

# Impact of Social Networking Sites: A Sociological Study

Dr. Pramod Gandhi

Assistant Professor, Department of Sociology, M.L.S. College, Sarisaw Pahi, Bihar, India

## ABSTRACT

Human beings always have sought to live in a social environment and since the society began, Social Networking existed without a doubt. We can get an insight on how modern Indian youth including students manage their social networks, if we try to look at the propagation of social networking Sites and their influence in everyday life of the students. The various factors which have prompted the consideration of the impact of these technologies on students, are for instance the willingness of users to embrace social networking Sites as a means of communication and social networking in everyday life and how social networking sites are affecting daily processes. Now, from close friendships to casual acquaintances, sites like Facebook, Twitter, Youtube, Whatsapp among others are influencing the way users establish, maintain and cultivate a range of social relationships. The study has been confined to the students of P.G. Dept of L. N. Mithila University, Darbhanga in Bihar. The purpose of this paper is to determine the impact of Social Networking Sites on the students of P. G. Dept. of L. N. Mithila University, Darbhanga.

**KEYWORDS:** Social networking sites; Impact; Academic development; Personality development; new opportunities

## INTRODUCTION

Today's era is the era of science and the effect of this can be seen in everyday life of a person. Even now people are using computer technology to connect socially. In the computer world, the name of technology that connects individuals or organizations is "social networking". Through social networking, an individual or organization can make friends, remove friendships, post photos, audio-videos, messages, etc., and send his message to any person or organization in any corner of the world. People can also express their reaction with likes, dislikes etc. on these posts. There is no better medium than social networking to know what is going on in the world / society. There are many social networking sites in the computer world in which people can become active in social networking by opening their account. Social networking has changed people's lifestyle. Those who never considered themselves to be established somewhere in the society, today they are ruling the hearts of the people through their talent and social networking. Many domestic women who thought that they do important work like housekeeping but they are not respected like working women, today they are also earning names and money by putting videos of their cooking on social networking sites. There were many artists who could not get any opportunity or platform to show their talents, today they are uploading videos of their talents and performing in front of crores of people.

Social networking site is a platform where many people can connect with each other. For example, Facebook, Twitter and MySpace etc. websites that are used to connect users with similar background and interest are placed in the category of social networking sites. Social networking sites are like expression spaces for consumers - providing a close

**How to cite this paper:** Dr. Pramod Gandhi "Impact of Social Networking Sites: A Sociological Study" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-4 | Issue-6, October 2020, pp.1403-1408, URL: [www.ijtsrd.com/papers/ijtsrd33682.pdf](http://www.ijtsrd.com/papers/ijtsrd33682.pdf)



IJTSRD33682

Copyright © 2020 by author(s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



connection with a brand through a 'fan page', a 'plug in' application and a 'group'. Those who like a company's product or brand on the 'Like Page' of the social site, on these sites, users can monitor and monitor their topics of interest. This facility, which is available on social news site, has been changed in the perception of newspapers by this type of site being run by a group of democratic people. In the last one year, social media has proved to be a deadly and infallible weapon for leaders in the arena of Indian politics. However, it started three years ago with the agitation against corruption in which social media played an important role in spreading its message to countless people in the blink of an eye. Impressed by this rage, the political *Jamaat* also had to adopt Facebook and Twitter. But during the corruption movement in which the magic of social media was at its peak, it also proved to be a failure for those who took the stage to get out of their mind. Apart from the advantages and disadvantages of social media after the recently concluded Lok Sabha elections, the debate on the scope has also intensified. After technological activism, now 'social media activism' has become a synonym for today's generation. Today, about two out of three Indians spend their time online on different social networking sites such as Facebook, Twitter, YouTube, Pin test, etc. Even now the trend of sending personal emails compared to social media has become very old in the society. But why is social media becoming so popular in India? Interaction, live chat, status updates, image and video sharing are some of the important aspects that play an important role in increasing the popularity of social media. On the other hand, customer reactions, their interaction and brand awareness have become a reason why many companies are making full use of social media in India and around the world. Thus the various

roles played by social media are noted for their popularity across the world which is not limited to the main role of information communication alone.

