**CSG1132**

**Communicating in an IT Environment**

**Assignment 1b**

**Literature Review:**

**Factors and attitudes that shape personal use of social media**

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## Advice

1. You can use this word document as a literature review template. Delete the Advice section and Sections and organization heading, save as your assignment and the template is ready to go.

2. Choose a topic area from the list of topic areas in the assignment 1b description. To ensure that your review aligns with the thesis statement(s), you should review the Facebook data set and make an early decision about the best opportunities for thesis development and testing in your topic area e.g.

Online privacy – The data set provides opportunities to investigate attitudes to online privacy and their relationship with dimensions of Face book user behaviour such as FB hours per week, peer effects (FB friends), FB privacy settings.

Demographics - The data set provides opportunities to investigate demography (age, gender) and dimensions of user experience such as FB logins, FBhours, FB friends and many other variables represented in the data. For example, demographic factors such as age may be related to attitude toward online privacy.

Reputation management - The data set provides opportunities to investigate the extent to which users actively manage their reputation through tagging notification and enabling search engine timeline indexing. Risk is greatest for users with large Face book networks and lax content management settings.

Peer effects – The data set provides opportunities to investigate effects associated with network size. For example, is network size associated with FB hours or perceptions of sociability?

There are many more opportunities for creative investigation of the data set and you will find no shortage of peer reviewed literature to assist you in this process.

The Assignment 2 data set is available in the workshop area in Week 6 of the program. Before commencing your literature review, you should also review learning advisor Julia Wexler’s guide to preparing a literature review.

## Sections and organization

### 1.0 Introduction

[Introduces the topic area, its significance, the purpose of the literature review and how it will be structured (give the reader signposts so they know what is coming)]

### 2.0 Literature Review

[The main body of your assignment. Divided into sub-sections (with headings) which break up your review according to discussion themes. Each section will contain your critical reviews synthesised together into separate paragraphs, each with their own topic sentence, body, and concluding sentence. You are not just mashing together all your critical reviews: you are selecting the relevant parts of your critical review summaries and weaving them together into your literature review ‘story.’ Each paragraph will contain reference to multiple past studies, and you will probably be referring to many of the studies multiple times throughout your review.

Begin with an overview of Facebook factors and attitudes that shape user acceptance and use. Next develop your selected topic or theme with evidence based argument from the peer reviewed and other literature pointing to any gaps, shortcomings or disputes in the literature. Topics are listed in the assignment description. Remember, a good literature review is analytical and evaluative, and isn’t just a summary.]

### 3.0 Conclusion

[Statement of findings from the review that reflects of the state of research and sets the theme for your investigation of the data set on Facebook user behaviour in Assignment 2, using one or more thesis statements. ]

## References