

A Study on Social Networks and Its Impact

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Abstract: *In today's world, life can't be imagining with our **Social Networks** (like Facebook, What's App, You Tube, Google, Twitter, Instagram And Online Handles). Using social networking sites is among the most common activities today's generation and mostly used by youths. Social networks have provided new opportunities to consumers to engage in social interaction on the internet. Social networking sites provide a platform for discussion on issue that has been unnoticed today's worlds. It helps to know about the unnoticed messages through the social networking sites to the people or user. This study is conducted to check the impact of social networking sites. This is a survey type research and here the data was collected through questionnaire. The main objective as (1) To check the impact of social networks on user (2) To determine the attitude of user towards social networking sites and finding the total use time on social networks. Here the data collected was checked in the form of frequency and percentage. I have found from this study everyone them have Facebook account and most of them use 2-3 social sites. Most of the respondent use social sites 1-3 hours daily. Overall most of them agreed that impact of social networking sites is positive as well as negative because it helps youth to communicate with their friends in easiest way and to meet new people and it is creating some emotional and psychological problems to the user like anxiety, depressions.*

I. Introduction:

Now a day's Social Network plays essential role in teenagers, this site has attracted millions of people in this world. Many of whom have integrated those sites have into their daily practices. Most youths or teenagers spending time at least an hour in this popular social media sites. Most sites support the maintenance of pre-existing social networking sites, but others help strangers connect based on shared interests, political views or activities. This study revealed that these sites are impacting the lives of the user and youths. When using this site such as Facebook, titter, You Tube, Goole+, What's App, Instagram there are both positive and negative effects on the user. Well, social media helps the youths and other user updated what is happening around the world, and it helps the users stay connected and interact with each other even if they are many miles apart.

Meaning And Definition:

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. The ability to share photos, opinion, events, etc in real time has transformed the way we live. Social networks are a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content such as videos.

Social media defined- (1) websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phones. (2) Websites and applications that enable users to create and share content or to participate in social networking.

Impact Of Social Networks:

Positive Impact of Social Networks: Social media has made us closer to different parts of the world. We can contact anybody around the world at any time, with only a few keystrokes. Since they have paved a new way for interaction between the tow. Customs can tell brands exactly what they want. Business can then use that information to tailor their products of mere appeal. Sites like Facebook, Instagram, Twitter, You Tube, What's App, Google, and others are a cost-effective means of spreading the work and getting support. If you want to become a popular social media celebrity then you should buy Instagram followers on your Instagram handle. The social media has gained attention as the most communication choice for the bloggers, article writers, and content creators.

Negative Impact of Social Media: One of the negative impacts of social network is it leads to addiction.it can divert the focus and attention from a task. Sometimes people share photos on social network that contains violence and sex which can damage the behaviour of kids and teen and can involve them in crime related activities. In this, even with tight security, your personal information may leak on social sites. Some people commit suicide due to breakage of their relationship which they have built on social sites. They don't know them personally and there are people who play with emotions of others. Another negative aspect of social network is fake news. There are lots of cases that we have enquired about fake news recently. So, this is highly

dangerous for society as if there is real news also then people will consider it as fake news. So, they will start believing in social media.

II. Review Of Literature:

According to - (M.Nick Haij, May 1 2014) social networks have provided new opportunity to consumers to interaction on the internet. In is study the social networks identify the advantages gained by the business and user. And also how social networks interact the users.

Objectives Of The Study:

1. To find out who is more impact by social networks
2. To find out the time spending patterns of users in social networks
3. To find out what users think about social networking sites.
4. To know how social networks, create on impact on users?

III. Research Methodology:

Research methodology is a way of love a systematic research problem. It explains the various steps generally adopted in studying the research problem.

Sample size: here for the study a sample of 20 questionnaires has been circulated among the Chennai city. In this dissertation the data's have been analysed with frequency table and percentage chart.

Data collection: Both primary and secondary data used in the projects. Primary data are the information collected directly from the common people on their perception about digitalization using a structured questionnaire. And secondary data is the information's collected from journals.

