

A STUDY ON IMPACT OF SOCIAL NETWORKING ISSUES AMONG YOUNGSTERS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

The extensive use of Social Networking in India has been on the rise among the new generation youths. In today's world, life cannot be imagined without Facebook, YouTube, Instagram, What-Sapp, LinkedIn or Twitter accounts and online handles. The new age social networking culture has been well accepted and has met an enthusiastic response and acceptance. There are reports of cultural changes and in the way traditional interactions and social communications are conducted in India. Research studies on this new age social media impact and usage within India have been limited to specific surveys and theories. The objectives of this study are an attempt to investigate the extent of social networking impact on the Indian youth. The reason for selecting youth as the target audience is because the direction of a country and culture is decided by the direction taken by youths of that country. This paper is an attempt to analyse the pattern of social networking usage and impact in order to determine the social networking addiction.

Keywords : Social Media, Society, Youngsters, Education.

Introduction - Social Networking

A social network is “a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of relations”. With the rapid growth of people who use or have access to the internet, social networking websites are a must for the internet community to stay in touch with each other. Social networking web sites help people keep in touch with old friends, make new friends, distribute new data or product, and many more aspects of our everyday lives. The first official social networking web site was classmates.com which was founded in 1995. The site starts off with a few people who then tell their friends about the site, then those friends tell their friends about the site and soon the site is a huge database of users connected by friends, acquaintance, or just random people. The web sites are made to “...allow users to create “profile” describing themselves and to exchange public or private messages and list other users or groups they are connected to in some way. “Most social networking websites are often designed to fit a certain type of community such as the college community being mirrored by facebook.com or a music/party community mirrored by Myspace.com.

With the rapid growth of social networking web sites and their global scale usage, whatever one feels concerning social networking web sites is irrelevant because social networking web sites are on a popularity rise and are here to stay. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online. This is because unlike most high schools, colleges, or workplace, the internet is filled with millions of individuals who are looking to meet other people, to gather and share first-hand information and experiences about cooking, golfing, gardening, developing friendships or professional alliances, finding employment, business-to-business marketing and even groups sharing information to the end.

WORKINGS OF SOCIAL NETWORKING SITES

FACEBOOK

The Facebook service can be accessed from devices with Internet connectivity, such as personal computers, tablets and Smartphone's. After registering, users can create a customized profile revealing information about themselves. They can post text, photos and multimedia which is shared with any other users

that have agreed to be their "friend", or, with a different privacy setting, with any reader. Users can also use various embedded apps, join common-interest groups, buy and sell items or services on Marketplace, and receive notifications of their Facebook friends' activities and activities of Facebook pages they follow. Facebook claimed that it had more than 2.3 billion monthly active users as of December 2018. However, it faces a big problem of fake accounts. It caught 3 billion fake accounts in the last quarter of 2018 and the first quarter of 2019.

YOUTUBE

YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media video, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. Unregistered users can only watch videos on the site, while registered users affirming themselves to be at least 18 years old.

LINKDIN

LinkedIn is an American business and employment-oriented service that operates via website and mobile apps founded on December 28, 2002 and launched on May 5, 2003 it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. As of 2015, most of the company's revenue came from selling access to information about its members to recruiters and sales professionals. Since December 2016 it has been a wholly owned subsidiary of Microsoft. As of June 2019, LinkedIn had 630 million registered members in 150 countries.

INSTAGRAM

Instagram(also known informally as **IG** or **Insta**) is an American photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 exclusively on IOS. A version for Android devices was released a year and half later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and Windows 10 in April 2016 and October 2016 respectively. The app allows users to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location

information. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can like photos, and follow other users to add their content to a feed.

TWITTER

Twitter is an American microblogging and social networking service on which users post and interact with the message known as “tweets”. Registered users can post, like, and retweet tweets, but unregistered users can only read them. Users access twitter through its web interface, through short message services or its mobile device application software twitter, Inc. is based in san Francisco, California, and has more than 25 offices around the world. Tweets were originally restricted to 140 characters, but was doubled to 280 for non-Asian languages in November 2017.whether it’s sharing breaking news, posting updates about their company or following their favorite celebrities, people are using twitter to connect with others and to discover new thigs every day.

