# INTERNATIONAL JOURNAL OF LAW, EDUCATION, SOCIAL AND SPORTS STUDIES (IJLESS)

## http://www.ijless.kypublications.com/

**Editor-in-Chief**
**Dr M BOSU BABU**
**(Education-Sports-Social Studies)**

**Editor-in-Chief**
**DONIPATI BABJI**
**(Law)**

# International Journal of Law, Education, Social and Sports Studies (IJLESS)

## Study of the effect of Social Networking on Youngsters in Nagpur city

**Dr. Dini Menon**
Assistant Professor in Commerce
Hislop College, Temple road, Civil Lines, Nagpur

**Dr. Dini Menon**

### ABSTRACT

Today's age is an age of advanced technology. With boon of internet reaching almost every corner of the world, there has been an immense transformation in each and every field. Be it setting up a better platform of communication or connecting the globe under a common network.Technology has impacted every facet of our life so profoundly that we couldn't imagine our lives without it. Computers, the Internet, digital cameras, MP3 players, cell phones, and Personal Digital Assistants (PDAs) are just some of the technological advances people use every day. Today's children are even more technologically savvy about these technologies than young children of the past. The safety of the online social networking is one of the most controversial debates at the moment.  The main purpose of the research paper is to study the increasing amount of time youngsters are spending on social networking and its affection their other activities.

Key words: Social networking, youngsters, society, education, effects

## Introduction

Internet has truly contributed in making world much a smaller place to live in. From video chats to video conferencing, from online marketing to socializing via social media, internet has truly and surely been a blessing for the global societies. It empowers its users with instantaneous access to a huge pool of data, tools and the information to accomplish many different tasks. The Internet is used for business and pleasure alike. Here, we discuss the main defining characteristics of the internet. Internet is network of networks. There are several layers and modes of communications among the layers. Hence, some standards have been raised to allow proper level of communication across networks. However, these standards do not restrict the access of information to a particular location. The information flows freely across the networks in the standardized manner.

The time is ripe to assess the effect of social networking sites use on teenager development. Most children now have access to internet and are using them for everything from playing games to doing schoolwork to chatting with friends via e-mail to surfing the Web. With the increased role of social networking in teenager's lives has come increased concern about how they may be affected. Time spent on social networking may displace other activities that have more developmental value, and the merit of the social networking based activities has also been questioned. Previous Surveys shows that parents buy computers and subscribe to Internet access to provide educational opportunities for their children and to prepare them for the "information age." Although they are increasingly concerned about the influence of the Web on their children and are disappointed with some of the online activities their children engage in, such as games and browsing the internet to download lyrics of popular songs and pictures of rock stars.Parents generally view computers

favourably, and even consider children without internet to be at a disadvantage. Although research on the effects of teenager use of social networking is still sketchy and ambiguous, some initial indications of positive and negative effects are beginning to emerge.

This paper describes the increasing amount of time youngster are spending on social networking and an effect on other activities. This discussion is followed by a survey of the available research about the effects of social networking on teenager's activities and development in four broad areas: (1) physical well-being, (2) cognitive and academic skill development, (3) social development and relationships, and (4) perceptions of reality.

**Effect of social networking on Youngsters**

Nobody can deny the important role of Internet and social networking in our everyday life. People of all ages are using it to find information and entertainment. They also look for financial matters. Teens are no exception. Obviously Internet and social networking is a valuable tool, but is somewhat misused by contemporary society. The main group that has been affected the most by technology in modern time is youngsters.

Typically teens stay online for longer periods and are more likely to access the social networking on Internet from different locations, participate in a wider range of online activities, and are more likely to try new technologies. Those characteristics contribute to both potential opportunities and problems so it is vital that parents monitor their teens' online activities. Some parents may have challenges keeping up with their technologically savvy teen.

The effects of social networking are twofold. On the positive side, social networks can act as invaluable tools for professionals. They achieve this by assisting young professionals to market their skills and seek business opportunities. Social networking sites may also be used to network professionally. On the negative side, the internet is laden with a number of risks associated with online communities. Cyber bullying, which refers to a type of bullying that is perpetrated using electronic technology, is one of the risks.

