

# Social Networking Sites-A Study of its Impact on Personal and Social Life

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**Balraj Kaur**

**University College of Computer Application.**

**Guide Name: - Dr. Vijay Laxmi**

**EMAIL ID: - balrajsidhu123@gmail.com**

## **ABSTRACT**

*The study is to analysis the social networking sites and its impact on personal and social life. In this report, data gathered from questionnaires, interviews, literature reviews and analysts' reports are used to compare and discuss the contribution of social networking sites. Data analysis method is analyzing the questionnaire data of social networking sites.*

*This report is divided into 6 chapters. Chapter one introduces the topic. It briefly describes the subject of our thesis and finally summaries the contents of each chapter. It gives a general description of social networking sites Face book, LinkedIn, MySpace, Twitter and orkut etc. also include the objectives. Chapter two review previous works in the field of social networking sites. Chapter third describes the problem formulation of the study. In this chapter describe the need of the study of social networking sites. Chapter forth describes the research methodology. In the research methodology both primary and secondary data have been used. For the primary data, a structured questionnaire consisting of close-ended questions to extract the view points of the respondents has been used. For the secondary data, the data have been extracted from different magazines, journals, newspapers and websites. Chapter fifth discusses data interpretation. In this chapter responses are collected through survey method and then analysis it. Our work is concluded in chapter sixth with a suggestion for further work.*

## **INTRODUCTION**

A social networking service (also social networking site or SNS) is a platform to build social networks or social relations among people who share interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services. Social network sites are web-based services that allow individuals to create a public profile, to create a list of users with whom to share connections, and view and cross the connections within the system. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, interests with people in their network.

The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Popular methods now combine many of

these, with American-based services such as Facebook, Google+, YouTube, LinkedIn, Instagram, Pinterest, Vine, Tumblr, and Twitter widely used worldwide; Nexopia in Canada; Badoo, Bebo, Vkontakte (Russia), Delphi, Draugiem.lv (Latvia), Hyves (The Netherlands), iWiW Hungary), Nasza-Klasa (Poland), Soup (Austria), Glocals in Switzerland, Skyrock, The Sphere, StudiVZ (Germany), Tagged, Tuenti (mostly in Spain), MySpace, Xanga and XING in parts of Europe; Hi5 and Orkut in South America and Central America; Mxit in Africa; Cyworld, Mixi, Orkut, Renren, Friendster, Sina Weibo and Wretch in Asia and the Pacific ISLANDS.

There have been attempts to standardize these services to avoid the need to duplicate entries of friends and interests (see the FOAF standard and the Open Source Initiative. A study reveals that India has recorded world's largest growth in terms of Social Media users in 2013. A 2013 survey found that 73% of U.S adults use social networking sites.

Over the years, social networking among college students has become more and more popular. It is a way to make connections, not only on campus, but with friends outside of school. Social networking is a way that helps many people feels as though they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students are being affected by how much time is being spent on these sites (Choney, 2010). For the purpose of this study, social networking is defined as the use of Facebook, YouTube, blogs, Twitter, MySpace, or LinkedIn. With smart phones being able to access the internet and have applications of social networking, many are concerned about how smart phones with social networking applications will affect students' grades. Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. A

social networking site is an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people, who, for example, share interests and/or activities.

A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks. The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Social networking companies continue developing their products, SNS applications are growing. Which are sometimes helpful?

The purpose of this research is to review the rising use of social Networks by people while on the job. The popularity of social networks and their increasing use in the workplace present some concerns for employers, but all indications are that employers cannot hope to prevent social network use during work hours. As an alternative to an attempt to prohibit their use, this research leads to the recommendation that Businesses make use of social networks instead. A possible use would be as a tool of communication between management and employees to ensure that employees are productive but not overworked. Another possible use is as marketing tools. Social networking is an interconnected system through which

alliances are formed, help is obtained, information is transmitted, and actions taken to achieve certain results. If businesses need to work with social networking websites, as seems likely, they should have a policy on social networking in the workplace. This recommendation is based on the assumptions that use of social networking in the workplace continues to increase and that internet security will never be perfect in filtering personal or business information on social networks. The extent of this problem is ongoing and impossible to predict. There are four major social networking sites in common use.

### 1.1.1 FACEBOOK

Facebook is the largest of the social networks, with more than 500 million active users. (For perspective, if Facebook was a country, it would rank third in population, just behind the People's Republic of China and India. That's roughly 190 million people more than the population of the United States!) Facebook has become a favorite destination for people, businesses, and organizations to connect and share information because of its easy-to-use interface and interactive features. It's the most multimedia-friendly of the big three networks as members can post text, pictures, audio, and video, and can share their location too. It also offers tons of applications and widgets that can make your Facebook Page engaging and fun. Here's how Facebook works: Users sign up for a free account and then make connections with other users on the service by "Friending" them: When you find someone you know on Facebook, you request to be their "Friend." If the request is accepted, you can see that person's profile information, status updates, photos, and more (which is why you may not want to be Friends with someone you don't actually know). Users who you accept as a Friend can, in turn, see your profile, status updates, and photos. If you don't want to share all

your information with the public or all your Friends (for example, if you connect with coworkers or family members), there are privacy settings available to limit who can see what information you post or is posted about you by others. Facebook is a great place to connect with your own friends, family, and colleagues, but it has also become an incredibly powerful platform for businesses and organizations to build community, engage with prospects, and encourage customers and members to spread your message to a larger network. Small businesses and non profits are encouraged to create a Facebook