### Objective of the Study:

1. To explore and understand the consequences of Social Networking Sites on the Students of P.G. Dept of L. N. Mithila University.
2. To clear out Student's perception towards family and Society of Social Networking.
3. To understand the consequences of Social Networking on the behaviour of the Students.
4. To explore the role of Social Networking Sites on rising Political and Economic awareness among the Students.
5. (V) To evaluate the intensity of political negative impact of Social Networking sites (SNSs) among the students.
6. To examine the impact of Social Networking Sites on the academic performance of the students.
7. To study the role of Social Networking Sites in developing the personality of Students.

### Methodological Approach (Tools and Techniques of Data Collection):

#### 1. The Study Design:

The study has been used Descriptive and Analytical Research Design as a fact finding investigation with adequate interpretation. The purpose of this study is to determine the impact of Social Networking Sites on the students of P. G. Dept. of L. N. Mithila University, Darbhanga. As a social researcher it was applied descriptive research design for my

research study. A semi structured Research questionnaire would be designed to gather relevant information regarding social as well as psychological impact of Social Networking Sites on the Students of P.G. Dept of L. N. Mithila University. Both quantitative and qualitative techniques will be used for the study. Primary data has been collected through Interview schedule, observation etc. Secondary sources of information have been collected by books, journals, internet etc. Hence Descriptive Research design has been used in order to understand the usage pattern of Social Networking Sites and its overall impact on the performance of Students of the P.G. Dept. of L. N. M. U and also their overall psychological well being.

#### 2. Selection of Sampling Frame:

Keeping in view the objectives of the study, the study has been confined to the students of P.G. Dept of L. N. Mithila University, Darbhanga in Bihar. Descriptive research design adopted for this study. The target populations of the current study were the Post-graduate students of the Lalit Narayan Mithila University of Darbhanga in Bihar. Therefore, the university P. G. Departments have selected through simple random sampling. The participants who were willing to participate in the study were reflected as part of the study. The sample size of the current study was composed of 300 participants; participants were selected from 25 P. G. departments of the university after taking valid written permission from the authorities of the university. At second step, convenient sampling technique was applied in which only those participants were selected who were easily accessible and willing to participate in the research. Thus 12 respondents were selected from each 25 P. G. departments of the university.

### Data collection and Tabulation

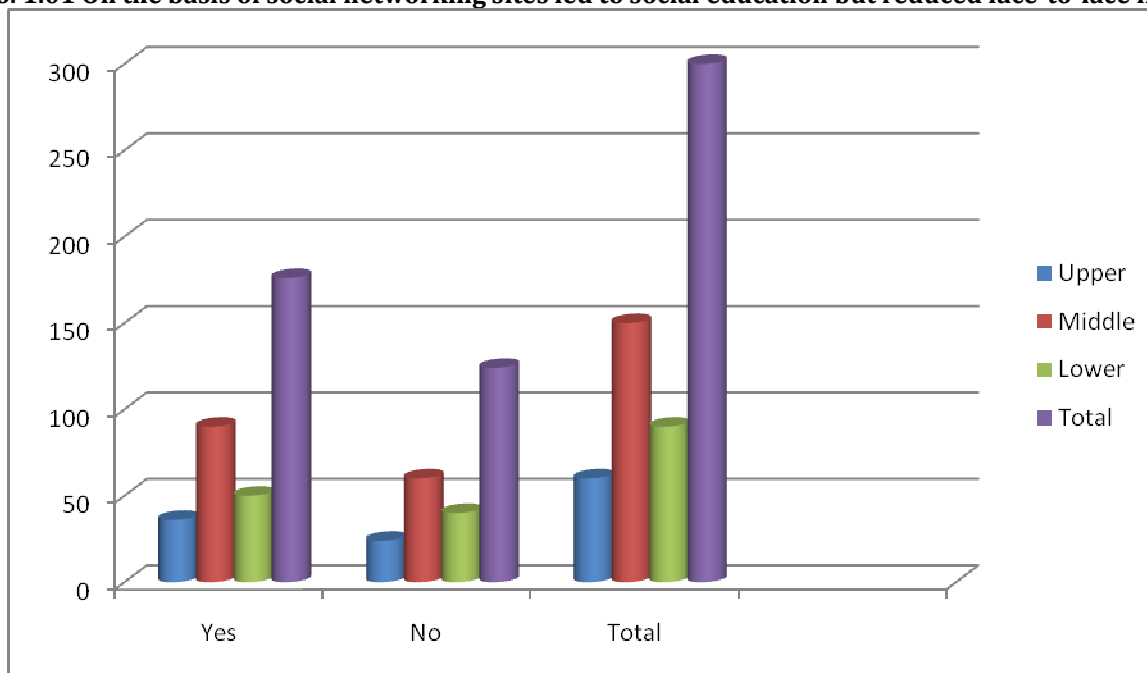
With the help of interview schedule the questions asked by the researcher to the respondents and the collected data tabulated and analysed in the following way:

**Table no. 1.1 has social networking sites led to social education but reduced face-to-face interaction?**

S. no.	Social Class	Responses		Total(%)
		Yes (%)	NO (%)	
1	Upper	36(12.00)	24(08.00)	60(20.00)
2	Middle	90(30.00)	60(20.00)	150(50.00)
3	Lower	50(16.67)	40(13.33)	90(30.00)
4	Total	176(58.67)	124(41.33)	300(100.00)

The above table no. 1.1 has been drawn on the basis that social networking sites led to social education but reduced face-to-face interaction. In this table the variable has been taken on the basis of social class. This class is divided into three categories- Upper, middle and lower. As per table, out of 300 respondents, 176 (58.67 per cent) respondents reply that the social networking sites led to social education but reduced face-to-face interaction. On the other hand 124 (41.33 per cent) respondents replied 'no' in this regard. Now-a-days the social networking sites are working on social education. Accordingly the face-to-face interaction situation has been reduced in every field. Officially it is seen that the importance of any work is given only to online work. There is no place for manual.

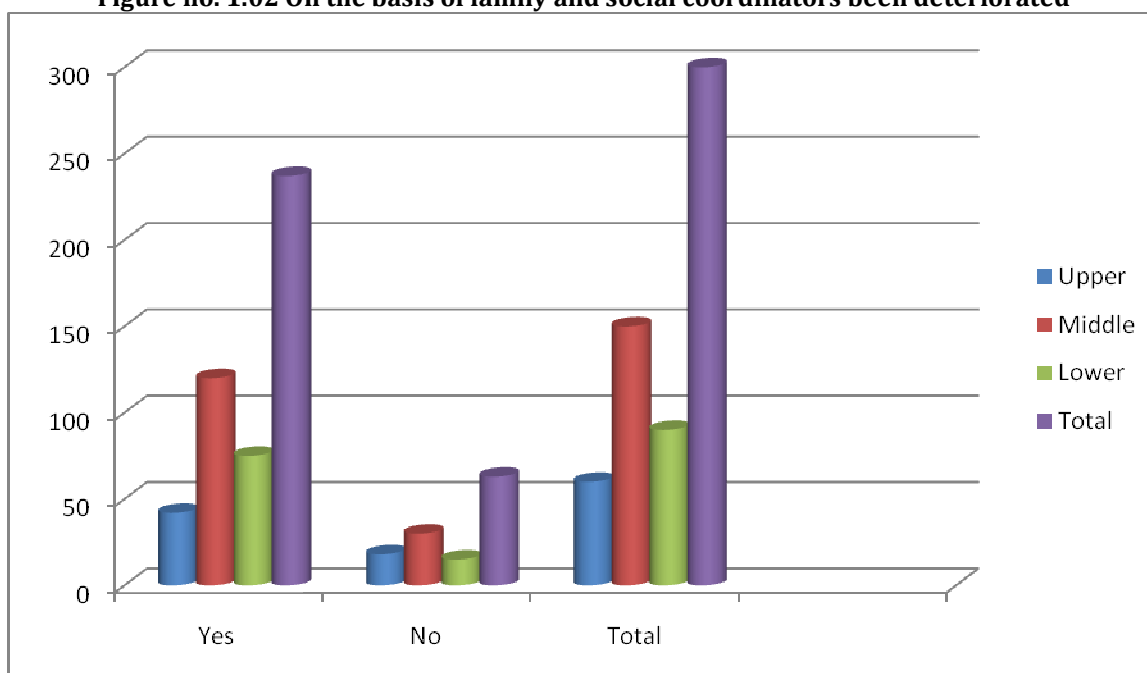
Figure no. 1.01 is the 'Cylindrical graph' showing the clear picture for the data in table no. 1.1.

