

A Study on Domination of Social Networking Sites on interpersonal relationship of students

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Abstract

Social networking sites users are growing up day by day. Young generation people are frequently using these sites for various purposes including gaming, chat, doing business and many more. It also allows us to interact with the unknown people who share common interest with us. Through these SNS, we develop virtual interpersonal relationships with friends existing in the online world. The study aims to investigate the reasons of domination of these social networking sites and its impact on interpersonal relationship of student's life. A survey was done on the 300 students of five different colleges through the simple random techniques. It was found that there is a very significant connection between social networking site utilization and interpersonal relationships. Excessive use of social networking sites hampers the interpersonal relationship of the students to a large extent. Students need to understand the differences between the real world and the virtual world. Relying on these websites, which encourage online friendships, is bad since it increases the risk of meeting people with questionable behaviour. These sites hinder face-to-face friendship, but many students do not consider that and they use SNS in order to communicate conveniently with their faraway friends.

Keywords: Social Networking Sites, Interpersonal Relationships, SNS

Introduction

Social Networking Sites (SNS) have become one of the most popular and powerful forms of media for communication among students. Some of the mostly used social networking sites are Facebook, Whatsapp, Instagram, Twitter, LinkedIn etc. Social media have brought people from different geographical locations onto a single platform and also given them the opportunity to explore varieties of culture, trends, news etc. Through these sites, SNS allows us to make friends and share our ideas, emotions, feelings, information and much more with them. In today's competitive world, these sites are also helping small entrepreneurs to expand their business on a large scale. Being an interactive medium, it has brought a boom in the communication field. Now, people can connect with other people across the world. Today's generation is highly involved in the social world offered by these social networking sites.

In earlier days, it was very difficult to connect with people living long distances. It took a number of days to receive letters from family and friends but these interactive media have changed the way of living life by connecting them. The convergence of technology and the media has made life so easy by providing us with many things by just

scrolling down the phone's screen. While wondering about social media, we cannot only make friends, but we can also update ourselves. Shopping through social sites is no longer the only task of tech lovers.

According to the report by S. Dixon, Dec 16, 2022, use of social media is one of the preferable habits and over 4.26 billion people are using social networking sites worldwide as of now. This number can be projected to more than 6 billion in 2027. The Backlinko report also revealed that 56.8% of the population of the world, which is 7.87 billion people, is active on different social networking sites. This report also says that Facebook has the most active monthly users with 2.9 billion data. Youtube is at the next number with 2.3 billion users and WhatsApp in third position with 2 billion active users. Falling smart phone and internet prices have made these sites an integral part of the younger generation of youth. Photo or video sharing, location sharing, social gaming, blogging, building social networks etc. have become frequently done activities for young students. Today, even governments and politicians are using social media to grab people's attention.

We all know these social networking sites allow us to communicate with our family members, relatives, friends and others. These sites also give us the opportunity to interact with people who are unknown to us and share common interests with us. Through interaction with unknown people worldwide, we develop a virtual interpersonal relationship with them after a long time. We start giving time to the virtual world by exploring virtual relationships. These relationships may be based on the common interest, regular interaction habits, regular business interaction, love, liking, affection, social relationship etc. As we all know, an interpersonal relationship is a relatively long-term association between two or more people.

Social Media are also the term used for social networking sites. This term is used because it is a medium for social networking. We know there are so many people who have expanded their business by promoting their goods, ideas and services through using these sites. Generally, college-going students use SNS because they want to update themselves on current scenario, trends, events and technology. Making profiles on social media has become a status symbol for many people. We can't ignore one of the best qualities of social networking sites is that it treats everyone equally and also boosts the self-esteem which is actually required for complete personal development. There are so many people who hesitate in front of other people because they over think about the situations, but they can easily express their views openly on social media and they are also in trends on these sites.

The influence of social networking sites on interpersonal relationships can be in many ways. On these sites, people develop virtual relationships with unknown online friends. This virtually developed interpersonal relationship with unknown people can affect the user's interpersonal relationship with others people who are close to him/her. This influence can either be good or bad for the user.

Literature Review

Man is a social animal by nature. Man can't live alone because he has to satisfy certain needs for survival. A man has to enter into a relationship with someone to live a life. Social media not only broaden the options to find fellow mates but also give options to create virtual networks and communities.

