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MAPPING NETIQUETTE THROUGH THE LENS OF USER EXPERIENCE (UX) HONEYCOMB MODEL

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ABSTRACT:

Digital interaction is a combination of technical efficiency and quality of user experience. This study focuses to propose a model 'Netiquette mapped with Honeycomb Model' adapting an empirical grounding for conceptual clarification. 300 high school students (Male=149 & female=151) were selected randomly to assess netiquette experience (online communication, privacy consideration, sharing information online, adherence to platform rules and cyber security practices) to match with seven facets of UX honeycomb model (useable, credible, findable, useful, desirable, valuable and accessible). After mapping some new terms are suggested in the paper. Finally, implications of this study for society and policy makers are highlighted.

Keywords: Digital etiquettes, Netiquette, honeycomb model, UX experience

Highlights:

- Investigated netiquette experiences among high school students using the UX Honeycomb Model
- Proposed a framework: 'Netiquette Mapped with Honeycomb Model' for structured analysis
- Some new terms on netiquette are presented
- Study offers actionable implications for digital literacy policies and school interventions

Table 1: Key concepts and definition

Netiquette		
Concept	**Description**	**References**
Online communication	Communication between people using a computer or mobile device (e.g., cell phone, tablet, video game console).	[1]
Privacy consideration	Digital privacy refers to privacy of individual, privacy in sharing information and privacy in communication while connecting others online	[2]
Sharing information online	Voluntary act of making information—be it data, knowledge, or personal insights—accessible to others through digital platforms	[3]
Adherence to platform rules	Following the established guidelines, terms of service, and community standards set by digital platforms.	[4]
Cyber security practices	The application of technologies, processes, and controls to protect systems, networks, programs, devices and data from cyber attacks	[5]
Seven Facets UX Honeycomb model		
Facets	**Descriptions**	**References**
Usable	It should be easy and intuitive to use	[6]
Credible	Users must trust and believe what they see and interact with, portrays the trustworthiness of the system	[7]
Findable	Measure how locatable are the objects/content that the user needs	[7]
Useful	The content or interaction must fulfill a real need	[6]
Desirable	The interface and behavior must elicit positive emotions and appeal	[6]
Valuable	The interaction should deliver value to users and stakeholders, shows how the users, value the sites in terms of satisfaction.	[7]
Accessible	Content must be accessible to people with varying abilities	[6]

1.Introduction:

A transformative shift from traditional to online communication can be seen by the technological advancement altering how individuals and societies interact, enabling real-time interactions across vast distances, fostering the creation of global networks and communities [7]. Social media platforms give the opportunities to individuals for self-expression, share emotions, feelings and

thoughts, overall, it significantly influences social interactions and communication [8], facilitating remote communication [9]. Adolescents generally coexist simultaneously in the face-to-face and the virtual environment; up to 87% of adolescents prefer communication via online apps to “real-life” communication [10]. The increasing integration of Information and Communication Technology (ICT) in educational settings enhances personalized learning and equips students with essential digital skills [11]. Information and Communication Technology (ICT)” practices in education can catalyze further educational advancements [12]. Educational institutions are recognizing the need to embed digital citizenship into their curricula [13]. Study advocates for the development of policies and curricula that prioritize digital etiquette to enhance the efficacy of e-learning initiatives [14]. Social media can be harnessed to develop digital citizenship among secondary school students, emphasizing participatory practices that encourage responsible online behavior [15]. Research advocates for a collaborative effort among stakeholders, including educators, policymakers, and parents, to instill a culture of digital responsibility from an early age [16]. Importance is given for equipping educators with the competencies to model and impart digital etiquette, thereby influencing the next generation of digital citizens [17].