### 1.1.2 TWITTER

Twitter is one of the fastest growing social networks, with 190 million users sending 65 million tweets each day, as of June 2010. Twitter is a real-time information network that empowers its users to share and discover interesting content through status updates (or "tweets"). Twitter is often referred to as a micro blogging service because it limits your status updates to 140 characters. But the brilliance is in its simplicity and brevity. For businesses and organizations, Twitter is one of the quickest ways to get a message out to people who may be interested in your activities, ideas, products, services, or events. You can also use Twitter to get real-time feedback from customers, members, and event attendees. Like Facebook posts, users can share your tweet with the simple click of a button. This is called a "retweet," and it is the feature that makes twitter such a great word-of mouth platform that can help your message reach an entirely new group of prospective customers. Twitter is a public site, which means anyone can view your tweets. However, users can choose to "follow" you on Twitter to keep track of your tweets. The follower relationship is not two-way; you don't have to follow someone for them to follow you, and vice versa. However, when you follow someone on Twitter, you'll see

his or her tweets in real time on your private Twitter feed, including updates from everyone else you follow. (If you follow many people, this can create a bit of “noise,” especially if those people are heavy users of the site.) While you can only send private “direct messages” to people who follow you, you do not need to follow a user to send a public message to them; just include the handle (@username) in your tweet and it will show up in that user’s feed. This is called “@reply” or “mention.” You may discover that customers are already talking about you on Twitter by indexing your name with the “@” symbol or the “#” symbol. Twitter is a great way to get real-time feedback from your customers and to discover what people are saying about you, your competition, industry, or any keyword that is relevant to you. You can see what people are saying about any topic in real time using Twitter’s search tools (<http://search.twitter.com>).

### 1.1.3 LINKEDIN

LinkedIn is the most “professional” social network of the Big Three and is most popular with business-to-business users and those looking for jobs. Individual users’ profiles are tantamount to an online resume (complete with recommendations and endorsements) and, like Facebook; connections between users must be confirmed by both parties. Businesses and organizations can create profile pages that outline the who, what, and where of their operations, and in fact, many businesses use it to recruit (and check references) for new hires. (Constant Contact’s LinkedIn page is here:

<http://www.linkedin.com/companies/constant-contact>) Two of the biggest benefits of LinkedIn are the community (“Groups”) and question areas, which tend to be more professional in nature than those found on Facebook or Twitter. (It’s one reason why LinkedIn is most popular with a business-to-business audience, rather than a business-to-

consumer audience.) Answering questions in your area of expertise is a great way to establish you and your business or organization as an expert. LinkedIn is highly recommended for promoting a business-to-business event or communication since it is a professionally-oriented network.

### 1.1.4 MYSPACE

MySpace was started in August 2003. It is more directed toward the musically inclined. This social networking website is no longer solely for social networking. It is more about connecting different bands and groups, rather than connecting individuals. The membership for MySpace is about 126 million. Joining the social networking trend in March 2006, Twitter is the most immediate of the four big social networking websites. It has become a self-promotional tool used by celebrities. For those who like to “follow” their favorite celebrities, they can get instant updates about where their favorite singer or actor is, what they are doing, how they are feeling, etc. Twitter has around 10 million members. MySpace was one of the first social networking sites to rocket to popularity. Today, the site is populated mainly by younger users; the majority is under the age of 35, according to Quantcast. MySpace is a place for promotion, which is why it’s still used heavily by musicians, club promoters, and public personalities.

### 1.1.5 BLOGS

A blog, by definition, is a web log, where you can post anything you want. It is usually set up as a separate website or an extension of your website, and is often used as a platform to update the world with content that you may not want primarily displayed on your website’s homepage, such as your opinions, news, events, product reviews, your email newsletter archive, or anything you want to share with your customers and prospects. There are a lot of blogging platforms that make it easy for you to write,

categorize, and publish posts. (We like Word Press, Blogger, Type Pad, and Posterous for their simplicity.)

### 1.1.6 FLICKR

A popular photo-sharing community, Flickr is a great place to host photos and share them with a wide audience. Posting photos to sites like Flickr is a great way to show the world that there are real faces behind your brand. Flickr is free and can also give you a search engine optimization boost by linking your photos to your website. Note that free accounts do have monthly upload and other limitations. If you host an event or manage a group where multiple people are taking photos, you can set up a “group” on Flickr

that serves as a central source for everyone’s pictures. Note that you must have a Flickr account to contribute to a group, but you do not need an account to view photos.(Other popular photo-sharing sites include Facebook, Picasa, Photo Bucket, and Smug Mug. There are also a number of niche photo sharing sites where you can share your photos with other users who share a common interest.)

**1.2 TRAFFIC RANK OF SOCIAL NETWORKING SITES:** - The list of ten most popular social networking sites based on their Alexa global traffic rank and traffic rank from Compete and Quant cast is shown in Table 1.1.