**Figure no. 1.01 On the basis of social networking sites led to social education but reduced face-to-face interaction****Table no. 1.2 has the family and social coordinators been deteriorated?**

S. no.	Social Class	Responses		Total(%)
		Yes (%)	NO (%)	
1	Upper	42(14.00)	18(06.00)	60(20.00)
2	Middle	120(40.00)	30(10.00)	150(50.00)
3	Lower	75(25.00)	15(05.00)	90(30.00)
4	Total	237(79.00)	63(21.00)	300(100.00)

The above table no. 1.2 denotes that the family and social coordinators has been deteriorated. According to the table it is clear that out of 300 respondents, maximum 237 (79.00 per cent) respondents reply in positive and only 63(21.00 per cent) respondents reply in negative of the statement. In the age of social networking age it is seen that any guidelines are given only on online systems. There is no physical appearance of the person before the client. The suggestions are given only through online system. The person work as an adviser not as an coordinator for the family.

Figure no. 1.02 is the 'Cylindrical graph' showing the clear picture for the data in table no. 1.2.

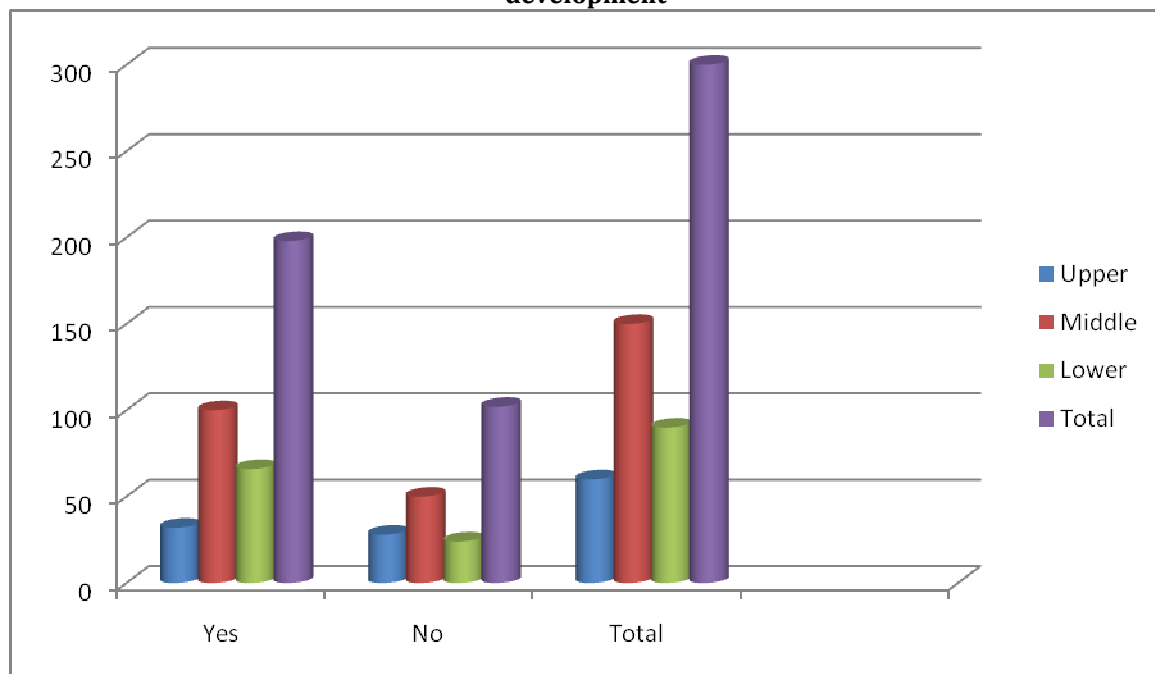
**Figure no. 1.02 On the basis of family and social coordinators been deteriorated**

**Table no. 1.3 Do the social networking sites help students keeping up-to-date with academic development?**

S. no.	Social Class	Responses		Total(%)
		Yes (%)	NO (%)	
1	Upper	32(10.67)	28(09.33)	60(20.00)
2	Middle	100(33.33)	50(16.67)	150(50.00)
3	Lower	66(22.00)	24(08.00)	90(30.00)
4	Total	198(66.00)	102(34.00)	300(100.00)

The above table no. 1.3 is denoting about the social networking sites help students keeping up-to-date with academic development. It is clear from the table that out of 300 respondents, 198(66.00 per cent) respondents reply that the social networking sites help students keeping up-to-date with academic developing. On the other hand only 102(34.00 per cent) respondents reply in negative of the statement. Generally it has been seen that the study materials have been uploaded on the academic institutions' site and the concern students keep themselves update with academic development. Every news and notices have been displayed on the site of the academic institution and the concern students become update from this and do accordingly what is required.

