The Effects of Social Media on Social Responsibility: Facebook

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Abstract
Due to the emergence of the second generation of web pages, social media provides users with a virtual interactive structure. It is succeeding in attracting many age groups, occupying its users of a large area of time and attention, without regard to geographical, ethnic, political, or economic differences. Each user could participate and shape the environment and structure of others by themselves. This study aimed to identify social responsibility impact through using social media, especially the Facebook platform, and explored how Facebook is maneuvering by its users. This means a quantitative research method was going to be conducted.

Data were gathered using a questionnaire created by Ferri, Grifoni & Guzzo (2012). There were 26 questions in the questionnaire. Specifically, the research was going to analyze: (1) How and why most social media users prefer Facebook as the leading platform, (2) Facebook users' attitude through the threat and privacy matters, (3) Measure the effectiveness of this platform in developing social responsibility among Facebook users. Also, this research objected to use diffusion of innovation theory by Rogers to clarify according to what social media spread this high-rise of social responsibility effects on Facebook users (i.e., news/content sharing, networking). Moreover, it demonstrated the positive uses of Facebook in supporting social responsibility among its users by clarifying the method of employing them and their mechanism of action to serve ideas that benefit society and achieve the concept of social responsibility.
Keywords: social media – Facebook – Responsibility - Social Responsibility

Introduction

This study sought to identify social responsibility by measuring its impact through the use of social networking sites, particularly Facebook, the most popular network worldwide. Data were gathered using a questionnaire created by Ferri & Grifoni & Guzzo (2012). There are 26 questions in the questionnaire. This study urged towards examining the social media's effect on social responsibility among its users from the perspective of Facebook. The choice of Facebook platform over any other social networking tool due to Facebook's popularity and ability to address a wide range of concerns. However, considering Facebook has 2.96 billion users (Meta Platforms, 2022) to monitor the features and nature of the roles of a Facebook network can play and the measurement of the effectiveness of this network in developing social responsibility among its users.

Also, the online questionnaire demonstrated the effects of using social media, especially Facebook, and how to acknowledge its results in supporting social responsibility among its users by clarifying how to employ them and its mechanism of action to serve ideas that benefit society and achieve the concept of social responsibility (Ferri & Grifoni & Guzzo, 2012). Besides, the results were anticipated to demonstrate the effectiveness of the online questionnaire in developing social responsibility among Facebook users, as the use of modern technologies for social communication networks and their use to create social responsibility by relying on its tools and services that what is providing both men and women can use it. It positively impacts developing social responsibility if it operates societal movement.

Considering supervised careful theory-based research to sort out more on the term social media and to survey its effect on social responsibility by taking the Facebook platform as a model, from the view of diffusion of innovation theory by Rogers (1962), to explain how social media resulted to spread the high-rise of social responsibility 'effects on Facebook users (i.e., news/content sharing, networking). And it demonstrated the positive uses of

Facebook in supporting social responsibility among its users by clarifying the method of employing them and their mechanism of action to serve ideas that benefit society and achieve the concept of social responsibility.

So, it is referred to as any online communication tool that enables users to share and publish content on a big scale. It is defined as the programs and websites that are used to connect with others and to disseminate information over the global internet through computers or mobile phones. (Kaplan & Haenlein, 2010). However, with the advancement of technology, social media has become available to everyone, and despite the advantages of these means, they are a double-edged sword (Kaplan & Haenlein, 2010). Nevertheless, the excessive or wrong use of social media causes multiple damages (Bratu, 2016). Additionally, social media may cause many problems concerning the privacy of the person using it. This result is due to a large amount of participation that occurs through these means, such as sharing the geographical location that facilitates access for the user and knowing their location, and the user can also worry about their own information (Boulianne, 2015). However, social media as it establishes connections between people or groups using a shared platform. Once connected, people's propensity to share information or engage in trivial conversation drives the flow of information and traffic. (Chethan & Mohan, 2019).

So, Facebook is a social networking and online social media service run by the American business Meta Platforms (Meta Platforms, 2022). The name of the social networking site, which Mark Zuckerberg founded in 2004, along with a few of his classmates from Harvard College, is taken from the regularly used Facebook directories distributed to American universities (Good, 2013). Facebook may be accessed on computers, tablets, smartphones, and other devices with Internet access. After registration, users can create a profile that contains information about them, when other people accept their invitation to become friends, they can share text messages, images, and other sorts of media (Good, 2013). Alternatively, depending on the privacy settings, with the public, users can use Facebook Messenger to speak directly with one another, join communities of interest, and receive notifications about the Facebook activity of their friends and the pages they follow (Kraus et al., 2022). However, in terms of traffic across all categories, Facebook is the third most popular networking site in the world, generating nearly 12.1B visits on the internet, which makes it a popular site, and now the former Facebook is entirely turned towards the theme of the Metaverse (Semrush, 2022).

A virtual reality device will enable the Metaverse, a new technology in which a virtual presence will be equal to and parallel to a physical one (Vjola, 2022). Zuckerberg has already started down a path that will bring him into the new digital era. Vjola (2022) said that in the Metaverse, a virtual setting, users of virtual reality or augmented reality devices can communicate through avatars and conferences. According to the company's statistics, there are currently over 2.96B active users, and 1.62B is accessed daily on average, which indicates that slightly less than a quarter of all people are daily active users (Meta Platforms, 2022). In 2021, 400 new users joined Facebook every minute over one minute, more than 510K comments were made, 293K status updates, 136K photos were uploaded and a whopping 4M posts were liked (Semrush, 2022). As the site constantly increases and expands, these numbers will only go up (Jack, 2022).

Among the most critical aspects of human existence and character is responsibility. Duty toward one's actions is what defines a human, it is generally accepted that someone who does not accept responsibility for their actions should not be trusted because they are not a person (Prasanna, 2022). In any event, the state's tendency to remove the prospect of responsibility from ever-expanding human life spheres is continually changing in the modern world and it is crucial to acknowledge that we are not responsible for situations out of our control, such as how people feel or behave toward us or others (Prasanna, 2022). Sharing responsibility for successes and failures can result in increased accountability for oneself and others (Prasanna, 2022). A substance, whether an association or perhaps an individual, should be committed to representing the advantage of society at large, according to the moral concept of social obligation, each person has a social responsibility to keep the balance between both the environment and the economy (Prasanna, 2022).

Social Responsibility

It is essential and significant in every aspect of life. Consequently, whether we want to create a successful and growing society, we all must be conscious of our communities and national obligations (Dahlsrud, 2008). Each local person has commitments they must accomplish both to himself and others to maintain his pleasant disposition and the balance between people and between people and nature, and an individual must collaborate with other people and organizations for the good of the group that will rule the globe in the future, leaving behind the moral framework of social responsibility (Dahlsrud, 2008). Each human must fulfil to maintain an equilibrium between the economy and the ecosystem in which they live, and there may be a trade-off between substantial economic growth as well as the health of society and the environment (Prasanna, 2022).

Social responsibility applies to businesses and everyone whose actions have an impact on the environment (Payne et al., 2006). The moral guidelines for coordinating land managers' actions, societies, charitable organizations, education institutions, businesses, producers, and private volunteers is yet another example of how to keep outdoor life free of waste and litter, which is expected to address the crisis of underwater micro plastic particles. This is intended to ensure secure health care coverage help rural residents and eliminate obstacles like distance and financial situation (Prasanna, 2022).

