A STUDY ON PERCEPTION OF SOCIAL NETWORKING SITES AMONG YOUTH.

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ABSTRACT: A **social networking site** (SNS or **social** media) is an online platform , that helps people to build **social networks** or **social** relations with other people to create a connect between them. By using uses and gratifications theory (UGT), our research examined users of three social networking sites (SNSs) such as Facebook, Instagram, and Snapchat. This research is to identify these SNS influence on online bridging and bonding social capital. This paper covers about the influence of social media towards the youngsters and their perception. It also covers the way they use, for what they use and how they feel about it. The methodology used in this research is Quantitative analysis based on circulating the questionnaires and analyzing the results. The survey questionnaire consisted of 13 questions. In total 50 respondents completed the online questionnaire.The results shows that the usage of Instagram is widely used. People think Facebook holds more fake accounts than any other online sites. The general assumption on Snapchat having more intimacy went wrong, as the survey proved instagram has more intimacy.Many of the individual use these social networking sites for entertainment purpose has also been identified.

KEYWORDS:

Social Media, Social networking sites , Youth, Uses and Gratification .

INTRODUCTION:

Social Networking allows any person to create their own profile with the choice of their own list of users and thereby connect with them in a public forum and that provides them with features such as chatting, blogging, video calling, and video/photo sharing. Every individual spend more time on these social networking sites to browse , to know about the current updates and for entertainment and chat around with friends to keep themselves connected to one another. As new media, social networking sites (SNS) has a very big importance for young adults, for developing and maintaining relationships, community engagement, and political participation. The research also says that , SNS use was positively related to connection maintenance of the existing one and also the formation of new connections(Ellison, Steinfield , and Lampe (2007)).Uses and gratifications theory is used to refer two main things : "How" and "Why" of media use, serves as an appropriate theoretical framework for examining the uses of SNS. Since the emergence of these social networking sites like Snapchat , Facebook and Instagram , it got many key tools for news, journalists and their organizations. Social media has been mainly defined to refer to "the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship". (Shabnoor Siddiqui & Tajinder Singh ,2016)

OBJECTIVE :

- To study the influence of social networking sites towards audience and their perception.

- The way they use social networking sites, for what they use social networking sites and on how they feel about social networking sites.

SOCIAL NETWORKING SITES – A DEFINITION:

- Social network sites allow individuals to build an individual public or semi-public profile and also provides a list of other users with whom they can connect, one can even view and traverse their list of connections and those made by others within the system. The nature and the platform of these connections may vary from site to site.

- The term "social network site" to describe this phenomenon, the term "social networking sites" also appears in public discourse, these are being used interchangeably. The term "networking" will never be used for two main reasons: emphasis and scope. "Networking" emphasizes relationship initiation, even between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (CMC). (F. Parveen et al , 2015).

LITERATURE REVIEW:

USES AND GRATIFICATION :

Uses and Gratifications theory has been studied for more than 60 years. Instead of asking what media do to people, this theory asks, "What does an active audience do with the media, why, and with what effect?" (Lasswell, 1948). As per the assumptions , the individuals is opting media and content to fulfill ones needs .Particularly, the theory aims to explain the psychological and social needs to motivate people to engage in a variety of media usage (Katz, Blumber, & Gurevitch, 1974).As Katz et al. (1974) concludes that , the theory concerns about the social and psychological needs, which evoke expectations of the mass media and other social networking sites, which lead to different variety of patterns of media exposure resulting in need gratifications and other consequences, maybe mostly unintended ones" (p.20). It assumes that people are goal-oriented and seek out gratifications that lead to active media use (McGuire, 1974, P167-196). Robin and Bantz (1989) summarized five principal elements in the above model: "an individual's social and psychological environment, an individual's needs or motives for communication, functional alternatives to media selection, communication behaviors and the consequences of one's behaviors" (P182).Users and gratification theory is being applied in all kinds of media, including print medium (Lazarsfeld & Stanton, 1949), radio (Herzog, 1944; Warner & Henry, 1948), television (Conway & Rubin, 1991) and the Internet (Perse & Dunn, 1998; Webster & Lin, 2002).It is applicable in explaining a different variety of uses of media and consequences.

