

IMPACT OF SOCIAL NETWORKING SITES ON SOCIAL INTERACTION – A STUDY OF COLLEGE STUDENTS

ARCHANA KUMARI¹ & JYOTSNA VERMA²

¹Assistant Professor, Home Science, IIS University, Jaipur, India

²Student, IIS University, Jaipur, India

ABSTRACT

The popularity and development of social networking sites has revolutionized the way of communication especially among youth. The concept of sociability has gained a renewed interest with the emergence of the Social Networking Sites. Interpersonal interaction and communication has been getting replaced slowly by online communication. Although these Social Network Sites has contributed in keeping people connected but at the same time the risk factors associated with the use of social networking sites cannot be denied. The purpose of the present study was to find out the impact of use of social networking sites on their social relationship. So a total sample of 100 college students (17 to 23 years) was taken into the sample by using purposive sampling technique. Only those college students who are using any kind of Social Networking Sites were included in the sample. The data was collected by using a self constructed tool. The tool consisted of sixty four items to test the effects of social networking sites on college students. A significant correlation was found between of use of social networking sites and their social relationships. No difference was found in the use of social networking sites among boys and girls. 65% students feel that it helps them to maintain relationship with their friends and 33% agreed that social networking sites helps them to maintain a regular contact with their parents and teachers.

KEYWORDS: Social Networking Sites, Profile, Online Communication

INTRODUCTION

The increasing popularity of web-based social networking services is a striking feature of modern human society especially among adolescents. They have become heavy users of this technologies specially the web based social networking services like facebook, Google, Whatsapp, Myspace, Twitter and gaming sites etc. . According to social media statistics of 2014 out of 1,256 million Indian population 106 million are active social media users. Out of this figure facebook alone adding 16 million new users since January 2014 or it can be said roughly that one new user every second. The number of facebook users in India alone is over 100 million. Despite being facebook second largest market worldwide, social media diffusion in India remains at just 8%. Twitter and LinkedIn follow, while orkut still appears in India's top five platforms.. More than two users sign up for LinkedIn every second. Some of the interesting facts mentioned in social media statistics report 2014 are that more than 2 users sign up for Linkdin every second, 23% of teens consider instagram as their favourite social network, Weekends are the most popular time to share vines, Number of Snaps send per day on Snap Chat is 400 Million and 40% of Youtube traffic comes from mobile (social media statistics of 2014). Another study of R. Dingra (2011) on social media says that India is the country which comes third when it comes to social networking and photo sharing. As per the McAfee report (2014) 66% youth feel more accepted on social media than in person. After uploading

photos 72% youth wished they received more likes. 72% feel more important or popular when they receive a lot of likes and they feel depressed when do not receive likes. It is also found that, about 30 million Indians who are online consumers are members of social networking sites. Over the next six months 45,000 online Indians mean to join social networking sites each day. Social Media in India is growing day by day at 100 percent and is likely to touch 45 million users by 2012.

Origin of Social Networking Sites: Few social networking services such as Usenet groups and bulletin board were established by like-minded communities to communicate about specific topics. They were mostly belong to early Internet users like computer programmers and enthusiasts, they often focused on technology and computer science, as well as topics of interest to them, such as role-playing games. A common feature of these sites was the chat room, a dedicated web space that let people type messages to each other and receives responses in real time. Because they were seen as being for "techies," or people with great interest in and knowledge of technology, the early social networking sites were not very popular with the mainstream population. The social networking site has Some of the earliest services to perform this function were Classmates, which attempted to reconnect people who had attended school together, and Six Degrees of Separation, which allowed people to list their friends for others to view early networking sites are still active, while others, such as Six Degrees of Separation, did not fare well in the market despite having millions of registered users. By 2003, the list of services had grown to include such popular services as Friendster, LinkedIn and MySpace. When Friendster announced in 2003 that it would begin charging user fees to use the website, many users left to join newer, non-fee-charging services, such as MySpace. Friendster had also been suffering from technical problems due to a surge in new users as it became more popular. This rapid decline is something most web-based businesses must worry about. MySpace is one of the most popular social networking websites, in part because of its widespread adoption by teenagers, a user base that several earlier sites failed to attract. Between its launch in 2003 and 2007, the number of new members joining daily had grown to 230,000. Facebook, expanding from its 2004 launch as an exclusive networking service for Harvard University, is expected to compete with MySpace in popularity and membership.

Social Impact of Social Networking Sites on College Students

As far as social impact of Social Networking Sites on college students is concerned it can be said that it has both positive as well as negative impact. Many people think that because of Social Networking Sites not only the relationship has become stronger but it also provides a common platform for sharing the knowledge and information.

Social networking is not for everyone, but it is now such a massive part of all our lives, whether we embrace or reject the notion, that it can no longer be ignored. But are social networking sites such as Facebook, Twitter, and Google+ a force for good or evil?

