

Impact of Social Network Media: A case study @ SSM Engineering College

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ABSTRACT: *This paper is focused to find out the solution, whether the social networking media are a boon or bane for today's society. No doubt these SNM provides employment, marketing, personal growth, sharing of information, but the most prevalent danger thorough often involves online predators or individuals. The study analyzed the data from 100 respondents. In this context, we monitored on the positive as well as the negative impact of these social networking media on students of SSM Engineering College.*

Keywords: Social Network Media, Academic, Student, Community, Impact, Wisdom, Communication, Entertainment, Time Killing

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1. Introduction

Social Network Media (SNM) has gathered astounding magnification growth and popularity worldwide, which has led to attracting attention from a variety of scholars in universally. The social networking phenomenon has emerged over the past ten years. At that time, millions of internet users are engaged, both in their leisure time, and at work. However, there has been very little research on the socioeconomic impact of these sites in the Indian context. In this paper, we attempt to bring the impact of these social networking sites to the student community of SSM in both positive as well as negative phase. In less than five years, these sites have grown from a niche online activity into a phenomenon through which tens of millions of internet users are connected, both in their leisure time, and at work. There are various factors which have prompted us to consider the implications of these technologies for policy-making. One of these is the willingness of users to embrace SNM as a means of communication and social networking in everyday life. The increasing dependence on technology for basic communication also highlights the importance of analyzing how SNM are affecting daily processes. Sites like e-mail (google, yahoo) Facebook, Whatsapp, Twitter, Friendster and LinkedIn are influencing the way users create, maintain and exchange their cultural relationships from close friendships with casual acquaintances.

2. Review of Literature

A lot of literature is available now days on the social network media and their impact on the youth of any nation, children, adolescence and as families during the last 5 years, usage of such sites has increased among preadolescents and adolescents. Out of 75% of teenagers owning cell phones, 25% use them for social media, 24% use them for instant messaging and 54% use them for texting (Hinduja and Patchin 2007). Positive outcomes from these technologies as jobs found through LinkedIn or political activities organized via Facebook is well-known, but now a growing corpus of research on social network sites supports this view too (SumitiSehgal, 2010). Social networking sites have both negative and positive impact on the education of the youth (Kuppuswamy, 2010). According to a latest poll, 22% of teenagers log in more than 10 times a day on their favorite social media site, and more than half percentage of adolescents logs more than once a day (Steyer James, 2009). Youths and adolescents are at some risk as they navigate and experiment with social media because of their limited capacity for self-regulation and susceptibility to peer pressure. There are frequent online expressions of offline behaviors, as clique-forming, harassment, and sexual testing according to a recent research (Lenheart, 2009). In fact, research also states that parents need to be aware of the type; content and nature of social media sites as maximum of them are not suitable for children and adolescents. So, Pediatricians are now playing a vital role to help families understand these sites and their usage so as to monitor for potential problems with sexting, cyber bullying, Facebook depression, and exposure to inappropriate content, (Keeffe, 2012). Today, many parents are IT literate and use technology suitably well, comfortably and feel capable with the online sites that their children and adolescents are using. But some parents find it problematic to relate to their technology youngsters online. Such parents gradually lack an idea and connectivity with these new forms of socialization that play a vital role in their kids' lives, (Palfrey J & Gasser U, 2010).

3. Methodology

In this study two kinds of survey data have been taken as primary and secondary sources of data will be evaluated. The primary data for this research study will be collected through a questionnaire; the data from the questionnaire were collected from 100 respondents which served as the primary source of data for the analysis of this research and that lead this research study to the exploration of the impact of social networking websites on academy user. At the same time literature review of this research study will provide the secondary data which is gathered from published research articles. 100 respondents were randomly selected from SSM. Respondents were only students who filled a questionnaire. The collected data were carefully assessed to the statistical software, i.e. SPSS and the results were taken as they were required for the analysis of this research study.

4. Category of Social Network

• Social linking

Keeping in touch with friends and family members is one of the greatest benefits of social networking for creating social relationships via online. Aug. Facebook, Twitter, Google, YouTube and whatsapp etc.

• Professional

Professional social networks are designed to provide opportunities for career-related growth. Some of these sorts of networks provide a general forum for professionals to connect, while others are focused on specific occupations or interests. A few examples of professional social networks are LinkedIn, Classroom2.0 and etc.

• Educational

Educational networks in which many students and scholars collaborate with others on academic projects, to conduct research or to interact with professors and teachers via blogs and classroom forums. Educational social networks are becoming extremely popular within the educational system today. Some examples of such educational, social networks are Academic.edu, Student room, ePACS school blog, Connotea collaborative research, etc.

• Residential

Residential network sites are made up of people seeking answers to everyday problems. For example, when you are thinking about starting a home improvement project or want to learn how to go green at home, you may perform a web search and discover countless blogs, websites, and forums filled with people who are looking for the same kind of information. A few

examples include Super Green Me, HGTV Discussion forums, etc.