The social networking site first arrived in 1997. It was first initiated to create a personal profile, maintain a friend list and exchange messages between the profile holders. Sixdegrees.com was the first site that opened up social connectivity in the virtual world with the slogan that you are only 6 degrees away from everyone. This site has more than three million users available since 2022. This site was followed by the sites myspace.com and Match.com. After that, so many sites arrived, but Facebook.com has achieved maximum users till now and is at the top position in terms of maximum profile holders.

Won Kim and Sang-Won Lee (2009) rightly pointed out that today, college students use numerous social networking sites to stay connected with their friends, discover new "friends" and to share user-created content, such as photos, videos, blogs etc.. Tiffany et al. (2008). Millions of contemporary young adults use social networking sites. 92 undergraduates completed a diary-like measure each day for a week, reporting daily time use and responding to an activities checklist to assess their use of the popular SNS, Facebook. Geetanjali Naidu & Sunil Agrawal (2013) in today's scenario, social media have become a very useful tool in buying behavior decision making. It is influencing customer/consumer in a dynamic manner.

According to the research done by Nasir Koranteng Asiedu, published in Library Philosophy and Practice 2017(1) the positive effects of social media outweigh their negative counterparts. Hence, students should not be entirely discouraged from visiting social media sites.

Annette et al, (2009) researched the impact of social networking sites on the study of students and the findings indicated that social media networking sites can negatively affect the grades of students. Further, Hurt et. Al, (2012) found in his study that social media have the embryonic idea of diverting students from focusing on their course work at school level. Folorunso (2010) did a study where he tried to study the different attributes of innovation in the students of University of Agriculture in Nigeria towards using networking Sites and finding the regular habit of using of SNS by the students. Boyd and Ellison, (2007) summarize in their study that teens mostly used social networking sites to communicate with friends and for entertainment. After the arrival of Facebook, the younger generation has become attracted and fascinated too.

Folorunso (2010) conducted a survey among students of the University of Agriculture, Abeokuta in Nigeria and tested the attributes of Diffusion of Innovations (DOI) theory towards the use of patterns of snss. Bicen And Cavus (2010) evaluated the usage of snss among students in the department of computer education Instructional technology and found which snss are the most preferred by students. Won Kim and Sang-Won Lee (2009) rightly pointed out that today college students use numerous social sites, to stay connected with their friends, and discover new “friends” and share user – created content, such as photos, videos, blogs and Etc.

Keywords:

Social Networking Sites: these are web based services focus on creating online communities of people based on their similar interests, likings or activities. Immediacy and interactivity make these sites students favorite.

Interpersonal Relationship: it is an association between two people based on their common interest and comfort ability. Here two way communications occurs with complete understanding.

Technology determinism: Here, every credit towards the development is given to the technological advancement. The supporter of the technological determinism has the belief that things that are happening around in our society are controlled by the Technology. They also support that technology is the principal initiator of the transformation happening in the society. The American sociologist, Thorstein Veblen has given the theory on Technology determinism.

Social Media - Social Media refers to the means of interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. In spite of stay in touch with friends and others, it also helps us to remain up to date with news and current events. Social networking can have a social purpose, a business purpose, or both, through sites such as Facebook, Twitter, LinkedIn, and Instagram, among others. Social networking has become a significant base for marketers seeking to engage customers. These SNSs have changed the way the adolescents (students) interact and gather information (Raacke & Raacke 2008).

OBJECTIVES

The objectives of the study are to:

- Which social networking sites are more popular among the students?
- To know pattern of utilization of the social networking sites by the students.
- To research on profile of students in terms of their behavior towards unknown friends, purpose of using SNS, frequency of use etc.
- Find out the influence level of social networking sites in interpersonal relationship of student of the university or college with their family, friends, teachers and others.

METHODOLOGY

This study is used to know the influence of SNS on interpersonal relations of students and it primarily uses descriptive research design. This research uses survey technique to gather the demographical data including opinion, behavior, attitude, opinions, beliefs etc. Here, the simple random sampling is used to select five different colleges or institutions of Delhi and Delhi NCR. 300 students as a sample are selected in these five colleges. Sixty students from each college are selected randomly. Girls and boys both were taken for the study. A survey

questionnaire was distributed to the respondents to collect the data based on their views on research topics. Respondents were self-administrated with 25 open ended questions in questionnaire through the Google form. The whole study is based on the primary data collected from the respondents.

