

INFLUENCE OF SOCIAL NETWORKING ON OUR SOCIETY

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ABSTRACT

The study provides an insight about social networking and the general and specific impact of social networking sites. It examines the influence of social networking sites on our society. The study analysis the overall trend of social networking sites across the world with special reference to India. The study was conducted on students, businessmen and employees to know their internet usage and how these sites may affect them socially and emotionally.

The following are the main objectives of the study:

To study briefly the conceptual framework of social networking sites and the origination of social networking sites. To carry out detailed analysis of influence of social networking on our society and history of social networking sites.

Key words:*Social Networking, society, Internet usages, Students Businessman, Employees*

I. REVIEW OF LITERATURE

A number of studies have been undertaken by various authors and researchers on social networking. Some of the selected studies are reproduced below:

1.1 Williams et al (2008) in a review of online social networking profiles by adolescents states that Social networking profiles involve individuals creating and maintaining personal Internet sites allowing authors and other users to post content, thus creating a personal network .

1.2 Lenhart and Madden (2007) in Adolescent social networking, said that in the past five years social networking has “rocketed from a niche activity into a phenomenon that engages tens of millions of Internet users. The study proposes that online social networking profiles posted by adolescents contain intimate, candid, and observable self-disclosure and peer interaction that can be analyzed creating an overall picture of adolescent behavior, highlighting specific areas needing additional research, and addressing implications for parental monitoring and intervention.

Lenhart and Madden state that fifty-five percent of teenagers use and create online social networking profiles. They opine that with more than half of teenage Internet users interacting online, the concept of blogging is a salient research topic investigating what adolescents are blogging about, how they are socially interacting, and what potential effects this phenomena may have on other dimensions of their lives.

Boyd (2007) says that gender appears to influence participation on social network sites. Younger boys are more likely to participate than younger girls (46% vs. 44%) but older girls are far more likely to participate than older boys (70% vs. 57%). Older boys are twice as likely to use the sites to flirt and slightly more likely to use the sites to meet new people than girls of their age. Older girls are far more likely to use these sites to communicate with friends they see in person than younger people or boys of their age.

1.3 Subrahmanyam (2006) suggests that youth spending on data services represents almost 50 percent of all mobile spending in most mature markets. Not only are youth the early adopters of most new technologies, they are also among the more sophisticated users of it as well. In fact, Livingstone and Bober (2005) have coined the term reverse socialization to characterize the shifting nature of socialization that occurs in many families, as teenage children are often more knowledgeable than their parent about these technologies.

Research has also suggested that adolescents' interactions with these new technologies are often at the vanguard of trends. Among adolescents, communication is the most important use of the Internet and the popular communication applications include, e-mail, instant messaging (private, one-on-one, text based conversations), chat rooms (communication systems that allow text based conversation among multiple users), and the newest craze social networking sites (connects people together) including blogs (www.livejournal.com), MySpace and Facebook. Although we know that adolescents are spending considerable amounts of time on these applications, many questions remain. Firstly, what are teens doing in communication forums such as chat rooms and blogs? What do they talk about? Secondly, are these online communication activities fundamentally changing adolescent behavior or are they simply providing new venues for traditional adolescent behavior? Lastly, what is the relation between teen virtual worlds and real worlds? Are teen participants leaving behind real lives when interacting online or do virtual worlds reflect themes that are traditionally adolescent ones?

Many Internet safety and parenting experts suggest that parents prohibit their teens from social networking sites and other online spaces where predators may lurk [But] banning adolescents from social networking sites - if this were even feasible - as well as monitoring too closely might close off avenues for beneficial cognitive and psychosocial development that are available to young people in the online social world, claims Tynes, Assistant Professor of African American Studies and Educational Psychology at the University of Illinois at Urbana-Champaign.

In Mumbai mirror daily (2006), it was reported that so many terrorists and underworld people have got connected through orkut, for example Davood Ibrahim, ChottaShakkil and so many underworld dons are getting new manpower through Orkut. Times of India (2006) in Hatred communities – with spreading violence among the people - India court accuses Google's Orkut of spreading hatred states that the Aurangabad bench of Bombay high court has directed the Maharashtra government to issue notice to Google for the alleged spread of hatred about India by its social network services. The article says that the petition has stated that a picture of burning the national tri color, bearing anti-India messages, has been put on www.orkut.com and a community Wehate India has been created on the site.

II. OBJECTIVES OF THE STUDY

The following are the main objectives of the study:

To study briefly the conceptual framework of social networking sites and the origination of social networking sites. To carry out detailed analysis of influence of social networking on our society and history of social networking sites.