Table No:1 Who Is Mosly Impact By Social Networks:

| Particular | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Youngsters | 13 | 65.0 | 65.0 | 65.0 |
| Teenagers | 4 | 20.0 | 20.0 | 85.0 |
| Middle aged people | 3 | 15.0 | 15.0 | 100.0 |
| Total | 20 | 100.0 | 100.0 | |

Source-primary data: From the above table reveals that out of 20 respondents 13 of them said Youngsters are using social networks (65%), while 4 respondents said Teenagers are using social networks (20%) and 3 respondents said middle aged people using social networks (15%).None of them not mentioned in old age people. Most of the respondents mentioned Youngsters are using social networks.

Table No:2 How Social Networks Create On Impact:

| Particulars | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------|-----------|---------|---------------|--------------------|
| Fake news sites | 5 | 25.0 | 25.0 | 25.0 |
| Addiction | 7 | 35.0 | 35.0 | 60.0 |
| Crime related activities | 4 | 20.0 | 20.0 | 80.0 |
| In-security | 3 | 15.0 | 15.0 | 95.0 |
| Harmful impact of fake news | 1 | 5.0 | 5.0 | 100.0 |
| Total | 20 | 100.0 | 100.0 | |

Source-primary data: Table no 2 reveals that out 20 respondents 5 respondents mentioned social networks create fake news (25%) and 7 respondents indicate social networks create Addiction (35%),4 respondents mentioned that Crime related activities (20%), and 3 respondents indicate In-security (15%) then 1 respondents mentioned that Harmful impact of fake news (5%). Most of the respondent mentioned that impact factor is Addiction.

Chart No:1 Showing How Social Networks Create An Impact

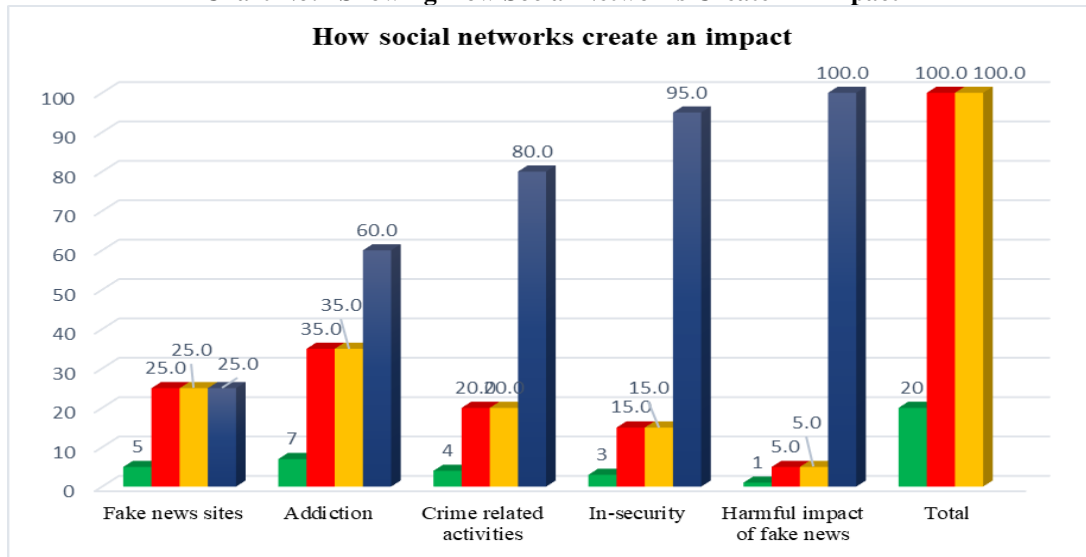
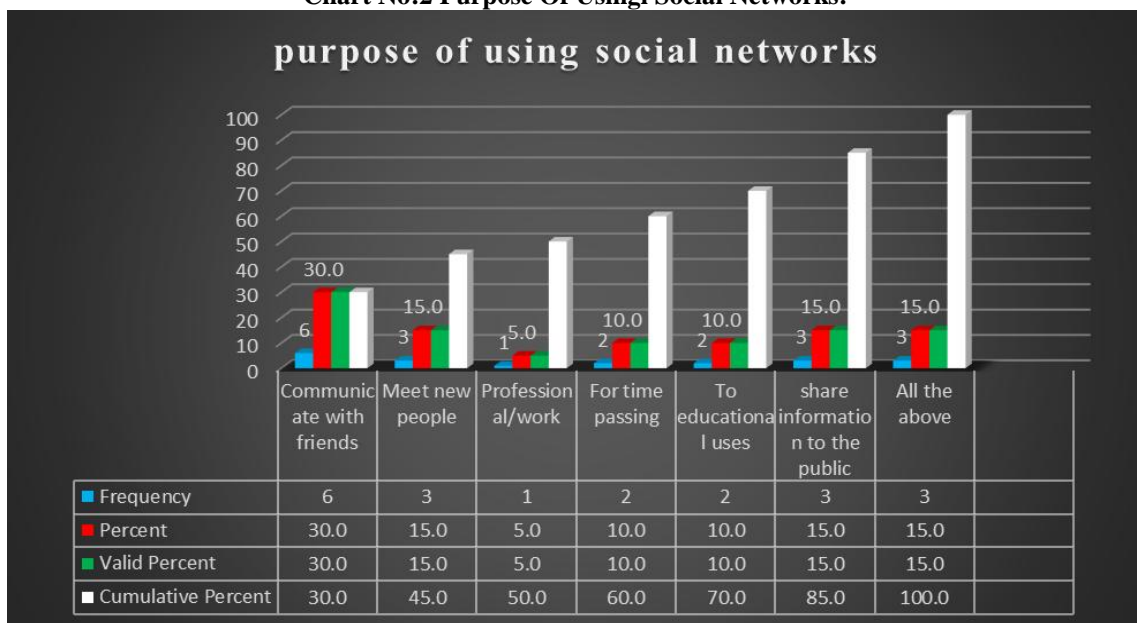