For example , the perceived value of "bonding" and "bridging" social capital are considered the social needs, which is used to motivate people to adopt and develop with different user created content or information on SNS which will result in need gratifications of "bonding" and "bridging" social capital.

ASSUMPTIONS OF THE THEORY:

The media use is always goal oriented and the audience will be active .

The need for satisfaction will be competed in social media with the other resources.

People have more interest , and has a variety of motives to use the social media.

Everyone have enough self-awareness of the media .

The valuable judgements of media content can be assessed only by the audience.

SOCIAL MEDIA USAGE:

Users use social media for various purposes and for different motivations. They are who use it for social and affection, the need to vent negative feelings, any kinds of recognition and for entertainment purposes. The results that are attained through the survey is that , there are four needs for using Facebook groups, "socializing, entertainment, self-status seeking, and information". Students are mostly interested in talking and meeting others to form a community or group to support for the particular topic (Socializing).There are many individuals who use it for entertainment purposes where they engage with other groups to amuse themselves. Self-seeking means where students or an individual sought out or maintain their personal status, and as well as those of their friends through online group participation. The information sharing is the main purpose of the usage of social media, where the information regarding the events that are happening on campus or off-campus will be discussed. This is the efficient way of using social media positively.

MOTIVATIONS AND SOCIAL NETWORKING SITES USE:

Motivation can be termed as the individual that can push, propel themselves to satisfy the basic needs or the wants of that particular topic or issue. Information seeking behavior can also paved way as the motivation to use social media. The technological development can also be the motivation to use social media by surfing through the contents of the needs. Social media has acquired a great popularity among everyone that everyone started to use it irrespective of the time. Uses and gratifications can also be used to identify the level of motivation towards social networking sites.

Impact of Social Media

Technology has a rapid development through small communication devices and the research says that one can use these small communication devices for accessing social networking sites anytime and anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good . Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, Instagram ,snapchat etc.(Shabnoor Siddiqui , 2016)

Positive Effect of Social Media

• Social media gives a way to the students to effectively reach each other during assignments.

• Social media helps youngsters to stay connected with each other.

• Useful information can be exchanged over social networking sites.

- Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media.

- Teachers may post about class activities, school events, homework assignments which will be very useful to them and it'll reach sooner. (Shabnoor Siddiqui , research Vol- 5 Issue-2, 2016)

Negative effect of Social Media

- The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom.

- One of the biggest breakdown of social media in education is the privacy issues like posting personal information on online sites.

- Because of social media students lose their ability to engage themselves for face to face communication. Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure. (Tajinder Singh , research vol-5 Issue-2 , 2016)

SOCIAL CAPITAL:

DEFINITION:

Social capital includes tangible like public spaces, any kind of private property and intangible includes actors, human capital and people with the relationships among such resources, and the impact that these relationships are involved in each relationship, and on larger community. The social capital is also used to produce public good for a common purpose. It also refers to the resources that accumulate for a particular individual or collective group relationship (Field, 2003).Bourdieu (1986),defined social capital as the sum of actual or potential resources that are built in personal social networks, claimed that individuals kept their privileged positions by connecting to other individuals. There are many theortical framework that has been done under social capital.

There are three forms of capital such as economic, cultural and social capital. According to Bourdieu's view, the social capital is used as accumulated actual or potential resources through networks. Each research differs from one another in defining the social capital where Coleman includes individual and collective, privileged and not privileged , which means he includes all kinds of resources. There are two perspectives on the concept of social capital that are "Individual level " and "Group or Community level"(Bourdieu (1986), Coleman (1988) and Lin (2001)).The social capital are also considered as the institutions , relationships and norms that has the quality and quantity of the social interactions, said by World Bank(2010).

