

Chapter 8

Impact of Social Networking Sites Among College Students With Special Reference to Rural Areas in India

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ABSTRACT

Social networking sites over the years have changed from a few user-based sites into a phenomena that has become a platform for a huge number of users. However, the growth and development of social networking sites have brought great concerns on parents and educational authorities with respect to potential risks that are facing the university students as they use online social networking frequently for gathering information. The use of social networking sites among the university students requires much attention with increasing number of students creating profile and feeding their personal information into the sites. The increasing activity on the sites by student community can negatively impact the normal activity of students' lives. This can also become a hindrance to the academic development as well as social engagement of students. Therefore, there is a need to study, assess, and evaluate the issues revolving the usage of social networking sites among the student community. The study shows that the distribution of respondents according to their influence of SNS. It shows both section-wise distribution and their composite scores. Also, the table shows the respective mean scores and standard deviation. It may be inferred that 77.50% of the respondents have stated that the influence of SNS are high, 18.55% of the respondents have stated that the influence of SNS is moderate, and 3.95% of the respondents have stated that the influence of SNS is low. However, the composite mean score (2.72), standard deviation (0.530) depicts that the respondents have stated that the influence of SNS is high.

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INTRODUCTION

Social Networking Sites have been instrumental in contracting the world more than other innovative improvements. Social networking websites like Facebook, MySpace, WhatsApp and YouTube are winding up increasingly prominent and has progressed toward becoming an integral part of regular day to day existence for an expanding number of individuals. In view of their highlights, youngsters are pulled in towards these Social Networking Sites. Modem, broadband, remote and satellite a synchronous email, texting, and transport through interactive media, students have grown up socialized into a world formed by the web and display local and idle instincts and understandings of web innovation obscure to past generations.

The contemporary time frame has been named as the Information Age, Communication Age and the present Networking Age. The web offers a wide assortment of specialized instruments. Billions of individuals use offices like search engines, emails, web pages, e-journals, e-books, e-mails, e-newspapers, internet telephony, multi-media sharing, conferencing, internet banking, blogging, shopping, gaming and online news rooms and all the more imperatively, social networking. Today web is a basic correspondence medium in expert and in addition individual life.

Among the different devices that web has brought our direction Social Networking has turned into a worldwide wonder. A large number of individuals currently use web to take part in social networks. There are in excess of 300 Social Networking Sites (Also known as SNS) and the aggregate number of individuals utilizing Social Networking Sites the world over is 1.73 billion of every 2013 and it will increment to 2.55 billion by 2017. Lately, usage of Social Networking Sites has developed quickly. It took 38 years to pull in 50 million audience members for remote radio framework, 13 years for TV to draw in 50 million watchers; yet in just 4 years the web has pulled in 50 million surfers. Actually, iPods took 3 years to achieve 50 million clients; however Facebook, one of the main Social Networking Sites, included more than 200 million clients in only a year. This demonstrates the entrance limit and prevalence of Social Networking Sites.

PURPOSES OF SOCIAL NETWORKING SITES

The fame of social networks develops quickly continuously. These social sites have turned out to be successful (to a degree) methods for conveying thoughts and sentiments among their clients. Therefore, they are starting to get more consideration from instructive establishments. Gardner (2009) opined that organizations are finding a way to instruct students on the utilization of the sites, particularly in the zones of the protection, lawful issue and potential financial and mental threats. Also, social networking upgrades a student's feeling of network, sharing and joint effort, brings an extra obligation and remaining burden, which a few students find unbendable and rather "forced". This innovation utilizes web cams or voice-just delicate product to hold virtual courses on the web. This is amazingly helpful for coordinated efforts where the accomplices live in various parts of the globe.

Using social networking sites students can convey what needs be impart and gather profiles that feature their ability and experience. According to Konetes and McKeague in 2011, thought of specific disclosures about the employments of the social networking sites particularly, Facebook, the researchers announced that, "students are utilizing Facebook and different channels to build up their personalities,

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