Social Networking is an ideal platform to build social relationships through networking and connections with no boundaries are drawn among them. It is used as communication media to share personal experiences, pictures, videos. It has also served a common platform to share view on some of social incidents happened across the universe. Adding to the above points they were able connect with their friends and dear-near ones without having to spend too much money and time investment. (Parvathy Suchithra, 2015)

The Positive Effect of Social Networking on youth.

- Social networking has increased the rate and quality of collaboration for youngsters. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups.
- Social networking teaches youngsters the skills they'll need to survive in the business world. Being able to create and maintain connections to many people in many industries is an integral part of developing a career or building a business.
- By spending so much time working with new technologies, youngsters develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help them to build skills that will aid them throughout their lives.
- The ease with which a youth can customize their profile makes them more aware of basic aspects of design and layout that are not often taught in schools. Building resumes and personal websites, which are increasingly used as online portfolios, benefit greatly from the skills obtained by customizing the layout and designs of social networking profiles.
- The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps youngsters refine and develop their artistic abilities

and can provide much needed confidence or help them decide what career path they may want to pursue.

The Negative effect of Social Networking on Youth

- Youth have started relying more on the information accessible easily on these social networking sites and the web. This reduces their learning and research capabilities.
- Youngsters who get involved in activities on social media sites while studying result in reduction in their focus of attention. This causes reduction in their academic performance, and concentration to study well.
- The more time the youngsters spend on these social media sites, the less time they will spend socializing in person with others. This reduces their communication skills. They will not be able to communicate and socialize effectively in person with others. The employers are getting more and more unsatisfied with the communication skills of the fresh graduates due to this reason. The effective communication skills are key to success in the real world.
- Use Age and Creative Writing Skills youths mostly use slang words or shortened forms of words on social networking sites. They start relying on the computer grammar and spelling check features. This reduces their command over the language and their creative writing skills.
- Younger generation while searching and studying online, get attracted to using social media sites and sometimes they forget why they are using internet. This wastes their time and sometimes they are not able to deliver their work in the specified time frame.
- The motivational level of young people reduces due to the use of these social networking sites. They rely on the virtual environment instead of gaining practical knowledge from the real world.
- The excessive use of these sites affects the mental as well as physical health. Youngsters do not take their meals on time and take proper rest. They take excessive amount of coffee or tea to remain active and focused which effects negatively on their health.

No doubt, Social Networking is of great help in the youth's daily life; however, it has positive and negative effects which depend on how a person will utilize it. Social Networking can benefit us in numerous ways and that it can make life easier for us; however, we should keep in mind that everything in life should be taken in moderation.

**Review of Literature**

A good number of researchers are attracted toward this problem some of the relevant research studies are reviewed here.

Tsai and Lin suggest that Internet addiction is an important concern among adolescents; in their study of 700 Taiwanese high school students, 88 were deemed Internet addicts according to the Internet Addiction Scale for high school students in Taiwan (IAST). It has been hypothesized that, because adolescence and young adulthood is a time of identity and relationship exploration, those who have trouble navigating through these developmental challenges are particularly vulnerable to using the Internet as a coping mechanism. Current research does indicate that ego-identity achievement (the resolution of Erikson's adolescent-stage conflict resulting in an established sense of self) in middle school students are negatively related to pathological and extreme Internet use.

The concepts of Internet addiction can be viewed Davis, Flett and Besser (2002) and Shapira, Goldsmith, Keck, Khosla and Mcelroy (2000) inability of individuals to control their use of the Internet, which then causes psychological, social, school, and/or work difficulties. Commenting on the Psychological point of view, Kandell(1998) argued that due to increasing tolerance to the effect of being online, increase number of investment of sources on Internet related activities, unpleasant feelings when off-line, and denial of the problematic behaviours are main reasons for dependent on the Internet.

