iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 3 **Issue:** III **Month of publication:** March 2015

DOI:

www.ijraset.com

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)

Social Networking Sites- A Study of Its Impact on Personal and Social Life

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Abstract*—Social networking sites such as Twitter, Facebook, Orkut, Google+ and LinkedIn are examples of wildly popular networks used to find and organize contacts. The study also tries to find out the type of media they are using to contact for the networking and their preference in online social networking sites. It also finds out how they are behaving in the groups and associations. Social networking is beneficial for its users for their future contacts among themselves. Nowadays, many social networking sites are available around the globe; mainly youth focused sites like Facebook.com and MySpace. Many people are now using different types of media according to their status of life to spend their time, such as mobile phones, television, the Internet. The research design used for the study is descriptive. This study provides information about the relationship among the users about their social and personal life i.e., how they are developing social networking among their friends and the families. The descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is the description of existing state of affairs. In this study, both primary and secondary data have been used. For the primary data, a structured questionnaire consisting of close-ended questions to extract the view points of the respondents has been used. For the secondary data, the data have been extracted from different magazines, journals, newspapers and websites. The study concludes that respondents spend at least one or two hour a day online and the most popular SNS for them is Facebook. The three top-used social media tools are Facebook, Twitter and LinkedIn; the top four reasons for using social media tools are for social engagement, direction communication, instant messaging, and relationship building.

Key Words:-Social networking sites, Personal privacy, Virtual life, SNS

I. INTRODUCTION

Since its creation, the Internet has spawned many information sharing networks, the most well-known of which is the World Wide Web. Recently, a new class of information networks called “online social networks” has exploded in popularity and now competitor the traditional Web in terms of usage. Social networking sites such as Twitter, Facebook, Orkut, Google+ and LinkedIn are examples of wildly popular networks used to find and organize contacts. Other social networks such as Flickr, YouTube, and Google Video, are used to share multimedia content and others such as Live Journal and BlogSpot are used to share blogs. Unlike the traditional Web which is largely organized by content, online social networks embody users as first-class entities. Users join a network, publish their own content, and create links to other users in the network called “friends endorsed by “friends”.

The extreme popularity and rapid growth of these online social networks represents a unique opportunity to study, understand, and leverage their properties. Not only can an in-depth understanding of online social network structure and growth aid in designing and evaluating current systems, it can lead to better designs of future online social network based systems and to a deeper understanding of the impact of online social networks on the Internet. Social networking is a way that helps many people feels as though they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students are being affected by how much time is being spent on these sites. For the purpose of this study, social networking is defined as the use of Facebook, YouTube, blogs, Twitter, MySpace, or LinkedIn. With smart phones being able to access the internet and have applications of social networking, many are concerned about how smart phones with social networking applications will affect student grades. Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. A social networking site (SNS) is an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people, who, for example, share interests and/or activities. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centred service whereas online community services are group-

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centred. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks. The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Social networking companies continue developing their products, social networking site applications are growing. Which are sometimes helpful? The popularity of social networks and their increasing use in the workplace present some concerns for employers, but all indications are that employers cannot hope to prevent social network use during work hours. As an alternative to an attempt to prohibit their use, this research leads to the recommendation that Businesses make use of social networks instead. A possible use would be as a tool of communication between management and employees to ensure that employees are productive but not overworked. Another possible use is as a marketing tool. Social networking is an interconnected system through which alliances are formed, help is obtained, information is transmitted, and actions taken to achieve certain results. If businesses need to work with social networking websites, as seems likely, they should have a policy on social networking in the workplace. This recommendation is based on the assumptions that use of social networking in the workplace continues to increase and that internet security will never be perfect in filtering personal or business information on social networks. The extent of this problem is ongoing and impossible to predict. There are four major social networking sites in common use.

Facebook [2] Facebook was launched by a student, Mark Zuckerberg, at Harvard in February 2004. At the beginning, Facebook was just a student directory, the goal of which was to provide an important information and communication services to a pre-existing offline community. In the early days of Facebook, only users who could verify they had a .edu e-mail address for the college they attended could register. This restriction was made to ensure trust between the offline community and the online service created. Since then, Facebook has acquired over 300 million users and is the fourth largest site in the world after Google, Microsoft and Yahoo sites. Facebook provides a social network for all regular PC Internet users and recently also mobile users. Facebook's statistics page offers interesting information on user profiles and engagement. According to the statistics, more than 40 million users update their status every day, and they spend more than 6 billion minutes on Facebook every day. More than 70% of Facebook's users are outside the United States. Since Facebook has been made available as a mobile service, more than 65 million active users access Facebook through their mobile devices. This kind of growth has important implications for infrastructure and for advertisement companies.

Twitter [2] Twitter is social network based on a micro blogging platform allowing user to post short message and read messages from others. Joining the social networking trend in March 2006Twitter is the most immediate of the four big social networking websites. It has become a self-promotional tool used by celebrities. For those who like to "follow" their favourite celebrities, they can get instant updates about where their favourite singer or actor is, what they are doing, how they are feeling, etc. Twitter has around 10 million members.

Linkedln [3] Linkedin was started in May 2003, and is less focused on social networking. This tool is used to network within a desired professional atmosphere and allows individuals to build professional, career-oriented relationships. "Linkedin is the most business-oriented of the four big social networking websites". Linkedin has a membership of about 36 million.

MySpace [4] MySpace was started in August 2003. It is more directed toward the musically inclined. This social networking website is no longer solely for social networking. It is more about connecting different bands and groups, rather than connecting individuals. The membership for MySpace is about 126 million Online Social networking is a type of virtual communication that allows people to connect with each other. This concept arises from basic need of human beings to stay together in groups forming a community. Wikipedia defines social network service as online platform that focus on building and reflecting social networks or social relations among people who share interests and activities. Social networking sites, email, instant messaging, video- and photo- sharing sites and comment posting are all tools that help people to communicate and socialize with each other. The first social networking site SixDegrees.com [5] was launched in 1997. It allowed users to create profiles, list their friends and surf the friends list (Boyd, & Ellison, 2007). Starting from 1997 to 2010 there are some 1.5 billion users of social networking websites (Kreutz, 2009). People join social networking sites because it gives them an opportunity to express their views, a feel of independency and self esteem. It's just a click way to create a virtual profile and connect with millions of users across the world, becomes more interesting because you can stay connected with old friends and family members.

