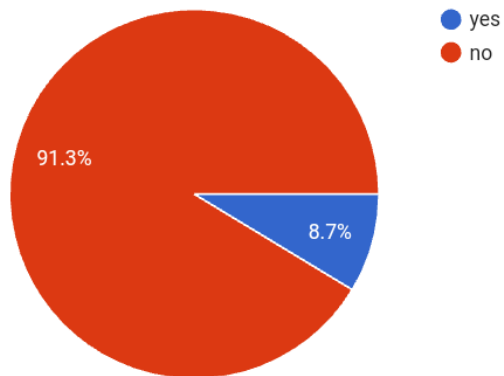
4.1.9 Which category of feed is being seen by people on facebook

SI NO	Particular	Percentage
1	Cinema news	65
2	Political and general news	28
3	Studies related	7
	TOTAL	100



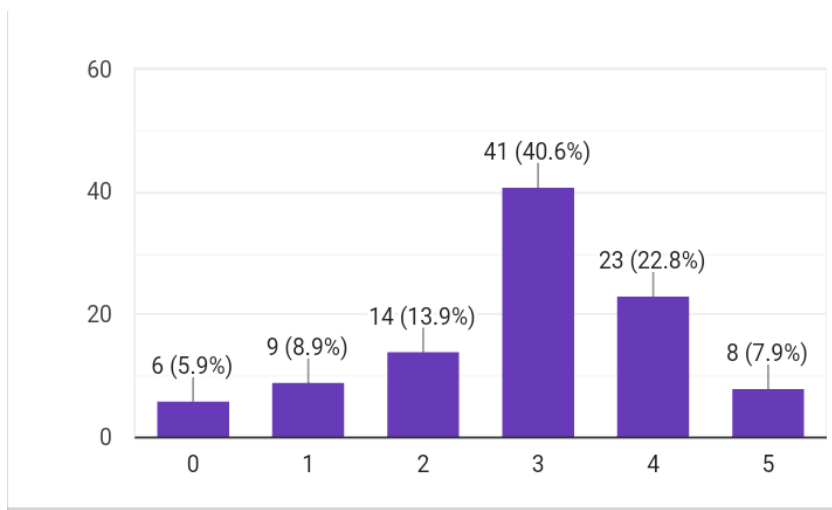
4.1.10 Is Products purchased through facebook

Sl.NO	Particular	Percentage
1	Yes	9
2	No	91
	TOTAL	100



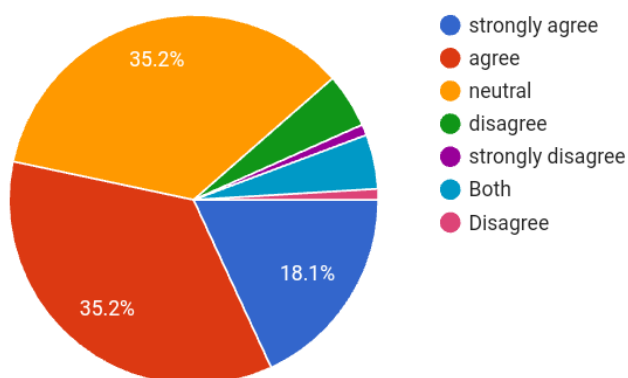
4.1.11 How important facebook is

Sl.NO	Particular	Percentage
1	Extremely important	5
2	Important to some extent	90
3	Not at all important	5
	TOTAL	100



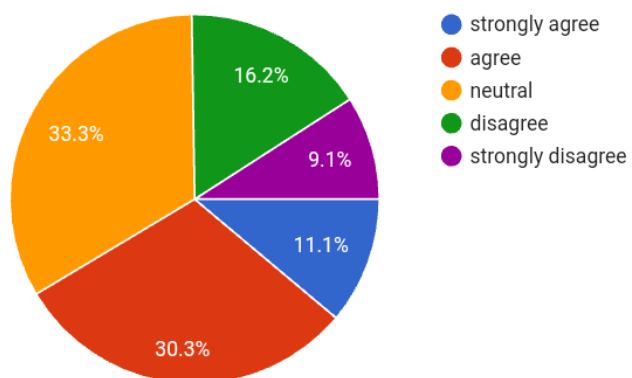
.1.12 Facebook provides useful information

Sl.NO	Particular	percentage
1	Strongly agree	18
2	Agree	35
3	Neutral	35
4	Disagree	10
5	Strongly disagree	2
	TOTAL	100



