



## To Study the Impacts of the Social Networking Sites on Human Life

Author Name: - Sukhveer Kaur

Guide Name: - Narinder Kumar Sharma

College: - University College of Computer Applications

Email Id: - KaurSukhveer47@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

#### 1.1 INTRODUCATION

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, V Kontakte (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 feel 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 Quant cast. 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	My yearbook	12,000,000
10	Meet up	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.

**1.3 PRECAUTION WHILE SURFING SNS SITES:** - Whether to use social networking site or not is an individual decision to many. But you must be aware of certain things when discussing your private life in public. These are some of the tips that can make you and your family safe on the networking sites.

**1) Change the profile privacy now.** Keep your information accessible only to people in your friend list.

**2) Don't accept friendship request from strangers.** Many often we judge a particular person online, by his/her profile picture and personal information. This is the first mistake that cyber criminals wanted us to do.

**3) Don't post very personal information on the profile.** It includes your email id, date of birth, contact number, home address and information about your family members.

**4) Be cautious while posting your photo.** Ensure your photo background doesn't show about your actual whereabouts.

**5) Don't post your current location when on a tour.** Posting this information on social networking site is just like inviting criminals.

**6) Don't post negative things about your life.** This is just like maligning your own image. Your friends are monitoring your activity and one such mistake can cause havoc in future.

**7) Make distance from your ex's profile.** This might seem you little cruel, but once you decide to quit a relationship there is no meaning again visiting your ex-partner's profile. If you want to have a good life in future, then unfriendly your ex from friend list

**8) Don't substitute real friends with virtual friends.** Facebook is a great tool to connect new people across world. But they can never be your real friends. You need real friends to

enhance your social image and reduce stress and anxiety.

**9) Avoid using Social networking sites in work hours.** When you try to use social networking sites during work hour, it not only affects your work performance but also increases chances of getting fired.

## 1.4 A BRIEF HISTORY

Social networking is an online service focusing on reflecting and building of social networks or relations among people SHARING same interests, activities or backgrounds. These services or sites allow the user to create a virtual representation or profile showcasing one's likes, dislikes, interests, activities etc and also providing some additional services. Most of these services are internet based thus providing the users to interact with other fellow users easily. In 1994 the first social networking site was developed and the AOL messenger service was amongst the first popular instant messaging services evolved in 1997. These social networking sites have evolved and now have become extremely popular worldwide. Some of the popular networking sites are: Facebook, Twitter, Google+, Friendster, Hi5, Orkut, Hyves etc.

A brief history of the evolution and popularization of social networking among the masses is summarized as follows:

Geocities was the first web-based social networking site developed in 1994. It allowed the users to create their own websites.

In 1995 THEGLOBE.COM emerged allowing users to publish their content and interact with the other users SHARING similar interests.

It recorded an IPO of \$850m but fell substantially to \$4m in 3yrs.

In 1997 AOL INSTANT MESSENGER was launched which popularized the concept of instant messaging.



SIXDEGREES.COM was also launched in the same year which allowed users to create their individual profiles and listing friends.

Friendster was the real breakthrough in the field of social networking. Launched in 2002, Friendster was the pioneer of using the concept of online networking between real-world friends. The user base of Friendster grew to 3 million users.

In 2008 Facebook overtook MySpace to become the leader among the social networking sites. Presently Facebook has a user-base of more than 845 million!

These social networking sites are being developed ever since and have now exploded to become one of the biggest industries. These sites in order to remain at the top of social networking continuously add new features and applications to make it more user-friendly. Chatting and video calling has made it easier for the users to keep in contact with their friends. Sites like Facebook have added many games and applications thus attracting users making it a means of killing their free time. While Twitter, a micro-blogging site allows the users to constantly update their daily activities. Facebook, Twitter, MySpace etc are the sites currently dominating the field of social networking but it requires implementation of new concept to create the gravity around these sites else its user-base can fall drastically and their MARKET SHARE can dwindle in no time as it happened in case of Orkut. Nevertheless social networking sites have been a great boon in our lives helping people to remain connected.

## 1.5 MECHANISMS AND POLICIES

- User's full participation in online social networks requires users to register a (pseudo) identity with the network, though some sites do allow browsing public data without explicit sign-on. Users may volunteer information about themselves (e.g., their birthday, place of

residence, interests, etc.), all of which constitutes the user's profile.

- The social network itself is composed of links between users. Some sites allow users to link to any other user (without consent from the link recipient), while other sites follow a two-phase procedure that only allows a link to be established when both parties agree. Certain sites, such as Flickr, have social networks with directed links (meaning a link from A to B does not imply the presence of a reverse link), whereas others, such as Orkut, have social networks with undirected links.
- Users link to other users for numerous reasons. The target of a link may be a real-world acquaintance, a business contact, a virtual acquaintance, someone who shares the same interests, someone who uploads interesting content, and so on; In fact, some users even consider the acquisition of many links to be a goal in itself. When compared to links in the web, links in online social networks combine the functionality of both hyperlinks and bookmarks.
- A user's links, along with her profile, are usually visible to those who visit the user's account. Thus, users are able to navigate the social network by following user to user links, browsing the profile information and any contributed content of visited users as they go. Certain sites, including LinkedIn only allow browsing of profiles within the user's own neighborhood (i.e., a user can only view other users that are within two hops), while other sites, such as Flickr; allow users to view any other user in the system.

## 1.6 GROUPS

Most sites also enable users to create special interest groups, which are Usenet newsgroups. Users can post message to groups (visible to all



group members) and even upload shared content to the group. Certain groups are moderated, and admission to the group is controlled by a single group maintainer, while other groups are open for any member to join. All sites today require explicit group declaration by users; users must manually create groups, appoint administrators (if necessary), and declare which groups they are a member of. certain sites (such as Facebook) create a few pre-populated groups based on the domain of user's email addresses, but the majority of groups do not fall into this category.