A. A brief history

Brief history of online social networking sites is discussed here. The site Classmates.com is regarded as the first web site that allowed users to connect to other users. It began in 1995 as a site for users to reconnect with previous classmates and currently it has over 40 million registered users. However, Classmates.com did not allow users to create links to other users; rather, it allowed users to link to each other only via schools they had attended. In 1997, the site SixDegrees.com was created, which was the first social networking site that allowed users to create links directly to other users.

As such, SixDegrees.com is the first site that meets the definition of an online social network. Online social networks began to

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grow in popularity as more users became connected to the Internet. In the early 2000s, a number of general-purpose sites for finding friends were established.

B. Mechanisms and policies

1) User's full participation in online social networks requires users to register a (pseudo) identity with the network, though some sites do allow browsing public data without explicit sign-on. Users may volunteer information about themselves (e.g., their birthday, place of residence, interests, etc.), all of which constitutes the user's profile.

2) The social network itself is composed of links between users. Some sites allow users to link to any other user (without consent from the link recipient), while other sites follow a two-phase procedure that only allows a link to be established when both parties agree. Certain sites, such as Flickr, have social networks with directed links (meaning a link from A to B does not imply the presence of a reverse link), whereas others, such as Orkut, have social networks with undirected links.

3) Users link to other users for numerous reasons. The target of a link may be a real-world acquaintance, a business contact, a virtual acquaintance, someone who shares the same interests, someone who uploads interesting content, and so on. In fact, some users even consider the acquisition of many links to be a goal in itself. When compared to links in the Web, links in online social networks combine the functionality of both hyperlinks and bookmarks.

4) A user's links, along with her profile, are usually visible to those who visit the user's account. Thus, users are able to navigate the social network by following user to user links, browsing the profile information and any contributed content of visited users as they go. Certain sites, including LinkedIn, only allow browsing of profiles within the user's own neighbourhood (i.e., a user can only view other users that are within two hops), while other sites, such as Flickr, allow users to view any other user in the system.

C. Groups

Most sites also enable users to create special interest groups, which are Usenet newsgroups. Users can post messages to groups (visible to all group members) and even upload shared content to the group. Certain groups are moderated, and admission to the group is controlled by a single group maintainer, while other groups are open for any member to join. All sites today require explicit group declaration by users; users must manually create groups, appoint administrators (if necessary), and declare which groups they are a member of. Certain sites (such as Facebook) create a few pre-populated groups based on the domain of users' email addresses, but the majority of groups do not fall into this category.

The primary use of groups in today's networks is to either express access control policies or to provide a forum for shared content. Examples of the former include sites like Facebook, which, by default, allows only users located in the same geographic location or organization to view each other's profiles. Examples of the latter are more common, including Flickr's shared photo groups and Orkut's communities feature.

D. Content

Once an identity is created, users of content-sharing sites can upload content onto their account. Many such sites enable users to mark content as public (visible to anyone) or private (visible only to their immediate "friends"), and to tag content with labels. Many sites, such as YouTube, allow users to upload an unlimited amount of content, while other sites, such as Flickr, require that users either pay a subscription fee or be subject to an upload limit. All of the content uploaded by a given user is listed in the user's profile, allowing other users to browse through the social network to discover new content. Typically, the content is automatically indexed, and, if publicly available, made accessible via a textual search. An example is Flickr's photo search, which allows users to locate photos by searching based on tags and comments. Once on the site, users can submit their uploaded content into groups that they are a member of. The privacy settings often allow for the content to be accessible only by group members. Moreover, the sites generally allow users to browse the content uploaded to groups they are members of.

Users are also often allowed to create favourite lists, which link to a user's favourite content uploaded by other users. These favourite lists are also generally publicly accessible from the user's profile page. Similarly, most sites allow users to comment on pieces of content, much like a Usenet posting, and the comments appear alongside the piece of content itself. Finally, many sites contain most popular content lists, which contain the most popular content items (in terms of the number of views, comments, or ratings) that have been recently uploaded. Users can browse these lists to find new content to view. A notable example is YouTube's top-100 lists, where popularity is based on the number of views, comments, or favourite-markings a video has recently received.

E. Objective

The objective of the study to critically analysis of social networking sites and to find their various impacts on social and

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personal life like:

1) To study the Personal Privacy.
2) To study the Impact on studies.
3) To study its affects Work Productivity.
4) To Study Social networking sites Addiction Disorder.
5) To study how it's helping users.
6) Social Networking sites build or destroy relationships.
7) To study its affects on personal and social life.

F. Organisation of thesis

This report is divided into 6 chapters. Chapter one introduces the topic. It briefly describes the subject of our thesis and finally summaries the contents of each chapter. It gives a general description of social networking sites Facebook, linkedln, Myspace, Twitter and orkut etc. and also includes the objectives. Chapter two reviews previous works in the field of social networking sites. Chapter third describes the problem formulation of the study. In this chapter describe the need of the study of social networking sites. Chapter fourth describes the research methodology. In the research methodology both primary and secondary data have been used. For the primary data, a structured questionnaire consisting of close-ended questions to extract the view points of the respondents has been used. For the secondary data, the data have been extracted from different magazines, journals, newspapers and websites. Chapter fifth discusses data interpretation. In this chapter responses are collected through survey method and then analysis it. Our work is concluded in chapter sixth with a suggestion for further work.

II. PROBLEM FORMULATION

A. Need of the study

The main aim of this study is to critically analyze the social networking sites and to find out their impact on social and personal life. Do these social networking sites isolate people and truncate their relationships? Or are there benefits associated with being connected to others in this way? The study also tries to find out the type of media they are using to contact for the networking and their preference in online social networking sites. It also finds out how they are behaving in the groups and associations. Social networking is beneficial for its users for their future contacts among themselves. Nowadays, many social networking sites are available around the globe; mainly youth focused sites like Facebook.com and MySpace. Many people are now using different types of media according to their status of life to spend their time, such as mobile phones, television, the Internet. They are updating their knowledge through online activities like E-mail, IM, online research, online communities, etc. Previously, peoples used to spend their time in different groups like sports associations, neighbourhood groups like friends' birthday parties and so on. But, nowadays they want to enjoy their maximum time with their friends forming a network. So we are tries to find out the pros and cons of these social networking sites.

III. RESEARCH METHODOLOGY

The research design used for the study is descriptive. This study provides information about the relationship among the users about their social and personal life i.e., how they are developing social networking among their friends and the families.

The descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is the description of existing state of affairs. In social science and business research, we quite often use the term e*x post facto* research for descriptive research studies. The methods of research utilized in descriptive research are survey methods of all kinds.

In this study, both primary and secondary data have been used. For the primary data, a structured questionnaire consisting of close-ended questions to extract the view points of the respondents has been used. For the secondary data, the data have been extracted from different magazines, journals, newspapers and websites.

A. Primary

Primary data can be collected either through experiment or through survey. If the researcher conducts an experiment, he observes some quantitative measurements, or the data, with the help of which he examines the truth contained in his hypothesis. But in the case of a survey, data can be collected either through observation or through direct communication with respondents in one form or another or through personal interviews. This, in other words, means that there are several methods of collecting primary data, particularly in surveys and descriptive researches. Important ones are: (i) observation method, (ii) interview method, (iii) through questionnaires, (iv) through schedules

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B. Interaction with peoples by filling up of questionnaires

This method of data collection is quite popular, particularly in case of big enquiries. It is being adopted by private individuals, research workers, private and public organisations and even by governments. In this method a questionnaire is sent to the persons concerned with a request to answer the questions and return the questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space meant for the purpose in the questionnaire itself. The respondents have to answer the questions on their own. A Questionnaire is enclosed (Annexure A)

C. Secondary

Secondary data means data that are already available i.e., they refer to the data which have already been collected and analysed by someone else. When the researcher utilises secondary data, then he has to look into various sources from where he can obtain them. In this case he is certainly not confronted with the problems that are usually associated with the collection of original data. Secondary data may either be published data or unpublished data. Usually published data are available in: (a) technical and trade journals; (b) books, magazines and newspapers; (c) reports prepared by research scholars, universities, economists, etc. in different fields; and (d) public records and statistics, historical documents, and other sources of published information.

The sources of unpublished data are many; they may be found in diaries, letters, unpublished biographies and autobiographies and also may be available with scholars and research workers, trade associations, labour bureaus and other public/ private individuals and organizations.

IV. DATA INTERPRETATION

The questionnaires are constructed and adopted to solicit information about critically analyze the social networking sites and to find out their impact on social and personal life. In this study 350 responses are collected through survey method and then analysis it.

A. Observation and findings

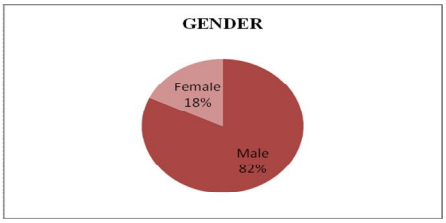


Fig 4.1- GENDER

Male:-82%

Female:-18%

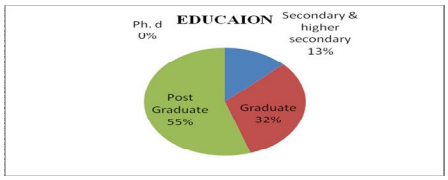


Fig 4.2- Education

Secondary & Higher Secondary:-13%

Graduate:-32%

Post Graduate:-55%

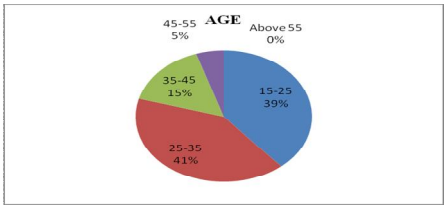


Fig 4.3- Age category of respondents

15-25:-39%, 25-35:-41%

35-45:-15%, 45-55:-5%

Above 55:-0%

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Question 1 (Q1) of the questionnaire asked do you use the internet to access online social networking sites? (Ex. Facebook, Twitter etc.) As shown in the table. 4.1, the study revealed that 346 respondents have internet access (99%) and very little minority of respondents (4) don't have internet access (1%).

Table 4.1: Internet access of respondents

Internet Access	Number	Percentage
Yes	346	99%
No	4	1%
Total	350	100%

Question 2, 3 (Q2, Q3) of the questionnaire asked which type of online social networking sites do you access and popularly most? As shown in the table. 4.2, the study revealed that 256 respondents are interested in Facebook(73%), 33 respondents are interested in Twitter(10%), 15 respondents are interested in Orkut(4%), 25 respondents are interested in Linkedln(7%) and 4 respondents are interested in other sites(1%). The social networking's sites access popularly most study revealed that 259 respondents are interested in Facebook(74%), 29 respondents are interested in Twitter(8%), 19 respondents are interested in Orkut(6%), 8 respondents are interested in Google+(2%), 33 respondents are interested in Linkedln(9%), 2 respondents are interested in other sites(1%).

Category Sites	SNSAccess No.	percentage	Mostly Access	Percentage
Facebook	256	73%	259	74%
Twitter	33	10%	29	8%
Orkut	15	4%	19	6%
Google+	17	5%	8	2%
Linkedln	25	7%	33	9%
Other	4	1%	2	1%
Total	350	100%	350	100%

Table 4.2: Which types of social networking sites do you access and mostly access?

Question 4 (Q4) of the questionnaire asked if No to the Q1 why don't you use social networking sites? As shown in the fig. 4.4, the study revealed that 4 respondents are not interested to use the social networking sites (1%).

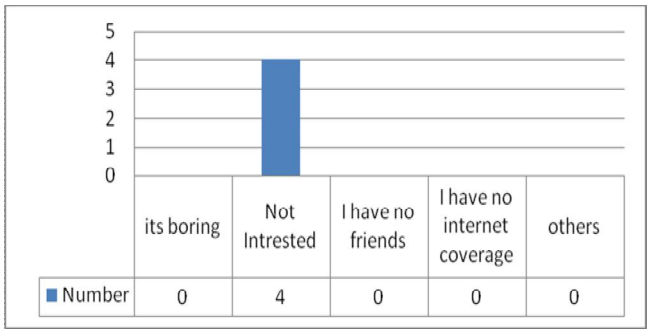


Figure 4.4: Why don't you use social networking sites?

Not interested: - 1%

Question 5 (Q5) of the questionnaire asked how many social networking sites do you belong to? As shown in the fig. 5.5, the study revealed that 273 respondents are used one social networking sites(78%), 51 respondents are used two social networking sites(15%) and 26 respondents are used more than two social networking sites(7%).

