

Maiorescu, Irina; Dina, Răzvan; Pleșea, Alexandru Doru; Felician, Alecu

## Article

# The Impact of Facebook Upon Social Skills of Young People - a Business Employment Perspective

Amfiteatru Economic Journal

## Provided in Cooperation with:

The Bucharest University of Economic Studies

*Suggested Citation:* Maiorescu, Irina; Dina, Răzvan; Pleșea, Alexandru Doru; Felician, Alecu (2015) : The Impact of Facebook Upon Social Skills of Young People - a Business Employment Perspective, Amfiteatru Economic Journal, ISSN 2247-9104, The Bucharest University of Economic Studies, Bucharest, Vol. 17, Iss. Special No. 9, pp. 1289-1302

This Version is available at:

<https://hdl.handle.net/10419/168979>

### Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

### Terms of use:

*Documents in EconStor may be saved and copied for your personal and scholarly purposes.*

*You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.*

*If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.*



<http://creativecommons.org/licenses/by/4.0/>

---

## THE IMPACT OF FACEBOOK UPON SOCIAL SKILLS OF YOUNG PEOPLE – A BUSINESS EMPLOYMENT PERSPECTIVE

Irina Maiorescu<sup>1\*</sup>, Răzvan Dina<sup>2</sup>, Alexandru Doru Pleșea<sup>3</sup> and Alecu Felician<sup>4</sup>  
<sup>1)2) 3)4)</sup>*The Bucharest University of Economic Studies, Romania*

---

### Please cite this article as:

Maiorescu, I., Dina, R., Pleșea, A.D. and Felician, A., 2015. The Impact of Facebook Upon Social Skills of Young People – a Business Employment Perspective. *Amfiteatru Economic*, 17 (Special No. 9), pp. 1289-1302

---

### Abstract

Social networks can be successfully used to promote any business, being developed in such a way to allow both individuals and business organizations to interact one with another. Companies may obtain important information about users of social networks which will help to a better understanding of their profile and needs and, consequently, to build their marketing and sales strategies. According to the latest data, Facebook is the most popular social network, with the highest number of registered users from all over the world. The current paper aims to determine the way Facebook users – and more precisely young students belonging to Romanian economic field, behave in respect to this social network from the point of view of information valuable for businesses. The findings of the paper are based on a survey deployed in 2014 and they reveal that although the time spent for online social interaction with friends is longer than the time spent for face to face discussions, users' social skills needed for their future employment do not seem affected.

**Keywords:** social networks, Facebook, profile identity, business

**JEL Classification:** L14, L86, M00

---

### Introduction

Social networks can be defined as websites based on web frameworks that allow (1) to create a public or semi-public profile inside a system governed by some rules, (2) to make a list of users who wish to be in contact with and (2) to view and scroll through the contacts in order to create other new connections. The type and the nature of these connections may vary from site to site. (Boyd, 2007)

By using the social networks, people create their own communities through which they can discuss common topics, share their opinions about the places they visited, about the shows

---

\* Corresponding author, **Irina Maiorescu** - irina.maiorescu@com.ase.ro

or movies they watched or simply about the products viewed or purchased (Mangold and Faulds, 2009). There are social networks organized around certain common ideas/interests or professional communities. There is a huge amount of information submitted inside such communities that can be extremely valuable for the business environment. This is the reason why business organizations could not miss such an opportunity.

What makes social network sites unique is not only they allow individuals to interact with other unknown persons, but rather they allow users to articulate and to make visible their own knowledge and experiences, influencing other individuals. This fact can lead to connections between people which otherwise would not be made, but most often this is not the main purpose of these networks, so such meetings can be seen frequently as "latent ties" (Haythornthwaite, 2005) among people who have and share an offline connection.

According to Metcalfe's Law (Chalasan, 2008), as the number of nodes in a network is higher, the larger is the network impact. The presence of a business organization within a social network opens its access to a huge number of potential customers, customers who interact and influence each other (Munar and Jacobsen, 2014).