There are so many studies about the views of the social capital and it also has many ways to quantify it .To conclude the social capital , the social trust and norms as its collective nature (Putnam, 1995; Putnam, 2000; World Bank, 1999). Coleman (1988) states that , "social capital is referred to any individual or the collective action" .

SOCIAL MEDIA ADDICTION:

There is no clear explanation about social media addiction and on how it can be measured, the best way to compare how one may be overusing the Internet for their own personal well-being can be used to find the reason behind social

media addiction. The social media addiction might cause certain marital, academic and job-related problems. The causes for the social media addiction is compulsive gambling, video game playing, overeating, exercise, love relationships and television.

FACEBOOK, INSTAGRAM AND SNAPCHAT AS NEW MEDIA:

Snapchat is an emerging media . It is a relatively new form of social media. Rates of use are still higher in younger age groups than older ones even though they have started to use it wisely (Pew Research Center, 2015a). Snapchat is particularly popular among younger people (second only to Facebook and Instagram ; Pew Research Center, 2015b).

These days younger generations are more technologically strong and multitasking is more comfortable, these things will lead the individual into Snapchat. Facebook provides users with various uses such as social identity, social connection, interactions and communication; the usage of Facebook may vary from users according to their culture , relationship and motivation towards the usage of SNS in the context of uses and gratification theory. Instagram users check the site at least once in a daily basis. According to the research ,57% of the users visit it daily , 35% visit it multiple times per day (Duggan, Smith, 2013) . Instagram has various features that are helpful for business purposes. Instagram provides a feature that allows users to edit photos using filters and post it in order to make the followers keep on tract . Many people show interest in Instagram because they can see the updates about their particular favorite celebrities in no time.

