Media Studies

IMPACT OF SOCIAL NETWORKING SITES ON BEHAVIOUR AND LIFESTYLE OF PEOPLE

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ABSTRACT

Social networking sites play a very important role in the life of people. People have been communicating with each other through post, telegraph, telephone and mobile since decades. Social networking came into existence through internet. Earlier people used to visit their relatives. Today people connect with their friends, relatives and acquaintances through social networking. The objective of the study is to find the perception of people towards social networking sites. The area covered under the study is Delhi and NCR. The data has been collected from primary and secondary sources. The primary data is collected with the help of a questionnaire. The results show the response of people towards these sites, level of attachment and whether they find them beneficial.

Keywords: Behaviour, Lifestyle, Perception, Social networking sites.

INTRODUCTION

Social networking sites allow users to connect through internet. Through these sites people not only find their old friend but make new friends also. They share photos, music, videos, chat and organize events. Whatsapp, facebook, Twitter, Linkedin and Google+ are famous social networking sites. The number of hours people spent on social networking sites are increasing day by day. Social networking helps people to come closer who are far away from them.

LinkedIn was started in 2003. This was the beginning of the social networking phenomenon. Today, LinkedIn boasts more than 297 million members. Facebook launched in 2004 as a Harvard-only exercise and remained a campus-oriented site for two full years before finally opening to the general public in 2006. The site currently boasts more than 1.3 billion active users. Google+ which is a social network of google was launched in 2007. It differed from Facebook and Twitter in that it wasn't necessarily a full-featured networking site, but rather a social "layer" of the overall Google experience.

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The term social network site broadly is used to refer to Web sites that enable users to articulate a network of connections of people with whom they wish to share access to profile information, news, status updates, comments, photos, or other forms of content. Social media is defined as "the relationships that exist between network of people" (Walter & Riviera, 2004). In the last ten years, the online world has changed dramatically. With the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Seventy-three percent of wired American teens now use social media websites (Oberst, 2010).

Kraut *et al.* (1998) and Nie (2001), who suggest that time spent interacting with people online replaces time spent in face to face interactions with local contacts. Growing evidence from analyses of online social network site use suggests that these sites have become important tools for managing relationships with a large and often heterogeneous network of people who provide social support and serve as conduits for useful information and other resources (Boyd & Ellison, 2007; Ellison *et al.*, 2007). Internet is not a substitute for other forms of interaction, but as a supplement, serving in an additive role when combined with other methods of communication (Quan Haase & Wellman, 2004; Uslaner, 2000).

RESEARCH METHODOLOGY

The objective of the study is to find the perception of customers towards social networking sites. To find the reason of popularity of different social networking sites, it also tries to identify the factors that drive users to these sites. The area covered under the study is Delhi and NCR. A sample of 100 respondents is taken for this purpose. The data has been collected from primary and secondary sources. The primary data is collected with the help of a questionnaire. For this purpose, the questionnaire was circulated among social site network users to collect information. The secondary data is collected from journals, books, magazines, and websites. A pilot study was conducted and final questionnaire was prepared. The reliability was tested and Cronbach's alpha value was calculated at $\alpha = .763$.

SAMPLE PROFILE

78% users of these social networking sites are 24 to 29 yrs old while 11% users are 30 to 35 years old. 9% users are between the age range of 36 to 41 years old but only 2% users are 18 to 23 years old. 69% users of social networking sites are male while 31% users are female. 81% users of these social sites are unmarried while 19% users of these social sites are married. 59% users are student while 33% users are working in Private Sector. While 4% users are business man and 2% users are house wife and another 2% users are in government job (Table 1).

Table 1: Sample profile

Age (Years)	18-23	2
	24-29	78
	30-35	11
	36-41	9
Gender	Male	69
	Female	31
Marital Status	Married	81
	Unmarried	19
Occupation	Housewife	2
	Govt. job	2
	Businessman	4
	Private sector	33
	Student	59

FINDINGS

The evaluation of perception by the respondent's on different attributes during the survey is presented below (Table 2).