Companies can develop their own business by doing the following:

- take the advantage of existing information within the social networks;
- try to present new products or services to new created communities of loyal consumers;
- make customers discuss and find out what they think about the existing products or services;
- increase the number of loyal customers;
- gain new consumers.

Thus, for the business organizations it becomes a necessity to be present on the major social networks, to open to the public, so to exist online. However, the presence on a few networks leads to a dilution effect of such campaigns. At the same time, if an organization does not exist on a large social network and a group of consumers starts a denigration campaign against it, the slow reaction time can lead to a disaster for the company image. Such a decision is hard to make, organizations must focus on those social networks that bring the best exposure, being as active as possible, but also they need to keep their presence on as many networks as possible in order to gain a better exposure.

For all these players, social media provides the proper tools through which they can achieve their goals and to improve their work. While the economy was trying to recover from the crisis, social media platforms, especially the social networks, grow exponentially. For example, while the global economy in early 2009 was at the lowest level since World War II, Facebook reached 100 million users in the same period. (Stone, 2009)

### **1. Using Facebook for business**

Facebook is the biggest social network and it started as a social network of academics from Harvard, quickly expanding as a global network (Cassidy, 2006). By using Facebook, business organizations can create their own pages to advertise their products and to easily reach the customers. Through these profiles, organizations become more "human", they approach customers and give them the feeling that they address to a friend and not to an

important multinational company director. Building a profile on Facebook enables organizations to open for any potential customers, to advertise the products and the people behind these products - those who created, developed and brought them to the market.

For organizations that aim to have a closer connection with their customers, this change means that there is a way to listen and to hear what it is said about the organization and its products, to start a conversation and to develop a meaningful virtual relationship with the customers. However, for those wishing to further control the messages sent, this change means rethinking the entire communications strategy. (Kelsey, 2010).

The Facebook network includes two types of communities, private and public ones. Private communities can be generated by using groups, while the public ones can be created through pages. Groups can be useful if an organization wants to create an internal community of employees or when an organization seeks to increase confidence among consumers, allowing them to form a group in order to give them the impression that they access first-quality information. Usually, only a part of the information that is presented in the group can be public. This is why the Facebook settings can form three groups: open (open access), closed (you can only access the group if you receive the administrator approval) and secret (by invitation only, and the discussions in this type of group are not included in any search).

Thus, through communities formed in order to improve their offer, business organizations can:

- feel the market;
- discover the customer needs;
- find defective items;
- determine customer complaints;
- find out what the competition is planning.

For organizations, it is recommended to build pages that are public, so that everyone can see and find them at a simple search which may be integrated with other applications and online platforms.

Building an organization page is totally different than creating a personal profile of a regular user. For personal pages, Facebook allows users to create profiles, while for organizations and artists it is only allowed to create pages that are called "Fan Page" and these must be associated with at least 5000 accounts. Such pages are divided into three categories:

- Pages for local businesses
- Pages for brands / products
- Pages for artists / public figures

When an organization wants to create a Facebook page, building such a community has a number of advantages, including (Sweeney and Randall, 2011):

- launching research and market studies
- generating traffic for organization web pages
- helping building a positive image of the organization
- promoting organization related events
- higher sales
- launching various promotional campaigns

According to a study by O'Neill (2011), more than half of Facebook users are fans of 2 to 5 companies. As consumers make their purchase decision based on emotions, such a behavior can be successfully exploited in the online environment, especially through social networks. More than creating their own pages, companies may also have a proactive attitude, investigating the behavior of their potential customers (Asur and Huberman, 2010), based on specific profile information. The downside of this quest for possible business partners or customers may be the fact that profile information and users' online activities and behavior are not always available to public; also, there is no certainty whether the information registered by users when they create their accounts is real or not. Such false profile information could influence the online market research performed by a company.

## **2. An analysis of social behavior in online space**

Information became a valuable resource for any business organization which wants to develop. The way and the quickness of acquiring the necessary information determine the competitiveness of the organization. The advantage of social media is that its audience is online, giving rapid response after every message sent, so that business organizations can faster adapt their activity according to the received feedback. In the same time, information about behavior, needs and customs of employees are more relevant and easier to obtain, therefore human resources policies can be faster and easier adapted to the organization's needs.

