

# IMPACT OF SOCIAL NETWORKING SITES (SNS) ON THE YOUTH

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## ***Abstract:***

**In today's fast moving world, there are so many burning issues around us which we need to think upon and act, it's an alarm for us to be aware about the society and current issues like abuse of human rights, education, unfavorable effects of global warming, wrong performance of political leaders, crime against women, corruption etc. need to be discussed openly with the society in an effort to do something about it and bring a revolution. Social Networking sites provide a platform for discussion on such issues. One such burning issue that has been unseen in today's picture is the impact of social networking sites in the varying attitude of the youth. This research has been conducted on youths between age group of 12-30 years with a view to know the level of consciousness on the community issues and how far social networking sites get up the today's youth in expressing their views on present and burning issues like corruption, human rights, education etc. Study was conducted on 100 people mostly through personal interaction, and collect questionnaire on various social sites.**

***Keywords:* Social networking Sites, Corruption, social issues.**

## **INTRODUCTION:**

Social network sites are web-based services allowing individuals to construct a semi-public or public profile in a bounded system. Maximum of the time social networking sites are used to communicate with people who are already their friends or connections in the social network sharing same mindset or same interests and views, discussions on debatable topics, news articles are most common topics on these SNNs. Social networking sites are not only popular for providing a platform for chatting, sharing scraps, videos, pictures etc. but also for discussing social issues. Earlier people supposed in keeping their data private but now they like going public and viewing wall posts, status updates, tweets and infact every excitement of their lives. In this way, we are ourselves violating our privacy and liberty at the negotiation of publicizing intimate details so as to attract hundreds of online readers and even strangers. Now there is a sort of competition among the youths to pose themselves as most favorite and famous person on internet. So, the effort, time and focus we spend on creating our position, popularity rate. When these social networking sites started, youths got immediately paying attention towards them as they found it very convenient to develop their social circle, chat with other teenagers,

share their personal photos and see others data too lacking of any security alert. No hesitation these SNS provides employment, marketing, personal growth, sharing of information but the most prevalent hazard through often involves online individuals. One side these sites provide to be in touch with our dear ones on the other side it creates platform for many cyber crimes. In this paper we focused on the positive as well as negative impact of these social networking sites on the Indian youth and what are the ethical responsibilities of the users of these sites.

There are a number of SNS's available now-a-days wherein users are increasing leaps and bounds as shown in the table below-

Top 10 Social Networking Sites:

S.No	Social Networking Sites	No. of Users
1	www.Facebook.com	300 million
2	www.Myspace.com	264 million
3	Windows Live Spaces	120 million
4	www.Habbo.com	118 million
5	www.Friendster.com	90 million
6	www.hi5.com	80 million
7	www.Tagged.com	70 million
8	www.Orkut.com	67 million
9	www.Flixter.com	60 million
10	www.Netlog.com	54 million

Table 2 Rank Sites Estimated unique monthly users

From Table 2 we can interpret that most of the user like to use facebook .

Literature Review:

Lot of literature is available now days on the social networking sites and their impact on the youth of any nation, children, adolescence and families as during the

last 5 years, usage of such sites has increased among preadolescents and adolescents. Out of 75% of teenagers owning cell phones, 25% use them for social media, 24% use them for instant messaging and 54% use them for texting (Hinduja S. & Patchin J., 2007). Positive outcomes from these technologies as jobs found through LinkedIn or political activities organized via Facebook is well-known, but now a growing corpus of research on social networks sites supports this view too.(Sumiti Sehgal, 2010). Social networking sites have both negative and positive impact on the education of the youth. (S. Kuppaswamy, 2010). According to a latest poll, 22% of teenagers log in more than 10 times a day on to their favorite social media site, and more than half percentage of adolescents log more than once a day (Steyer James, 2009). Youths and adolescents are at some risk as they navigate and experiment with social media because of their limited capacity for self-regulation and susceptibility to peer pressure. There are frequent online expressions of offline behaviors, as clique-forming, harassment, and sexual testing according to a recent research (Lenheart A., 2009). Infact research also states that parents need to be aware of the type; content and nature of social media sites as maximum of them are not suitable for children and adolescents. So, Pediatricians are now playing a vital role to help families understand these sites and their usage so as to monitor for potential problems with sexting, cyberbullying, Facebook depression, and exposure to inappropriate content' (Keeffe, G.S.2012). Today many parents are IT literate and use technology suitably well, comfortably and feel capable with the online sites that their children and adolescents are using. But some parents find it problematic to relate to their techno-savvy youngsters online. Such parents gradually lack an idea and connectivity with these new forms of

socialization that play a vital role in their kid's lives.(Palfrey J & Gasser U, 2010).

**Objectives:**

1. To study the awareness level of usage of different social networking sites.
2. To study the type of social issues discussed over social networking sites.

