PERCEPTION OF YOUTHS TOWARDS SOCIAL NETWORKING SITES.

Dr. Manjunatha K. M.
Dept Of Sociology,
S.B.C. First Grade College for Women,
S S Layout, Davanagere - Karnataka (India)

ABSTRACT

Today, social networking websites (SNS) are everywhere. Millions of people around us have been affected by it. The real driving force behind this phenomenon is young people. By translating its growth into financial success, marketers have further contributed to its expansion. However, only a small number of social networking sites (SNS) have made it beyond the marketing gimmick and into culture and communities where young people live both online and offline in real time. One such site is facebook which is the VICTORINOX of virtual society. These kinds of platforms are used for a myriad of reasons that probably cannot be summed up. The paper investigates the utilization examples of SNS among youth. The authors conclude that students are perpetuating the Facebook phenomenon. People who use a lot of it often use it to find answers to questions about education. SNS is used by technical course students to support one another in their studies and jobs. Regardless of gender or course, networking is essential for maintaining speed and exam success.*

KEY WORDS: *Media, teens, and social networking.*

INTRODUCTION

The economy of ICT companies is based on young people. The thumb generation is increasingly utilizing tablets and mobile phones to access social networking sites at any time and from any location. With each passing day, millions of micro and macro communities emerge. It should come as no surprise that young people spend a lot of their time consuming media due to the abundance of available media and content. E-mail, instant messaging, text messaging, chat rooms, bulletin boards, blogs, social networking utilities like MySpace and Facebook, video sharing like YouTube, photo sharing like Flickr, massively multiplayer online computer games like World of Warcraft, and virtual worlds like Second Life and Teen Second Life are the most popular forms of communication among today's youth. (Donald, 2008) Kaveri,2008). According to Toomey et al., social networking is based on the idea that society is a structured set of relationships between people. 1998).

_____
Journal for all Subjects : www.lbp.world

1

_____

SOCIAL MEDIA: A PHENOMENON

Marketers are beginning to realize the importance of including social media in their campaigns and strategies for reaching customers. Sub-disciplines of marketing that may make use of social media include promotions, marketing intelligence, sentiment research, public relations, marketing communications, and product and B-customer management (Tanuri, 2010). Entrepreneurs and technologists are reaping the benefits of this phenomenon by luring users to open accounts with their SNS. However, only a small number of social networking sites (SNS) have made it beyond the marketing gimmick and into culture and communities where young people live both online and offline in real time. One such site is facebook which is the VICTORINOX of virtual society. These kinds of platforms are used for a myriad of reasons that probably cannot be summed up. There are instances in which a woman is saved from an assault because she used Facebook at the right time, or there is the story of a kidnapped child who, after 22 years, found his family with the help of Facebook (Murano, 2009). According to July 2009, this study demonstrates that once students arrive at university, Facebook becomes a part of the "social glue" that aids in settling into university life.

SOCIAL MEDIA AND YOUTH

According to Elisheva (2004), teens primarily use instant messaging to communicate with offline friends. They also use social networking sites to keep in touch with their peers from their offline lives, both to plan outings with friends they see frequently and to stay in touch with friends they rarely see (Amanda, 2007). According to Kaveri (2007), they post details about the happenings in their daily lives on blogs. Today's youth enjoy regularly updating their status on SNS.   The authors demonstrate that adolescents are primarily utilizing these communication tools to strengthen existing friendships and romantic relationships. They are increasingly incorporating these tools into their "offline" worlds, such as by utilizing social networking sites to learn more about new offline participants. Kaveri,2008). Social networking sites are seen by some educators as a way to improve instruction.