Teaching digital etiquette to generation Z, as the main subject of learning in the modern educational environment can be given by introducing digital etiquette into the educational process [18]. Netiquette is considered as one essential aspect of network etiquette, as “network etiquette” which governs the set of practices and rules for online behavior [19], a set of rules for proper behavior/behavior among users in a computer network (the Internet) when exchanging messages [20], etiquette governing communication on the Internet [21], a set of accepted norms of behavior that can be employed while using different facets of digital technology [22]. For navigating the digital world efficiently and effectively, engaging in purposeful thought exchange, meaning discussion and for critically evaluating the online content it is important that media literacy should integrate netiquette principles [20].

Connecting with others through network or interacting through digital medium not only depends upon technical efficiency but also on the quality of user experience i.e. digital interaction is a combination of technical efficiency and quality of user experience [23]. Technical efficiency must be complemented by a positive user experience to ensure successful digital interactions [24], with advanced technical systems and digital transformation user experience is a critical factor for success [25]. User satisfaction in digital communications is influenced by both system performance and user-centric factors including the system's technical capabilities and the user's perceptions, expectations, and context [24]. Peter Morville introduced the User Experience (UX) Honeycomb model in his 2004 article titled *"User Experience Design" in which he* delineates seven facets essential to crafting meaningful and valuable user experiences: Useful**,** Usable**,** Desirable**,** Findable**,** Accessible**,** Credible**,** and Valuable [6].

1. Review literature:

Ethical challenges, empathy, and critical thinking within online environments are considered as digital etiquette and are influenced by individual psychological attributes like social and contextual as well [26], training in digital etiquette is also essential for teachers, who play a

vital role in shaping responsible digital citizenship [27], digital etiquette is shaped by complex social, psychological, and contextual influences [28]. In order to use the digital platforms responsibly it comes important that netiquette principles should to integrate with the media literacy [29]. Poor netiquette can cause hindrance in effective communication and negative effect on learning environment [30]. Prasad (2022) found significant gender and family-type differences in digital etiquette among future educators [31]. To create a respect online it is important to include netiquette training along with digital literacy [17]. Early digital education helps prevent inappropriate behavior and enhances responsible internet use [31]. Internet ethics that are taught through programs improves self-assessment and digital literacy among students [32]. Amin, F., & Khan, M. F. (2021) conducted a study titled "Online Reputation and Stress: Discovering the Dark Side of Social Media," published in the *FIIB Business Review*. This research examined the positive relationship between concern for online reputation and social media stress among university students in India [33].

Netiquette is a protective factor against cyberbullying as it can potentially reduce disinhibited and antisocial behaviors [34], netiquette is inversely associated with internet addiction and the intensity of use of social networks [35]. There are some emerging challenges like misinformation, cyberbullying and digital scams and thus it becomes crucial to understand netiquette [34], according to a 2024 Times of India report, 85% of Indian children have experienced cyberbullying, with many admitting to having cyberbullied others [36].

Silva et al. (2020) employed the Honeycomb Model to analyze and improve public engagement on a human resources company's Facebook page; presence, identity and reputation were focused as building blocks, the study found strategic changes that led to significant increases in user interactions and content views [37]. Iftikhar *et al*. (2022) utilized honeycomb model framework to investigate the factors influencing users to share fake news and it emphasized the roles of conversation, sharing and reputation in the spread of misinformation, this study highlighted the need for enhanced corrective measures and media literacy among users [38]. Rogowska, B. *et al*. (2023) applied the Honeycomb Model alongside text mining techniques to assess user feedback on the Instagram app, the user comments were mapped with the model's dimensions and thus this study provided valuable insight user experience and usability and helping to identify the areas for improvement [39]. Kim (2020) proposed incorporating user experience validation into the early stages of software development using the Honeycomb Model. The approach aimed to minimize project failures by ensuring that UX considerations are addressed from the outset [40]. User-centered design, guided by the Honeycomb model, can enhance educational tools, making them more inclusive and effective for dyslexic children [41], honeycomb's facets (findable, accessible, usable, desirable, credible, useful, and valuable) can guide the analysis of user experience in a specific demographic, leading to improved application design [42], can be used to explore the effectiveness of evidence-to-decision (EtD) frameworks in integrating evidence for essential medicine list (EML) applications [43], examines undergraduate learners' perspectives of online learning, using the User Experience Design for Learning (UXDL) Honeycomb[44]. Specific areas for enhancement can also be pinpointed by using UX Honeycomb method, as in one of the academic study the evaluation of the user experience of an e-thesis information system for library and information science students using the UX Honeycomb method was done using a quantitative descriptive approach to assess how well the system performed across the seven facets of the Honeycomb model and

the findings indicated that while the system was generally considered "good" in terms of usefulness, areas like accessibility required improvement, showcasing how the model can pinpoint specific areas for enhancement[45].