STATEMENT OF THE PROBLEM

Social media offers young people several benefits and opportunities, including access to information, extended social networks, social skills practice, identify expression, informal learning opportunities, interest-based groups, development and maintenance of friendships, and fun. But the problem is that youth today are addicted to social networking sites. They are wasting a lot of time in front of these sites and moreover, they are not able to handle their sites properly. Hence the research aims to study the impact of social networking sites among youth and to find out most preferred social networking sites.

OBJECTIVES OF THE STUDY

- To study the impact of social networking issues among youngsters
- To determine the level of usage among various age groups
- To find out the effect on usage of various social networking sites

SCOPE OF THE STUDY

- The motive behind the research is to identify the impact of social networking issues among youngsters
- The signification of the project is to analyze the negative influence of networking on students
- The intention of the study is to clarify the perception of security measures among users
- To bring out the fact behind the consistent usage of sites by the youngsters
- The scope of this project would help in understanding crucial role of information obtained from the networking sources.

RESEARCH METHODOLOGY

The research is a systematic, collection, recording, recording and analyzing of data about the networking problems influencing to youngsters. It involves the diagnosis of information needs and the selection of relevant inter-related variables about which and reliable information is gathered, recorded and analyzed. This chapter of research methodology of reports consisting of the series of steps of research process for the study “A STUDY ON IMPACT OF SOCIAL NETWORKING ISSUES AMONG YOUNGSTERS WITH SPECIAL REFERENCE TO COIMBATORE CITY”. This chapter consisting of the research process in both the aspect i.e. steps towards merchandising and strategy needed to initiate that. Along with this it explains all of the research tools from the collection of data till analyzing of collected data.

Research comprise rectifying and defining problems, formulating hypothesis or suggestion, solutions collecting, organizing and evaluating data, making deductions and research conclusion, and at last carefully testing the conclusion to determine whether they fit the formulation hypothesis.

Review of Literature

Bergh and McKenna (2004)¹write on “The internet and social life” in ‘Annual review of psychology’. The Internet is the latest in a series of technological breakthroughs in interpersonal communication, following the telegraph, telephone, radio, and television. It combines innovative features of its predecessors, such as bridging great distances and reaching a mass audience. However, the Internet has novel features as well, most critically the relative anonymity afforded to users and the provision of group venues in which to meet others with similar interests and values.

Kaveri Subrahmanyam and Gloria lin (2007)² published a paper entitled “Adolescents on the net: Internet use and wellbeing” in ‘adolescence’. With the growing popularity of internet communication applications among adolescents, the Internet has become an important social context for their development. This paper examined the relationship between adolescent online activity and well-being.

Bhagat and Sehgal (2011)³ conducted a study entitled “The relationship of parental bonding and internet addiction” and published paper in ‘International journal of psychological science’. The present study was conducted to study internet addiction in relation to parental bonding. For this purpose, a sample of 200 students was taken and they were administered the Internet Addiction Test and Parental Bonding Instrument for measuring internet addiction and the four dimensions of parental bonding viz.

POSITIVE EFFECTS OF SOCIAL NETWORKING SITES:

- 1. Connectivity:** The first and main advantage of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts.
- 2. Help:** You can share your issues with the community to get help and giddiness. Whether it is helping in term of money or in term of advice, you can get it from the community you are connected with.
- 3. Information and Updates:** The main advantage of the social media is that you update yourself from the latest happenings around in the world. Most of the time, Television and print media these days are biased and does not convey the true message. With the help of social media, you can get the facts and true information by doing some research.
- 4. Noble Cause:** Social media can also be used for the noble causes. For example, to promote an NGO, social welfare activities and donations for the needy people. People are using social media for donation for needy people and it can be a quick way to help such people.

