3. Usage of Social Networking Sites on Youth

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Abstract

Purpose of the study-*The study aims to understand the usage of social networking sites on youth. The youth at largehave started to widely make use of social networking sites.*
Research design-*In this research paper the survey method has been used and questionnaire has been used for a data collection. The paper in itself is based on the findings of primary data. Respondents were selected through the random sampling method and sample size is 80.*
Findings-*Youth who use social networking sites spend 2 hours as an average on SNSs per day and mostly use social networking sites to gain knowledge to be in touch with family and friends to connect and share information. The social networking sites used by the youth are WhatsApp, Facebook, and Instagram respectively.*
Keywords-social networking, youth, social media, new media

Introduction

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps.

A social networking site is an online platform that allows users to create a public profile and interact with other users on the website. Social networking sites usually have a new user input a list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of connections to make more connections. A social networking site is also known as a social networking website or social website.

According to Nielsen (2012), Internet users continue to spend more time with social media sites than any other type of sites. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 99 percent to 123 billion minutes in July 2012 compared to 66 billion minutes in July, 2011.Among the social media platforms, Facebook is very popular among youngsters and research shows that anywhere between 85 and 99 percent of college students use Facebook (Hargitta, 2008). Users use it for making new contacts, being in touch and also for entertainment. Being on Facebook has become a new social trend especially among students. Their virtual presence on Facebook has become important for them in their real life. Since its inception, in 2004, by Mark Zuckerberg, Facebook has been gaining popularity all over world. According to www.statista.com, market leader Facebook is the first social network to surpass 1 billion registered accounts

Year-5 Volume: III, July-September, 2023 Issue-19   ISSN: 2582-1296 (Online)
The Asian Thinker
A Quarterly Bilingual Peer-Reviewed Journal for Social Sciences and Humanities
Website: www.theasianthinker.com   Email: asianthinkerjournal@gmail.com

and 1.59 billion monthly active users in April 2016.

India is one of the countries that come under the category of 'densest use' countries, where Facebook is used the most to make friends across the world. Recent advances in Information Technology suggest that today's society is undergoing a 'communication revolution'. As a result, the means of communication among students and with their members of family, friends and teachers are facing rapid and vigorous changes and will probably continue in the near future. Scholarly review of new media and everyday family life points out that more research in needed concerning the impact of media usage on interpersonal relationships among college students (Wealthera& Ramsay; 2006). In this direction, the range of studies conducted to deal with the usages of SNS among social work students is negligible in India.

Literature Review

Impact of social networking websites on the education of theyouth

Kuppyswami S. (2011), find that social networking sites are very popular among youth and their new feature attract them. He discussed 'social networking sites such as Facebook, MySpace and Twitter are gaining popularity with the pace of time'. The study argues against the notion claiming that due to the rapid popularity of social networking sites the youth tends to distract themselves from their studies and professions but on the contrary is also developing friendly and social ties with the world that revolves aroundthem.

Impact of social networking sites in the changing mindsets of youth on socialissues

Jain MR (2012), find that men spend more time as compared to women on social networking sites to review these social issues and yet women are very sensitive to issues like these existing in the world. The youth takes active participation and also raises their voices in order to express their opinions and views on social issues being discussed on these sites.

Also, the findings state that even though the youth reciprocates to these events they still do not take up discussions beyond web and forget about them once they sign off. Thereby, these sites prove to be a boon to the youth in terms of spreading awareness about these issues that arise.

Impact of social networking sites onstudents

Gupta P (2012) establishes the fact that out of all the respondents targeted, nearly 55.4% of the total population from people ranging in the age group 15 to 25 use social networking sites and also states that most of the users from the same age group use these sites as a medium to seek entertainment. In terms of gender division, male users are more as compared to female users wherein male users generally derive knowledge based information from these sites. It focuses on the fact that most of the youth uses these sites due to influence of their friends and just because their friends have been using and accessing these sites. This also illustrates the academic performance of students using social networking sites. Students acquiring 3.0 to 3.5 GPA in examinations are most.

