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Social Networking Sites (SNS): A Quick study and its impact for Educational & Social Platform

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Abstract: Social Networking Sites have millions of users with global connections. More and more, people are turning to the Internet to keep in touch with friends, family and colleagues. Some popular social sites in the world are Facebook, Twitter, MySpace, Pinterest, Google Plus+, Tumblr, Instagram, Flickr, MySpace etc. These social websites provide very simple joining & working platform. It provides platform for virtual communication that allows people to connect with each other. During research, Research Scholar Mr. Navneet and Ms.Palak found that Social Networking Sites are very beneficial. It provide interface for chatting , emailing, instant messaging, video- and photo- sharing, audio & video calling, which help people to communicate and socialize with each other. But it's also affecting our social, educational and personal life. Due to SNS we are globally connected but as actual we destroy our social values system, at one side SNS is a very fast medium for information sharing related to personal, political, social & educational but in other side our youth addicted to SNS. Sometimes it's also plays a role to spoil their life and waste their time using SNS which have been broadly covered in this journal. The study found that almost half of users under the age of 25 and 27 percent of those over 25 - allow social media updates to interrupt meals, and that 11 percent admit to checking updates during sex. Twenty-four percent of users under 25 and 12 percent of users over 25 allow "electronic message" to interrupt them while they're in the bathroom. So, its affect our life which is must be noticed.Cyber expert and criminals also takes advantage of these social networking sites to perform various legal & illegal activities. We also try to elaborate SNS advantage, disadvantage & facts. There are some safety tips which help user to use SNS in much effective way.

Keywords: Social website impact, Social Networking Sites, addiction of Facebook, social networking addiction disorder, Facts of SNS, Advantage & disadvantage of SNS

I. INTRODUCTION

We all are globally connected with the help of internet and its related technologies. More and more, people are turning to the Internet to keep in touch with friends, family and colleagues. Social networking sites (SNS), make staying involved quicker, easier and more fun than ever before. These sites have millions of users, with more signing up every day. Some popular social sites in the world are Facebook, Twitter, MySpace, Pinterest, Google Plus+, Tumblr, Instagram, Flickr, MySpace etc. These social websites provide very simple joining procedure. After that you create a "profile" (you must have a verifiable email address) and you may choose to join a "network". Your profile is where you provide information that you want to share. Once your profile has been created you find people you know, and add them to your "friend" list. In your profile, you can update your status, post items of interest, join groups, download applications, play games, take quizzes and a myriad of other things to spend time on. SNS allow people to stay connected by easily monitoring updates or changes in others' profiles.

II. OBJECTIVE

Through this topic (i.e. "Social Networking Sites (SNS): A Quick study and its impact for Educational & Social Platform") we try to elaborate Social networking sites (SNS), how they affect our social life, its present growth survey and activities

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with their impact of Educational & Social Platform. We also try to focus their advantages and disadvantage.

III. A VIRTUAL PLACE: SOCIAL NETWORKING AND IT'S EFFECT

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. Mr. Navneet a Research Scholar at Jodhpur National University compared some world's top Social Networking Websites algorithm and its working style. Such as in Facebook people project their identity by demonstrating their relationships to each other. You define yourself in terms of who your friends are. 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 was launched in 1997. It allowed users to create profiles, list their friends and surf the friends list (Boyd, & Ellison, 2007). People join social networking sites because it gives them an opportunity to express their views, a feel of independency and self esteem. It is 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. The list of ten most popular social networking sites based on their Alexa global traffic rank and traffic rank from Compete and Quant cast is shown in below table as per survey on April 2014[1]

Rank	Sites	Estimated Unique Monthly visitors
1	Facebook	900,000,000
2	Twitter	310,000,000
3	LinkedIn	250,000,000
4	Pinterest	150,000,000
5	Google Plus+	120,000,000
6	Tumblr	110,000,000
7	Instagram	85,000,000
8	VK	80,000,000
9	Flickr	65,000,000
10	MySpace	40,000,000

Table 1: world's top 10 SNS as on April 2014

As per comscore 84 percent of India's total internet visitors are users of SNS. India is the third largest market worldwide for social networking after the China and USA. [2]

According to Facebook statement as on December 31, 2012, it has 1.06 billion monthly active users (MAUs) worldwide including 71 million in India. [3]
Facebook captures the top slot among SNS in India with 71 million visitors. Interestingly, Social networking site Facebook has said it is having approximately 50 million duplicate accounts besides 22 million of misclassified and undesirable accounts as on Dec 31, 2012 [4]

The growth rate of internet population in India is very fast. As per comscore survey Indian internet population is 205 million as on 2013. But as per growth rate it's projected to be the second largest by 2015 with 330-370 million users [5] which is also shown in below figure.