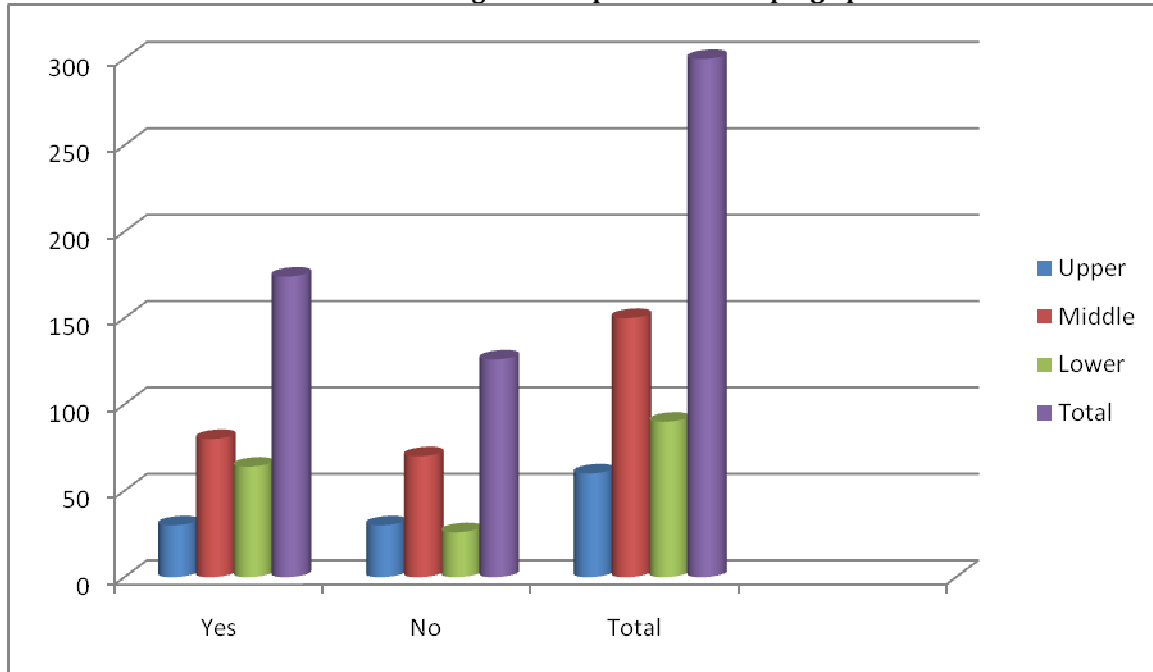
Figure no. 1.03 is the 'Cylindrical graph' showing the clear picture for the data in table no. 1.3.

**Figure no. 1.03 On the basis of social networking sites help students keeping up-to-date with academic development****Table no. 1.4 Do the social networking sites help students keeping update with economic development?**

S. no.	Social Class	Responses		Total(%)
		Yes (%)	NO (%)	
1	Upper	30(10.00)	30(10.00)	60(20.00)
2	Middle	80(26.67)	70(23.33)	150(50.00)
3	Lower	64(21.33)	26(08.67)	90(30.00)
4	Total	174(58.00)	126(42.00)	300(100.00)