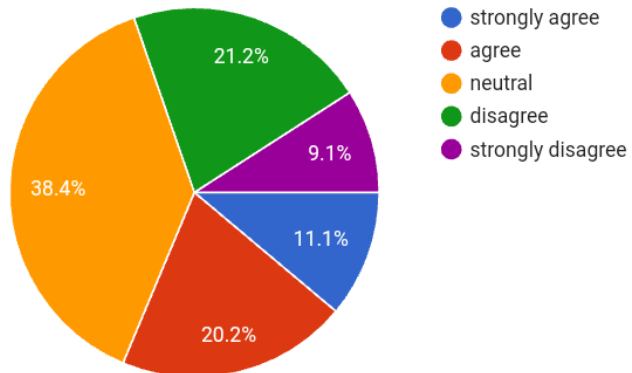
4.1.13 Facebook is safe to use by teenagers

Sl.NO	Particular	Percentage
1	Strongly agree	11
2	Agree	30
3	Neutral	33
4	Disagree	17
5	Strongly disagree	9
	TOTAL	100



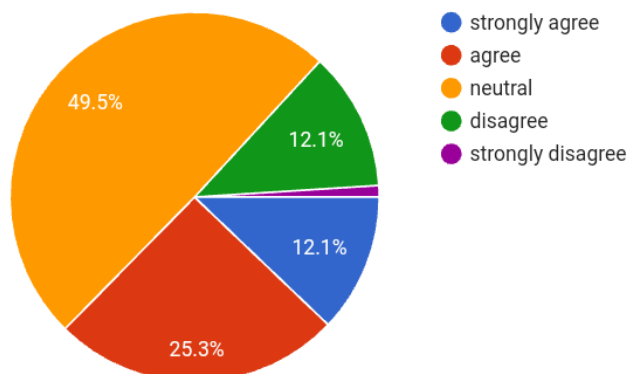
4.1.14 Is facebook is safe for school student

Sl.NO	Particular	percentage
1	Strongly agree	11
2	Agree	20
3	Neutral	38
4	Disagree	21
5	Strongly disagree	10
	TOTAL	100



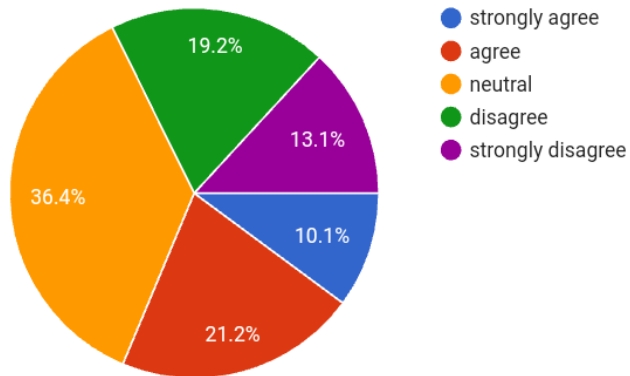
4.1.15 Facebook used to enhance knowledge

Sl.NO	Particular	percentage
1	Strongly agree	12
2	Agree	25
3	Neutral	50
4	Disagree	12
5	Strongly disagree	6
	TOTAL	100



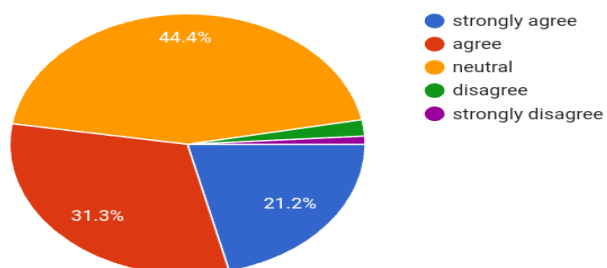
4.1.16 Is facebook safe from hackers

Sl.NO	Particular	percentage
1	Strongly agree	10
2	Agree	21
3	Neutral	36
4	Disagree	20
5	Strongly disagree	13
	TOTAL	100