**Hypothesis:**

1. Youth participation is insignificant in social issues discussed on social networking sites.

**Research Methodology:**

The research gives an insight to the youth connection with social issues and the social networking site. The

research also analyses that are the youth really participating in the movements or just discuss them on web and sit back. Research was conducted on the youth of sangli region. Total sample size taken is 400 respondents. It was an investigative study and tools used were tables, graphs, bar charts, Cross tables.

**Analysis and Interpretation:**

According to survey it has been categorizing the users in four categories one of which is teenagers (12 - 17), second one is young adults (18 – 21) and the third and fourth one is adults and working adult respectively (22+) as shown in Table 1.

In response to the query whether you have the access to the internet or not following table is obtained:

Catogary	Wish to use	Wish to use, But parent restriction is there.	Use	Don't Use
Teenagers	15	20	42	23
Young adults	22	13	51	14
Adults	9	0	45	46
Working adults	22	0	24	54

(Source: Generated by researcher) Table 1

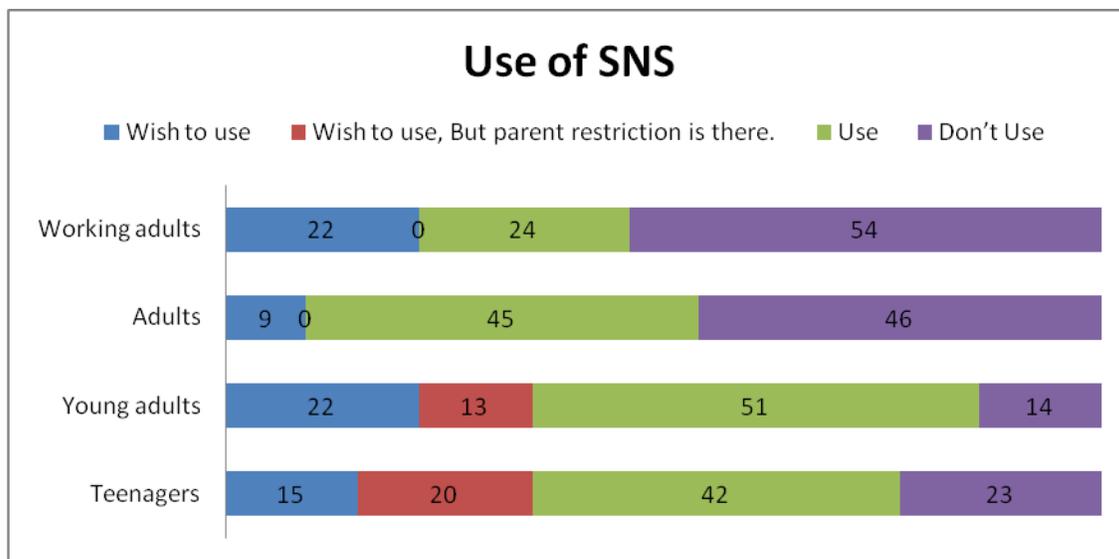


Fig:1

As shown in figure 1 it has shown the ratios of teenage users with the average of using social networks, not using social networks, wishes to use social networks and wishes to use but parent restriction is there. The average of users those who use social networks are those users which use social networks regularly on daily bases, while those users who wish to use social networks are those who don't have internet. While those users who wish to use social networks but parent restriction is

there are those who don't have parental permission or any other problem to use social networks but they wish to use social networks. It has been recorded another community of people those who don't use social networks in fact they don't want to use social networks because they dislike social networks.

The Table2 shows the number of social networking sites users. WhatsApp and Facebook are the most popular website of all the other social networking sites.