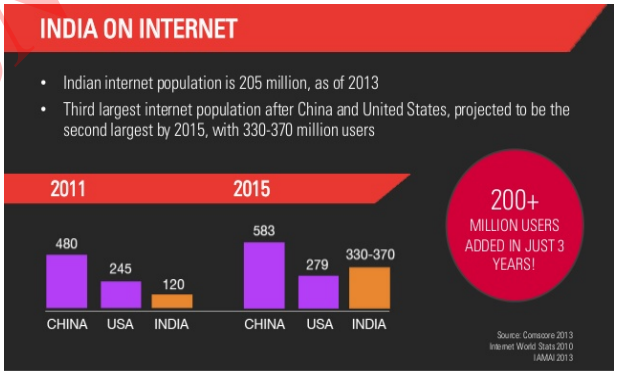


Figure 1: India on Internet

IV. SOCIAL NETWORKING SITES (SNS) : FACTS

We are Human being; we affect our society & environment with every action. With the help of SNS we do lots of activities but it also affects our social, educational and personal life. Below are some facts & concern about social networking site:

1. Personal Privacy Concern
2. Educational & Social Concern
3. Biological Impact of SNS
4. Marketing & Political concern

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5. Its affects Work Productivity
6. Facebook & other SNS Addiction Disorder
7. SNS - A Playground for Cyber Criminals
8. SNS affects Relationship

1. Personal Privacy Concern: As Personal Privacy Concern there is a narrow gap between private and public life in the age of social networking. Once you put your personal data, image or video on web site, you are helpless to control its distribution. Though you can set its privacy level in the profile but you are sharing them with an unknown web administrator. Tomorrow your personal information may lend in the hand of parents, teacher, employer, spouse, criminal or a marketing company.

A study conducted by Pew Internet & American Life Project in September 2013 found that 71% of online adults use Facebook, 18% of online adults use Twitter, 17% use Instagram, 21% use Pinterest and 22% use LinkedIn. [6] As compare all Social Networking Sites 66 percent of teens restrict their online profile by making it private. They found 82 percent teens post their first name, followed by photos of themselves (79%); name of city (61%) and email address (29%). According to Pew study girls generally don't post information that could help in finding their physical location. On the other hand, boys are just opposite and post more information about their real location. But its statics changed day by day now, all adult try to put right current location on SNS portal. Today many employers look online profile before giving the job offer, because they don't want to see only one side of employee's personality. Using the information available on Facebook profile one can easily determine likely physical location of a person. Social networking sites are becoming a threat to the privacy of an individual.

2. Educational & Social Concern: Social networking sites poses various concerns related to Educational & Social Surroundings, As Educational Concern it is very useful to all age group people, They can easily make networks, connected with friends & teachers to enhancing knowledge. Users can easily collect lots of knowledge & experience using SNS. But in some cases teens also addicted to SNS and involved in illegal activities. As per DNAINDIA many Rape & Harassment committed with the help of Social Networking Sites. [7] It is also called cyber-age friendship. The Courier-Mail can reveal police logged 3400 offences involving Facebook in the past year, including 21 murders and almost 250 rapes and sexual offences. [8]

3. Biological Impact of SNS: Social networking users face several health risks because they reduce face-to-face contact and become addicted in a virtual world of relationships. Instant gratification of needs become their goal. According to online survey users spent an average of 7 hours a month on Facebook. This makes Facebook Internet's maximum time waster website. In U.S. 53% of people check their Facebook profile before getting out of bed in the morning and 35% check their accounts several times in a day.
The Retrevo Gadgetology Report examined data from 1,000 Facebook and Twitter users to see when, where, and how much time they spend on their social media accounts.
According to the report, the individuals were distributed across gender, age, income and location in the United States.
The study found that almost half of users under the age of 25 and 27 percent of those over 25 - allow social media updates to interrupt meals, and that 11 percent admit to checking updates during sex (6 percent of users over 25 do the same). Twenty-four percent of users under 25 and 12 percent of users over 25 allow "electronic message" to interrupt them while they're in the bathroom. [9] So, its affect our life which is must be noticed.