It is important that business organizations have a well targeted audience in order to ensure the success of actions initiated by these. This audience could be internal (employee, shareholders) or external (stakeholders, consumers, investors, clients, vendors, suppliers).

Depending on the audience to be addressed, the form and the content for transmitting the messages varies significantly. In the same time, messages are adapted taking into account the purpose for which they are submitted. If the organization needs to hire qualified personnel, it may launch an employment opportunity and, in return, it will obtain the resumes of potential employees. These will help them to discover only their professional background, but not the behavior they had at work, how they interacted with job colleagues or how they act outside of work. In order to subtract this kind of information it is enough to make a search on Google with the employee's name in order to get his social network profile. Some companies demand candidates during the interview to log on to their Facebook page, so that their profile may be visible. Thus, from the employer's point of view, the social behavior of the potential employee could be easier recognized through his public or private social network page.

It is necessary to take into consideration the following aspects, so that the social behavior of the potential candidate may be correctly identified:

- The behavior demonstrated, presented, determined, verified, noticed
- Self-confessed behavior
- Attitudes, values, perceptions
- Needs and preferences
- Demographics dates
- Social, professional and organizational membership
- Establishing behavioral prototypes

*The behavior demonstrated, presented, determined, verified, noticed*

The most obvious aspects that define the behavior of an individual are those that are identified by direct observation. To determine how people behave in the virtual environment, one can search their activity on social network account and scroll their contacts. Thus, the information posted on professional social networks, such as LinkedIn can be compared with that posted on private social networks, such as Facebook. Based on the remarked facts, the employer could find out if the candidate is introverted or extraverted, if he is a sociable person or not, if the ideas expressed in conversations are consistent with the organization's policies or if the candidate's previous activities may negatively impact the organization's work. Also through analysis of posts company can determine candidate's communication skills and how he relate to others.

*Self-confessed behavior*

In order to determine the self-confessed behavior, the employer has to create a behavioral profile of the candidate based on his activity on social networks and then to compare this profile with the answers he will give during hiring interview. Thus, following the interview, it can be seen if the candidate has the ability to relate with others in virtual space and in real world, or only in one of these environments.

*Attitudes, values, perceptions*

Every business organization has a set of principles and values that guides its actions and also creates its image. Values depend on the level of education and culture from which it originates, from the environment, but the perceptions can be both subjective and objective. They depend on previous experience or a feature of a phenomenon. After analyzing the Facebook posts, the employer can find out if a potential employee is compatible with the way the organization operates.

*Needs and preferences*

The needs may come as a direct consequence from the individual's living environment and his social status, but the preferences are related more to the inner self, or to the influence of external factors such opinions of family, of friends or even of advertising. To make the correct behavioral profiling of a candidate, the employer has to identify his needs and preferences. If his activity on social networks is carefully analyzed it can be noticed whether the candidate's preferences can be easily influenced by others, if these change often or are relatively stable and, also, the company can find out what social and material needs the candidates has.

*Demographics dates*

Individuals' skills related to their primary native qualities may be influenced by their background, by the level and the type of education. In the same time, geographic areas and cultural environment of persons with which an individual interacts may enable new skills. The interaction may be either virtual, through online contacts the individual has with friends on social networks, or physical by personally acquiring the cultural influence of the geographical areas where he traveled.

*Social, professional and organizational membership*

The social profile of an individual can be created by taking into account the social contacts he had throughout his life. The background can influence in a certain degree the social skills of an individual and these skills can be shaped through education; yet, the professional and organizational environment he came into contact may have a major impact on how he will accomplish the tasks received. Thus, if his previous business experience was acquired in organizations recognized for respecting clear organizational values, then it can be considered that the possible future employee might have those principles and values. Similarly, if in the group of his social network friends there are people who have a certain influence in the respective business area, then it can be considered that the candidate is a serious person, accepted by the business environment where he works.

