

# Social Networking Sites (SNS) Usage and Popularity Among 21<sup>st</sup> Generation Youth: An Empirical Study

Charul Nigam<sup>1\*</sup> and Sushma Malik<sup>2</sup>

<sup>1</sup>Assistant Professor, Institute of Innovation in Technology and Management, New Delhi, India. Email: [charul.nigam@gmail.com](mailto:charul.nigam@gmail.com)

<sup>2</sup>Assistant Professor, Institute of Innovation in Technology and Management, New Delhi, India. Email: [sushmamalikiitm@gmail.com](mailto:sushmamalikiitm@gmail.com)

\*Corresponding Author

**Abstract:** We are living in the electronic world, where contact someone, sharing thoughts as well as opinion is just one click away because WWW (World Wide Web) has changed the methods of communication. Social Networking Sites are the place in which people share and exchange information and thoughts in different communities and networks. Social networking sites have made it possible for us to chat with friends who live apart in distant places as well as share pictures and videos with them. Social networking sites are websites that make online place where people from all over the world can meet and share common interests by setting up a “profile page”. Facebook, Twitter, MySpace, LinkedIn, etc. are the example of SNS and nowadays. These sites are use to keep in touch with each others, to express or share what they have in mind. The purpose of this study is to examine the Perceptions of People about the use of SNS. The study is conducted through the Questionnaire.

**Keywords:** Facebook, Internet, Social Networking Sites (SNS), Twitter.

## I. INTRODUCTION

Internet has changed the means of communication and retrieving of information. Social Networking Sites have provided an open space where the internet users are free to exchange thoughts on various topics. A web site that provides a social community for people interested in a particular subject or interest together. Members create their own online profile with data, pictures, and any other information. They communicate with each other by voice, chat, instant message, video conferencing, and the service typically provides a way for members to connect by making connections through individuals is known as Social Networking Sites [1]. Some popular SNS are: Facebook, Twitter, LinkedIn, Instagram are very commonly used by the people. These websites are also known as communities network sites because users develop the different communities based on their interest and these sites act as an online community of internet users [2].

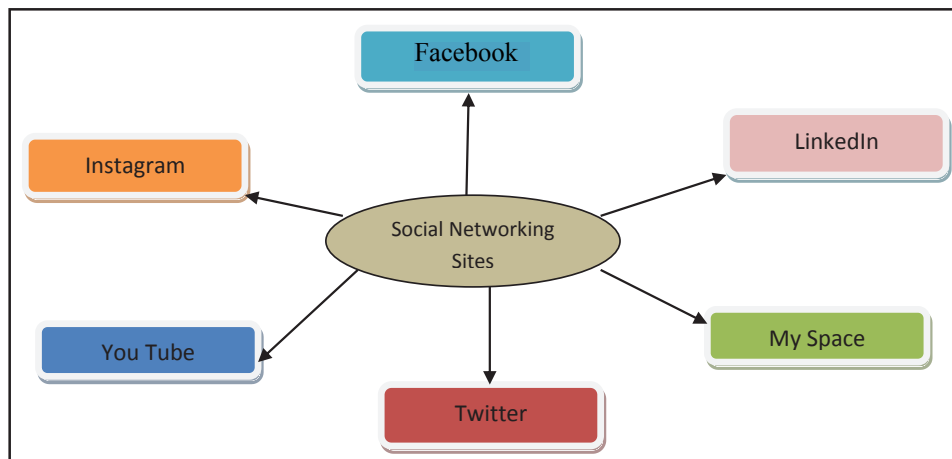


Fig. 1: Social Networking Sites

SNS enable persons to connect to each other to form online communities. Nowadays Online Social Networking (OSN) has become a fashionable resource of communication among Internet users, mainly the young Generation. The majority of youngsters log on their OSN accounts daily and stay log on for a prolonged period of time [4].

## II. CHARACTERISTICS OF SOCIAL NETWORKING SITES

Social Networking Sites have provided an open space where the internet users are free to exchange thoughts on various topics based on their interest. The main characteristics of the social networking sites are as follows [3]:



Fig. 2: Characteristics of Social Networking Sites

- *Profile*: Presentation of user to friends by creating a personalized page developed by the user in which user them self through text, photos, music and videos and create a profile in the way they want other members to see them.
- *Interactive*: The main characteristics of social sites are that they are so interactive. This means that social sites are not just a collection of chat rooms and forums, but these are filled with number of applications, where the user can play the various games and also challenge their friends. Social sites become the main pastime source over the other sources, because it is more than just entertainment, it is a way to connect and have fun with friends.
- *Friends / Followers*: Social sites allow user to be social with others on the site. On Facebook you have friends, on Twitter you have followers, and on LinkedIn you build connections. No matter what they are called, each social network allows for easy interaction between users on the site.
- *Sharing*: The purpose of a social site is to allow you to communicate with your relationships on the site. Social sites are allowing the user to share status updates, photos and videos, etc. with the friends in their network.