**Table 1.1: - Traffic rank of social networking sites**

SOCIAL NETWORKING SITES IN THE WORLD RANK	SITES	ESTIMATED UNIQUE MONTHLY VISITED
1	Facebook	550,000,000
2	Twitter	95,800,000
3	MySpace	80,500,000
4	LinkedIn	50,000,000
5	Ning	42,000,000
6	Tagged	30,000,000
7	Classmates	29,000,000
8	Hi5	27,000,000
9	Myyearbook	12,000,000
10	Meetup	8,000,000

According to ComScore, a leader in measuring the digital world, 84 percent of India’s total internet visitors are users of SNS. India is the seventh largest market

worldwide for social networking after the U.S., China, Germany, Russian Federation, Brazil and the U.K. Facebook captures the top slot among SNS in India with 20.9



million visitors. Interestingly, Indian social networking audience has increased by 43 percent within 2009-10 ("Facebook captures top," 2010). Mark Zuckerberg's Facebook, initially launched for Harvard students, is today the most used social networking site by worldwide users. With more than 500 million active users, it is the third largest country after China and India. People spend over 700 billion minutes per month on Facebook and 70 percent of users are from

outside United States. Interestingly, an average user has 130 friends on Facebook ("Facebook statistics,"). But is this the true picture of social networking sites? Is everything going fine in the world of social networking? What about the futures of its users? Are they happy with the virtual life or it is making their life hell? The above questions have been discussed with a critical analysis of available facts.

## PROBLEM FORMULATION

Before developing research we keep following things in mind so that we can develop powerful and quality research.

### 3.1 NEED OF THE STUDY

The main aim of this study is to critically analyze the social networking sites and to find out their impact on social and personal life. Do these social networking sites isolate people and truncate their relationships? Or are there benefits associated with being connected to others in this way? The study also tries to find out the type of media they are using to contact for the networking and their preference in online social networking sites. It also finds out how they are behaving in the groups and associations. Social

networking is beneficial for its users for their future contacts among themselves. Nowadays, many social networking sites are available around the globe; mainly youth focused sites like Facebook.com and MySpace. Many people are now using different types of media according to their status of life to spend their time, such as mobile phones, television, the Internet. They are updating their knowledge through online activities like E-mail, IM, online research, online communities, etc. Previously, peoples used to spend their time in different groups like sports associations, neighborhood groups like friends' birthday parties and so on. But, nowadays they want to enjoy their maximum time with their friends forming a network. So we are tries to find out the pros and cons of these social networking sites.

## OBJECTIVE

The objective to the study to critically analysis of social networking sites and to find their various impacts on social and personal life like:

- To study the Personal Privacy
- To study the Impact on studies

- To study its affects Work Productivity
- To study Social networking sites Addiction disorder
- To study how it's helping users
- Social Networking sites build or destroy relationships.
- To study its affects on personal and social life.

## RESEARCH METHODOLOGY

### 4.1 RESEARCH METHODOLOGY

The research design used for the study is descriptive. This study provides information

about the relationship among the users about their social and personal life i.e., how they are developing social networking among their friends and the families.

The descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is the description of existing state of affairs. In social science and business research, we quite often use the term *ex post facto* research for descriptive research studies. The methods of research utilized in descriptive research are survey methods of all kinds

In this study, both primary and secondary data have been used. For the primary data, a structured questionnaire consisting of close-ended questions to extract the view points of the respondents has been used. For the secondary data, the data have been extracted from different magazines, journals, newspapers and websites.

## 4.2 PRIMARY

Primary data can be collected either through experiment or through survey. If the researcher conducts an experiment, he observes some quantitative measurements, or the data, with the help of which he examines the truth contained in his hypothesis. But in the case of a survey, data can be collected either through observation or through direct communication with respondents in one form or another or through personal interviews. This, in other words, means that there are several methods of collecting primary data, particularly in surveys and descriptive researches, important ones are:

1. observation method
2. interview method
3. through questionnaires
4. through schedules

### 4.2.1 INTERACTION WITH PEOPLES BY FILLING UP OF QUESTIONNAIRES

This method of data collection is quite popular, particularly in case of big enquiries. It is being adopted by private individuals, research workers, private and public organizations and even by governments. In this method a questionnaire is sent to the persons concerned with a request to answer the questions printed or typed in a definite order on a form or set of forms. The questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space meant for the purpose in the questionnaire itself. The respondents have no answer the questions on their own.

A. Questionnaire is enclosed (Annexure A)

## 4.2 SECONDARY

Secondary data means that are already available i.e., they refer to the data which have already been collected and analyzed by someone else. When the researcher utilizes secondary data, then he has to look into various sources from where he can obtain them. In this case he is certainly not confronted with the problems that are usually associated with the collection of original data. Secondary data may either be published data or unpublished data. Usually published data are available in:

1. Technical and Trade Journals
2. Books, Magazines and Newspapers
3. Reports prepared by research scholars, universities, economists, etc. in different fields
4. Public Records and Statistics, Historical Documents, and other sources of published information.

The sources of unpublished data are many: they may be found in diaries, letters, unpublished biographic and autobiographic and also may be available with scholars and research worker, trade associations, labour bureaus and other public/private individuals and organizations.