The primary use of groups in today's networks is to either express access control policies or to provide a forum for shared content. Examples of the former include sites like Facebook, which, by default, allows only users located in the same geographic location or organization to view each other's profiles. Examples of the latter are more common, including Flickr's shared photo groups and Orkut's communities feature.

## 1.7 CONTENT

Once an identity is created, users of content-sharing sites can upload content onto their account. Many such sites enable users to mark content as public (visible to anyone) or private (visible only to their immediate "friends"), and to tag content with labels. Many sites, such as YouTube, allow users to upload an unlimited amount of content, while other sites, such as Flickr, require that users either pay a subscription fee or be subject to an upload limit. All of the content uploaded by a given user is listed in the user's profile, allowing other users to browse through the social network to discover new content. Typically, the content is automatically indexed, and, if publically available, made accessible via a textual search. An example is Flickr's photo search, which allows users to locate photos by searching based on tags and comments. Once on the site, users can submit their uploaded content into groups that they are a member of. The privacy setting often allow for the content

to be accessible only by group members. Moreover, the sites generally allow users to browse the content uploaded to groups they are member of.

Users are also often allowed to create favorite lists, which link to a user's favorite content uploaded by other users. These favorite lists are also generally publically accessible from the user's profile page. Similarly, most sites allow user to comment on pieces of content, much like a Usenet posting, and the comments appear alongside the piece of content itself. Finally, many sites contain most popular content lists, which contain the most popular content items (in terms of the number of views, comments, or ratings) that have been recently uploaded. Users can browse these lists to find new content to view. A notable example is YouTube's top-100 lists, where popularity is based on the number of views, comments, or favorite-marking a video has recently received.

## 1.8 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.

## 1.9 ORGANIZATION OF THESIS

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 Facebook, LinkedIn, MySpace, Twitter and orkut etc. and also includes the objectives. Chapter two reviews 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 fourth 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 closed-ended questions to extract the view points of the respondents have 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 suggestion for further work.

## 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.

### 3.2 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

## EXPERIMENTAL RESULT

### DATA INTERPRETATION

The questionnaires are constructed and adopted to solicit information about 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.

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)

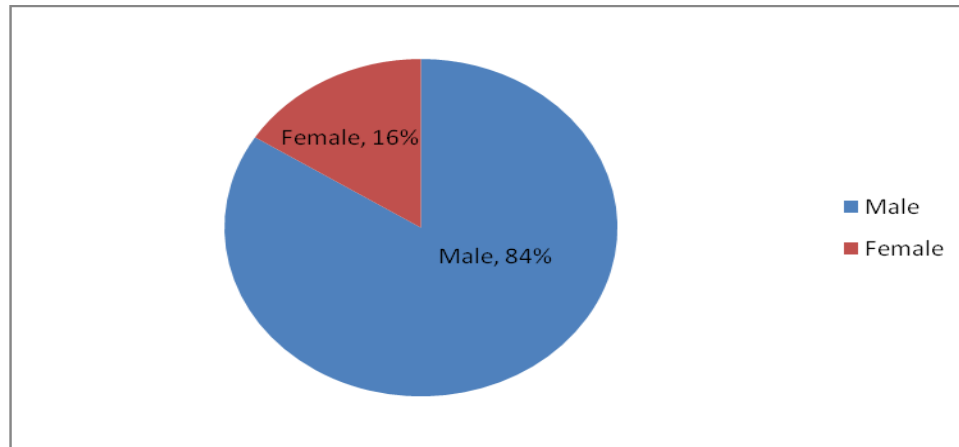
## 4.2 SECONDARY

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, labor bureaus and other public/private individuals and organizations.