- *Easy to Search*: Most social sites allow you to search for your friends by name or by user names. User easily is able to find friends and common connections.
- *Community Based*: Human being is a social animal. They lived in a society or in community.

Social sites can provide a platform to create the community on their choice. The user can create the community on the basis of their interest and hobbies.

## III. POSITIVE IMPACT OF SOCIAL NETWORKING SITES

No doubt SNS becomes the most powerful and fast form of media for communication today. Social networking like Facebook, Twitter, LinkedIn, Whatsapp, and many more uses among more than billion of people today. Other positive side effects of social networking websites include the following:



Fig. 3: Positive Impact of Social Networking Sites

- *Increase the Friend Circle*: It helps individuals in making new friends and also finding old friends who might not have been touch for years and without this platform it would have been impossible to get in touch with them again. In simple words it helps in reviving old relations and helps in making new relations.
- *Low Cost Advertising*: We can advertise the products at low price in this websites and helps in expanding our business because there are millions of people who are on these sites and there is no better medium to promote our business among our friends, family and others than social media.
- *Making Good Relationship*: We get know about our family and friends birthdays, anniversaries and other important things which are happening in their life and through this we make a good relationship.
- *Easy to Communicate and Connect with Others at Low Price*: Social networking sites are the simplest method of communication and its cost is negotiable.

- *Provide Discussion Platform:* Social networking sites provide a platform to spread the important information and also discuss about the present events and current affairs.
- *Share Ideas and Views:* People can share their ideas and view with each other. They can share their ideas thoughts, information and everything relevant with their friends and society. They can protest against the evil of society.

#### IV. NEGATIVE IMPACT OF SOCIAL NETWORKING SITES

The students become victims of social networking sites more often than anyone else because they are attracted by these sites to remove the boredom in their study time and getting the refreshment, when they are studying or searching their course material online. Other negative side effects of social networking websites include the following:



Fig. 4: Negative Impact of Social Networking Sites

- *Reduced Learning and Research Capabilities:* Students become dependent on the social networking sites and the web for searching the information. This reduces their learning and research capabilities.
- *Decline in Attention:* Students who involved in activities on social sites while studying, decline the focus of attention on study, which cause reduction in their academic performance, and concentration to study.
- *Reduction in Real Human Contact:* Human being is a social animal. If the students spend more time on social networking sites, the less time they will spend socializing in person with others. This reduces their communication skills.
- *Reduces Command Over Language Use Age and Creative Writing Skills:* Students mostly use condensed

forms of words on social networking sites for chatting. This reduces their command over the language and their creative writing skills.

- *Time Wastage:* When students searching and studying online get attracted by the social sites and they become busy on reading the comments, seeing the photos on sites mean while they forget why they are using the internet. Through this they waste their time and sometime not submit the assignment on time.
- *Low Grades:* The performances of students are decline and they get the low grades in school due to lack of the desired information and writing skills.
- *Loss of Motivation in Students:* By the use of social networking sites, the motivational level of student is reduce because they live in virtual environment instead of gaining practical knowledge from the real world.
- *Effect on Health:* These social networking sites are not just affecting the mind but are also affecting the body by creating more unhealthy people. Students 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.

#### V. REVIEW OF LITERATURE

According to Lenhart & Madden (2007), Social networks have experienced a massive growth in membership in recent years, particularly among university students.

Mahajan (2009) explored the practice, impact and troubles related to SNS and their impact on the social and cultural values of PG Students of India. She also described the top most social networking websites of India along with their bad and good factors [9].

According to Singh and Gill (2011) the majority of the respondents were found to be aware and using the SNS in their research work. The findings of the study also show that the Facebook is the most popular SNSs used by the all field of research scholars.

The study of Chakraborty (2012) shows that most of the researchers from social science background used SNSs for education and research point of view and scholars from pure science think that Social Networking Sites has no role on research and education [10].