Social responsibility can be active that involves doing things to further social objectives (Payne et al., 2006). Since one generation's actions impact the next, social responsibility must reach generations (Wan-Jan, 2006). Furthermore, ethical decision-making besides companies can limit the need for expensive government involvement in those businesses (Payne et al., 2006). Some critics argue that social responsibility many contend that it is simply temporary facade, or actively trying, that distracts ahead from the fundamental economic role that companies engage (Knight & Smith, 2008). Some also argue that it is an attempt to remove the government's involvement as a supervisory authority over huge companies, but no material evidence supports these allegations, and multiple studies have also shown that social responsibility has a slightly antagonistic relationship with increased shareholder returns rather than harming shareholder results (Knight & Smith, 2008)

So, Riodan & Fairbrass (2008) described social responsibility, as the strong firm dedication made by businesses that must act morally, promote economic expansion, and uplift the humanity of its employees, their families, and the public in society. Yet, community 'responsibility is tools used by businesses to work on improving society while conducting their operations, and there is proof that it is implemented voluntarily by businesses is more valuable than it is needed by governments (Mishra & Khan, 2017). The components of social responsibility need to be defined clearly, whereas the overarching objective of it differs from organization to organization, and there will always be potential conflicts that need to be resolved (Mishra & Khan, 2017). Stakeholders in the business are involved in "the outermost ring" — how the business employees impact the environment (Mishra & Khan, 2017).

Research Goals and Objectives

The main goal of this study was to determine how social responsibility affected using social media, especially the Facebook platform, and explored how Facebook is maneuvered by its users. Because with good influence comes great responsibility, all may take social media structure on Facebook and get own choices of transmitting across this network while communication channels remain specific, the duty of making appropriate use of one's structure is considerable (Staud & Kearney, 2019). For example, modern media discuss new issues in modern-day society, primarily opinion, at length and spanning beyond the regular information channels, and finding relevant issues that are discussed on late-night talk shows, stand-up comedy, and sports and how they affect society (Coe, 2018). While some individuals may not think that ideas about various forms of entertainment should be combined, this issue gets taken up frequently (Coe, 2018). Without adequately considering the social responsibility, users, have over the Facebook platform in this respect, incorrect data and stories that could be sent to thousands, perhaps even millions, with the potential to reach this end where this world cannot distinguish the connection between harmless satire, social responsibility, and political propaganda (Johnson, 2016)

There were three goals in this study. The first goal was to analyze how and why most social media users prefer Facebook as the leading platform. Knowing that Facebook has received criticism for several things, including user privacy, political manipulation, and mass surveillance, and it has come under fire for its psychological effects, including addiction and low self-esteem, in addition to multiple content-related difficulties, along with misinformation, conspiracy theories, unauthorized copying, and hateful speech (Griffiths, 2012). According to commentators, Facebook has indeed been charged with willingly facilitating the growth of such content and exaggerating its number of users to appeal to advertisers (Terry, 2011)

The second goal was to study the attitude of Facebook users through threat and privacy matters. Shedding light on privacy on social media websites, in general, heavily depends on these networks' users because data sharing is the primary means of entering cultural communities and privacy in these channels can be multifaceted, and social media users are responsible for protecting their content from third-party data collecting and managing their profiles (Beigi, 2018). Nevertheless, participants are usually more inclined to make individual and more personal information than anywhere else on the internet and this may be attributed to the feeling of people, ease, and home that these media offer mainly (Beigi, 2018).

The third goal was measuring the effectiveness of the Facebook platform in developing social responsibility among its users. With highlighting that social media was made to link people online. Nowadays, these developments are created by platforms like Facebook, which create linking and engaging with users using general interests more

accessible than ever before (Miller, 2011). Facebook offers users the power to make groups, basically forum-like societies that allow people to go together for a common cause, subject, or action to organize, express objectives and discuss issues, post pictures and get related knowledge (Miller, 2011). Without careful supervision, insulting or wrong groups may collect infinite members without being turned down (Terry, 2011). This study attempted to explain how social media works considering Rogers (1962) diffusion of innovation theory in spreading this high-rise about social responsibility effects on Facebook users (i.e., news/ content sharing, networking). Also, it demonstrated the positive uses of Facebook in supporting social responsibility among its users by clarifying the method of employing them and their mechanism of action to serve ideas that benefit society and achieve the concept about social accountability.

Importance of Study
Even though social media today has a big influence on community responsibility, this research offered fresh perspectives on how to approach social responsibility issues in social media through content sharing, news, and networking. Its importance is that the community will gain a deeper understanding of why Facebook is the most popular platform, and how to control their attitudes toward threats to their privacy, and while using social networking sites measuring the study`s success in fostering social responsibility, particularly on Facebook, through this study.

One of the key concepts in this research was the responsibility, particularly the duty to protect one's users on Facebook. So, social responsibility requires social media to prioritize the wider community's needs. This may also be regarded as a cooperative duty or a responsibility of common benefit. Knowing that Vieweg & Hodges (2016) stated that until we establish what social media platforms are accountable for, it is unreasonable for users to demand that they give a login of themselves or function effectively. This study signified further into how the Facebook platform observes social responsibility—examined whether it comes from the obligation to deliver trustworthy, reliable, and timely news and information to its community and to create platforms so that different perspectives can be heard in public discourse (Izenberg et al., 2022), or from the opposite perspective. The fact that it is straightforward to become reliant on social media platforms is acknowledged by Porter et al., (2015). Moreover, Milani, Osualdella & Blasio (2009) also agreed, claiming that the social aspect of the internet is precisely what explains people's reliance on social media. In addition, users are drawn to social media by the promise of more straightforward, more accessible, and more convenient ways to use these platforms (Sponcil & Gitimu, 2013).

People are turning to online platforms more frequently, which means that when we let social media dictate how we use it, it may ultimately impact us, the users. There will be changes in how users uphold moral responsibilities if overly dependent on social media for various freely accessible purposes. To find out if the Facebook platform is somehow attempting to influence how users perceive and practice social responsibility, as well as if the platform itself focuses on this and can control its users' social practices within the platform, this research was conducted.

The outcomes of this research were expected to demonstrate the beneficial applications of Facebook in promoting social responsibility among its users by outlining their method of use and mechanism of action to support ideas that benefit society and realize the concept of social responsibility. Additionally, it may give Facebook users some insight and information to help with various tasks. Besides, the study's findings might act as a roadmap for enhancing user satisfaction on Facebook and developing a practical point of view. Understanding how to use them and their mechanism of action to serve ideas that benefit society and realize the concept of social responsibility was done by acknowledging the online questionnaire that was developed by Ferri, Grifoni & Guzzo (2012) that demonstrated the uses of Facebook specifically.

Finally, this study was going to improve and demonstrate the efficacy of the online questionnaire as well in fostering social responsibility among Facebook users because the use of modern technologies for social communication networks and their use to foster social responsibility by relying on their tools and services that what is provided can be used by different genders. If it operated as a societal movement, it has a positive effect on fostering social responsibility. Furthermore, this was going to assist Facebook users in evaluating and selecting better content to meet the platform's quality needs.

Problem Statement
Even though social media makes it simpler and more convenient to interact with others, how users do so degrade the effectiveness of social responsibility. Because the use of social media becomes a higher priority as it becomes more twisted into the quality of one' responsibility through social media platforms, and this is at risk (Porter et al., 2015). This research problem was to identify the precise meaning of social responsibility by measuring its impact through Facebook since it is the most used network globally. Moreover, it objected to examine how social media uses affect social responsibility among its users from the perspective of the Facebook platform. Despite this actual

problem, Facebook individuals could easily interact, connect, and communicate with others on their social media platform for several reasons, by simply liking photos, leaving comments, or posting whatever comes to mind on one 's feed, without being enough socially responsible for the viewer or the recipient of such actions that can now and again be hurtful (Nadkarni & Hofmann, 2012). Although virtual, this problem negatively impacted every society because social media use is seen as more significant for some users. However, this online interaction altered how users view and manage one' responsibilities toward others. A possible cause of this problem was the full access to this kind of platform towards each other, employing personal information, content sharing, and the effortless way this kind of platform makes users reach each other to communicate or harm one another. This research might help monitor the features and nature of the roles a Facebook network could play and the measurement of the effectiveness of this network in developing social responsibility among its users, which could remedy this situation.

