

***IMPACT OF SOCIAL NETWORKING SITES ON INDIAN YOUTH***

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**Abstract:**

This article is about the impact of Social Networking Sites on Indian youth. Whether Social Networking Sites are the devil or godsend? No doubt that Social Networking Sites provides business growth, sharing of information. Entry to these type of sites are an easy way but finding exit is unable. It creates many cyber crimes. So we focused on the positive as well as negative impact of these Social Networking Sites on Indian youth.

**Keywords:** SNS (Social Networking Site)

**Introduction:**

Different people have different opinions about SNSs. Some people think it is an amazing tool but others are worried about the impact it has on people's lives. Youth are addicted to use these sites.

From students to their parents, teachers, & to ministers – lots of people uses social media sites. For using these sites have many reasons, some people uses it for

work, or for chatting, or for sharing opinions, or for publicity reason, or for pleasure, or for playing games with friends online, or for sharing photos & videos, or for some other reasons. Online dating will be the predominant way for people to start a relationship. Some percent of marriages begin at this type of sites.

### **Social Networking Sites:**

When any interesting new thing is launched in market, excitement is there. Somehow it is also true in the case of SNSs. Some of the popular social networking sites are- facebook, linkedin, goggle+, twitter, poolwo, classmates, itoall, ibibo, italki & etc.

First recognizable SNS launched in 1997 sixdegrees.com allows users to create profiles, list their friends, then later in 1998 surf the friend lists. Day by day sixdegree.com promoted itself as a tool help people connect with and send messages to others. Then afterwards many SNSs has launched from listed above with more features.

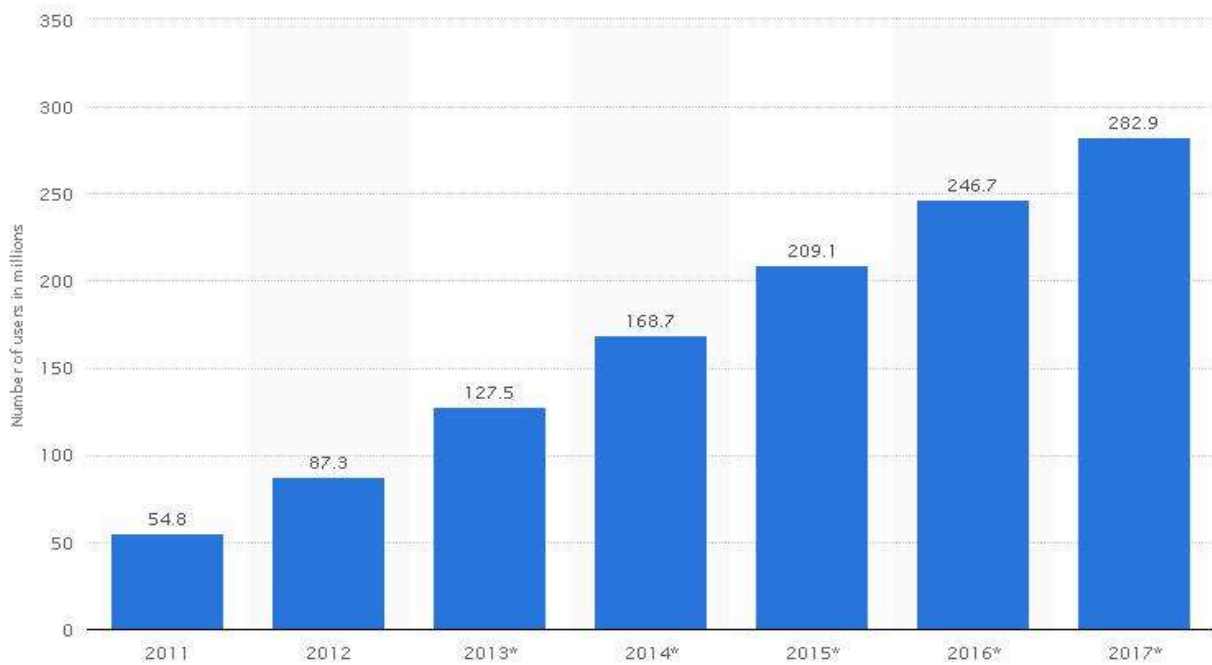
These sites are used for different purposes like general, business, & professional networking, sharing photos, videos, blogs, Apps updating status of what's in your mind?, commenting & for many more reasons.