4. Marketing & Political concern: Social Media marketing is rapidly earning a role in the integrated marketing mix of small and enterprise businesses; it's transforming every division from the inside out. It may be customer service, marketing, public relations, advertising, interactive, eventually inspires an entire organization to socialize. Following are the comparative chart which show B2C & B2B Marketing ratio. [10]

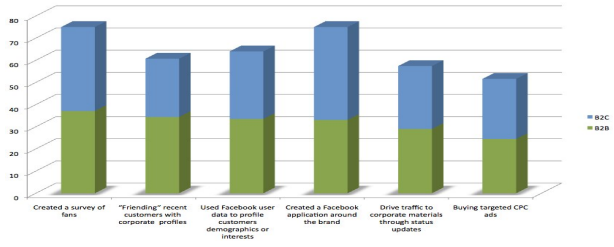


Figure 2: B2C & B2B Marketing ratio

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Social Media has rapidly grown in importance as a forum for political activism. Social media platforms, such as Twitter, Facebook and YouTube provide new ways to stimulate citizen engagement in political life, where elections and electoral campaigns have a central role. Personal communication via social media brings politicians and parties closer to their potential voters. It allows politicians to communicate faster and reach citizens in a more targeted manner and vice versa. Reactions, feedback, conversations and debates are generated online as well as support and participation for offline events. Messages posted to personal networks are multiplied when shared, which allow new audiences to be reached. Although the presence of social media is spreading and media use patterns are changing. We can easily see the social media effect in 2014 elections in India. [11]

5. Its affects Work Productivity: People spent hours chatting with their friends and browsing profiles on social networking sites. It becomes a compulsive habit to visit own profile several times in a day for checking friends updates, changing status, and commenting on others photos and videos. Finally it diverts employee's attention from the office work and students from study.

6. Facebook & other SNS Addiction Disorder:
After drugs and alcohol addiction, if the world is facing any new type of addiction disorder, then that is Social Networking Sites addiction. This is a kind of Internet addiction, but social networking site influences such that people goes mad behind it. It's like people being immersed in virtual life and forgetting about the physical world around them. The following numbers will help you get an idea of what Social Networking Sites such as Facebook addiction looks like:

- Approximately 50% of individuals between the ages of 18 and 34 check Facebook immediately after waking up.
- More than half of these individuals check their Facebook pages on their smart phones before getting out of bed.
- 48% of young Americans stated that they get their "news" through Facebook.
- Young people not only see Facebook as a place to interact with friends, but as a place to get legitimate information about current events.
- 11% of individuals age 25 and under (compared with 6% in older age cohorts) can be interrupted by a Facebook or Twitter message during sex.
- 22% of the same group can be interrupted by a message during a meeting (compared with 11% of older adults).
- 24% can be interrupted while going to the bathroom (compared with 12%).
- And 49% can be interrupted during a meal (compared with 27%).
- 48% of Facebook users update their status or check for notifications after going to bed.
- 18% of individuals age 25 and under cannot go "more than a couple of hours" without checking their Facebook page.[12]

Due to this SNS addiction a mother from north Florida, killed her own child because the boy was crying that make her anger while she was playing Farmville on Facebook. The shocking story was reported by the Florida Times-Union in 2010. Salum Kombo, 18 yrs from London, was stabbed by his friend over an argument that started over Facebook. Salum wrote something stupid on his friend's wall and that provoked the boy to kill his best friend on the street (France, 2009). When we searched Facebook addiction disorder in Google, it gives 40, 90,000 results as on May 2014. The more interesting thing is that there a number of communities in Facebook itself that talks about FAD. You are an Addict If:

- You start losing sleep over Facebook and that hampers your daily activity.
- Spend more than an hour on Facebook.
- You become obsessed with your old loves and start visiting their profile. And gradually it starts to affect your current relationship status.
- You tend to ignore work and use Facebook in office hours.
- When you think of going a day without Facebook, it causes stress and anxiety to you. [13]

According to Mr. Navneet (Research Scholar) it is a situation in which Facebook usage overtake daily activities like your normal function, eating, working, waking up, sleeping and many more. So,
Social networking sites should be limited for making friends and fun in the leisure. But don't substitute it with your real life social contacts. Otherwise, you will be facing social isolation, high level of anxiety and other behavioural disorders.