*Establishing behavioral prototypes*

Five types of social behaviors were identified in the online environment (Sweeney and Randall, 2011) depending on how individuals relate among each others:

These behaviors are:

- Active
- Commentator/ Communicative
- Viral
- Passive
- Indifferent

Those who have an “active” behavior are people who launch new threads or new debates, proving that they have initiative, they are involved and innovative. Meanwhile, those who consistently manifest such behavior denote leading characters, people who want to manage. Also, it may be considered that those who are “active” are persons eager to know, who want to learn new things.

People with a "commentator" behavior are interested in the topic of the discussion, but not enough to open new threads. Those with such behavior are divided into two categories: those who know about the discussed subject and those who want to look like specialists, but in reality they do not master the subject. People in the second category should not be regarded as possible candidates. Instead, people from first category can be looked as serious persons, truly involved in becoming experts in the subjects they are interested in.

"Viral" behavior is associated to people who just convey information, they find it interesting but do not make any effort to seek another, taking everything as it is delivered to them. This kind of behavior may be considered useful in an organization where establishing new relationships or retaining existing ones are needed. Also, “viral” behavior people may be fit for executive positions, where initiative is not required.

The “passive” are the people who get information, access it, but do not distribute to others. Such persons may have an introverted character or selfish. Introverts are people who prefer to work and to carry out what they have to do alone. The other type of behavior, the selfish one, is found in people who have information but do not want to communicate it. So those with a passive behavior can be considered as people not easy to work in a team with; they

are likely not to integrate fast into a collectivity as they may not be accepted by other team members or they may not adapt easily to the group.

The last category is of persons with an "indifferent" behavior. They are those who do not engage in any social activities conducted online. Those who behave so might be considered either not mastering enough the information technology, or passive persons who do not like to engage in ongoing activities. In both cases, in certain situations, such persons may not be the appropriate employees. The poor mastering of the technology implies a tremendous handicap to others, while the lack of involvement may be considered a sign of superior attitude over the others or an attitude of carelessness.

The use of the online space, especially of the social networks as Facebook, by the young people can be perceived as an advantage, because it can enhance their communication skills. Even though the social media is able to offer many useful ways to communicate and learn, the study achieved by Uhls et al. (2014) shows that children diminish their reading abilities of human emotions when face to face interaction is replaced with technology mediated communication. The same study shows the fact that if for a couple of days they lack access to any mobile device the direct communication will improve. For teenagers that have a greater control of themselves, the negative effects of technology may be reduced.

Another study deployed on American young people started from the hypothesis that "analogous to a double-edged sword, Facebook activities are hypothesized to suppress the positive effect of a user's extraversion orientation on empathic social skills but lessen the negative effect of neuroticism on these skills" (Chan., 2014)

However, an article published in the Huffington Post by Carolyn Gregoire explains that "students from past decades were experiencing more loneliness and isolation than college students of recent years and also found that high school students of this generation are less likely to feel isolated because their greater sense of individuality and lack of reliance on interpersonal relationships." (Davis, 2015)

As a result of the above presented theories it can be said that young people using the social networks develop their abilities for using mobile devices, for using information technology to communicate among them and to be informed. At the same time, they may become more introverted and they may not interrelate very easy with the real social environment, diminishing their real life social skills needed for being employed in the various sectors of the business environment.

### **3. Research methodology, objectives and results**

The main purpose of the research was to find out if and how Facebook is used by students belonging to Romanian economic academic field, from the point of view of companies looking for information throughout social media about possible customers or business partners.

Taking into consideration that young people are the most active in social media (Lenhart et al, 2010) and also that the target group is formed by young students who use internet and, presumably, Facebook or other social network, we considered that the most appropriate way of distributing the questionnaires of research is online. Therefore, the research online questionnaire based was undertaken in 2014 and there were 277 respondents, young students belonging to Bucharest University of Economic Studies.



Data was gathered and analyzed with statistical software Minitab and Microsoft Excel. Taking into consideration the sample size of 277 respondents, for 95% confidence level, the resulting margin of error is about 6%.

The research is much wider and the results presented in the current paper are partial ones, offering interpretation only to objectives relevant for businesses as it follows:

- identifying the amount of Facebook usage among the selected sample
- finding if online social activities prevail over face to face social ones
- discovering whether respondents’ preference for certain business jobs is influenced by their habit of online socialization.

