Analysis of Social Networking Websites and Its Effect on VSK University Students

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Abstract: *Growing trends of usage in Social Networking Websites have enlarged widely worldwide. Social networking sites are used by various communities for different purposes. Youths of our nation are more users of social networking websites as well as mobile Apps. Considering these websites are carrier making and futuristic view of students. More than crore number of users websites making their identity through social networking. For one point of view these websites are treated as disturbing factors for students and their carrier. Many students are using social sites just for time pass and sharing purpose. Though these sites considered as a link factor between many users across globe, it become just a fertile exercise among college students, adults and youths. This research paper shows the social networking websites effect on student's carrier, and the life of youngsters. It also presents how the social sites are today effective for teenagers who are pursuing academics and higher education.*

Keywords: Social Networking, Education, Students, Effect of Social Networking Websites

1. Introduction

Internet, a technology now a days using for Communication, Education, Research. In every domain Internet is playing its role. It is saving a time of people and in many task it plays a progressive role. Internet is common and essential part of our daily life. In one part many users are depending upon internet for education purpose where some other category using Internet only for social chats. Revolution of vibrant internet technology has become very dangerous for teenagers now a days. Most of the youths using it for casual desires.
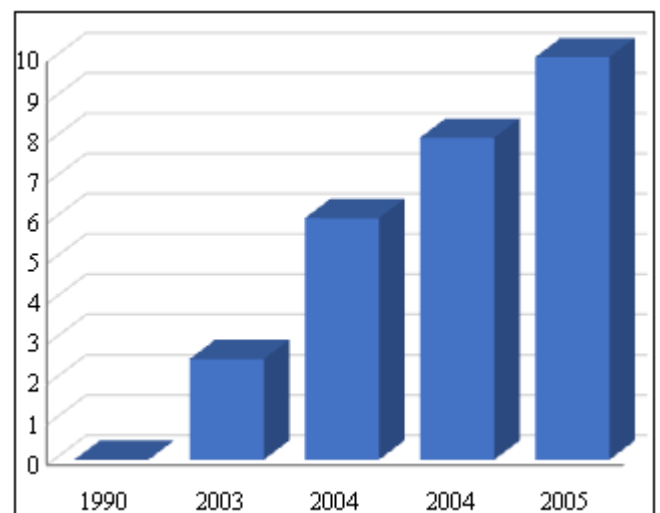
Social Sites: These are web based systems which provides a facility to users to build their identity on network basis and stay connected with friends, relatives with a central location. These sites are basically owned as well as controlled by International companies. MNC's get back in reverse of benefits like advertising and generate revenue. Users are register free of cost in many social sites. After registration People get connected to one another and then post news, information, videos and pictures etc. Even though social networking sites may use for a good purpose, but huge number of users upload pictures, highlights, demographic material and information, online conversation, this forces various other users to enter in a unprofessional actions.

2. History of Social Networking Sites

Concept of this social networking technology emerged in 90's with web 2.0 version. Classmates.com arises in 1995 where sixdegree.com come in front in the year 1997. These both sites focused the connection between friends. It permits user to create own profile identity and share information. In 2002 friendster.com websites launched and it gets popular by that time. In May 2003 a new face of social networking websites come into existence named linkedin.com emerge with various amazing features.

In the year 2004 a new social media facebook.com was launched that had changed the total image in the social networking history of social media and web services. In 2005 FB becomes very much popular and plenty of new features attracted many existing social networking users. This begins a new trend setter of advanced social networking site.
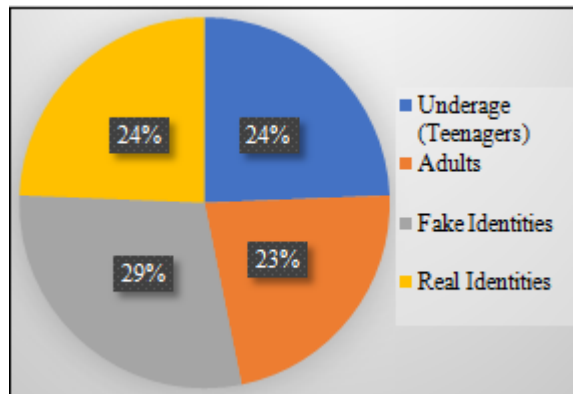

3. Research Approach

Sovereignty and laws are far in distance when it comes to safety of using social sites. There is International cyber law that the user must be minimum 18 years old to register themselves to enter into social networks. Unfortunately we don't have such kind monitoring authority which can check the users age.

The research emphasis the Qualitative research method for analysis to collect the behaviour changes understanding that are caused by social networking websites.

After the approach of survey it has been observed and analysed that there are huge number of users reported from various communities who have one identity or profile, there are other fake profiles on same name as shown in the figure 1.2

Figure 1.2: Shows the usage of fake profiles and underage users.

According to the analysis survey, large number of fake profiles exist in social networking websites, and thus is reverse these fake profiles perform various unprofessional violations on social Networking websites as they register themselves as a fake profile with someone else and upload of inappropriate material like Porn videos and nude images which is very much common act of violation.