Theoretical Basis of Research
The diffusion of innovation theory (DOI) by Rogers served as the foundation for this study (1962). A thorough description of how an innovation spreads across various social channels is provided by DOI (Rogers, 2003). An idea, behavior, or product that people perceive as being relatively new can be an innovation (Rogers, 2003). News is characterized as relevant and fresh since it contains information (Sundar, 2010 & Rogers, 2003), adhering to the innovation objective. Additionally, people view the news as a social good that was produced and disseminated for them to use and enjoy (Shoemaker, 2013). Thus, studying news-sharing operation falls within the purview of the theory.

However, prior research classified factors in three areas of the diffusion process that are affected based on this theory. The initial focuses on how innovation sharers may affect the speed and scope of diffusion (Murray, 2009 & Wejnert, 2002). According to the theory, specific variants lead individuals to embrace technologies at various times and use various informational resources. Individuals can be classified as opinion seekers or opinion leaders depending on the flow of information (Shoham & Ruvio, 2008). Both can impact how people use the internet to access information (Chu, 2010).

According to Rogers (2003), all necessary for news dissemination is for audiences to be aware of and knowledgeable about the news events. As a result, different people will likely ingest news in numerous occasions. This shows that information may be shared differently by opinion leaders, who are more likely to be the news' early comers, and opinion seekers, who are more likely to be the news' late embracers (Rogers,2003). The features of network spreading where revolution is disseminated are the subject of the second cluster. Individuals form a communication network that allows information to flow, according to Rogers (2003). Like social network sites, where users may find psychological assistance and a feeling of community, it could affect their thoughts and behaviour in real life (Chu, 2010). It was specifically asserted that learning or knowledge advancement occurs when a community has access to all the information available on a matter (Tichenor et al., 1980). As a result, the impact of networks on the spread of news must also be considered.

The innovation, communication channels, time, and social system make up the four fundamental components of the diffusion of innovation concept (Isman & Dagdeviren, 2018). An element must be conveyed through specific pathways to spread throughout a social system (Rogers, 2003). And the communication that takes place as one user of the innovation spreads their ideas about it to others utilizing various channels is the basis of the diffusion process (Isman & Dabaj, 2005). So, the present study analyzed from the element of communication channels. However, among these were interpersonal networks, papers presented at both domestic and international conferences, and mass media such as television, radio, newspapers, magazines, and the Internet (Isman & Dabaj, 2005). DOI theory states that perceptions of innovations significantly impact people's attitudes and actions, that in turn impact the frequency for spread of innovation (Rogers, 2003). Regarding broadcasts, historical studies demonstrate the impact of news characteristics on the diffusion process (Nguyen, 2008). Therefore, by utilizing DOI as the main perspective, viewing social media as a medium and news as an invention that needs to be distributed, seeking to determine the many levels of impacts on social media information sharing (Atkin et al., 2015).

The initial S-shaped dissemination curve was created by French researcher Gabriel Tarde, who first described the Diffusion of Innovation Theory in 1903 (Katz, 2006). Ryan & Gross (1943) proposed adopter categories that were eventually utilized in the famous current theory with Rogers (1962). Thought leaders, followers of personal views, and how the media interacts with these two groups to sway their beliefs were initially proposed by Katz (1957). The theory was later developed by Rogers (1962), a communication theorist. DOI clarifies according to what an idea spreads through various actors' stages of adoption by integrating earlier sociological theories of behavioural change (Lyytinen & Damsgaard, 2001). Even though this idea has existed for over 50 years, it seems more current

than ever today as a theoretical basis for studying the adoption of new concepts and technologies. Furthermore, the applicability of DOI is one of its main benefits, including the explanation of how quickly consumers will accept new goods and services. As a result, the theory aids in the understanding of trends by marketers and aids businesses in determining whether a new product will succeed or fail (Danowski et al., 2011). Also, its fundamental element is that It was first employed in communication to describe how an idea or product eventually gains popularity and diffuses or spreads throughout a specific population or social system, leading to people eventually adopting a new concept, behavior, or item as a component of a social system as a result of such a diffusion (Atkin et al., 2015) Besides the negative impact of innovation diffusion, as per theory, behavior adoption is more effective than behavior cessation or prevention. It does not consider a person's resources or social network when encouraging them to adopt a new behavior or change (Danowski et al., 2011) Considering that the purpose of DOI theory was to understand how new ideas or goods are accepted and what circumstances facilitate their dissemination (Alyoubi & Yamin, 2021), this would help the present research to object analyzing influences of online networking sites on social responsibility among its users from Facebook perspective. Also, in the era of digital transformation, innovation is pervasive. Once the path is known to take to win over customers, it is easier to introduce an idea or product to the market (Alyoubi & Yamin, 2021), so this helped in the online questionnaire used in the present research, that explained how social media resulted in spreading the high-rise of social responsibility 'effects on Facebook users (i.e., news/content sharing, networking). Moreover, it demonstrated the positive uses of Facebook in supporting social responsibility among its users by clarifying the method of employing them and their mechanism of action to serve ideas that benefit society and achieve the concept of social responsibility.

Several research papers have shown that social responsibility can be effective in social media in many ways. However, organizations worldwide view social responsibility as one of their most critical strategic obligations, according to the first study by Puriwat & Tripopsakul (2022). Companies have transformed social responsibility programs into digital platforms, or "digital social responsibility," for the digital age (DSR). Puriwat & Tripopsakul (2022) study, which is a trailblazing effort, intends to evaluate how DSR initiatives would affect consumers' perceptions and behavior when used in a social media context. On other hand, the study data came from 157 students from Thai higher education institutions who participated in an online survey. The presented hypotheses were investigated and evaluated in this study utilizing structural equation modeling (SEM) (Puriwat & Tripopsakul, 2022). This study analysis confirms the impact of DSR on clients` insights and connected WOM. Results of this empirical study can aid managers in understanding how DSR affects clients' insights and connected WOM on online networking sites. This research also revealed that perceived DSR significantly impacts consumers' perceptions and online WOM (Puriwat & Tripopsakul, 2022). According to the mediation analysis, CPN partially mediates the DSR, connected WOM, and completely mediates the connection allying DSR and PI (Puriwat & Tripopsakul, 2022). This research was significant to the current study since it has examined digital social responsibility 'impact on online customers. This is the case of surveying Facebook users' attitudes and behavior toward DSR since Puriwat & Tripopsakul (2022) study findings encourage companies to engage in DSR activities to enhance positive consumer perceptions and promote their brands.

The second study showed that various nations have embraced in social networking sites various strategies for addressing incorrect news. Considering the balance of governance systems, namely the balance of coregulation, external regulation, and self-regulation, Chin & Park & Li (2022) structures the governance of social media platforms in China and the United States are contrasted about the dissemination of incorrect information. False information has become a serious issue for Internet governance because of its serious effects on political elections and regular public information flows. Chin & Park & Li (2022) study compares Weibo and Facebook while examining the two countries' laws, rules, and regulations regarding false information. Moreover, Chin & Park & Li (2022) analysis indicates that to promote accountability and transparency, Weibo and Facebook have both delegated some governance duties to internal or external mediators. Additionally, this may result in two unfavorable consequences: reduced platform oversight responsibilities and external actors' accountability. Chin & Park & Li (2022) The study's conclusion argued that in addition to striking a delicate balance between the roles and powers of different stakeholders in governance, we also need to strike a balance between the three regulatory models of social media false information governance in order to have additional, efficient, accountable, and inclusive governance of false information on social media platforms.

The findings of Chin & Park & Li (2022) study were related to the current study in order to address the governance mechanisms that strike a balance between internal, external, and coregulation, as well as Facebook as a different example related to current study, has adopted some strategies for addressing false information about their users' social responsibility. The third study by, Jeong & Paek & Lee (2013) conducted an online experiment to find out ways advertisers might boost consumers' favorable responses to brand pages on social media by strategically utilizing corporate social responsibility—at the same time, contrasting two different forms of corporate social responsibility, the control group, cause sponsorship, and cause-related marketing. However, findings of Jeong &

Paek & Lee (2013) research are the most significant consumer intention to join a brand page on social networking sites is caused by cause-related marketing (CRM), followed by cause sponsorship and control group. Comparing CRM to cause sponsorship or the control group, the intention to invite friends to the brand page increased the greatest. Additionally, customer expectations of favorable perception serve as a mediating factor for these effects of corporate social responsibility.