From the total number of respondents, 12 (4.3%) are declared non-users, arguing that Facebook is time consuming and, for the purpose of socialization, they prefer face to face communication and meetings with friends. The rest of them, 265 (95.7 %) stated that they use Facebook for various reasons. By investigating their motivations for using Facebook, we found out that the most important refer to discussing with friends and obtaining information. A respondent could select one or several reasons for accessing and using this social network and the situation is presented in figure no.1.

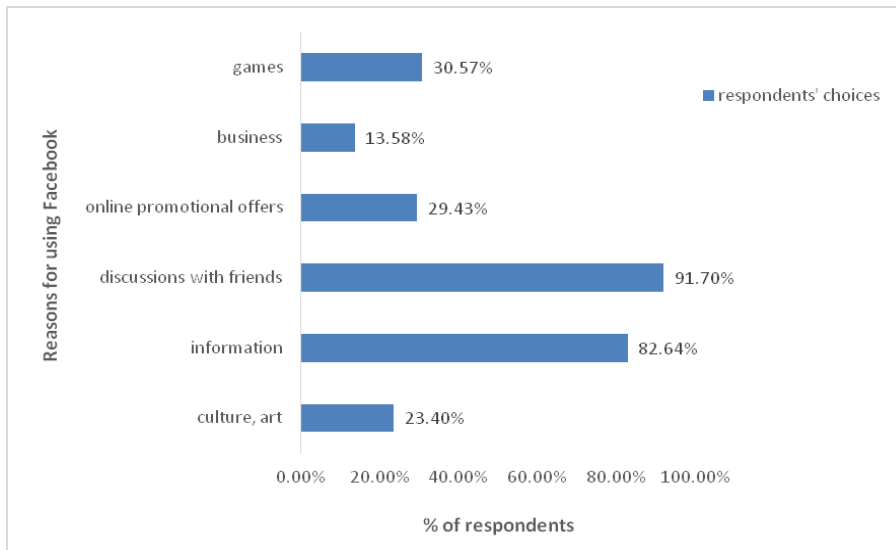


Figure no.1: Respondents’ reasons for using Facebook

As it can be noticed in figure no. 2, almost all respondents ( about 96 %) access Facebook on daily basis, and more than two thirds claim they spend more than 2 hours using this social network. It can be noticed that, while the distribution of Facebook usage frequency is skewed to the right, the distribution of answers referring to meeting with friends frequency is rather skewed to the left. Nevertheless, when asked to evaluate their time spent with friends face to face, as compared with the time spend with friends on Facebook, it results that respondents don’t really acknowledge the extent of their time spent on the social network, as Spearman coefficient calculated is of 0.361, p-value <0.001.

Also, it resulted that the time spent with friends on Facebook is very weakly and negatively correlated with the time respondents spend with their friends face to face, as the Spearman coefficient is of -0.144 at a p-value of 0.019. Therefore, we cannot claim that the time spent on Facebook diminishes the time and frequency of meeting face to face with friends. However, the statement that in general the time used for face to face interaction is less than the time used for online interaction is available.

