



Impact of Social Networking among Youth

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Abstract : *Social network is formally defined as a set of social actors, or nodes, members that are connected by one or more types of relations. Nodes, or network members, are the units that are connected by the relations whose patterns researchers study. The units are most commonly individuals, groups or organizations, but, in principle, any unit that can be connected to other units can be studied as nodes, such as, web pages, blogs, emails, instant messages, families, journal articles, neighbourhoods, classes, sectors within organizations, positions, or nations. Research in a number of academic fields has shown that social networks operate on many levels, from families up to the level of nations, and play a critical role in determining the way problems are solved, organizations are run, and the degree to which individuals succeed in achieving their goals. Traditionally, mainstream*

social research focus exclusively on the behaviour of individuals. This approach neglects the social part or structure of human behaviour; the part that is concerned with the ways individuals interact and the influence they have on one another.

Social Networking is a research strategy that allows researchers to quantify the patterns of relations among a set of actors. The actors are usually people, but they can also be organisations or nations. Social network analysis can be applied to substantive problems where there is a possibility of a measurable effect from the pattern of relations among the actors benefitting from social network analysis.

Keywords: *Social Networking, Youth, Network Members, Human Behaviour, Types of Data.*

Introduction:

SOCIAL NETWORKING- It is the way the 21st century communicates. It is an online platform that is used by people to build social network or social relations with other people. Social Networking can occur for social purposes, business purposes or both through sites such as Facebook, Twitter, LinkedIn, WhatsApp, etc. Social networking is also a significant target area for marketers seeking to engage users. It has grown to become one of the largest and most influential components of the web and the open-ended nature of social networks is based on certain structure that allow people to both express their individuality and meet people with similar interests. Most Social Networks are primarily web-based and provide a collection of various ways for users to interact such as Chat, Messaging, Videos, Emails, File sharing and so on.

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- Social Networking is an online platform that is used by people to build relationships with other people.
- It facilitates the development of online social network by connecting user's profile with those of other individuals.
- A study reveals that India has recorded the World's largest growth in terms of Social Networking users in 2013.

Objectives:

The objective of the study is to study the impacts of social networking with special reference to youth. The main purpose behind this research are:

- Evaluation of average time spent by users on Social Networking and age categoric uses distribution.
- Effects of Social Networking site on ethical characteristics/ethics of user and its negative impact in terms of word of mouth communication.
- Evaluation of key factor affecting user perception of Social Networking sites.
- Effects of Social Networking on retail consumer attraction on advertising and marketing industries.
- Understanding the dark side of Social Networking use in terms of phishing and security.
- Most social networking is web-based and provides means for users to interact over the internet and online forums.

Hypothesis:

The present study deals with the impacts of social networking with special reference to youth.

Hypothesis related to the present study are as follows:

- There will be an addictive nature amongst the social networking site users.
- There will be various cases of teenagers who will be affected by the ill use of social networking site.

Methodology:

In this research work, both primary and secondary sources of data have been used.

1. **Area of study** - The study area of research work are as follows:
 - Boring Road (Patna)
 - Kankaragh (Patna)
2. Sample Size – 100
3. Sample Method – Purposive Sampling Method
4. Tools and Techniques-The following research tools were used for the data collection:
 - Interview
 - Schedule
 - Case Study
5. Procedure of Data Collection: A sample of 100 youth of age group 13 to 30 years were considered from different parts of the city (Patna). A questionnaire comprising 25 questions was prepared and circulated for recording the responses. Interviews were taken along with the relevant case studies, of which analysis helped in conclusion of the study.

Results and Discussions:

The Research work entitled "Impact of Social Networking among Youth" has been carried out on the basis of empirical study. The entire information or data collected from the respondents has been carefully analyzed. Keeping in mind, the view of 100 respondents, certain Data analysis has been done by the research workers. The result also explains the validity of the hypothesis formulated in the very beginning of the research. The data analysis has been represented with the help of bar graph and line graph.

Hypothesis No. 1 : Addictive nature of users.

Fig. 1 - proves hypothesis 1.

Hypothesis No. 2 : Ill-Use of Social Networking.

Fig. 2 and 3 proves 2nd hypothesis.

Findings:

- The use of Social Networking is on the rise. It shows that people are interested in trying out new networks.
- Facebook is omnipotent. That means it's quite interesting to see that the social site of choice

for people who only use one, was of course “FACEBOOK”. It continues to be the king of social networking.