So, Jeong & Paek & Lee (2013) study results showed that social network site brand pages featuring cause-related marketing or cause sponsorship might aid marketers in boosting membership rates. As well as their discovery of the superior effects of cause-related marketing to cause sponsorship based on the purpose to participate and the intent to invite. Outcomes of Jeong & Paek & Lee (2013) research measured how to indicate the cause-related marketing on their social networking sites' brand pages that might be an additional success than to advertise cause sponsorship to boost clients will to communicate with labels on social media, and this is correlated to the present study because it was focusing through the same aspect on measuring the effectiveness of Facebook in developing social responsibility among its users.

The fourth study by, Yang & Basile & Letourneau (2020) examined which online social network sites 'top businesses utilize sharing information regarding corporate social responsibility efforts and how this choice affects brand equity. And it investigated how brand equity is influenced by how businesses communicate about corporate social responsibility initiatives on various online social networks channels. According to study findings by Yang & Basile & Letourneau (2020), leading organizations that create social media-based corporate social responsibility campaigns that higher levels of brand equity when relevant content, social media platforms, and stakeholder interests are connected. Additionally, Yang & Basile & Letourneau (2020) argued that there are a lot of untapped opportunities for businesses to use social media platforms and the most effective companies are creating CSR initiatives using social media that try linking pertinent Stakeholder interests, social media platforms, and content. This study by Yang & Basile & Letourneau (2020) also shows that there are a lot of untapped opportunities for CSR endeavors that organizations haven't yet taken a benefit in terms of communication platforms and content. Since Yang & Basile & Letourneau (2020) research positioned the groundwork for subsequent research on how to best utilize the interactive features of social media sites to involve stakeholders. and the best platforms for communicating specific dimensions of corporate social responsibility activity. So, this positioning supported the present study about the nature and impact of social responsibility communication from the perspective of Facebook platform.

The fifth study by, Khanal & Akhtaruzzaman & Kularatne (2021) found that most studies on corporate social responsibility focused on big enterprises, leaving little research on tiny businesses. The implications of social media on stakeholder involvement and small enterprises' corporate social responsibility have received little attention from researchers, according to Khanal & Akhtaruzzaman & Kularatne (2021) study that examined the effects of social media on small firms' corporate social responsibility used a modern mixed-method research methodology, employing survey questions from 82 participants and semi-structured interviews with eight participants.

However, many small business owners and managers in a New Zealand County council region who participated in the study by Khanal & Akhtaruzzaman & Kularatne (2021) thought social media helped connect with stakeholders and learn about trends in corporate social responsibility. Additionally, it was discovered social media influenced companies to understand their mission and values and implement environmental and employee-friendly policies (Khanal & Akhtaruzzaman & Kularatne, 2021). Since social media and corporate social responsibility have recently grown significantly crucial among businesses and their stakeholders and across most industries, these ideas are becoming more and more well-liked and well-accepted by both big and small businesses (Khanal & Akhtaruzzaman & Kularatne, 2021). And this was related to the present study in using or regulating Facebook platform as a connection in taking into consideration the social responsibility matter digitally among its users.

The sixth study showed social media efforts for corporate social responsibility (CSR) are becoming more prevalent and frequently essential to fulfilling organizational corporate social responsibility goals. (Hayes & Carr, 2021). Research reported by while examining the effects of favorable and unfavorable comments on social media corporate social responsibility declarations and subsequent organizational response by Hayes & Carr (2021). Also, Modified user-generated feedback to organizational corporate social responsibility statements and subsequent organizational responses were the findings of its online experiment (N = 257). The findings thus called into question the effectiveness of organizational responses to user input and showed that unfavorable user comments are less of a worry than is generally believed (Hayes & Carr, 2021)

The study by Hayes & Carr (2021) showed that social media statements about CSR is well received. As well as the comments on it, statements made on online networking sites have no impact with the statements' overall

credibility. Feedback on corporate social responsibility statements has no bearing on how organizations perform too. Not only organizational outcomes are unaffected by how an organization responds to user feedback, but also it calls for greater public engagement and worries about unfavorable comments on social media may be unfounded. This research by Hayes & Carr (2021) was connected to the present study, because their concern existed about the potential harm brought on by unfavorable user feedback and the results of user input on corporate social responsibility efforts that are primarily unknown.

The seventh research by Kvasničková et al. (2020) investigated how developing and developed nations viewed CSR differently on Instagram. However, they have examined 38,590 Instagram users from around the world sent 113,628 messages. The data from Kvasničková et al. (2020) study was gathered between November 19, 2017, and December 11, 2018. Charity and social good were prevalent in both developed and developing nations. A distinction was found between sustainability, a crucial component of communication in developed nations, and education, a crucial component of communication in developing nations (Kvasničková et al., 2020). This research of communities identified four in developed nations as being dominant: philanthropic responsibility, environmental sustainability, work-life balance, and CSR-focused startups. In addition to these three in developing countries, reputation management, social and environmental responsibilities (Kvasničková et al., 2020). The findings by Kvasničková et al. (2020) study may make it easier to strategically manage corporate social responsibility so that communication can be adjusted for corporate contexts and local environments. And it might enable managers to concentrate corporate social responsibility efforts on pertinent problems in developing nations and set themselves apart from rival businesses through their corporate social responsibility messaging.

Since business owners could utilize online networking sites in interacting with target audiences and bolster CSR strategies, it is now a widely accepted concept for businesses in Western nations. It is also a subject that is gaining popularity in developing nations (Kvasničková et al., 2020), so this was related to the present study in choosing the element of communication channel from the DOI theory by Rogers (1962) in adjusting more SR to targeted Facebook users. The eighth study by in Martínez et al. (2022) showed Corporate social responsibility has become a key idea in the context of the hotel business, where it is seen as a fundamental element of competition and firms' survival. As indicators of people's propensity to distribute businesses' content on a specific social networking platform, Martínez et al. (2022) research suggests a thorough model that takes expressive information sharing, environmental awareness, and attitude toward sharing businesses' material into account. Facebook users in Spain were polled to empirically test the model in Martínez et al. (2022) research. However, empirical research supports the majority of the predicted effects except for those relating to homophily and its effect on Facebook content sharing intentions, as well as studies examining the effects of expressive information sharing and attitudes toward commercial content and environmental corporate social responsibility (Martínez et al., 2022).

The results of Martínez et al. (2022) research, supported its study hypothesis that corporate performance and social responsibility disclosure have a positive relationship. And the data also demonstrated that CSR reliability favorably modifies the link between company performance and disclosure of social responsibility. This research by Martínez et al. (2022) was connected to the present study from the point on knowing about the variables that affect social responsibility communication on social media from Facebook's point of view. The ninth research by Li et al. (2022) on how nonprofit organizations employed emotion-based content tactics on Facebook and how the public reacted with them. on emotion contagion and public interaction on nonprofit organizations' Facebook pages. More than 52,000 Facebook postings and associated comments were gathered, even though they came from the top 100 charitable organizations in the United States. Additionally, computer-assisted sentiment analysis techniques were used to examine the messages' emotion-carrying status and emotional arousal (Li et al., 2022).

The research by Li et al. (2022) advanced knowledge of how corporate social responsibility performance affects stakeholder engagement by examining the features of textual information in standalone corporate social responsibility reports. And it offered empirical proof of how the implementation of opioid laws affects corporate social responsibility results. Li et al. (2022) found that the adoption of opioid laws improves corporate social responsibility performance through the analysis of a sample of businesses (from 2002 to 2019). The outcomes of various robustness tests supported their conclusions. Additionally, Li et al. (2022) discovered that companies in states with stricter enforcement of opioid laws perform worse in terms based on CSR. Keeping with Li et al. (2022) research findings, the number of likes, shares, and comments increased for emotional postings and posts that sparked unfavorable sentiments. In addition to the messages' emotive nature and emotional resonance, charity organizations. it was discovered that these posts had a diffusion impact on user comment sections (Li et al., 2022). Moreover, this was related to the present study since a similar theory was treated in helping to employ Facebook mechanisms of action to serve ideas that benefit society and achieve the concept of social responsibility.