2. **Research gap**

Certain research gaps were found as:

- Lack of empirical integration between digital etiquette studies and the Honeycomb framework
- Existing literature primarily uses the model to evaluate website and app design or user experience
- The Honeycomb Model's dimensions can conceptually align with how students experience and engage with digital etiquette norms
- Digital exposure is increasing, but guidance on online behavior is inconsistently provided
- There is a lack of research integrating this model within Indian educational contexts, particularly among high school students

Using a structured model, it allows for multi-dimensional analysis of behavior, which can inform educators and policy-makers. This presents a critical gap in both theoretical application and practical understanding of how young digital users perceive and enact netiquette norms.

3. **Research questions:**

1) How the experience of netiquette can be mapped onto the facets of the UX facets on the basis of gender?
2) How the experience of netiquette can be mapped onto the facets of the UX facets on the basis of family type and background of male respondents?
3) How the experience of netiquette can be mapped onto the facets of the UX facets on the basis of family type and background of female respondents?

Materials and methods

Study setting:

The study was conducted on high school students of Varanasi district. Students of academic session 2024-2025 were considered in the present study.

5.2: Study design and sampling

Data was collected by the help of Self-made tool as *Netiquette–User Experience Questionnaire (N-UXQ)*. In the first draft of NAT 11 items were included to assess the five-netiquette experience among high school students of Varanasi district like respectable online communication, privacy consideration, adherence to platform rules, responsibility in sharing information online and cyber security practices. There were two options for each item as 'Yes' and 'No'. Students were to tick the correct option that best suits their experience towards seven facets of honeycomb model. For dichotomous (Yes/No) data Kuder–Richardson Formula 20 (KR-20) is considered as appropriate so this method was used and overall KR-20 coefficient

was found to be 0.76, indicating acceptable reliability value. The final draft consisted of 7 items after content validity and reliability value (***Appendix A***).

Simple random sampling method was used for the selection schools of Varanasi district along the selection of the class 9th and 10th students from the selected schools. Total sample of the present study is 300 (Male=149 & female=151). Detailed description of the sample is as follows:

Table 2: Description of the sample selection

S. No.	Gender	Family Type		Background	
		Joint	Nuclear	Rural	Urban
1	Male Students (N=149)	80	69	50	99
2	Female Students (N=151)	89	62	36	115

5.3: Data collection

The data was collected from the high school students for academic session 2024-2025. Questionnaire was distributed to students with proper instructions and was required to fill and bring the next day. Filled questionnaire was collected from the concerned schools.

4. Result:

Response from 149 male and 151 female high school students was taken. The study analyzed netiquette across five dimensions, interpreted through Peter Moville's Honeycomb Model. Each dimension was mapped to relevant facets of the model—desirable, credible, useful, accessible, findable, valuable and usable.

1) How the experience of netiquette can be mapped onto the facets of the UX facets on the basis of family type and background of male respondents?

To understand the in-depth experiential pattern the male respondents were divided on the basis of family type (Joint/Nuclear) and background (Rural/Urban). For exploratory purpose percentage wise perceived experience associated with netiquette was examined.

