

INFLUENCE OF SOCIAL NETWORKING SITES ON SOCIAL BEHAVIOUR

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ABSTRACT

The social networking has been emerged as rapidly growing activity over the internet. These sites are increasingly gaining attraction from different sections of society like academicians, advertisement industry and researchers from social sciences. The social networking sites provide a virtual communication media that connect people over the internet by creating user profile for the site. The social networking site plays a major role in changing social cultural like over the internet there is no concept of age, race, religion, political and gender. The people on social networking site are diversified and keep connected with each other without traditional identify hindering parameters. The traditional social gathering is no more have space over the networking sites. The impact of distance and diversification of religion and place have been up lifted and a new error of communication comes into existence. The present study is aimed to analyze impact of social networking sites on social life like social communication, behavior changes and influence on adults.

KEYWORDS: Social networking site, buying behavior, student behavior, employee employer behavior.

INTRODUCTION

The advancement of new communication technology and huge flow of users over the internet offer media based sharing environment where users can share their idea, communicate and share resource like photos, video, etc. The social networking has been emerged as rapidly growing activity over the internet. According to the latest survey conducted by browser media total number of facebook users worldwide is 1.4 Billion. The site provides number of attractive services like instant messages, live chatting, email and sharing photos and videos. According to the survey conducted by Pew internet 42% of adults use multiple social networking sites, 73% of online users are adult in age group of 18-29. The Pew internet was conducted survey on 1445 internet adult user(Age 18+) in 2012-2013 on most popular social networking sites and data received revealed that there is increase in number of users as facebook users increased from 67 to 71, LinkedIn 20 to 22, Pinterest 15

to 31, Twitter 16 to 18 and Instagram 13 to 17. The analysis shows the large numbers of users over the internet are adults and these sites are more popular among youngsters [1,5].

The social networking sites are no more limited to entertainment and sharing of ideas, it emerged as effective tool of dissemination of business information. The concept of globalization and worldwide competition enforce business organizations to amend their traditional practice of selling and purchasing. The global business is carrying on by global media such as social networking site. The business houses can easily find the potential consumers and analyses the characteristics and preferences by promoting their business through social networking sites. With the introduction of business organization into social networking and phenomenon of social networking is transformed into economic networking. A lot of research is being carried out to analysis the buying behavior of the online networking users. The impact of social networking site can also be observed on buying behavior of the online shopping sites. The social networking site has magnificent influence on decision making of consumers as normal course of discussion is more effective than formal advertisement. The informal communication over the internet is playing a vital role not only in business matters but political and religions are not the exceptions. The present study is focused on social networking user behavior in reference to change in social behavior for communication, business and human interaction. We try to find out factors which influenced by these site and visional in human behavior.

According to the latest survey conducted by Global Social Network in 2012, the number of online users of social networking sites is in billions and some of the statistic is given below:

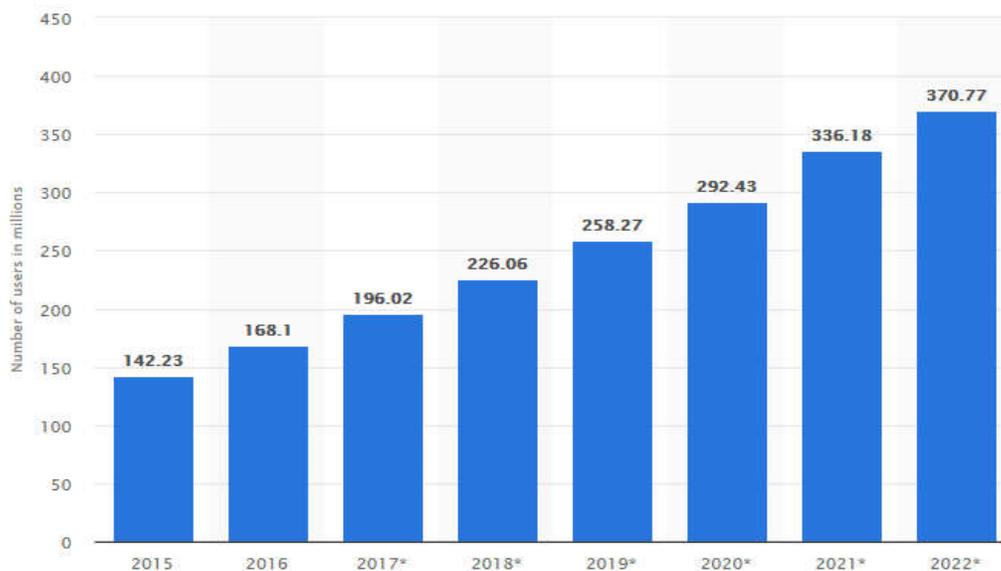
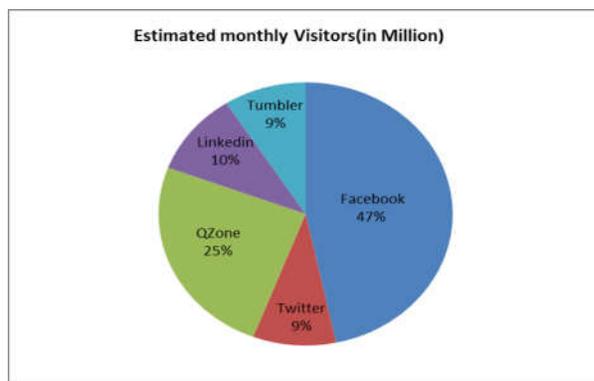


Figure1: Number of social network users in India from 2015 to 2022 (in millions)

Source: <https://www.statista.com>

The figure1 shows the growth of number of social network online users in India from 2015 to 2022. In 2015, there were 142.23 users, which reached to 168.2 million in year 2016. As per estimation, this number may reach to 226.06 million in 2016. The major share of users goes to YouTube and Facebook, followed by social app WhatsApp. The Facebook itself projected to cross to 318 million users in in India by 2021.

The first social networking site sixdegrees.com was launched in 1997. The main feature of the site was creation of profile, list their friends. Later on number of sites come into existence and gain tremendous popularity. Some of them are listed below with estimated.



The figure2 shows huge rush on social networking sites and demonstrates the potential of social gathering. The present study is aimed to analysis the effect of these sites on the social behavior of the user. We have gone through secondary data available in survey conducted by the organizations and agencies.

Figure2: Monthly visitors of social networking sites

Source: <http://www.statisticbrain.com/social-networking-statistics>

THE POPULARITY OF SOCIAL NETWORKING SITES

The popularity of the social media has blown up in recent years and it has become part of modern society. The concept of social networking site was originated from concept of blogs which is a web media where anyone can post an opinion, share experiences and make conversations. But the limitation of blogs is lack of interaction and chat capabilities that is need of the day. The social networking sites Facebook, MySpace come up to overcome the limitation of the blogs. It provides all the facilities of the blogs and additionally has capability to make chat and instant message for communication. Anyone can easily post pictures and videos into the site and others can view and make comments on it.

There are four major social networking sites which are being used and have largest number of visitors. The most popular sites are Facebook, LinkedIn, MySpace, and Twitter [3, 4,5].

Facebook: The Facebook was introduced in February 2004. It was originally opened for students of Harvard University but later on it was exceed all boundaries of place, cast and region. It provides platform to stay in touch with friends and family no matter how far apart they are.

LinkedIn: The LinkedIn was started in May 2003 and designed to link specific categories of

people like professionals and carrier oriented people.

MySpace: The MySpace was started in August 2005 and was designed to groups rather than individuals. It is used by group rather than individual. The user is known as a group over there and keeps adding new member in it.

Twitter: The Twitter was come into existence in March 2006 and suddenly became self-promotional tool. It is now used by celebrities for self-promotions. The people login into the Twitter to see the updated post by their famous celebrities.

These sites are popular among different group of people due to different reasons. We have defined some categories or groups in order to understand the need and cause of popularity.