RESEARCH TOOL

Here the data is primary and collected through the questionnaire and survey forms. First of all, the respondents were asked whether they have social media accounts or not. After finding the answers, the questionnaire was further asked for the profile of the respondents and their views on impact of Social media on interpersonal relationship through the Google Form.

Result

Here, all the youth (both girls and boys) were first asked about their profile and their activity done on social media such as Frequency of use, Time spent on social networking sites, Photo sharing, Communication, Use for entertainment, Gaming, Online application Etc. have also been taken into the consideration for study. The results that we find after completion of this study are;

1. Age group of respondents taken in a study

Age	Frequency	Percentage	Cumulative percentage
15-18	120	40	40
18-21	135	45	85
21-24	45	15	100

Table 1- Age of the students

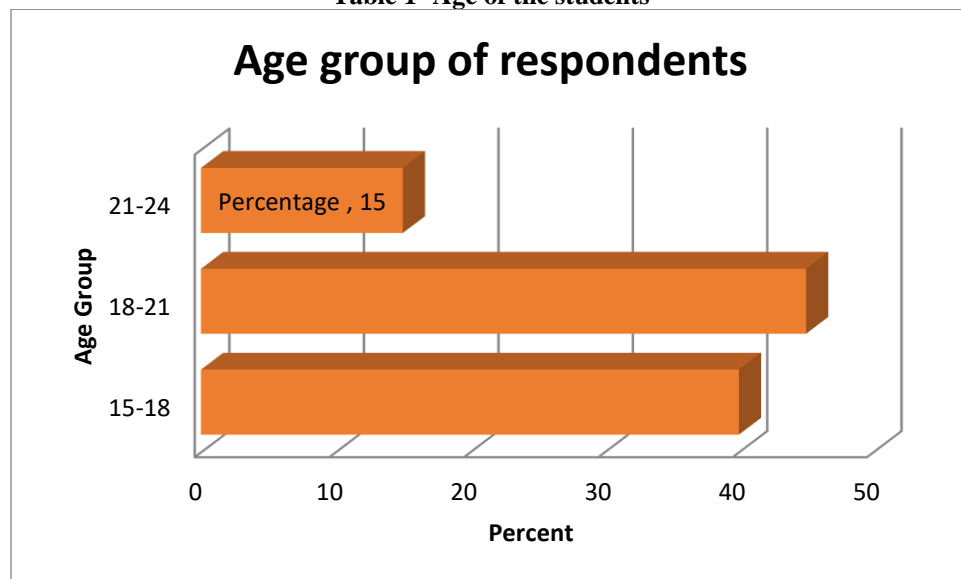


Figure 1: Age Group of Respondents

As the Chart 1 shows, 15 % of the people belong from the age group 18 to 24 and 40% people belong from age group 15 to 18 whereas, 45% people belong from age group 21 to 24.

2. Gender of the Respondents

Gender	Frequency	Percentage	Cumulative percentage
Male	130	43.33	43.33
Female	168	56.00	99.33
Others	2	0.67	100

Table 2: Gender of the respondents

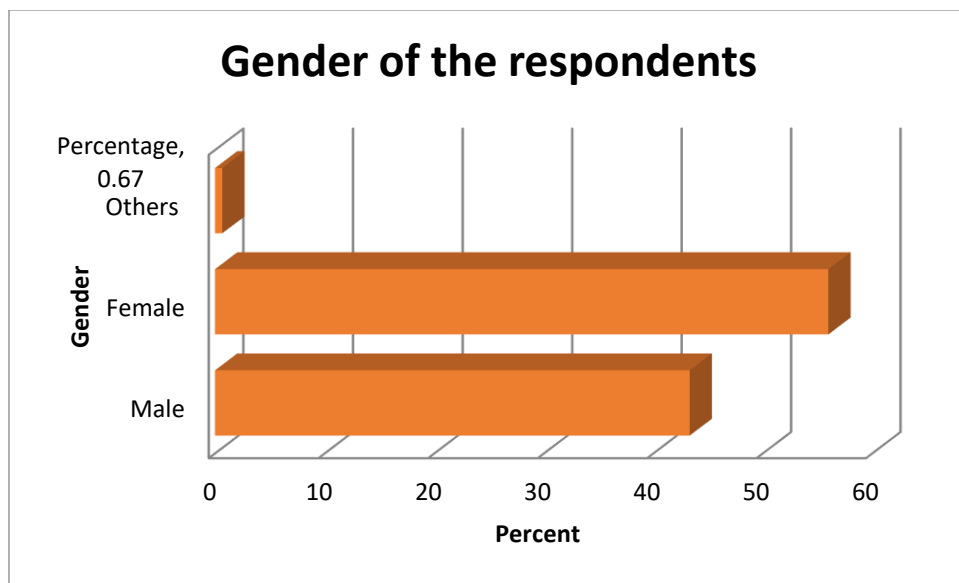


Figure 2: Gender of the respondents

From the above Figure 2 above clearly stated that 56% respondents are female and 43.33% are male.