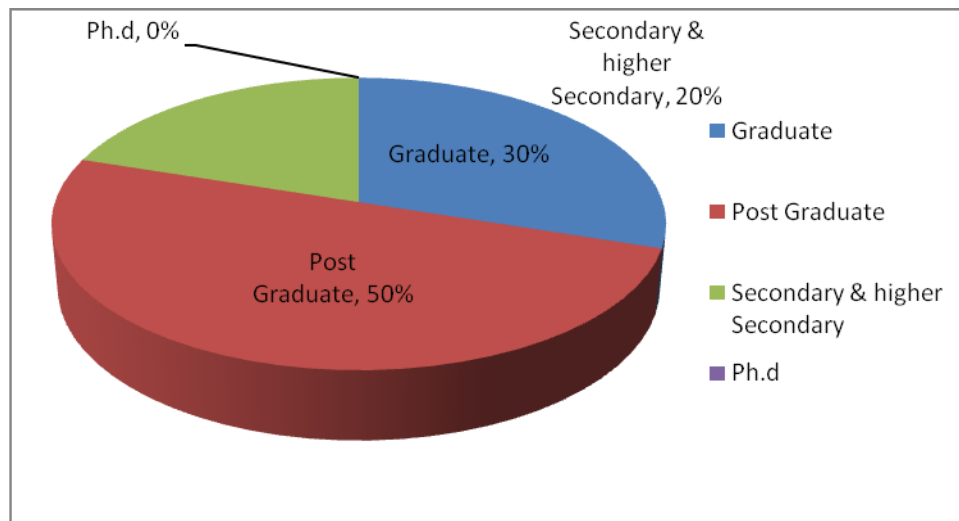
## 5.1 OBSERVATION AND FINDING



**Fig 5.1 – GENDER**

**Male: - 84%**

**Female: - 16%**

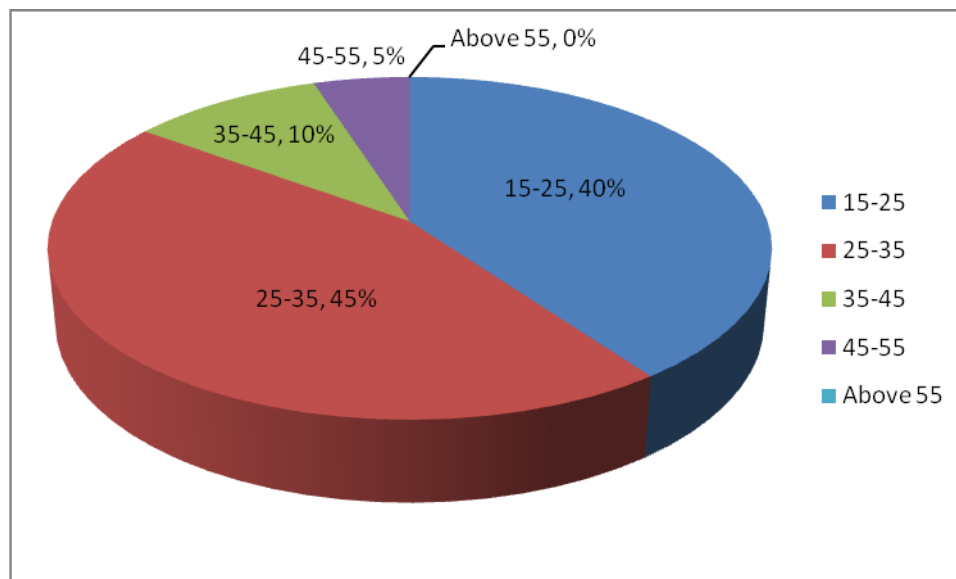


**Fig 5.2: - Education**

**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>

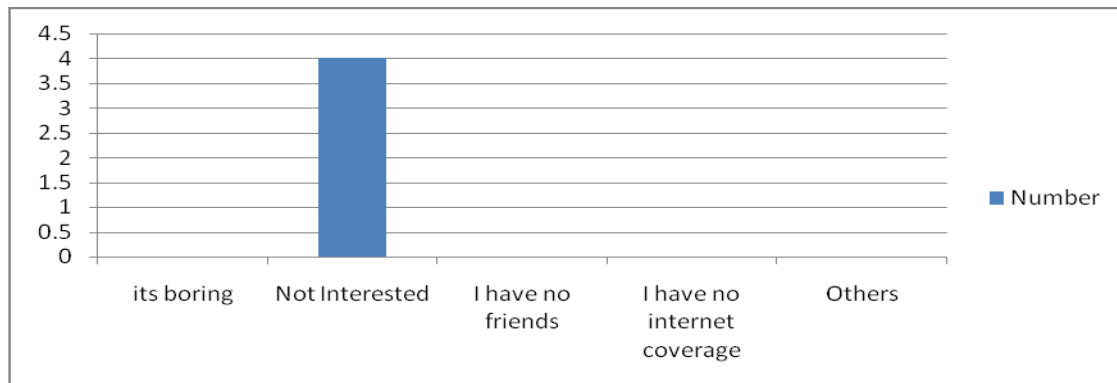
Question 2, 3 (Q2, Q3) of the questionnaire asked which type of online social networking sites do you access and popularly most? As shown in the table 5.2, the study revealed that 256 respondents are interested in Facebook (73%), 33 respondents are interested in Twitter (10%), 15 respondents are interested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

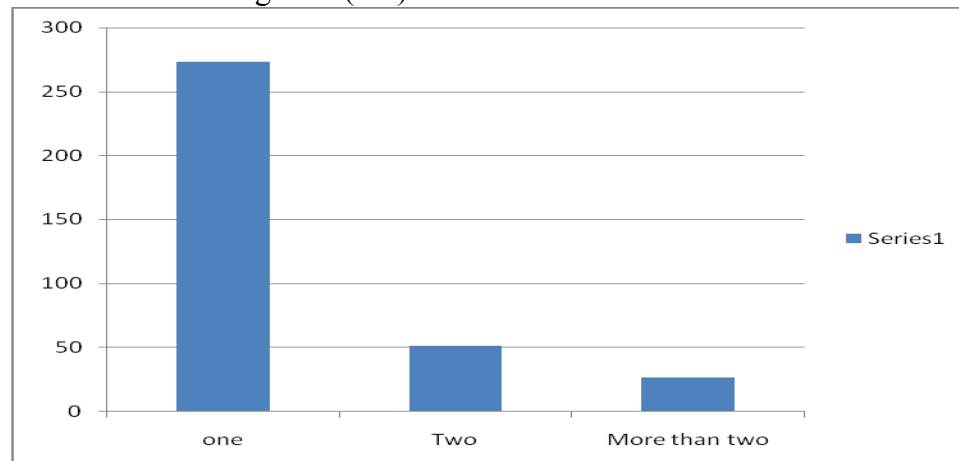
Question 4 (Q4) of the questionnaire asked if No to the Q1 why don't you use social networking sites? As shown in the fig 5.4, the study revealed that 4 respondents are not interested to use the social networking sites (1%).