The positive impact of Social Networking Sites, we can say that it provides us a platform for speedy communication and be in touch with the world. It also helps in building relationships. We can search our old school classmate or an old friend whose contact number or address is not available. So it can be said that it helps in widening our relationship. Many students communicate and publish on their Social Networking Sites about a wide array of topics. This mean it is an important media for socialization and to exhibit interest in various activities globally Marshall BA, (2009). Another benefit of facebook friends, social capital and college student's use of online social network sites is that it might provide greater benefits for users experiencing low self-esteem and low self-satisfaction Steinfield C, (2009). Recently have emphasized the importance of internet- based linkages for the formation of weak ties, which serve as the foundation of bridging social capital. Because online relationships may be supported by some of the technologies like distribution

lists, photo directories, and search capabilities, it is possible that new forms of social capital might be improving by such sites, which support loose social ties, allowing users to create and maintain larger, diffuse networks of relationships from which they could potentially draw resources. Donath and Boyd (2004) hypothesize that Social Networking Sites could greatly increase the weak ties one could form and maintain, because the technology is well-suited to maintaining such ties cheaply and easily. They also share their personal problems with online friends and maintain a very intimate relationship with their online friends thus it is a positive indicator that Indian youth are not only techno-savvy and social active, but they also possess social consciousness. Neelamalar M, (2009).

An adolescent spends on average approximately four hours per week watching television and the computer was the second popular media. An adolescent does internet surfing for different purposes such as working on homework, playing computer games, sending and receiving email, and instant messaging. It shows that computer has become the all time favorite for adolescents after television (Bryant J.A, 2006). Excess use of internet is an important concern among adolescents and current research does indicate that ego-identity achievement in students are getting addicted to internet which is the present revolving problem of the adolescents of today Tsai and Lin (2003). Adolescents and teens are rooting in socializing through networking sites. Barnes NG, (2010). The use social networking sites as tool to find social acceptance. They feel more accepted on social media than they do in real life. Many of them feel important or popular when they receive a lot of “likes” on the photos posted of themselves on social media. To avoid the adult monitoring or to hide their real identity they even create a fake profile or posting photos that are not their own.

Risk Factors Associated with Use of Social Networking Sites

Such popularity also brings negative attention. Cases involving the stalking of minors, bullying and privacy issues have become part of the public debate over social networking. Several minors have been lured into relationships with sexual predators they met online, forcing MySpace and other services to adopt age requirements and other safety measures given by Digg (2012).

There has been significant 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 arena. In a study of Ruchi Sachdeva, 2013 on impact of Social Networking Site on the youth of India, it was found that sometimes youth get exposed to unwanted contact or people posting in-appropriate or upsetting information online while using social networking sites. Some specified having online bullying and provided examples such as abusive messages and harassment from someone of the opposite sex. Besides this some other disadvantages of using Social Networking Sites, as responded by the sampled youth are time consuming nature, easy access to personal information by others. Youth also get exposed to messages for alcohol marketing by peer-to-peer transmission, and certain sites enable youth to communicate to one another on alcohol consumption and their views of alcohol marketing messages. The information being shared by young people who use these sites openly and highlights the threat for young internet users Griffiths R, (2010). The exposure to tobacco on the internet to analyze adolescent’s internet use. In a study of Jenssen BP, (2009), internet-tracking was installed on home computers used by 346 eligible participants. All web pages viewed by adolescent participants were captured during a 30-day for each subject. Tobacco products were sold on 50 pages and 242 pages contained links to tobacco products sold on other pages. Youth sexual solicitation and harassment occur focused on sites such as MySpace and Facebook, widely used to sexually solicit underage youth and youth reported an unwanted sexual solicitation online, reported an incident on networking site specially reported an online harassment and this focus on

psychosocial problem of youth is the need of the day, Thus youth outreach programs, school anti-bullying programs and mental health services are very necessary Mitchell KJ, (2008)

Objectives

- To investigate the use of social networking sites by College students
- To find out the impact of use of SNS on social relationship among College students
- To find out the impacts on social networking sites on adolescent with respect to gender

Hypotheses

Ho1 There is no relationship between use of social networking sites and impact on social relationship among college students

Ho2 There is no effect of social networking sites on adolescent with respect to gender

Method: The purpose of the study was to find out the use of social networking sites by college students and its impact on their social relationship. So the population constituted of all college students of the city. A total sample of 100 college students was taken into the sample by using purposive sampling technique. Only those college students who are using any kind of Social Networking Sites were included in the sample. Out of total 100 college students, 50 girls and 50 boys were selected from IIS University and SKIT University. The data was collected by using a self constructed tool. The tool consisted of sixty four items to test the effects of social networking sites on college students. The questionnaire is divided into two parts. The first part is designed to elicit the general information such as name, age, sex, type of Social Networking Sites used, profile created, frequency of use etc. The second part is designed to collect specific information regarding the positive or negative impact of Social Networking Sites on adolescents.