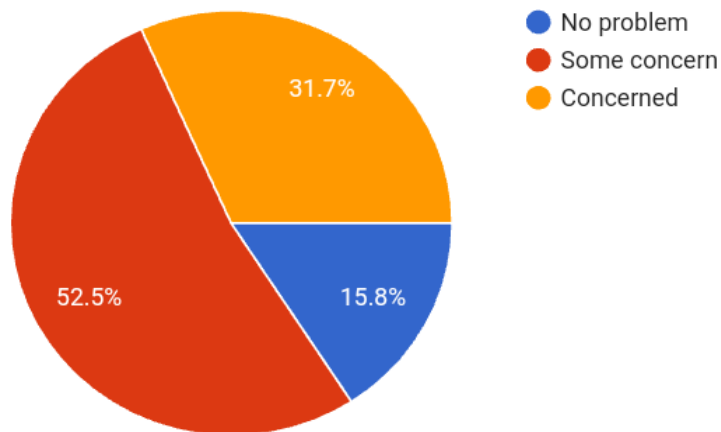
4.1.17 Is facebook having error

Sl.NO	Particular	Percentage
1	Strongly agree	21
2	Agree	31
3	Neutral	44
4	Disagree	2
5	Strongly disagree	2
	TOTAL	100



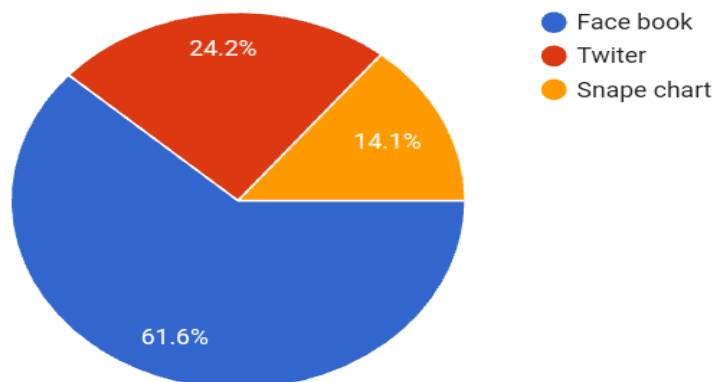
4.1.18 Facebook's private policy

Sl.NO	Particular	Percentage
1	No problem	16
2	Concerned	31
3	Partial concern	53
	TOTAL	100



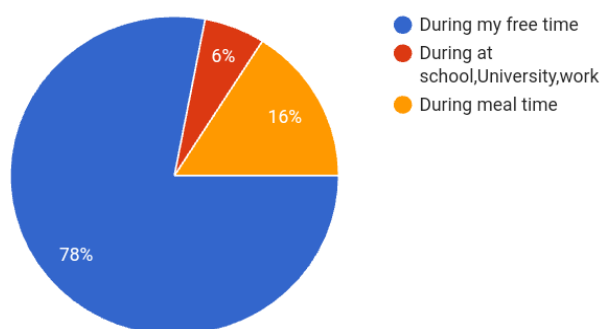
4.1.19 Actively used social media

Sl.NO	Particular	percentage
1	Facebook	61
2	twitter	24
3	Snap chat	15
	TOTAL	100



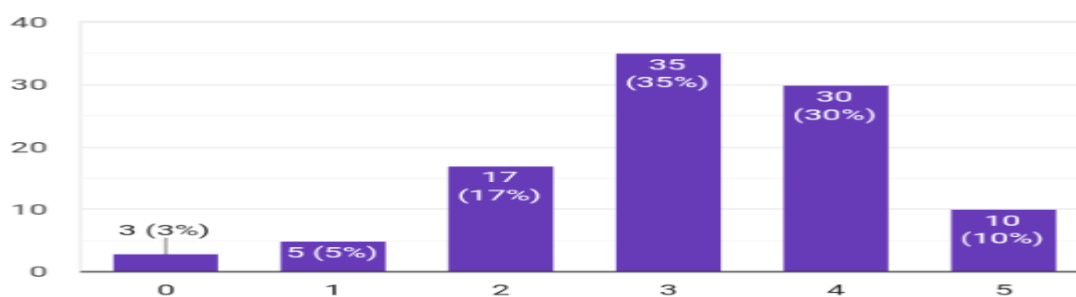
4.1.20 Times you use facebook

Sl.NO	Particular	percentage
1	Free time	78
2	At work time	6
3	During meal time	16
	TOTAL	100



4.1.21 USE FULL SOCIAL MEDIA FOR LEARNING

S.NO	PARTICULARS	PERCENTAGES
1	VERY USE FULL	
2	NOT USEFULL	
TOTAL		



INTERPRETATION

From the above data collected ,the females of age group of 22-24 were using facebook more than the male.people tends to use facebook during their night time and it was shown that the usage of facebook has came low due to the other social media applications.And this platform was not for school students due to the partial concern of facebook private policy. People mainly use facebook to see cinema news and the product selling through this platform was not so profitable by sellers

INFERENCE

Majority 60 percent of the people use facebook for sharing their thoughts and ideas thereby connecting each other.

