IMPACT OF SOCIAL NETWORKING ON YOUTH

Shwetha T A   **Malashree S**
Assistant Professor   **Assistant Professor**

REVA University, Kattigenahalli, Bangalore

ABSTRACT

As social networking sites continue to grow in esteem, it is our assertion that technology is a vital part in today's human race. This conceptual research study drew a random sample (N=30) of boys and (n=30) of girls who were respondents of our research, 20 PUC students, 20 undergraduates and 20 post graduate students of REVA University. Overall social media seems to have a negative impact of families and their relationships with each other.

KEYWORDS: social networks, vigor, learning efficiency, people connect, correlation.

INTRODUCTION

Networking is a process that fosters the exchange of information and ideas among individuals or groups that share common interests. Networking may fall into one of two categories: social or business. Social networking is the practice of expanding the number of one's business and/or social contacts by making connections through individuals, often through social media sites such as Facebook, WhatsApp and other online games, etc Thanks to the invention of social networking, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate.

Schill (2011) states that the social media sites encourage negative behaviors for teen students such as procrastination (catching up with friends), and they are more likely to drink and drug.

However, every day, many students are spending countless hours immersed in social media, such as Face book, WhatsApp and online games.

Initially it seems to be a waste of time; however it also helps students to develop techno-savvy and improve social proficiency, and be active nation who create and share content. At present, whether social network is favorable or unfavorable, many students utilize these sites on a daily basis. Many researchers have been diving into a considerable amount of research on how social media influences youth. Many parents are worried that their wards are spending too much time on Facebook and other social media sites and not career focused. Therefore, our research ascertains the impact of the social networking on youth' study efficiency.

Social networking affects youngsters to the extent that social networks sometimes encourage interpersonal relations that are unrealistic.

A youngster's online interactions with people who could influence them in a negative manner may expose them to quite serious threats and potential dangers.

Sometimes online social interactions may not be appropriate. Hiding behind a screen gives them the opportunity to say anything. This freedom could result in fights or online bullying.

Overall social media seems to have a negative impact of families and their relationships with each other.

LITERATURE REVIEW:

Before going to the further details of the study we must understand the phenomenon called Social Networking and Social Networking Sites (SNS).

"Social network is a social structure made of individuals or organizations called 'nodes', which are tied up by one or more specific types of interdependency, such as friendship, kinship, financial exchange, dislikes or relationships of beliefs, knowledge or prestige"

Social network analysis has emerged as a key technique in modern sociology. It has also gained significance in communication studies, economics, geography, information science, organizational studies and social psychology. However, our concern is with the internet-based social networking. Here, the 'nodes' are the individual actors within the networks and 'ties' are the relationship between them. There may be one or more ties between the nodes. In this sense, these individual actors interact or share their interests, ideas or information with others

RESEARCH PROBLEM :

To address the issue of the impact of using social networking, the first question raised in this study is: for what purpose are the youngsters utilizing social networking? Research on this topic will start to reveal social networking sites are simply part of how youth interact with each other with no apparent impact on grades. Thus, the objective of this research is to explore the advantages and disadvantages of use of social networking by youth for study. The main purpose of this research is to expand on previous research, explore the relationship between the impact of social networking and to determine if social networking interfering with students' academic lives, relationship and family.

OBJECTIVES OF THE STUDY

- To consider the current state of the 'digital divide'.

- Is Social networking creating a Family Divide?
- To determine how social networking websites affects students' health.
- To evaluate why mostly youth use social networking websites.

RESEARCH METHODOLOGY:

The study focuses on study of Primary and Secondary data collected from respondents & various books, national & international journals, government reports, publications from various websites which has been published and focused on various aspects of Social networking. 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 168 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.

REWARDS:

People are communicating more things to more people than ever before. Many of the scholars predicted that 'communication' factor of SNSs will serve as an anchor component for social networks. Today, as we know, people use SNS primarily to be connected with his/her friends and family and to share interests and activities across political, economic and geographical boarders. Social networks, which are rapidly becoming the portals of the generation, giving rise to a new form of leisure built around talking, sharing and providing opinions and perspectives.

SNS– HOW IT WORKS?

Approximately two-thirds of the world internet population is regularly visiting social networks. This trend is universal. Social networks have become a primary destination for rapidly expanding world of online users for managing and enriching a digital life style. Users are not just communicating through social networks, but they use it to develop their identities, to build a network of real-like relationships, to find information, to share experiences, and self-generated content, to buy products and more. With numerous communication tools, social networks are becoming integrated communication hub. The communication pattern are changing from point-to-point and two-way communications to many-to-many and collaborative communications, augmented with videos, photos and multimedia content that substantially enrich the user experience. Another shift taking place is the shift of control over communication from telecom providers to open internet platform service providers.

SAMPLING DESIGN:

60 respondents were randomly selected from REVA University, Bangalore. Respondents were only students who filled a questionnaire and the results were taken as they were required for the analysis of this research study.

RESULTS AND ANALYSIS:

The analysis of 60 respondents provides the following results;

Table 1

Use of Social Networking

Frequency	Face book	WhatsApp	Online Games
Percentage	36.4	40.2	23.4

INFERENCE:

Analysis depicts that whatsapp users are leading.

Table 2

Social Networking Affect My Family

Answer	YES	NO	NOT SURE
Percentage (%)	46.3	28.4	25.3

INFERENCE:

Analysis depicts that Social Networking Affects the Family

Table 3

Social Networking Affect My Health

Stress	Mental Stress	Physical Stress
Percentage (%)	56.3	43.7

INFERENCE:

Analysis depicts that Social Networking Affects the mental health.

Table 4

Usage of Social Networks

Frequency	Planning Events	Entertainment	Making New Friends	Time Wasting
Percentage (%)	20	35	35	10

INFERENCE:

Analysis depicts that Social Networking are more used for entertainment and making new friends.

Table 5

Time spent on Social Networking Sites

Frequency	Several Times a Day	Once a day	Once a Week	No Access
Percentage (%)	55	20	15	10

INFERENCE:

Analysis depicts that Social Networking are used several times a day.

Table 6

Social Networking Affect My Relationship

Frequency	A WALL	A BRIDGE
Percentage (%)	53	47

INFERENCE:

Analysis depicts that Social Networking Affects the relationship.

CONCLUSIONS:

Our research has revealed that college students were likely to be affected by social networking. Social networking is impressive; it not only provides youth another world to make associates, also provides a good way to release sprain. This research also indicates that an approach is needed to better steadiness of the relationship between social network, family and health. Therefore, youth should think more about balancing the equation of social networking sites, family, relationship, health and career.

LIMITATIONS:

- This study was limited in several aspects.

- The timeframe to collect data was too short.

- Due to the limited questionnaires the results may not reflect the current scenario for the target population.

- This research did not consider student's psychological state; perhaps influences and motivations for social networking use.

- Our research indicated that college students would prefer to use social networks and spend many hours checking social networking sites.

- For further Research, presence and absence of technology on young adults with regard to academic excellence, health and families a comparative analysis could be done.

RECOMMENDATIONS:

- If you are mindful of what you are doing, you can maintain a measure of privacy on a social network. It doesn't lead to trouble unless you let it.

- Social networking is a great way to stay in touch with people. But, as with anything else, you just have to know when to shut it down."

- When it comes to your reputation, remember the words of the apostle Paul: "You will reap exactly what you plant."

- Young adults should use the technology as a boon and not as a bane.

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