## RESULT

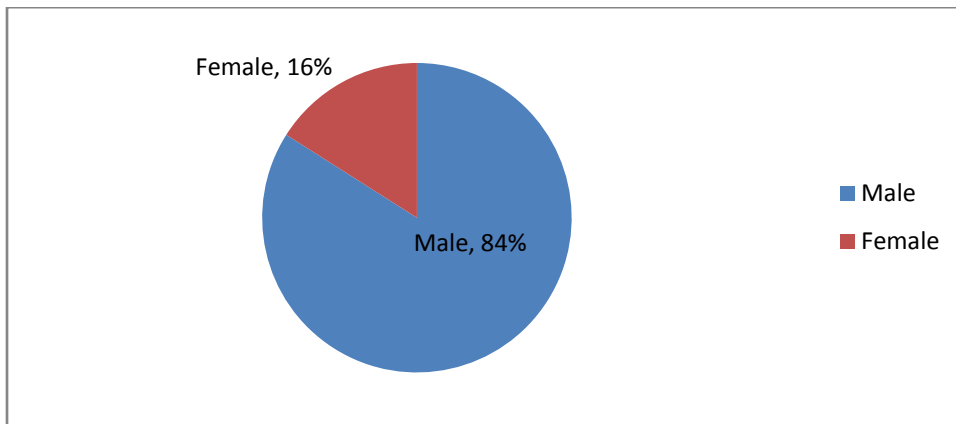
### EXPERIMENTAL RESULTS

#### DATA INTERPRETATION

The questionnaires are constructed and adopted to solicit information about

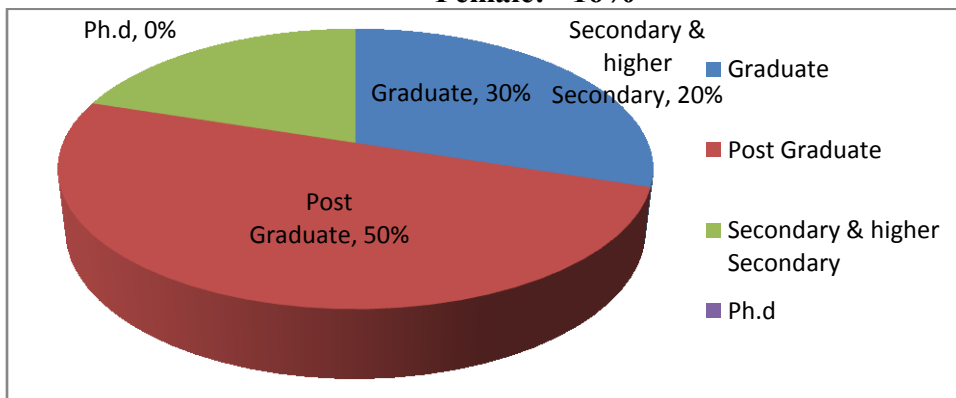
#### 5.1 OBSERVATION AND FINDING

critically analyze the social networking sites and to find out their impact on social and personal life. In this study 350 responses are collected through survey method and then analyze it.



**Fig 5.1 – GENDER**

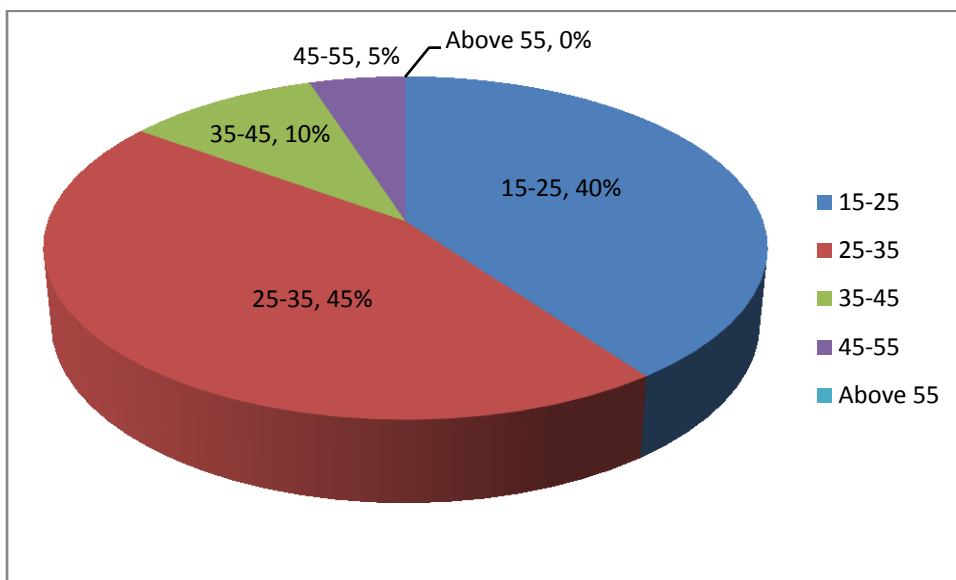
**Male: - 84%**  
**Female: - 16%**



**Fig 5.2: - Education**

**Secondary & Higher Secondary: - 20%**  
**Graduate: - 30%**  
**Post Graduate: - 50%**





**Fig 5.3: - Age category of respondents**

15-25: - 40%                      25-35: - 45%  
 35-45: - 10%                    45-55: - 5%  
 Above 55: - 0%

Question 1 (Q1) of the questionnaire asked do you use the internet to access online social networking sites? (Ex. Facebook, Twitter etc.) As shown in the table 5.1, the

study revealed that 346 respondents have internet access (99%) and very little minority of respondents (4) don't have internet access (1%).