CHAPTER 5

5.1 FINDINGS

Majority (61.6%) of the respondent are female

Majority(39.4%) of the respondent are between 22-24 age group

Majority(63.3%) of the respondent are studing PG

Majority(61%) of the respondent are using facebook for 0-2 hour

Majority(43%) of the respondent are using facebook to coonect with other people

Majority (45%) of the respondent are sharing social videos

Majority(38%) of the respondent are checking facebook only once a day

Majority(65%) of the respondent are using facebook to know cinema news

Majority(91%)of the people are not buying things from facebook

Majority(41%)of the respondent are finding facebook important

Majorirty(30.3%)ofpeople find facebook safe to be used by teenager

Majorirty(22%)ofpeople find facebook unsafe to be used by school student

Majority(25%) of the respondent disagree that facebook will enhance our knowledge

Majority(20%) of the respondent are feel faceboook is safe from hackers

Majority(61%) of the respondent are active in facebook

Majority(78%) of the respondent use facebook during their facebook

5.2 Suggestions

As per the above data and discussion, we can say that Facebook can be safe to some extent. Improper handling leads to many personal problems. Facebook really connects the people from worldwide. It is used to share many informations thereby educating people. It will be good if people above 20 age could use Facebook.

5.3 CONCLUSION

After going through the various literatures related to users satisfaction in Facebook it has been reviewed that there are so many factors which leads to users satisfaction in Facebook. Users satisfaction is very crucial aspect for Facebook also very wide area to study researchers and academicians are continuously doing research on this topic. Users expectations are increased in terms of services, quality etc. Facebook are more connected about satisfaction of user rather than any other aspects. Result of my study significantly show that Facebook leads to modern users satisfaction with the help of recent user satisfaction trade. Result of my study produce the trade which contribute in user satisfaction in Facebook. In this study we looked at user's concern and perceptions about privacy, particularly in the context of Facebook apps. We conduct an experiment where subjects were surveyed about their concerns and perceptions regarding what data Facebook apps could access. They completed a survey then viewed information about Facebook app data access, and re-took the survey. All the factors are crucial and must be anticipated by Facebook management if they really want their users satisfaction.

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APPENDIX -1 (QUESTIONNAIRE)

1. Name:-

2. Gender :- o male o female

3. Age :- o 18-20

 o 20-22

 o 22-24

 o above 24

4. Education

 O graudation

 O post graduation

 O others

5. How many hours per day you spend on how many hours per day face book

o 0-2 hrs

o 2 – 4 hrs

o 4 -6 hrs

o above 6 hrs

6. What is the fastest growing social media plate form

☐ face book

☐ Instagram

☐ twitter

☐ whats app

☐ no

☐ maybe

☐ option 6

☐ 0

☐ 1

7 . rate face book as a social media platform to create network

12345

Strongly agree ooooo strongly disagree

8 . For which purpose you usually use face book

	Strongly Agree	agree	neutral	disagree	strongly disagree
Sharing photo	o	o	o	o	o
Sharing Video	o	o	o	o	o
Sharing message	o	o	o	o	o
Getting updates on all actives	o	o	o	o	o

Page 38

- ☐ agree
- ☐ neutral
- ☐ disagree
- ☐ strongly disagree

14 . face book is one of the safest app to use by teenagers .

- ☐ strongly agree
- ☐ agree
- ☐ netural
- ☐ disagree
- ☐ strongly disagree

15 . do you think that usage of face book app is safe for school students

- ☐ strongly agree
- ☐ agree
- ☐ neutral
- ☐ disagree
- ☐ strongly disagree

16 . do you agree that face book help full to enhance your knowledge

- ☐ strongly agree
- ☐ agree
- ☐ neutral

☐ disagree

☐ strong disagree

17 . do you agree that face book are safe from hackers

☐ strongly agree

☐ agree

☐ neutral

☐ disagree

☐ strongly disagree

18 .do you agree that face book has bugs and errors

☐ strongly agree

☐ agree

☐ neutral

☐ disagree

☐ strongly disagree

19 . how do you feel about face book privacy policy

☐ no problem

☐ some concern

☐ concerned

20 . which social media channels do you are you most active on

☐ face book

☐ twitter

☐ snapchat

21 . how use full is social media for learning

☐ Very

☐ not use

☐ Use full

22 . when do you access social media website

☐ during my free time

☐ during at school , university , work

☐ during meal time