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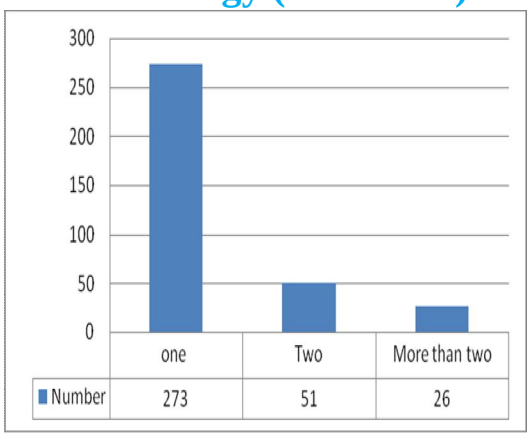


Figure 4.5- How many social networking sites do you belong to?
One: 78%, two: 15%, More than two: 7%

Question 6 (Q6) of the questionnaire asked how long do you spend on these sites each time you visit? As shown in the fig. 5.6, the study revealed that 51 respondents are spent time less than a hour(15%), 79 respondents are spent time 1-2 hour(23%), 96 respondents are spent time 2-3 hour(27%), 85 respondents are spent time 3-4 hour(24%) and 39 respondents are spent time more than 4 hours(11%) on the social networking sites.

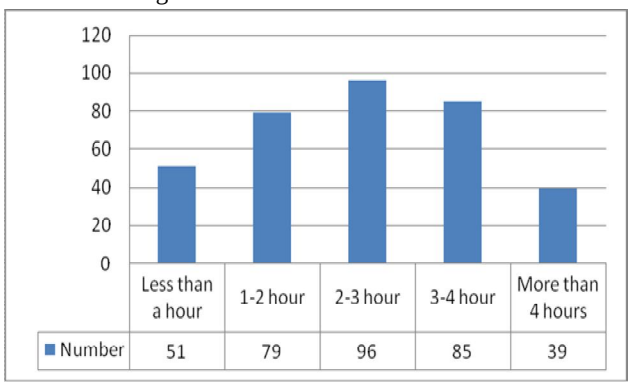


Figure 4.6 Time Spending
Less than an hour: 15%, 1-2 hour: 23%, 2-3 hour: 27%,
3-4 hour: 24%, More than 4 hour: 11%

Question 7 (Q7) of the questionnaire asked how often you go on these social networking sites? As shown in the fig. 5.7, the study revealed that 17 respondents are open the sites once a month (5%), 56 respondents are open the sites once every two weeks (16%), 78 respondents are open the sites once weeks (22%), 83 respondents are open the sites 2-4 times every weeks (24%), 116 respondents are open the sites everyday(33%).

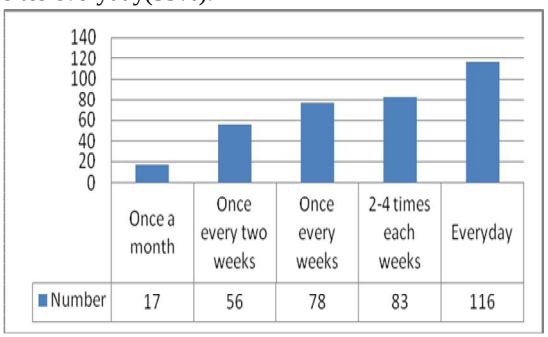


Figure 4.7: How often do you go on these social networking sites?
Once a month: 5%, Once every two weeks: 16%, Once every Week: 22
2-4 times each week: 24%, Everyday: 33%

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Question 8 (Q8) of the questionnaire asked which time you mostly visit social networking sites? As shown in the fig. 5.8, the study revealed that 13% respondents are visit the social networking sites 7 a.m. to 10 a.m., 10% respondents are visit the social networking sites 10 a.m. to 1 p.m., 11% respondents are visit the social networking sites 1 p.m. to 4 p.m., 21% respondents are visit the social networking sites 4 p.m. to 7 p.m., 29% respondents are visit the social networking sites 7 p.m. to 10 p.m. and 16% respondents are visit the social networking sites 10 p.m. to 1 a.m.

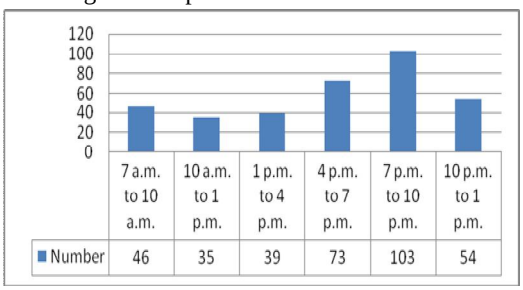


Figure 4.8: Which time you mostly visit the social networking sites?
7 a.m to 10 a.m.:13%, 10 a.m. to 1 p.m.:10%, 1 p.m. to 4 p.m.:11%,
4p.m. to 7 p.m.: 21%, 7 p.m. to 10 p.m.:29%, 10 p.m. to 1 a.m.:16%

Question 9 (Q9) of the questionnaire asked with whom do you have a maximum contact on social networking sites? As shown in the fig. 5.9, the study revealed that 59 respondents are maximum contact on social networking sites is school friends (17%), 63 respondents are maximum contact on social networking sites is relatives (18%), 103 respondents are maximum contact on social networking sites is college friends (29%), 73 respondents are maximum contact on social networking sites is colleagues (21%) and 52 respondents are maximum contact on social networking sites is unknown person (15%).

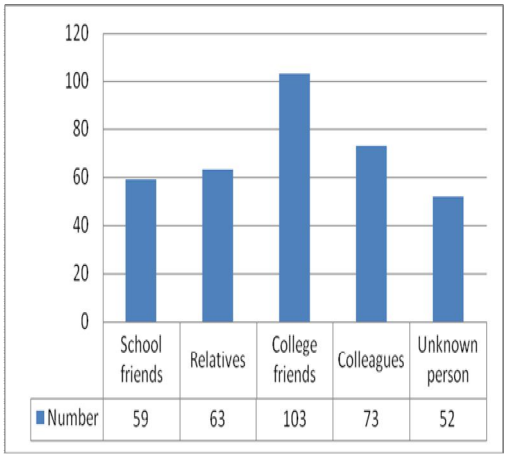


Figure 4.9: with whom do you have a maximum contact on social networking sites?
School friends: 17%, Relatives: 18%, College friends: 29%,
Colleagues: 21%, Unknown person: 15%

Question 10, 15, 16, 17, 19, 22 of the questionnaire asked the respondents feeling safe to your privacy, affect your friends group in real life, SNSs is kind of addiction to you, social accounts known to your parent, Cybercrime and feeling more security options in social networking sites. As shown in the table. 5.3 The study revealed that 184 respondents are feeling safe to your privacy on social networking sites (53%) and 166 respondents are not feeling safe on social networking sites (47%), 198 respondents think that social sites affect on friends group in real life (57%) and 152 respondents think that social sites not affect on friends group in real life (43%), 210 respondents say yes social networking sites are kind of addiction (60%) and 140 respondents say no SNSs are not kind of addiction (40%), 125 respondents say yes his social account known to parents (36%) and 225 respondents say no (64%), 277 respondents know the word cybercrime (79%) and 73 respondents are not know about it (21%). 188 respondents say yes feeling more security option on SNSs (54%) and 162 respondents say no feeling more security option on SNSs (46%).