**Table 5.1: Internet access of respondents**

Internet Access	Number	Percentage
Yes	346	99%
No	4	1%
<b>Total</b>	<b>350</b>	<b>100%</b>

Question 2, 3 (Q2, Q3) of the questionnaire asked which type of online social networking sites do you access and popularly most? As shown in the table 5.2, the study revealed that 256 respondents are interested in Facebook (73%), 33 respondents are interested in Twitter (10%), 15 respondents are interested in Orkut (4%), 25 respondents are interested in LinkedIn (7%) and 4 respondents are interested in

other sites (1%). The social networking sites access popularly most study revealed that 259 respondents are interested in Facebook (74%), 29 respondents are interested in Twitter (8%), 19 respondents are interested in Orkut (6%), 8 respondents are interested in Google+ (2%), 33 respondents are interested in LinkedIn (9%), 2 respondents are interested in other sites (1%).

**Table 5.2: Which types of social networking sites do you access and mostly access?**

Category Sites	SNS Access No	%Age	Mostly Access	%Age
Facebook	256	73%	259	74%

Twitter	33	10%	29	8%
Orkut	15	4%	19	6%
Google+	17	5%	8	2%
LinkedIn	25	7%	33	9%
Other	4	1%	2	1%
<b>Total</b>	<b>350</b>	<b>100%</b>	<b>350</b>	<b>100%</b>

Question 4 (Q4) of the questionnaire asked if No to the Q1 why don't you use social networking sites? As shown in the fig 5.4, the study revealed that 4 respondents are not interested to use the social networking sites (1%).

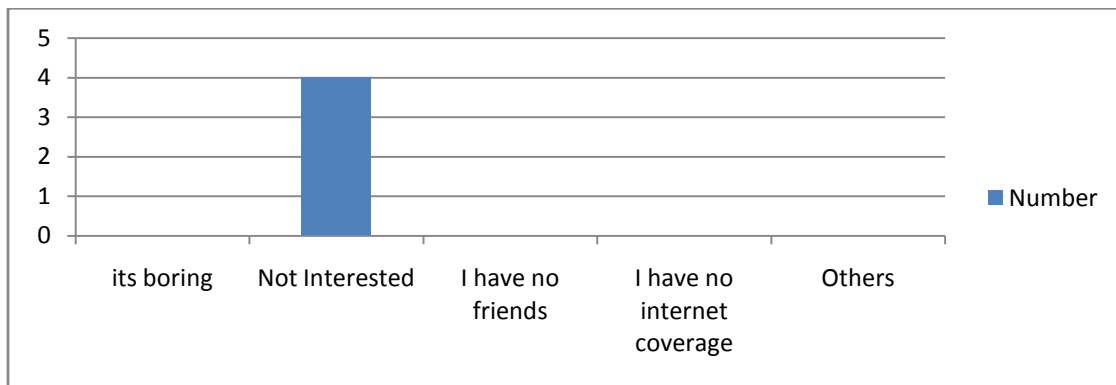


Figure 5.4: - Why don't you use social networking sites?

Not Interested: - 1%

Question 5 (Q5) of the questionnaire asked how many social networking sites do you belong to? As shown in the fig 5.5, the study revealed that 273 respondents are used one social networking sites (78%), 51

respondents are used two social networking sites (15%) and 26 respondents are used more than two social networking sites (7%).

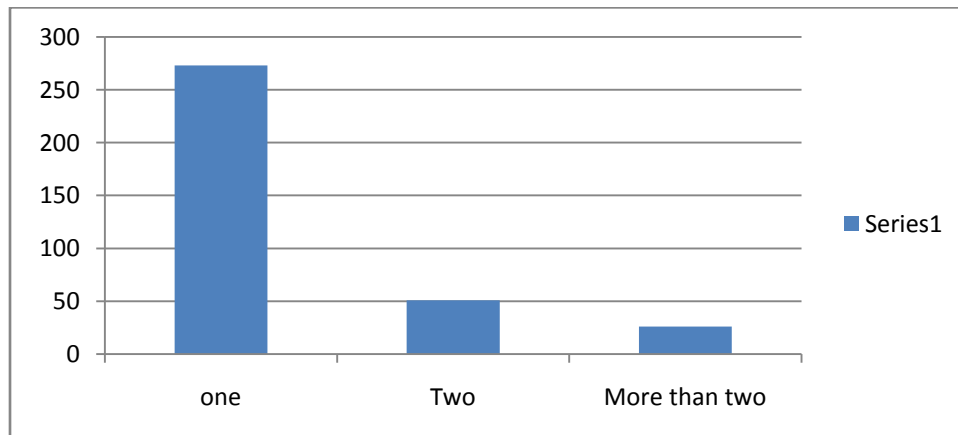
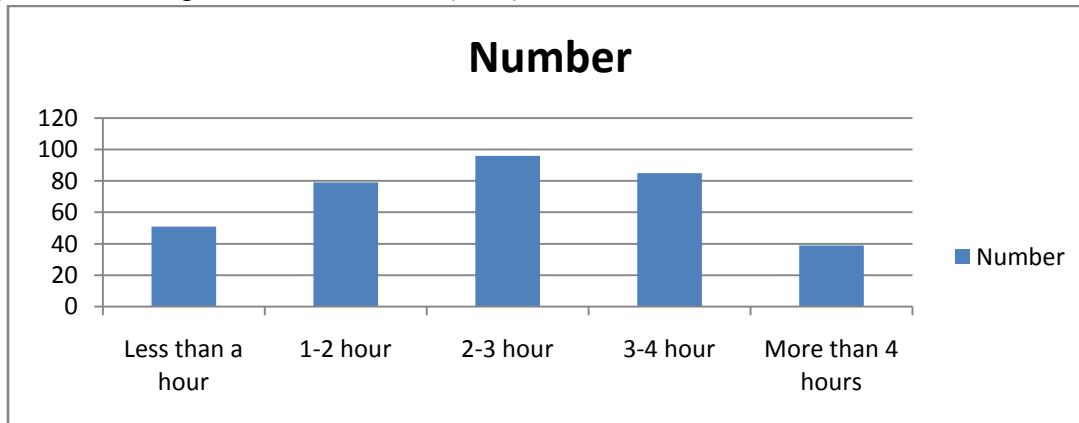


