

A Descriptive Study On Role Of Social Networking In Present Scenario

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ABSTRACT

Social Networking sites are communication sites that allow people to connect, relate and collaborate on various issues. It became a part of their life. In today's world not only youngsters but people at various age groups are using Social Networking Sites for one or other purpose. This study aims at the level of influence of Social Networking Sites among respondents of various age groups and also to find its level of influence on personal relationship.

INTRODUCTION

Social networking has become an integral part in today's life. In past few era's, the usage of social networking is been gradually increasing. The term "Social Networking" refers to the process of getting connected to the people through various social media's. There are various social Medias like Whatsapp, Face book, Instagram, Twitter, YouTube, LinkedIn and few more to mention. Apart from various professional and commercial sectors, common people are also using Social networking in many ways. It is one of the fastest modes of communication which reaches large number of population. Now a days, social networking is been imbibed in our lives, so much that this generation cannot imagine their lives without it.

Through social networking people also finds jobs, use this as a platform to do marketing their products. This is also helpful for us in certain daily life purpose like discovering new facts, learning new information, sharing ideas and interacting. These social networking sites have revolutionized the way people communicate and socialize on the web.

OBJECTIVES OF THE STUDY

- To know the level of influence of social networking among the respondents.
- To know the level of influence of social networking on personal relationships.

RESEARCH METHODOLOGY

Researchers have adopted descriptive research method through which characteristics or phenomenon of the population being studied can be described. The sampling method used is convenient sampling. Sample size is 100. Google forms were used to collect data.

REVIEW OF LITERATURE

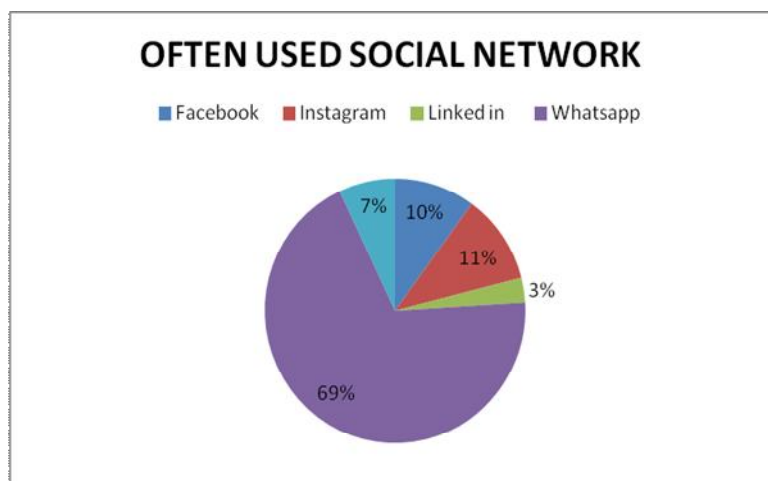
- **Valerio Arnaboldi, Marco conti & Andrea Pasarella (2015)** in their study on the structure of online social networks and offline world found that internal structure of the networks had the same kind of layered structure found in off line face-to-face networks. Online

environment was mapping quite closely into everyday offline networks and individual who used online environment on regular basis included individuals that had met online in their general personal social network thus treating the different modes of communication as essentially the same.

- **Shabnoor Siddiqui & Tajinder singh (2016)** in their study on social media its impact with positive and negative aspects found that social media focused on fields like business, education, society and youth. This media affects society in a broad way. Use of social media was beneficial but should be used in a limited way without getting addicted.
- **Safder M. A. (2014)** in his study on social media marketing found that various social media pages of various companies on Facebook, Twitter and LinkedIn was advantage for all kind of businesses. Social media marketing had wider market appeal and was relatively cheaper than traditional advertisements. With large audience and high customizability of social media required, social media marketing emerges as an effective and exciting tool for marketing.
- **Anurag Sarkar, Abhir ghosh, Shalabh Agarwal, Asokenath (2015)** in their study on impact of social networks: comprehensive study on positive and negative effects on different age groups in a society found that although there were many serious negative effects of social networking, it cannot be concluded that social networking should be removed. Social networks offered benefits and its negative impacts could be brought under with careful planning and management.
- **Jacob Amedie (2015)** in his study on the impact of social media on society explored the demerits of uncensored and unmonitored new medium of communication that exposed to a gradual breakdown of social cohesion and destruction of our traditional value systems. Change is good, necessary and inevitable but it is always comes at a price. Discounting positive impacts does not hurt in the long run, nearly as much as negative ones do.
- **Natascha Zeitel & Ute tat (2014)** in their study on social media and its effects on individuals and social systems found that social media had an impact on human brain and in consequences on the quality of life. Emotions played a crucial role in human communication. But there were serious threats for individuals and society and hence sensible social media interaction is needed.

