IMPACT   OF SOCIAL NETWORKING SITES ON THE YOUNGSTERS

Ms Priya Vij[*]

Dr Sapna Suri[**]

ABSTRACT: Social networking is the grouping of individuals into specific groups, like small rural communities or a neighbourhood subdivision, if you will. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online. The purpose of this research study is to explore the impact of social networking websites on students (youth). 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. Teenagers generally prefer social networking websites for entertainment and fun. From this research study it was also found that most of the youth are using   social networking websites for information sharing and also for academics purpose. From the research it was also found that using social networking sites to a great extent also leads to various health problems

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[*] Research Scholar, Sainath University Jharkhand

[**] Associate Professor, D Y Patil University Department of Business Management

Introduction   The Internet is a global network connecting millions of computers. More than 100 countries are linked into exchanges of data, news and opinions. According to Internet World Stats, as of December 31, 2011 there was an estimated 2,267,233,742 Internet users worldwide. This represents 32.7% of the world's population. Times have surely changed. The world has been made flat by the World Wide Web. Today, we live in a world where contacting someone, sharing our journeys as well as our thoughts is just one click away. Social networking sites are now available to cater to one's immediate social needs. These networking sites have made it possible for us to chat with friends who live in distant places as well as share with them pictures and videos of whatever we are up to instantly. Today, it is very hard to find a teenager who doesn't have a *Yahoo*, a *Gmail*, a *Face book*, or a *Twitter* account which they use to keep in touch with friends, to express or share what they have in mind and to use for school-related purposes. No doubt, Social Networking Sites are of great help in the youth's daily life; however, it has positive and negative effects which depend on how a person will utilize it. According to Kuppuswamy and Shankar (2010) social network websites grab attention of the students and then diverts it towards non-educational and inappropriate actions including useless chatting. On the basis of the above statement we can say that social networking sites may badly affect the academic life and learning experiences of the student. Whereas on the other hand, Liccardi et al (2007) reviewed that the students are socially connected with each other for sharing their daily learning experiences and do conversation on several topics.

They would post or tweet anything that they have in mind as well as "like" or "share" posts, pictures or links which they think are interesting. All these activities may be a teenager's way of releasing stress. It is also one way for sharing with others different knowledge which are not taught in school by sharing links, pictures or videos about details of a place, a thing, or a topic which has been overlooked during a discussion in class. They can even use these to cheer up friends who just had a bad day by posting something funny and then "tagging" their friends. Also, letting the youth share what's in their mind in a public area can serve as a remedy for timidity because it helps them get used to telling people what they think on a certain topic. Indeed, the youth are able to benefit from this feature of social networking sites; however, there are also negative effects which go with this. There are certain studies which show how that excessive expression of thoughts can lead to turning our youth vain and ego-centric. There are those who would take pictures of themselves just to post them in Facebook while there are others

who tweet every action, every activity that they are doing on Twitter. It's as if they are documenting their lives using these sites—like using them as their "public diaries". Aside from this, there are also those people who post negative things about people whom they have had conflicts with. There are a lot of people who do not think thoroughly about what they are about to post. They tend to prioritize what they feel than the effects of the act that they are about to do. Cyber bullying also emerged because of this. There are those who blackmail people by threatening them that they would post something embarrassing regarding that person if they don't abide by what the cyber bully wants. This research is conducted to explore the affect of sns and its impact on academic life of students

This research will explain and detail presents the impact of using Sns on student's academic life and learning experience. Literature analyzed that the social networking websites are not meant for negative impact but it has been observed in our daily life that students become addicted to them.

Objectives:

> ➢ To study and analyse how social networking sites affects students' academic performance.
> ➢ To identify why maximum number of people use social networking websites.