Figure 5.5: - How many social networking sites do you belong to?

One: 78%, Two: 15%, More than Two: 7%

Question 6 (Q6) of the questionnaire asked how long do you spend on these sites each time you visit? As shown in the fig 5.6, the study revealed that 51 respondents are spent time less than a hour (15%), 79% respondents are spent time 1-2 hour (23%),

96 respondents are spent time 2-3 hour (27%), 85 respondents are spent time 3-4 hour (24%) and 39 respondents are spent time more than 4 hours (11%) on the social networking sites.



Less than an hour: 15%, 1-2 hour: 23%, 2-3 hour: 27%

34- hour: 24%, More than 4 hours: 11%

Question 7 (Q7) of the questionnaire asked how often you go on these social networking sites? As shown in the fig 5.7, the study revealed that 17 respondents are open the sites once a month (5%), 56 respondents are open the sites once every two weeks (16%),

78 respondents are open the sites once weeks (22%), 83 respondents are open the sites 2-4 times every week (24%), 116 respondents are open the sites everyday (33%).

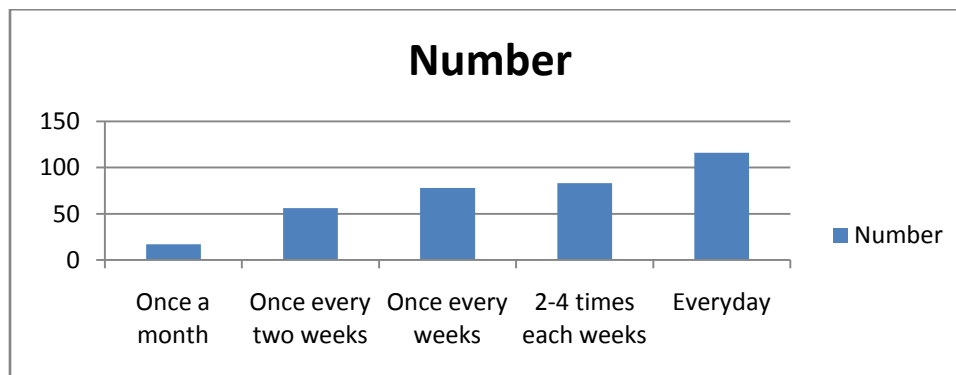


Figure 5.7: How often do you go on these social networking sites?

Once a month: 5%, Once every two weeks: 16%, Once every week: 22%

2-4 times each week: 24%, Everyday: 33%

Question 8 (Q8) of the questionnaire asked which time you mostly visit social networking sites? As shown in the fig 5.8, the study revealed that 13% respondents are visit the social networking sites 7 A.M to 10

A.M, 10% respondents are visit the social networking sites 10 A.M to 1 P.M, 11% respondents are visit the social networking sites 1 P.M to 4 P.M, 21% respondents are visit the social networking sites 4 P.M to 7 P.M, 29% respondents are visit the social networking sites 7 P.M to 10 P.M and 16 respondents are visit the social networking sites 10 P.M to 1 A.M.

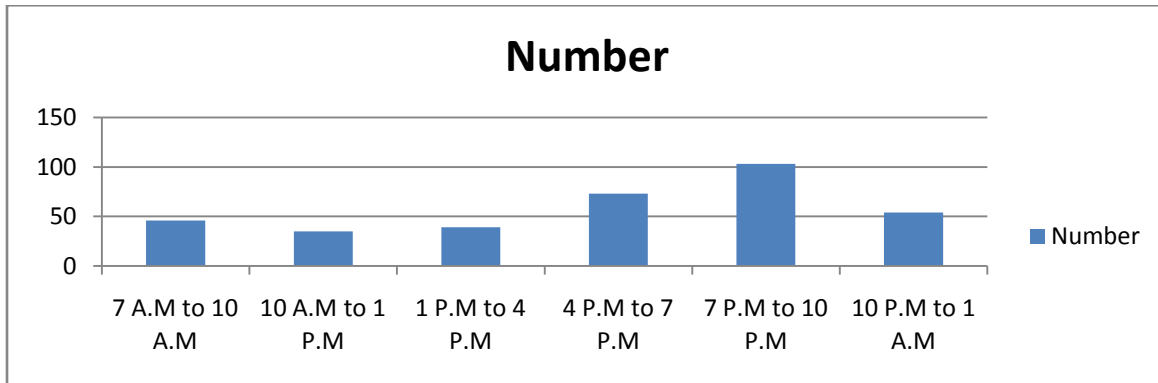


Figure 5.8: Which time you mostly visit the social networking sites?

