A Study on Impact of Social Networking Sites on Youth

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Abstract

This paper is focused to discover out the answer whether the social networking sites are boon or bane for today's society. Social networks such as Facebook, Twitter, Instagram etc, which added a new social dimension to the web. While such networks have made people, communities and groups with shared interests stay more "connected". Internet addiction and surfing so many social network sites on internet is an addiction and moreover this particular also started being recognized as psychological disorders all over the world. While several 90's studies focused on Internet addiction, the next decade saw the growth of a new addiction related to all manner of social networking sites, especially the current king of the jungle: Facebook. This study investigated the existence of Internet addiction among youth and how users are becoming addicted to the Internet in much that same way that others became addicted to drugs or alcohol which resulted in academic and what are the advantages and disadvantages of social networking sites.

Keywords : *Social Networking Sites, Addiction, Face book.*

1. Introduction

Online social network sites like whatsapp, twitter, Instagram and Facebook etc. have grabbed the attention of youth and at the present time became common destinations for young people across the country, young people are logging in for creating an attractive and elaborative profiles, publicly disclosing their relationships with other participants, and writing many comments back and forth. Now a day these sites are an important part of teen's social life. People today can't imagine living without social networking. It has become a daily routine no matter where you are. Those who do not get enough time to access their desktops often use a mobile device to stay connected with their friends. What's even more interesting is that teenagers are using social networks more than the adults demographic today, something which has never happened before the last year or so. But there are also people who do not support this growing trend mainly because of its negative impact on the society. The argument is that social networking is slowly taking over face-to-face communication, as people prefer expressing themselves online.

Literature Review

Charles O. Omekwu, Helen N,Nneka Jennifer Odoh (2014) studied The Use of Social Networking Sites among the Undergraduate Students of University of Nigeria, Nsukka and found that a reasonable number of UNN Undergraduate students use the social networking sites. Hence, The popularity of the social networking usage by undergraduate students of university of Nigeria Nsukka is high and they are getting some advantages out of it. The students are using social networking to achieve some purposes. The researcher found that sometimes you can take advantages through and sometimes facing disadvantages are also part of it. Technology is having two sides like a coin , one good site and one bad site. Based on this, it is instructive to note that the relevant government authorities and other sponsors of the students, have to take good measures to ensure that they(student) are made to be aware of how and why they use the social networking sites.

Shivani Arora (2014) studied Social Networking-A Study of Indian Youth and found that the respondents studied are users of Social Networking websites, spending considerable time on it. They have access to the networks all the time through their smart phones and tablets, so they

find it a little difficult to calculate the exact time they are spending online on social networks. This makes our job of figuring out the time as a symptom of addiction very difficult. One of the symptoms of logging on to social networking websites before going to sleep checks out in majority of users, which further leads to sleep deprivation as they remain hooked on it for long hours, thereby causing harm to their physical and mental health. They also tend to agree that the medium is addictive, which is indeed a positive finding, since once the knowledge is there, the chances are the youth is aware that if used excessively , it may turn out to be an addiction. The realization by the young people of it being addictive, harmful to physical and mental health may be construed as a positive sign.

Onyeka Ndidi Camilia,Sajoh Dahiru Ibrahi, Bulus Lucy Dalhatu (2014), studied The Effect of Social Networking Sites Usage on the Studies of Nigerian Students and found that study revealed no effect in the students' use of SNSs on their studies, the study still founds that there is a need for creating a balance between the use of SNS and studies. This is because students are using the SNS even in the lecture hall while lectures are going on and also while studying. There is need for students to learn time management and to allocate, to each task, a specific timeframe. Students and young adults should always make out special time for using the SNSs and not to devote all their available time to it. The study found that using social networking sites may sometimes would increase students' academic performance. Since students are also using SNSs for their academic activities, lecturers should use SNSs to enhance teaching-learning process by uploading academic contents for use by the students.