NEGATIVE EFFECTS OF SOCIAL NETWORKING SITES:

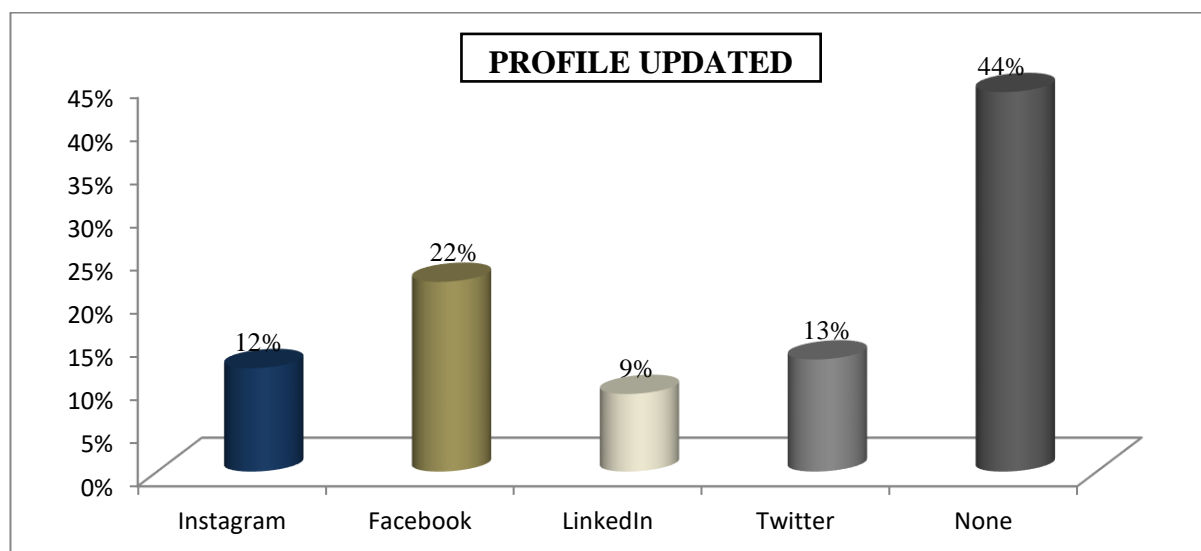
- 1. Cyber bullying:** According to a report published by PewCenter.org most of the children have become victims of the cyber bullying over the past. Since anyone can create a fake account and do anything without being traced,

it has become quite easy for anyone to bully on the Internet. Threats, intimidation messages and rumors can be sent to the masses to create discomfort and chaos in the society.

2. Hacking: Personal data and privacy can easily be hacked and shared on the Internet. Which can make financial losses and loss to personal life. Similarly, identity theft is another issue that can give financial losses to anyone by hacking their personal accounts. Several personal twitter and Facebook accounts have been hacked in the past and the hacker had posted materials that have affected the individual's personal lives. This is one of the dangerous disadvantages of the social media and every user is advised to keep their personal data and accounts safe to avoid such accidents.

3. Addiction: The addictive part of the social media is very bad and can disturb personal lives as well. The teenagers are the most affected by the addiction of the social media. They get involved very extensively and are eventually cut off from the society. It can also waste individual time that could have been utilized by productive tasks and activities.

4. Reputation: Social media can easily ruin someone's reputation just by creating a false story and spreading across the social media. Similarly, businesses can also suffer losses due to bad reputation being conveyed over the social media.



From the above table shows that respondents who have their profile in multiple social networking sites indicate that 44% of them not given the profile updated. 22% are from Facebook. 13% are from twitter. 12% of the respondents from Instagram.

CONCLUSION

A social networking web site is an online community in which people can connect to others with similar interests. Since their start in 1995 with classmates. Social networking web sites have grown enormously to include such huge sites today as Facebook.com, Instagram.com, twitter.com, orkut.com. Through these sites business can use social networking web sites to connect to potential employees, market new products, and get feedback on their current products as well as new ideas for future products. Although there are many valuable assets to social networking websites, there are also major issues that the sites must address such as the protection of private information, the protection of children, and the protection of copyrighted material. Although they have issues, social networking web sites are still one of the best inventions of the modern era because they connect so many people. The work described above contributes to an on-going dialogue about the importance of social networking sites. Both for fractions are researchers. Vast, uncharted waters still remain to be explored. Methodologically, SNS researcher's ability to make causal claims is limited by a lack of experimental or longitudinal studies. Although the situation is rapidly changing, scholars still have limited understanding of who is and who is not using these sites, why, and for what purpose. Such questions will require large scale quantitative and qualitative research. We hope that our findings and the work described here will help build a foundation for the future investigation of these and other important issues surrounding social networking sites.

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