Effect of social networking sites usage on the studies of Nigerianstudents

Camilia On, Dalhatu BL (2013), find that the effect of social networking sites on the

students and justifies that no significant effect of these sites are found to hamper their studies but there is no clear balance of its usage. Students do not realize as to when and where to use these social networking sites and are witnessed using them in areas such as lecture halls while lectures are going on and also during study and reading hours of their work schedules. This incorporates the suggestion to youth in order to efficiently allocate their time and reschedule their timings to face terms with what needs to be done.

Objectives:-

- To determine the usage of specific social networking sites by theyouth.

- To analyze the credibility over the information received from social networking sites.

- To understand the pros and cons of social networking sites known by the youth.

- To study the influence of social networking sites on the personal and professional life of the youth.

Research Question

1. What type of usage of Social Networking Sites by the youth?
2. What types of credibility?
3. HowSocialNetworkingSitesinfluencetheyouth?

Research Methodology:-

Research Type - Descriptive Research

Analysis Method – Sample Survey

Research Area- Delhi NCR

Sample Size- 80 Respondents. According to research topic researcher selects the random sampling

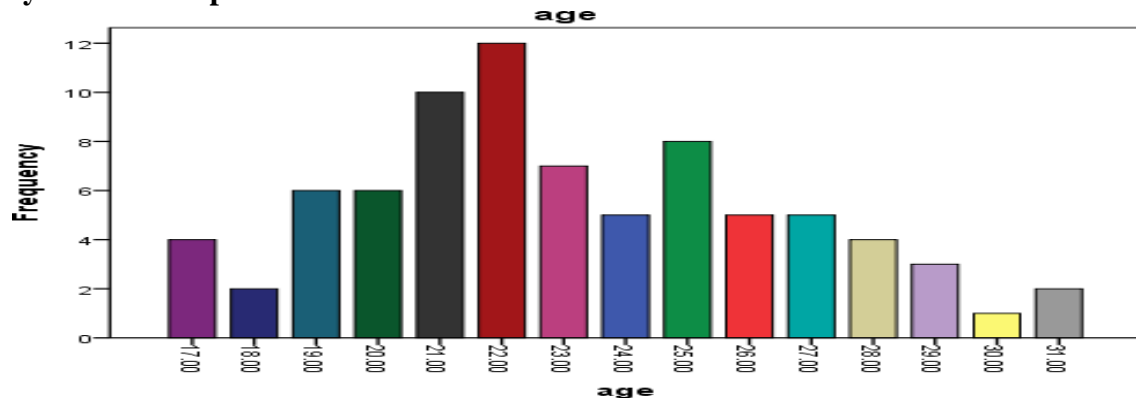**Data Collection Method**- Primary Source

Data Collection Technique- Survey

Tools- Questionnaire through electronic mails

For this research we can use descriptive research and we take simple survey among 80 respondent of Delhi NCR. Who is using Social Networking Sites. The researcher has made use of the methods of Questionnaire to gather the primary data required for the study.

Primarily the study is a questionnaire based survey of usage of Social Networking Sites. The simple and well organized questionnaire was designed in such a manner as to collect the relevant data from the study sample. The appropriate questions were added in the questionnaire and questions that could create confusion were eliminated. The questionnaire was designed keeping in mind the objectives of the study. In the questionnaire all close-ended questions have been added. It contains different types of questions which have been framed to obtain relevant information on various aspects of engagement on Facebook. We make a questionnaire for this research and use google form .We send the questionnaire Whatsappgroup , Messenger or Email all have friend and relative also. This research was done during the month, 1st March to 30th March 2019.

Year-5 Volume: III, July-September, 2023 Issue-19   ISSN: 2582-1296 (Online)

The Asian Thinker

A Quarterly Bilingual Peer-Reviewed Journal for Social Sciences and Humanities
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Analysis and Interpretation of Data

All the 80 respondents, are belongs to 17 years to31 years. According to above chart and tables shows that aged of 22 years more active users of social media networking sites.