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7. SNS - A Playground for Cyber Criminals: The beginning of social networking sites started to make contacts with people and build a network of healthy relationship in the society. But now it seems offering cybercriminals a great advantage to target victims. Generally cybercriminals collect information from SNS such as name, dob, family background, current status, your choice, work culture and use this information to commit crime. Think what we do generally, suppose a family was out of home for treatment of his son. Instead of making phone calls to everyone, he was updating on Face book message about son's health. Everyone read his Face book message and the criminal commit crime at home during this time. Cybercriminals use social media not only to commit crime online, but also for carrying out real world crime owing to "over-sharing" across these social platforms. A survey of 2,000 home-owners stated that 35% users post their vacation plans on social networking sites. Availability of such authentic information helps the criminals achieve their motives easily. Adding to these reasons, the money associated with the malware market is also a motivation for criminals to attack using social media. Although social media talks more about individual users, the cyber criminals not only attack the user as an individual, but they also use it as a channel to victimize businesses. A study by Cyberoam reveals that disclosures over social media highly affect business. As per survey 40% company posted their confidential information on SNS, 70% posted clients details, and 70% posted complete company profile and top management personal profile. [14]
Just like any other medium, social media can also become a source of data leakage, intrusions, entry for malicious content, loss of productivity and so on. A good balance between security and social networking can help.

8. SNS affects Relationship: Social networking site that once was thought to be helping people across the world to unite and making new relationship can also damage the relationship and make life miserable. Imagine one morning you find, your spouse updated his marital status to single on Facebook. And people posting comments about your sad break up. How cheap has become our relationships in the age of social networking. A survey by the American Academy of Matrimonial Lawyers (AAML) reveals Facebook is the main reason behind one out of five divorces in the US. It also says 80 percent of divorce lawyers use social networking site to gather evidence. Flirty messages, photographs and other personal information that you share on Facebook can be used as proof of infidelity.
Facebook is fuelling divorce rate because it easily reunites old lovers and acts as a secret platform for dating. A research conducted on 308 Facebook users found majority of participants (74.6%) are likely to add previous romantic or sexual partner as friends on Facebook. It also shows time spent on Facebook increasing jealousy related feelings. Some people's flirting comment on your profile can make your partner feeling aggressive and jealousy. And this starts the beginning of a break up. Today social networking site making it much easier, your spouse not feeling good to have sex with you but seeking sexual solicitation from Facebook friend. Interestingly, there are sites dedicated to Facebook cheating. FacebookCheating.com provides tips how to catch a cheating spouse in the social networking sites. Some typical clues to know if your spouse is involved in cyber Infidelity also known as "Online Affair"

- Spends excessive time online.
- Computer use continues even after its bed time.
- Computer screen is changed by your partner when you come close.
- You don't know any password or anything about his email address.
- Internet history is always cleared.

V. SOCIAL NETWORKING SITES (SNS) : ADVANTAGE

- The main advantage of social networking site is that it helps in establishing connection with people, friends and relatives. It helps in sharing one's view, share pictures and lots of other stuffs.
- It helps students in interacting with one another and share ideas. This helps in improving student's creativity.
- The social networking websites can be accessed from any part of the globe. This helps the students to establish communication with their teachers and friends through which they can improve their knowledge.
- Social networking sites are not only used by the students for sharing pictures, videos or it is not only meant for fun and entertainment. Through social networking sites like Facebook, LinkedIn one can become a member and can also post relevant information about campus drive.

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- Through these sites the students can establish contact with entrepreneurs, corporate people and can gain valuable information from them.
- Social networking sites have taken a new dimension called marketing. Certain websites offer advertisements to its subscribers. [15]
- These sites give users a platform across the globe to express their feelings and views.
- It helps users to get interact with other users, no matter from where s/he operates these sites in world.
- These sites help users to organize and participate in any events.
- Social networking sites help us to find our long-lost and childhood friends and relatives.
- These sites help many love birds to find and meet their soul mates.
- It is a great source of communication between two users, irrespective of the distance between them.
- These sites help users to refresh their mind and mood, as it is a great source of entertainment and gaming.
- It helps to give rise some newcomers in the world of music, acting, drama, and other arts.
- SNS boosts many organizations and business, through their promotions on these sites.
- It helps in building credibility amongst the customers.
- It helps to make people and community aware of any issue.
- It helps to bring social change in society.
- It helps to be in touch with our interested, loved ones, relevant group or people or community.
- These sites are not only a source of creating social activities but also a great way to participate and enhance our skill through participating in many contests and activities.
- Many people even can win many prizes through these sites.
- These sites also help in terms of educations awareness and motivations though many educational groups and communities.
- Through these sites, users can easily get in touch with many celebrities and their updates.