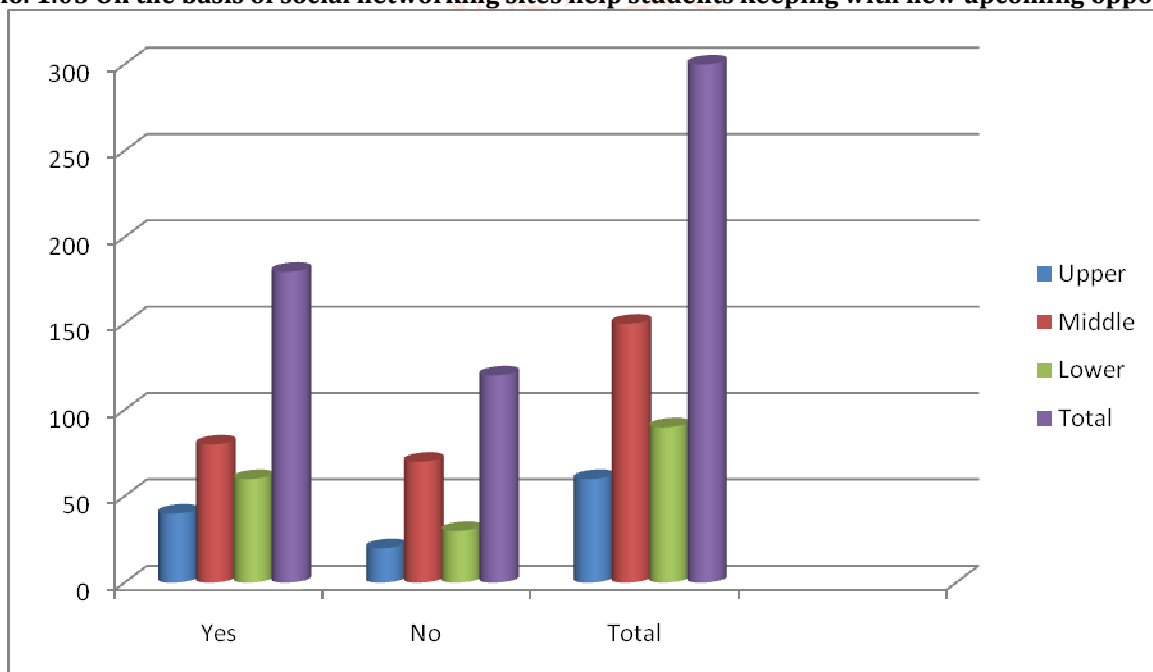
The above table no. 1.4 is denoting that the social networking sites help students keeping update with economic development or not. It is clear from the table that out of 300 respondents, 174(58.00 per cent) respondents reply in favour of the statement and 126 respondents reply in negative of the statement. There are so many sites through which economic beneficial activities have been done. They support the students economically. Students can do research work by searching the sites for this purpose. There are also so many other ways through which students can get economical benefits.

Figure no. 1.04 is the 'Cylindrical graph' showing the clear picture for the data in table no. 1.4.

**Figure no. 1.04 On the basis of social networking sites help students keeping update with economic development****Table no. 1.5 Do the social networking sites help students keeping with new upcoming opportunities?**

S. no.	Social Class	Responses		Total(%)
		Yes (%)	NO (%)	
1	Upper	40(13.33)	20(06.67)	60(20.00)
2	Middle	80(26.67)	70(23.33)	150(50.00)
3	Lower	60(20.00)	30(10.00)	90(30.00)
4	Total	180(60.00)	120(40.00)	300(100.00)

The above table no. 1.5 is denoting that the social networking sites help students keeping with new upcoming opportunities. It is clear from the table that out of 300 respondents, 180(60.00 per cent) respondents reply in positive of the statement and only 120(40.00 per cent) respondents reply in negative of the statement. The new upcoming opportunities are coming on the sites, i.e. jobs, exam. dates, new vacancies etc. the students keep their eagle eyes on these beneficial sites and do accordingly. Figure no. 1.05 is the 'Cylindrical graph' showing the clear picture for the data in table no. 1.5.