According to Har Singh and Anil Kumar (2013), the majority of the respondents were found to be aware and making use of such applications in their research work in Punjab University. Their study also reveals that Facebook is the most popular SNSs by all categories of researchers in Punjab [7].

According to Dr. Saswati Gangopadhyay (2014) young generation are totally involved in social networking. The youth falling in the age group between 15 to 25 years use the social networking sites commonly such as Facebook, Twitter,

Instagram, etc. The world to them basically means the internet and the social networking sites where they can get connected to friends existing as well as new ones. The youth today feel that giving ‘status updates; posting selfie, stylish pictures’ is cool and happening trend all the time. Modern mobile phones provide a good back-up in maintaining this trend 24x7 [8].

As per the study of Khurana N. (2015) the youth today is not only aware of what fits in best for them but are also keen and enthusiastic to draw their own priorities. Social networking sites has given them a platform where they can connect with new people, share experiences and gain exposure. Social networking sites have adversely affected the young generation in many ways. The youth of today would like to spend an abundant amount of time on these social networking sites on an average of more than 2 hours a day which keeps them away from their own purpose of existence and interacting with their own environment [6].

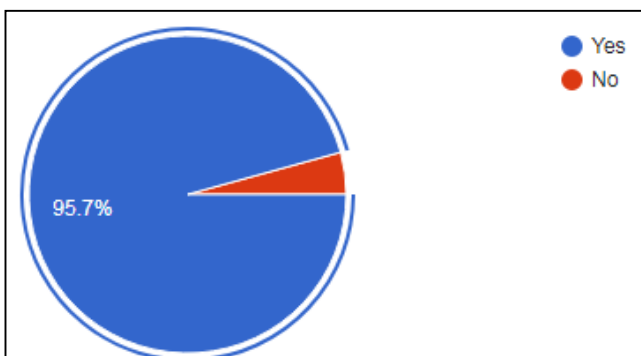
Shabnoor Siddiqui and Tajinder Singh (2016) states in their study people are seen addicted with the social networking sites every day. Social media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organization’s performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Youngsters are seen in contact with these media daily. Social media can abuse the society by invading on people’s privacy. Use of social media is beneficial but should be used in a limited way without getting addicted [5].

VI. OBJECTIVES OF THE STUDY

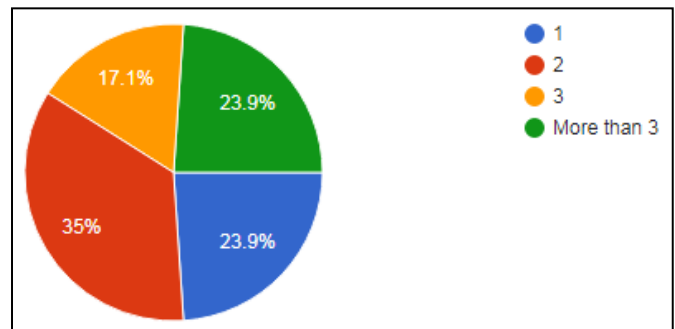
- To discover the perceptions of people about SNS.
- To study the benefits of SNS.
- To determine the SNS have negative impact on personal and professional life.
- To determine the SNS act as a communication tool.

In this study primary sources of data will be used. The primary data was collected through a Google Form.

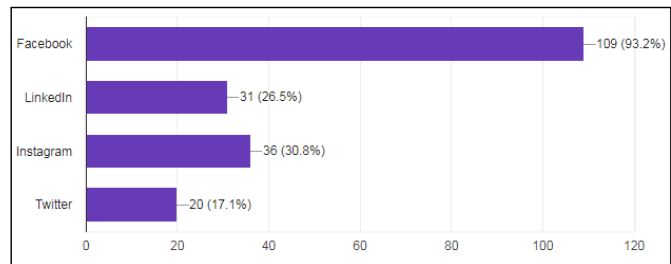
VII. DATA ANALYSIS



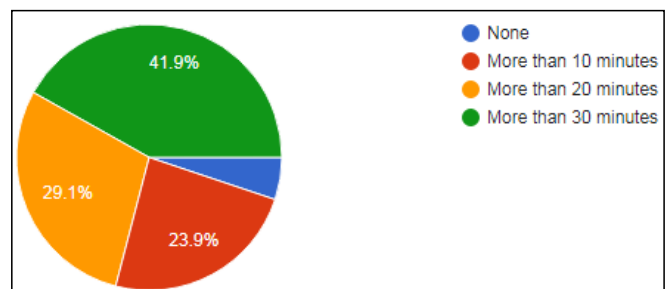
According to the above data we can say that 95.7% people uses social networking sites for different purposes as per their requirements and needs.