III. METHODOLOGY

The study has been prepared by wide use of secondary data. No primary data has been used in the study as the study has been done on theoretical aspects. Past facts and figures has been collected. Internet has been widely used and it proves to be the main source of data.

TABLE 1: MODE OF ALL VARIABLES ACROSS GENDER

GENDER			PROFILE ON SOCIAL NETWORKING SITE	REASON FOR REGISTERING	PROFILE ON WEBSITE	TIME PERIOD USING SNS	AVERAGE USAGE PER DAY	AFFECT ON PERSONAL RELATIONS	SNS MADE LIFE EASIER	LEISURE TIME SPENT	RELATION WITH ONLINE FRIENDS	SNS SAVING TIME AND EXPENSES
MALE	N	Valid	61	61	61	61	61	61	61	61	61	61
		Missing	0	0	0	0	0	0	0	0	0	0
		Mode	5	5	5	5	1	4	2	4	4	4
FEMALE	N	Valid	35	35	35	35	35	35	35	35	35	35
		Missing	0	0	0	0	0	0	0	0	0	0
		Mode	5	5	5	5	1	4	2	4	4	4

....CONTINUE

GENDER			GOOD COMMUNICATION SYSTEM OF SNS	ADVERTISING ON SNS	REASON FOR NOT USING SNS	TRUST ON INFORMATION	PARENTAL USE OF SNS	PARENTAL-CHILD FRIENDSHIP ON SNS	INFORMATION PRIVACY ON SNS	CONTINUING USING SNS	AFFECT ON PERSONAL RELATION
MALE	N	Valid	61	61	61	61	61	61	61	61	61
		Missing	0	0	0	0	0	0	0	0	0
		Mode	2	4	1	4	5	5	3	3	4
FEMALE	N	Valid	35	35	35	35	35	35	35	35	35
		Missing	0	0	0	0	0	0	0	0	0



....CONTINUE

GENDER			GOOD COMMUNICATI ON SYSTEM OF SNS	ADVERTISING ON SNS	REASON FOR NOT USING SNS	TRUST ON INFORMATION	PARENTAL USE OF SNS	PARENTAL- CHILD FRIENDSHIP ON SNS	INFORMATION PRIVACY ON SNS	CONTINUING USING SNS	AFFECT ON PERSONAL RELATION
MALE	N	Valid	61	61	61	61	61	61	61	61	61
		Missing	0	0	0	0	0	0	0	0	0
		Mode	2	4	1	4	5	5	3	3	4
FEMALE	N	Valid	35	35	35	35	35	35	35	35	35
		Missing	0	0	0	0	0	0	0	0	0
		Mode	4	4	1	4	5	2	3	4	4

INTERPRETATION: Since all the questions (variables) in the questionnaire represent an individual factor or phenomenon, therefore mode of each variable has been obtained to know the most repetitive response from the respondents. For example, with regard to question number three modes of 5 represent that among both genders ‘Facebook’ has been the favourite website to create profile on. Similarly with regard to “parent-child friendship on SNS”-(question number 16) males have shown high disagreement, however female respondents believe ‘it is not necessary.’ In the same way you need to interpret the ‘mode’ for other questions and control variables.

TABLE II: AGE-WISE MODE

AGE			PROFILE ON SOCIAL NETWORKING SITE	REASON FOR REGISTERING	PROFILE ON WEBSITE	TIME PERIOD USING SNS	AVERAGE USAGE PER DAY	AFFECT ON PERSONAL RELATIONS	SNS MADE LIFE EASIER	LEISURE TIME SPENT	RELATION WITH ONLINE FRIENDS	SNS SAVING TIME AND EXPENSES
BELOW 25	N	Valid	22	22	22	22	22	22	22	22	22	22
		Missing	0	0	0	0	0	0	0	0	0	0
		Mode	5	5	5	5	1	4	4	4	4	4
26-35	N	Valid	50	50	50	50	50	50	50	50	50	50
		Missing	0	0	0	0	0	0	0	0	0	0
		Mode	5	5	5	5	1	2	2	4	4	4
36-45	N	Valid	19	19	19	19	19	19	19	19	19	19
		Missing	0	0	0	0	0	0	0	0	0	0
		Mode	5	5	5	5	1	4	2 ^a	4	4	4
46-55	N	Valid	3	3	3	3	3	3	3	3	3	3



