

# [World company which is now quite popular in](https://assignbuster.com/world-company-which-is-now-quite-popular-in/)

World is a global village today.  Everyone is connected to one another in this   
vast network generated by internet. It illuminates the lives of thousands of   
people by spreading knowledge internationally thereby making us global   
citizens.  The new world of social   
networking allows free sharing of thoughts. On line social networks are created   
by websites such as face book, whatsapp which have emerged as a grand in the   
social world.  So how do these networks   
affect our education? How do they influence the lives of students? The answer   
should be known.  In order to find out   
answers to these questions, the research had been undertaken.

SOCIAL   
NETWORKING SITES:

Meaning

According   
to Oxford English Dictionary, the meaning of Social Networking is referred as,   
the development of social and professional contacts in order to sharing the   
information and services among people with a common interest.  But in the case of computers, the use of web   
sites or other online technologies to communicate with people and share   
information, resources, etc., is named as social networking sites.

History

The   
first social networking site was launched in the name of classmate. com in 1995   
focusing on ties with former school mates.   
Later, Six Degrees. com came in 1997.   
It allowed users to create profiles, list their friends and surf the   
friends lists. From 1999 onwards, two different models of social networking that   
came in 1999 were trust based developed by Epinions. com and Friendship based   
developed by Jonathan Bishop and used on some regional United Kingdom sites   
between 1999 and 2001.

Orkut   
was quietly launched on January 22, 2004 by Google, the search engine company   
which is now quite popular in Brazil, USA and India. By 2005, one social   
networking service called My space was launched and was reportedly getting more   
page views than Google.  In 2007,   
Facebook began allowing externally developed add-on applications and some   
application enabled the graphing of a users own social network to others.

Various   
social networking sites have sprung up, catering to different languages and   
countries.  It is estimated that there   
are now over 200 social networking sites existing and emerging more social   
networking models.

Types

1.   
Friendship   
Social Networking

Friends   
or Friendship Social Networking is the most popular Social Networking.

People   
love to make friends online from all around the globe and these sites   
facilitate that.  These networks use a   
variety of methods to sustain the interest of the member by providing online   
features like flirting, teasing, poking, photo sharing and most of the things   
which make up a friendship in real life. Example: Friendster, Myspace, Friends   
reunited, Hi5. com, Joomla social network, Facebook.

2.   
Dating   
Social Networking

Dating   
Social Networking is the new mantra in the online world.  This type of networking is one of the hottest   
types of Networking based on attraction towards the opposite sex. These sites   
facilitate dating especially for those who don't have the skill to propose a   
date in the real world.  Example:   
Date. com, Passions network, Date hookup, Chemistry. com.

3.   
Business   
Social Networking

Business   
Social Networking is a tool for social network marketing.  It is also referred as Corporate Social   
Networking or Professional Social Networks.   
These Networks help a person to advance within his or her career or   
industry.  Generally Business Companies   
or Corporate have their own online community where in employees can interact   
with each other.   They can also answer   
questions or queries posted by customers, which can give a person a chance to   
impress his or her employer.  Example:   
Canon, Professional Photographer Community, LinkedIn, Business Network,   
SixApart, LPN (Latino Professional Network), and Professional Blogging   
Community.

4.   
Hobbies   
Social Networking

People   
on the Internet are involved in various activities related to their favourite   
hobby or pass time.  Such people use the   
internet to conduct research on their favourite projects or topics of interest   
related to personal hobbies.  Such   
likeminded people either publish their own Website or join existing websites   
related to their hobbies and interact with people from around the world who   
share the same passion or interest. Example: Automotive Forums, Garden Web,   
Music Social Network, Sports Pundit, Spout Film Lovers Community, YouTube Video   
sharing, Flickr. com.

5.   
Informational   
Social Networking

Informational   
Social Networking Sites are those website which provide answers to people on   
various topics.  For example, if someone   
is looking for starting a business, one needs to have information which   
involves a web search and it leads to the discovery of countless blogs,   
websites, and forums filled with people who are looking for the same kind of   
information.  These websites offer   
possible answers and also offer to post a question.  Informational communities are often liked to,   
from businesses like banks, retailers, and other companies that are using   
social networks as a way to interact with customers.  In these social networks there is a lot of   
'How-To' style information and advice columns written by professionals.

Example:   
Do-It-Yourself Community, EHow " How-To" Information, HGTV Discussion Forums,   
Investopedia.

6.   
Educational   
Social Networking

Educational   
Social Networks are mostly meant for students, though anyone can use them.  Students collaborate with other students on   
academic projects, research or to interact with professors and teachers via   
blogs and class room forums.  Educational   
social networks are becoming extremely popular within the educational system today.   
Most of the colleges and universities have their personal websites wherein only   
the students of respective institutes can join.   
Some Alumni also have their own respective websites. Example: ePALS -   
connects school students from around the world to promote world peace.  GoIIT - Community for students preparing for   
their school & Board Exams.  IIT   
Bombay Alumni – IIT Bombay Alumni can connect and network with each other   
online.