Subrahmanyam and Greenfield (2008) observe that the lines between the virtual and real world is increasingly blurred for youth today  for today's youth, media technologies are an important social variable and physical and virtual worlds are psychologically connected; consequently, the virtual world serves as a playing ground for developmental issues from the physical world. The key questions for the field of youth and SNS focus on what the emotional, social, and cognitive effects of using the technology are for adolescents. Empirical studies that examine SNS effects are few, but fortunately researchers have the opportunity to incorporate insights from a variety of previous research traditions beyond the theoretical perspectives outlined in the current literature. Researchers of SNS have a unique opportunity to build a new area of study, extend previous Internet research, and apply a variety of new theoretical perspectives that have not yet been explored. Irrespective of the theoretical frameworks SNS scholars decide to utilize, research on social media effects is vital to inform the societal debates and concerns about new technology and youth.

A recent survey on digital lifestyle of urban teens found that 72% teenaged students in Indian cities own smart phones, 85% of them use social media networks, and, even in Nagpur, students follow their teachers on Twitter. The annual survey on 'Digital lifestyle of Urban Indian teens' was conducted by a leading IT company in metros of Mumbai, Delhi, Chennai, Kolkata, Nagpur, Pune, Ahmedabad and Indore. In all 14 cities with 1,739 schools and 12,365 high school students in 12-18 age groups participated in the survey.

**Objectives of the study**
   ✓ To study the positive and negative effectof internet on youngsters age between 13 to 19 years.
   ✓ To understand the behavioural pattern of the children specifically the youngsters.
   ✓ To evaluate the attitude of youngsters towards social networking and measure the spending time on social media.
   ✓ To find out the challenges and threats posed by the internet on youngsters.

**Universe and Sample of study**
For the purpose of the study, a sample of 140 youngsters from the Nagpur city was drawn by a method of stratified random sample. So as to have more representative data within each strata. A sample was drawn by a lottery method.

In respect of stratified random sample the youngsters from the following categories was taken. The youngsters from 13 to 19 years of age.  A special stress was given on gender factor and the back ground of the teenager.

**Methods of data collection**
For the purposes of the study, both primary as well as secondary data was used. For the collection of the primary data both, observation and survey methods was used, which is one of the most popular methods in quantitative methodology. In each area the team was carried out observation and survey for a particular period. For the purposes of survey, a three-tier interview schedule (questionnaire) was constructed with the help of experts in the field of teenage consumer behaviour, psychology and such other behavioural sciences. The interview schedule was consisting of structured as well as open ended questions in the proper proportions. The interview schedule was pre-tested and after removing all the ambiguities, a final interview schedule was prepared. The selected young respondents were personally interviewed with the help of interview schedules and the responses were properly recorded.

Data for this study was gathered by primary data collection method among youngsters (School and college students) from different school in Nagpur city.  A total of 200 respondents were approached of which 140 responded. Due to the personally administered survey researchers personally checked all questionnaires to make sure that every item in the questions filled up by the respondents properly. In this study, students were selected as the population in view of the experience that they have in using the Internet and very much addicted to the Internet. This will greatly support the objectives of the research. In addition, some studies did suggest that young-adults

are suitable group to be considered for the research because they play an important role to change society and culture.

Besides this primary data, secondary data consisting of text books, reference books, journals, periodicals, reports, records, internet websites, etc. was used wherever found necessary. Both the primary and secondary data so collected was properly tabulated and analyzed.

**Limitations of the Study and Scope for Further Research**

Like other empirical researches, this study is not without its limitations. Our sample is consisted of students from Nagpur city. So, the sample is small in number. The study can be strengthened by increasing the sample size and including participants from other working adults from different part. It is expected from other researchers to do survey on different age group to contribute to this area of research.

**Analysis of Data**

In this section it is examined to see whether there is any positive or negative effect of internet on teenagers in Nagpur city. For the purpose of the study students were taken from three different age groups as 13-15, 15-17 and 17-19. With the help of following questions tried to find out the pros and cons of internet use by teenagers.

Q – 1) Where do you use internet?