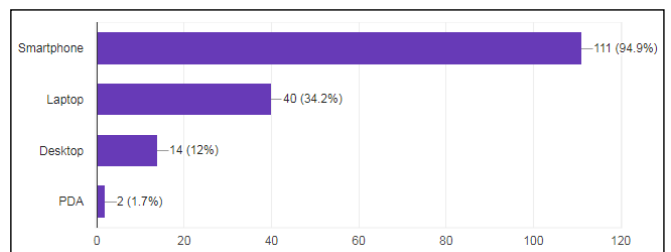
As per the above data analysis we can say that 35% people using two social networking sites, 23.9% people are using more than three social networking sites.



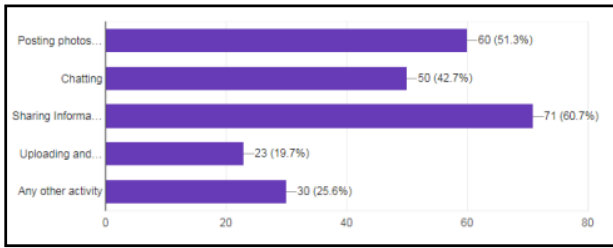
After analysis we can say that the Facebook is the most popular social networking site used by the people. Instagram is also gaining popularity as the time has progressed. Twitter is less used as compare to others SNS.



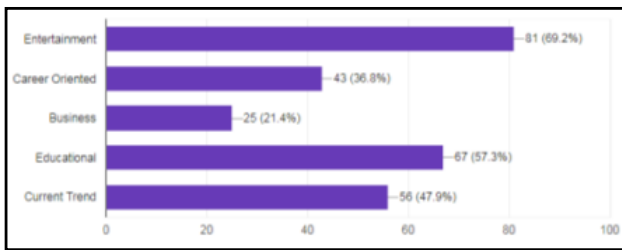
According to the above data we can see that approximately 42% people spend more than 30 minutes on various social networking sites. And around 29% persons access the SNS more than 20 minutes per day.



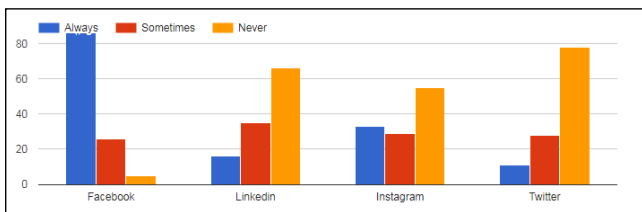
By looking at all the graphs we can clearly say that smart phones are the most popular device used by the people these days to access the various SNS.



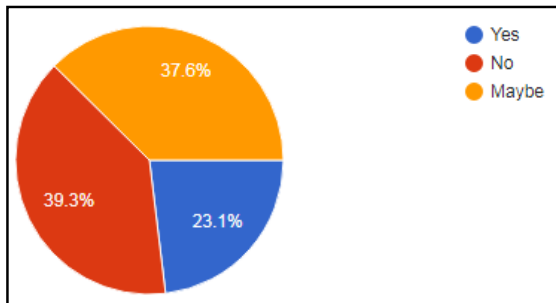
Approximately 60% of the people are using social networking sites mainly for sharing of the information. The next best usage of these sites is to use them for posting photographs and updating the status messages.



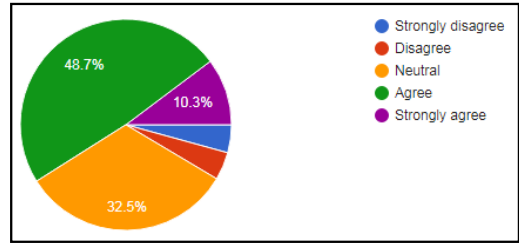
69% of the people are following entertainment pages of the social networking sites. There are 57% people who are following educational pages on the social networking sites.



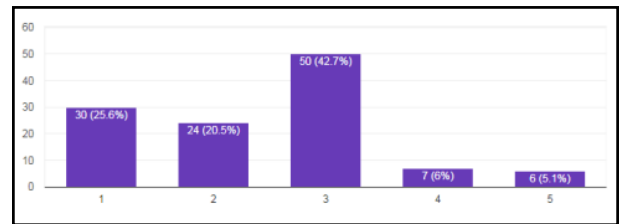
According to the above data we can clearly see that the most popular social networking sites among the people is Facebook. We can also say that people do not prefer to use twitter for any other purpose.