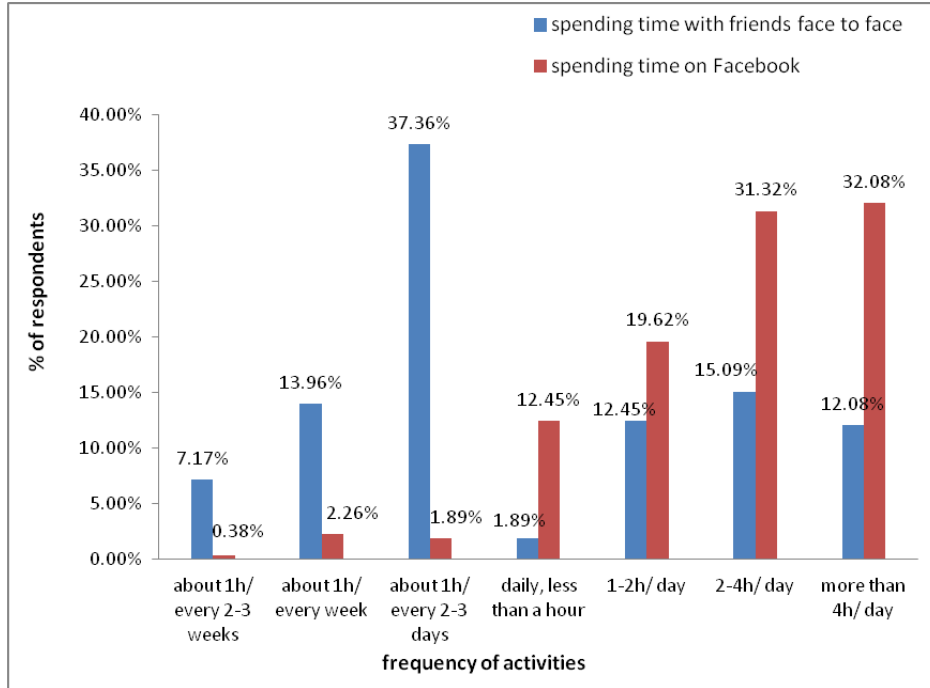


Figure no.2: Respondents frequency of accessing Facebook and of meeting with friends

As it can be noticed (figure no. 3), despite the fact that students spend in general more time on Facebook, interacting with friends then meeting them face to face, 83.4% of respondents claimed they would prefer a job requiring a lot of direct human interaction.

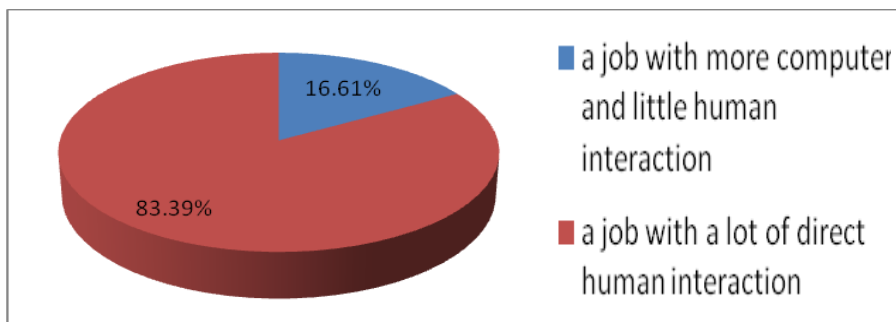


Figure no.3: Respondents preference for jobs

Pearson Chi-Square coefficient was calculated between respondents’ preference for a job with little or more human interaction and their behavior in what regards meeting face to face with friends. However, due to the large number of frequency intervals the expected count cells was less than 5, therefore the validity of the coefficient could have been questioned. Therefore, frequency categories were merged as follows (table no. 1):

- frequent meeting with friends face to face: less than 1h/day, 1-2 h/ day, 2-4 h/day, more than 4 h/day
- average meeting with friends face to face: once every 2-3 days
- rarely meeting with friends face to face: once in a week, once every 2-3 weeks.

**Table no. 1. Chi-Square Cross-tabulation between frequency of meeting face to face with friends and job preference**

	<b>Seldom</b>	<b>Average</b>	<b>Frequent</b>	<b>All</b>
A job with more computer and little human interaction	16 19.26	16 17.10	14 19.26	46
A job with a lot of direct human interaction	42 48.37	87 85.90	102 96.74	231
All	58	103	116	277

As a result, the obtained Pearson Chi-Square coefficient is 6.859, for 2 degrees of freedom and a p-value of  $0.032 < 0.05$ . This indicates an association between the two variables.

However, when asked to rank six possible jobs in business – assuming they all have the same salary, the results do not indicate an association with their claimed preference for human interaction. The six job positions are chosen so that three of them require much human interaction (trainer, sales responsible, front desk officer) and three less human and more computer interaction ( marketing/financial analyst, accountant, product developer).

The Spearman correlation coefficients between respondents time spend on Facebook and their ranking the various jobs are shown in table no. 2 below.