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

Not Interested: - 1%

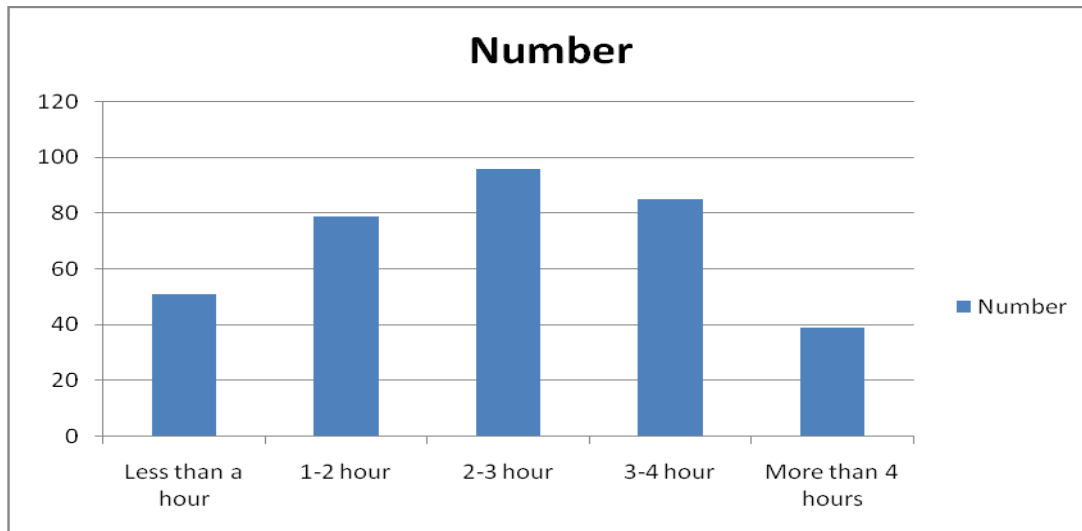
Question 5 (Q5) of the questionnaire asked how many social networking sites do you belong to? As shown in the fig 5.5, the study revealed that 273 respondents are used one social networking sites (78%), 51 respondents are used two social networking sites (15%) and 26 respondents are used more than two 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%  
3-4 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 every week (22%), 83 respondents are open the sites 2-4 times every week (24%), 116 respondents are open the sites everyday (33%).

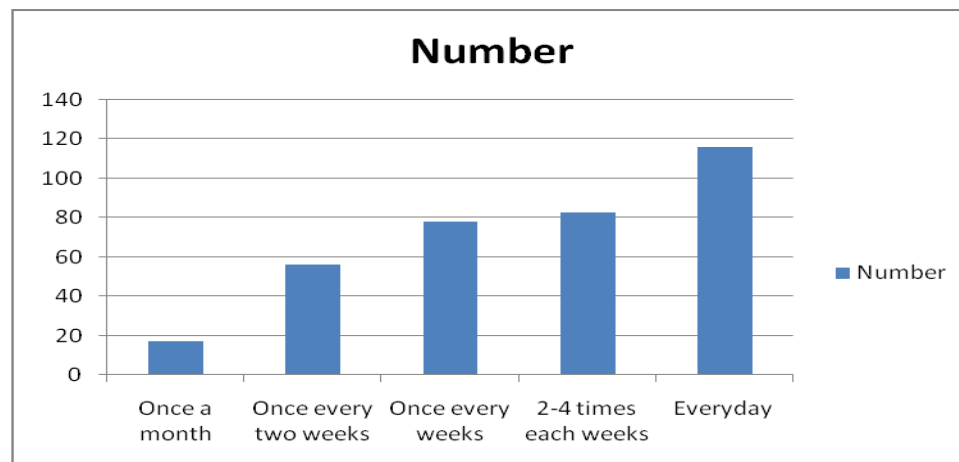


Figure 5.7: How often do you go on these social networking sites?

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.

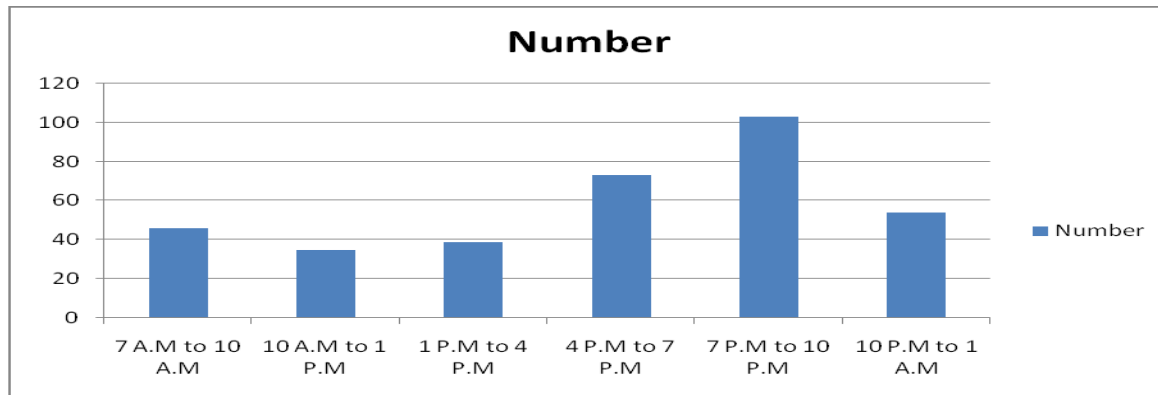


Figure 5.8: Which time you mostly visit the social networking sites?

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%).

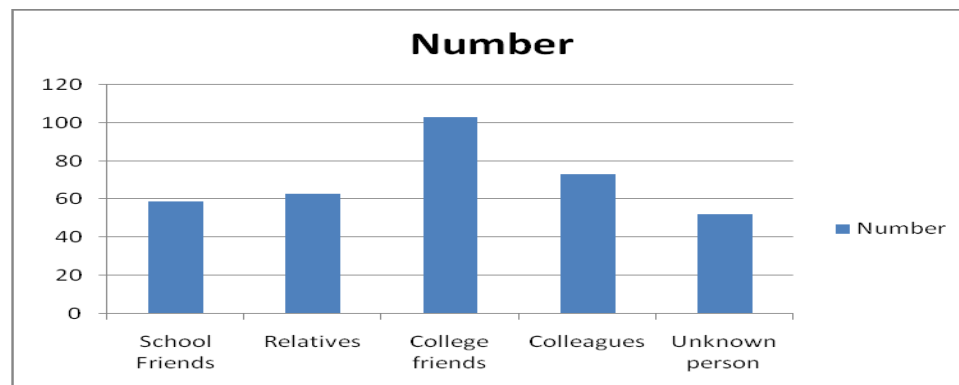


Figure 5.9: With whom do you have a maximum contact on social networking sites?