A) Cyber café, B) Mobile, C) Home, D) School

A frequency distribution of responses was made and percentage use for each is computed.
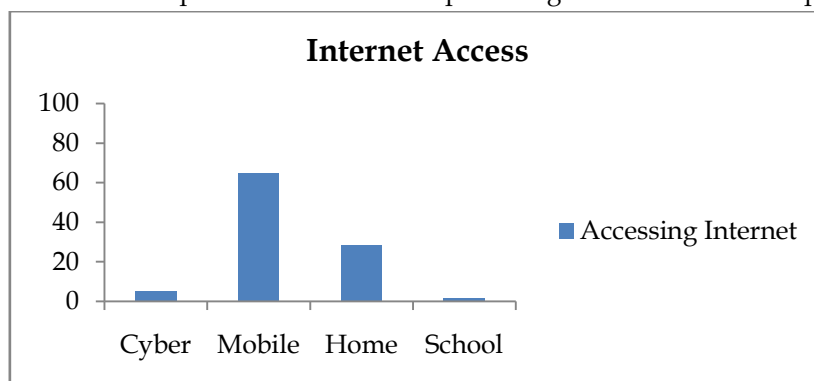


About 5.3% candidates accessed internet from cyber café. The highest proportion of candidates accessed internet over mobile, the percentage being about 65. About 28% students accessed internet at home. 1.5% students accessed internet from school being the least.

Q – 2) Do you use internet daily? If yes, for how many hours. If no then how many times a week or month?

The responses were categorised as follows if they accessed internet daily.

    a)   Less than one hour a day, b) 1 to 3 hours a day, c) 3 to 4 hours a day, d) more than 4 hours a day, if students daily use internet.

If they do not use internet daily then, responses were recorded as

        a)   Several times a week, b) Once a week, c) Once a month

A frequency distribution is done for both the cases and then percent ratio is calculated.

**Daily Internet Use(in hours)**
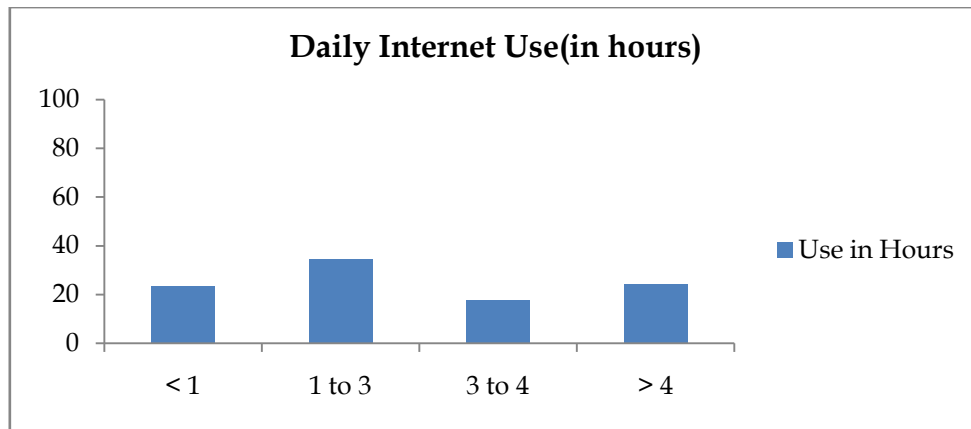


Near about 35% students who used internet daily for 1 to 3 hours following near about 24% students using internet for more than 4 hour a day. 23% students used internet for less than one hour a day while near about 18% used the same for 3 to 4 hours a day.