The final study by Brown & Midberry (2022) showed that Examples of how the news media has fueled public panic during times of health crisis are often examined in crises involving communicable diseases. However, the US government formally declared the long-brewing opioid crisis a federal emergency in 2017, which led to a marked spike in media attention to drugs and drug addiction (Brown & Midberry, 2022). The tendency of the news media to exaggerate the public's sense of fear and terror during emergencies or crises, the problematic ways that drug addiction has been portrayed in the past, and changing social media production tactics among journalists on social media are all taken into consideration (Brown & Midberry, 2022). Content analysis was used in Brown & Midberry (2022) research to examine how widely read news sources addressed drug addiction in 2017–2018, as well as social media users' feelings. Also, a political intervention instead of the negative impacts of opioid addiction on people influenced media coverage. Political meddling also prompted more outrage and amusement from Facebook users (Brown & Midberry, 2022).

The study by Brown & Midberry (2022) was restricted to the narrative components seen in social media. post rather than the entire article that were examined. The coverage patterns observed are not representative of all journalistic coverage; rather, they are early indicators of emerging social media news production patterns. This research by Brown & Midberry (2022) was connected to the present study since the political intervention effect could help influencing Facebook platform to develop social responsibility among its users by relying on its tools and services that could be used by male and female users alike. Subsequently, the operation of political movements could impact social responsibility development.

Methodology
Operational Definitions of the Variables
According to age, gender, logging regularity, purpose, interpersonal and professional connections, sense of danger, and security in Facebook usage, the current study was created in examining social media 'effects on social responsibility. Numerous studies have demonstrated how social responsibility in online networking sites, as from viewpoint of Facebook particularly based on age, gender, frequency, motivation, and privacy, can be effective. The following were the independent and dependent variables in this study:

Independent variables:
Participant's features.
a-   Age
b-   Gender
c-   Logging frequency
d-   Motivation
e-   Social & professional relationships
f-   Risk perception
g-   Privacy

Dependent variables:
Participants' conceptions as measured by social responsibility.

Identification of Population
The current study`s population is 18.000, that are undergraduate and graduate students from Cyprus International University (CIU). A variety of 350 students of random selected participants in the online questionnaire from CIU, but only 201 respondents that voluntarily took part during the online questionnaire period.

Sample
The sample of this study comprised 201 volunteer respondents who expressed a desire to participate from 350 randomly selected participants in a population of 18.000 undergraduate and graduate students at CIU.

Instrument
Ferri & Grifoni & Guzzo (2012) obtained the study's instrument. The structured online questionnaire was chosen to examine how users behave on Facebook and how they perceive how Facebook is changing to become more professional. It contains 26 questions. And the instrument requested participant responses to the structured online questionnaires and demographic data in a period of 3 weeks. However, the online questionnaire investigated five micro-measurements:
- The frequency with which people use social networks, particularly Facebook.
- The driving force behind a person's decision to sign up for and use Facebook.
- The growth of interpersonal and professional ties
- How users perceive the risk of sharing information

- The perspective on privacy

Thus, login regularity, purpose, interactions with friends and colleagues, feeling of risk, and security in Facebook usage were all evaluated indicators.

– Frequency: This indicator makes it possible to gauge how frequently people use Facebook. The number of times respondents logged into Facebook, how long they spent on the site seeing their friends' profiles or the wall, and how much time they spent updating their own or other people's walls were also asked. These metrics show the degree to which these factors influence how the network is used, as well as whether users are active or passive. The number of social networks used, and time spent on computers with which users are registered were both related to how frequently they used it. This indicator determines if the user frequents social networks on a regular basis or only occasionally uses the Internet.

– Motivation: This indication makes it possible to comprehend the reasons behind Facebook's tremendous growth. Questions concerning reasons people use Facebook and their perceptions of it reveal what people believe about the website and the factors that have contributed to its popularity. Understanding people's motivations can assist prevent privacy issues from occurring when they share information.

– Interactions on both a personal and professional level: This metric looks into types about connections made on the social network. The inquiries explore whether users meet their "friends" in person, whether they are known to them or not, and whether the services they use are intended to strengthen personal and professional relationships. The effect that groups formed on the virtual network have in real life is a different problem.

– Risk perception and privacy: This indicator makes it possible to analyze privacy issues and risk aversion. Facebook's ability to store messages for an arbitrary amount of time raises privacy issues for both people and corporations. This study looked at how connections on the website are impacted by privacy concerns. Questions look at what information is shared, whether people are aware of the risks to their privacy, what privacy protections are in place, and why. Users were questioned about the details they published about themselves on their profiles. One inquiry was whether to accept friend requests from unidentified users.

Data Collection
In this study, the structured online questionnaire was for a population of 18.000, that are undergraduate and graduate students from Cyprus International University (CIU). A variety of 350 students of random selected participants in the online questionnaire from CIU, but only 201 respondents that voluntarily took part by a shared link on WhatsApp and Facebook groups and individual messages for 3 weeks, to comprehend how they view and interact with Facebook as a social network. The need to examine and contrast the various uses and perspectives of various random participants according to their age and gender. The online questionnaire is referred to Ferri & Grifoni & Guzzo (2012) that have given permission and approval to the author of the present study by email to utilize it. The participants were randomly invited to the online questionnaire by receiving a message on Facebook and WhatsApp outlining the study's objectives and providing a link to the structured online questionnaire and they voluntarily participated. IBM SPSS Statistics version 23 was used to analyze descriptively the frequencies of participants responses to the online questionnaire regarding age, gender, logging regularity, purpose, interactions with friends and colleagues, feeling of risk, and security in Facebook usage.

Data Analysis Procedures
To thoroughly investigate the research problem, a quantitative methodology was used in this study, based on a structured online questionnaire developed by Ferri, Grifoni & Guzzo (2012) that carried 26 questions. The focus of quantitative research is on precise data obtained by measurements and statistical, mathematical, or numerical analysis, surveys, questionnaires, as well as the modification of statistical data that has already been collected using numerical algorithms (Durrant, 2015). The developers of the used online questionnaire in the present study, have given permission to the present study 'author by email to utilize it. The present study 'population is 18.000, that are undergraduate and graduate students from Cyprus International University (CIU). A variety of 350 students of random selected participants in the online questionnaire from CIU were invited to participate by sending them a message on Facebook and WhatsApp outlining the study's objectives and providing a link to the structured online questionnaire in this study, and 201 respondents that voluntarily responded to the online questionnaire period. IBM SPSS Statistics version 23 was used to analyze descriptively the frequencies of participants responses to the online questionnaire regarding age, gender, logging regularity, purpose, interactions with friends and colleagues, feeling of risk, and security in Facebook usage.

Limitations

Because of the limitations of this study, it is essential to interpret the results carefully. It had a finite amount of time to be examined and was completed at Cyprus International University during the fall semester of 2022–2023. Since only 201 participants were included in the sample, it is possible that the results of this study cannot be used in all situations.

Data Analysis

This part contains presentation about descriptive, numerical examination, and interpretation of quantitative data from a population of 18.000, that are undergraduate and graduate students from Cyprus International University (CIU). A variety of 350 students of random selected participants in the online questionnaire from CIU were invited to participate by sending them a message on Facebook and WhatsApp outlining the study's objectives and providing a link to the structured online questionnaire in this study, and 201 respondents that voluntarily responded to the online questionnaire period. It examined demographic data and frequencies for all items in the questionnaire. It also incorporated some overall indicators and a descriptive analysis of respondents' perceptions that were: gender, age, regularity, innovation, relationships to friends and colleagues, risk attitude, and security in Facebook usage. The goal was to analyze the effects of Facebook users on social responsibility between the two-presented gender by using a t-test. Statistical analysis was carried on the study's data that was presented in descriptive statistics and structured items. Only individuals who use Facebook were analyzed because the objective of the study is assessing its usage.

