EFFECTS OF SOCIAL NETWORKING SITES AMONG STUDENTS

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Abstract: In the contemporary globalized society technology coupled with modernization has initiated drastic changes in terms of acquiring knowledge, information and communication. Social networking sites has become an imperative and indispensable tool for the younger generation who extensively use them for interactive, educational and entertainment purpose and has become a global trend in the present generation. The objective of the study is to examine the impact of social networking sites on relationships and emotional well-being of youth. For the purpose of the study 30 students were examined and their responses were collected. The findings of the study indicated that there were positive and negative impact of social networking sites.

Key words: Social networking sites, media

Introduction and review : Today, social networking is an essential part of life for people from around the world. Social networking is a form of social media, used for either interactive, educational, informational or entertaining purposes. Social media has emerged as a global trend in present era. It is an online platform for building social networks and social relationships. It is widely used for sending and receiving of information in the form of images, video, text, and audio. Social media is used by people in almost every aspect of life such as education, socialization, communication, and entertainment. Social media comes in many forms, but all of them are related: blogs, forums, podcasts, photo sharing, social bookmarking, widgets, video, just to name a few. A social networking site is an online platform that allows users to create a public profile and interact with other users on the website. Social networking sites usually have a new user input, a list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection. Indians are rated as the most active social media users and youths make up the highest population in India and students comprise most of the youth population. Therefore, there arises the need to study the impact of social networking sites on relationships and emotional well-being of youth (Daimary 2020).

Usage of social networking sites on the students has its merits and demerits. The extensive use of these social networking sites or internet has affected the students the physical, mental, and spiritual health of the people. In the contemporary times and globalized era social networking has provided an indispensable method of communication and ignores geographical and cultural barriers. The greatest advantage of social media is that it has improved health and professional life by giving information on health, improving eye-hand coordination, providing information on career options, timely work-related data transmission (Utz and Breuer 2016).

Certain adverse effects has also resulted in the usage of social networking sites to mention a few like cyberbullying and crimes against children, risks of fraud or identity theft, and invasion in privacy. Adolescents spending more and more time on the Internet and social networking sites (SNSs) are prone to restrict physical activities, obesity, insomnia, eyesight-related problems, body aches, and so forth (Neeru et.al 2020).

According to a study by Qadiree & Gautam (2016), titled "Analysis of social networking websites and its effect on academic students" the findings of the study revealed that the ever increasing usage of social networking websites has depicted drastic changes in the students academic life as well in their behaviour. Thus social networking sites are need of the hour, but not at the cost of ethics and education of the students.

Coyle and Vaughn (2007) conducted a research where the positive and negative effects of social networking sites on students' studying and habits were examined. The study was conducted on 220 students in vocational school of higher education. Major findings include the majority of students use Facebook, students have a publicly accessible account, and a sizable minority have content of a questionable nature on their publicly viewable accounts.

A study conducted by Faizi, *et.al* (2013), in their study titled "Exploring the potential benefits of using social media in education" concluded that social media are an effective way to promote students' engagement as it

enables shy, intimidated or bored students to share ideas and to express their opinions in a more comfortable way.

Rajesh & Michael (2015), in their study "Effectiveness of social media in education" concluded that social media is very useful tool in education purposes. Students can make use of the interaction services, blogging services, group services in their studies and also use Social Media effectively for search for colleges and career opportunities.

Subrahmanyam (2007) conducted a study to assess the use of online and offline Social Networking Sites among the college students of a large urban university in Los Angeles. The study revealed that the students often utilized Social Networking Sites to connect and reconnect with their friends and family members

Statement of the problem - Today's generation is swamped with various social networking sites on the internet such as facebook, twitter, snapchat, whatsapp et. These social networking sites are providing centralized virtual world with the attractive opportunites to avail the facilities provided by them such as making friends, chatting, sharing pictures, videos etc. Use of these networking sites is having a considerable effect on the youth either positively and negatively on their relationships

Methodology - The purpose and objective of the study was to examine the impact of social networking sites on relationships and emotional well-being of youth. It is observed that in the contemporary times it is indispensable for the youths to remain techno savy and are largely exposed with various social networking sites on the internet which are easily available to them. Usage of networking sites has considerable impact on them which needs to be studied. . A sample size of 30 respondents who were undergoing their under graduation course of our college were taken for the study who were largely representing the arts faculty. The researcher had adopted a structured interview method and accordingly collected the responses.