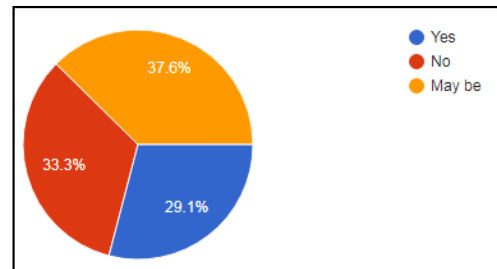
As per the above data we can state that 23% people think that social networking sites are giving a negative impact on educational / professional life. And 39% people are thought that SNS have not any negative impact.



Approximately 37% people are not able to answer the question. 48% people agree to that fact that the social networking sites are important in their lives but 32% people are still confused about it.



According to the above facts we can say that 43% of the people are neutral about social networking sites affecting our life negatively.



According to the above data 30% of the people are saying that social networking sites are affecting privacy of the people. And 33% of the people are against on them and around 38% of the people are confused and they are not sure about that.

### VIII. FINDING

- Majority of the persons are aware about the Social Networking Sites.
- Most of the people using the Facebook followed by Instagram, Twitter, LinkedIn for Social Networking.
- Higher percentage of people using the Social Networking sites every day almost above 30 minutes per day.
- Majority of the person using the SNS for sharing of the information. The next best usage of these sites is to use them for posting photographs and updating the status messages.
- High percentage of people is following entertainment pages of the social networking sites. Second high

percentage people are following educational pages on the social networking sites.

- Majority of the people are thought that SNS are not giving any negative impact on educational / professional life. But almost one fourth of the people are thought that these sites affect both educational and professional life.
- Majority of the people are agreeing that the SNS are important part in their life.
- Large numbers of people are confused and are not able to give the answer about the affecting of privacy of the people. But almost one fourth people said SNS affect their privacy.

### IX. CONCLUSION

The majority of the people have access the internet and this digital world change the usual communication methods and social Networking sites are faster and convenient way to communicate. The SNS have become essential need of today's people. It was found that these social networking sites are acting as great medium for communication. People are Feeling free in sharing their thoughts on any issue. Facebook is the most popular SNS which is access by the large number of people. Most of the people have account on more than two SNS. Mostly people using the SNS for entertainment purpose. And majority of the people thought that SNS have negative impact of their educational and professional life and as well as also give the impact on their privacy.

### REFERENCES

[1] "Ministry of Information Technology and Telecommunications," National ICT Strategic Plan

(NICTSP) 2007-2011. Available: <http://www.gov.mu/portal/sites/nictsp/main.jsp>

- [2] N. B. Ellison, C. Steinfield, and C. Lampe, "The benefits of Facebook "Friends:" Social capital and college students' use of online social network sites," *Journal of Computer-Mediated Communication*, vol. 12, no. 4, pp. 1143-1168, 2007.
- [3] O. A. Enikuomehin, "ICT, CGPA: Consequences of social networks in an internet driven learning society," *International Journal of Computer Trends and Technology*, vol. 2, no. 2, pp. 9-14, 2011.
- [4] S. Kuppuswamy, and P. B. S. Narayan, "The impact of social networking websites on the education of youth," *International Journal of Virtual Communities and Social Networking*, vol. 2, no. 1, pp. 67-79, January-March 2010.
- [5] A. Jhunjhunwala, B. Ramamurthi, and T. A. Gonsalves, "The role of technology in telecom expansion in India," *IEEE Communications Magazine*, vol. 36, no. 11, pp. 88-94, November 1998.
- [6] <https://net.educause.edu/ir/library/pdf/ers0808/rs/ers08086.pdf>
- [7] [http://www.edidaktik.at/fachtagung08/trampedach\\_intro-to-social-networking.pdf](http://www.edidaktik.at/fachtagung08/trampedach_intro-to-social-networking.pdf)
- [8] <http://ahnjune.com/wpcontent/uploads/2011/11/0Final-Ahn2011JASIST.pdf>
- [9] [https://www.nsa.gov/ia/\\_files/factsheets/i73-021r-2009.pdf](https://www.nsa.gov/ia/_files/factsheets/i73-021r-2009.pdf)
- [10] <http://www.fbi.gov/about-us/investigate/counterintelligence/internet-social-networking-risks-1>