Alyssa Trzeszkowski-Giesecl, a high school teacher, hopes that her Facebook profile has helped her get to know and understand her students better because she can talk to them outside of the classroom (Alyssa, 2007). On the other hand, communities have viewed information that they think is inappropriate on an increasing number of teachers' social networks, made judgments, and experienced a variety of consequences. These cases have a lasting impact on individuals and the profession as a whole, regardless of the significance of the outcome (Heather, 2008). In interactive discussion forums (chat rooms), marginalized individuals who are unable to express their needs and identities in the so-called real world, such as gay youth in homophobic rural contexts, can share interests and experiences, forming traditional "communities without propinquities," spaces of shared interest without physical proximity (Barney 1997). Facebook use was found to be related to psychological well-being measures, which suggests that it might be helpful for students who have low self-esteem and a low level of life satisfaction. The findings show a strong correlation between the perceived bridging, bonding, and maintained social capital and the intensity of Facebook use. Kevin (2011)) Criminal activity can also occur on social networking sites, particularly among sex offenders. The vast majority of online sex offenders are adults who contact vulnerable 13- to 17-year-olds and seduce them into sexual relationships. However, the use of social networking sites like Facebook and MySpace did not increase the likelihood that a sex offender would contact a victim. Instead, adult offenders meet and form intimate relationships with adolescent victims primarily through instant messaging, e-mail, and chat rooms (Bruce, 2008).

SOCIAL MEDIA AND MEDIA SCENE

A variety of factors are connected to the shifting landscape of media consumption, including the development of new media technologies, increased public internet access, the globalization of information flows, and the rising popularity of "citizen journalism" (Anderson, 2006; 2005, Gillmor; 2003, Lasica). Gross observations of the media environment of today are especially instructive because no single medium is disappearing, but new media are being added. Jay2008). The distinctions between

_____

_____

"citizen journalism" and "professional journalism" are being blurred by the increasing mix of "old" and "new" media, both in terms of production and consumption. Gabe2010).

A small number of major news stories and opinions on significant issues have been reported on blogs, but the stories' and opinions' significance was only realized when mainstream news media followed up. Joyce2006). The moment of public engagement and the quality of information transfer are clearly altered by new media technologies. In this regard, three observations stand out when we take into consideration some of the most significant recent news events, such as 9/11, 7/7, the Iraq War, Hurricane Katrina, and the Mumbai attacks. First, rather than professional journalists, individuals in close proximity to the epicenters use mobile phones and digital camcorders to capture formative images of global risk incidents (Anderson 2006, 115; Lee 2007).

SNS have a much broader impact on society. This role must go above and beyond the interests of marketers who monitor the enormous amount of SNS user data. How Facebook uses interoperability to gain market dominance and user dependence while enforcing sharing norms that undermine public and private distinctions and undermine contextual integrity, creating a power imbalance between Facebook, its partners, and its users A significant overhaul of Facebook's interaction with third-party developers and advertisers is required in light of recent revelations that third-party developers have been selling UIDs to advertisers. 2011 Robert Bodle)

A variety of factors are connected to the shifting landscape of media consumption, including the development of new media technologies, increased public internet access, the globalization of information flows, and the rising popularity of "citizen journalism" (Anderson, 2006; 2005, Gillmor; 2003, Lasica). Gross observations of the media environment of today are especially instructive because no single medium is disappearing, but new media are being added. Jay2008)

OBJECTIVES
The study's objectives were to determine the relationship between:
1) the consent of the youths' parents to have an online profile and the frequency with which they access social networking sites;
2) the youths' exploration of educational and employment opportunities on SNS;
3) the role of SNS in addressing issues related to education; and
4) the opinion of university girls regarding SNS as a platform for sharing problems.

METHODOLOGY
The students of Guru Jambheshwar University of Science and Technology, which currently offers 35 courses, were the subjects of the study. This study aims to quantify the usage patterns of social networking sites among MBA, MSc, MTech, and MCA postgraduates. Two hundred Guru Jambheshwar University of Science and Technology students served as the sample and the universe, respectively. In the first stage, the courses from the universe were chosen using the multistage sampling method. In the second phase, a closed-ended questionnaire was used to collect data from all students enrolled in the selected courses who were present on the day of data collection. To explain and determine the relationship between the various variables, cross tabulation and chi-square statistics were utilized.