S.M. Al-Jubayer(2013) studied The Use of Social Networking Sites Among Teenagers: A Study of Facebook Use in Dhaka City, and concluded that While there are certainly concerns about the growth of technology and Internet use among teenagers in Bangladesh and around the world, technology should not be necessarily negative always. The fact is that technology has become an integral part of the modern teenager now a day. Parents should become more conscious and concerned for monitoring online usage of their children. They should recognize that technology is now a normal part of many teenagers' lives. Results from the most extensive study (Ito, 2008) on teens and their use of digital media suggest that youth are developing important social and technical skills online, often in ways their parents do not understand or value. Ito (2008) indicated that: It might surprise parents to learn that it is not a waste of time for their teens to hang out online. There are myths about kids spending time online – that it is dangerous or making them lazy. But we found that spending time online is essential for young people to pick up the social and technical skills they need to be competent citizens in the digital age. Over three years, this study (Ito, 2008) interviewed over 800 young people and their parents, both one-on-one and in focus groups, spent over 5000 hours observing teenagers on sites such as MySpace, Facebook, YouTube, and other networked communities, and 44 Journal of International Social Issues conducted diary studies to document how, and to what end, young people engage with digital media. This study identified two distinctive categories of teen engagement with digital media: friendship-driven and interest-driven. While friendship-driven participation centered on "hanging out" with existing friends, interest-driven participation involved accessing online information and communities that may not be present in the local peer group.

Shabnoor Siddiqui and Tajinder Singh (2016) studied "Social Media its Impact with Positive and Negative Aspects "and found that social media has become integral part of a life. Almost every second person is connected through this.It has increased the rate of collaboration too. Businesses are also using it for promotional purposes. Youngster are daily in touch with social networking sites. But it has negative site too and people can mislead or misguide through these sites. Some people are sharing wrong information on it. It's not maintaining proper privacy of a person. Use of social media should be in limited way.

Aida Abdulahi, Behrang Samadi, Behrooz Gharleghi (2014) studied A Study on the Negative Effects of Social Networking Sites Such as Facebook among Asia Pacific University Scholars in Malaysia and the study shows that social network sites such as Facebook affects the scholars of Asia Pacific University.For instance Reynol Junco, 2012 found that time spent on Facebook and checking Facebook was negatively related to the overall performance of the student. Time spent on social network sites is shown to negatively impact academic performance. There is negative correlation between two, As time spent on social networking sites increases, the academic performance of the students is seen to deteriorate. This ties in well with the findings presented in Kirschner and Karpinski (2010). Secondly, the researcher concluded use of social networking sites with the health threat.

Research Methodology

This research is based on the descriptive approach. It based on a survey of 50 Students that use the social networks study through using structured questionnaires to study the negatives and disadvantages of the use of social networks, as well Secondary data through websites, newspaper, journal and books has been also used.
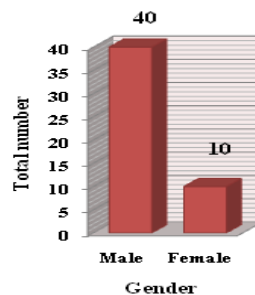
Data Collection

Primary Data

Questionnaire method filled from youngsters having age group 18 to 29 years of age.

Secondary Data

The sources of Secondary Data are websites, newspaper, journal and books.
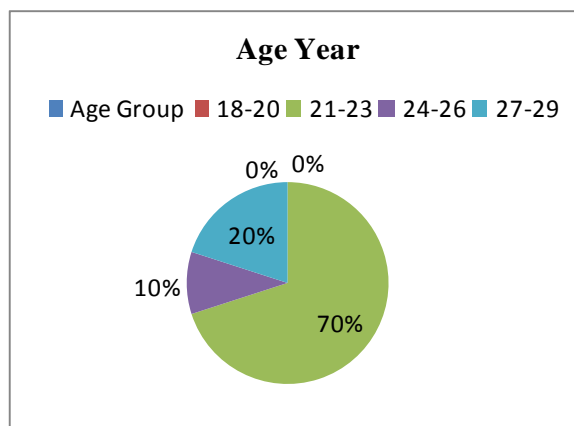
Analysis and Interpretation of data

1 Gender

Interpretation:

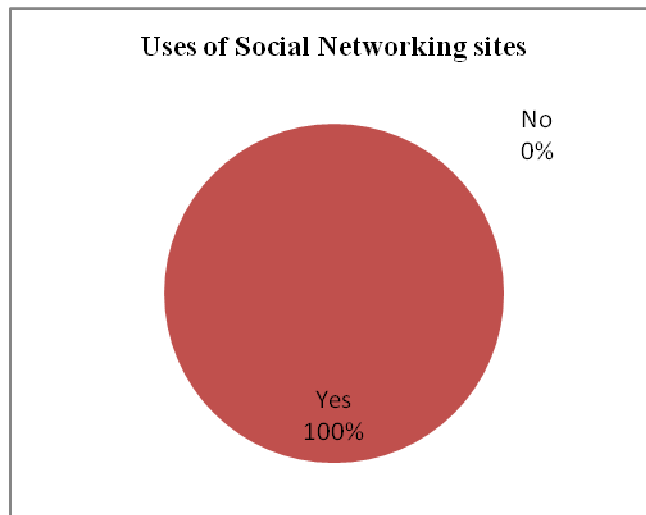Male respondents are 4 times than the female respondents.

2 Age group

Interpretation

It is seen that youngsters having age group between 21 to 23 years are maximum in sample population.
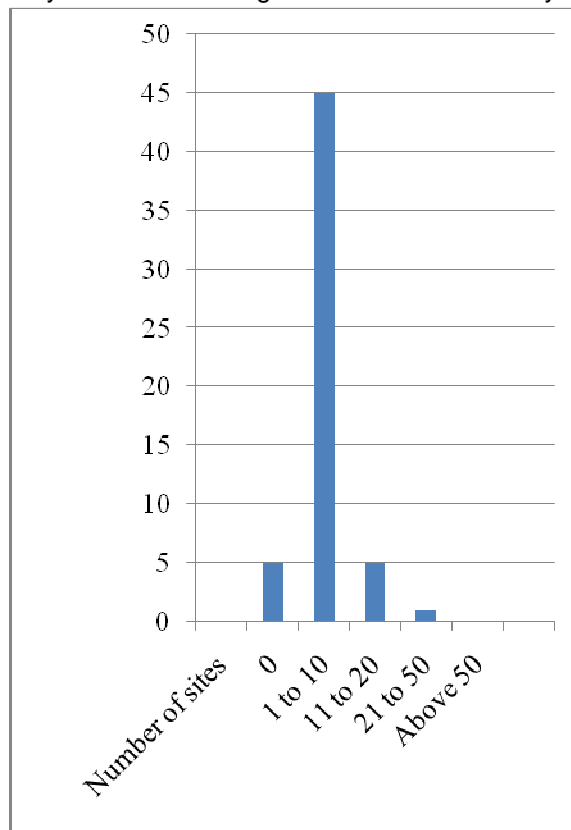
3 Respondents using social networking sites

Interpretation:

It shows that all the youngsters use social networking sites.
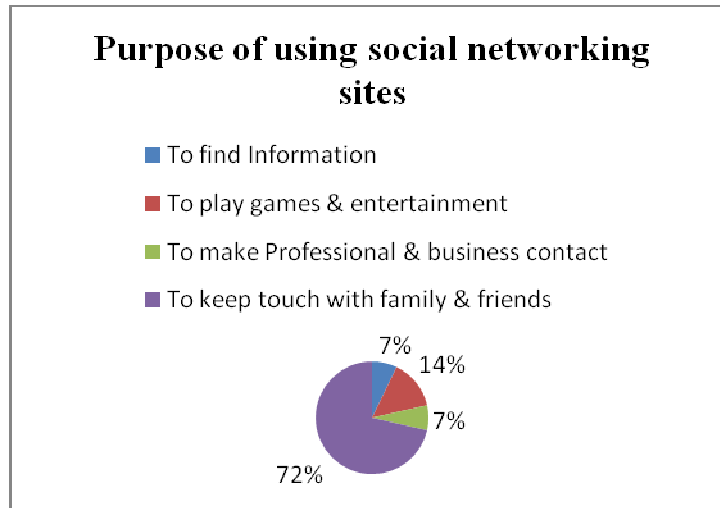
4 How many social networking sites communities are you a member of?