[16]

VI. SOCIAL NETWORKING SITES (SNS) : DISADVANTAGE

Every coin has two sides. Whenever there comes the point of advantages, disadvantages also comes into picture obviously. So some of the disadvantages are:

- One of the major disadvantages of using social networking websites are the students get addicted to it. They used to spend hours in those social networking sites which can obviously degrade the student's academic performance.
- Some students may tend to use to these social networking sites till mid night or even more which can obviously lead to health related problems.
- Some students may spend time in Facebook through which they lack to spend time with their family members. This can also be a disadvantage also.
- Some students may provide detailed information like phone numbers, address which is very dangerous because they can easily tracked down by strangers. [17]
- One of the major demerits of these sites are increment in criminal activities, as there is no hard restrictions on creating account on these sites.
- Another important issue is security of our personal data and information, as it's free to everyone; most of the users create face accounts and misuse the personal information of other users/celebrities.
- Sometime some non genuine and face account users attacks to some religious communities and political groups.
- It encourages porno activities, and attacks many children and youths.
- These sites unnecessarily waste our valuable time, when user spend time on these sites and get addicted.
- Addictions of these sites can even affect our mental conditions, sometime is became a big reason of depression and tension.
- It also affects our health directly.
- User's reliability is not sure; it's very hard to trust on any stranger on these sites.
- Many of time it has been seen that it became the reason of one's death, as it becomes the medium to get in touch with the victim.
- It affects children and youngster's studies. As they spend their valuable time on these sites and loss their studies and concentration. You can read about these bad effects of internet on children, and step of preventions.

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- It encourages many scams. [18]

VII. SAFETY TIPS IN SOCIAL NETWORKING SITES (SNS)

- Change the profile privacy now. By default it is public so change it friends only.
- Always close your session after login/logout with SNS or try to delete history from web browser.
- Personalize your firewall setting during the setup process which show how much data you want to allow into your system from internet or some SNS Application.
- Keep your information accessible only to people in your friend list.
- Don't accept friendship request from strangers.
- Generally we judge particular person online, by his /her profile picture and personal information. This is the first mistake that cyber criminals wanted us to do.
- Don't post very personal information on the profile. It includes your email id, date of birth, contact number, home address and information about your family members.
- Be cautious while posting your photo. Ensure your photo background doesn't show about your actual whereabouts.
- Don't post your current location when on a tour. Posting this information on social networking site is just like inviting criminals.
- Don't post negative things about your life. This is just like maligning your own image. Your friends are monitoring your activity and one such mistake can cause havoc in future.
- Make distance from your ex's profile. This might seem you little cruel, but once you decide to quit a relationship there is no meaning again visiting your ex-partner's profile. If you want to have a good life in future, then unfriend your ex from friend list.
- Don't substitute real friends with virtual friends. Facebook and other SNS is a great tool to connect new people across world. But they can never be your real friends. You need real friends to enhance your social image and reduce stress and anxiety.
- Change your password regularly on all SNS accounts.
- Installed software updates, patches & Antivirus of operating system regularly. It protect from attack. Because some SNS allow some background access of information through its related apps.
- Avoid using Social networking sites in work hours. When you try to use social networking sites during work hour, it not only affects your work performance but also increases chances of getting fired.
- Do not visit un-trusted apps or link which provided by unknown or un-trusted user or sources on Social Networking Sites.
- Do not respond to any unsolicited (spam) incoming e-mails or links on SNS.
- Do not open any attachments or link contained in suspicious emails or attachment over SNS or other websites.
- Do not enter personal information in a pop-up screen. Providing such information may compromise your identity and increase the odds of identity theft. Because sometimes when you visit any social sites or application, they want permission to access your all account information. So be cautious before clicking this information.
- Have separate passwords for important work related and SNS related accounts.
- Be educated with modern technology and applications. [19]

VIII. CONCLUSIONS

At the end, we want to conclude that Social networking sites are playing very significant role; it has a direct impact on all age group people. Though it has many conclusions but still these are like an effective tool in communicating millions of people and spreading our expressions worldwide. We all need a change in the pattern of use, in order to prevent miss-happenings on these sites. If we will be active and aware these sites will serve us their batter and will bring some more revolution in the world of cyber technology. Following Step can be taken to avoid and prevent disadvantages from Social Networking Sites:-

- Impositions of some restriction on these sites by the government and cyber department of that country
- Proper counseling should be given to addicted users and students, regarding its bed effects and proper utilizations of these sites.
- Social awareness programs can related to many scams running on these sites can also help users.