Table 3: Perceived UX Experience of Digital Netiquette on the basis of male demographics

Netiquette	Respondents (%)				Overall male	Dominant UX facet(s)
	JFM	NFM	RM	UM		
Online communication	48.75	36.23	58	56	51	Valuable, credible and desirable
Privacy consideration	45	31.25	46	48.48	59.06	Credible, trustworthy and accessible

Adherence to platform Rules	51.25	60.86	62	53.53	51	Valuable, credible and useful
Sharing Information Online	38.75	40.57	44	37.37	57.04	Valuable, credible and findable
Cyber security practices	47.5	42.02	38	41.41	61.07	Useful, trustworthy and accessible

JFM: Joint Family Male; NFM: Nuclear Family Male; RM: Rural Male; UM: Urban Male

Table 3 displays the relationship between core netiquette behaviors and dominant user experience (UX) facets, along with the percentage of male respondents on the basis of family type (Joint/Nuclear) and background (Rural and Urban) who align with each UX facets. Sameness in stability of the UX perception was seen and variation in the percentage on the basis of family type and background among male respondents can be seen showing the variation in intensity, as more percentage of joint family male (48.75%) respondents experience online communication netiquette as valuable, credible and desirable as compared to nuclear family (36.23%) male respondents, whereas rural background male (58%) experience online communication netiquette as valuable, credible and desirable as compared to urban background male (56%) respondents. More percentage of joint family male (45%) respondents experience privacy consideration netiquette as credible, trustworthy and accessible as compared to nuclear family male (31.25%), whereas urban background male (48.48%) experience privacy consideration netiquette as credible, trustworthy and accessible as compared to rural background male (46%) respondents. More percentage of nuclear family male (60.86%) respondents experience adherence to platform rules as valuable, credible and useful as compared to joint family male (51.25%), whereas rural background male (62%) experience adherence to platform rules as valuable, credible and useful as compared to urban background male (53.53%) respondents. More percentage of nuclear family male (40.57%) respondents experience sharing information online as valuable, credible and findable as compared to joint family male (38.75%), whereas rural background male (44%) experience sharing information online as valuable, credible and findable as compared to urban background male (37.37%) respondents. More percentage of joint family male (47.5%) respondents experience cyber security practices as useful, trustworthy and accessible as compared to joint family male (42.02%), whereas urban background male (41.41%) experience cyber security practices as useful, trustworthy and accessible as compared to rural background male (38%) respondents.

Irrespective of the demographic variables of male respondents, 51% of male respondents experience online communication as valuable, credible and desirable, 59.06% respondents experience privacy consideration as credible, trustworthy and accessible, 51% respondents experience adherence to platform rules as valuable, credible and useful, 51.04% experience sharing information as valuable, credible and findable and 61.07% respondents experience cyber security practices as useful, trustworthy and accessible.

2) **How do female high school students perceive the relationship between netiquette and user experience (UX) facets in terms of family type and background?**

To understand the in-depth experiential pattern the female respondents were divided on the basis of family type (Joint/Nuclear) and background (Rural/Urban). For exploratory purpose percentage wise perceived experience associated with netiquette was examined.

Table 4: Perceived UX Experience of Digital Netiquette on the basis of female demographics

Netiquette	**Respondents (%)**				**Overall female**	**Dominant UX facet(s)**
	JFF	**NFF**	**RF**	**UF**		
Online communication	50.6	55.88	45.83	47.57	50.33	Valuable, credible and desirable
Privacy consideration	46.98	54.41	37.5	46.6	59.60	Credible, trustworthy and accessible
Adherence to platform Rules	53.01	61.76	60.41	51.45	44.37	Valuable, credible and useful
Sharing Information Online	49.39	67.64	47.91	49.51	59.60	Valuable, credible and findable
Cyber security practices	51.8	66.17	41.66	45.63	61.58	Useful, trustworthy and accessible

JFF: Joint Family Female; NFF: Nuclear Family Female; RF: Rural Female; UF: Urban Female