From these SNSs poolwo.com (Pool The World) is launched by India on 7<sup>th</sup> January 2014. by the poolvo IT Solutions. And Indian students of Lovely

Professional University develop itoall.com with the alumni of the courses B.Tech (Computer Science), BBA & BCA students from Jalandhar & its release date is 3<sup>rd</sup> April 2014. This would encourage more students to think and work innovatively.

According to a statistics portal number of social network users in India from 2011-2017 is and will be-

**Number of social network users in India from 2011 to 2017 (in millions)**



Using SNS is a force for good or evil? It has never been easier to make/find friends than it is right now. When we found any of our favorite classmates on SNSs we thought that we found a very big treasure. It may be happen in some cases, we chat, and share and comments with this friend and after some days we feel very boar to spent time with that friend. Some important professional friends are there or some relatives are there to share important information with them.

Science has given us excellent things & concepts but everything has positive and negative aspects. There is a generation gap between today's youth and old people in this country and due to this generation gap some people are worried about their children & culture.

According to the survey of Times of India in Coimbatore, the respondents were educated youth. "In Chennai, 78.5% of the respondents had completed at least class 10<sup>th</sup>, while it was between 44% & 61% in the other cities like Salem, Madurai, Trichy & Coimbatore. 73% of Indian teens use facebook, other SNSs as their despite age requirements, says the latest survey by the Associated Chambers of Commerce and Industry of India (ASSOCHAM) Social Development Foundation. Under the age bracket 8 to 13 years old children came from major metro cities in India.

**Positive Impact:**

The age of children is so younger to expose them the content, people or situations that are out of their depth. But the influence of SNSs could also be because of their positive impact like-

**i) Speedy Communication:**

In today's world all are busy in their own work; no one has so much time to spend with others, specifically with family & relatives. So the way of communication should be speedy. SNSs are giving us that speed to communicate with your family, friends or about business related work.

**ii) Find/make friends as well as maintain relationships:**

As there are no time to meet someone specially, SNSs gives the medium to form or maintain the existing relationship by keeping touch with them and to find or make new friends.

**iii) Ease of use:**

According to the study of Times of India, 243 million users of internet are there by 2014, which beats US in internet reach. The usage of internet is more and more. The SNSs are so popular that's why people can easily access and use the SNSs.

**iv) In touch with the world:**

Only family or closer friends are not our world. There are so many people that you may know other than your family. One can keep in touch with his/her friends or business friends who have since moved away.

**Negative Impact:**

In considering the positive impact some negative impact are also there of online SNSs, according to the Indian survey including-

- i) **Waste of time** - Some people visit these SNS just checking the updates or messages & spend the whole day unfortunately and not doing anything special or useful in that whole day
- ii) **Diverting the student's attention** from their work by various attractive ads, photos & videos to kill the sadness in their study time.
- iii) It reduces the **reading; learning capabilities** as student rely on the easily accessible information on these SNSs.

- iv) It reduces **real human contact**- as students spend so much time on these sites; they spend less time with others.
- v) Students used **shortened forms of words** for chatting or messaging which reduces their command over the language
- vi) Due to unnecessary use of SNSs it effects on the **health** of users. They don't take time-to-time meals as well as rest. They take so many amounts of coffee, tea, chocolates, wafers & etc., which can make them fat.
- vii) **Cyber crimes** can be done on these SNSs
- viii) Concern about to access to **personal information** by others- "Non-friends" may see their personal information
- ix) It's an open invitation to **thieves** by telling all on SNSs that you are out of station or going somewhere else.

**Ethical responsibilities of the users of SNSs:**

- Users should be aware about their rights and moral responsibilities
- Reduce the negative impact of SNS such that it can be used in the beneficial way
- Follow the ethics of online identity
- Respect the people who are using SNSs. Don't spoil their privacy and authentication.

**Conclusion:**

As everything in life are positive and negative sides, my ultimate belief is that knowledge and technology are powers but only if they will apply and used correctly for uses, not for misuses. So, SNSs are neither evil nor godsend, they are somewhere in between. Parents should have a transparent and a genuine two way communication with their children to establish a safe and a positive relationship as well as cyber experience. So be careful about it!

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