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Table 4.3:- SNS analysis of privacy, kind of addiction, security and cybercrime.

Question	Response	Number	Percentage
Are you feeling safe to your privacy on social networking sites?	Yes	184	53%
	No	166	47%
Is being on social sites affect your friends group in real life?	Yes	198	57%
	No	152	43%
What do u think is social networking sites is kind of addiction to you?	Yes	210	60%
	No	140	40%
Is your social accounts known to your parents?	Yes	125	36%
	No	225	64%
Are you aware about the word "Cybercrime" on Social Network?	Yes	277	79%
	No	73	21%
Are you feeling there will be more security option in social networking sites?	Yes	188	54%
	No	162	46%

Question 11 (Q11) of the questionnaire asked for what purpose do you visit the social networking sites and what is importance of that? As shown in the fig. 5.10, the study revealed that 113 respondents keeping in touch with friends (32%), 95 for time spending (27%), 79 for making new idea (23%) and 63 for sharing new idea (18%) purpose for visit the social networking sites.

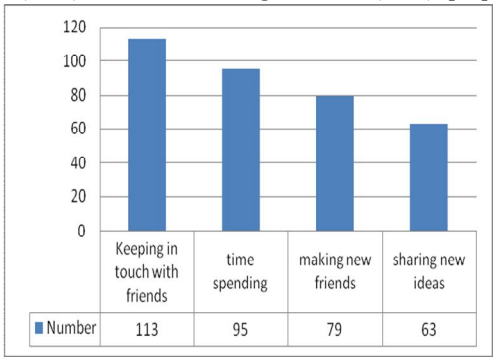


Figure 4.10: For what purpose do you visit the social networking sites and what is importance of that?
Keeping in touch with friends: 32%, Time spending: 27%,
Making new friends: 23%, Sharing new idea: 18%

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Question 12 (Q12) of the questionnaire asked for think about your friends, how many of them are on your social networking site account? As shown in the fig. 5.11, the study revealed that 25 respondents for 15-25, 23 respondents for 25-35, 151 respondents for 35-45, 96 respondents for 45-55 and 55 respondents more than 55 for social networking sites account.

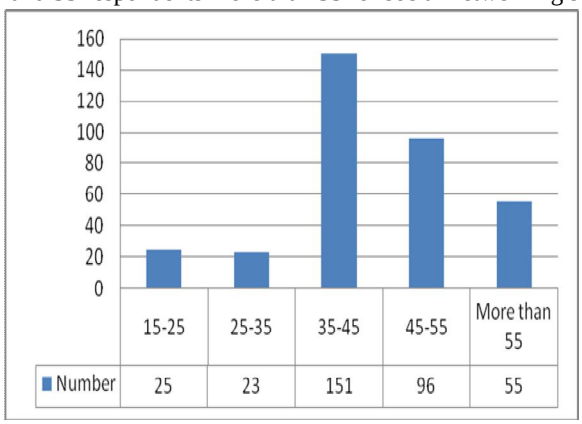


Figure 4.11: Think about your friends, how many of them are on your social networking site account?
15-25:- 7%, 25-35:- 7%, 35-45:- 43%,
45-55:- 27%, More than 55:-16%

Question 13 (Q13) of the questionnaire asked is social networking sites Build or Destroy relationship? As shown in the fig. 4.12, the study revealed that 229 respondents say social networking sites build the relationship (65%) and 121 respondents say social networking sites destroy the relationship (35%).

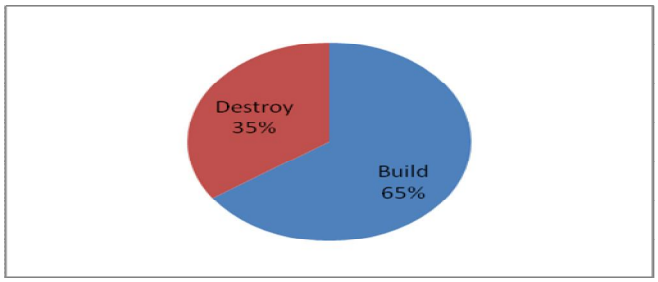


Figure 4.12: Is social networking sites Build or Destroy relationship?
Build: 65%, Destroy: 35%

Question 14 (Q14) of the questionnaire asked to what extent do you think social networking sites are affecting your social life? As shown in the fig. 5.13, the study revealed that 152 respondents seriously affecting, 55 slightly affecting, 47 no impact, 42 slightly helping, 54 seriously helping for social networking sites affecting social life.

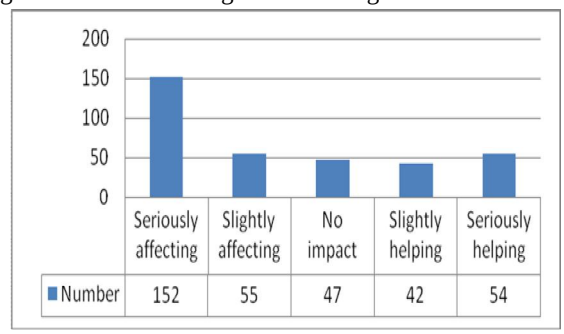


Figure: 4.13: Do you think social networking site are Affecting your social life
Seriously affecting: 44%, Slightly affecting: 16%, No impact: 13%,
Slightly helping: 42%, Seriously helping: 12%

Question 18 (Q18) of the questionnaire asked to what extent do you think social networking sites are affecting your work productivity? As shown in the fig. 5.14, the study revealed that 117 respondents seriously affecting, 63 slightly affecting, 79 no impact, 39 slightly helping, 52 seriously helping for social networking sites affecting work productivity.