Table 2: Evaluation of Perception

Preference for chatting with their friends	Mobile	47
	mobile and social networking site	43
	only social networking site	10
Notifications checked in an hour	0-15 times	48
	15-30 times	28
	30-45 times	20
	45-60 times	4
Is social site beneficial	Yes	97
	No	2
	To some extent	1
Level of attachment of users	feel upset in case they cannot use social sites	80
	Do not bother	20

Social Sites users in night	use social networking site in day and night both	84
	use social networking site in day only	16
Late night users	Upto 8 pm	17
	8-10 pm	37
	10-12 pm	33
	12-2 am	11
	After 2 am	2
Privacy level	social site keeps privacy of users	96
	users are opposite of them	2
	in partial favor	2
Talking with strange people	do not talk with strange people	33
	talk with strange people	67
Devices used for accessing	Mobile	39
	Mobile and Laptop	60
	Mobile, Laptop, desktop	1
Helpful in imparting general knowledge	Favour	69
	Opposite	31
Different Social Site User	facebook, Whatsapp & Linkedin	53
	facebook only	33
	facebook and Whatsapp	9
	Whatsapp and Linkedin	4
	Facebook, Whatsapp, Linkedin & Twitter	1
Apps User Of Social Networking Site	Use apps	32
	Don't use apps	68
How many years ago you started using social sites	upto 2 years	23
	2-4 years	20
	4-6 years	51
	6-8 years	6
Most appraisable social site	Whatsapp	56
	facebook	44

1. *Preference for chatting with their friends through mobile or social network.*

47% users prefer mobile to talk with their friends than that of social networking sites. But 43% users use mobile and social networking site both for chatting with their relatives or friends. 10% users use only social networking site for chatting.

2. *Social Networking Sites' notifications checked in an hour.*

In an hour, 48% users check zero to 15 times their social sites' notifications while 28% users check 15 to 30 times their social sites' notifications but 20% user check 30 to 45 times their social sites' notifications. Only 4 % users check 45 to 60 times their social networking sites' notifications in an hour.

3. *Is social site beneficial?*

97% users say that social site is beneficial for them but 2% users gave opposite response. Only 1% users say that social site is beneficial up to some extent only.

4. *Level of attachment of users with these social sites.*

80% users feel upset in case they cannot use these social sites because of some reason but 20% users do not bother if they are not able to use these social sites.

5. *Social Sites users in night.*

84% users use social networking site in day and night both but only 16% users use social networking site in day only.

6. *Late night users of social networking sites.*

37% users use these social sites up to 8pm to 10 pm in night while 33% users use these sites up to 10 pm to 12 am in night. 17% users use these sites up to 8 pm whereas 11% users use up to 12 am to 2 am in night but only 2% use these sites after 2 am in night.

7. *Privacy level in social networking site.*

96% users are in favor of these social site in keeping privacy of users while 2% users are opposite of them and another 2% are in partial favor.

8. *Talking with strange people.*

33% users do not talk with strange people on social sites but 67% users talk with strange people on these social networking sites.

9. *Different devices used for accessing social networking site.*

According to survey which was done, 39% users use their own mobile for accessing social networking site but 60% users use mobile and laptop both for accessing social networking site. While 1% users use their mobile, laptop and desktop all to access social networking site.

10. *Helpful in imparting general knowledge.*

69% users are in favor of this statement that social sites help in imparting general knowledge while 31% users are opposite of this statement.

11. *Different Social Site User.*

53% users use facebook, Whatsapp & Linkedin. But 33% users use facebook only. 9 % users use only facebook and Whatsapp both. 4 % users use Whatsapp and Linkedin both. But 1% users use Facebook, Whatsapp, Linkedin & Twitter all together.

12. *Apps User of Social Networking Site.*

32 % users use apps of social networking sites while 68% users don't use these apps.

13. *How many years ago you started using social sites?*

51% users started to use these social site 4 to 6 years ago while 23% users started using these sites zero to 2 years ago. 20% users started to use these sites 2 to 4 years ago but only 6% users began to use these social sites 6 to 8 years ago.

14. *Most appraisable social site.*

56% user prefer Whatsapp as their best social site while 44% user says facebook as their best choice of social networking site.

CONCLUSION

Social networking sites have become part and parcel of our busy life. The lifestyle of people is changing rapidly day by day. So it is required for social networking sites to have a look on these alterations regularly. Social networking company should focus more on youths because youths are major customer of their services. Social networking sites must focus on keeping the privacy of users because if any strange person sends friend request to others, sometimes it may trouble them and hinder their privacy. Social networking has become need of the hour. Some work on social networking sites has been carried out in other countries. Developing economy like India has to be explored more. This study is carried out in Delhi NCR. The study can be conducted in state capitals and other cities also to find out the difference in perception of people. India is an agro- based economy and seventy percent is rural population. It is important to explore the possibility of attracting these people to the social networking sites.

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