Table 4 displays the relationship between core netiquette behaviors and user experience (UX) facets, along with the percentage of female respondents on the basis of family type (Joint/Nuclear) and background (Rural and Urban) who align with each UX facets. Sameness in stability of the UX perception was seen and variation in the percentage on the basis of family type and background among female respondents can be seen showing the variation in intensity, as more percentage of nuclear family female (55.88%) respondents experience online communication netiquette as valuable, credible and desirable as compared to joint family (50.60%) female respondents, whereas urban background female (47.57%) experience online communication netiquette as valuable, credible and desirable as compared to urban background female (45.83%) respondents. More percentage of nuclear family female (54.41%) respondents experience privacy consideration netiquette as credible, trustworthy and accessible as compared to joint family female (46.98%), whereas urban background female (46.60%) experience privacy consideration netiquette as credible, trustworthy and accessible as compared to rural background female (37.5%) respondents. More percentage of nuclear family female (61.76%) respondents experience adherence to platform rules as valuable, credible and

useful as compared to joint family female (53.01%), whereas rural background female (60.41%) experience adherence to platform rules as valuable, credible and useful as compared to urban background female (51.45%) respondents. More percentage of nuclear family female (67.64%) respondents experience sharing information online as valuable, credible and findable as compared to joint family female (49.39%), whereas urban background female (49.51%) experience sharing information online as valuable, credible and findable as compared to rural background female (47.91%) respondents. More percentage of nuclear family female (66.17%) respondents experience cyber security practices as useful, trustworthy and accessible as compared to joint family female (51.80%), whereas urban background female (45.63%) experience cyber security practices as useful, trustworthy and accessible as compared to rural background female (41.66%) respondents.

Irrespective of the demographic variables of female respondents, 50.33% female respondents experience online communication as valuable, credible and desirable, 59.60% experience privacy consideration as credible, trustworthy and accessible, 44.37% experience adherence to platform rules as valuable, credible and useful, 59.60% experience sharing information as valuable, credible and findable and 61.58% respondents experience cyber security practices as useful, trustworthy and accessible.

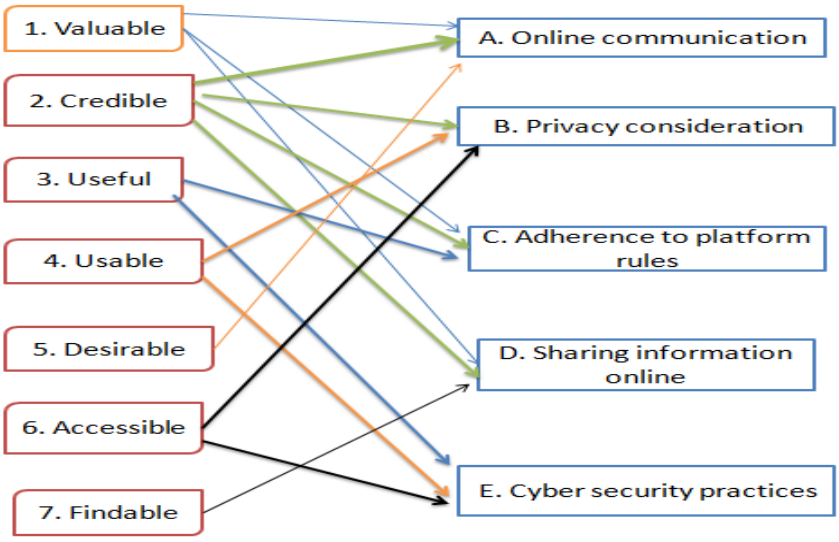
The Proposed Model:

The seven UX facets of honeycomb model and dimensions of netiquette were mapped two reasons: i) to understand the closeness of the relationship between the two; ii) to organize the presentation and discussion of results (Table 6).