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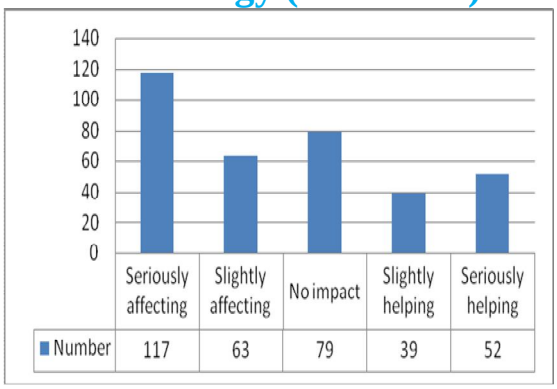


Figure 4.14: Do you think social networking sites are affecting your work productivity?
Seriously affecting: 33%, Slightly affecting: 18%, No impact: 23%,
Slightly helping: 11%, Seriously helping: 15%

Question 20 (Q20) of the questionnaire asked tick on the words cybercrime, which ever are known to you? As shown in the fig. 4.15 the study revealed that 125 respondents known the words cyber stalking, 36 respondents known phising, 39 respondents known vishing, 15 respondents known cyber squatting, 135 respondents known hacking.

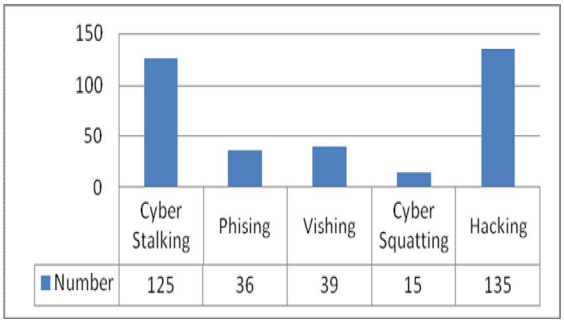


Figure4.15: Tick on the words cybercrime, which ever are known to you?
Cyber Stalking: 36%, Phising: 10%, Vishing: 11%,
Cyber Squatting: 4%, Hacking: 39%

Question 21 (Q21) of the questionnaire to what extent do you think social networking sites are affecting your studies? As shown in the fig. 5.16, the study revealed that 135 respondents seriously affecting, 69 slightly affecting, 55 no impact, 49 slightly helping, 42 seriously helping for social networking sites affecting studies.

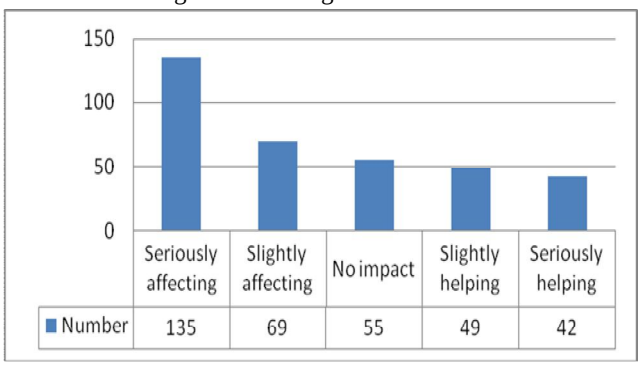


Figure4.16: Do you think social networking sites are affecting your studies?
Seriously affecting: 38%, Slightly affecting: 20%, No impact: 16%,
Slightly helping: 14%, Seriously helping: 12%

Question 23 (Q23) of the questionnaire to what extent do you think social networking sites are affecting your personal life? As shown in the fig. 4.17, the study revealed that 163 respondents seriously affecting, 58 slightly affecting, 63 no impact, 34 slightly helping, 32 seriously helping for social networking sites affecting personal life.

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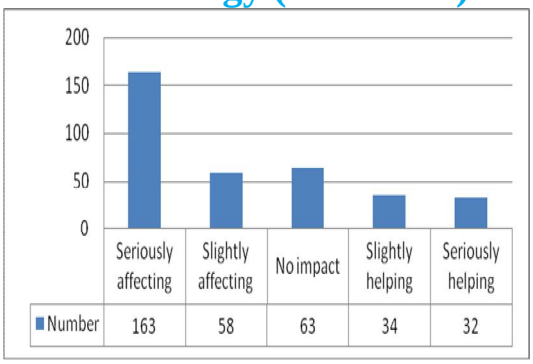


Figure 4.17: Do you think social networking sites are affecting your personal life?
Seriously affecting: 46%, Slightly affecting: 17%, No impact: 18%,
Slightly helping: 10%, Seriously helping: 9%

Question 24 (Q24) of the questionnaire have you ever deactivated your account on social network sites? As shown in the fig. 5.18, the study revealed that 283 respondents deactivated the account on social network sites (81%) and 67 respondents never deactivated the account on social network sites (19%).

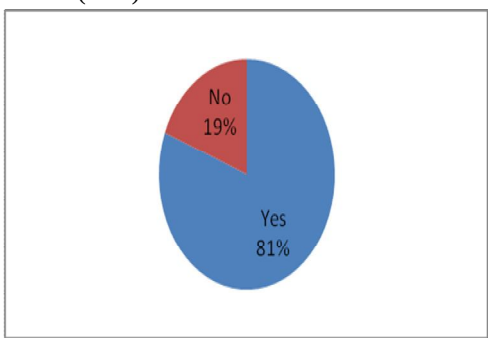


Figure 4.18: you ever deactivated your account on social network sites?
Yes: 81%, No: 19%

Question 25 (Q25) of the questionnaire if yes, reason for deactivating account. As shown in the fig. 5.19, the study revealed that 42 respondents deactivated the account reason for I have a privacy concern (12%), 56 respondents don't feel safe on social network sites (16%), 83 respondents spend too much time on social networking sites (24%), 53 respondents account was hacked (15%), 50 respondents for temporary basis (17%), 5 respondent don't understand how to use social networking sites (2%).

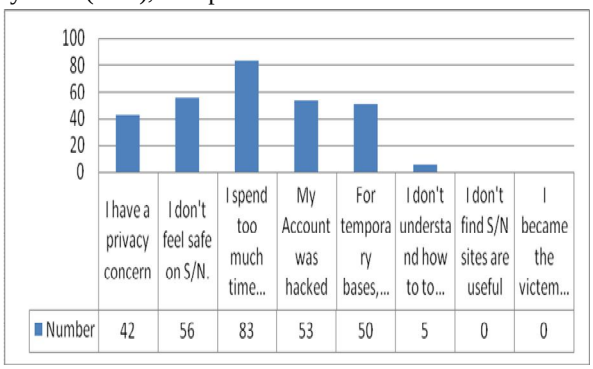


Figure: 4.19:- If yes, reason for deactivating account?