Interpretation

It shows maximum youngsters are member of more than one community but less than 10 Community.

5 Why do you use an online social network?

Purpose of using social networking sites

■ To find Information

■ To play games & entertainment

■ To make Professional & business contact

■ To keep touch with family & friends

7% 14% 7% 72%

Interpretation

Many of the youngsters are using sites to keep in touch with their near and dear ones, also for games and entertainments.

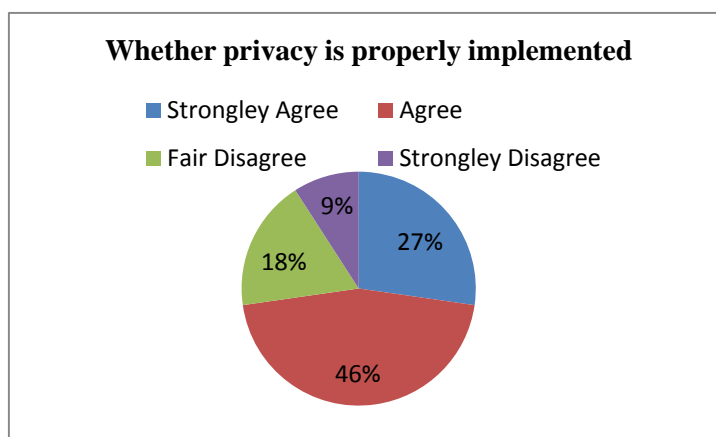6 Does online networking affect your social life?

Social Networking sites affect the life

■ No ■ Somewhat ■ Yes ■

10% 30% 60%
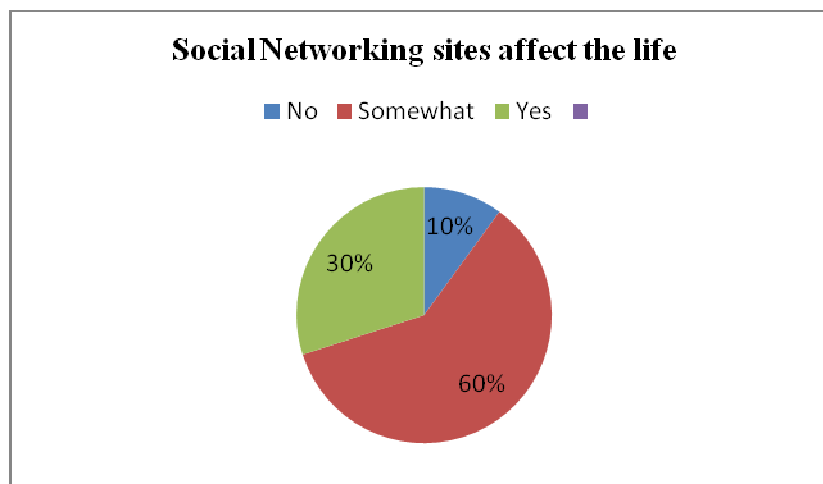
Interpretation

Study shows that social networking sites affect the life of youngsters.

7 Do you think privacy policies are effective in social networking sites?

Whether privacy is properly implemented

Strongley Agree   ■ Agree
Fair Disagree   ■ Strongley Disagree

Interpretation

Privacy policy should be made stricter to stop criminal offenses.

Conclusion

The purpose of this research work was to examine the Social Networking sites usage patterns of teenagers and the impact of Social Networking sites on their lives and behaviour. It is found that Social Networking sites are very popular among the youths with the majority of them stating that they are active members of social networks. The current study has shed light on the evolving nature of Social Networking sites among youngsters illustrating the reasons why they use Social Networking sites, what information they shared and the impact of Social Networking sites on them. The finding of this study can be used for further research work on Social Networking sites and its impact on interpersonal relationship amongst youngster, culture and education.

Suggestions

1. Design a social network site under the supervision of community foundation working in the Family Development Sector.

2. Use of awareness programs in colleges and weekly lectures that focused on the youngsters to monitor the most important pros and cons for using social networking sites; with listed to practical cases to them the damage occurred.

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