Graph of students who did not use internet daily is represented below.
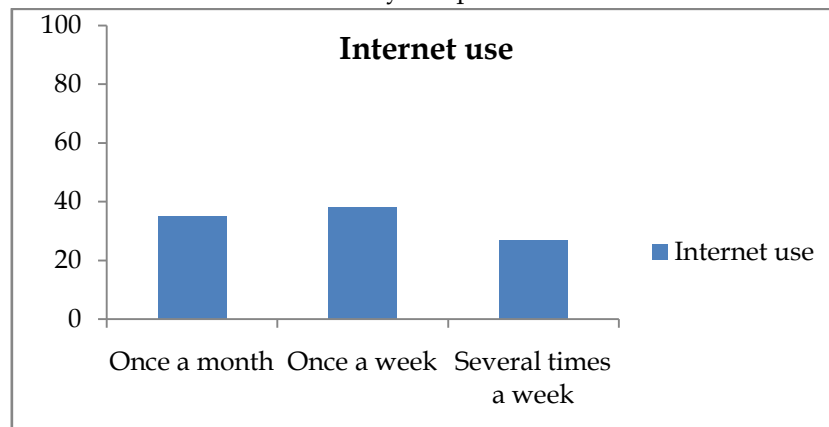
**Internet use**



About 35% students use internet once a month. 38% students use internet once a week, while about 27% students use internet several times a week.

Q – 3) Do you access internet when you are free from your necessary works?

**Using Internet in Free Time**
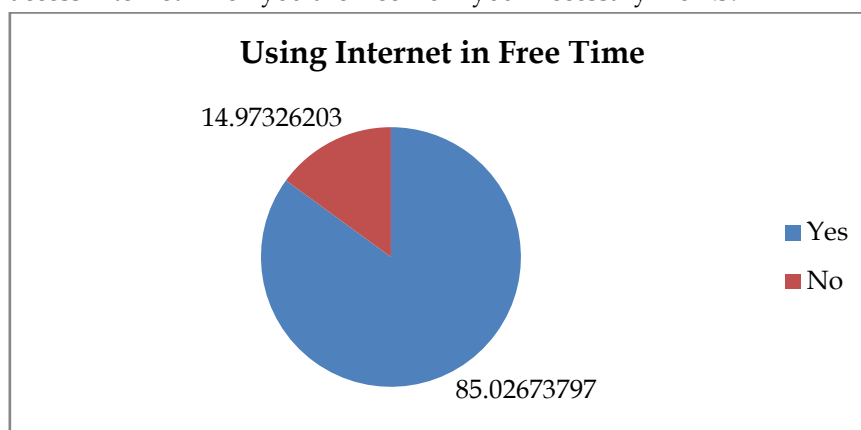


About 85% students access internet when they are free from their necessary work(s) while about 15% students access internet when they are still busy with other work(s).

Q – 4) Has your internet use steadily increased over time?

### Increased Use of Internet Over Time
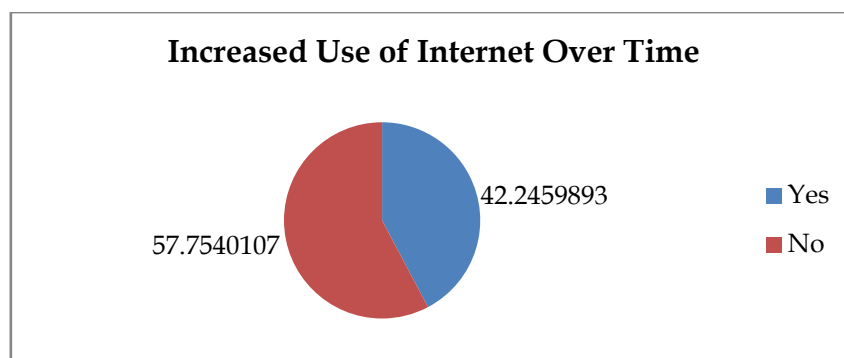


To know more about the internet access further asked to respondents that over the time has their internet use steadily increased. For this about 58% respondents responded there is no increase with the use of internet over time, while near 42% feels their internet use have steadily increased over time.