METHODOLOGY:
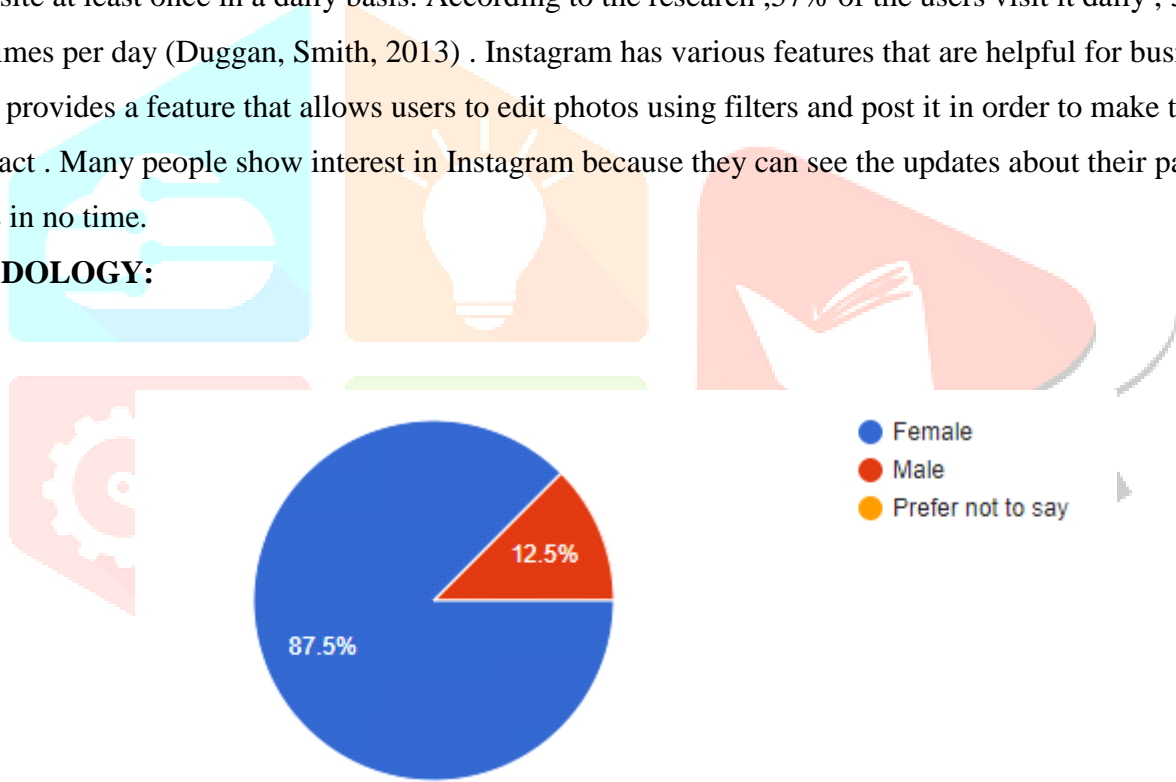
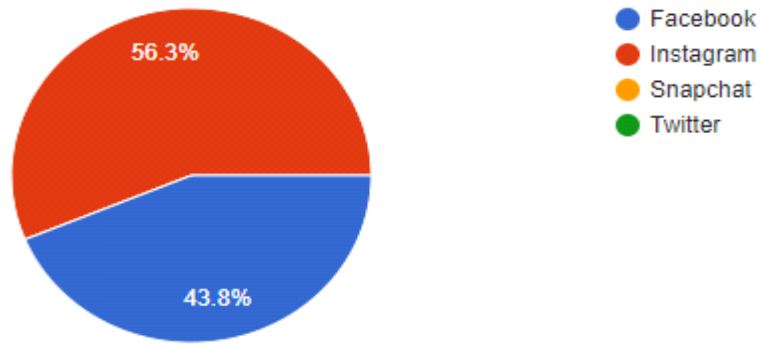**FIG 1.1 – Gender**
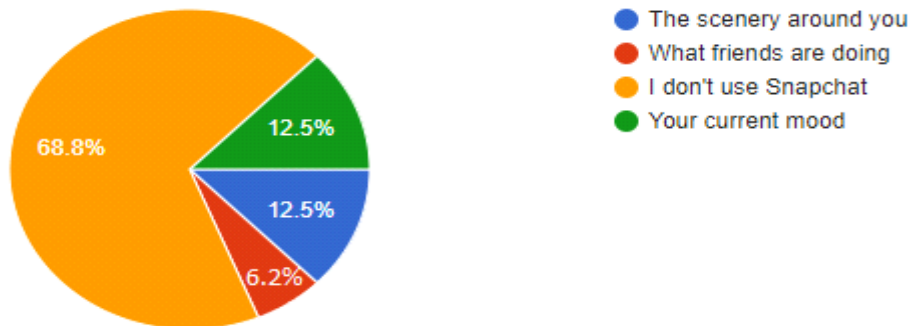
FIG 1.2- Usage Snapchat and Facebook

