

UNDERSTANDING THE NEGATIVE EFFECTS OF SOCIAL-NETWORKING FACEBOOK ON WOMEN

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ABSTRACT

The phenomenon of a rapidly growing social networking site, Facebook has started to give a massive impact on the users. The aim of this study is to examine the influence of Facebook for users, especially to the women.

This study will apply qualitative methods, through literature review and document analysis of past studies. The results showed that Facebook gives more negative impact, and if it is not properly controlled, it will be exploited for other dreadful purposes. At the end of this paper, some suggestions are included for a better use the social-networking site.

Keywords: Social-networking, facebook, consumers, women.