**Table no. 2: Spearman correlation between jobs rankings and time spent on Facebook**

<b>Job</b>	<b>Spearman correlation coefficient</b>	<b>p-value</b>
Trainer	0.029	0.635
Marketing/financial analyst	0.028	0.647
Front desk officer	0.072	0.240
Accountant	-0.018	0.776
Sales responsible	-0.049	0.428
Product developer	-0.057	0.356

As it can be noticed, none of the coefficients indicate a form of correlation. Neither Person Chi-Square coefficients indicate any association between the above mentioned variables. However, despite the fact that there are no visible links between respondents behavior of accessing Facebook and their preference for social interaction in a job, the sign test of jobs rankings indicate some differences in the median, meaning the answers cluster more or less above the average – which is 3. The rankings range from 1 (lowest preference) to 6 (highest preference), and the medians for each job can be seen in table no. 3.

**Table no. 3: Signed test for determining jobs medians**

<b>Sign Test for Median: Marketing/ Financial Analyst</b>						
Sign test of median = 5.000 versus > 5.000						
	N	Below	Equal	Above	P	Median
Analist financiar/marketing_1	277	110	3	164	0.0007	6.000
<b>Sign Test for Median: Trainer/Coach_1</b>						
Sign test of median = 3.000 versus > 3.000						
	N	Below	Equal	Above	P	Median
Trainer/Coach_1	277	79	3	195	0.0000	4.000
<b>Sign Test for Median: Front Desk Officer</b>						
Sign test of median = 3.000 versus > 3.000						
	N	Below	Equal	Above	P	Median
Front Desk Officer	277	111	48	118	0.3459	3.000
<b>Sign Test for Median: Accountant</b>						
Sign test of median = 3.000 versus > 3.000						
	N	Below	Equal	Above	P	Median
Contabil	277	160	36	81	1.0000	2.000
<b>Sign Test for Median: Sales responsible</b>						
Sign test of median = 3.000 versus > 3.000						
	N	Below	Equal	Above	P	Median
Consilier vanzari	277	76	44	157	0.0000	4.000
<b>Sign Test for Median: Product Developer</b>						
Sign test of median = 3.000 versus > 3.000						
	N	Below	Equal	Above	P	Median
Product Developer	277	96	67	114	0.1204	3.000

From the above analysis it can be remarked that the highest medians belong to Marketing/Financial analyst, the distribution of answers being skewed towards the upper level of the rankings, followed by trainer and coach ( median 4) and sales responsible (median 4). While front desk officer and product developer jobs seem to have a normal distribution of rankings (with 3 being the median), the accountant job is skewed towards the lower zone of respondents preference. One possible explanation of this result may be given by students' belonging to Business and Tourism Faculty which specializes them in other areas than the ones, for example, the Accountability Faculty does. However, this is a hypothesis which needs future research.

### **Conclusions**

Regardless of age or occupation, technology has become very important in people's lives. Social media overcame any borders and allowed much easier information and cultural exchanges. Organizations from all over the world have realized that today it is not enough to build a website where the products and services are presented and where the customer can view details and then decide whether buying them or not. Now consumers have become increasingly more involved and connected with each other, their opinions becoming increasingly important for others. If companies want to get closer to their customers, they ought to be very present on social networks. However, their presence is not enough if the communication is not based on a research of the possible customers' profiles and behaviors within social media. As Facebook is today's most popular social network, our research focused on determining young educated students' behavior throughout this network, from a business point of view.

The research has shown that most of the young students from Romanian economic academic environment use Facebook. Their social behavior takes into account both meeting face to face with friends and Facebook – online meetings. The research suggests that students spend more time for online socialization, than for face to face socialization. However, a link between these two variables could not be found, meaning that spending more time on Facebook does not diminish the time students claim to spend face to face with friends. As the purpose of this paper was to see whether Facebook usage diminish the social skills of the students- future employees in the business environment, respondents' preferences for various jobs involving more or less direct human interaction were tested. The results of the research show that there is an association between the preference for human interaction jobs and the degree of socialization on Facebook. However, the same associations could not be identified for the individual rankings of the six jobs proposed: Trainer, Marketing/financial analyst, Front desk officer, Accountant, Sales responsible, Product developer. Although half of the suggested jobs require more computer interaction and half require more human interaction, there were found no clear patterns indicating the influence of Facebook usage upon respondents ranking the jobs. However, there were found certain preferences for jobs like marketing/ financial analyst, trainer and coaching and sales responsible. Accountability seemed to be the least preferred job of respondents, but these results might be explained by students belonging to Business and Tourism faculty which prepares them for certain areas of business environment.

