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Impact of Social Networking on Social Outlook of Youth

Raisy, Clarida C Cardozo, Neesha, Yasmin M

Dept. of Computer Application, AIMIT, St. Aloysius College (Autonomous), Mangalore, Karnataka, India

ABSTRACT: Online social networking has become extremely popular with adolescents and young adults. Ninety-seven percent of college students have a Facebook account. As the number of users of online social networking grows, so does psychologist's concern about the effects of Internet communication on adolescent social development. This paper focuses on the influences of social media on youth and their lifestyles, social life and so on as per the survey conducted. The survey was conducted on 100 random people comprising of students. The two main concerns in this paper are:

- (1) Social media factors influencing the youth
- (2) The nature of the relationships adolescents are forming online

KEYWORDS: Social Networking, social development.

I. INTRODUCTION

Online social networking and Internet communication is becoming wildly popular with adolescents and young adults. It is also cheapest and fastest access to the world so it is very important for all age of peoples. There has been a speedy shift in youth from electronic media like television viewers and radio listeners to the social media. This rate has led to lots of questions regarding the impact on youth and their life styles. 97% of college students report having a facebook account out of which 53.1% are male and 46.9% are female and these numbers are only increasing.

Adolescence is possibly the most essential time for social development in a person's life. During this period youth learn to form and maintain intimate friendships and other essential social skills. These skills become vital in young adulthood when peer groups become the primary resource for emotional support.

II. RESEARCH METHODOLOGY

The chosen sample was about a 100 random people comprising of students. Participants were asked about casual online friendships, close online friendships, romantic relationships online, and meeting someone online then meeting them in person and so on. The survey was conducted using Google forms. The survey link was circulated through facebook and emails.

III. SOCIAL MEDIA FACTORS INFLUENCING THE YOUTH.

Social media has influenced youth in both extreme ways in their life. Sometime impacts are in favor of their social life and sometimes negative. Social Media might be sometimes seemed like just a new set of cool tools for involving young people. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multimedia and multi-tasking.

Social media has enhanced the exposure of the people and created more awareness among youth. It turns negative when students involves themselves in unethical activities such as sharing of useless information, uploading scandalous pictures of themselves, cyber bullying such students leave "digital footprints" that may be harmful in the future.



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More socially involved youth that already have well-established peer groups report using the communication websites as additional peer interaction to reinforce already formed friendships and keep in touch with long-distance friends. On the other hand, less socially involved youth explain their online social networking as a place to anonymously self-disclose and make friends when they might otherwise be too uncomfortable to do so. This group uses online social networking to be social.

To meet new people.	51.10%
To find an answer to a solution.	17.80%
To socialize.	53.30%
To maintain relationships.	55.60%
To get rid of loneliness.	26.70%
To pass time.	64.40%

Table 1. Motive for creating and maintaining a social account

According to the above details, the motive fluctuates, they have multiple opinion why they maintain a social account. The most collective motive why youth mostly use the social media is to pass time. 64.40% uses a social account to pass time. They find it as a place to kill their boredom during their study time, diverting their attention from their work. They feel less lonely and believed this communication would aid them in making new friends. 55.60% finds it as a place to maintain relationships and to keep in touch with their family and friends and to reconnect with people they may have once known but have lost contact with. 53.30% says the find it as a platform to socialize and make new friends.

To find information	66.00%
To play games.	17.00%
To keep in touch with family and friends.	87.20%
To make new friends.	38.30%
To get opinions.	8.50%
To share videos/pictures/music.	38.30%
To share your experience.	25.50%

Table 2. Mostly Facebook is used for?

According to Table2, 87.20% use the social networking sites to keep in touch with their family and friends. Where in another 66% people to find new information. They say theses networking sites not only gain them new friends but also helps them in gaining new information such as political news, world news, launch of a new product in the market, latest technologies etc. Other 38.30% uses these a place to share videos/ pictures/ music etc. They say by sharing theses they are simply sharing knowledge to others.

IV. NATURE OF THE RELATIONSHIPS

In the discussion of online social networking's effects on youth relationships many questions arise. What kind of relationships are they forming online? Does Internet communication strengthen bonds or weaken relationships because there is less face-to-face interaction?