Q – 5) Why do you use internet?

    a)   For entertainment
    b)   For school & college work
    c)   To send or receive email
    d)   To access social networking sites

### Reason for Using Internet
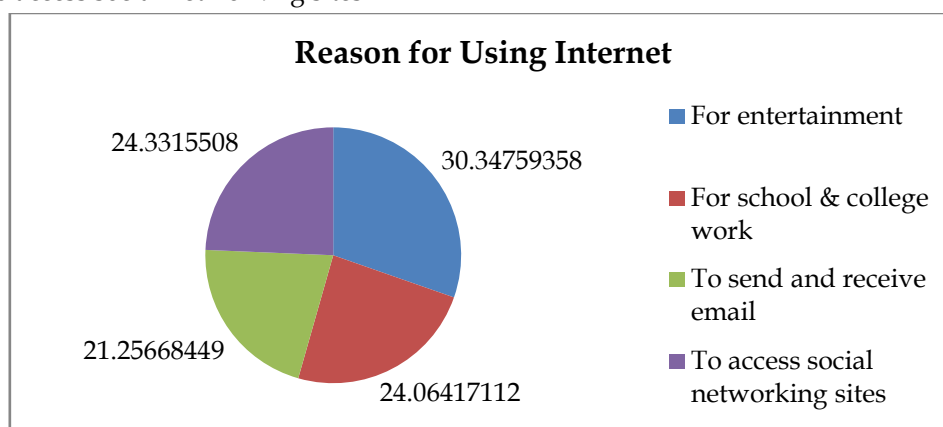


Further it is analysed that what are the purpose for using the internet like, for entertainment, for school & college work, send or receive email, to access social networking sites

It is concluded from the graph that nearly 31% students use internet more for entertainment than for other stuff followed by about 24% students using it mainly for accessing social networking sites. 24% students use internet for school and college work as primary reason where as 21% use internet to send or receive emails.
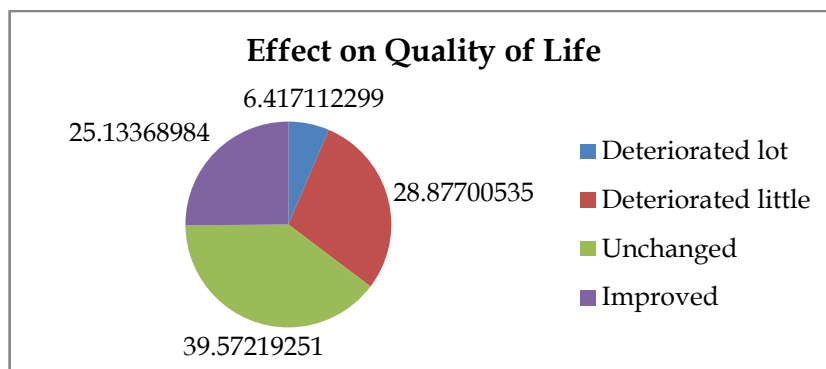
Q – 6) How often does social media affects your social life like visiting friends, engaging in community activities, etc.?

A frequency distribution of the data was prepared and converted into percentage. A bar graph was constructed for the same.

### Effect on Social life
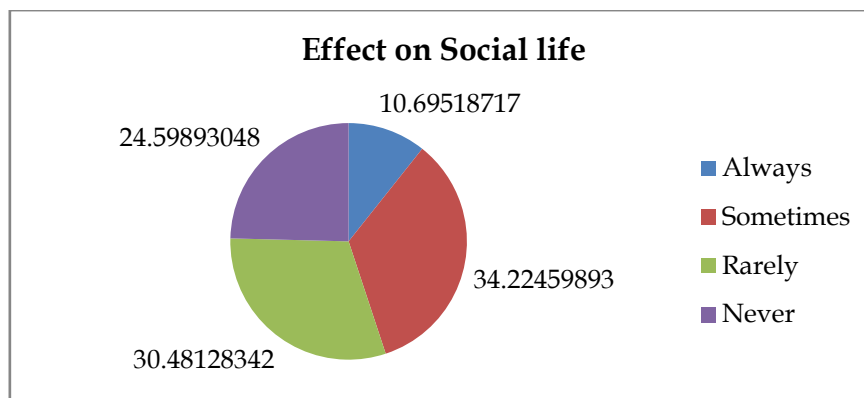
In addition to this further asked the responded that how often does social networking affects your social life like visiting friends, engaging in community activities, etc. for this about 11% respondents feel that it always affects their social life. About 34% students responded as sometimes their social life gets affected due to social media. For about 30% students, social life is rarely affected because of it while near about 25% students responded that social networking never affects their social life.