7.   
News   
Social Networking

These   
are large content websites where members publish news, stories,   
commentary.  These are involved in the   
dissemination of community content which if left unmonitored turns into a   
promotional gimmick filled with advertisements and self-promotion. Example:   
Yahoo! Voices (earlier known as associated content), Helium, Now Public, Suite   
101, and Triond.

Effects   
Of Social Networking Sites Among College Students

" Every coin has two   
sides and same is true of social networking as well".

Negative   
effects

The   
negative effects of these social networking sites overweigh that positive   
ones.  These sites have caused some   
potential harm to society.  The students   
become victims of social networks more often than anyone else.  This is because of the reason that when they   
are studying or searching their course material online, they get attracted to   
these sites to kill the boredom in their study time, diverting their attention   
from their work.  Other negative side   
effects of social networking websites include the following.

Ø  Reduced Learning and   
Research Capabilities:

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

Ø  Multitasking:

Students   
who get involved in activities on social media sites while studying result in   
reduction in their focus of attention.   
This causes reduction in their academic performance, and concentration   
to study well.

Ø  Reduction in Real Human   
Contact:

The   
more time students spend on these social media sites, the less time they will   
spend socializing in person with others (face to face).

This   
reduces their communication skills.  They   
will not be able to communicate and socialize effectively in person with   
others.

Ø   Reduces   
command over Language usage and creative writing skills

Students   
mostly use slang words or shortened forms of words on social networking   
sites.  They start relying on the   
computer grammar and spelling check features.   
This reduced their command over the language and their creative writing   
skills.

Ø  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 wastes their time and sometimes students   
are not able to deliver their work in the specified time frame.

Ø  Low Grades

Students   
get low grades in school due to lack of the desired information and writing   
skills.  Thus results lower academic   
performance of a student.

Ø  Loss of Motivation in   
Students

The   
student's 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.

Ø  Effect on Health

The   
excessive use of these sites affects the mental as well as physical   
health.  Students do not take their meals   
on time and take proper rest.  They take   
excessive amount of coffee or tea to remain active and focused which effects   
negatively on their health.

Positive   
Effects

Social   
Networking gives youth the opportunity to express themselves freely and share   
their identity with the world.  Websites   
like Facebook, Myspace, and Twitter promotes this freedom of expression by   
allowing its users to customize their personal pages, associate themselves with   
what they are interested in, and post things such as messages or media that   
they like.  No longer do youth or people   
in general have to hide themselves from the public, but instead, they can   
finally express their true identity and be comfortable with it.  Some of the common positive effects occur   
through using SNS's among college students as follows:

Ø  Communication and   
Creativity

If   
affects youth simple because it gives them ability to communicate with friends   
and family when they are not physically together.  Thus the social Networking Sites are creating   
very positive community for youth to express themselves.  Moreover it develops the creativity in the   
younger mind which is an extremely valuable skill to have.

Ø  Sociability

Social   
Networking Sites are make the youth to communicate others freely without any   
kind of partiality.  This seems to be a   
one of the most essential social skill that requires in the society.

Ø  Social Awareness

Using   
the Social Networking Sites the youth can get the information regarding social   
happenings around the world with the help of their contacts or through general   
reference.  Then it provides an awareness   
to the youth about the society functioning.

Ø  By   
using the Social Networking Sites the students are proud of feeling or getting   
recognized in the society as they can share their emotions to others.  Using these sites the possibility of get in   
to common activity in which they be recognized by the community.

REVIEW   
OF LITERATURE

Anand   
Nitika (2012, April) in her study on " Impact of Social Networking Sites in the   
Changing Mindset of Youth on Social Issues-A Study of Delhi-NCR Youth" pointed   
out that majority of the youth that is 68 percent are actively participating in   
social activities and social issues through social networking sites and posting   
comments on the issues.

The   
article entitled " Use of Social Networking in a Linguistically and Culturally   
rich India" by Mahajan Preeti (2012) tried to look at the impact of social   
networking sites on Indian Society through linguistic and cultural   
perspectives. Study says a social networking site enables us to stay connected   
despite the hindrances of distance and time.   
That is why their popularity and utilization has increased manifold and   
will continue to increase in future.   
Some people make good and worthy use of it while others misuse it.   
Hence, its impact on the country's social and cultural values is debatable as   
some Indians feel it a threat while others feel it is not.

Manjunatha   
(2013), the researcher attempted to understand the usage of social networking   
sites among the Indian College Students with the help of empirical data. The   
topic was entitled " The Usage of Social Networking Sites among the College   
Students in India". The important findings of this project are 80 percent of   
the Indian students spend significant amount of time on using Social Networking   
Sties regularly, 8. 8 percent of the student using social networking sites for   
the purpose of maintain existing friends/contacts, 19. 5 percent for find new   
friends, 7. 4 percent for business networking, 4. 9 percent for to get active   
partners and 3. 7 percent for dating.

RESEARCH   
METHODOLOGY

Title   
of the Study:

" INFLUENCE OF SOCIAL NETWORKING SITES ON   
COLLEGE STUDENTS"

Objectives   
of the Study

·   
To find out the   
Personal Profile of the Respondents.