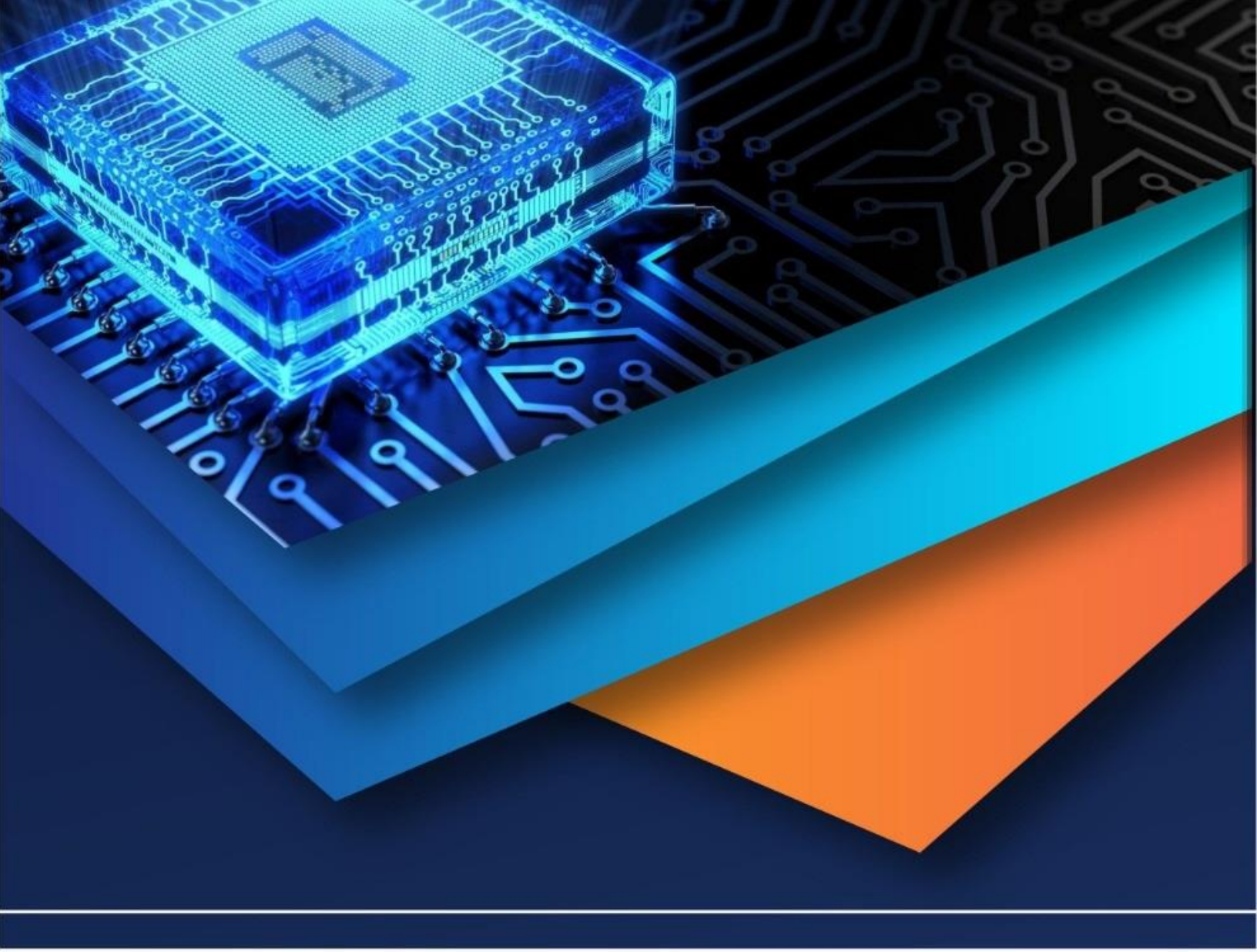
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- Parents-children interaction and counseling is also a good idea to prevent children from excessive use of these sites.
- User's activeness is also necessary, if a user sees anything illegal, unnatural, and a kind of criminal activity they can "Report Abuse" that content. Report abuse is a feature in almost many sites to report a suspicious and non social content and activity, then the site admin would like onto that matter.
- Avoid unnecessarily uploading of your personal data, including information's, pictures, and other things.
- Setting time schedule for using these sites can also help in unnecessarily waste of time.
- Must be follow safety tips which is mention in section VII.

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