Q – 7) Has the quality of life deteriorated as a consequence of amount of time spent on social networking?

**Effect on Quality of Life**

6.417112299

25.13368984

28.87700535

39.57219251

- Deteriorated lot
- Deteriorated little
- Unchanged
- Improved

To know more about the effect of social networking, respondents asked that has the quality of life deteriorated as a consequence of amount of time spent on social networking. In reaction to this about 6% respondents thought that quality of their life has deteriorated a lot as consequence of amount of time spent on social networking. Nearly 29% feel that quality of life has deteriorated a little while about 40% believe there is no effect on quality of life as consequence of amount of time spent on social networking. 25% responded that quality of life has actually improved as consequence of time spent on social networking.

**Findings**

The social networking can create great benefits if it is used safely by youngsters in general. Knowing the social effect that it has on youngsters could help in exploiting the benefits that it presents to youngsters. By knowing the negative social effect of the social media on youngsters, parents, school teachers and the government could co-operate in implementing measures to prevent the harm.

The outcome of the study shows that a majority of the youngsters are members in one or more social networking sites but also are low users of such sites and used Internet more for mailing and surfing the net (downloads). The findings of the study include:

- The study shows that 65% respondents expressed that they access internet on mobile and only 1.5 % used in school for the educational purpose.
- Further study shows that around 35% respondents responded that they used internet for less than 3 hours a day. While 18% teenager uses internet for more than 4 hours in a day.
- 85% respondents said that they uses internet in the free time and only 15 % expressed that they access internet when they are still busy.
- Around 58% respondents said that there is no increase with the use of internet over time, while near 42% feels their internet use have steadily increased over time.
- The study shows that around 31% respondents uses internet more for entertainment. While 24% each spends their time mainly on accessing social networking sites and for school & college work.
- Study shows that around 64% respondents said that the use of social networking sometimes or rarely affects their social life.
- Further study shows that 40% respondents expressed that there is no effect on quality of life as consequence of amount of time spent on social networking. Nearly 29% feels that quality of life has deteriorated a little.

- To know more about the attitude of the respondents about the internet protection, awareness programmes and cyber laws. The result shows that youngsters have lethargic attitude about social networkingprotection and awareness programmes.
- Further study shows that respondents are aware about the protection against social networking which is hazardous for them such as spams, viruses, malware phishing scams, cyber bullying etc.

In addition to the above analysis further asked some parents about their opinion on the pros and cons of social networking on their wards. Few Parents appreciated the social networking enhancement of safety and its ability to keep teens connected to family and friends. However, a notable number of parents express conflicting emotions about the constant connectivity the social networking brings to their lives; on the one hand, it can be a boon, but on the other hand, it can result in irritating interruptions.

**Conclusion**

The conclusion of the study proves that the use of social networking by youngsters has become essential need today, but it should not be motivated at all. It could ruin the future of youngsters and it had a very bad effecton education. There is no third party or any other community which could check for what actions are been performed by which user, so it is strongly recommended to check youngsters activities on social networking. It is also a strong recommendation for Government and international cyber jurisdiction to take part and ban these types of websites, other than government and jurisdiction, every parent should strictly keep watch on the use of social networks on their teenage children and secure their future.

The growth of social networking sites shows a significant change in the social and personal behavior of young Internet users. Social networking has become an essential medium of communication and entertainment among the youngsters. Though it has started to affect the daily activities of normal human beings, the popularity of internet or social networking 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 internet facility wisely for the benefit of developing social bonds across the geographical borders.