ANALYSIS AND INTERPRETATION

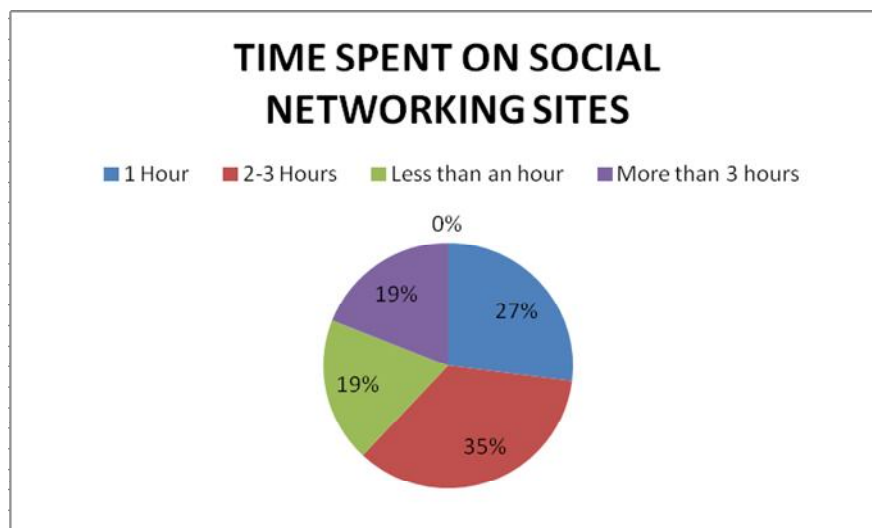
Researcher used percentage analysis to analyse the data.



As far as social networking is concerned majority of the respondents (69%) are using whatsapp (11%) are using Instagram , (10%) are using Facebook , (7%) are using you tube and (3%) are using LinkedIn.

**ACTIVE TIME ON SOCIAL
NETWORKING SITES**

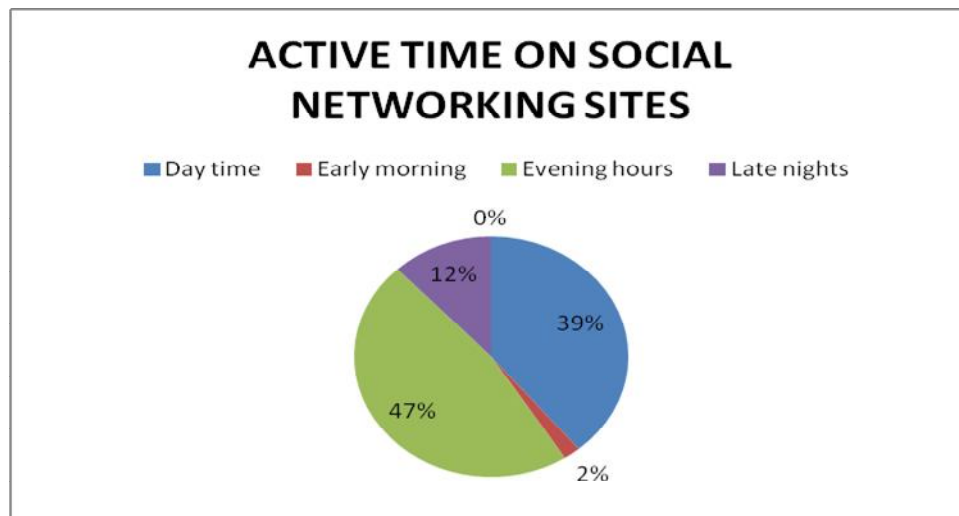
S.N o.	TIME SPENT	No. of respondents
1	1 Hour	27
2	2-3 Hours	35
3	Less than an hour	19
4	More than 3 hours	19
	Total	100



