

## **Impact of Social Networking Sites (SNS) on the Youth of India**

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### **Abstract**

In today's fast moving world, there are so many issues around us which has to be think upon and act, it's an alarm for us to be aware about the society and current issues like abuse of human rights, education, unfavorable effects of global warming, wrong performance of political leaders, crime against women, corruption etc. need to be discussed openly with the society in an effort to do something about it and bring a revolution. Social Networking sites provide a platform for discussion on such issues. One such burning issue that has been an impact of social networking sites among youth. It was also found that due to the availability of SNS the communication between college students and their members of family has increased. It provides an outlook for investigating the technological implications on society in the domain of sociology.

**KEYWORDS:** Social networking Sites, Corruption, social issues, interpersonal relationships, Social Network Communications.

### **Introduction**

Social networking phenomenon has emerged over the past ten to fifteen years. In that time, social networking sites (SNS) have grown from a niche to a mass online activity, in which tens of millions of internet users are engaged both in their leisure time and at work. This paper focused on the impact of the social networking sites on the youth of India in both positive as well as negative phase. Social networking is a phenomenon which has existed since society began. Internet medium is developing with the increased usage and understanding how to use email, online shopping and search the web for recipes or the long- lost instruction manual for a piece of equipment in the garage etc. Now, internet is more about blogs, podcasts, Facebook, Myspace, and Orkut. These are some of the tools and technology associated with a recent phenomenon called social networking and is present everywhere.

Today, youths are the defining users of social media. Social media made available a platform for youth to build social networks or social relations among people. Nowadays, lucrative electronic gadgets are attracting the attention of the young generation; they are the largest customer of electronic gadgets and services, which makes them addicted in a short span of time. Effects of using social media have been found to be far reaching and potentially dangerous in affecting the health and mental related behavior of youth, who are not yet mature enough to differentiate between fantasy and reality. Apart from this, over utilization of social media, decreases the amount of time available for pursuing other activities which are useful for their physical health and mental health and spending of time with family member.

## Literature Review

Bhargava and Rani (2015) in his review stated that the influence of social websites can be good on students if there is a closer look on the real impact of social media. He also opted that, several social media websites are now a day's continuously distracting adolescent students from their educational career. Adolescent students are emphasizing on through on the impacts of social media on education and impacts on adolescents' life.

Mr. Madhen Raj Jain (2014) has, entitled on 'Impact of social networking sites in the changing Mindset of youth and social issues. Social networking sites provide a platform for discussion on such issues as it is the media in which majority mass rely on and extend warm support. He also concluded the level of awareness on the social issues and how far social networking sites awakened the today's youth in expressing their views on current and burning issues like corruption, human rights, girl's education, child labor etc.

## Objective of the Study

- ❖ To analyze the impact of social networking sites.
- ❖ To find out number of users social Networking

## Research Methodology

The present study is a conceptual study based on primary data which has been taken from various articles, websites.

## Impact of Social Networking on Social Issues

### Corruption

It is the biggest crime harming societal values, morals and in core population. The 2010 statistics of Transparency International shows that 54% of Indians paid bribe in last year for getting their work done across different departments and sectors. This day-to-day corruption is posing a serious problem for people to live life in a normal way. Everybody is in some sense exposed to corruption either as a perpetrator or a as a victim or as a beneficiary.

### Integrating Communities

Social networking sites helps in integrating all the parts of the country including subcultures and minority groups who otherwise never get the physical means and space to practice their views and beliefs. Through social networking sites individuals can communicate with others irrespective of meeting face to face or present at a specified time. As these individuals are not aware of things they can use these websites and can raise their voices and can also participate. As these social issues need regular discussion individuals can use networking sites to communicate periodically regularly depending on your and others' requirements.

### Connection of Blogs

Blog writing is a latest trend which serves as an online journal linking to varying news stories and sites. It allows individual or group of users to record their opinions and

information. Now every hit personality or celebrity is maintain their blog logs and updating in a regular basis so as to enhance their popularity rate and get open views and suggestions from mass.