Findings of the study - The data collected from the Table 1 below shows the distribution of the emotions experienced by the respondents. It was found from the data that majority 76.7 per cent of the respondents experienced happiness while using social networking sites. 55 per cent of the respondents experienced motivation and inspiration while using social networking sites. 30 per cent felt a sense of belonging by using SNSs. On the other hand, negative emotions also constituted a high share of the figures presented in

the data. 20 per cent felt rejection, 13.3 per cent experienced feelings of jealousy and 10 per cent a lower self-esteem and FOMA, ie. Fear Of Missing Out. For the most part, emotions tend to have much influence on individuals in all aspects. Thereupon, the researcher was keen to discover the impacts of emotions on individuals due to SNSs.

Table 1

Emotions experienced

Emotions	Frequency	Percentage
Rejection	6	20.0
Happiness	23	76.7
Boosts self-esteem	6	20.0
Jealousy	4	13.3
Motivation	16	53.3
Inspiration	17	56.6
Fear Of Missing Out(FOMA)	3	10
Lower self-esteem	3	10
Sense of belonging	9	30
Boredom	1	3.3

*Note: (The responses were based on multiple options put forth by the researcher.)

The table 2 below shows the distribution of impact of emotions on the respondents. From the data collected it can be found that strong majority 53 per cent of the respondents had a positive outlook which included higher confidence level, motivation and inspiration.13 per cent pointed out that heightened anxiety took a toll on them. The impact of social and emotional isolation was marked by 16 per cent of the respondents.26 per cent asserted that emotions took control.

Every coin has two sides. Likewise, using social networking sites also has its pros and cons. This necessitated the researcher to obtain answers for this question.

Table 2

Impact of emotions

Impact of emotions	Frequency	Percentage
Affects ability to relate well with others	11	36.7
Positive outlook	16	53.3
Heightens anxiety	4	13.3
Boosts confidence	5	16.7
Social and emotional isolation	5	16.7
Inspirational and motivating	11	36.7
Emotions controlling thoughts	8	26.7

*Note: (The responses were based on multiple options put forth by the researcher.)

Table 3

Disadvantages of using SNSs

Disadvantages	Frequency	Percentage
Cyber bullying	14	46.7
Less social interaction in real life	16	53.3
Time consuming	24	80
Unrealistic expectations	9	30
Negative feelings/emotions	8	26.7
Digital reputation	5	16.7
Others(Health issues, productivity loss)	2	6.7

* Note: (The responses were based on multiple options put forth by the researcher)

The data in the above table 3 shows the distribution of disadvantages of using social networking among the respondents. From the data it can be found 80 per cent of the respondents feel that social networking sites consume most of their time. Less social interaction in real life was the second most leading disadvantage which constituted 53.3 per cent. It was also found that 46.7 per cent were of the opinion that cyber bullying was a disturbing factor. Social networking sites also gave way for unrealistic expectations which was pointed out by 30 per cent of the respondents. It can be seen that 26.7 per cent of the respondents experienced negative feelings and emotions due to usage of social networking sites. Digital reputation which drives people to portray picture perfect life of themselves was marked by 16.7 per cent of the respondents. 6.7 per cent pointed out that health issues and loss of productivity were disadvantages of using social networking sites.

Conclusion - It can be concluded that social networking sites has become an indispensable tool for majority of the students to stay connected with friends and family and proved to be an excellent platform to promote and facilitate innumerable things. It has facilitated the students to remain updated with recent trends and news in fact it has become a powerful medium to rally and participate in causes that can impact lives positively. Social networking sites has positively influenced the students in terms of their relationships and emotional well-being. It has motivated, inspired them and boosted their confidence and it was also found that by staying connected they experienced happiness. The negative effects of social networking sites is cyberbullying due

to increased indulgence of internet browsing by the students leading to addiction. This has caused severe effect on the mental and emotional health of the youth. The study also revealed that use of social networking sites led to social and emotional isolation and less social interaction in real life.

Refere=nces

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