

Saarth

E-Journal of Research

ISSN NO: 2395-339X

“Impact of Social Networking Sites among Students at Smt. J.P. Shroff Arts College, Valsad”

Dr.BinaY.Desai*

Abstract

In the recent time Social Networking Sites plays an important role in our life. People use Social Networking Sites like, face book, whatsapp, twitter etc. for chatting, blogging, video calling, video and photo sharing and to stay connected with family, friends and customers.

Web based social Networking sites gives an opportunity to individuals to create their own personal profile with the choice of users. People spend more than usual hours in front of Social Networking Sites. These sites have held an addiction to the youth wherein they find it difficult to concentrate on their study and prefer logging in and jumping across one sites to another. Some have take benefit of these sites where as some have spoil their time. so, it is advisable that individual have set their own limits as to when and when not to access these websites but we show that very few out of the lot who does not access or make use of these sites at all.

Another thing majority of youth doesn't have proper knowledge to maintain privacy on their profile and even they don't follow proper direction when they post photos, videos and makes friends on these websites. It resulted in victimization. Actually these all activities are necessary in this recent challenging time but it's too necessary to educate students, youth about the effective and safe use of these sites.

This paper is an attempt to analyze the pattern of social networking usage and impact in order to determine the social networking addiction among youth.

Key word: Social networking sites, Facebook, Twitter,Whatsapp etc.

Introduction:

In the recent time Social Networking Sites plays a major role in each individual's life among worldwide. Mobile phones are boon of this century. It's an important tool and become an integral part of the society. The cell phone today is a lifetime for many people. GSMA data estimated that around 4to5 billion people use the cell phone worldwide and it comes as no surprise that a huge quantity consist of the youth.

People use internet based media programs is to make connection with family, friends, classmates, customers and client. The programs show the associations between individuals and facilitate the acquisition of new contacts. Examples of Social Networking Sites includes face book, Whatsapp, twitter etc.

*Dr.BinaY.Desai , Smt.J.P.Shroff Arts College, Valsad

Saarth

E-Journal of Research

ISSN NO: 2395-339X

Social networking sites are not only popular for providing a platform for chatting, sharing videos, pictures etc, but also for discussing social issues. Earlier people keeping their data private but now they like going public and now there is a sort of competition among the youth to pose themselves as most favorite and famous person on internet. When these Social Networking Sites started, youth got immediately paying attention towards them as they found it very convenient to develop their social circle, chat with other teenagers, share their personal photos and see others data also too lacking of any security alert. It's true that Social Networking Sites provide employment, marketing, personal growth, sharing of information but the most prevalent hazards though often involves online individuals.

In this paper, researcher focused on the positive as well as negative impact of these Social Networking Sites on the Indian youth and what are the ethical responsibilities of the users of these sites?

Significance of the study:

There are several benefits and opportunities of social media, including informal learning opportunities, access to lots of information about their study, society and college, social skills practice, establish own identity, interest based groups, development and maintenance of friendship and fun, but the problems is that today's youth are addicted to social networking sites. They are wasting a lot of time on these sites and they are not able to handle their sites properly. Hence the research aim to study the impact of social networking sites among youth and to find out most preferred social networking sites.

Research Methodology:

Objectives of Study:

- To identify the most preferred site by students.
- To analyze the impact of social networking sites among youth.

Primary data:

The data necessary for the study has been collect from primary source.

Primary data are these which are directly collected for this study through Questionnaire filled by 60 students at Smt.J.P.Shroff Arts College, Valsad.

Sample size:

Sample size of this study is limited to 60 students at Smt.J.P.Shroff Arts College, Valsad.

Sampling method:

Sampling method used to conduct the study was convenience sampling method which is a non-probabilistic sampling technique.

Tools for analysis:

The data collected through questionnaire were analyzed by using only percentage.

Saarth

E-Journal of Research

ISSN NO: 2395-339X

Scope of the study:

The study seeks to find out the impact on social networking sites among students at Smt.J.P.Shroff Arts College, Valsad. While the study recognize that impact of social networking sites and attitude towards social networking sites among youth will limit itself only to the students of Arts college, Valsad.

Limitations of the Study:

The study is limited by only UG students of Arts college ,Valsad

- The sample size of 60 respondents taken for the study, so the findings of the study cannot be generalized.

18 A-Major Findings and Suggestions

These are made on the basis of data analysis and interpretation.

Major Findings:

- Equal amount of respondents live in rural and urban area equally.
- Majority of respondents belongs to same age group 17-20 yrs (81.7).
- Half of respondents are members in not more than 5 social networking sites and very few respondents are the members of more than 5 sites.
- Respondent using social networking sites to find information, to keep in touch with family and friends and to share pictures, videos and movies rather than other use.
- Majority of respondents are comfortable with the use of social networking sites.
- Majority of respondents think that social networking sites are important for them.
- Whatsapp is most preferable site for all respondents.
- All most all respondents created their personal profile in Whatsapp and half of the respondents make profile in Instagram too.
- The researcher has found that majority of respondents get access to social networking sites using smart phones.
- Students spend daily not more then 1-5 hours on social networking sites.
- Majority of students are using social networking sites for a period not more than 5 years.
- Half of the respondents have less than 100 friends in social networking sites and another 43.3 % have 100-500 friends.
- Majority of respondents (61.7) didn't made friendship with strangers on social networking sites.
- All of the respondents are using social networking technology for learning in college.

Saarth

E-Journal of Research

ISSN NO: 2395-339X

- Majority of respondents (81.6) think that privacy policies of social networking sites are useful.
- Majority of respondents agreed that social networking sites have impact on character formation of youth and they are agreed that social networking sites facilitate learning and work opportunities.
- On the other side most of the respondents agreed that they are wasting their lots of time in front of accessing social networking sites. Approximate half of the
- Respondent agreed that social networking sites lead to severe addiction and it serves an avenue for predators to find victims.
- Overall the respondent think that social networking sites have positive impact, very few percentage (1.6) believe that social networking sites have neutral and negative impact on youth.

Suggestions:

- Students should not waste too much time in front of social networking sites for chatting and accessing videos and pictures.
- Students should not accept friendship with strangers.
- Social networking sites should update time to time their effectiveness of privacy policies.
- Student should well inform about the effective and safe use of social networking sites by the college administration and also they should inform about the various learning websites through the social networking sites.
- Result revealed that students are not using important websites like: email, twitter etc. So, it's very necessary to inform them about the importance of emailing and twitter to update their knowledge about current affairs.

Conclusion:

Above study revealed that students of Smt.J.P.Shroff Arts College, valsad spending 1-5 hours on social Networking Sites, it seems that they are addicted to these sites. It will be harmful to their career. So, it's necessary for college administration to guide them for better use of social networking technology.

Bibliography:

1. Arora (2014).Social Networking –A study of Indian youth .Gian Jyothi E-Journal, Vol-5No.1&2,ISSN 2250-348x,PP 1-9
2. Neelamalar and Chitra(2009). New Media and Society: A Study of Social Networking Sites on Indian Youth.Department of Defense's advanced Research Project Agency.

Saarth

E-Journal of Research

ISSN NO: 2395-339X

3. Deshmukh and Tathe (2014) .An Impact of Social Networking Sites On Youngsters . National Journal of Management(IJM) ,vol.5,Issue12.ISSN 09766502(Print) ISSN 0976-6510 (Online).

Websites:

- www.wikipedia.com
- www.researchgate.net