Table 5: UX facets Vs Netiquette

UX seven facets		**Netiquettes**		**Crossing**	**Term to be used**
1	Valuable	A	Online communication	1+A+C+D	Valuable netiquette
2	Credible	B	Privacy consideration	2+A+B+C+D	Credible netiquette
3	Useful	C	Adherence to platform rules	3+C+E	Useful netiquette
4	Trustworthy	D	Sharing information online	4+B+E	Trustworthy netiquette
5	Desirable	E	Cyber security practices	5+A	Desirable netiquette
6	Accessible			6+B+E	Accessible netiquette
7	Findable			7+D	Findable netiquette

Netiquette mapped with UX facets honeycomb model can be as shown in the figure 1



After crossing the two some new terms emerged as:

1) Valuable netiquette: clear, respectful communication, fair and safe digital platforms and meaningful and accurate information sharing are valuable netiquette.
2) Credible netiquette: clear, respectful communication, protection of online privacy, fair and safe digital environment on digital platforms and meaningful and accurate information sharing netiquettes creates creditability towards online environment.
3) Useful netiquette: following fair and safe digital platforms rules and cyber security practices are useful netiquette.
4) Trustworthy netiquette: protecting online privacy and cyber security practices creates trust towards digital environment.
5) Desirable netiquette: clear and respectful communication is desirable on digital environment.
6) Accessible netiquette: protecting online privacy and cyber security practices creates accessibility of digital space.
7) Findable netiquette: clear and respectful communication increases the chances of finding information online accurately.

Fig. 1: Netiquette mapped with Honeycomb Model

Discussion:

Respectful and ethical online behavior directly contributes to a more effective and satisfying user experience. Online communication mapped with valuable, credible and desirable UX facets shows that respectable, clear, courteous and responsible increases the desirability of the platform, builds credibility for the platform and the platform can be seen as valuable for communicating online [46]. Privacy consideration mapped with trustworthy, accessible and credible UX facets shows that privacy-respecting platforms empower users to share personal data confidently. This transparency promotes trust**,** makes the platform more accessible to privacy-sensitive users, and reinforces the platform's credibility [2]. Adherence to platform rules mapped with credible, useful, valuable UX facets shows that when users follow platform

rules the information, they share seems more accurate and believable, hence reflecting that the information prevents spam, misinformation, hate speech and harmful content, all of which could undermine the platform's credibility ultimately resulting in the content to be valuable for the users [6]. Sharing information online mapped with valuable, findable and credible UX facets show that ethical sharing of information increases the value of the information shared, creates an easy findable environment at the platform and ultimately leads to the credit of the information for collaboration and knowledge growth among the users [24]. Cyber security practices mapped with trustworthy, accessible and useful UX facets shows users' trust in the platform and confidence in the information's credibility**;** secure systems for accessibility and usefulness by minimizing risks like identity theft or service interruption [47].
The present study was an attempt to understand the experience of high school students on netiquette by the help of UX honeycomb model. This section presents a detailed discussion of the findings related to the relationship between core netiquette behaviors and user experience (UX) facets, with an emphasis on gender-based perceptions, family type (Joint/Nuclear) and background (Rural/Urban) of the male and female high school students.

The data indicates that almost equal percentages of male (51%) and female (50.33%) respondents experience online communication as valuable, credible, and desirable. This striking similarity in perception suggests a widespread, gender-neutral recognition of the fundamental utility and credibility inherent in online communication channels. Despite potential differences in how individuals engage with these channels, the core positive attributes of communication—its perceived value, credibility, and desirability—appear to be universally appreciated. This indicates the effectiveness and reliability of communication in the digital sphere for all users. While research highlights gender-specific motivations for internet use, with females often driven by interpersonal communication and males by information searching [48], the current finding suggests that the overall experience of online communication, when perceived as valuable and credible, transcends these motivational differences. The principles of netiquette reduce ambiguity and increase sender credibility [23], likely contribute to this shared positive perception. When online interactions are conducted with politeness and clarity, both genders are likely to perceive them as more credible and desirable, regardless of their primary online objectives. For female users, the value and desirability of online communication may arise from its effectiveness in fostering social bonds, enabling emotional expression, and facilitating community engagement [49]. A well-designed interface that prioritizes clarity in message delivery, ensures reliable connection, and simplifies interaction processes inherently benefits all users, regardless of their gendered communication styles or preferences. [50].