·   
To know the purpose of   
using social networking sites by the respondents

·   
To study the impact of   
social networking sites among college students

Research   
Design

Research   
design is a detailed outline of how an investigation will take place.  In this study Descriptive Research Design was   
used. Descriptive research design is concerned with describing the   
characteristics of particular individual or group.  The present study is also describing the   
socio demographic details, purpose of using social networking sites and its   
impact among the respondents.

SAMPLING   
PROCEDURE

Universe

The   
study was conducted in five Arts and Science College (Aided) at Chennai. The   
researcher divided the Chennai into five major clusters based on geographical area   
as 1) Central Chennai (18 Colleges), 2) North Chennai (10 Colleges), 3) South   
Chennai (19 Colleges), 4) West Chennai (18 Colleges), and 5) Suburban Chennai   
(13 Colleges). From the clusters the researcher had chosen five colleges one   
from each cluster using simple random lottery method. Totally, 1997 male   
students were studying in the final year comprise the universe.

Sample   
size

Using   
power analysis, the researcher defines the sample size as 150 in numbers. With   
the help of determined sample size (150) the researcher has taken thirty (30)   
respondents from each college adopting disproportionate sampling procedure   
using simple random compute technique.

Tools   
of Data Collection

The   
researcher has constructed a Semi Structured Questionnaire for the purpose of   
data collection.

Methods   
of Data Collection

Primary   
Data

Primary   
Data's were collected from the respondents through interview schedule.

Secondary   
Data

Secondary   
Data's were collected from books, magazines. Journals and internet.

Analysis   
of Data

The   
researcher used Statistical package for social sciences (SPSS) to compute the   
collected data. Simple table, two way tables, Median, Quartiles, Chi-square,   
T-Test, and ANOVAs were used to analyse the data.

FINDINGS

Personal   
Profile of the Respondents

·   
Half of the respondents   
(51. 3%) were in the age group of 19-20 years

·   
Nearly half of the   
respondents (42. 0%) were studying in science courses.

·   
More than half of the   
respondents (53. 3%) family monthly income was between Rs. 6876 – 25000.

Social   
Networking Sites Usage among the Respondents

·   
Majority of the   
respondents (75. 3%) were started to use the social networking sites in the age   
of above 15 years.

·   
More than one fourth of   
the respondents (36. 0%) were using the social networking sites for the purpose   
of being touch with their old friends.

·   
Nearly sixty percent of   
the respondents (58%) were having only one social networking profile.

·   
More than half of the   
respondents (54. 7%) were stated that facebook as their favourite social   
networking site among other sites.

·   
Just more than one   
fourth of the respondents (28. 7%) were replied the reason for favourite social   
networking site is that it helps to maintain existing contacts among family   
members and friends.

·   
Nearly half of the   
respondents (41. 3%) were spending between 30 minutes  to 1 hour on social networking sites.

·   
More than one fourth of   
the respondents (37. 3%) were making relationship in social networking sites   
based on their personal likeness.

Impact   
of Social Networking Sites among the respondents

·   
Nearly half of the   
respondents (44. 0%) were having medium level of physical impact on social   
networking sites.

·   
42. 7 percent were   
having medium level of psychological impact on social networking sites.

·   
Just more than half of   
the respondents (52. 7%) were having medium level of social impact on social   
networking sites.

·   
About sixty percent of   
the respondents (59. 3%) were having medium level of general impact on social   
networking sites.

·   
Nearly half of the   
respondents (46. 7%) were having medium level of overall impact on social   
networking sites (physical, psychological, social and general).

Influence   
of Social Networking Sites

·   
There is no association   
between age and purpose, impact of physical, psychological, general and overall   
of social networking sites.

·   
There is an association   
between age and social impact of social networking sites.

·   
There is no association   
between course of studying and impact of social networking sites.

·   
There is no association   
between impact of social networking sites and purpose of using social   
networking sites, age of joining in the social networking sites and number of   
social networking sites used.

SUGGESTION

·   
The study reveals that   
around 20 percentages of the respondents were had a high physical impact.   
Physical exercise to improve their physical health must be essential.

·   
Counseling should be   
provided to recover from the psychological problems due to using of social   
networking sites.

·   
Some of the ethical responsibility   
must be followed by the youth who are using social networking sites. They are:

Ø  Person   
using the social networking sites should be aware about their rights and moral   
responsibilities.

Ø  Respect   
the authentication and privacy of those members that are using social   
networking sites.

Ø  One   
should follow the ethics of online identity.

Ø  Create   
culture of disclosure.

CONCLUSION

The   
social networking sites and social media has revolutionized the world by   
bringing us closer than ever before and making the life easier than it ever   
was.  We can exploit this and use it for   
a better life, a better tomorrow.  It   
should be used to connect, stay in touch easily, share views and not to waste   
time on it.  The growth of social   
networking sites shows a significant change in the social and personal behavior   
of internet users and also become an essential medium of communication and   
entertainment tool among the young adults.   
Though it has started to affect the daily activities of normal human   
beings, the popularity of social networking sites is not going to reduce in   
near future.