	Gender	Frequency	Percent
	male	34	42.5
Valid	female	46	57.5
	Total	80	100.0

According to above table presented in the form of charts and table presented shows that 42.5 male and 57.5 female. Female are more active on social networking sites.

social networking sites do you use	Frequency	Percent
Facebook	20	25.0
Snapchat	4	5.0
whatsapp	44	55.0
Instagram	11	13.8
Other	1	1.3
Total	80	100.0

Above presented tables shows that mostly people use Whatsapp in social networking sites. 55 percent people use Whatsapp, 25 percent use Facebook , 5 percent use Snapchat, 13 persent use Instagram and 1 percent other.

| hours a day do you spend on these sites	Frequency	Percent

1-2 hours	38	47.5
3-4 hours	27	33.8
more than 4 hours	15	18.8
Total	80	100.0

According to above data presented in form of table and charts shows that mostly 1-2 hours (47.5 %) respondent used social networking sites, then 3-4 hours (33.8%) respondent used social networking sites. And left respondent used more than 4 hours (18.8).

why do you these social networking sites	Frequency	Percent
contact and connect with friends/family	56	70.0
interact with new people	11	13.8
sharing/liking posts	13	16.3
Total	80	100.0

According to above data presented in form of charts and table shows that 55 percent people use social networking sites because they contact and connect with friends/family. 13.8 percent people use social networking sites because they want interact with new people and left people use social.

Think social networks are important	Frequency	Percent
strongly agree	21	26.3
agree	52	65.0
strongly disagree	1	1.3
disagree	6	7.5
Total	80	100.0

do you think social networks are important
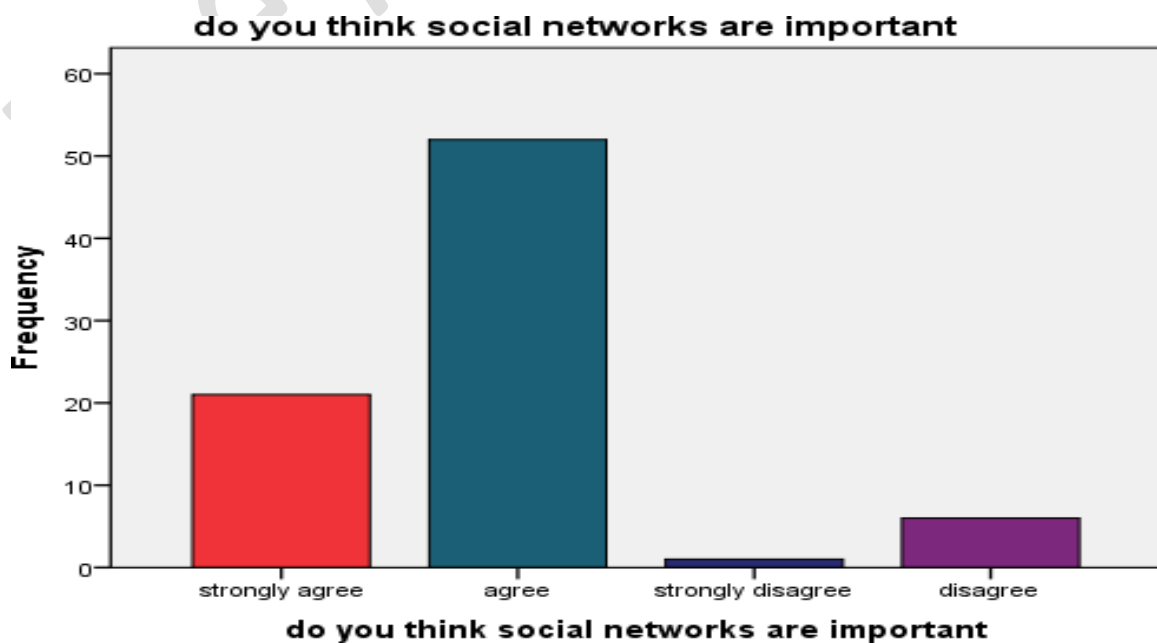
According to above mentioned graph and tables shows that 65 percent people are think social networking sites are important. 26.3 percent people are strongly agree, 7.5 percent people are disagree and 1.3 percent people are strongly disagree to social networks are important.
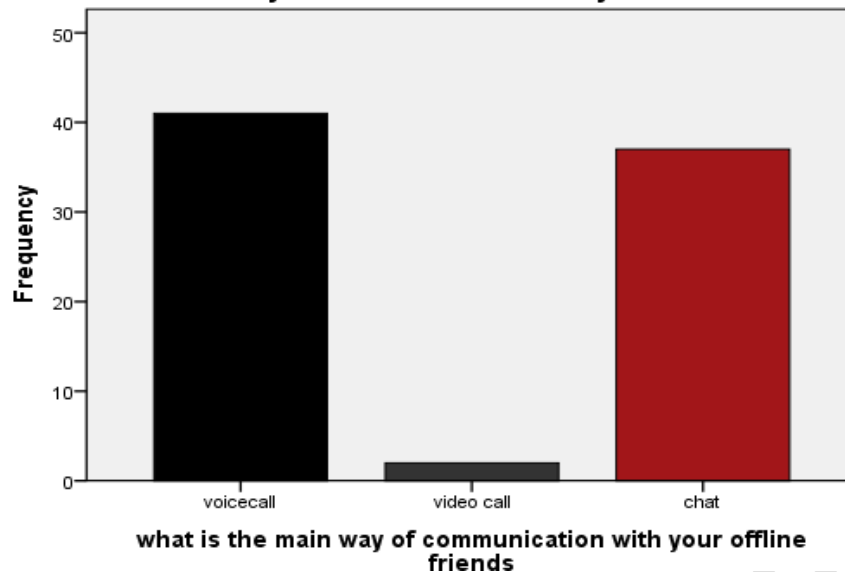