	Missing		0	0	0	0	0	0	0	0	0	0	0
	Mode		5	3	5	3	1 ^a	4	1 ^a	2	4	2 ^a	
ABOVE 56	N	Valid	2	2	2	2	2	2	2	2	2	2	2
		Missing	0	0	0	0	0	0	0	0	0	0	0
	Mode		5	3 ^a	1 ^a	3 ^a	1	2 ^a	1 ^a	4	4	2 ^a	

a. Multiple modes exist. The smallest value is shown

....CONTINUE

AGE			GOOD COMMUNICATION SYSTEM OF SNS	ADVERTISING ON SNS	REASON FOR NOT USING SNS	TRUST ON INFORMATION	PARENTAL USE OF SNS	PARENTAL-CHILD FRIENDSHIP ON SNS	INFORMATION PRIVACY ON SNS	CONTINUING USING SNS	AFFECT ON PERSONAL RELATION
BELOW 25	N	Valid	22	22	22	22	22	22	22	22	22
		Missing	0	0	0	0	0	0	0	0	0
	Mode		4	4	1	3 ^a	5	5	5	4	4
26-35	N	Valid	50	50	50	50	50	50	50	50	50
		Missing	0	0	0	0	0	0	0	0	0
	Mode		4	4	1	4	5	2	3	4	4
36-45	N	Valid	19	19	19	19	19	19	19	19	19
		Missing	0	0	0	0	0	0	0	0	0
	Mode		2	4	1	4	5	4	1 ^a	2	4
46-55	N	Valid	3	3	3	3	3	3	3	3	3
		Missing	0	0	0	0	0	0	0	0	0
	Mode		2	4	1	4	2 ^a	2	4	3	1
ABOVE 56	N	Valid	2	2	2	2	2	2	2	2	2
		Missing	0	0	0	0	0	0	0	0	0
	Mode		1 ^a	3 ^a	3 ^a	1 ^a	5	3 ^a	3	3	3 ^a

a. Multiple modes exist. The smallest value is shown



TABLE III: QUALIFICATION WISE MODE

QUALIFICATION			PROFILE ON SOCIAL NETWORKING SITE	REASON FOR REGISTERING	PROFILE ON WEBSITE	TIME PERIOD USING SNS	AVERAGE USAGE PER DAY	AFFECT ON PERSONAL RELATIONS	SNS MADE LIFE EASIER	LEISURE TIME SPENT	RELATION WITH ONLINE FRIENDS	SNS SAVING TIME AND EXPENSES
MATRIC	N	Valid	7	7	7	7	7	7	7	7	7	7
		Missing	0	0	0	0	0	0	0	0	0	0
		Mode	5	4 ^a	5	3	1	3 ^a	4	3	4	4
10+2	N	Valid	6	6	6	6	6	6	6	6	6	6
		Missing	0	0	0	0	0	0	0	0	0	0
		Mode	5	4 ^a	5	5	1	4	2	4	4	4
GRADUATION	N	Valid	40	40	40	40	40	40	40	40	40	40
		Missing	0	0	0	0	0	0	0	0	0	0
		Mode	5	5	5	5	1	4	2	4	4	4
POST-GRADUATION	N	Valid	33	33	33	33	33	33	33	33	33	33
		Missing	0	0	0	0	0	0	0	0	0	0
		Mode	5	5	5	5	1	2	2	4	4	4
OTHER	N	Valid	10	10	10	10	10	10	10	10	10	10
		Missing	0	0	0	0	0	0	0	0	0	0
		Mode	5	5	5	5	1	4	2 ^a	4	4	4

a. Multiple modes exist. The smallest value is shown



.....CONTINUE

QUALIFICATION			GOOD COMMUNICATION SYSTEM OF SNS	ADVERTISING ON SNS	REASON FOR NOT USING SNS	TRUST ON INFORMATION	PARENTAL USE OF SNS	PARENTAL-CHILD FRIENDSHIP ON SNS	INFORMATION PRIVACY ON SNS	CONTINUING USING SNS	AFFECT ON PERSONAL RELATION
MATRIC	N	Valid	7	7	7	7	7	7	7	7	7
		Missing	0	0	0	0	0	0	0	0	0
		Mode	4	4 ^a	5	3	5	3 ^a	3	4	3
10+2	N	Valid	6	6	6	6	6	6	6	6	6
		Missing	0	0	0	0	0	0	0	0	0
		Mode	4	4	1	5	5	1 ^a	5	5	4
GRADUATION	N	Valid	40	40	40	40	40	40	40	40	40
		Missing	0	0	0	0	0	0	0	0	0
		Mode	2	4	1	4	5	2 ^a	3	3 ^a	4
POST-GRADUATION	N	Valid	33	33	33	33	33	33	33	33	33
		Missing	0	0	0	0	0	0	0	0	0
		Mode	4	4	1	4	5	2	1	3	4
OTHER	N	Valid	10	10	10	10	10	10	10	10	10
		Missing	0	0	0	0	0	0	0	0	0
		Mode	2 ^a	4	1	3 ^a	4	4	1 ^a	3	2

a. Multiple modes exist. The smallest value is shown

IV. LIMITATIONS OF THE STUDY

The various problems faced by the study are enumerated as follows:

The study is all secondary data. No primary data has been used. The main limitation of the study is that information was gathered only from the books and the internet. The accuracy of the data may not be correct as the study was based on the books and internet. The study is based on the information gathered from the certain resource.