Table No:3 Purpose Of Using Social Networks:

| Particulars | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------|-----------|---------|---------------|--------------------|
| Communicate with friends | 6 | 30.0 | 30.0 | 30.0 |
| Meet new people | 3 | 15.0 | 15.0 | 45.0 |
| Professional/work | 1 | 5.0 | 5.0 | 50.0 |
| For time passing | 2 | 10.0 | 10.0 | 60.0 |
| To educational uses | 2 | 10.0 | 10.0 | 70.0 |
| share information to the public | 3 | 15.0 | 15.0 | 85.0 |
| All the above | 3 | 15.0 | 15.0 | 100.0 |

Source-primary data: From above the table reveals that out of 20 respondents 6 respondents said that the purpose of social networks is Communicate with friends (30%), and 3 respondents said Meet new people (15%), 1 respondents mentioned Professional/works (10%), 2 respondents mentioned that For time passing (10%), and 2 respondents indicate To educational uses (10%), 3 respondents mentioned that Share information to the public (15%), and finally 3 respondents mentioned that All the above (15%). Most of the respondents said purpose of social networks is communicate with friends.

Chart No:2 Purpose Of Using Social Networks:



IV. Conclusion:

In this study we found out social network's sites are create positive and negative impact to the users. In today's world, life can't be imagining with our **Social Networks** (like Facebook, What's App, You Tube, Google, Twitter, Instagram And Online Handles). Social networking sites provide a platform for discussion on issue that has been unnoticed todays worlds. It is helps to know about the unnoticed messages through the social networking sites to the people or user. And also, negative impacts of social network is it leads to addiction.it can divert the focus and attention from a task. Sometimes people share photos on social network that contains violence and sex which can damage the behaviour of kids and teen and can involve them in crime related activities. In this, even with tight security, your personal information may leak on social sites.

In this study we found out most of the respondents mentioned social networks used by youngsters 65% and social networks impact through the addiction 35% and most of respondents think purpose of social networks is communicate with friends 35%.

Reference:

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