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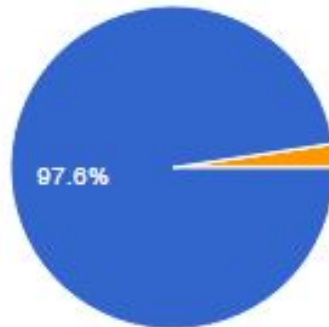


Fig 1. Type of friendship youth seek online

Casual friendship	97.60%
Romantic relationship	2.40%

Most of the people logs in these sites to have a casual friendship. Some of these friendships don't even last more than 3 months. They just keep these friendships to get rid of their boredom. They mingle up with these friends when there are no people around them to spend time. Once they get busy with their life or work they find less time spending on these people they meet online. Slowly the strength of friendship they developed on online friends get reduced even though they say they have created the facebook profile to stay connected to their friends and relatives. This survey suggests that friendships formed online are more often shallow, casual, and short-lived.

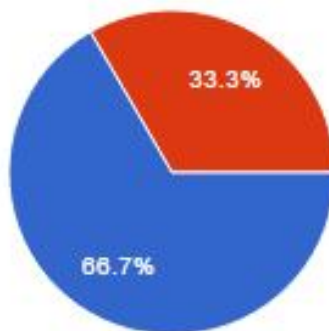


Fig 2. Preference on type of friend

Online friends	66.70%
Offline friends	33.30%

The Fig2. clearly shows that the preference on the type of friends they choose. 66.70% chooses to have online friends while the rest 33.30% chooses to have offline friends. They prefer online friends over offline friends because they feel online friends are more comfortable to mingle with. As they don't have to worry much about how it is going to be while talking to a person face to face. The study also shows that this have affected the face-to-face social skills of the youth.

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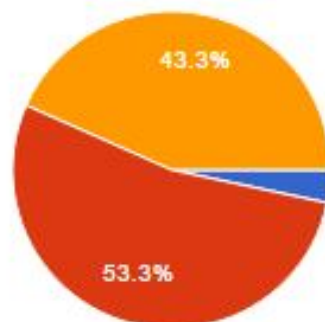


Fig 3. Acceptance of strangers as a friend

Yes	3.30%
Sometimes	53.30%
No	43.30%

The Fig3. shows the acceptance of strangers as a friend online. 43.30% people don't accept strangers to be their friend online, 53.30% accept strangers as friend occasionally while 3.30% do not accept strangers at all. The reason why they don't accept strangers online is they are scared that strangers might sneak into their private details, profile pictures etc. They are even scared to publish their full details on Facebook. While some accept strangers as unknowingly they are messing with the strangers with their private details. These people forgets that they are leaving footprints or falling for prey to the strangers who sends request with other intensions other than friendship.

IV. DATA ANALYSIS AND INTERPRETATION

Data are gathered through Google forms. Almost 100 responses were received. Data were stored in an excel sheet and then the graphs were formed accordingly.

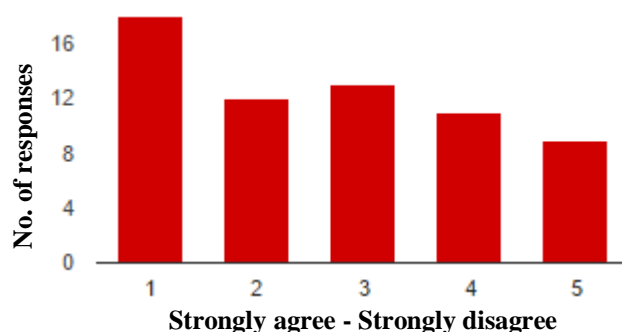


Fig 4. Use of social networking technology for learning in schools/colleges

Strongly Agree	28.60%
Agree	19%
Undecided	20.60%
Disagree	17.50%
Strongly Disagree	14.30%

The Fig4. above shows how many people uses social networking technology for learning in schools / colleges. 28.60% strongly agrees and 19% simply agrees that these technology have actually helped them in doing their assignments and

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others works related. They use facebook as a medium for circulating notes or finding solution to problem. They mostly create a closed group for this. While 20.60% of respondents were uncertain about the statement. While 17.50% disagreed, 14.30% strongly disagreed saying social media has never helped them for their school or college works.