The data was obtained for the conveniently selected normative population between the ages of 17 to 23 years. The scores obtained through the administration of the questionnaire were subjected to statically analysis in Statistical package for social science, version 20.

RESULT AND DISCUSSION

Table 1: Correlation between Use of Social Networking Sites and its Impact on Social Relationship of College Students

	Mean	S.D	R
Use of SNS	14.83	2.69	0.85
Impact on social relationship	54.61	6.32	

The correlation between use of Social Networking Sites and its impact on social relationship of college students was found strongly significant ($r = 0.85$). So Ho1 is rejected, which states that there is no relationship between use of social networking sites and impact on social relationship among college students.

They share their happiness and personal problems with online friends. They maintain their relationship with school friends on social networking sites and also make new friends. Some of the students said that sometimes they feel hesitated to interact with few people but can interact with them very confidently online. But the risk factor which is

associated with online interaction is that few of them fall in intimate relationship with strangers. The same kind of result was found in a study of Dept. of Media Sciences, Anna University Chennai, India. 20% youth were found good friends with the virtual strangers and 7% have very intimate relationship with their online friends (strangers).

The increasing use of gadgets such as Smartphone, i-pad, notepad has made the visiting of social networking sites by students of college, more easy and frequent. On average four to ten times, a college student visits his profile on social networking sites. From a student's point of view, the more likes they get on their uploaded photo on social networking sites, they consider more popular they are, in their group.

Table 2: Mean, SD and t value of Impact of SNS on Social Relationship with Respect to Gender

	N	Mean	S.D	T	P
Girls	50	15.56	2.80	1.12	0.675 Not Significant
Boys	50	14.1	3.05		

No significant difference was found in use of Social Networking Sites among boys and girls at 5%. They are equal to each other in their use of Social Networking Sites and its impact on Social Relationship. Now a days, boys and girls both are using more or less equally Social Networking Sites to interact with their Friends, Parents, and Teachers. So the hypothesis 2 is accepted which states that there is no difference in the use of social networking sites on college students with respect to gender.

Table 3: Percentile Distribution of College Student Use of Social Networking Sites and its Impact on Relationship with Friends, Teachers and Parents

	Mostly Helped (%)	Sometimes Helped (%)	Mostly Hurt (%)	Sometimes Hurt (%)
Friends	65	33.3	1.66	1.66
Teachers	33.3	43.3	6.6	1.2
Parents	33.3	31.6	9.6	3

Table 3 shows that 65 percent college students think that use of SNS mostly helps in maintaining the relationship with their friends, 33.3 percent think that it helps sometime. Only 1.6 percent college students think that using SNS hurts them. As far as relationship with parents is concerned, 33.3 percent students found it mostly helpful and 31.6 percent students believe that it sometimes helped in interacting with parents. This may be because students are living away from their home and resides in hostel and SNS is an easy and free of cost way to interact with their parents. Even with teachers, approximately 76 percent of college students think that SNS mostly or sometimes helped them to interact with their teachers. On the basis of these findings it can be said that in 21st century even teachers are using SNS to interact with their students. Students make groups on Whatsapp or facebook and they interact with teachers through chat. They say that it saves their time and can access to their teacher anytime through these apps. But it needs to be further verified through researches.

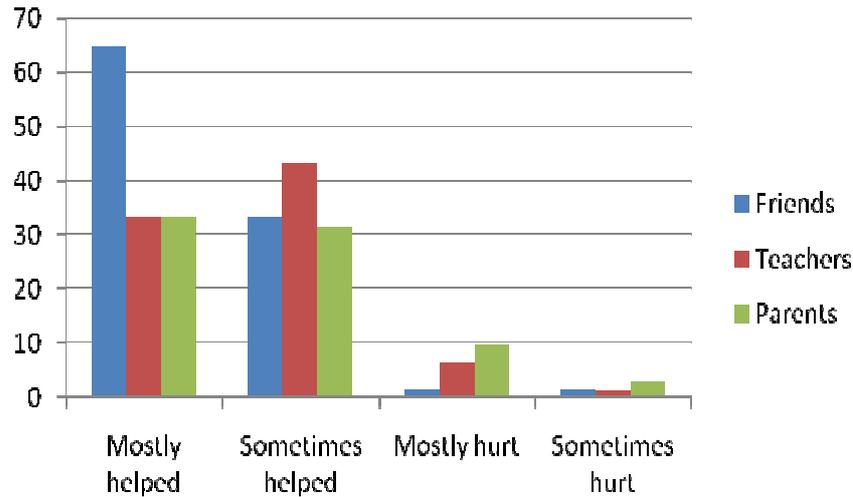


Figure 1

CONCLUSIONS

Popularity of social networking sites has altered the concept of sociability among students. The interpersonal communication has been replaced slowly by online communication. The use of social networking sites has not been limited to interacting with friends only but it is becoming the preferred way of communication with their parents and teachers. The trend is further accelerated with the use of Smartphone by students which include almost all the features of a computer.