According to above mentioned graph and tables that 42 percent people discuss about entertainment, 11.3 percent people discuss about politics , 8.8 percent people discuss about governance , 7.5 percent people discuss about sports and 30 percent people discuss other things.

You check your social media account(s) before something else that you need to do

		Frequency	Percent
	not applicable	9	11.3
	rarely	24	30.0
Valid	occasionally	19	23.8
	frequently	28	35.0
	Total	80	100.0

According to above mentioned graph and tables shoes that 35 percent people frequently check their social media accounts, 11.3 percent people not applicable check their social media accounts, 23.8 percent people occasionally check their social media accounts, and 30 percent people rarely check their social media accounts

Year-5 Volume: III, July-September, 2023 Issue-19   ISSN: 2582-1296 (Online)
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what is the main way of communication with your offline friends

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According to above mentioned graph shows that 51 percent respondent are prefer to voice call with their offline friends, 46.3 percent respondent are prefer to chat with their offline friends and 2.5 percent respondent are prefer to video call with their offline friend

Conclusion

Perhaps, like a coin with two sides, social networking sites also have in their own way adversely affected the youth. The target group prefers spending an abundant amount of time on these social networking sites on an average of more than 2 hours a day which keeps them away from their own purpose of existence and interacting with their own natural surroundings. Their social gatherings are hampered because surfing these social networking sites keep them more involved for which they are bound to ignore other significant social events in their lives. Also, the credibility of these sites have not been clearly validated because the kind of information derived by the youth from these sites has a greater part of its inclination towards entertainment and updates from family and friends than general awareness and job related information. The objectives meant to have targeted have been achieved to an extent through this study. With reference to the expected outcome the study has diverted to a different angle wherein not only negative impacts have proven to exist through the usage of social networking sites but also the existence of positive impacts have occupied a place in one's life. The youth have determined their own boundaries and have set their own limits as to how and when to use media irrespective of the positive and negative effects it imparts. The youth today is not only techno savvy and socially existent but also embody social consciousness.

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