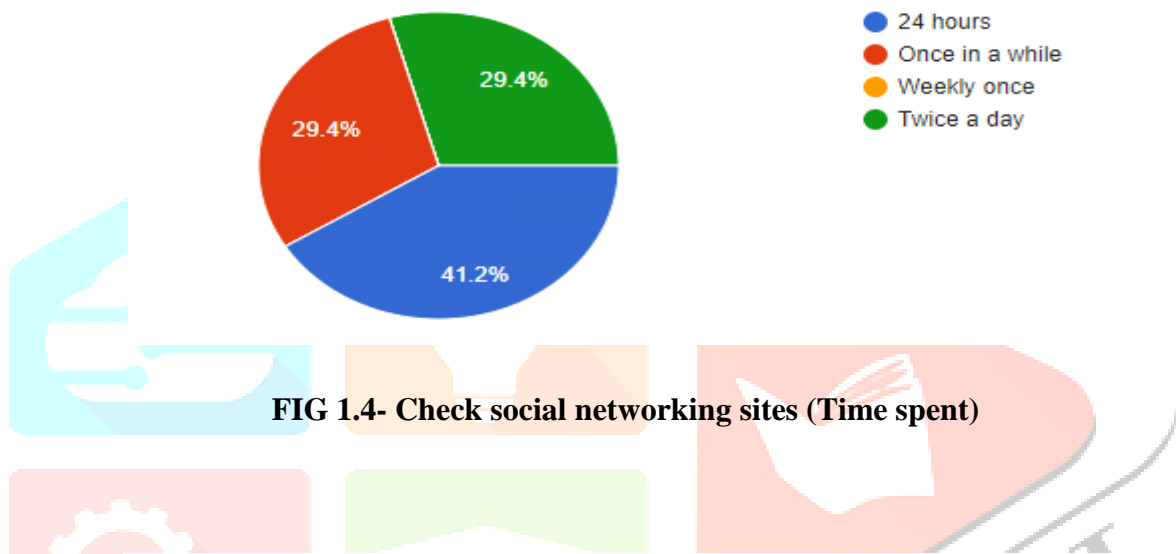**FIG 1.3- More time spent on this social networking sites**

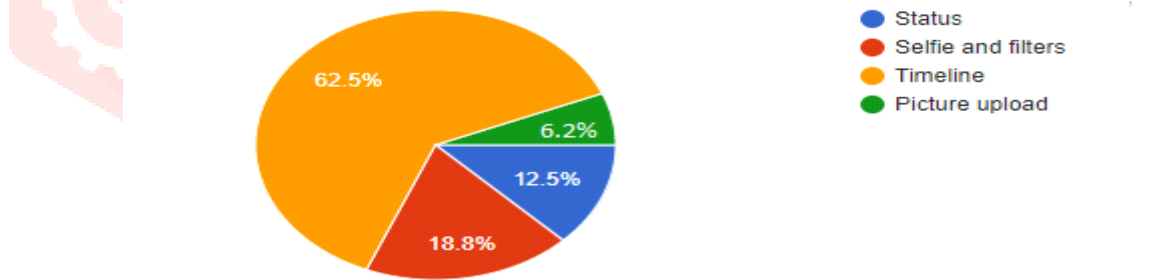**FIG 1.4- Check social networking sites (Time spent)**

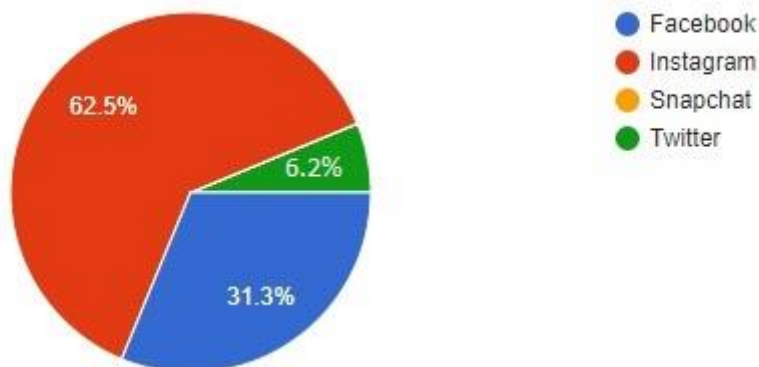**FIG 1.5- Eager to see this in social networking sites**