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 kind of addiction to you?	Yes	210	60%
	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.

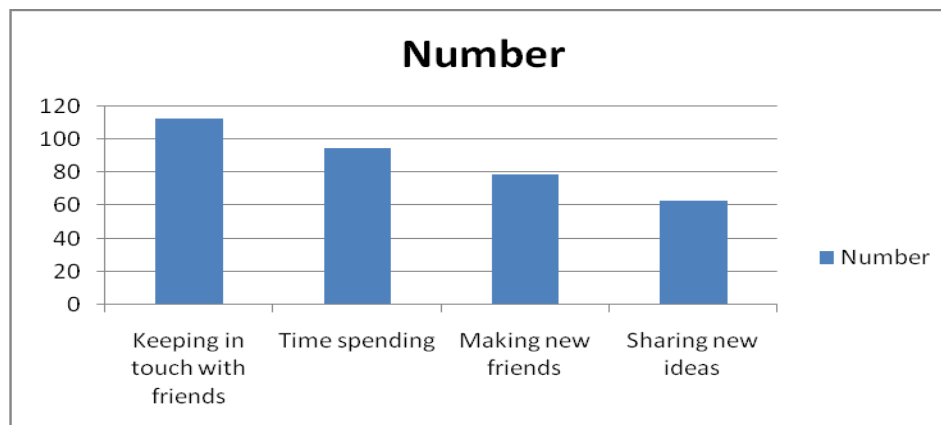




Figure 5.10: For what purpose do you visit the social networking sites and what is important of that?

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.

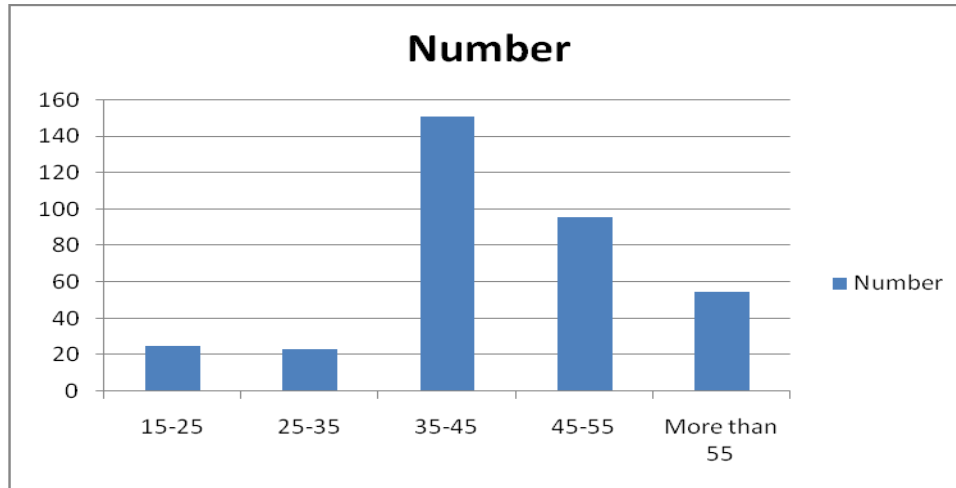


Figure 5.11: Think about your friends, how many of them are on your social networking site account?

15-25: - 7%, 25-35: - 7%, 35-45: - 43%,

45-55: - 27%, More than 55: - 16%

Question 13 (Q13) of the questionnaire asked is social networking sites build or destroy relationship? As shown in the fig 5.12, the study revealed that 229 respondents say social networking sites build the relationship (75%) and 121 respondents say social networking sites destroy the relationship (25%).

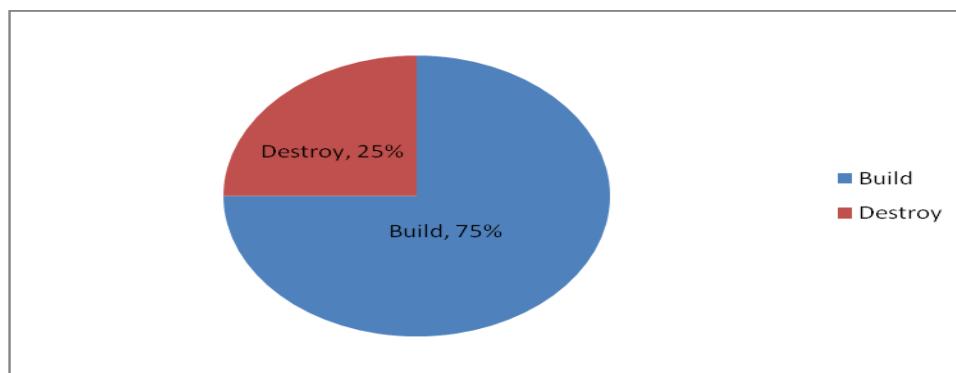


Figure 5.12: Is social networking sites Build or Destroy relationship?

Build: 75%, Destroy: 25%

Question 14 (Q14) of the questionnaire asked to what extent do you think social networking sites are affecting your social life? As shown in fig 5.13, the study revealed that 152 respondents

seriously affecting, 55 slightly affecting, 47 no impact, 42 slightly helping, 54 seriously helping for social networking sites affecting social life.