With regards to time spent on social networking sites (35%) of the respondents spend nearly 2 to 3 hours a day and (27%) spend 1 hour a day. Whereas (19%) of respondents shared that they spend less than 3 hours and another (19%) spend more than 3 hours a day.

**ACTIVE TIME ON SOCIAL
NETWORKING SITES**

S.no.	TIME SPENT	No. of respondents
1	Day time	39
2	Early morning	2
3	Evening hours	47
4	Late nights	12
	Total	100



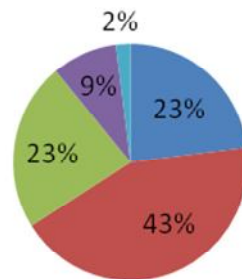
As far as the ideal time for surfing the social networking site is concerned (47%) of the respondents spend their evening times, (39%) spend day times and (12%) spend their late nights and only (2%) use early mornings to surf the social networking sites.

SOCIAL NETWORKING DECREASES INTERPERSONAL CONNECTION

S.no.	TIME SPENT	No. of respondents
1	Strongly agree	23
2	Agree	43
3	Neither agree nor disagree	23
4	Disagree	9
5	Strongly disagree	2
	Total	100

SOCIAL NETWORKING DECREASES INTERPERSONAL CONNECTION

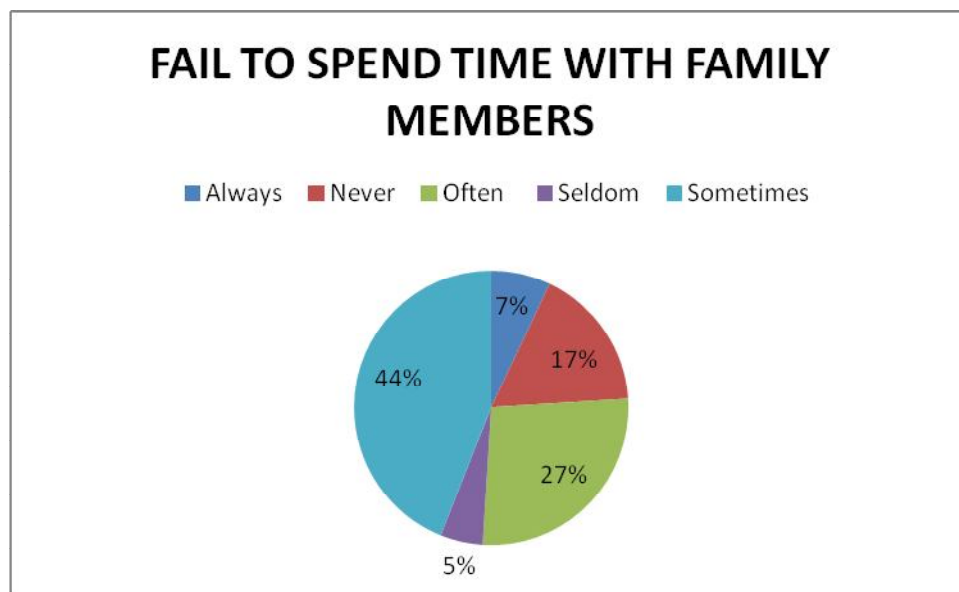
■ Strongly agree ■ Agree
■ Neither agree nor disagree ■ Disagree
■ Strongly disagree



While sharing their view about whether spending time on social networking sites decreases interpersonal connection (43%) of the respondents agreed and another (23%) strongly agreed to that. Whereas another (23%) were not able to decide so they neither agreed nor disagreed to the statement. (9%) of respondents disagreed and (2%) strongly disagreed to the statement.