ANALYSIS
The researcher has chosen two age categories. Students between the ages of 19 and 22 make up the first group, while those between the ages of 23 and 25 make up the second group. The first age group had 21% (42 students) and the second age group had 79% (158 students). 16% (31) of students use Yahoo for emailing, while 84% (169) of students use Gmail for their mail accounts. None of the Yahoo users have a Facebook account, whereas all of the Gmail users do. This trend was not explained by any specific factors after further investigation. Figure 1 shows that students from every section begin using their Facebook accounts in the evening and continue to do so well into the night. One-fourth of respondents (49) frequently log in until late at night, while 19% (37) keep their accounts active until late at night.

_____

_____

Figure 1: Time of accessing social media
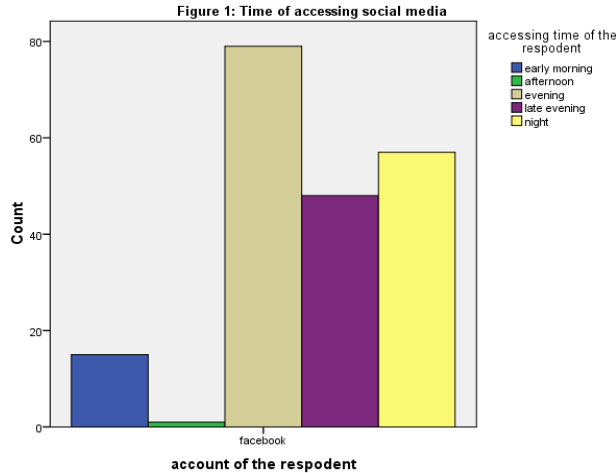
Acceptance by parents to have an online profile and time spent on social networking sites are significantly linked (Sig.000, df 4, Chi-Sq calculated 1.318). While 59% (117) of students' parents allow them to use the internet late at night and into the early morning, 31% (63%) of parents do not allow their children to use social networking sites at night or early in the morning (8%). There are two patterns here. While parents have accepted the Facebook phenomenon and encouraged their children to use this new medium, they do not allow their children to use social networking during playtime (in the evenings) or prayer time (in the early morning). Among the 116 respondents whose parents do not object to them being online, more than two-thirds post both text and images to their social networking accounts. The significance of this association is extremely high (Sig.000, df 4, Chi-Sq calculated 51.739). Students' SNS profiles become more expressive the more freedom they have from their parents. Further investigating the patterns, the researchers discovered that 43% (86), 47% (96), and 77% (153) of respondents frequently post text and images about political, social, and employment-related topics. Three-fifths (19/32) of MBA students, two-thirds (30/45) of MCA students, and three-fourths (44/58) of MTech and MSc students (50/65) agreed that SNS does help in getting employment opportunities. However, there is a significant gender difference in perception about the role of SNS in solving employment problems (Sig.00, df 3, Chi-Sq calculated 15.055). 50 percent of men and nearly twice as many women (47 percent, or 93 percent) agreed that SNS can solve the nation's unemployment issue. The fact that employment-related information may or may not be posted with honest intentions may account for males' skepticism, whereas females believe that such information is posted with honest intentions.

Figure 2: Crosstabulation between Frequency of Accessing SNS and Solving Educational related Problems

