

## **ROLE OF SOCIAL NETWORKING AND ITS IMPACT ON INDIAN YOUTH**

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### **Abstract**

Social networking has grown quickly in popularity in recent years, indicating that many individuals use it regularly and find it to be widely acceptable. The world has essentially been brought to its knees by the Internet. By just clicking a button on a computer screen, we may communicate with others and express ourselves in the modern world. By the usage of social networking websites, people can now meet their immediate social needs. Facebook, Instagram, LinkedIn, and other social networking websites have made it much simpler to interact with people around the world and share photos and videos. An account on a website like Facebook.com, Twitter.com, Gmail, Instagram, or LinkedIn is almost universal among teenagers. People communicate with one another through these accounts, express themselves, and even use them for academic purposes. Although it is clear that today's youngsters benefit from using social networking sites, how they are used could have unfavourable effects.

New dimensions are developing daily in the social media era. The extent of the Internet's use is expanding every day as a result of its widespread adoption. There are millions of Internet users in India nowadays. There are roughly 15 million people that use the social networking site Facebook. There are also millions of Twitter users. Facebook is used by 57 percent of people in Hyderabad, 93 percent of people in Delhi-NCR, and 17.8 percent of people in Bihar. The realm of social media has evolved over time to include social issues in addition to friendship and entertainment "networking." In social media, a lot of campaigns are running continuously, and participants are just one example. Social media is a better platform for individuals to communicate in the modern era, forge new contacts, connect, discuss endlessly, and launch new campaigns. Additionally, its structure offers sociologists a new framework on which to build their knowledge of society and comprehend how it is changing. The aim of this study was to examine the role of social networking sites (SNSs) and its impact on Indian youth.

**Keywords:** Social Networking Sites, Youth, Society, Knowledge, Social media

## **Introduction**

An online platform known as a "social networking site" allows users to create online profiles and engage in social interactions. For your own online social networking site or community, create profiles or unique homepages. The user's profile page on a website is their individual webpage on the internet and includes details about them such as their birthday, gender, religion (political affiliation), place of birth, and interests. Users can add text, artwork, music, movies, and photos to their accounts to personalise them. They can also contribute text. Online friend lists can be created by users. Some of these mates may already be close friends in the real world, while others might have only recently connected online. The word "friend" has a very different meaning when used in the context of social networking sites than it does in everyday speech. In social networking sites like Facebook, LinkedIn, Instagram, etc., the term "friend" is meant to refer to anyone who has accepted an invitation to do so. Social networking sites accept a range of apps and content types. Kujath (2011).

Several studies have found that youngsters are dissatisfied as a result of the widespread usage of social media. Earlier, it appeared that kids would be content in their world if they used social media. 4000 kids between the ages of 10 and 15 were surveyed as part of the UK's Institute of Labor Economics study on "Social Media Usage and Children's Wellbeing." The children in this study had extensive conversations about every element of their life. How content he was with his life, friends, family, and school was questioned. With the use of an app, the amount of social media use among children was also investigated. The study also made the unexpected discovery that social media use has a greater impact on girls than on guys. The likely cause of this is because girls are more sensitive than boys. The survey also showed that female pupils are more likely to experience cyberbullying. Siddiqui, S., & Singh, T. (2016).

## **Negative effects of social networking sites**

Social media is used extensively and unrestrainedly by many users, yet this can seriously exacerbate addiction. The stimulation of our brain's central nervous system awakens the feeling of happiness associated with social media activities. Dopamine and centre manufacturing are

starting along with other activities, but they are distributed on a whole other level in internet connectivity and communication. Excessive Internet use can significantly contribute to the breakdown of concentration. You continuously modify one another's work when working on social media. You lose concentration when you concentrate only on one thing. These activities calm your mind. The brain becomes stressed and worn out due to its constant use. You must have noticed that before beginning any online work, you always check your personal Facebook profile. Which actually squanders a lot of productive time? Manjunatha, S. (2013).

The danger of identity theft, data theft, online fraud, hacking, and virus attacks has been boosted by social media. You have lost your privacy if you have changed your address, phone number, place of employment, and family information on any social media platform. Typically, we upload fresh photos to Facebook every day. In doing this, one must exercise extreme caution because images and other material may be mishandled by socially harmful forces. Ahuja, R., & Bharadwaj, A. (2016).

There have occasionally been discussions about spying on Google, Twitter, and Facebook in India as well. It's not that debates haven't brought up social networking sites. It has occasionally also been the target of general criticism. Several people now have addictions to Facebook. The younger generation has been greatly impacted by habits like frequently updating status on Facebook, changing profile images, and spending hours conversing with pals. Spending hours on Facebook is harming students' ability to learn as well as their creativity. Social networking platforms are also used to spread offensive and provocative content to the public, which has a negative impact on people's minds. People are now compelled to live online rather than in the real world thanks to social networking services. It has evolved into a game where people share their joys, their sorrows, and their dreams with one another while also blocking relationships in the next instant. Kumari, A., & Verma, J. (2015).

### **Objective of the Study**

- To study the factors that influence youth participation on Social Networking Sites.
- To explore online social experiences of youth with respect use of Social Networking Sites.
- To evaluate the performance of a communication plan based on social media.

- To ascertain how social networking communication affect the buying behaviour of Indian customers.

### **Research design of the study**

The effectiveness and impact of communication on social networking sites including Facebook, Twitter, Instagram, and LinkedIn among others were examined as part of this research through a survey and content analysis. It's important to comprehend how individuals use social media as well as their attitudes, actions, and difficulties in order to use it effectively.