FAIL TO SPEND TIME WITH FAMILY MEMBERS

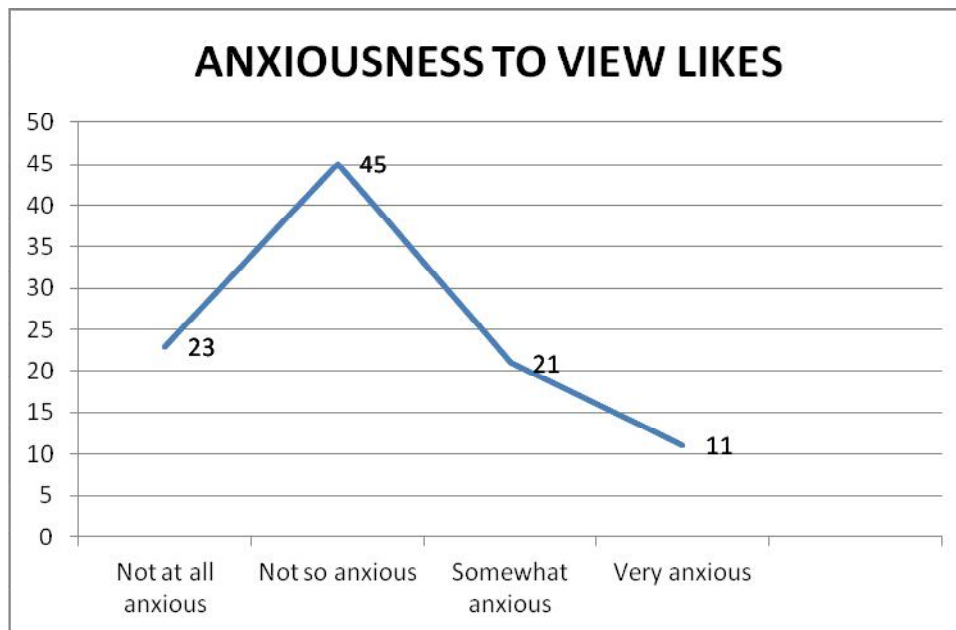
S.no.	RESPONSE	No. of respondents
1	Always	7
2	Never	17
3	Often	27
4	Seldom	5
5	Sometimes	44
	Total	100



It is evident that (44%) of the respondents opined that only sometimes they fail to spend time with their family members (27%) of the respondents agreed that often they fail to spend time with their family members and (17%) never fail to spend time with family members and (7%) always fail to spend time with family followed by (5%) who seldom fail to spend time with family members.

ANXIOUSNESS TO VIEW LIKES

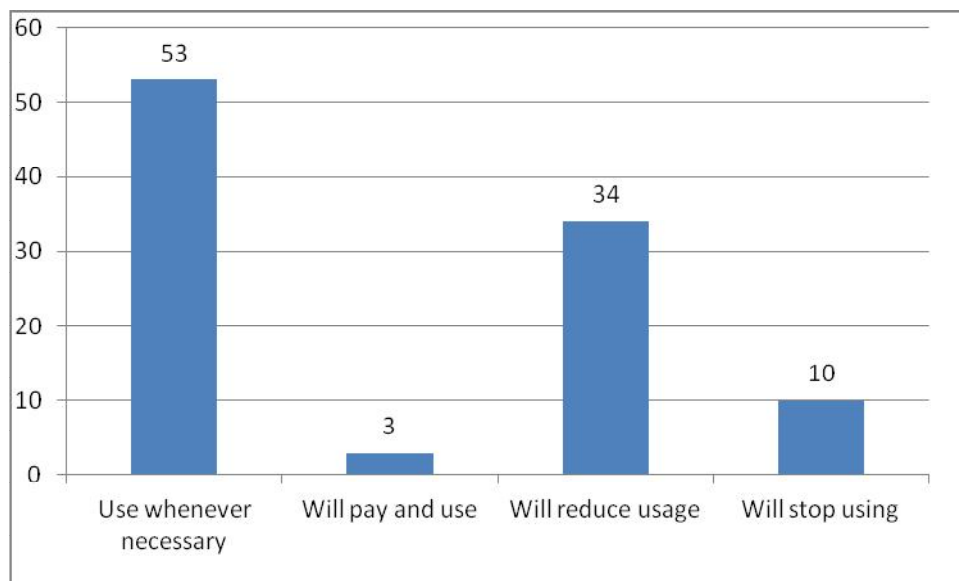
s.no.	RESPONSE	No. of respondents
1	Not at all anxious	23
2	Not so anxious	45
3	Somewhat anxious	21
4	Very anxious	11
	Total	100