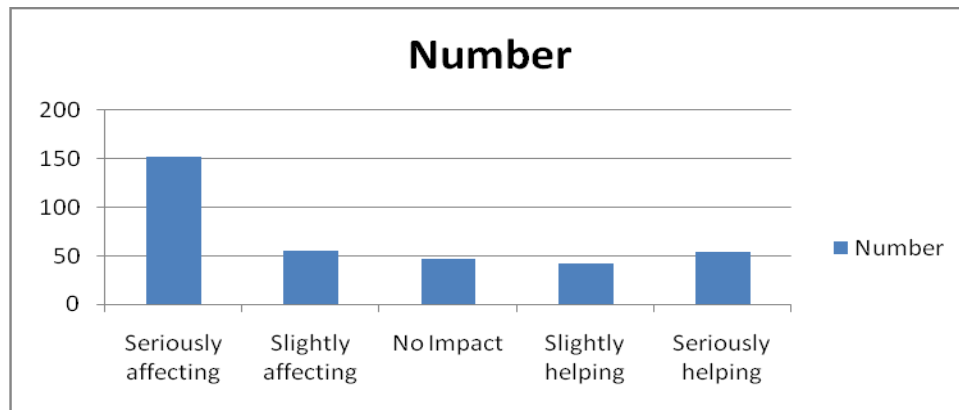


Figure 5.13: Do you think social networking sites are affecting your social life.

Seriously affecting: 44%, Slightly affecting: 16%, No Impact: 13%,

Slightly helping: 42%, Seriously helping: 12%

Question 18 (Q18) of the questionnaire asked to what extent do you think social networking sites are affecting your work productivity? As shown in the fig 5.14, the study revealed that 117 respondents seriously affecting, 63 slightly affecting, 79 no impact, 39 slightly helping, 52 seriously helping for social networking sites affecting work productivity.

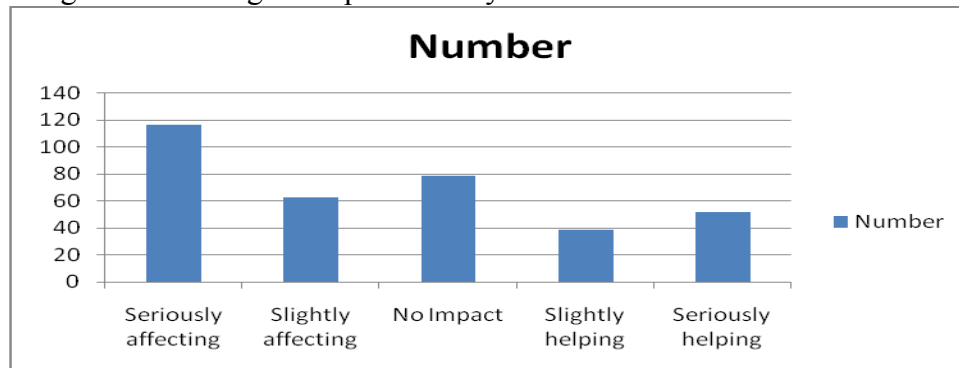


Figure 5.14: Do you think social networking sites are affecting your work productivity?

Seriously affecting: 33%, Slightly affecting: 18%, No Impact: 23%

Slightly helping: 11%, Seriously helping: 15%

Question 20 (Q20) of the questionnaire asked tick on the words cybercrime, which ever are known to you? As shown in fig 5.15, the study revealed that 125 respondents known the words cyber stalking, 36 respondents known Phising, 39 respondents known vishing, 15 respondents known cyber squatting, 135 respondents known hacking.

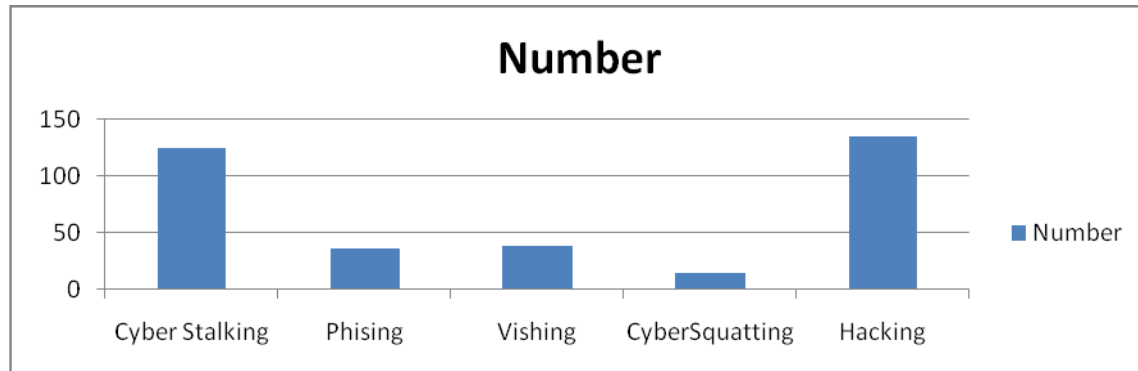


Figure 5.15: Tick on the words cybercrime, which ever are known to you?

Cyber Stalking: 36%, Phising: 10%, Vishing: 11%,

Cyber Squatting: 4%, Hacking: 39%

Question 21 (Q21) of the questionnaire to what extent do you think social networking sites are affecting your studies? As shown in the fig 5.16, the study revealed that 135 respondents seriously affecting, 69 slightly affecting, 55 no impact, 49 slightly helping, 42 seriously helping for social networking sites affecting studies.