A high and almost equal percentage of both male (59.06%) and female (59.60%) respondents experience privacy consideration as credible, trustworthy, and accessible emphasizing a shared expectation and positive evaluation of privacy measures in online environments. This finding stands in interesting contrast to broader research on gender differences in privacy concerns. Studies consistently show that women tend to have higher privacy concerns and are more cautious about sharing personal information online than men. For instance, among teens, girls perceive more privacy risks and have higher privacy concerns than boys [51]. A survey found that 84% of women expressed concerns about sharing personal information online compared

to 78% of men, and women were less inclined to trade personal data for expedited online access [52].The observation that a high and nearly identical percentage of males and females perceive privacy consideration as credible, trustworthy, and accessible, despite consistent reports that women and girls generally exhibit higher levels of privacy concern and greater caution regarding online data sharing, presents an interesting analytical dynamic. If women are inherently more concerned about privacy, the question arises as to why they report a similar positive experience regarding the credibility, trustworthiness, and accessibility of privacy considerations as men? The design of privacy interfaces plays a critical role in shaping user trust, often creating a perceived sense of control over personal data, which can sometimes diverge from users' broader anxieties about data security [49]. The accessibility of controls might be a key factor here. A third possibility is that individuals with higher privacy concerns, disproportionately women, are more selective about the platforms they engage with, opting for those that clearly demonstrate strong privacy considerations. This self-selection could lead to a higher reported positive experience within their chosen platforms. This finding, while positive, suggests the need for further investigation. It highlights the importance for UX designers to not only implement robust privacy features but also to ensure they are transparently communicated, easily discoverable, and genuinely accessible to users. This builds trust, especially for demographics with heightened privacy concerns. Understanding whether this positive perception translates into a reduction of underlying anxiety or merely recognition of available tools is crucial for future design and policy.

A variation in the experience of male and female respondents is observed, with 51% of male respondents and 44.37% of female respondents experiencing adherence to platform rules as valuable, credible, and useful. This notable difference, where males perceive greater value, credibility, and usefulness in adhering to platform rules, suggests a gendered divergence in how online governance and behavioral guidelines are interpreted and appreciated. While the current data indicates males' value rule adherence more, studies on netiquette practices, a study on Jordanian university students found no statistically significant differences in the extent of Netiquette practices attributed to gender [53], suggesting that while actual practice might be similar, the perception of the value of these rules differs. The emphasis of netiquette on adhering to real-life standards and understanding contextual behavior suggests that the discrepancy might arise from how these "rules" are framed or experienced in different online contexts [54]. Variation is observed in the experience of sharing information online and user experience based on gender, with 51.04% of male respondents and 59.60% of female respondents experiencing sharing information as valuable, credible, and findable. This finding indicates that females perceive sharing information online as more valuable, credible, and findable than males. It also notes that enhancing privacy and security measures can protect women's digital lives, implying that when these are in place, women may feel more comfortable and find greater value in sharing [52]. Almost equal percentages of male (61.07%) and female (61.58%) high school respondents experience that cybersecurity practices are useful, trustworthy, and accessible. This finding of near-equal perception of cybersecurity practices among high school students is particularly significant. It suggests a convergence in understanding and appreciation of digital safety measures within this specific age demographic,

challenging some broader assumptions about gender differences in digital literacy and risk perception [55].

