REVIEW ARTICLE

IMPACT OF SOCIAL NETWORKING SITES ON YOUTH: A CASE STUDY OF MDU ROHTAK

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ARTICLE INFO	ABSTRACT
	Social-networking sites have taken the world by a storm leading to nothing less than a revolution. A lot of concerns have been voiced about social networking sites taking over in our lives. However, one major issue that has been overlooked is the changing mind-set of the youth due to the social networking sites. This paper is focused to find out the answer whether the social networking sites are boon or bane for today's society. No doubt these SNS provides employment, marketing, personal growth, sharing of information but the most prevalent danger through often involves online predators or individuals. These SNS has great impact on youth of India. One can easily see the entry gate of these social networking sites but it is unable to find exit for these SNS. One side these sites provide to communicate with our dear ones on the other side it creates platform for many cyber-crimes. The study analyzed the data from 60 respondents. In this study we focused on the positive as well as negative impact of these social networking sites on students of M.D.U., Rohtak.

INTRODUCTION

Social networking phenomenon has emerged over the past ten years. In that time, social networking sites (SNS) have grown from a niche to a mass online activity, in which tens of millions of internet users are engaged, both in their leisure time, and at work. However, there has been very little research on the socio-economic impact of these sites in the Indian context. In this paper we focused on the impact of these social networking sites on the youth of MDU Rohtak in both positive as well as negative phase. Social networking is a phenomenon which has existed since society began. Human beings have always sought to live in social environments. The proliferation of social networking sites (SNS) and their pervasion in everyday practices is affecting how modern Indian youth societies manage their social networks. To a significant extent, SNS have shifted social networking to the Internet. In less than five years, these sites have grown from a niche online activity into a phenomenon through which tens of millions of internet users are connected, both in their leisure time, and at work. There are various factors which have prompted us to consider the implications of these technologies for policy-making. One of these is the willingness of users to embrace SNS as a means of communication and social networking in everyday life. The increasing dependence on technology for basic communication also highlights the importance of analyzing how SNS are affecting daily processes. Sites like Facebook, Friendster and Linkedin are influencing the way users establish, maintain and cultivate a range of social relationships, from close friendships to casual acquaintances.

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Meaning of Social-networking

The use of internet-based social media programs to make connections with friends, family, classmates, customers and clients. Social networking can be done for social purposes, business purposes or both. The programs show the associations between individuals and facilitate the acquisition of new contacts. Examples of social networking have included Facebook, LinkedIn, Classmates.com and Yelp.

Characteristics of Social-networking Sites

- **Presentation of oneself:** The basic level of entry in most SNS is the setting up of a 'profile': a personalized page developed by the user in which he/she presents him/herself to peers, through text, photos music and videos amongst others Functionalities.SNS allow users to mobilize and organize their social contacts and profiles in the way they want other members to see them.

- **New ways for community formation:** Though notions of virtual communities have existed since the beginning of online applications, SNS support new ways for people to connect between themselves. Users of these sites may choose to communicate through various digital objects, such as tags and in-built applications within the SNS, such as the 'visual shelf' application in Facebook. Users may join a community of book readers, connecting through books they have liked.

- **Externalization of data:** The externalization of networks is possibly one of the first times online users have been able to view their own online social networks, and share them with friends and the general public. Some SNS also

support applications which allow users to describe the relation between themselves and other members.

- **Reorganization of Internet geography:** SNS support new points of entry to the internet: people's personal worlds. Until recently, people spoke of the internet in metaphors of places (cities, addresses, and homepages).

- **Bottom-up activities:** SNS provide the ideal platforms through which users with similar values and interests can come together to collaborate effectively and cheaply. For instance, doctor scan share and double check rare medical cases on health SNS such as Within3, or activists can organize a protest through sites like Care2.