_____

_____
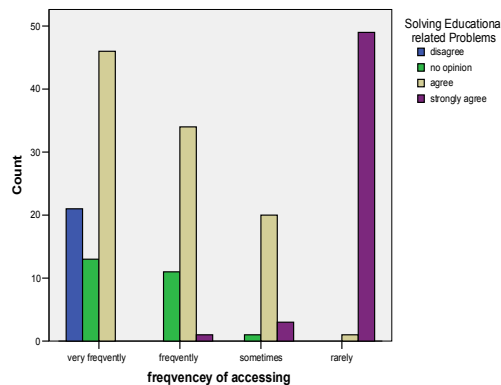
43 percent of students who frequently use SNS believed that people on SNS helped them deal with issues related to education. The correlation is strong (Sig.000 df 9, Chi-Sq. calculated 2.087). However, the remaining 25% (49) of students who rarely use SNS believed that SNS never assisted them in resolving educational-related issues. It implies that students' faith in SNS as a source of solutions to educational issues directly correlates with the frequency of access. This indicates that some students who do not use SNS frequently do not want others to know what kind of problem they are having because doing so could hurt their image among their SNS friends. According to a similar significant association (Sig.000 df 12), 27% (53) of students who are extremely active on Facebook believed that SNS did indeed improve their sense of self-worth. Students have chosen SNS as their status and preferred method of communication. However, compared to the 39% of girls who spend the same amount of time on SNS but believe that SNS is a good platform to find solutions to their problems (Sig.000 df 12, Chi-Sq calculated 87.904), 23% (42) of the girls who frequently remain online disagreed that SNS can offer the solutions to the problems related to girls. Again, a significant association (Sig.000 df 9, Chi-Sq. calculated 2.113) showed that 62% of regular online students (123) believed that SNS would start a revolution. Online communities are tightly knit groups founded on trust and honesty. Both good and bad cases move quickly. Failure is eliminated and success is multiplied. Consequently, success stories create a belief spiral. In the recent past, nations undergoing complete revolution inflated the SNS with such confidence that the level of trust among heavy users had increased dramatically, particularly among the younger generation.

SNS is viewed as a safe place for girls to discuss their issues. There was a significant correlation (Sig.003 df 4, Chi-Sq calculated 15.749) between girls' perceptions of social networking sites as a platform for sharing their problems and their parents' consent to have an online profile. While 65% (130) of girls, regardless of parental consent, have strong faith in SNS and rate it highly for sharing problems related to them, only 25% (49) of girls whose parents have consented to have an online profile do not believe that SNS are an honest platform. Girls now use SNS as their virtual friends. Girls benefit from social security through active posting on SNS. Facebook keeps a girl company at any time of day when she needs it most. She can rely on her virtual friends to coordinate her programs. She is able to blend the virtual and real worlds together thanks to SNS's unique features.

CONCLUSION

Due to intense academic pressure and competition among children, parents' reliance on new social order information has grown. Parents whose children have traveled a great distance for school or work can frequently find respite through Skype and Facebook. These websites are cheap and offer real-time interactions that give both parties instant gratification. Parents who were initially opposed to it gradually find it useful even as children get older. However, parents still adhere to the adage "All work and no play makes Jack a dull boy," which is why they do not want their children to use the internet while they are paying their bills or praying. It is now simpler to hip-hop from print or electronic media to social media for the same information matrix via SNS due to the convergence of communication channels. Practically all the data will have an immediate connection to the SNS. This link is extremely helpful, particularly for students who have created their online persona and profile. In most cases, students include a link to their online address in their CV so that a potential employer can learn more about them. They will probably be more familiar with one another when they meet. One of the reasons students consider SNS to be an important way to get started in their chosen field before they even enter it is because of this sincerity. Facebook is a well-known phenomenon that students are helping to perpetuate. SNS is a platform that anyone can use to share their content with others. People who use a lot of it often use it to find answers to questions about education. SNS is used by technical course students to support one another in their studies and jobs. Regardless of gender or course, networking is essential for maintaining speed and exam success.

_____

_____

REFERENCE

1. Alyssa, T.G. (2007). A Facebook Education: Teacher Magazine.
2. Amanda, L. & Mary M. (2007). Social Networking Websites and Teens: An Overview.
3. Anderson, A. (1997). Media, Culture And The Environment. London: UCL Press.
4. Barney, W., & John, G. (1997). Counter Hegemonic Discourses and the Internet. Geographical
5. Borges, B. (2009). Marketing 2.0: Bridging the Gap Between Seller and Buyer Through Social Media Marketing.
6. Bruce, B. (2008). Internet Seduction: Online Sex Offenders Prey on At-Risk Teens. Science
7. Daniel, R. G., & Michael, J. G, (2012). Beyond Good and Evil: Exploring Medical Trainee Use of Social Media, Teaching and Learning in Medicin,
8. Elisheva, F. G. (2004). Adolescent Internet Use: What We Expect, What Teens Report.

_____