3. Respondents belong from the area

Area belong	Frequency	Percentage	Cumulative percentage
Rural	114	38.00	38.00
Semi Urban	115	38.33	76.33
Urban	71	23.67	100

Table 3: Respondents belong from the area

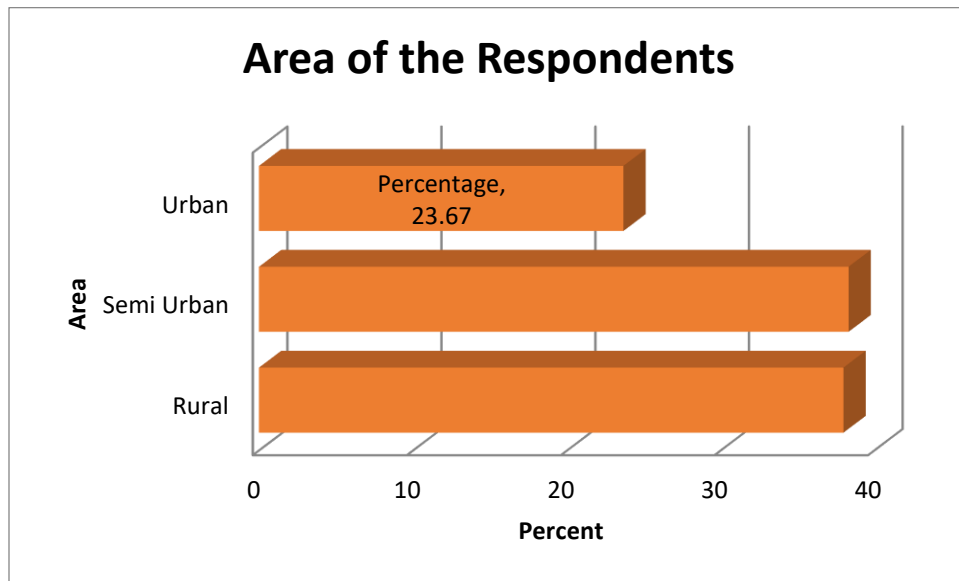


Figure 3: Respondents belong from the area

From the Figure 3; we can estimate that 38.33% respondents belong from the urban area whereas, 38.00 % and 23.67% respondents are from semi urban and rural areas.

4. Do you use social media accounts on daily basis?

Response	Frequency	Percentage	Cumulative percentage
Yes	285	95	95
No	15	5	100

Table 4: Use social media accounts on daily basis

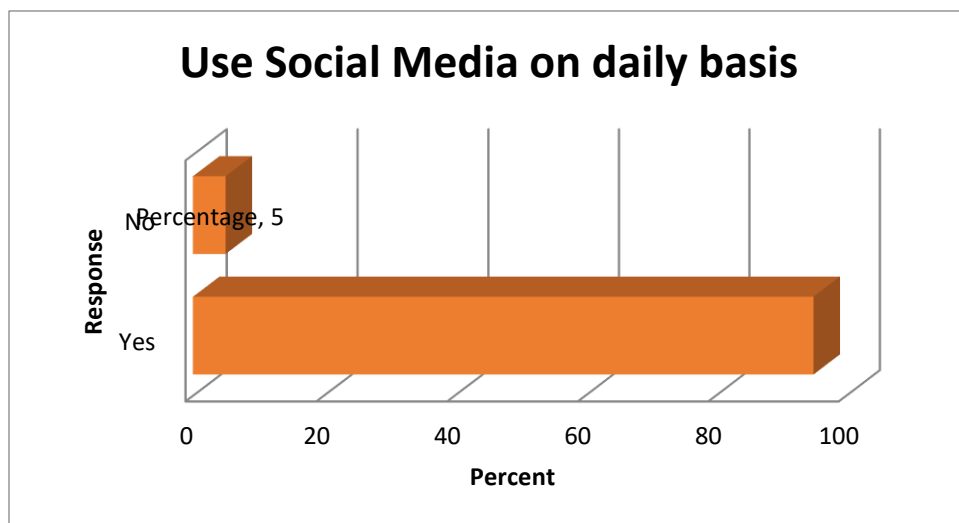


Figure 4: Use Social Media on daily basis

As the above Figure 4 is showing 95 % of the total respondents used social media accounts on daily basis whereas, 5% denied it.