- The increasing popularity of social sites has gained attention as the most viable communication choice for the blogger, article writers & content creators.
- Social Networking has removed all the communication barriers & now one can communicate his/her perception.
- Social Networking is encouraging people to become more public with their private lives, users are easily giving out information which they never reveal during face to face communication and revealing private information on networking site may harm their privacy very badly.

Conclusions:

Social networking website is a revolutionary idea with a very bright future with further scope of advancement. The opportunities provided from this medium are immense and many organizations are making use of this medium to better their practices. With the help of Social Networking they can advertise or communicate in a more efficient way.

The world is getting closer every day and everyone wants to be connected. Social Networking sites spread information faster than any media. They allow people to improve their relationships and make new friends. It also helps students do better at school by providing information. Social networking helps employers find employees and job-seekers find work. It increases voter participation and facilitates political change. Social Networking offers a way to everyone who wants to expand their horizon.

Suggestions:

On the basis of field work and keeping in mind the limitations of social networking with reference to youth, the following suggestions can be drawn upon.

- Use caution when you click links that you receive in messages from your friends on social networking.
- Know what you have posted about yourself because hackers break the account by

clicking on “Forgot your password?” link and many information posted by us can help them as your birthday, hometown, etc. to hack our account.

- Don’t trust that a message is really from whom it says it’s from, it can be fraudulent.
- Choose your social network carefully. That means evaluate the site that you plan to use and make sure you understand the privacy policy.
- Assume that everything you put on social networking is permanent because one can easily print photos or save text on their mobile and computers.

LIST OF GRAPHS

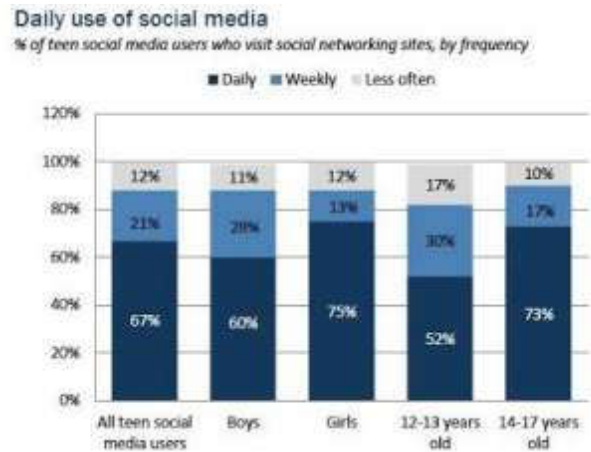
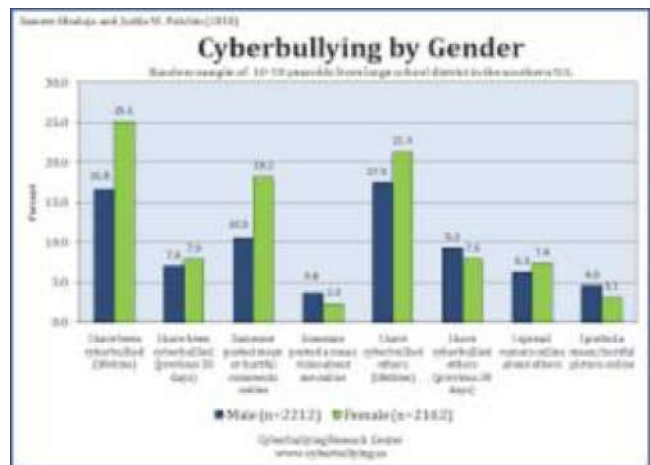
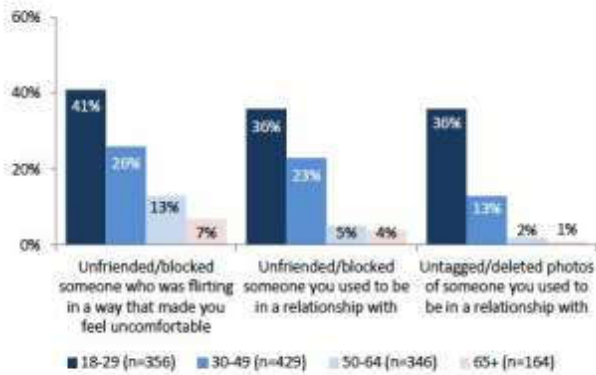


Fig. 1. Shows the percentage of teenagers who visit social networking sites daily that means their addictive nature. Thus it proves Hypothesis 1.



Negative relationship experiences on social networking sites
% of SNS/Twitter users who have...



Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 - May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones.

Fig. 2. Shows cyberbullying gender wise and Fig. 3. shows negative relationships experienced on social networking sites by youth. Thus Fig. 2 and 3 proves 2nd hypothesis.

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