4.2 FINDINGS:

A. A total of 350 are surveyed for the study. Respondents whose Age ranges between 25 to 35 mostly use social networking website whose total average is 41% of total respondents. An individual whose age is between 25 to 35 generally uses social networking websites for keeping in touch with friends.

B. Gender analysis shows that male mostly uses social networking websites and the total average of male that uses social

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networking websites is 82% of total respondents. Male commonly uses social networking websites for time spending.

C. The analysis of the collected data shows that people doing post graduation generally use social networking websites whose total average is 55% of total respondents. Post graduate people mostly use social networking websites for keeping touch with friends.

D. Among 186 respondents majority of them (i.e. 53%) feeling safe our personal privacy on social networking sites and 47 % respondents not feeling safe our privacy on the social networking sites.

E. Among 210 respondents majority of them (i.e. 60%) think that social networking sites is kind of addiction and 40% think that social networking sites is not kind of addiction.

F. Among 113 respondents 32% of them have benefitted as the SNS helps them to connect easily with keeping in touch with friends while 27% have benefitted as of the SNS helps them for time spending, 23% of them have benefitted by making more friends online, 21% have benefitted through SNS as it helped them to sharing new ideas.

G. Among 117 respondents 33% of them believe that SNS have created a positive impact on their work productivity while 23% of them think that the use of SNS has negatively affected their work productivity. In this study 18% slightly affecting, 11% slightly helping, 15% seriously helping of them think about affects on their work productivity.

H. Among 229 respondents majority of them (i.e. 65%) of them believe that SNS have built the relationship while 35% of them think that SNS has destroy the relationship.

I. Among 135 respondents 38% of them believe that SNS have created a positive impact on their studies while 16% of them think that the use of SNS has negatively affected their studies. In this study 20% slightly affecting, 14% slightly helping, 12% seriously helping of them think about affects on their studies.

J. Among 152 respondents 44% of them believe that SNS have created a positive impact on their social life while 13% of them think that the use of SNS has negatively affected their social life. In this study 16% slightly affecting, 42% slightly helping, 12% seriously helping of them think about affects on their social life.

K. Among 163 respondents 46% of them believe that SNS have created a positive impact on their personal life while 18% of them think that the use of SNS has negatively affected their personal life. So from the above analysis it's evident that SNS‟s do create the positive impact on the lives of majority of the users.

V. CONCLUSIONS AND FUTURE SCOPE

A. Conclusion

The study concludes that respondents spend at least one or two hour a day online and the most popular SNS for them is Facebook. The three top-used social media tools are Facebook, Twitter and Linkedln; the top four reasons for using social media tools are for social engagement, direction communication, instant messaging, and relationship building. Even though respondents aware about cybercrime but most of them are not understand the meaning of phishing, vishing and cyber squatting. The respondents think that social networking sites are created a positive impact on their personal and social life. Social networking sites are also affecting on their work productivity and studies.

The growth of social networking sites shows a significant change in the social and personal behaviour of Internet users. SNS has become an essential medium of communication and entertainment among the young adults. Though it has started to affect the daily activities of normal human beings, the popularity of SNS is not going to reduce in near future. Everything in this world can be used for a bad purpose as well as for good. It's us who can make the difference and utilize social networking sites wisely for the benefit of developing social bonds across the geographical borders. However, nefarious act of cyber criminals discussed in the article has to be brought to the fore and stringent measures should be taken to curb the menace. Cyber laws have to be fortified with advancement of rules as if violators cannot escape committing a crime, at the cost of societal values.

B. Future Scope

These results show that the interaction of trust and privacy concern in social networking sites is not yet understood to a sufficient degree to allow accurate modeling of behavior and activity. The results of the study encourage further research in the effort to understand the development of relationships in the online social environment and the reasons for differences in behavior on different sites.

1) Responses of the respondents are biased, and so they may not reveal the true state in some conditions.
2) Social network is a vast subject, and hence, there is lack of in-depth analysis in this study.
3) The study covers only graduates, Post graduates and PhD pursuing student's social network.

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Annexure: A (Questionnaire)

Name:_____

Gender: [ ] Male [ ] Female

Age: [ ] 15-25 [ ] 25-35 [ ] 35-45
[ ] 45-55 [ ] More than 55 years

Education: [ ] Secondary & Higher Secondary
[ ] Graduate
[ ] Post Graduate
[ ] Ph.D.

Marital Status: [ ] Married [ ] Unmarried

Address: _____

_____

Occupation: [ ] Student [ ] Employer

1. Do you use the internet to access online Social Networking Sites? (Ex. Face book, Twitter etc.)
   [ ] Yes [ ] No
2. If Yes to Q1, which type of online Social Networking Sites (SNSs) do you access?
   [ ] Face book [ ] Twitter [ ] Orkut
   [ ] Google+ [ ] LinkedIn [ ] Other
3. If Yes to Q1, which ONE of the following online Social Networking Sites (SNSs) do you access popularly most?
   [ ] Face book [ ] Twitter [ ] Orkut

   [ ] Google+ [ ] LinkedIn [ ] Other

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4. If No to Q1, why don't you use SNS?
   [ ] It's boring [ ] Not interested [ ] I have no friends [ ] I have no internet coverage [ ] others
5. How many social networking sites do you belong to?
   [ ] One [ ] Two [ ] more than two
6. How long do you spend on these sites each time you visit?
   [ ] Less than a hour [ ] 1-2 hours [ ] 2-3 hours
   [ ] 3-4 hours [ ] More than 4 hours
7. How often do you go on these social networking sites?
   [ ] Once a month [ ] Once every two weeks [ ] Once every week [ ] 2-4 times each weeks
   [ ] Everyday
8. Write the Social networking site you visit most & at which time you mostly visit it? _____

   (Multiple tick marks possible)
   [ ] 7 a.m. to 10 a.m. [ ] 10 a.m. to 1 p.m.
   [ ] 1 p.m. to 4 p.m. [ ] 4 p.m. to 7 p.m.
   [ ] 7 p.m. to 10 p.m. [ ] 10 p.m. to 1 a.m.
9. With whom do you have a maximum contact on social networking sites?
   [ ] School friends
   [ ] Relatives
   [ ] College friends
   [ ] Colleagues
   [ ] Unknown person
10. Are you feeling safe to your privacy on social networking sites?
    [ ] Yes [ ] No
11. For what purpose do you visit the social networking sites and what is the importance of that?
    [ ] Keeping in touch with friends [ ] Time spending
    [ ] making new friends [ ] sharing new ideas
12. Think about your friends, how many of them are on your social networking site account?