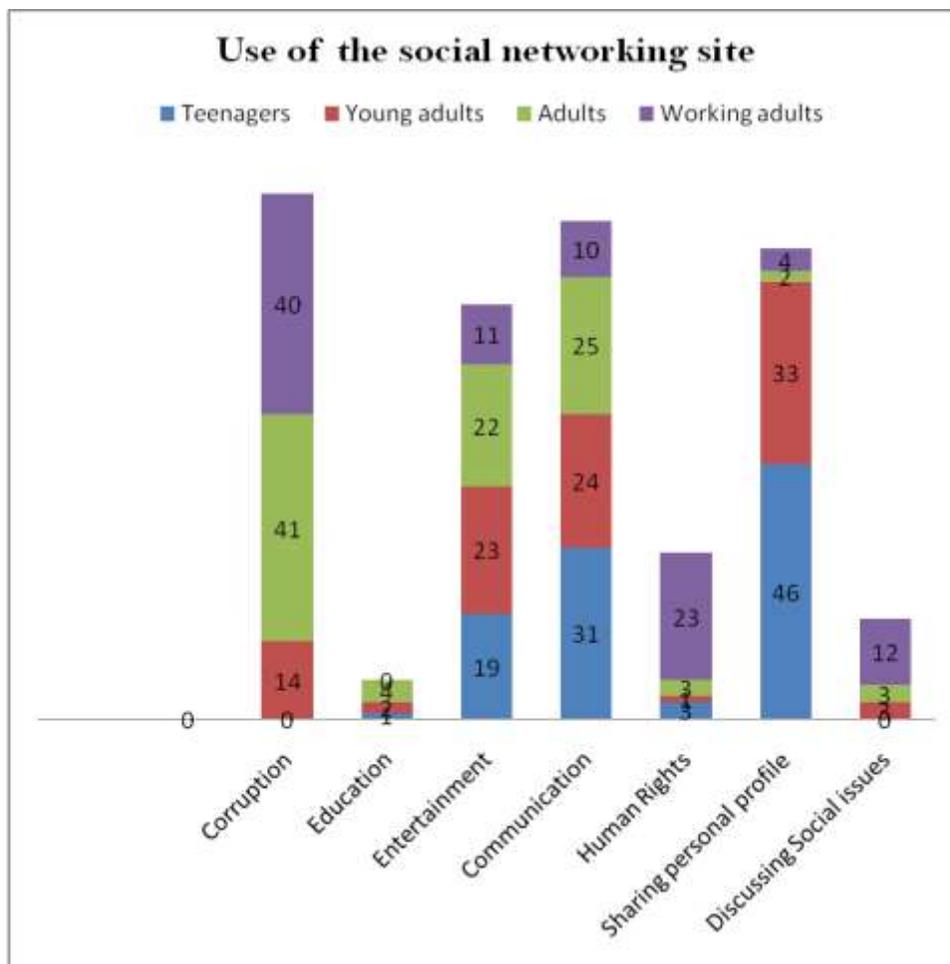
Name of Social Networking sites	Teenagers	Young adults	Adults	Working adults	Frequency	%	Cumulative Percentage
	(12-17)	(18-21)	(22 +)	(22 +)			
<b>Facebook</b>	49	44	30	21	144	36	36
<b>Whatsapp</b>	22	42	45	51	160	40	76
<b>Twitter</b>	12	3	8	6	29	7.25	83.25
<b>Orkut</b>	0	0	0	3	3	0.75	84
<b>Linkedin</b>	3	5	3	4	15	3.75	87.75
<b>Youtube</b>	9	3	8	5	25	6.25	94
<b>Flickr</b>	5	3	4	9	21	5.25	99.25
<b>Myspace</b>	0	0	2	1	3	0.75	100
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>400</b>	<b>100 %</b>	

(Source: Generated by researcher) Table 2

The Table3 shows The corruption, Communication, Sharing of personal profile and Entertainment are the most popular issue discussed over the SNS.

Use of the social networking sites	Teenagers	Young adults	Adults	Working adults	Frequency	%	Cumulative Percentage
	(12-17)	(18-21)	(22 +)	(22 +)			
Corruption	0	14	41	40	95	23.75	23
Education	1	2	4	0	7	1.75	41
Entertainment	19	23	22	11	75	18.75	53
Communication	31	24	25	10	90	22.5	55
Human Rights	3	1	3	23	30	7.5	70
Sharing personal profile	46	33	2	4	85	21.25	85
Discussing Social issues	0	3	3	12	18	4.5	97
	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>400</b>	<b>100</b>	<b>100</b>

(Source: Generated by researcher) Table 3



**Teenagers use of SNS:** 46% teenagers uses SNS for sharing personal profile, 31% for communication and 19 % for Entertainment, they are least bother about the use of SNS for education, Human rights, corruption and discussing the social issues with other.

**Youth Adults use of SNS :** 33% youth adults uses SNS for sharing personal profile, 24% for communication and 23 % for Entertainment, they are also least bother about the use of SNS for education, Human rights, corruption and discussing the social issues with other.

**Adult’s use of SNS:** 40% working adults uses SNS for corruption 23% for human rights, they are least bother about the use of SNS for education, Human rights,

sharing personal profile and discussing the social issues with other.

**Working adults use of SNS:** 41% adults uses SNS for corruption,25% for communication and 22% for education, they are least bother about the use of SNS for education, Entertainment, Communication , Human rights, sharing personal profile and discussing the social issues with other.

From above discussion, researcher can say that the age group (12-21) that is teenagers and young teenagers uses SNS for entertainment, communication and for sharing personal profile over the net. Also researcher can

conclude that the age group (22+) that is adults and working adults uses SNS for corruption.

### CONCLUSION:

Many researchers were found that the social networking sites are acting as great medium for view mobilization. Youth is raising their voice against social acts like violation of Human Rights, corruption etc. These social networking sites are proving themselves an advantage at least in bringing opinion of people on these social issues. Youth are getting more aware about the social issues mainly from Facebook. But instead of getting the knowledge the youth generally don't discuss them, they just share it or like it and the issue just remains focused on web only. Most of the people think that youth can play a positive role in changing our society which is represent in most of the responses to different queries. So we should focus on the ethical use of these SNS so that it serves our society in a right way and the youth can play an important role because SNS is a boob and curse both for the Indian society .In one hand it provides away to connect our dear ones on the other side it gives a dais that become danger for our tradition and culture.

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