5. Mostly used Social media by the respondents

Social Media account	Frequency	Percentage	Cumulative percentage
Whatsapp	72	24	24
Instagram	75	25	49
Facebook	70	23.33	72.33
Twitter	10	3.33	75.66
Linkedin	18	6.00	81.66
Pintrest	5	1.66	83.32
Youtube	48	16.00	99.32
Others	2	0.68	100

Table 5: Mostly used social media by respondents

It can be seen from the above table 5, Instagram is the most popular SNS among the young students and then WhatsApp and Facebook are followed.

6. Favourite Social networking sites among students

Social Media accounts	Frequency	Percentage	Cumulative percentage
WhatsApp	72	24.00	24
Instagram	81	27.00	51
Facebook	90	30.00	81
Twitter	7	2.33	83.33
Linkedin	17	5.66	88.99
Youtube	28	9.33	98.32
Pintrest	1	0.33	98.65
Other	4	1.35	100

Table 6: Favourite Social Networking Sites

Out of total respondents' majority population have Facebook as a most favorite social networking sites then Instagram and WhatsApp are followed.

7. Device used to access your social networking sites

Options	Frequency	Percentage	Cumulative percentage
Mobile	251	83.66	83.66
Laptop/Computer	49	16.33	100

Table 7: Device used to access your social networking sites

Above Table 7 depicts that 83.66% people access their snss from their mobile phone and 16.33% people access from their laptop.

8. Frequency of using Social Networking Sites

Frequency	Frequency	Percentage	Cumulative percentage
(0-2)hrs	120	40	40
(2-4)hrs	136	45.33	85.33
(4-6)hrs	30	10	95.33
Whole day	14	4.67	100

Table 8: Frequency of using Social Networking Sites

With the Table 8, we can say that 25% respondents used Social networking sites between 0 to 2 hours and 42.5% respondents used Social networking sites 2 to 4 hours whereas, 21.3% and 11.3% of respondents used SNS between 4 to 6 hours and whole day respectively.

9. Feeling addicted to Social Networking Site

Response	Frequency	Percentage	Cumulative percentage
Yes	118	39.33	39.33
No	140	46.67	86
Maybe	42	14	100

Table 9: Feeling addicted to Social Networking Site

From the table 9, we can say that 39.33% participants feel addicted to SNS and 46.66 % feel not addicted to SNS. 14% participants are confused in this regard.

10. Purpose of using Social Networking Sites

Purpose	Frequency	Percentage
Study	289	96.38
Recreation	281	93.9
Searching Job Related Information	55	18.07
Share New Idea	13	42.16

Update Yourself	264	87.95
Making Social Network	195	65.06
Chatting with unknown friends	55	18.07
Download Videos or other content	138	44.57
Other purpose	33	11

Table 10: Purpose of using Social Networking Sites

As the table 10 is showing, maximum students used snss for study, recreation and updating themselves.

11. Social Networking Sites affect the face to face friendship

Variables	Frequency	Percentage	Cumulative Frequency
Strongly Agree	19	6.34	6.33
Agree	92	30.66	37
Neutral	80	26.67	63.67
Disagree	97	32.33	96
Strongly Disagree	12	4.00	100

Table11: Social Networking Sites affect the face to face friendship

As the Table 10 is depicting that 6.33% people are strongly agree, 30.66% people are only agree, 26.66% are neutral, 32.33% are disagree and 4% are strongly disagree with the statement Social networking sites are affecting face to face friendship.

12. Behaviour towards unknown friend request

Variables	Frequency	Percentage	Cumulative Frequency
Frequently accepted	113	37.66	37.66
Accepted after sometimes	148	49.34	87
Never accepted	39	13.00	100

Table 12: Behaviour towards unknown friend request

Table 11 is showing the behavior towards unknown friend request. Here, 37.66% respondents frequently accept, 49.33% respondents accept friend request after sometimes, 13.00% people are never accept the unknown friend request.