V. CONCLUSIONS

After the whole study of internet and social networking sites, it can be said that the social networking like any other manmade thing or products has its charms as well as evils. Social networking is a blessing in many regards, for example it reunites long lost friends and families, it also brings joy to the lonely, helps to know about the current worldly affairs and also makes us connect to markets and associations through various online shopping sites, groups and through advertisements. Facebook pages have nowadays become a very important parts of the business world, letting consumers know about various launches of products, ranges and varieties as well as their costs. Whatsapp has developed a need for sharing the pictures and videos of various things for learning purpose or for the purpose of purchase, in order to take a suggestion from nears and dears before making purchase. Talking about twitter it has also become a very important part of publicity for the VIP's as well as for the common man, twitter has become a representation for the views or ideology of people over ongoing worldly affairs. Orkut however, is being least used these days. It has suddenly become like extinct after the arrival of facebook and other interesting social networks. Talking about skype, it has reduced the use of landlines for ISD calls, as it allows the user to make even the video calls with the individual or groups of people, skype has taking corporate and official presentations to a new level, as face to face talks can be made and the client can be satisfied in a more elaborated and satisfactory manner.

After talking about the benefits of the social networking we can not ignore the evils of the same. All of us are aware that nowadays social networking has become such an important part of our lives that we are hardly able to spend time with our family and friends. Also social networking has given more empowerment to porn industry as it has become easier to share explicit scenes and photos on mere click of a button, resulting in decreasing of moral values and arousal of sexual crimes against women. Privacy is also at the verge of extinction due to these social networking sites.

While social networking is a phenomenon which has existed since the beginning of societies, online Social Networking Sites (SNS) are a recent trend. In less than five years, sites like Facebook and Myspace, have shifted from a niche online activity to a phenomenon in which tens of millions of internet users are engaged. Discussion on the emergence of a new social phenomenon has permeated both industry and academia. However, there has been little research on the socio-economic impact of these sites in the European context. This study presents results of a case study on SNS, as part of an exploratory research project. It argues that though SNS can appear to be similar, many of them are, in fact, quite different in terms of purpose and use. In general, these sites have led to new ways of managing and maintaining social networks, whereby personal profiles and social networks are being visualised and disclosed to others and the boundaries between the virtual and the real are disappearing. As a result, both opportunities and concerns arise. Policymakers should be aware of these and researchers should further investigate their implications.

The primary objective of the research undertaken has been to shed light on the evolution of the dominance of social networking sites among the Internet users and its eventual outcome in the social behaviour patterns of youth. Previous research in spheres of social networking sites and its impact on youth in different global and demographic context provided an extensive secondary source base for the study. As with many technologies, adoption of the Internet especially for its social uses has seen its highest levels of usage among younger users. The majority of current college students have had access to the Internet and computers for a large percentage of their lives. These digital natives see these technologies as a logical extension of traditional communication methods, and perceive social networking sites as often a much quicker and more convenient way to interact. That they are aware of the danger and risk involved in these sites is a positive indicator that Indian youth are not only techno-savvy and socially active through social networking sites but they also possess social consciousness.

VI. SUGGESTION

1. We should maintain a balance between our personal relations especially our family members and the time we spend on social networking sites.
2. Police are strongly encouraged to set very stringent privacy settings on any social networking profile to shield both adult and youth members from viewing content that may be inappropriate.
3. Any unlawful activity on any site that raises suspicion should be immediately reported to the police.
4. Social networking sites should be used to promote peace and prosperity.
5. People who want to connect via a social networking website with strangers are strongly encouraged to set up a group account that all strangers may join. The purpose of having a personal profile and group is to create a line of privacy and maintain healthy boundaries with strangers and real family, friends and colleagues.
6. Parents should become friends of their children on social networking sites just to keep an eye on their activity.
7. People should consider the impact of accepting a “friend” request from strangers. These encounters may create a tension in “real world” relationships.

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