Literature review:

 Boyd and Ellison (2008: 210-230) have summarized recent research and social network history. The authors, Berkeley and Michigan State professors, consider social Networks as increasingly attractive for researchers, fascinated for their usefulness, audience size and market research potential. They define social networks are web-based services that allow users to build a public or semi-public within a system; articulate a user list with shared relationships; and observe the list of relationships of those persons with other people within the system" (Boyd and Ellison, 2008: 211).

Boyd and Ellison explain that Six Degrees (1997) was chronologically the first social network but disappeared in 2000. The most important current social networks were established after

2002: Fotolog (2002), LinkedIn (2003),My Space (2003), Last.FM (2003), Hi5 (2003), Orkut (2004), Flickr (2004),

Tapscott and Williams (2006) consider social networks as a part of a wider trend in communication landscapes. They characterize it as "mass collaboration". In their opinion, transparency, peer collaboration, audience participation and globalization are changing markets and companies and social networks like YouTube or MySpace are crucial. A new type of market is being shaped: copyright, communication strategy and message control by hierarchical management structures is increasingly under attack. Wikipedia is described as symbol of this process that is influencing the communication of brands, fashion, markets, ideas and ideology.

Jenkins (2006) describes three concepts that shape what he calls "convergence culture": media convergence, participatory culture and collective intelligence (Jenkins, 2006: 2). By media convergence, Jenkins deals with the content flow between multiple content platforms and audience's migrating behaviour: people are fundamentally looking for entertainment experiences. With the term "participatory culture", he underlines the contrast with the idea of a passive viewer in a time when producers and consumers do not show clearly different roles but interact with rules we don't seem to understand fully yet. By collective intelligence, he elaborates on a trend to turn consumption into a collective process, sharing our knowledge to cope with the sheer volume of available information. Social media develop in this unique convergence, participation and "crowd sourcing" environment.

Erik Qualman (2009) deals with social media in his book "Socialnomics". He describes an age of instant communication, transparency (we live in what the terms "glass-house effect"), narcissism and participation. It is a landscape where authenticity is a currency of exchange and mass communications do not work, as audiences go back to trust in close persons and traditional media decline. He also explores Obama's rise to power and explores future implications with expressions like "what happens in Vegas stays in YouTube" or "we will no longer look for the news, the news will find us".

Positive impact of Social Networking Websites

According to the study done by Rosen, teenagers who spent more time online will show better "virtual empathy" to their online friends. Also, these social sites will help the introverted adolescents to socialize with their friends and help them to overcome their shyness. Importantly, these sites also provide tools for teaching in compelling ways that engage young students. Interestingly, Rosen in his study urged parents not to waste their time in spying children on Face book or other social networking sites. Rosen said that children can easily find the ways their parents used to monitor them. Positive Effects of Social Networking Websites: Online social networking can help introverted adolescents learn how to socialize behind the safety of various screens, ranging from a two-inch smart phone to a 17-inch laptop. Social networking can provide tools for teaching in compelling ways that engage young students.

In today's modern world, teenagers connect with one another and with the world through digital technology. In fact, unlike previous generations, kids of today don't socialize in malls anymore. Instead,they "hangout" online. However, when used properly, these sites can also can give a positive effect on adolescents. Below are certain points students should take advantage of and parents should know:

> It educates**.** Because of the "sharing" option, social networks give teens a chance to share informative videos and articles with each other. It also helps them reach out to their teachers, coaches, and academic experts easily and collaborate with their peers on school projects.

> It hastens communication**.** No need for snail mails and telegrams to get your message across. With a single click, one's message reaches the intended recipient. In case of urgent news, social media can help teenagers get the attention of the person they wish to contact immediately.

> It builds bridges over barriers**.** Through social media, students are able to meet new friends from foreign areas and distant lands. Communicating with individuals from different cultures can help teens become more sensitive to cultural differences.

> It strengthens relationships**.** For some, communicating online is simpler than communicating personally. Virtually chatting with an acquaintance allows youth to learn

more about each other, thus strengthening the trust between the two parties. It also bridges distance.