The conclusions of the research indicate that businesses jobs requiring social skills for interacting with people do not seem to be affected by employers' use of Facebook.

However, this situation may be explained by the fact that all respondents have social face-to-face interaction with people, along online Facebook interaction. Our opinion is that as long as the social real life co-exists together with the online social line, social business skills of the employees are not affected by digitalization.

Research' results and conclusions have to be considered relevant for the population of young Romanian students belonging to Bucharest University of Economic Studies- Faculty of Business and Tourism, characterized by a relatively uniform cultural and educational background. Extending the assumptions of the research to other populations has to be done with caution. Nevertheless, the obtained results may be premises for further similar research and comparisons, as these will enrich the overall perspective of business development through Social Media in general, and Facebook in particular.

### Acknowledgement

This paper was co-financed from the European Social Fund, through the Sectoral Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/138907 "Excellence in scientific interdisciplinary research, doctoral and postdoctoral, in the economic, social and medical fields -EXCELIS", coordinator The Bucharest University of Economic Studies.

### References

- Asur, S. and Huberman, B., 2010. Predicting the Future with Social Media. [online] Available at: <<http://arxiv.org/pdf/1003.5699v1.pdf>> [Accessed 11 March 2015].
- Boyd, D., 2007. Social Network Sites: Public, Private, or What?, *Knowledge Tree 13*, [online] Available at: <[http://kt.flexiblelearning.net.au/tkt2007/?page\\_id=28](http://kt.flexiblelearning.net.au/tkt2007/?page_id=28)>. [Accessed 8 March 2015].
- Cassidy, J., 2006. Me media: How hanging out on the Internet became big business. *The New Yorker* [online] Available at: <<http://www.newyorker.com/magazine/2006/05/15/memedia>> [Accessed 8 March 2015]
- Chalasanani, S., 2008. *On the Value of a Social Network*. [online] Available at: <[http://digital.library.okstate.edu/etd/Chalasanani\\_okstate\\_0664M\\_10078.pdf](http://digital.library.okstate.edu/etd/Chalasanani_okstate_0664M_10078.pdf)> [Accessed 4 April 2015].
- Haythornthwaite, C., 2005. Social networks and Internet connectivity effects. *Information, Communication & Society*, 8 (2), pp. 125-147.
- Kelsey, T., 2010. *Social Networking Spaces – From Facebook to Twitter and Everything in Between*. New York: Apress.
- Lenhart, A., Purcell, K., Smith, A. and Zickuhr, K., 2010. Social media & mobile internet use among teens and young adults. *Pew Internet & American Life Project*, pp.1-37.
- Mangold, G. and Faulds, D., 2009. Social media: The new hybrid element of the promotion mix. *Business Horizons*, iss. 52, pp. 357-365.
- Munar, A.M. and Jacobsen, J.K.S., 2014, Motivations for sharing tourism experiences through social media. *Tourism Management*, vol. 43, pp. 46-54.

- Stone, B., 2009. Is facebook growing up too fast?. *The New York Times* [ online] Available at: < <http://www.nytimes.com/2009/03/29/technology/internet/29face.html> > [Accessed 23 March 2015]
- Sweeney, S. and Randall, C., 2011. *Social Media for Business – 101 Ways to Grow Your Business Without Wasting Your Time*. Gulf Breeze: Maximum Press.
- Uhls, Y.T., Michikyan, M., Morris, J., Garcia, D., Small, G.W., Zgourou, E. and Greenfield, P. M., 2014. Five days at outdoor education camp without screens improves preteen skills with nonverbal emotion cues. *Computers in Human Behavior*, iss. 39, pp. 387-392.