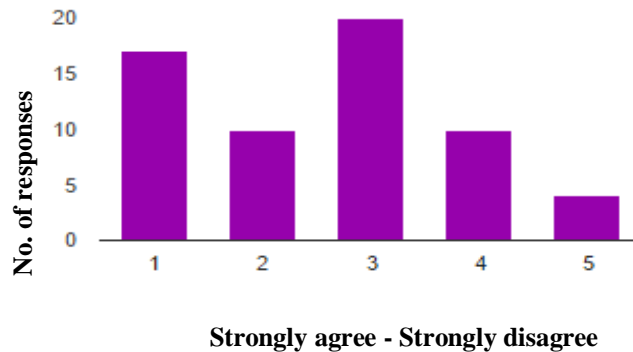


Fig 5. Affects on face-to-face social skills

Strongly Agree	27.90%
Agree	16.40%
Undecided	32.80%
Disagree	16.40%
Strongly Disagree	6.60%

The Fig5. above shows how many people agrees to the fact that social media has taken away the face-to-face social skills. The above data shows, 27.90% and 16.40% are strongly agreeing and simply agrees to the statement respectively. While 32.80% partially agrees to the statement and 16.40% and 6.60% simply disagree and strongly disagree respectively. The study shows that most of the people agree to the fact that social media has taken away the face-to-face social skills. These people trend to hide into themselves when it comes to a face-to-face conversation. These people are normally seen good at posting pictures, commenting on friends picture and even having a online conversation with a friend. These people who are active in online activities are seen more often performing poorly while talking to people face-to-face. They either feel too shy or nervous even to start up a conversation.

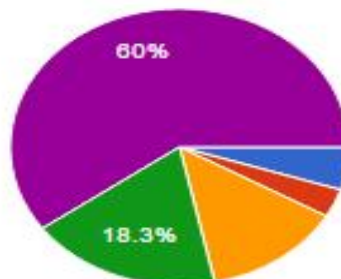


Fig 6. Number of Facebook friends

Less than 50	5%
More than 50 - less than 100	3.30%
More than 100 - less than 200	13.30%
More than 200 - less than 300	18.30%
More than 300.	60%

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The Fig 6. and table shows the number of Facebook friends people have. 5% has less than 50 friends, 3.30% has friends between 50 and 100. 13.30% has friends between 100 and 200. 18.30% has friends between 200 and 300. While 60% has more than 300 friends. The studies shows that more than half of the people have above 300 friends, of which they hardly interact with less than 10% in a month. It is also shown that in spite of having 300 above friends some people still feel lonely and felt out. Out of the 300 above friends hardly a few will be casual friends and the rest will be casual friends which are only added so that they can see what new happens in their causal friends life.

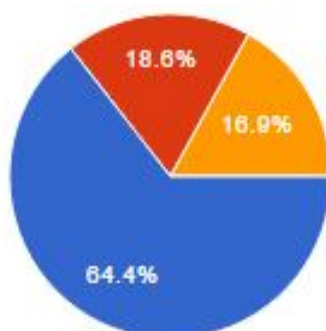


Fig 7. Interaction with friends on weekly bases

less than 10	64%
more than 10 - less than 20	18.60%
more than 20	16.90%

The Fig 7. and table shows the number of Facebook friends people interact on weekly bases. 64% says they interact to less than 10 friends. While 18.60% says they interact with friends between 10 to 20. While the rest 16.90% says they interact with more than 20 friends on a weekly bases. The survey says that even after having more than 300 friends on Facebook they still interact with less than 10 friends online in a week. They have less than 10 intimate friends who they are actually friendly with.

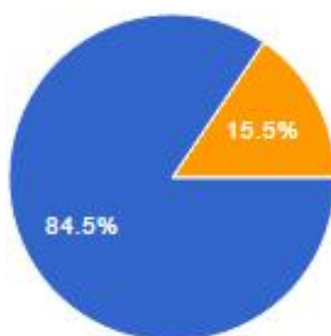


Fig 8. Preference of giving real name for the profile

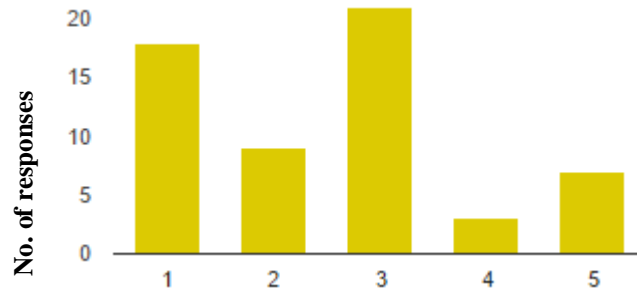
Yes	84.50%
Sometimes	15.50%

The Fig 8. and table shows the number of people who are willing to expose their real names as their profile names. 84.20% agree to the statement that they are willing to give their real names as profile names. While 15.50% does give their real name as profile names. Most of people are ready to portray their real image on Facebook and the rest of the respondent feels comfortable while disclosing information without revealing real identity. They feel they are at safe zone while doing this. Sometimes people use their fake identity to access information from the other end. While creating fake profile they try to expose themselves as a new person to a new environment or to a group of people.