Table2: Group popularity comparison

<i>Group/ Community</i>	<i>Popularity</i>
Business Community	The Business Community may find Facebook as place for easy integration options and free advertising opportunities. The traditional mode of advertisement like radio or television commercials newspapers or magazines and posting of mail have limited scope as compare to social media and more over the cost of advertisement is the major reason of attraction[3].
Students Community	The students’ community has highly inspired and influence can be seen from the statistics which shows 73% of online users are adult in age group of 18-29. These sites are popular among the youngest as they share photo, video and ideas. It is the place where people can easily find friends and group them for posting new idea. The new friends can be added into your friend list by posting requests [7].
Employee and Manager Community	The social networking site provides opportunities for management to have fastest media for communication with their subordinates. The manager can broadcast messages to large number of subordinates through corporate social site. The popularity of these sites is due to instant messages facility, easily access to relevant information both for employee and employer. The new business opportunities can be searched and employee interest on the other side can be judged. In the contradictory to number of advantages, there are few disadvantages came into scene when these sites are used in excess [7]. The loss in staff productivity due to more time spend by employee on these sites, problem of data leakage, reputation, threat to scam and damage to company

	reputation due to wrong information posting over the site.
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IMPACT ON USER SOCIAL BEHAVIOUR:

The popularity of social networking sites among the different groups of the society reveals that it has great impact on the behavior of the users. These days number of researches has been carried out by different organizations to analyze data available on social networking sites [8]. The research reveals that we can understand thinking, communication pattern between different groups, emotional sensitivity regarding a particular issue. Similarly buying behavior can be observed and analyzed to improve sale performance. The current study is aimed to find and analyze factors which have impact on social behavior.

The influence of these sites can be analyzed into different perspectives which are listed below:

Student behavior: The college and university students as well as teens used social networking sites extensively to get global access. They are using it for sharing idea, communicate with friends, and find new friends. The study of student behavior shows students are in very much influence of social networking sites. But the some negative impacts are come in light like decline in learning and research capabilities, lack of concentration due to multitasking, sharp decline in real human interaction, harmful effect on health [9].

Communication between different groups: The study of group behavior can be carried out in order to understand how people act in group. The social networking site is the prominent media for communication between friends, child and parents, employer and employee and one group to another group. The data available in the form of chatting or conversation over the site can be analyzed to understand the group behavior [4].

Emotional study: These days behavioral science is more prominent and gaining attraction of researchers as due to heavy workload and global competition people are in stress and emotionally imbalanced. The social networking sites are communication media for almost every session of the society. The study of conversation and psychology conversation can be carried out to judge the behavior and stability of the people over the social networking sites.

The people need not to go to consult the doctor for measure the psychology imbalance or to overcome the stress [6].

Insight of human study: The social networking sites ask users to create user profile which actually gain access to the personal information of the user. The insight of the user like mood, goals, intention, liking, disliking can be easily observed which help us to understand the nature of the person. The social networking media is a method to understand psychology of the person which can be seen through conversation with friends and user profile [9].

CONCLUSION

The rapid growth of social networking sites shows an important change in the social and personal behavior of Internet users. The social networking site has become an essential medium of communication and entertainment. The concept has started to affect the daily activities of normal human beings. The social networking site plays a major role in changing social cultural like over the internet there is no concept of age, race, religion, political and gender. People on social networking site are diversified and keep connected with each other without traditional identify hindering parameters. The traditional social gathering is no more have space over the networking sites. The impact of distance and diversification of religion and place have been up lifted and a new error of communication comes into existence. The youngest are frequent users of these sites and the change in their behavior has been observed. Lac of interest in study, low concentration and wastage of time are few limitations that can easily observe. Similarly in corporate sector it acts as innovative media of communication between employee and employer but on the other hand there are some problems which need to be address like leakage of information, negative advertisement. In nutshell, social networking site is a revolutionary media which influence almost very section of the society and bring society close to each other but execs use of the media itself a matter of concern.

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