➢ It boosts confidence**.** Face book likes and good comments tend to be overwhelmingly positive. For pick-me-up days, teens can check their profiles and automatically gain affirmation, validation, confidence and self-esteem.

➢ It helps them find their identity**.** As teenagers personalize their profile, they experience a sense of independence. Aside from being able to share their ideas and interests with others, they also get to join groups that help them "fit in" and foster their identity.

Negative impact of Social Networking Sites

According to a paper presented at the 119th Annual Convention of the American Psychological Association, pre-teens and teenagers who use technology, like the Internet and video games, on a regular basis will have more stomach aches, sleeping problems, anxiety and depression.

According to Rosen, Teens who use Face book continuously may show narcissistic tendencies and young adults show more signs of other psychological disorders. Spending more time on Face book may also bring health related problems. Negative Effects of Face book Teens who use Face book more often show more narcissistic tendencies while young adults who have a strong Face book presence show more signs of other psychological disorders, including antisocial behaviors, mania and aggressive tendencies. Daily overuse of media and technology has a negative effect on the health of all children, preteens and teenagers by making them more prone to anxiety, depression, and other psychological disorders, as well as by making them more susceptible to future health problems. Face book can be distracting and can negatively impact learning. Studies found that middle school, high school and college students who checked Face book at least once during a 15-minute study period achieved lower grades.

Students today have begun to rely on the accessibility of information that is available on the social media platforms specifically as well as the web in general in order to get answers. This means that there is a reduced focus on learning as well as on retaining information. In addition, students are attempting to multi-task. They are trying to check various social media sites while

they study. This leads to reduced academic performance. Besides, their ability to concentrate on their task at hand gets significantly reduced due to the distraction that is brought by all these social media sites. The other negative effect on students is that they are spending too much time on social sites, and much lesser time on socializing in person. In fact, there is a lack of body signals besides other nonverbal cues, including tone and inflection in case of social networking sites. Thus they cannot be considered as an adequate replacement for any face-to-face communication. Not only this, students who are spending a great deal of time on these social networking sites are not able to communicate in person in an effective manner. These social media sites have become so popular in such a short time because the information gets published in a fast way. This has actually created a lax attitude for using proper spelling as well as grammar. In fact, the students are unable to write effectively without the aid of the spell check feature of a computer. The kind of anonymity that is available on the Internet has made many students forget that they need to filter any information that they post. In fact, many colleges as well as potential employers tend to investigate the social networking profiles of an applicant before they grant any acceptance or an interview. And there are many students who are not constantly evaluating the content which they are publishing online. All this can lead to negative consequences even later on in their life.

Ethical Responsibility of Students using Social Networking Sites

The new digital social networking media are a frontier that is full of risks and good chances particularly for young people. Through SNS technologies, youngsters are actively participating in various activities, including social networking, blogging, gaming, instant messaging, downloading music and other content, uploading and sharing their own creations, and collaborating with others in various ways. Five key issues are at stake in the new social networking media participation, identity, privacy, ownership and authorship and credibility These issues decide the social and ethical responsibilities of the youth that using the services of social networking sites.

(a) Every individual who is using the SNS should be aware about his/her rights and moral responsibilities.

(b) Every individual   should respect the authentication and privacy of all the members that are using SNS.

(c) Everyone should follow the ethics of online identity.

(d) Every   individual should create culture of disclosure.

Conclusion

Social Networking Sites has great impact on the Indian students it has lot of challenges which we have to face .There are several queries which comes into our mind when we think about the impact of these SNS that What does it mean to manage online privacy in an ethical manner? How do online spaces facilitate and undermine ethical thinking about privacy? How much personal information needs to be share online? Young people who share personal experiences online taking steps to protect their own and others' identities, and are these steps sufficient? Who is at error when an unintended audience can read a young person's revealing blog ? 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 has a two way impact(positive and negative) on the Indian society .On one side it provides a way to close to our dear ones and on the other side it gives a platform that becomes harmful for Indian society.

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