### **Positive impact of Social Networking Sites**

There are many positive impacts of social networking media on youth:

#### **➤ Friends**

It has been easier to make friends and connect them from anywhere, anytime, mainly to social networking sites. Social sites connect everyone to anytime and let them stay friends with the easy approach at very reasonable cost.

#### **➤ Speedy Communication**

Social networking sites offer a chance to communicate in a speedy and well organized manner. Even voice media, visual media and words media any methods can be used to commute with seconds.

#### **➤ In Touch World**

Social networking sites allow everyone to communicate easily and effectively anytime, anywhere and anyplace on the world. The social networking helps to connect the world. Each news, message updates can be reached and well versed updated within the seconds.

#### **Negative aspects of Social Networking Site**

There are various negative aspects of social networking Sites. They are:

#### **➤ Waste of Time**

Most of the students have been using social networking in leisure time. The social networking users often spend their free time in face book or similar social networking. Interestingly, almost of the users log in the social site and spend too much time.

#### **➤ Addiction**

The social networking has addictive effects on users. After a while users start to spend all of their there. Even some of them spend every minute connected to a social network via cell phone

#### **➤ Plagiarism**

In the internet world copy and share from social network has become majority of students. There is no proper permission taken from anybody else. While doing this, it is very hard to find out for the one whose thing used.

#### **➤ Unreliable**

The environment of social networking is unreliable. The users of social networking are unreliable. The users of social networking can easily lie to each other and send untrue messages. When they want to spend a message they write the message that the other party wants to hear.

## Number of users social Networking sites

Social networking as “a set of people and the relationship between them about 800 million people were using social networking sites in India. Around 2.23 billion people were using face book. Social networking websites is very popular among the youth so that they contribute the majority percentage of the users of these sites. There has been significant interest and concern about the risk of online social networking because of access to personal information and the system allows. Day by day Social network sites users are increasing in India.

There are a number of SNS's available now-a-days where users are increasing leaps and bound as shown in the table as below:

### Top 10 Social Networking Sites

S.No	Social Networking Sites	No of Users
1	<a href="http://www.FaceBook.com">www.FaceBook.com</a>	2.23 billion
2	Whats app	1.5 billion
3	Instagram	1 billion
4	www. You Tube.com	1.8 billion
5	Snap chart	188 million
6	<a href="http://www.Twitter.com">www.Twitter.com</a>	335 million
7	Linkedlin	200 million
8	Quora	100 million

## Analysis and Interpretation

Table 2 shows the analysis and interpretation. They are as follows

Name of Social Networkin g sites	Teenager s	Youn g Adult s	Adult s	Workin g Adults	Frequenc y	%	Cumulativ e Percentage
Face Book	20	12	30	15	77	19.2 5	19.25
Whatsapp	30	10	20	30	90	22.2 5	41.75
Instagram	10	15	5	16	46	11.5	53.25
You tube	20	10	15	30	75	18.7 5	72
Snap Chart	10	20	8	5	43	10.7 5	82.75
Twitter	10	20	10	4	44	11	93.75
Linkedln	0	5	7	0	12	3	96.75
Quora	0	8	5	0	13	3.25	100
Total	100	100	100	100	400	100	

From the above table shows that 20 percent are teenagers 30 percent of adults are using face book and 20% are teenagers. 30 % teenagers and working adults are using whatsapp and 15% adults are using instagram10 are teenagers. 30% working adults are using you tube and 20% young adults are using twitter. 90% are frequently using whats app, Face book are 77% frequently used and 75% use you tube.

### Suggestions

- Social media should be used for positive purposes.
- Use of social media in informative way enhances skills and abilities.
- Government has to make polices to check out unfair reporting of media which ruin the society
- To secure the future of children, teachers and parents should check out what they actually doing on social media.
- Adolescence should use their time wisely instead of wasting their precious time on other social networks like whatsapp, twitter and youtube.

### Conclusions

This study investigates the impact of social networking on youth. Results shows that social media plays important role in learning and job opportunities. Teenagers mostly use social media plays important role in learning and job opportunities. Teenagers mostly use social media for communication with friends and families. It depicts that social media cause health problem and affect our cultures.

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