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Rarely - More often

Fig 9. Having non-Internet communication with an online friend

Rarely	31%
Maybe	15.50%
At times	36.20%
Often	5.20%
More often	12.10%

The Fig 9. and table shows the number of people who usually have a non-Internet communication with an online friend. 36.20% accepts that they have an non-Internet Internet communication with an online friend. 31% accepts that they rarely have this kind of communication. 12.10% accepts that they more often have this type of communication. Most of the people admits that they hardly have this communication due to various reasons which may be lack of time, avoiding themselves from face-to-face conversation so they mostly feel comfortable while having these type of conversation.

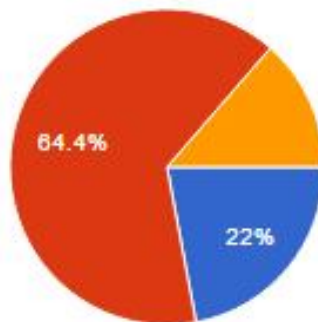


Fig 10. Meeting online friend in person

More often	22%
Occasionally	64.40%
Never	13.60%

The Fig 10. and table shows the number of people who meet their online friend in person. 64.40% admits that they meet their online friend occasionally. 22% meets their friends more often while the rest 13.60% clearly admits that have never met their online friends in person. According to the survey the respondents are basically students so they meet up their online friends in college or schools who appears to be their classmates or college mates too. The people who have never met their online friends are either considered to be non social or who possess a fake identity online as they are scared doing so they might expose their true identity.

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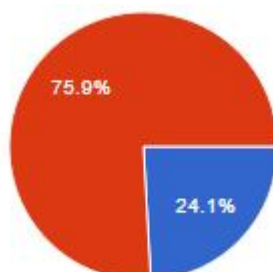


Fig 11. Meeting the stranger you met online

Yes	24.10%
No	75.90%

The Fig 11. and table shows the clear picture regarding meeting in person, the stranger they have met online. 75.90% agrees that they have not met the stranger they have met online. While the other 24.10% agrees that they have. From the survey it is clear that 75.90% are aware of the consequences they have to face while meeting a stranger so they avoid it and the rest doesn't know the consequences they will have to face in near future.

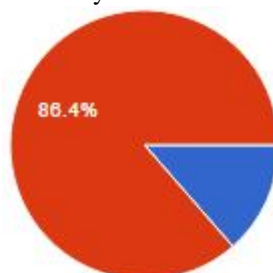


Fig 12. Victim of on-line bullying

Yes	13.60%
No	86.40%

The Fig 12. and table shows 13.60% youth have become the victim of on-line bullying. 86.40% has not become a victim of on-line bullying. Some even said they happened to delete their social account because of the bullying.

V. CONCLUSION

The research deals with a survey on the usage of the social media networking in the domain of youth. The social media referencing which is used in the research tool is Facebook. The questionnaire consists of 35 close ended questions. The survey was being approach to the youth through Facebook and emails. All the participants actively responded to this questionnaire. This survey was mainly targeted to the age group 13-25 age group.

From the survey its clearly understood that the youth's social development is effected by the social media. They use social media just to kill time. They interact more with the virtual world they create online rather than the real world. Even when they say they use social media to keep in touch with friends and family they are actually ignoring the world in front of him.

They form new friendship online which is casual and these friendships don't last more than 3 months. Most of the people are more comfortable to interacting with online friends as they feel it's more comfortable to deal with. The reason behind this is people get nervous in having a face-to-face conversation. In this way it is affecting the social development of the youth. Adolescence is the accurate age for teens to develop the social skills in them. But during this



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age they are attracted to social medias such as facebook, twitter and so on which hinder this process.

This same social media has become a platform for finding new people with same interest and sharing or spreading new ideas, personal views etc. It also helps the students to share notes and do their homework using this.

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