**Figure no. 1.05 On the basis of social networking sites help students keeping with new upcoming opportunities**

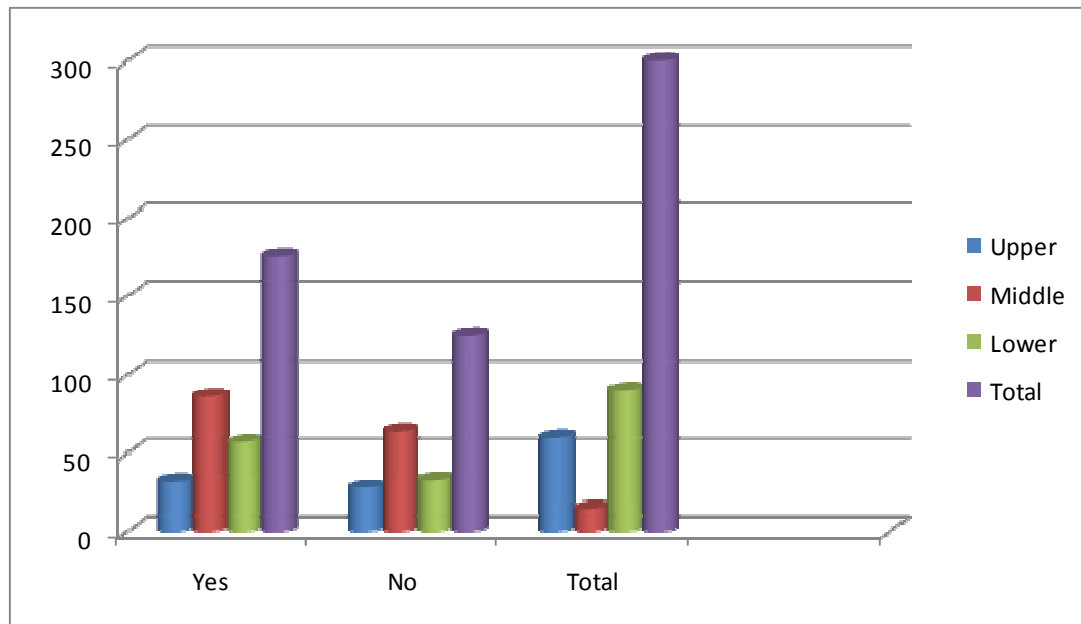


**Table no. 1.6 Is the role of social networking sites in developing the personality of students?**

S. no.	Social Class	Responses		Total(%)
		Yes (%)	NO (%)	
1	Upper	32(10.67)	28(9.33)	60(20.00)
2	Middle	86(28.67)	64(21.33)	150(50.00)
3	Lower	57(19.00)	33(11.00)	90(30.00)
4	Total	175(58.33)	125(41.67)	300(100.00)

The above table no. 1.6 is denoting about the role of social networking sites in developing the personality of students. It is clear from the table that out of 300 respondents, maximum 175(58.33 per cent) respondents reply in 'yes' and only 125(41.67 per cent) respondents' reply in 'no'. Personality development is the main motto of the students. This personality development is also examined on any type on job interview. Thus we can say that these sites are very helpful in developing the personality of students. Students take some tips and by following them they can hope in facing the interview easily.

Figure no. 1.06 is the 'Cylindrical graph' showing the clear picture for the data in table no. 1.6

**Figure no. 1.06 On the basis of role of social networking sites in developing the personality of students**

### Conclusion:

These days social networking sites are working on social education. Accordingly the face-to-face interaction situation has been reduced in every field. Officially it has been seen that the importance of any work is given only to online work. There is no place for manual work. There is no physical appearance of the person before the client. The suggestions are given only through online system. The person works as an adviser not as a coordinator for the family. Every news and notices have been displayed on the site of the academic institution and the concern students become update from this and do accordingly what is required. Students can do research work by searching the sites for economic purpose. There are also so many other ways through which students can get economical benefits. The new upcoming opportunities are coming on the sites, i.e. jobs, examination dates, new vacancies etc. the students keep their eagle eyes on these beneficial sites and do accordingly. Personality development is the main motto of the students. This personality development is also examined on any type on job interview. Thus we can say that these sites are very helpful in developing the personality of students. Students take some tips and by following them they can hope in facing the interview easily.

### References

- [1] Neelambar, M., & Chitra, P. (2009), New media and Society, Education and communication, 6 (1), 125-45.
- [2] William I, Wilkin (2009), Negative impacts of internet use. *Curropin psychiatry*, 22(4), 351-6.
- [3] Yeboah Johanson & Ewur Dominic George (2014), The impact of whatsapp messenger usage on students performance, *Journal of Education and Practice*. Vol. 4 no. 6, p.36
- [4] Dr. Maniar Avani & Ms Modi Anal(2013), Whatsapp and Youth, *EXCEL International journal of multidisciplinary Management Studies*, Vol. 3 , p.42
- [5] Church Karen & Olivira De Rodrigo,(2005), whats app with whatsapp, Comparing mobile instant messaging behaviours with traditional SMS, *Mobile HCI(Collaboration and Communication*. P. 352 - 361
- [6] Yusuf, M. O. & Afolabi, A.O (2010). Effect of CAT on Secondary school student's performance. *Turkish journal of educational technology*. P.39
- [7] Hinduja S., Patchin J. (2007); Offline consequences of Online victimization: School violence and delinquency: *Journal of S. Voilence*, p. 89 - 112
- [8] Aken, J.,(2007), "Out dated and irrelevant? American Libraries 38(8), pp.54-56.
- [9] Ayiah, Efua mansa and Kumah. Cynthia Henwa,(2011) "Social Networking : a tool to use for effective service delivering to clients by African libraries", *Journal of Education and Practice*, p.15.
- [10] Breeding Marshall. (2007), "Libraries face online, Social networks computers in libraries web port". *Journal of S. Violence* Vol.27, issue-8, pp. 30-36