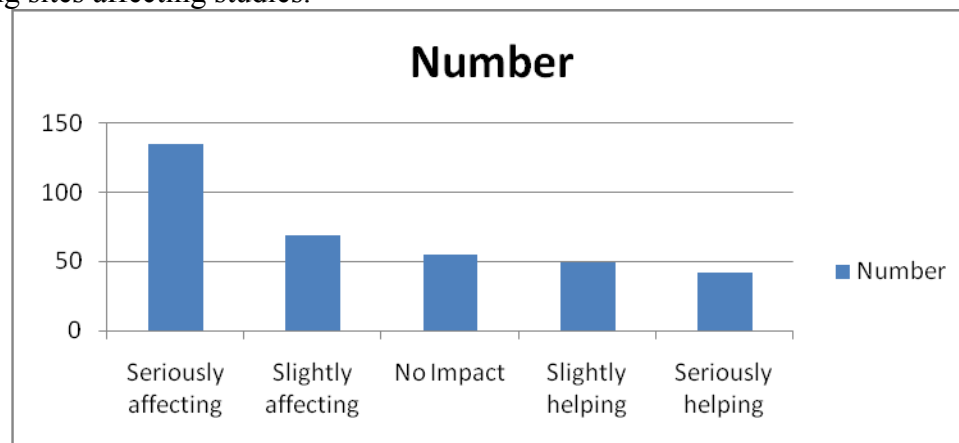


Figure 5.16: Do you think social networking sites are affecting your studies?

Seriously affecting: 38%, Slightly affecting: 20%, No Impact: 16%

Slightly helping: 14%, Seriously helping: 12%

Question 23 (Q23) of the questionnaire to what extent do you think social networking sites are affecting your personal life? As shown in the fig 5.17, the study revealed that 163 respondents seriously affecting, 58 slightly affecting, 63 no impact, 34 slightly helping, 32 seriously helping for social networking sites affecting personal life.

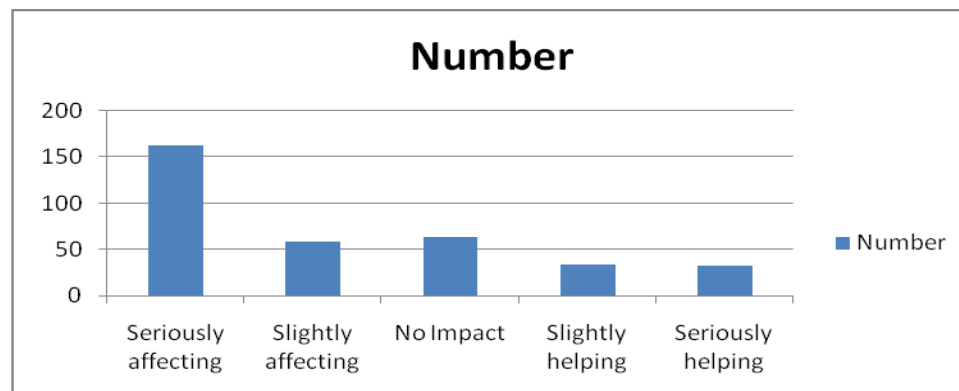


Figure 5.17: Do you think social networking sites are affecting your personal life?

Seriously affecting: 46%, Slightly affecting: 17%, No Impact: 18%

Slightly helping: 10%, Seriously helping: 9%

Question 24 (Q24) of the questionnaire have you ever deactivated your account on social network sites? As shown in the fig 5.18, the study revealed that 283 respondents deactivated the account on social network sites (81%) and 67 respondents never deactivated the account on social network sites (19%).

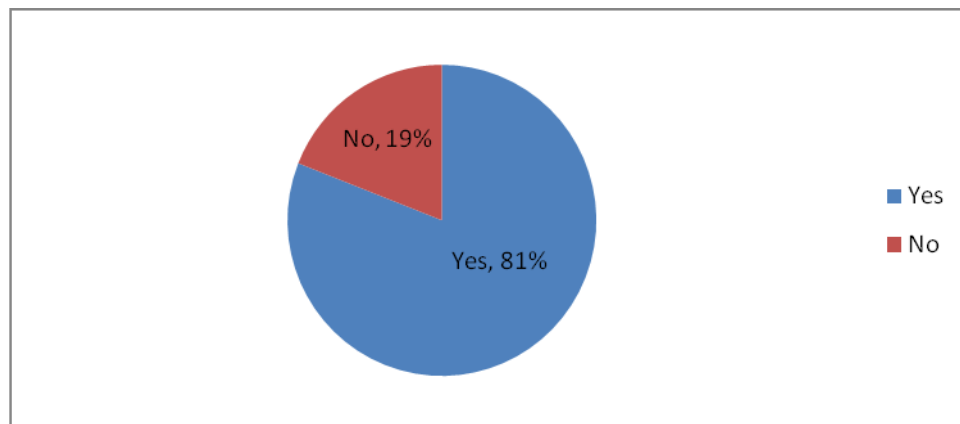


Figure 5.18: you ever deactivated your account on social network sites?

Yes: 81%, No: 19%

Question 25 (Q25) of the questionnaire if yes, reason for deactivating account. As shown in the fig 5.19, the study revealed that 42 respondents deactivated the account reason for I have a privacy concern (12%), 56 respondents don't feel safe on social network sites (16%), 83 respondents spend too much time on social networking sites (24%), 53 respondents account was hacked (15%), 50 respondents for temporary basis (17%), 5 respondents don't understand how to use social networking sites (2%).

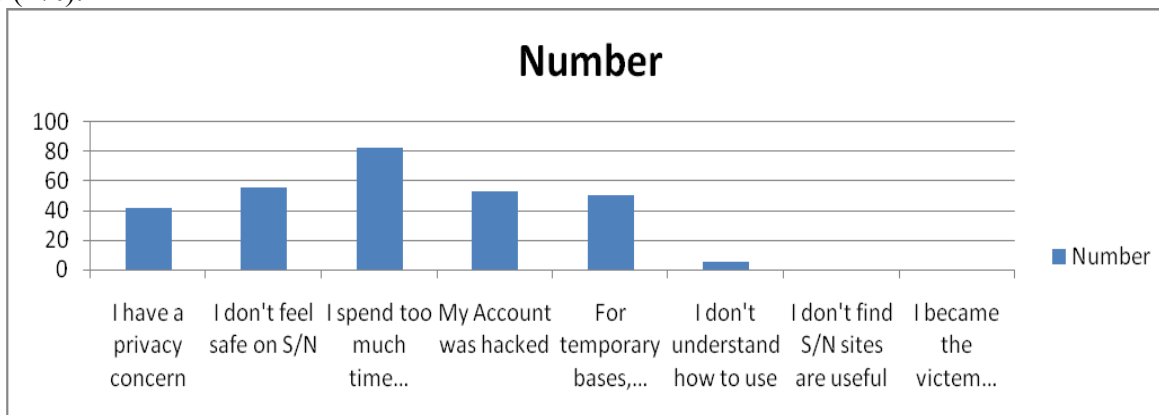


Figure 5.19: if yes, reason for deactivating account?