    [ ] 15-25 [ ] 25-35 [ ] 35-45 [ ] 45-55 [ ] More than 55
13. Is social networking sites Build or Destroy relationship?
    [ ] Build [ ] Destroy

14. To what extent do you think social networking sites are affecting your social life?
    [ ] Seriously affecting
    [ ] Slightly affecting
    [ ] No impact [ ] Slightly helping
    [ ] Seriously helping
15. Is being on social sites affect your friends group in real life?
    [ ] Yes [ ] No

16. What do u think is social networking sites is kind of addiction to you?

    [ ] Yes [ ] No
17. Is your social accounts known to your parents?

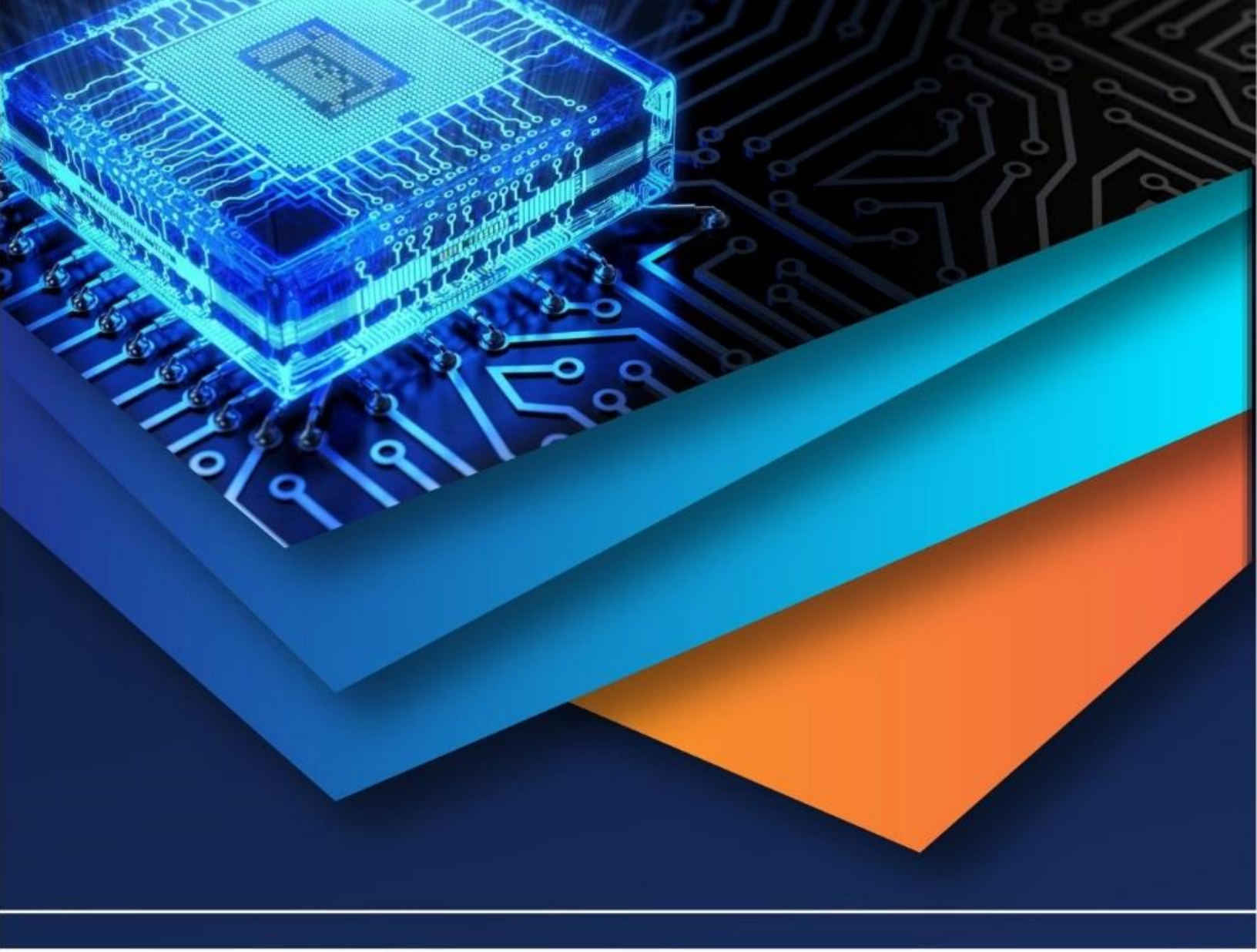
    [ ] Yes [ ] No
18. To what extent Social networking sites affect your Work productivity?
    [ ] Seriously affecting
    [ ] Slightly affecting
    [ ] No impact [ ] Slightly helping
    [ ] Seriously helping

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19. Are you aware about the word “Cybercrime” on Social Network?
    [ ] Yes [ ] No
20. Tick on the words given below related to the Cybercrime, which ever are known to you. (Multiple tick marks possible)
    [ ] Cyber Stalking (Online Harassment/Abuse)
    [ ] Phising
    [ ] Vishing '
    [ ] Cyber Squatting
    [ ] Hacking
21. To what extent do you think social networking sites are affecting your studies?
    [ ] Seriously affecting
    [ ] Slightly affecting
    [ ] No impact [ ] Slightly helping
    [ ] Seriously helping
22. Are you feeling there will be more security option in social networking sites?
    [ ] Yes [ ] No
23. To what extent do you think social networking sites are affecting your personal life?
    [ ] Seriously affecting
    [ ] Slightly affecting
    [ ] No impact [ ] Slightly helping
    [ ] Seriously helping
24. Have you ever deactivated your account on Social network?
    [ ] Yes [ ] No
25. If Yes, Reason for deactivating account....
    [ ] I have a privacy concern.
    [ ] I don’t feel safe on S/N.
    [ ] I spend too much time on S/N.
    [ ] My Account was hacked.
    [ ] For temporary bases, I will come back.
    [ ] I don’t understand how to use S/N sites.
    [ ] I get too many e-mails, invitations and request from S/N.
    [ ] I don’t find S/N sites are useful.
    [ ] I became the victim of Cybercrime.

Any other _____

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