It can be opined that (45%) of the respondents are not so anxious to view likes and comments, (23%) were not at all anxious, another (21%) are somewhat anxious to know about that and (11%) are very anxious to view likes.

**REACTION TOWARDS ADDITIONAL
CHARGES**

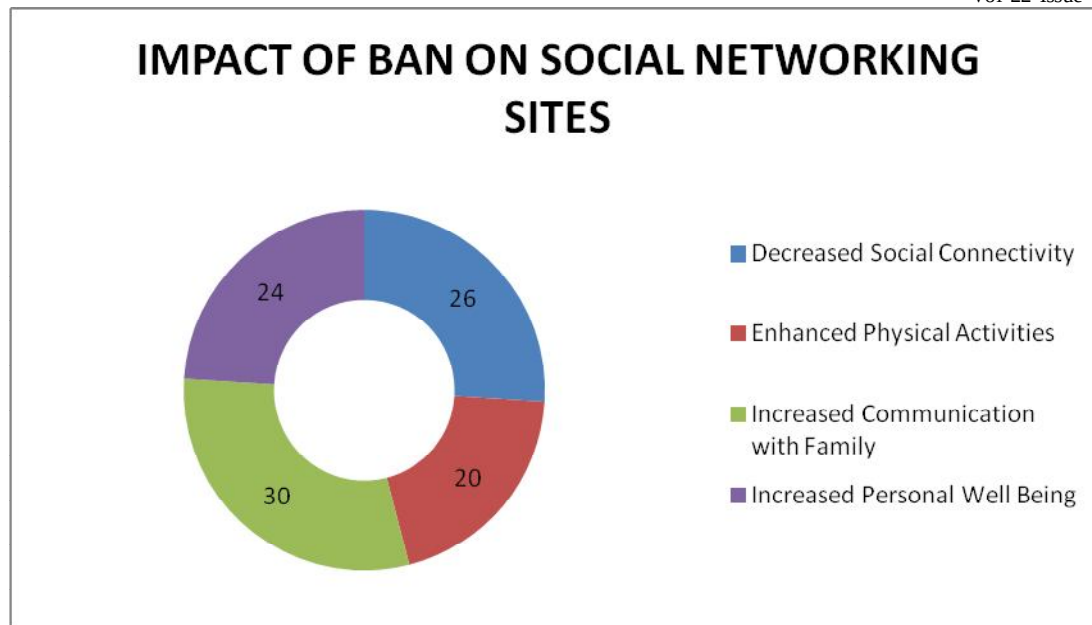
s.no.	RESPONSE	No. of respondents
1	Use whenever necessary	53
2	Will pay and use	3
3	Will reduce usage	34
4	Will stop using	10
	Total	100



While answering to an imaginary question of additional charges for using social networking (53%) of them opined that they will use whenever necessary whereas (34%) will reduce usage and (10%) told that they will stop using this and (3%) shared that they are ready to pay more and use social networking sites.