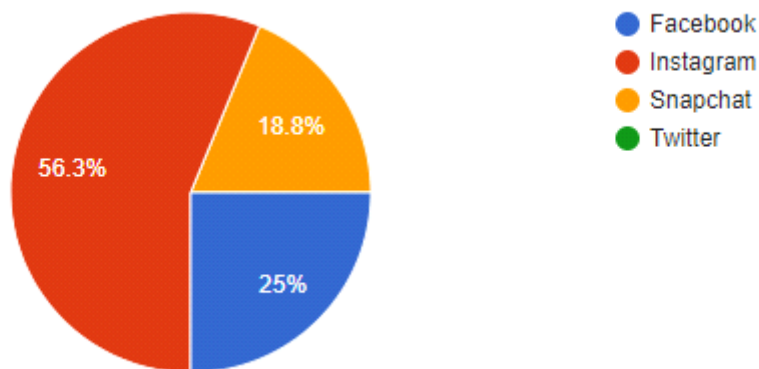**FIG 1.6- Safety feature in social networking sites**

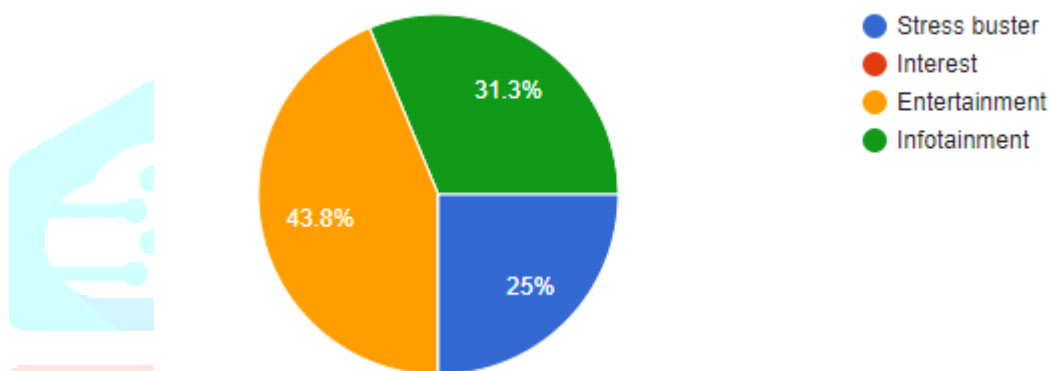**FIG 1.7- In which social networking sites, intimacy is good**

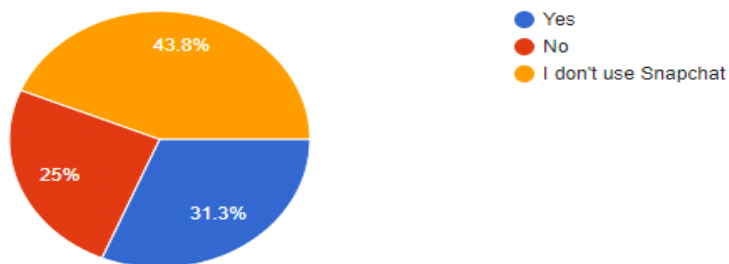**FIG 1.8- Social networking sites is**

FIG 1.9 - Have you ever received any unwanted messages or snaps

CONCLUSION:

In this research, Uses and gratifications theory was used to identify the influence of social media towards audience which includes the relationship between "bonding" and "bridging" social capital and SNS use. This study was more comprehensive, where the survey methodology is been used to identify the reason for what the individual use the social media.The usage of SNS(social networking sites) is very high. Importantly the usage of Instagram is being widely used. The survey concludes that, people think Facebook holds more fake accounts . The general assumption on snapchat having more intimacy went wrong , as the survey proved instagram has more intimacy. According to the

survey , people use SNS(social networking sites) everywhere. The updation of facebook is very frequent according to the survey . More people use these SNS for entertainment purpose only. Especially, instagram holds more percentage on Entertainment. According to the research, it shows that the media use is goal oriented among the audience and they all are actively present in social media. The survey clearly states that, the social media competes with other resources for audience satisfaction. Each users have their own interest and motives for using social media. Every single individual has self-awareness of the media through various sources. It also shows that ,only the audience holds the judgements about the media content. Through all these , the research coincides with the findings mentioned ,and Uses and Gratification theory has been proven.

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