Table 1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	78	38.8	38.8	38.8
	Female	123	61.2	61.2	100.0
	Total	201	100.0	100.0	

According to the frequency table related to gender, 61.2 percent of participants are female, and 38.8 percent are male.

Table 2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 25	61	30.3	30.3	30.3
	25 - 35	97	48.3	48.3	78.6
	36 - 45	12	6.0	6.0	84.6
	46 - 55	6	3.0	3.0	87.6
	56 - 60	25	12.4	12.4	100.0
	Total	201	100.0	100.0	

The people who use social networks varies by age; young people aged 25 to 35 accounts for 48.3 percent of all social network registrations, while those under 25 accounts for 30.3 percent. Furthermore, as users get older, fewer people sign up for social networks. This result reveals that most young people still favor social media.

Table 3: Time spent at the computer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	From 1 to 4 h	173	86.1	86.1	86.1
	From 5 to 8 h	16	8.0	8.0	94.0
	More than 8 h	12	6.0	6.0	100.0
	Total	201	100.0	100.0	

The sample consists of randomly chosen participants, thus there is a lot of computer time. 86.1 percent of the respondents say they use computers for between one and four hours each day, while 6 percent say they use them for longer than eight hours. This may be connected to Facebook usage patterns (Table 3).

Table 4: Number of social networks registered with apart from Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.0	2.0	2.0
	Less than 5	182	90.5	90.5	92.5
	More than 5	15	7.5	7.5	100.0
	Total	201	100.0	100.0	

99 percent of the respondents claim to have a Facebook account and use it often. Only 7.5 percent of people are signed up for more than five social networks in addition to Facebook, and 90.5% are only on one to five (Table 4).

Table 5: Social networks most used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	43	21.4	21.4	21.4
	LinkedIn	51	25.4	25.4	46.8
	Snapchat	1	.5	.5	47.3
	TikTok	2	1.0	1.0	48.3
	Telegram	5	2.5	2.5	50.7
	WhatsApp	94	46.8	46.8	97.5
	Other	5	2.5	2.5	100.0
	Total	201	100.0	100.0	

The random selected sample have shown that respondents to this survey are using social networks a lot. Among these, the most used social networks are WhatsApp by 46.8 percent, Instagram 21.4 percent and LinkedIn a professional networking-focused online social network that is utilized by 25.4 percent of the respondents. These data emphasize that Almost plurality of the minority of respondents use social networks for work-related activities (Table 5).

Table 6: Facebook frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Several times a day	142	70.6	70.6	70.6
	At least once a day	49	24.4	24.4	95.0
	At least once a week	6	3.0	3.0	98.0
	At least once a month	4	2.0	2.0	100.0
	Total	201	100.0	100.0	

24.4 percent of users log into Facebook at least once every day, compared to 70.6 percent who log in multiple times per day. By doing so, younger people in particular have more frequent access, but as people get older, more of them log in to Facebook at least once a week (Table 6).

Table 7: Time spent looking at the wall and photos of contacts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 15 min	22	10.9	10.9	10.9
	From 15 to 30 min	50	24.9	24.9	35.8
	From 30 min to 1 h	110	54.7	54.7	90.5
	From 1 to 2 h	16	8.0	8.0	98.5
	More than 2 h	3	1.5	1.5	100.0
	Total	201	100.0	100.0	

For the majority of respondents, their time on this social network ranges between a minimum of 15 minutes or less and a maximum of 30 minutes to an hour; individuals spend most of their time on Facebook viewing the photos and wall posts of their contacts rather than posting on their contact's wall as well as their own (Table 7). When comparing the participants' responses, only 3.5 percent of respondents spent from 30 min to 1h writing on the wall, whereas 66.2 percent spent less than 15 min writing on the wall. And 29.4 percent spent from 15min to 30min writing on the wall. By means, digital social participation is less occurred than digital observation, mostly with younger users, according to the online questionnaire responses (Table 8).

Table 9: Mobile tools most used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	IPhone	187	93.0	93.0	93.0
	Mobile phone	14	7.0	7.0	100.0
	Total	201	100.0	100.0	

Mobile devices still need to be used more to access social networks. 7.0 percent of participants access Facebook and other social networks using mobile phone. The mobile tool used the most by all respondents is iPhone, with 93.0 percent. Because consumers may access social networks while on the go and for professional purposes, mobile tools are crucial. living, working or studying abroad (Table 9).

Table 10: Motivation for using Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Curiosity	4	2.0	2.0	2.0
	Because it is the social network used most	158	78.6	78.6	80.6
	To share interests	8	4.0	4.0	84.6
	To work	4	2.0	2.0	86.6
	To keep in touch with my friends/colleagues	19	9.5	9.5	96.0
	To strengthen old friendships	3	1.5	1.5	97.5
	To feel part of a group	2	1.0	1.0	98.5
	Other	3	1.5	1.5	100.0
	Total	201	100.0	100.0	

The top three reasons provided by respondents for joining Facebook are: I being the most widely used social network; (ii) the preference to maintain contact with friends and colleagues; (iii) the desire in connecting with people who share similar interests. With 78.6 percent of participants citing this reason, Facebook is the social network that they use the most. Following this, 9.5 percent of respondents said the utilization of Facebook to communicate with friends and coworkers. Only 2.0% of respondents indicate that they are motivated to work (Table 10).

Table 11: Why using Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To maintain professional relationships	172	85.6	85.6	85.6
	To keep in touch with my friends	21	10.4	10.4	96.0
	To chat	2	1.0	1.0	97.0
	To see what my contacts are doing	3	1.5	1.5	98.5
	To pass the time	2	1.0	1.0	99.5
	Other	1	.5	.5	100.0
	Total	201	100.0	100.0	

Overall respondents claim that they use this social network because it is the one, they use most frequently to talk to their friends or coworkers, but many also claim that they use it to keep in touch with friends, and maintain business connections. The social dimension is the most important reason why people use Facebook. The following table lists the various responses provided by participants who ranged in age from men and women. Even while maintaining professional contacts is the cause that both respondents preferred by 85.6 percent and keeping in touch with friends by 10.4 percent, it is still feasible to see that there are some discrepancies in the reasons offered by the respondents. It is plausible to assert that Facebook is mostly used for social and professional connection by respondents of various ages. The remainder, though, use it to chat for fun or to stay in touch with their contacts (Table 11).

Table 12: Facebook is:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A tool useful for socialising	166	82.6	82.6	82.6
	A tool useful for work	14	7.0	7.0	89.6
	A tool for free time	8	4.0	4.0	93.5
	A secure tool	2	1.0	1.0	94.5
	An unnecessary tool	2	1.0	1.0	95.5
	A waste of time	5	2.5	2.5	98.0
	A dangerous tool	2	1.0	1.0	99.0
	Other	2	1.0	1.0	100.0
	Total	201	100.0	100.0	

The participant has a generally positive opinion of the Facebook tool. Both the professional and social dimensions have been stressed. In response to one of the online surveys' "In their opinion, Facebook is" questions, Facebook is a beneficial tool for socializing, according to 82.6 percent of respondents. Only 7.0 percent said Facebook was a useful tool for business, and only 4.0 percent said it was a tool for leisure time (Table 12).