## 5.2 FINDING:

- A total of 350 are surveyed for the study. Respondents whose age ranges between 25 to 35 mostly are social networking website whose total average is 41% of total respondents. An individual whose age is between

25 to 35 generally uses social networking websites for keeping in touch with friends.

- Gender analysis shows that male mostly uses social networking websites and the total average of male that uses social networking websites is 82% of total respondents. Male





commonly uses social networking websites for time spending.

- The analysis of the collected data shows that people doing post graduation generally use social networking websites whose total average is 55% of total respondents. Post graduate people mostly use social networking websites for keeping touch with friends.
- Among 186 respondents majority of them (i.e. 53%) feeling safe our personal privacy on social networking sites and 47% respondents not feeling safe our privacy on the social networking sites.
- Among 210 respondents majority of them (i.e. 60%) think that social networking sites is kind of addiction and 40% think that social networking sites is not kind of addiction.
- Among 113 respondents 32% of them have benefitted as the SNS helps them to connect easily with keeping in touch with friends while 27% have benefitted as of the SNS helps them for time spending, 23% of them have benefitted by making more friends online, 21% have benefitted through SNS as it helped them to sharing new ideas.
- Among 117 respondents 33% of them believe that SNS have created a positive impact on their work productivity while 23% of them think that the use of SNS has negatively affected their work productivity. In this study 18% slightly affecting, 11% slightly helping, 15% seriously helping of them think about affects on their work productivity.
- Among 229 respondents majority of them (i.e. 65%) of them believe that SNS have built the relationship while 35% of them think that SNS has destroy the relationship.
- Among 135 respondents 38% of them believe that SNS have created a

positive impact on their studies while 16% of them think that the use of SNS has negatively affected their studies. In this study 20% slightly affecting, 14% slightly helping, 12% seriously helping of them think about affects on their studies.

- Among 152 respondents 44% of them believe that SNS have created a positive impact on their social life while 13% of them think that the use of SNS has negatively affected their social life. In this study 16% slightly affecting, 42% slightly helping, 12% seriously helping of them think about affects on their social life.
- Among 163 respondents 46% of them believe that SNS have created a positive impact on their personal life while 18% of them think that the use of SNS has negatively affected their personal life. So from the above analysis it's evident that SNS's do create the positive impact on the lives of majority of the users.

## 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 Facebook. The three top-used social media tools are Facebook, 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.

## REFERENCES

- [1]. Boyd, D., & Ellison, N. (2007), "Social network sites: Definition, history and scholarship", *Journal of Computer-Mediated Communication* 13 (2), 68-73.
- [2]. Morten Falch, Anders Henten, Reza Tadayoni and Iwona Windekilde (2009), "Business models in social networking", CMI International Conference, Social Networking and Communities, 26-27 November 2009.
- [3]. Shahzad Khan, "Impact of Social Networking Websites on Students", *Abasyn Journal of Social Sciences* Vol. 5 No. 2.
- [4]. Dr. Harishchandrasingh Rathod, Prof. Digvijay Barot Associate Professor, NICM, Gandhinagar, "Parallel life of students on social networking sites", *International Journal for Research in Education (IJRE)*, Vol. 1, Issue: 1, December: 2012.
- [5]. Linda A. Jackson; "Cultural differences in social networking site use: A comparative study of China and the United States" Vol. 29, Issue: 3, May: 2013, Pages 910-921.
- [6]. Carroll J. Glynn; "All the news that's fit to post: A profile of news use on social networking sites" Vol. 28, Issue: 1, January: 2012, Pages 113-119.
- [7]. Volker Eisenlauer; "Facebook as a third author—(Semi-) automated participation framework in Social Network Sites" Vol. 72, Issue: 1, October: 2014, Pages 73-85.
- [8] Angela Thomas-Jones; "3 – All a twitter: celebrities and social networking" *The Host of the Machine*, 2010, Pages 33-56.



[9] Peiyu Pai, David C. Arnott; “User adoption of social networking sites: Eliciting uses and gratifications through a means–end approach” Vol. 29, Issue: 3, May: 2013, Pages 1039-1053.

[10] Sindhuja, P. N. and Surjith, Ghosh Dastidar, “Impact of the factors influencing website usability on user satisfaction” Vol. 8, Issue: 12, Dec: 2009, Pages 54-66.

[11] C. M. Maran; “Parallel life on social network: a study,” The IUP journal of management research Vol 8, Issue 12, Date of Conference: December 2009.

[12] Scott Counts, Karen E. Fisher; “Mobile social networking as information ground: A

case study” Vol 32, Issue 2, Date of Conference: April 2010, Pages 98 – 115

[13] Jennifer M. Whitehill, Libby N. Brockman, Megan A. Moreno; “Just Talk to Me: Communicating With College Students about Depression Disclosures on Facebook” Vol 52, Issue 1, Date of Conference: January 2013, Pages 122 – 127

[14] Prof Rakesh Shirase; “The impact of social networking sites on personal lives of the people in pune & neighborhood” International Journal of Scientific & Engineering Research Volume 3, Issue 9, September-2012 ISSN 2229-5518.