The results show that online risks such as addiction, cyber bullying, and sexual solicitation are associated with negative consequences for youth. It is important to note that not all children are equally susceptible and more research is necessary to identify the youth most at risk as well as to develop effective interventions. The social networking can also provide benefits in the areas of cognitive, social, and physical development, and can also be used to deliver treatment interventions. Essentially, this study found that the major groups of compulsive social networking usages are youngsters. Therefore, their dependence on the social networking use are the causes behind their Internet addiction disorder, i.e.; firstly, problems related to a relationship which refers to spending excessive amount of time starting and maintaining online friendships in chat rooms, which replace real life friends and family. Second, wasting of money by engaging in compulsively using the Internet for gambling online, trading and part-taking in online auctions. Third, dilemma associated with information searching by obsessive web surfing or database searches. Forth, habitual gaming practices such as computer game playing, including multi user games. Finally, sex addiction of young adults is a massive problem through adult chat rooms, cybersex or pornography on the social networking. Society in general will need to brace itself for the explosion of online sex coming through devices. Additionally, those who exercise compulsive usages of the social networking are declining their school/college performance and as consequences, would turn down school/college results by getting poor performance and withdrawal from academic social activities and events as well. Subsequently, academic institution such as universities, colleges and school campuses will need to regulate students' use of such kind of wireless devices to reduce the abuse of the social networking.

Youngsters need to be re-orientated on the need to set their priorities right. This drive towards reorientation must be championed by the parents. While the usage of internet or social networking enabled phones by youngsters cannot be outlawed, they need to be continuously informed on the negative effects of their over-dependency and unregulated use of their social networking facility.

Similarly, the parents or teacher must be more alive to their responsibilities by ensuring conformity to lay down rules and regulations on youngsocial networking user to use the internet in daily routine.

## References

[1].    Biswajit Das Jyoti Shankar Sahoo Social Networking Sites – A Critical Analysis of Its Effecton Personal and Social Life International Journal of Business and Social Science Vol. 2 No. 14

[2].    Brett Brown, Ph.D., and Pilar Marin, M.P.P ( 2009) Adolescents And Electronic Media: Growing Up Plugged In

[3].    LENHART, Amanda Lenhart Adolescent social networking, 2007

[4].    LARSEN, Malene Charlotte Larsen, Girls are more preoccupied with photo comments than boys. April 29, 2009. http://malenel.wordpress.com/category/youth/

[5].    Martin, A.J., & Dowson, M. (2009). Interpersonal relationships, motivation, engagement, and achievement: Yields for theory, current issues, and educational practice. Review of Educational Research, 79(1), 327–365.

[6].    Nathalie Louge2006Adolescents and the Internet, Act for youth center of excellence Research Facts and Findings 3-4

[7].    Poellhuber, B. & Anderson, T. (2011). Distance students' readiness for social media and collaboration. The International Review of Research in Open and Distance Learning, 12 (6), 102-125.

[8].    Parvathy J. Suchithra R. *Effectof Usage of Social Networking Sites on Youth,* International Journal of Computer Applications (0975 – 8887) Volume 129 – No.3, November2015 33

[9].    Pratyasha Jain Effectof Social Networking Sites (SNS) on The Youth of India file:///C:/Users/admin%20pc/Downloads/Impact_of_Social_Networking_Sites_on_The_Youth_of_India_731120240.pdf (Cited on 31st March 2017 at 20.29pm)

[10].   R. Cauvery,U. K.SudhaNayak, M. Girija and R. Meenakshi, '*Research Methodology*'

[11].   Sigman, Aric. (2009). Well connected? The biological implications of „social networking". Biologist, 56(1), Retrieved from http://www.aricsigman.com/IMAGES/Sigman_lo.pdf

[12].   Subrahmanyam, K., & Greenfield, P. (2008). Online communication and adolescent relationships. The Future of Children, 18(1), 119–146.

[13].   Waqas Tariq, MadihaMehboob, M. Asfandyar Khan and FaseeUllahTheEffectof Social Media and Social Networks on Education and Students of Pakistan IJCSI International Journal of Computer Science Issues, Vol. 9, Issue 4, No 3, July 2012 ISSN (Online): 1694-0814

[14].   William, Williams Amalda, A review of online social networking profiles by adolescents, 2008