Table 13: What do you like about Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The possibility of always keeping in touch with my friends	14	7.0	7.0	7.0
	The possibility of having new friendships	5	2.5	2.5	9.5
	The possibility of finding friends I have lost touch with	6	3.0	3.0	12.4
	The possibility of keeping in touch with my professional network	93	46.3	46.3	58.7
	The speedy interaction	70	34.8	34.8	93.5
	The possibility of being part of a group and participating in events	4	2.0	2.0	95.5
	The possibility of seeing what my contacts are doing	1	.5	.5	96.0
	The possibility of allowing my contacts to see what I am doing	1	.5	.5	96.5
	The possibility of inserting photos and personal videos and seeing those of my contacts	2	1.0	1.0	97.5
	Other	5	2.5	2.5	100.0
	Total	201	100.0	100.0	

The social aspect of Facebook is what most users appreciate about it; respondents chose the opportunity of always being in touch with friends by 7.0 percent, as well as the potential for maintaining contact with professional's networks by 46.3 percent and Facebook's quick engagement by 34.8 percent. It can be argued that Facebook and other social networking sites can expand prospects for personal and business connections with people in the real

world, in contrast to other tools that make it easier to create unreal virtual worlds. This is because people who exist in the real world and share information about themselves are further expected to look for and approach new people. Although the foundation of these digital relationships is tenuous (Granovetter, 1983), they frequently lead to more interactions and the renewal of existing friendships (Table 13).

Table 14: Risks perceived

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It violates personal privacy	105	52.2	52.5	52.5
	It is an alienating tool	1	.5	.5	53.0
	It is a waste of time	9	4.5	4.5	57.5
	It nullifies real-life friendships	2	1.0	1.0	58.5
	The wrong use of Facebook (e.g. paedophilia, criminal enterprises, holy rollers)	69	34.3	34.5	93.0
	The use of Facebook as a showcase	8	4.0	4.0	97.0
	Other	6	3.0	3.0	100.0
	Total	200	99.5	100.0	
Missing	System	1	.5		
Total		201	100.0		

What Facebook users dislike the least is when people use Facebook inappropriately; 52.2 percent of the respondents mentioned the violation of personal privacy, while 34.3 percent nominated the inappropriate use of Facebook that differs in criminal enterprises, paedophilia or holy rollers. However, 4.5 percent only said that Facebook is a waste of time (Table 14).

Table 15: Functions provided by Facebook that you use more

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	News	84	41.8	41.8	41.8
	Messages	90	44.8	44.8	86.6
	Events	5	2.5	2.5	89.1
	Photos	4	2.0	2.0	91.0
	Chat	4	2.0	2.0	93.0
	Applications	1	.5	.5	93.5
	Groups	10	5.0	5.0	98.5
	Other	3	1.5	1.5	100.0
	Total	201	100.0	100.0	

The respondents' more frequent usage of Facebook's features aims to strengthen social networks and business relationships; messages are most frequently used by 44.8 percent, news by 41.8 percent, and groups by 5.0 percent. However, the other options were differentiated between events, photos, and chat (Table 15). Most of the friends that respondents make on social networks are those they typically meet in person by 13.9 percent, likewise friends who they actually rarely interact with in person by 73.1 percent, colleagues by 9.0 percent and other different options; Consequently, these new types of digital social relationships are weak bonds (Granovetter, 1983). 95.0 percent of the respondents are joining Facebook groups, and only 5.0 percent are not (Table 17).

Table 16: Your Facebook contacts are mostly:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends that I usually meet in real life	28	13.9	13.9	13.9
	Friends that I hardly ever meet in real life	147	73.1	73.1	87.1
	New virtual friendships	3	1.5	1.5	88.6
	Friends of friends	3	1.5	1.5	90.0
	Acquaintances	1	.5	.5	90.5
	Colleagues	18	9.0	9.0	99.5
	Other	1	.5	.5	100.0
	Total	201	100.0	100.0	

The respondents are participants in groups established on the virtual network that engage with social groups by 43.3 percent, tourism groups by 37.3 percent, and sports groups by 7.0 percent (Table 18).

Table 17: Have you joined any Facebook groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	191	95.0	95.0	95.0
	No	10	5.0	5.0	100.0
	Total	201	100.0	100.0	

Table 18: If yes, which groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Art/music	3	1.5	1.5	1.5
	Science	4	2.0	2.0	3.5
	Politics	3	1.5	1.5	5.0
	Sport	14	7.0	7.0	12.1
	Tourism	75	37.3	37.7	49.7
	Social	87	43.3	43.7	93.5
	Recreational/Humour/Satire	10	5.0	5.0	98.5
	Other	3	1.5	1.5	100.0
	Total	199	99.0	100.0	
Missing	System	2	1.0		
Total		201	100.0		

The respondents' professional and social lives have been positively impacted by these groups; specifically, they have helped 43.8 percent of them build professional ties, and 42.8 percent of them said that they have helped them stay current on professional interests. The above table displays the several legitimate responses that respondents provided. While most members formed social and professional connections, the Facebook groups primarily encouraged the respondents to read the news, get messages, post images, or take part in activities (Table 19).

Table 19: Impacts of joining groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	They have helped me to keep social relationships	7	3.5	3.5	3.5
	They have helped me to develop new friendships	6	3.0	3.0	6.5
	They have encouraged me to participate in events	6	3.0	3.0	9.5
	They have helped me to develop professional relationships	88	43.8	44.0	53.5
	They have helped to keep updated on fields of professional interest	86	42.8	43.0	96.5
	Other	7	3.5	3.5	100.0
	Total	200	99.5	100.0	
Missing	System	1	.5		
Total		201	100.0		

On Facebook, a lot of private information can be shared. Users of this social network can modify privacy settings and place limitations on the information in their profiles that other users can view. Users can select who can read their profile information, who has access to their contacts' information, who can look them up, and what friends they want to prohibit. With the current study, 86.6 percent of respondents said there are hazards involved in disclosing personal information to the public, while 13.4 percent disagreed (Table 20).

Table 20: Risks in sharing information publicly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	174	86.6	86.6	86.6
	No	27	13.4	13.4	100.0
	Total	201	100.0	100.0	

Previous studies on students don't read the privacy statement, according to research on Facebook privacy awareness. individuals occasionally alter their privacy settings even though they are aware they can. They might not be aware of the hazards associated with disclosing their personal information or the repercussions of doing so on Facebook (Schweitzer, 2005)

Results of the current study indicate the reverse, which is likely due to increased social network usage experience over time. Facebook users who were randomly chosen for the study were questioned online about their familiarity with Facebook's privacy regulations. Only 10% of respondents claim not to know anything about them, compared to 90% who say they are aware of them (Table 21).

Table 21: Do you know about the policies on privacy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	181	90.0	90.0	90.0
	No	20	10.0	10.0	100.0
	Total	201	100.0	100.0	

Table 22: Do you know you can change your privacy settings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	188	93.5	93.5	93.5
	No	13	6.5	6.5	100.0
	Total	201	100.0	100.0	

By means, privacy issues are widely known and understood.

Table 23: If yes, have you applied restrictions to your privacy settings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	185	92.0	92.0	92.0
	No	16	8.0	8.0	100.0
	Total	201	100.0	100.0	

Comparing our data from the participants, 92.0 percent of the respondents claimed that they had applied restrictions to their privacy settings (Table 23). In comparison, 93.5 percent showed their awareness about the right to change privacy settings, and 8.0 percent have not applied restrictions to privacy settings, and this can be output maybe because of less awareness or unconcerned about changing privacy settings (Table 22). Regarding the privacy setting, more respondents realize that there is an option to alter it; in response to the inquiry, "Do you know that you have the option to alter your privacy setting?"93.5 percent responded yes, while 6.5 percent responded no. 92.0 percent of those surveyed have changed their privacy preferences. Profile and contact information are the privacy settings that are altered the most; applications, websites, study, and a list of users to be blacklisted, are the privacy settings that are updated the least (Table 24).