The observation that nuclear families experience slightly higher respectful online communication (55.88%) compared to joint families (50.60%) may stem from the emphasis on individual accountability prevalent in nuclear settings. Urban and rural respondents show comparable behaviors, suggesting a universal appreciation for maintaining credibility and value in digital discourse. However, disparities in digital competence between urban and rural students have been documented. A study published in the *International Journal of Learning Technology* found significant differences in digital skills favoring urban students, which could influence online communication behaviors [56]. Higher experience of privacy awareness in nuclear families (54.41%) compared to rural respondents (37.5%) may be attributed to greater exposure to digital technologies and personalized device usage. The *Facts and Figures 2024* report by the International Telecommunication Union highlights that only 48% of rural dwellers use the Internet, compared to 83% in urban areas, indicating limited accessibility and exposure in rural regions. This limited access can hinder the development of trust and understanding of privacy protocols among rural users [57]. The higher compliance observed among nuclear (61.76%) and rural (60.41%) respondents suggest that perceived usefulness and desirability of digital platforms drive adherence to rules. In rural areas, formal compliance may reflect structured digital learning environments. However, the digital divide remains a significant barrier. According to data from the Ministry of Education, rural schools lag behind urban schools by 29% in internet access, which impacts the effective use of digital platforms and adherence to their norms [58]. The superior information-sharing judgment in nuclear families (67.64%) compared to rural (47.91%) and urban (49.51%) respondents indicate a disparity in digital literacy. Limited discretion in information sharing among rural and urban populations may reflect gaps in digital competence. Efforts like the Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA), which trained over 63.9 million individuals in rural India, aim to bridge this gap. However, ongoing initiatives are necessary to enhance digital literacy and responsible information sharing across all demographics [59]. The pronounced caution in digital safety among nuclear families (66.17%) compared to rural (41.66%) and urban (45.63%) respondents underscore the need for targeted cybersecurity education. The *Digital Divide in Education* report emphasizes that only 24% of rural residents possess basic digital skills, highlighting the necessity for comprehensive digital literacy programs to build trust and accessibility in online environments [60].

The present study was an attempt to map digital netiquette dimension through the lens of the UX Honeycomb. The proposed model adapted an empirical grounding for conceptual clarification and is a theoretical integration and not on the basis of statistical inference. Basically, conceptual models illustrate relationships, organize constructs and explain phenomena based on existing theory and observed patterns in data rather than to test hypotheses or establish causality through inferential statistics [61,62]. Such models are particularly appropriate in exploratory and descriptive research where the objective is to synthesize theoretical frameworks with empirical observations and to offer a structured understanding of complex constructs [63]. And thus, the present study proposed UX-Netiquette model is grounded in established UX theory and supported by descriptive empirical evidence, thereby

ensuring conceptual clarity, empirical relevance, and theoretical alignment without reliance on inferential statistical testing.

Implications for Society and Policymakers: These findings highlight the critical need for policies that address digital inequalities. Policymakers should prioritize:

- Enhancing Digital Infrastructure: Bridging the urban-rural digital divide by improving internet connectivity and access to digital devices in rural areas [64].
- Promoting Digital Literacy: Implementing educational programs that focus on digital skills, privacy awareness, and cybersecurity practices, tailored to different family structures and geographic locations.
- Encouraging Responsible Online Behavior: Developing campaigns that emphasize the importance of respectful communication and responsible information sharing to foster a credible and trustworthy digital environment.

By addressing these areas, society can work towards a more inclusive digital landscape where individuals, regardless of their background or family structure, are equipped to navigate the online world safely and effectively.

6 Conclusion:

The present study was an attempt understand the digital interactions beyond technical efficiency for high school students by mapping the netiquette experience of high school students along with the UX facets honeycomb model given by Peter Morvellie. The netiquette experience of 300 high school students was assessed by the help of self-made questionnaire 'Netiquette User Experience Questionnaire (N-UXQ)'. The study provides an empirically grounded conceptual framework model named 'UX facets Vs Netiquette'. After mapping netiquettes experience with UX facets honeycomb model some new terms in this context had been suggested as: Valuable netiquette, Credible netiquette, Useful netiquette, Trustworthy netiquette, Desirable netiquette, Accessible netiquette, and Findable netiquette. The findings can be helpful for educators, program developers and policy makers to understand the digital behaviour of students.

Present research and findings are limited to self-reported Yes/No responses, small sample size considering only high school students and UX facets framework of Peter Morville, the study can be beneficial for future researchers by considering to larger and more diverse populations, adopting longitudinal or experimental designs as well.

Overall, this study is a novel attempt to suggest empirically grounded model for understanding netiquette experiences, bridging the gap between digital behavior and UX theory.

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