4. Research Method

The research starts with the Survey analysis. The survey was performed among the randomly selected most popular social networking website users of Vijayanagara Srikrishnadevaraya University's students with 18 to 24 years age group. The students 18 to 24 of age were chosen because they are the early and advanced users of information technology applications and social networking websites. The research survey was done using web portal and the data have been collected through interview method. The research survey data were also been collected through website survey's, emails, questioning them to understand the effects, their behavioural changes that are caused by the social networking websites on their academic life and carrier.

5. Analysis and Data Interpretation

Table 1: Usage purpose of Internet

Uses	Percentage %
E-Mail	29.50%
Surfing	25.8%
Social Networking	38.7%
Others	5.5%
Total	100%

Table 1 shows the usage percentage of internet with 25% for surfing and 29.50% for emailing. These are the two main common uses of internet. The social networking websites used by the academic students were reported 38.7% and that is why the social websites are growing fast. The other internet usage was reported as 5.5 percentage.

Table 2: Memberships in social networking websites

Member of SNS	Percentage %
Yes	99%
No	1.0%
Total	100%

In the table 2 it was recorded that 99% of sample was members of social networking websites. Divided the data down further, 55% of the respondents were the members of today's most popular percentage of users social networking website facebook.com and 33% of respondents were the twitter.com members, and rest of the members was recorded to other social networking websites mentioned were Myspace, LinkedIn, Friendester, and google+.

Table 3: Usage of social networking websites

Hours	Percentage %
Less than 1 Hour	75.1%
1-2 Hour	21.2%
3-5 Hour	3.7%
Total	100%

In the above table, it has been shown that 75.1% of social networking websites users use it less than one hour and there were no respondents who use social networking websites for more than 6 hours. Majority of the data were exposed to social networking websites for short duration due to various personal issues like, no internet access at their home or no interest in social networking websites.

6. Social Networking Websites and Its cause on Students Education

Quality education is essential part of every teenager. Teenager always shows more interest for using social networking sites. But social sites affect their education in harsh way. When we look into previous research, more than 90% of college students use social networking sites. Smartphone, Tablets, Ipad, computers, are fast grown technology where used for various communication purposes. Academic students are using such communication devices to ingress social networking websites at any time any place. The academic students use it for e-learning. There is no doubt that the Technology is a step towards goodness, but if we look the technology in another way, it can be very dangerous for social networking devotee. Providing facility of social networks of addiction to any teenager and even an adult, as the academic expectations is not sufficient for that student who suffers from social isolation.

Social Networking websites diverts the total concentration of the students and grab them towards non educational, unethical and unsuitable actions such as useless chatting, time wasting by useless information searching and not concentrating on studies, keep on holding cell phones.As the social networking websites are introducing many attractive features like gamming especially Pub-G, online rummy, Cricket games etc. The Students cannot get succeed because they have no sense of their future and competitions in their profession.

Social networking websites provide new user applications every day and snatch the interest of students and grow the number of users. Users are totally free of cost to use these applications. These free of cost applications betray students from their goals, and they do not concentrate on their studies. As all of the social networking websites applications are based on high resolution screen, so by looking long very time same screen could cause high blood pressure and

nervousness which could be harmful for their academic life as well as personal health.

According to survey students do not eat their food on time and are not sleeping on time which causes a very non serious approach with education. Social networking websites connect them with one another so they not even care to solve their basic home jobs and they get in touch with their elders and seniors to assist them in their educational material as a readymade food. In most of the dissertation work students copy it from their seniors. Social networking websites provide unacknowledged life to the students, those students who even not speak in front of anyone could feel freedom in their life because he/she get privacy in this. When they use social websites they feel like in heaven but this weakness kills their inner self qualities forever.

Becoming addict of social networking websites feels like they have many good friends but in real many of the contacts are false and thus effects by going far from your family, close ones, and other associations that could be very much harmful for their personal life and academic career. It changes the mindset of students towards education life completely. This virtual life of student changes his thoughts from education towards other unprofessional activities and by living inside fantasy world student slowly starts to avoid the academic life and studies. A very unprofessional action performed by almost every user on social networks is intrude. It is concept of understanding is the other users by spying their profiles, actions, likes, comments performed. In this regard opposite genders can be charm by one another and to find quality of any friend almost each and every academic student destroy months and weeks on eavesdropping. According The U.S. Military banned use of social networking websites on soldiers and Canadian Government has also debar employees from social networking websites while the U.S. Congress has proposed to block all such social networking websites in schools and library. Social networking websites some time plays a very negative impression on people of irrespective of age. The teenagers are badly victimized. International and national jurisdiction must take action against such social networking websites.

7. Conclusions

The trending hashtags and growing social media impact has shown teenagers a new way, in their academic life, their behaviour. Social sites must use like a refreshing tool such as a cup of tea. This should not spoil education quality and ethics in learning. It could ruin the future of academic teenagers as well as adults and it had a very bad effect on education as it is discussed. No one has a capacity to find out what action are performing by social site users. It is also a strong advocacy for Government and international cyber Jurisdiction to take a strong part and prohibit these types of websites. It is also recommended to parent that they should strictly debar their children from using these social networking websites.

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