Social Networking Sites- An Addiction among Youth

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ABSTRACT
The last decade witnessed an explosion of social networks such as Facebook, twitter, Instagram etc, which added a new social dimension to the web. While such networks have made people, communities and groups with shared interests stay more “connected”. Internet addiction and surfing so many social network sites on internet is an addiction and moreover this particular also started being recognized as psychological disorders all over the world. While several 90’s studies focused on Internet addiction, the next decade saw the growth of a new addiction related to all manner of social networking sites, especially the current king of the jungle: Facebook.

This study investigated the existence of Internet addiction among youth and how users are becoming addicted to the Internet in much that same way that others became addicted to drugs or alcohol which resulted in academic and what are the advantages and disadvantages of social networking sites.

Keywords
Social Networking Sites, Addiction, Facebook.

1. INTRODUCTION
Online social network sites like whatsapp, twitter, Instagram and Facebook etc. have grabbed the interest of youth and now a days became common destinations for young people across the country. young people are logging in for creating a attractive and elaborative profiles, publicly disclosing their relationships with other participants, and writing many comments back and forth. Now a day these sites are an important part of teen’s social life. People today can’t imagine living without social networking. It has become a daily routine no matter where you are. Those who do not get enough time to access their desktops often use a mobile device to stay connected with their friends. What’s even more interesting is that teenagers are using social networks more than the adults demographic today, something which has never happened before the last year or so. But there are also people who do not support this growing trend mainly because of its negative impact on the society. The argument is that social networking is slowly taking over face-to-face communication, as people prefer expressing themselves online.

2. LITERATURE REVIEW
Charles O. Omekwu, Helen N,Nteka Jennifer Odoh (2014) studied The Use of Social Networking Sites among the Undergraduate Students of University of Nigeria, Usukka and found that a reasonable number of UNN Undergraduate students use the social networking sites. Hence, The popularity of the social networking usage by undergraduate students of university of Nigeria Usukka is high and they are getting some advantages out of it. The students are using social networking to achieve some purposes. The researcher found that sometimes you can take advantages through and sometimes facing disadvantages are also part of it. Technology is having two sides like a coin , one good site and one bad site. Based on this, it is instructive to note that the relevant government authorities and other sponsors of the students, have to take good measures to ensure that they(student) are made to be aware of how and why they use the social networking sites.

Shivani Arora (2014) studied Social Networking-A Study of Indian Youth and found that the respondents studied are users of Social Networking websites, spending considerable time on it. They have access to the networks all the time through their smart phones and tablets, so they find it a little difficult to calculate the exact time they are spending online on social networks. This makes our job of figuring out the time as a symptom of addiction very difficult. One of the symptoms of logging on to social networking websites before going to sleep checks out in majority of users, which further leads to sleep deprivation as they remain hooked on it for long hours, thereby causing harm to their physical and mental health. They also tend to agree that the medium is addictive, which is indeed a positive finding, since once the knowledge is there, the chances are the youth is aware that if used excessively , it may turn out to be an addiction. The realization by the young people of it being addictive, harmful to physical and mental health may be construed as a positive sign.

Onyeka Ndidi Camilia,Sajoh Dahiru Ibrahim, Bulus Lucy Dalhatu (2014), studied The Effect of Social Networking Sites Usage on the Studies of Nigerian Students and found that study revealed no effect in the students’ use of SNSs on their studies, the study still founds that there is a need for creating a balance between the use of SNS and studies. This is because students are using the SNS even in the lecture hall while lectures are going on and also while studying. There is need for students to learn time management and to allocate, to each task, a specific timeframe. Students and young adults should always make out special time for using the SNSs and not to devote all their available time to it. The study found that using social networking sites may sometimes would increase students’ academic performance. Since students are also using SNSs for their academic activities, lecturers should use SNSs to enhance teaching-learning process by uploading academic contents for use by the students.

S.M. Al-Jubayer(2013) studied The Use of Social Networking Sites Among Teenagers: A Study of Facebook Use in Dhaka City, and concluded that While there are certainly concerns about the growth of technology and Internet use among teenagers in Bangladesh and around the world, technology should not be necessarily negative always. The fact is that technology has become an integral part of the modern
teenager now a day. Parents should become more conscious and concerned for monitoring online usage of their children. They should recognize that technology is now a normal part of many teenagers’ lives. Results from the most extensive study (Ito, 2008) on teens and their use of digital media suggest that youth are developing important social and technical skills online, often in ways their parents do not understand or value. Ito (2008) indicated that: It might surprise parents to learn that it is not a waste of time for their teens to hang out online. There are myths about kids spending time online – that it is dangerous or making them lazy. But we found that spending time online is essential for young people to pick up the social and technical skills they need to be competent citizens in the digital age. Over three years, this study (Ito, 2008) interviewed over 800 young people and their parents, both one-on-one and in focus groups, spent over 5000 hours observing teenagers on sites such as MySpace, Facebook, YouTube, and other networked communities, and 44 Journal of International Social Issues conducted diary studies to document how, and to what end, young people engage with digital media. This study identified two distinctive categories of teen engagement with digital media: friendship-driven and interest-driven. While friendship-driven participation centered on “hanging out” with existing friends, interest-driven participation involved accessing online information and communities that may not be present in the local peer group.