Overall the use of social networking sites by students is associated with many benefits such as – they get a feeling of connectedness, get exposure to a supportive environment to explore the relationships and they also get a key source of information. But on the other side, a number of risks associated with use of social networking sites such as cyber bullying, exposure to illegal content and privacy violation. This happens when the students are not aware of the privacy policies of social networking sites and they share their personal information which they should not. Students need to educate themselves about the ways of using social media and the common risks associated with it, to help them understand and navigate the technologies.

REFERENCES

1. An Overview of Social Networking Websites, (2008) <http://connection.ebscohost.com/technology/social-networking-sites/overview-social-networking-website>
2. Barnes NG, Lescault AM. Social media adoption uproars. Daily times[online] 2010[cited 2010 Oct 9]:[6screens] Available from: URL: <http://www.umassd.edu>
3. Bryant JA, Jackson AS, Smallwood AMK. I Ming, text messaging and adolescent social networks. Journal of computer mediated communication[online] 2006[cited 2006 Sep 3];11(2):[8screens] Available from: URL: <http://www.jcmc.indiana.edu>
4. Current Trends in Online Social Networks, (2007) <http://connection.ebscohost.com/technology/social-networking-sites/current-trends-online-social-networks>
5. Donath, Boyd. The communication systems integrating social network ties. Perspectives online[online] 2011; Available from: URL: <http://www.seer.perspectivasonline.com>

6. Dingra R. Social media Indian statistics [online] 2011 [cited 2011 May 11]; [1screen]. Available from: URL: <http://www.watblog.com>
7. Digg, (2012). Social Network Analysis Report. URL: <http://www.ignitesocialmedia.com/social-media-stats/2012-social-network-analysis-report/>
8. Ellison NB, Steinfield C, Lampe C. The benefits of facebook friends. Journal of computer mediated communication[online] 2009. Available from: URL: <http://www.mvvirtual.com>.
9. Griffiths R, Casswell S. Youths social networking sites and alcohol marketing. APSAD journal[online] 2010[cited 2010 Sep 5]; 29(5):525-30. Available from: URL: <http://www.onlinelibrary.wiley.com>.
10. Jenssen BP, Klein JD, Salazar LF, Daluga NA, Diclemente RJ. Exposure to tobacco on the internet. Pediatrics journal[online] 2009. Available from: URL: <http://www.ncbi.nlm.nih.gov>
11. Lavalekar A. Social awareness in relation to media among high school students. Psychological studies[online] 2009. 45(3):178-80 Available from: URL: <http://www.nipccd.nic.in>
12. Marshall BA, Cardon PW, Norris DT, Goreva N, D'souza R. Social networking websites in India and US. Journal of computer information systems[online] 2009. 16(2). Available from: URL: <http://www.iacis.org>
13. Neelamalar M, Chitra P. New media and society. Education and communication[online] 2009; 6(1):125-45 Available from: URL: <http://www.ecn.edu>
14. Oche M and Aminu A. (2010). Nigeria: Social Networking and the Future of Students 3RD October 2010. Leadership newspaper(ABUJA) <http://allafrica.com/stories/201010040385.html>retrieved 21/05/2013
15. Sachdeva R,(2013). Kanpur: Impact of Social Networking Sites (SNS) on the Youth of India: A Bird's Eye View: URL: <http://www.aisectuniversity.ac.in/Anusandha>
16. Steinfield C, (2009). Social Capital: The Benefits of Facebook "Friends". Available from: URL: http://www.academia.edu/4982860/Social_capital_the_benefit_of_Facebook_friends
17. Social Media 2014 Statistics- Digital Insights available a blog.digitalinsights.in/social-media-users-2014-stats-numbers/05205287.html.assessed on 15-01-15
18. The Brief History of Social Media available on <http://www2.uncp.edu/home/acurtis/NewMedia/SocialMedia/SocialMediaHistory.html>
19. Tsai, C.-C., & Lin, S. S. J. (2003). Internet addiction of adolescents in Taiwan:URL <http://www.cyberpsychology.eu/team/storage/Smahel-2012-DevPsy.pdf>
20. William L, Wilkin. Negative impacts of internet use. Curr opin psychiatry [online] 2009[cited 2010 Apr 23]; 22(4):351-6. Available from: URL: <http://www.medscape.com>