7 A.M to 10 A.M: 13%, 10 A.M to 1 P.M: 10%, 1 P.M to 4 P.M: 11%  
4 P.M to 7 P.M: 21%, 7 P.M to 10 P.M: 29%, 10 P.M to 1 A.M: 16%

Question 9 (Q9) of the questionnaire asked with whom do you have a maximum contact on social networking sites? As shown in the fig 5.9, the study revealed that 59 respondents are maximum contact on social networking sites is school friends (17%), 63 respondents are maximum contact on social

networking sites is relatives (18%), 103 respondents are maximum contact on social networking sites is college friends (29%), 73 respondents are maximum contact on social networking sites is colleagues (21%), and 52 respondents are maximum contact on social networking sites is unknown person (15%).

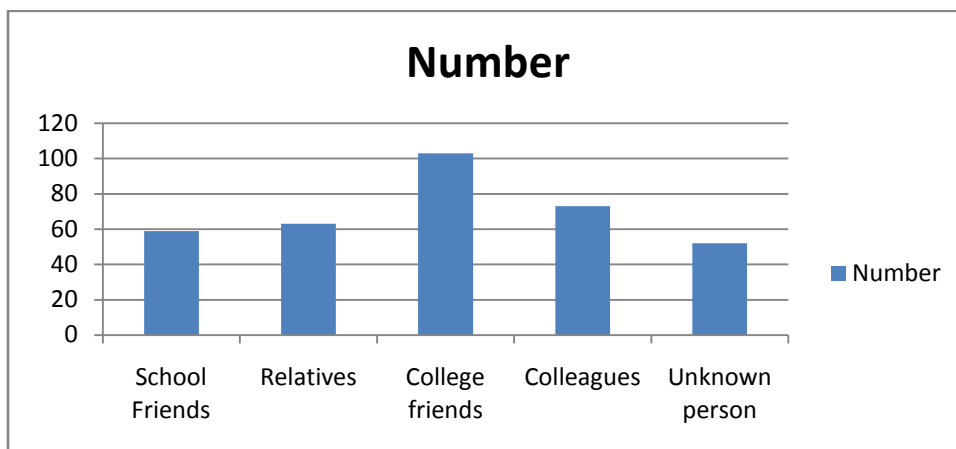


Figure 5.9: With whom do you have a maximum contact on social networking sites?

School Friends: 17%, Relatives: 18%, College friends: 29%,

Colleagues: 21%, Unknown person: 15%

Question 10, 15, 16, 17, 19, 22 of the questionnaire asked the respondents feeling safe to your privacy, affect your friend group in real life, SNSs is kind of addiction to you, social accounts known to your parent, Cybercrime and feeling more security options in social networking sites, As shown in the table 5.3, the study revealed that 184 respondents are feeling safe to your privacy on social networking sites (53%) and 166 respondents are not feeling safe on social networking sites (47%), 198 respondents think that social sites affects on friend group in real life (57%) and 152

respondents think that social sites not affect on friend group in real life (43%), 210 respondents say yes social networking sites are kind of addiction (60%) and 140 respondents say no SNSs are not kind of addiction (40%), 125 respondents say yes his social account known to parents (36%) and 225 respondents say no (64%), 277 respondents know the word cybercrime (79%) and 73 respondents are not know about it (21%), 188 respondents say yes feeling more security option on SNSs (54%) and 162 respondents say no feeling more security option on SNSs (46%).

**Table 5.3: - SNS analysis of privacy, kind of addiction, security and cybercrime.**

Question	Response	Number	Percentage
Are you feeling safe to your privacy on social networking sites?	Yes	184	53%
	No	166	47%
Is being on social sites affect your friends group in real life?	Yes	198	57%
	No	152	43%
What do you think is social networking sites is	Yes	210	60%



kind of addiction to you?	No	140	40%
Is your social accounts known to your parents?	Yes	125	36%
	No	225	64%
Are you aware about the word “Cybercrime” on Social Network?	Yes	277	79%
	No	73	21%
Are you feeling there will be more security option in social networking sites?	Yes	188	54%
	No	162	46%

Question 11 (Q11) of the questionnaire asked for what purpose do you visit the social networking sites and what is importance of that? As shown in the fig 5.10, the study revealed that 113

respondents keeping in touch with friends (32%), 95 for time spending (27%), 79 for making new ideas (23%) and 63 for sharing new ideas (18%) purpose for visit the social networking sites.