- **Ease of use:** A major attribute of SNS' popularity is their simplicity. Anyone with basic internet skills can create and manage an online SNS presence. Prior to SNS, users gained an online presence by having a personal homepage. The drawbacks were that these homepages are not easy to create and development and hosting of the site often incur costs. In contrast, SNS are free of charge and open for anyone to join. Most of them require registration, while others limit membership through an invitation from members who are already members of the site.

Social Impact of Social-networking Sites on MDU Youth

There has been significant interest and concern about the risks of online social networking because of access to personal information and the anonymity that the system allows. A number of public cases of bullying and identity theft have put this issue in the public area. In the survey participants were asked whether they have ever had a bad social networking experience. A considerable number of respondents in a survey (34%) reported having had a negative online experience with adults aged below 30 the most likely to export this (60%). These participants were asked to provide further information about the negative experience. For most respondents the experience reflected unwanted contact or people posting in appropriate or upsetting information online. Some respondents specified having online bullying and provided examples such as abusive messages and harassment from someone of the opposite sex.

Review of Literature

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 and Patchin 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 (SumitiSehgal, 2010). Social networking sites have both negative and positive impact on the education of the youth (Kuppuswammy, 2010). According to a latest poll, 22% of teenagers log in more than 10 time 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, 2009). In fact 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 sexing, cyber bullying, Facebook depression, and exposure to inappropriate content, (Keeffe, 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 technology 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 find out positive as well as negative impact on youth of social networking sites.

Research Methodology

In this study both primary and secondary sources of data will be included. The primary data for this research study will be collected through a questionnaire; the data of questionnaire was collected from 60 respondents which served as the primary source of data for the analysis of this research and that lead this research study to the exploration of the impact of social networking websites on students. At the same time literature review of this research study will provided the secondary. Source of secondary data which is gathered from published research articles.60 respondents were randomly selected from MDU Rohtak. Respondents were only students who filled a questionnaire. The collected data were carefully assessed to the statistical software i.e. SPSS and the results were taken as they were required for the analysis of this research study.

Results and Analysis

Table no.1 reflects that below 20 years students 51.7% use SNS, 20 to 30 age group students 30% use SNS, 30 to 40 years old students 15% use SNS and above 40 years age group students use SNS only 3.3%. Below 20 to 30 years age group students use SNS for entertainment and knowledge mostly even 30 to above 40 years old students use SNS for knowledge and communication mostly. The above result states that use of SNS by male is more (58.3%) than female user of SNS (41.7%). Male mostly use SNS for getting knowledge even female use it for knowledge as well as killing time and communication According to the results gathered from 60 respondents shown in table 3 in which the social influence is categorized into four group's i-e friend, family, teachers and others.

Table 1. Age and use of SNS

	Age			
	Less than 20	20 to 30	30 to 40	Above 40
Entertainment	10	04	01	00
Knowledge	10	06	04	01
Time killing	04	03	01	00
Communication	07	05	03	01
Total	31	18	09	02
Percentage	51.7%	30%	15%	3.3%

Table 2. Gender Use of SNS

	Male	Female
Entertainment	10	09
Knowledge	16	07
Killing time	04	05
Communication	05	04
Total	35	25
Percentage	58.3%	41.7%

Table 3. Social Influence and use of Social Networking

	Social Influence			
	Friends	Family	Teachers	Others
Entertainment	13	01	02	01
Knowledge	11	02	03	01
Time killing	07	01	01	02
Communication	10	02	02	02
Total	40	06	08	06
Percentage	66.7%	10%	13.3%	10%

In the same way the use of social networking websites classified into four groups i.e entertainment, communication, knowledge and time killing. The analysis of 60 respondents shows the following results; The total average of respondents that uses social networking websites due to their friends is 66.7% of total population. The total average of respondents that uses social networking websites due to their family is 10% of total population. This analysis determines the total average of respondents that uses social networking websites due to their teachers is 13.3% of total population. The total average of respondents that uses social networking websites due to others is 10% of total population.

Conclusion

Many researchers were found that the social networking sites are acting as great medium for view mobilization. Social networking sites impact positively on youth in 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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