Shabnoor Siddiqui and Tajinder Singh (2016) studied “Social Media its Impact with Positive and Negative Aspects “and found that social media has become integral part of a life. Almost every second person is connected through this. It has increased the rate of collaboration too. Businesses are also using it for promotional purposes. Youngster are daily in touch with social networking sites.

But it has negative site too and people can mislead or misguide through these sites. Some people are sharing wrong information on it. It’s not maintaining proper privacy of a person. Use of social media should be in limited way.

Aida Abdulahi, Behrang Samadi, Behrouz Gharleghi (2014) studied A Study on the Negative Effects of Social Networking Sites Such as Facebook among Asia Pacific University Scholars in Malaysia and the study shows that social network sites such as Facebook affects the scholars of Asia Pacific University. For instance Reynol Junco, 2012 found that time spent on Facebook and checking Facebook was negatively related to the overall performance of the student. Time spent on social network sites is shown to negatively impact academic performance. There is negative correlation between two. As time spent on social networking sites increases, the academic performance of the students is seen to deteriorate. This ties in well with the findings presented in Kirschner and Karpinski (2010). Secondly, the researcher concluded use of social networking sites with the health threat.

3. OBJECTIVE OF THE STUDY
To find out the significant factors of attraction which are responsible for addiction of usage of social networking sites among youth and to find out the influence of social networking sites on the personal and professional life of the Students.

4. RESEARCH METHODOLOGY
The study was designed to collect information about usage and addiction of social networking sites among youth. The research study is primary in nature. The data has been collected through a Questionnaire to get in-depth knowledge about The Effect of Social Networking Site among Youth. The sample was collected from the UG and PG colleges of Bhopal.

4.1 Sample Type
For the purpose of the research studies of different colleges were surveyed in Bhopal. Non Probability sampling (convenience) technique was used for the survey.

4.2 Analysis & Interpretation
The responses received from the respondents through the questionnaire were analyzed. Percentage analysis method was used for the analysis, the result were as under:

![Fig:1-On purpose behind using social networking sites among youth](image)

<table>
<thead>
<tr>
<th>Purpose Behind Using Social Networking Sites</th>
<th>Respondents(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find some information</td>
<td>30</td>
</tr>
<tr>
<td>Get options</td>
<td>25</td>
</tr>
<tr>
<td>Entertain yourself</td>
<td>20</td>
</tr>
<tr>
<td>Communicate with family and friends</td>
<td>15</td>
</tr>
<tr>
<td>Share your videos/pictures</td>
<td>10</td>
</tr>
<tr>
<td>Make new friends</td>
<td>5</td>
</tr>
<tr>
<td>Relationship</td>
<td>5</td>
</tr>
<tr>
<td>Share photos/videos</td>
<td>1</td>
</tr>
</tbody>
</table>

1.28% of respondents are using social networking sites to get connected with their family and friends.
2.24% of respondents are surfing social networking sites for the sake of entertainment.
3.16% of respondents are using social networking sites to find some information.
4.14% of respondents are using social networking sites to be socialized.
5.8% of respondents are using social networking sites to make new friends.
6.4% of respondents are using social networking sites to share pictures and videos among their friends.

Rest of the
respondents are using Social Networking Sites to get opinion and to share experiences etc.

4.3 Some other facts regarding Social Networking Sites users

1. 80% of the youth are using/surfing social networking sites since their teenage.
2. 68% of respondents are regularly using 2 or more than 2 social networking sites.
3. 84% of respondents are in a habit of surfing social networking sites for 4 hrs in a day.
4. 78% of respondents feel that social networking sites have not created any negative impact on their personal life.
5. 67% of respondents are connected with their friends and relatives only through social networking site.
6. 64% of respondents don’t like any interference from the side of parents while using social networking sides.
7. 62% respondents are connected with more than 200 peoples through the help of social networking sites.

5. CONCLUSION

People today can’t imagine living without social networking. The findings of this particular study indicate that the majority of youth are using social networking sites not for any educational purpose but just for the sake of entertainment and as a communication channel. This may adversely affect the studies and career of a young blood of a nation. If not taken care properly then our youth will waste their prime time on this, without focusing on their career. Social networking sites are most favorable entertainment source of the students. It seems it will grow stronger and stronger in a future.

6. REFERENCES