IMPACT OF BAN ON SOCIAL NETWORKING SITES

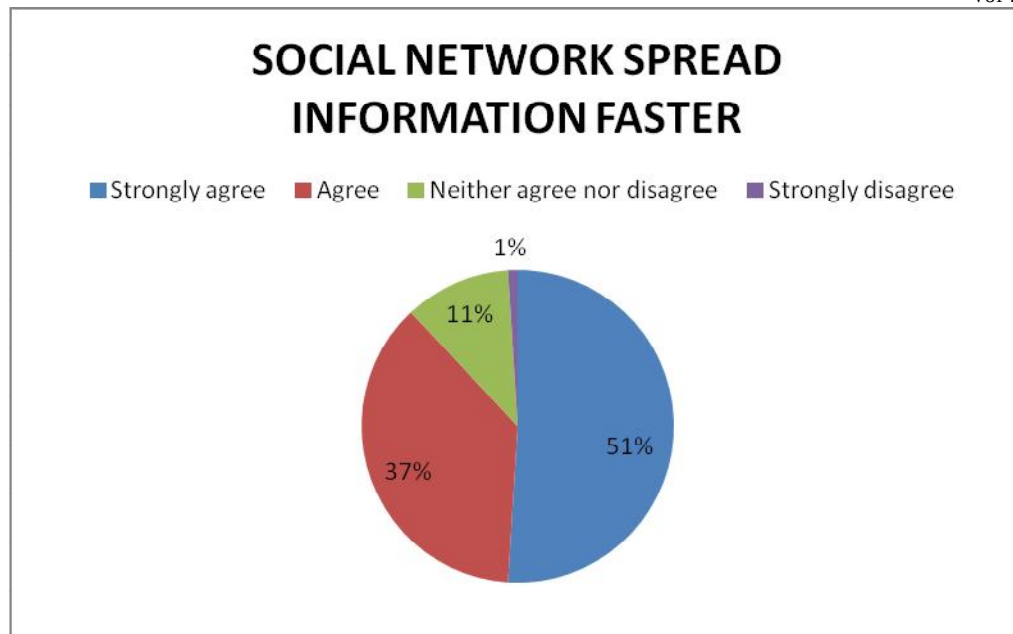
s.no.	RESPONSE	No. of respondents
1	Decreased Social Connectivity	26
2	Enhanced Physical Activities	20
3	Increased Communication with Family	30
4	Increased Personal Well Being	24
	Total	100



While responding to the impact on ban on social networking sites (30%) of the respondents opined that it can increase communication within family, (26%) opined that it decreases social connectivity, (24%) shared that it increases personal well-being and another (20%) shared that it enhances physical activities.

SOCIAL NETWORKING SPREADS INFORMATION FASTER

S.no.	RESPONSE	No. of respondents
1	Strongly agree	51
2	Agree	37
3	Neither agree nor disagree	11
4	Disagree	0
5	Strongly disagree	1
	Total	100



Vast majority of the respondents (51%) strongly agreed and (37%) agreed that social network spreads information faster, whereas (11%) neither agreed nor disagreed to that.

SUGGESTIONS GIVEN BY RESPONDENTS

- All depends upon how the user uses
- If individual used it in right sense it would be ocean of help that will receive from it
- Limited usage is advisable
- Use the social network when it's necessary
- It's highly important to focus on humanity rather than political & racial. Now a days it's better to have option to the post to let know Facebook whether his post is political or racial or judicial.
- If used purposefully social media is the best in connecting people and developing business.

CONCLUSION

The objective of the research was to throw light on how effectively has the usage of Social Networking Sites by people in current scenario. It was found that apart from negative aspects Social networking sites have reached every facet of human activities. It has a role in communication, tool of advertising products and services, searching jobs and educational and recreational activities. As the old saying goes a coin has two sides, technology or inventions have both positive and negative effects. It is up to us how we use it. It can be concluded that people have understood their boundaries and use social networking sites wisely.

REFERENCES

- <http://www.socialmediaimpact.com>
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- Valerio Arnaboldi, Marco conti & Andrea Pasarella, Ego Network Structure in Online Social Networks and its Impact on Information Diffusion, December 2015
- **Jacob Amedie, The Impact of Social Media on Society (2015)**