13. Time Spend with Family, friends and Relatives

Time	Frequency	Percentage	Cumulative Frequency
0-2 hrs	162	54.00	54
2-4 hrs	101	33.66	87.66
4-6 hrs	29	9.66	97.32
Whole day	8	2.68	100

Table 13: Time Spend with Family, friends and Relatives

Graph 12: Time Spend with Family, friends and Relatives

From the graph 12, we can estimate that 54 % people spend 0 to 2 hrs, 33.66 % people spend 2 to 4 hrs, 9.66 % people spend 4-6 hrs and 2.68 % people spend whole day with their family, friends and relatives.

14. Feel that change the relationship with family, friends and relatives

Variables	Frequency	Percentage	Cumulative Frequency
Strongly agree	14	4.7	4.7
Agree	91	30.2	34.9
Neutral	108	36	70.9
Disagree	63	20.9	91.8
Strongly disagree	24	8.2	100

Table 14: Feel that change the relationship with family, friends and relatives

From the graph 13, we can generalised that 4.7 % of the participants are strongly agree and 30.2 % of the participants are only agree with the statement that they feel change in the relationship with family, friends and relatives. Here, 36% people are neutral whereas, 20.9% and 8.2% are disagree and strongly disagree respectively.

15. Agree with the statement “Social Networking Sites affect the interpersonal relationship of the students”

Variables	Frequency	Percentage	Cumulative Frequency
Strongly agree	38	12.8	12.8
Agree	167	55.8	68.6
Neutral	17	22.1	90.7
Disagree	67	5.8	96.5
Strongly disagree	11	3.5	100

Table 15: Response on the statement “Are Social Networking Sites affecting the interpersonal relationship of the students?”

From the table 15, we can say that maximum respondent's i.e, 55.8% are agreeing with the statement “Social Networking Sites affect the interpersonal relationship of the students” and 12.8% are strongly agreed with it. 22.1 % have neutral views whereas, 5.8% and 3.5% are disagree and strongly disagree.

Major Findings

- 95% students were using Social networking sites and each student is handling minimum 2-3 social networking sites.
- As the maximum population taken under the study were from semi urban area so that we can say social media is frequently used by the students coming from these areas.
- 95% students are using social networking sites on daily basis and most of students access these sites from their mobile phone.
- Facebook, Instagram and WhatsApp are the most favourable SNS of the students.
- Mostly students spend minimum 2-4 hours on Social Networking sites and if we compare it with the time spend with the family, friends, relatives and their near one then we will find that students spend maximum time with the virtual world instead of real world.
- Maximum students use SNS for study purpose, recreation purpose and update themselves.

Conclusion & Recommendation

According to Lin & Subrahmanyam (2007), adolescents are the greatest consumers of the internet especially for accessing SNSs. Social media is very important for all of us. Through the Social networking sites, people are coming together in a social platform and interacting with each other. We are getting connected somewhere

globally. So, making distance from these social sites is not only solutions. As we all know, all inventions has some positive as well as negative points then here, also the same thing applies. Social networking allows us to communicate with the people all around the globe but addiction of it influences our relationship with the people who are close to us. Students are aware that social media is promoting the virtual friendship in a virtual world. It has also reduced the time spend with the people living in a real world like family, friends, relatives etc. Face to face interaction with near one is always a good mantra for happy and healthy life and it is only possible with physical and mental presence at the same place while sitting among the family and friends. Excessive Scrolling of Social networking sites on mobile phones while sitting among family not only create distance but also hampered life.

We can't ignore the fact that social networking sites are powerful medium of communication and also contribute in democracy somewhere. Somewhere, these Social networking sites boosting the confidence level of the youth by connecting them globally. These sites are also giving them opportunities to know diversities of culture, livings, lifestyles etc.

Social Networking Sites offers so many features that revolutionized people's interaction, communication, and even the way of thinking or living life. Balance between the real and virtual life will help to maintain the relations between the people living in two different world i.e, Virtual and real. High level of interactivity and a lot of applications have dragged the youth towards these social networking sites. Social Media Awareness Campaign at different levels including school or college level may also help the students to classify the negative and positive sides of the Social Networking sites. It may also help them to know the right way to handle these sites in terms of frequency of use, response towards unknown friend request, instant location sharing, photos or videos sharing etc.

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