

***IMPACT OF SOCIAL NETWORKING SITES (SNS) ON THE YOUTH:
A STUDY OF BADLAPUR***

By Ms. Gulshan Miyagamwala

Assistant Professor
Bharat College of Commerce
Badlapur , MMR, India

Abstract:

The purpose of this research study is to explore the impact of social networking sites on youth. In today's fast moving world there are so many burning issues around us, which we need to think upon and act. The research is conducted on 100 youths between age group of 18 to 30 years, with a view to know the level of awareness on the social issues and how far SNS awakened the today's youth in expressing their views on issues like corruption, human rights, girls education etc. Social networking websites like orkut, Facebook, Myspace and you tube are becoming more and more popular and has become part of daily life for an increasing number of people. Because of this feature young people are attracted to SNS. No doubt these SNS provides employment, marketing , personal growth, sharing of information but the most prevalent danger through often involves online predators or individuals. These SNS has great impact on youth of India.

Keywords: Social Networking sites, Youth, Websites,

Introduction :

Social Networking Phenomenon has emerged over the past ten to fifteen years. SNS are not only popular for providing a platform for chatting, sharing scraps, videos, pictures etc but also for discussing social issues. There is a pool of social problems which requires attention of majority so that we can fight against them as a united country and make the society more peaceful. Social

awareness brings more matureness, unity and thought fullness when it comes to making important decisions for them or for society. In this paper we focused on the impact of these social networking sites on the Youth of India in both positive as well as negative phase. Internet medium is developing with the increased usage and understanding of how to use email, could shop online and search the web for recipes etc.

The rapid adoption of social network sites by teenagers in the INDIA and in many other countries around the world raises some important questions. Why do youth flock to these sites? What are they expressing on them? How do these sites fit into their lives? What are they learning from their participation?

Objectives:

1. To study the awareness level of usage of different social networking sites.
2. To study the type of social issues discussed over social networking sites.

Research Methodology:

In this study both primary and secondary sources of data will be included. The primary data for this research study will be collected through email and questionnaire from 100 youth of Badlapur out of which 60 are males and 40 females. At the same time literature review will be provided by secondary data which is gathered from published research articles.

Result and Analysis

Gender and use of SNS

According to the results gathered from 100 youth (respondents) shown in table below in which the gender is defined and the use of social networking sites which includes the factors which are entertainment, communication, knowledge and time killing. The analysis of 100 respondents reveals the following results.

Table 1

Gender use of social networking:

	Male	Female
Entertainment	10	15
Knowledge	25	10
Communication	20	10
Time killing	05	05
Total	60	40

Table 2

Educational use of Social Networking

Education

	SSC	HSC	GRADUATION	MASTER	Ph.D
Entertainment	1	4	15	2	1
Knowledge	1	2	20	15	5
Communication	0	2	13	2	4
Time killing	0	2	10	1	0
Total	2	10	58	20	10

Table 3

Social Influence and use of Social Networking

Social Influence

	Friends	Family	Teachers	Others
Entertainment	31	02	03	01
Knowledge	12	12	01	10
Communication	10	03	02	02
Time killing	02	02	02	02
Total	55	20	10	15

The Negative Impact of Social Networking Sites:

In considering the disadvantages youth identified a number of negative aspects of online social networking including:

1. Indian youth admit that they waste a lot of time of these sites.
2. SNS makes young people more self centered.
3. SNS are causing alarming changes in the brains of young users.
4. Encouraging poor grammar, usage and spelling.
5. Allowing the spread of misinformation
6. Concern about access to personal information by others with almost half of the youth worried that “Non – friends” may see their personal information.
7. Exposing children to online predators
8. Decreasing productivity of workers.

The negative impact of Social Networking Sites on Youth

• **Reduced Learning and Research Capabilities:**

Students have started relying more on the information easily available on social networking sites and web. This reduces their learning and research capabilities.

• **Multi tasking:**

Students who get involved in the activities on social media sites while studying result in reduction in their focus of attention. This reduces their academic performance.

• **Reduction in Real Human Contact:**

The more time the students spend on these social media sites, the less time they will spend socializing in person with others. This reduces their communication skills.

• **Reduces Command Over Language Use Age and Creative Writing Skills:**

Students mostly use slang words or shortened forms of words on social networking sites. This reduces their command over the language and their creative writing skills.

- **Time Wastage:**

Students, while searching and studying online get attracted to using social media sites and sometimes they forget why they are using internet. This waste their time.

- **Loss of Motivation in Students:**

The student motivational level reduces due to the use of these social networking sites. They rely on the virtual environment instead of gaining practical knowledge from the real world.

- **Effect on Health:**

The excessive use of these sites affects the mental as well as physical health.

The positive Impact of Social Networking Sites on Youth:

Having already looked at the negative impact of social networking sites on society, I thought it only fair to redress the balance.

1. Increasing Empathy for their friends.
2. Find out old friends.
3. Speedy communication

The Positive Impact of Social Networking Sites on Education

Social networking has increased the rate and quality of collaboration for students. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups.

1. Social networking teaches students skills they'll need to survive in the business world.
2. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.
3. Building resumes and personal websites, which are increasingly used as online portfolios, benefit greatly from the skills obtained by customizing the layout and designs of social networking profiles.

4. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works.

Conclusion:

My ultimate belief is that when done in moderation, with checks and balances on how younger people in particular are using them. No doubt that SNS has great impact on the Indian Youth it has lot of challenges which we have to face. We should focus on the ethical use of these SNS so that it serves our society in a right way and the youth can play an important role because SNS is a boon and curse both for the Indian society. In one hand it provides away to connect our dear ones on the other side it gives a platform that becomes danger for Indian heritage and culture.

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