

World company
which is now quite
popular in



**ASSIGN
BUSTER**

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

<https://assignbuster.com/world-company-which-is-now-quite-popular-in/>

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.

<https://assignbuster.com/world-company-which-is-now-quite-popular-in/>

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

<https://assignbuster.com/world-company-which-is-now-quite-popular-in/>

" 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

<https://assignbuster.com/world-company-which-is-now-quite-popular-in/>

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

Sites 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

<https://assignbuster.com/world-company-which-is-now-quite-popular-in/>

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.

<https://assignbuster.com/world-company-which-is-now-quite-popular-in/>

.

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.

<https://assignbuster.com/world-company-which-is-now-quite-popular-in/>

.

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

<https://assignbuster.com/world-company-which-is-now-quite-popular-in/>

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.