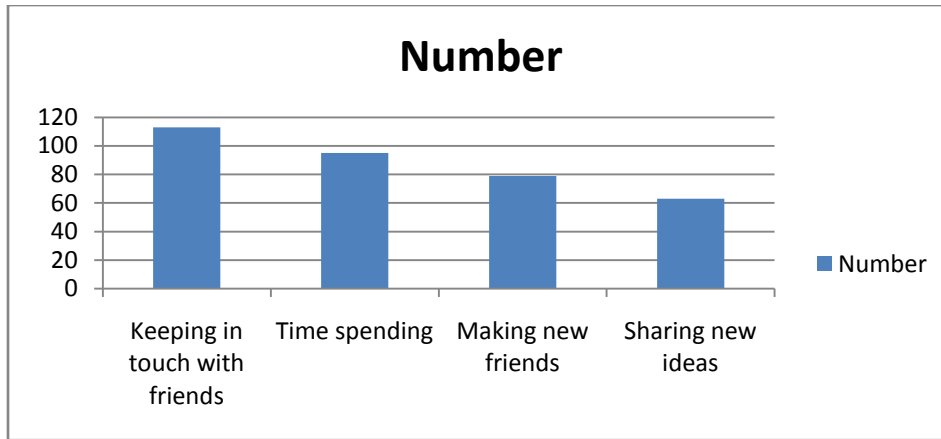


Figure 5.10: For what purpose do you visit the social networking sites and what is important of that?

Keeping in touch with friends: 32%, Time spending: 27%,  
 Making new friends: 23%, Sharing new idea: 18%

Question 12 (Q12) of the questionnaire asked for think about your friends, how many of them are on your social networking site account? As shown in fig 5.11, the study revealed that 25 respondents for 15-25, 23

respondents for 25-35, 151 respondents for 35-45, 96 respondents for 45-55 and 55 respondents more than 55 for social networking sites account.

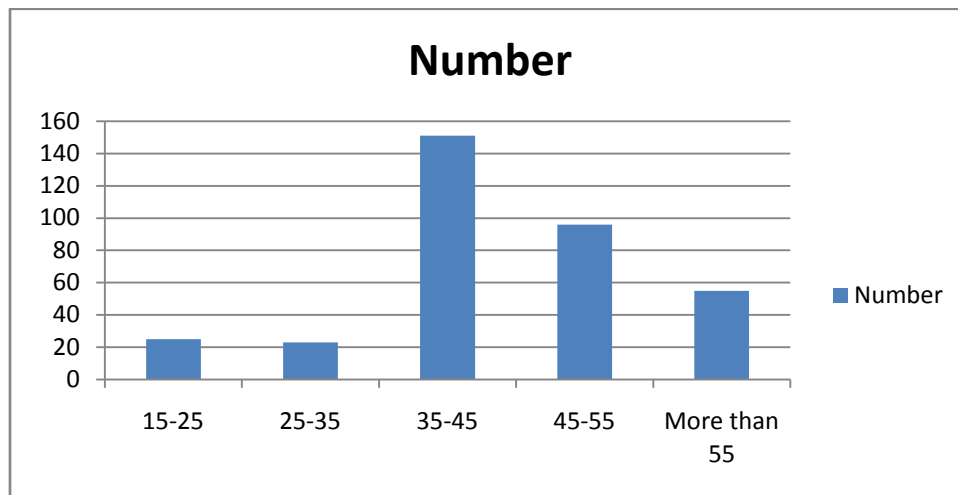


Figure 5.11: Think about your friends, how many of them are on your social networking site account?

15-25: - 7%, 25-35: - 7%, 35-45: - 43%,  
45-55: - 27%, More than 55: - 16%

## CONCLUSION AND FUTURE WORK

This chapter is based upon the conclusion of what we have done so far and how the system can be further enhanced with an increase in requirements.

### 6.1 CONCLUSION

The study concludes that respondents spend at least one or two hour a day online and the most popular SNS for them is Face book. The three top-used social media tools are Face book, Twitter and LinkedIn; the top four reasons for using social media tools are for social engagement, direction communication, instant messaging, and relationship building. Even though respondents aware about cybercrime but most of them are not understand the meaning of phishing, vishing and cyber squatting. The respondents think that social networking sites are created a positive impact on their personal and social life. Social networking sites are also affecting on their work productivity and studies.

The growth of social networking sites shows a significant change in the social and personal behavior of internet users. SNS has become an essential medium of communication and entertainment among the young adults. Though it has started to affect the daily activities of normal human beings, the popularity of SNS 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 social networking sites wisely for the benefit of developing social bonds across the geographical borders. However, nefarious act of cyber criminals discussed in the article has to be brought to the fore and stringent measures should be taken to curb the menace. Cyber laws have to be fortified with advancement of rules as if violators cannot escape committing a crime, at the cost of societal values.

### 6.2 FUTURE SCOPE

These results show that the interaction of trust and privacy concern in social networking sites is not yet understood to a sufficient degree to allow accurate modeling

of behavior and activity. The result of the study encourages further research in the effort to understand the development of relationships in the online social environment and the reasons for differences in behavior on different sites.

- Responses of the respondents are biased, and so they may not reveal the true state in some conditions.
- Social network is a vast subject, and hence, there is lack of in-depth analysis in this study.
- The study covers only graduates, Post graduates and PhD pursuing student's social network.

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