Purpose

- o To bring out positive as well as negative impact on the user using SNM
- o To examine the awareness level of usage of different social network media.

Characteristics of Social Network Media

Personalization Profile: The basic level of entry in the most SNM is the setting up of a ‘profile’: a personalized page developed by the user in which they present themselves to peers, through music, photos, text and videos amongst others. Functionalities. SNM allows users to organize their social association with profiles in the way they want to view other members.

Externalization of Profile: The externalization of networks is possibly one of the first times online users have been able to view their own online social networks, and share them with friends and the general public. Some SNM also supports applications which allow users to review the relation between themselves and other members.

Corner Formation: SNM supports the formation of new corners for people to connect among themselves. Users of these sites may choose to communicate through various digital objects, such as tags and inbuilt applications within the SNM, such as the ‘visual shelf’ applications in Facebook. Users may join a community of book readers, connecting through books they have liked.

Reorganization of Internet Geography: SNM supports new points of entry to the internet: people’s personal worlds. Until recently, people spoke about the internet in metaphors of places (cities, addresses, and homepages).

Usage Simplicity: A major character of SNM is simplicity where anyone can create and manage SNM with basic internet skills. Prior to SNM, users gained an online presence by having a personal homepage. The main drawbacks were that these homepages are not easy to create and develop for hosting of the site often incurs costs. Whereas many SNM is free of charge and open for anyone to join with no mandatory registration.

Social Impact of Students Community in SSM:

There has been significant interest and concern about the risks of online social networking because of access to personal information and the anonymity that the system allows. A number of public cases of bullying and identity theft have put this issue in the public area. In the survey participants were asked whether they have ever had a bad social networking experience. A considerable number of respondents in a survey (42%) reported that the negative experience was with adults aged below 30. The most of the respondents the experience reflected unwanted contact or people posting inappropriate or upsetting information online. Some respondents specified they were online bullied and provided examples such as abusive messages and harassment from someone of the gender.

5. Results and Analysis

Table no. 1 reflects that below 20 years, students 43% use SNM, 20 to 25 age group students, 38% use SNM, 25 to 30 years old students, 14% use SNM and above 30 years age group students use SNM only 5%. Below 20 to 30 years age group students use SNM for wisdom and entertainment mostly when compared to other age groups of students. The table no. 2 reflects that male students are dominated in the use category of wisdom as well as entertainment on the other hand, of female students are equally preference given to wisdom as well as communication. At the same time female students are not spending time more for entertainment and time killing rather than male students.

The Table no. 3 indicates that the student community has utilized the SNM mostly with friends (39%) followed by teachers (23%) for getting communication and good their wisdom of total population. Other results have been indicated that the entertainment is 19 (2%), time killing is 8 (29%) only with unknown persons. Above table the use of social networking media has been classified into four groups, i.e. wisdom, communication, entertainment and time killing. The analysis of 100 respondents shows the following results; the total average of respondents that uses social networking media due to their

Category	Blow 20	20-25	25-30	Above 30
Wisdom	12	15	5	3
Communication	10	7	5	2
Entertainment	15	10	2	00
Time killing	6	6	2	00
Total	43	38	14	5
Percentage	43%	38%	14%	5%

Table 1. Age & Use of SNM

Category	Male	Female
Wisdom	21	14
Communication	10	14
Entertainment	16	11
Time killing	10	4
Total	57	43
Percentage	57%	43%

Table 2. Gender use of SNM

Category	Relatives	Friends	Teachers	Others
Wisdom	4	20	10	1
Communication	3	12	8	1
Entertainment	2	2	4	19
Time killing	0	5	1	8
Total	9	39	23	29
Percentage	9%	39%	23%	29%

Table 3. Social influence & Use of SNM

friends is 39% of the total population. The total average of respondents that uses social media due to their family is 9% of the total population. This analysis determines the total average of respondents that uses social networking media due to their teachers 23% of the total population the total average of respondents that uses social networking media due to others is 29% of the total population.

6. Conclusion

Many researchers were found that the social networking media are acting as a great medium for view mobilization. Social networking media impact positively on youth in raising their corruption, etc. These social networking media are proving themselves an advantage, at least in bringing opinion of people on these social issues. The youth, students are getting more aware about the social issues mainly from Facebook. But instead of getting the knowledge the youth generally don't discuss them, they just share it or like it and the issue just remains focused on web only. Most of the people think that students can play a positive role in changing our society which is represented in most of the responses to different queries. So we should focus on the ethical use of these SNM so that it serves our society in a right way and the academy students can play an important role because SNM is a boon and curse both for the Indian society. On one hand it provides a way to connect our dear ones on the other side, it gives a dais that become a danger for our tradition and culture.

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