### **Sampling design of the study**

Online respondents are surveyed using non-probability sampling, as shown in the table below. A representative sample of the entire population, the social networking user group is mostly made up of young people and recent graduates between the ages of 10 and 30. The study had 100 (N=100) participants in total. If they have their own profile, those above the age of 18 are more likely to use social media. Following is a list of the respondents' numbers: how many people responded (percent).

Take up by adults who have Their own Profile on SNS		
Sr. No.	Age Group	No. of Adults (%)
1.	10-15	24
2.	16-20	26
3.	21-25	27
4.	26-30	23

### **Participation of youth in Social Networking Sites**

Social networking networks give us access to fresh, amusing methods to communicate with one another. Access to the website will be possible from any device. The social media sites that are available are Facebook, Twitter, LinkedIn, and Instagram. Everyone has the ability to rapidly develop and display a network of online "friends," also referred to as a "friends" network on social media sites. Numerous websites offer instant messaging, which enables users to talk to friends and total strangers. This statistic shows how social networking services have grown in popularity in recent years. Teenagers and young adults utilise social networking sites the most frequently, per this study. A social networking profile is owned by about half of 10 to 15-year-

olds. The age group with the highest likelihood of creating a social media presence is 16 to 20 years old (26 percent). Typically, adult social network users check their profiles every day, with the majority of users. There are many adult social networking sites, the most well-known of which are Facebook and MySpace. This research shows that adults are more likely than kids to have several profiles across different websites. Adult users reportedly check their accounts daily, according to 50% of users. A wide variety of consumers are targeted by several websites. Adults choose LinkedIn and Twitter over Facebook, but teenagers favour the latter.

### **Usage of youth on Social Networking Sites**

The current study examines how teenagers use social networking sites (SNS). With SNS having become widely used and having more than a billion active users (Facebook, 2012), it's interesting to watch how teenagers have embraced and adjusted to an online social environment. When teenagers were asked how they used the internet, it was discovered that the majority of them (79.6%) appeared to utilise it for social networking. Playing video games (53.5%), downloading music and movies (79.6%), and using entertainment choices like YouTube were also very popular. The responses provided by the respondents are shown in the table below:

Social Networking	79.6%
Entertainment	79.6%
Gaming	53.5%
Collecting Information	54.5%
Emailing	46.2%

### **Discussion**

The country where Facebook is currently most popular is USA. Currently, 14.68 million Americans use Facebook. India is significantly behind the US in terms of Facebook usage, even though it is now ranked second with 7.7% of all users. India will surpass the United States as the nation with the most Facebook users by 2016, thanks to its rapidly expanding population and rapid adoption of the social media platform. Facebook is not allowed in China, for instance. Facebook usage has been declining globally, but the drop has been stopped by the strong expansion of the social media platform in developing nations. This year, the fastest growth in Facebook users was seen in India. When compared to the previous year, there was a 14.2%

increase in the number of people utilising social networking.

### **Youth perceptions of online interactions with social networking sites**

More than respondents in this sample had a profile image; of these, almost 69.5% had a photograph of themselves that could be easily identified as their own, whereas 34.6% appeared to prefer group photos. The table below lists the additional images that the teenagers selected as their profile photographs.

Identifiable Picture of myself	69.5%
Group Picture	34.6%
Cartoon characters	18%
Pictures of popular personalities (same as above)	22%
Scenery or place	4%

### **Benefits of social networking sites**

There are a number of open research issues that can be addressed in this area of the article that the scientific community is currently looking into. Please keep in mind that these are only a few of the many challenges that the scientific community is working to overcome in order to create an inclusive, sensitive, and secure social network. Tripathi, V. (2017).

Open communication between platforms helps lessen the fragmentation of social networks. Due to the fragmentation of the user base across proprietary and restricted networks, it is challenging to exploit social network data. Ali, R., & Fatima, A. (2016).

Every new game or media application chooses to build its own social network rather than rely on the massive amount of sometimes-overwhelming publicly available data on current social interactions. As a result, many software developers restrict their offerings to a specific platform or operating system. More people should have access to social networking sites so that data can be shared and utilised on various platforms. Future media networks may benefit from using social network graphs. Reliable privacy protection techniques are needed by all. Markwei, E. D., & Appiah, D. (2016).

## **Conclusion**

Even though mobile devices have access to social networking sites, a lot of study has been done online. For instance, with more than 2 billion users worldwide, Facebook is the most well-known social networking site right now. Instead of using websites with user-generated content, the investigation of potential impact used social networking sites (raising privacy concerns). Particularly, issues with verifiability and anonymity may be difficult to manage on social media sites like Facebook, LinkedIn, and Twitter. With the internet, strangers can access personal information that would normally be considered "private." Although a lot of people are aware that it is possible to limit who can access a website, webmasters hardly ever use this option. Due to some young people's willingness to communicate incorrect (private) information in public, the information is available to "everyone." Due to bad interface design and a lack of computer literacy, it seems like more people are unintentionally committing these crimes.

A growing number of social networking websites are being developed practically daily as a result of their appeal. These days, social networking services develop a number of innovative features that go beyond simply linking people around the world. Today, various social networks cater to all types and categories of individuals; some are for business professionals, some are for students, some are for mothers, others are for dating, and still others are for certain interests and hobbies. According to Nielsen (2012), social networking on smartphones is one of the most popular activities in India, where as of April 2012, more than 93% of Android smartphone users were engaged in social networking. The Facebook app was discovered to be the method that people favoured most for accessing Facebook since it integrates with other social networking sites and with built-in phone features like the camera and browser. Another result of the survey showed that users were logging in more frequently due to the rising popularity of mobile devices and quick access to the internet.

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