Table 24: Knowledge about privacy issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Information in profile	175	87.1	87.1	87.1
	Information on contacts	12	6.0	6.0	93.0
	Application and website	1	.5	.5	93.5
	Research	1	.5	.5	94.0
	List of blocked users	3	1.5	1.5	95.5
	Other	9	4.5	4.5	100.0
	Total	201	100.0	100.0	

Facebook's rule that allows sharing of personal data with third parties for marketing or other purposes is supported by 87.6% of respondents, while only 12.4% disapprove. There is a strong sense among respondents that disclosing information publicly has hazards; 86.6 percent of respondents believe this to be true. Among the potential risks highlighted, the ones that are most frequently mentioned are the following: security invasion, identity theft, the

use of data for commercial benefit, stalking, voyeurism, and exhibitionism; trouble cancelling an account; inappropriate use of sites; and control by multinational corporations. The type of personal information that the respondents publish on their walls further supports their awareness of potential risks; family-related information, such as Details of family members, contact details, actual addresses, and affiliations with political, religious, and sexual groups are rarely made public. Real name is the piece of information that is shared the most frequently (48.3%), followed by personal photo (23.9%) and birthdate (22.4%). The information exchanged here fosters cooperation and business ties (Table 25).

Table 25: Information shared

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Real name	97	48.3	48.3	48.3
	Personal photo	48	23.9	23.9	72.1
	University attended	1	.5	.5	72.6
	Date of birth	45	22.4	22.4	95.0
	Personal address	2	1.0	1.0	96.0
	Email address	7	3.5	3.5	99.5
	Job	1	.5	.5	100.0
	Total	201	100.0	100.0	

87.6% of respondents approved of Facebook's right to share user data for business purposes with other individuals or organizations outside of Facebook, while 12.4% disapproved (Table 26).

Table 26: Did you agree that Facebook can share your information with other people or organisations external to Facebook for business purposes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	176	87.6	87.6	87.6
	No	25	12.4	12.4	100.0
	Total	201	100.0	100.0	

According to the T-Test for two different Gender (Female and Male) in the independent samples test, it is evident that there are differences in keeping with the gender that its calculation score is lower than Alpha 0.05; the differences are social networks most use, time spent writing on the wall, mobile tools most used, why using Facebook, have users joined any Facebook groups, are users aware of the privacy rules and that privacy settings can be changed, do users have knowledge about privacy issues.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Number of social networks registered with apart from Facebook	Equal variances assumed	3.972	.048	1.306	199	.193	.0572	.0438	-.0292	.1436
	Equal variances not assumed			1.263	146.258	.208	.0572	.0453	-.0323	.1467
Time spent at the computer	Equal variances assumed	1.465	.228	.677	199	.499	.0519	.0767	-.0994	.2032
	Equal variances not assumed			.664	154.026	.508	.0519	.0781	-.1025	.2063
Social networks most used	Equal variances assumed	.019	.891	-.043	199	.966	-.0172	.3983	-.8025	.7681
	Equal variances not assumed			-.043	163.020	.966	-.0172	.3990	-.8050	.7706
Facebook frequency	Equal variances assumed	7.677	.006	1.968	199	.050	.1817	.0923	-.0003	.3637
	Equal variances not assumed			1.901	145.356	.059	.1817	.0956	-.0072	.3705
Time spent looking at the wall and photos of contacts	Equal variances assumed	1.850	.175	-.701	199	.484	-.0851	.1213	-.3243	.1542
	Equal variances not assumed			-.685	151.895	.494	-.0851	.1241	-.3302	.1601

Discussion

According to the indicators discussed above, the major findings of the quantitative investigation are outlined in this section. Frequency Even though, they don't spend a lot of time on this network each day overall, most of the users who responded to the online survey log into Facebook several times per day, while very few users log in at least once per day (from 15 to 30 min). In addition to Facebook, they mostly utilize WhatsApp, LinkedIn, and Instagram. Respondents do not, however, connect to social networks using various mobile tools. iPhones are used to log into various social networks on a greater number of occasions than any other device. Motivation According

to the T-Test from group statistics and Independent Samples Test, the main reasons given by respondents from both genders and across the age spectrum for joining Facebook are that it is the social network used most frequently to keep in touch with friends and coworkers; similarly, Facebook is used to connect with friends, stay updated on contacts, and develop professional connections. Both interpersonal and professional connections majority of connections made by the randomly selected respondents on Facebook are with acquaintances, coworkers, and friends in addition to those they typically meet in person. joining sports-related popular and professional groups, as well as societal, and tourism. The impacts on the respondents' life because of joining these clubs include attending events, maintaining social connections, and staying current on professional interests. Risk perception and privacy Most of the respondents are familiar with Facebook's privacy policy and terms of service. In some cases, privacy settings have been changed to limit the accessibility of personal data. The respondents are wary of disclosing personal information, particularly their genuine name, image, and birth date, because they understand their information is visible to others they may not know. The protection of minors, one's right to privacy, and overall safety from improper use are seen as the key threats.

Conclusion

Using a quantitative methodologies approach, the presented study examined social media effects on civic engagement from Facebook perspective. A structured online survey looked specifically at a few concerns related to Facebook usage by its users. Some of them, including Concerns about perceived risks, aggressiveness, purpose, and security, participated along with the questionnaire. The results of the online survey indicate that among both students and the public, Facebook is the most widely used social network. It was discovered that users are particularly interested in this social network since, although spending only an average of 15 minutes there daily, many of them log in at least once or even multiple times per day. Instead of seeing the wall and contact images, most of their Facebook login time is spent posting on their personal wall and on the walls of their contacts. Participants are not passive users; they are active ones. LinkedIn, Instagram, and WhatsApp are the social networks that respondents use the most frequently, in addition to Facebook. However, Age has an impact on how many people are signed up for social networks; younger people sign up for more social networking sites, while older people register with fewer. Facebook is the social network that is used the most, and the users joined this social network because they felt the desire to socialize. 10.4 percent of users use the Facebook platform primarily to stay keeping in touch with friends and colleagues, however there are some subtle variances in their motivations. While more respondents (85.6 percent) cited the desire to maintain professional relationships, some participants preferred the desire to stay in touch with friends (10.4 percent). Facebook is used by the randomly selected respondents to the online questionnaire for social and professional engagement as well as for contact management and conversation. The online survey's randomly chosen participants made an intriguing discovery: they use Facebook to keep up their professional connections. This demonstrates a trend toward voyeurism and what has been displayed on their social media profiles online. The participants' most popular Facebook features, which include messages, news, events, groups, and images, all serve to strengthen personal and professional connections. Professional organizations in particular have promoted attendance at events, the growth of social and professional ties, and assistance in staying current on professional interests.

Facebook is viewed as a valuable tool for socializing by the majority of respondents (82.6%), as well as by some of them as a tool for business and for leisure time (7.0%). (4.0 percent). The capacity of social networks, particularly Facebook, to dramatically increase the number of professional contacts for business purposes is one of its most fascinating features. Facebook social networking activities have many positive aspects, but there are also important difficulties that need to be resolved, including the protection of children, personal privacy, and misuse in general. The users' attitudes toward privacy concerns and their understanding of the potential dangers of openly sharing information were also examined. To better understand the variables encouraging Users' ability to disclose or safeguard information on Facebook was investigated from the perspectives of information disclosure and privacy protection. These findings suggest that, in contrast to other studies on privacy and risk awareness, most respondents are completely aware of the disclosure of their information to people they do not know and do not disclose a substantial amount of personal information about themselves.

Additionally, most of the respondents are familiar with Facebook's terms of service, privacy practices, and security features have altered in a number of instances. The majority of participants are more knowledgeable than the remainder of modifying their privacy settings, according to data from 181 participants who are aware of the privacy regulations and 20 people who are not; In addition, 92 percent of the participants have changed their privacy settings to reduce the amount of personal data that is accessible. And (87.6%) support Facebook's practice of disclosing user information to other parties for marketing or other purposes. This study has clarified that the Facebook platform is not attempting to influence how users perceive and practice social responsibility. The platform itself focuses on this and cannot control its user's social practices within the platform. The results from the online questionnaire have effectively demonstrated in developing social responsibility among Facebook users,

as the use of modern technologies for social communication networks and their use to create social responsibility by relying on its tools and services that what is providing both men and women are able to use it. It positively impacts developing social responsibility if it operates societal movement.

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