Effects of Social Network on Society With Special Reference to Koppa City: A Study

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Abstract

Social networking sites such as Facebook, Whatsapp, Youtube and Twitter are amongst the most popular destinations on the web. Anecdotal evidence of positive outcomes from these technologies — such as educational and business activities organized via Facebook or jobs found through LinkedIn — is well-known, but now a growing corpus of research on social networks sites supports this view too. Social networking sites, such as Facebook, Twitter and Whatsapp are examples of communication tools available online. With proliferation of social networking online come impact on society; a difference in what people do and how they do it. Changes in society are simultaneously useful and negative and this is the case with the impact of online social networking. This paper aims to look at the positive effect that interaction through social networking sites has on today's society in relation to the modern media concept of greater interaction.

Key words: Social network and Society, Social Media, Internet

1.   Background of the Study

Social networking has become an everyday part of many peoples' lives as evidenced by the huge user communities. Some communities even exceed the population of large countries, Social networks provide a platform to facilitate communication and sharing between users, therefore modeling real world relationships. Social networking has also extended beyond communication between friends, for instance, there are a multitude of integrated applications and some organizations even utilize a user's Facebook credentials for authentication rather than requiring their own credentials.

2.   Statement of the Problem

Since the advent of social networking sites in the 1990s, it is assumed in some quarters that the academic performance of students is facing a lot of neglect and challenges, job at work place has suffered a lot of neglects, relationships has been ruined, it has opened up opportunities for hackers. There is a deviation, distraction and divided attention between social networking activities and education,

Therefore, the question this study is out to answer is: how do social network affect education,

3.   Objectives of the Study

The study has the following objective.

+ To find out the various social networking sites mostly used in our society;

+ To find out reasons why people join social networks;

+ To determine how social networks impact on young people in the society; and

+ To ascertain how the use of social media has affected the people negatively and positively;

4.   Scope of the Study

The essence of this research work is to primarily study the impact of social network on the society. The research intends to focus on students for easy analysis of data. This will reduce cost and avoid complexity that may arise as are a result of having a very large population.

5.   Conceptual Clarification and Literature Review

➢ *Computer*

According to Wikipedia; the free encyclopedia defines: A computer is a machine that manipulates data according to a set of instructions called a computer program. The program has an executable form that the computer can use directly to execute the instructions.

➢ *Computer User*

A user is an agent, either a human agent (end-user) or software agent, who uses a computer or network service. A user often has a user account and is identified by a username (also user name), screen name (also screen name), nickname (also nick), or handle, which derives from the identical Citizens Band radio terms.

➢ *Internet*

The Internet is a global system of interconnected computer networks that use the standard Internet protocol suite (TCP/IP) to serve billions of users that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies (Wikipedia; the free encyclopedia). The Internet carries an extensive range

of information resources and services, such as the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support email. While the popularity of social networking consistently rises new uses for the technology are frequently being observed.

Social Networking:

The practice of expanding the number of one's business and/or social contacts by making connections through individuals. While social networking has gone on almost as long as societies themselves have existed, the unparalleled potential of the Internet to promote such connections is only now being fully recognized and exploited, through Web-based groups established for that purpose .

> ## Social Media:

Unlike traditional media that is often created by no more than 10 people, social media sites contain content that has been created by hundreds or even millions of different people. Social media has become an outlet that is one of the most widely used ways of interacting through computers. Though there are many different platforms that can be used for social media, they all serve the same primary purpose of creating a social interaction through computers, mobile devices, etc.

List of some of the biggest social networks used today:

The 15 Biggest Social Media Sites and Apps [2023]

The Top 15 Social Media Sites and Apps by Active Users

- ❖ *Facebook – 2.74 Billion Active Users*
- ❖ *YouTube – 2.291 Billion Active Users*
- ❖ *WhatsApp – 2.0 Billion Active Users*
- ❖ *Facebook Messenger – 1.3 Billion Active Users*
- ❖ *. Instagram – 1.221 Billion Active Users*
- ❖ *Weixin/WeChat – 1.213 Billion Active Users*
- ❖ *TikTok – 689 Million Active Users*
- ❖ *QQ – 617 Million Active Users*
- ❖ *.Douyin – 600 Million Active Users*
- ❖ *Sina Weibo – 511 Million Active Users*
- ❖ *Telegram – 500 Million Active Users*
- ❖ *Snapchat – 498 Million Active Users*
- ❖ *Kuaishou – 481 Million Active Users*
- ❖ *Pinterest – 442 Million Active Users*
- ❖ *Reddit – 430 Million Active Users*
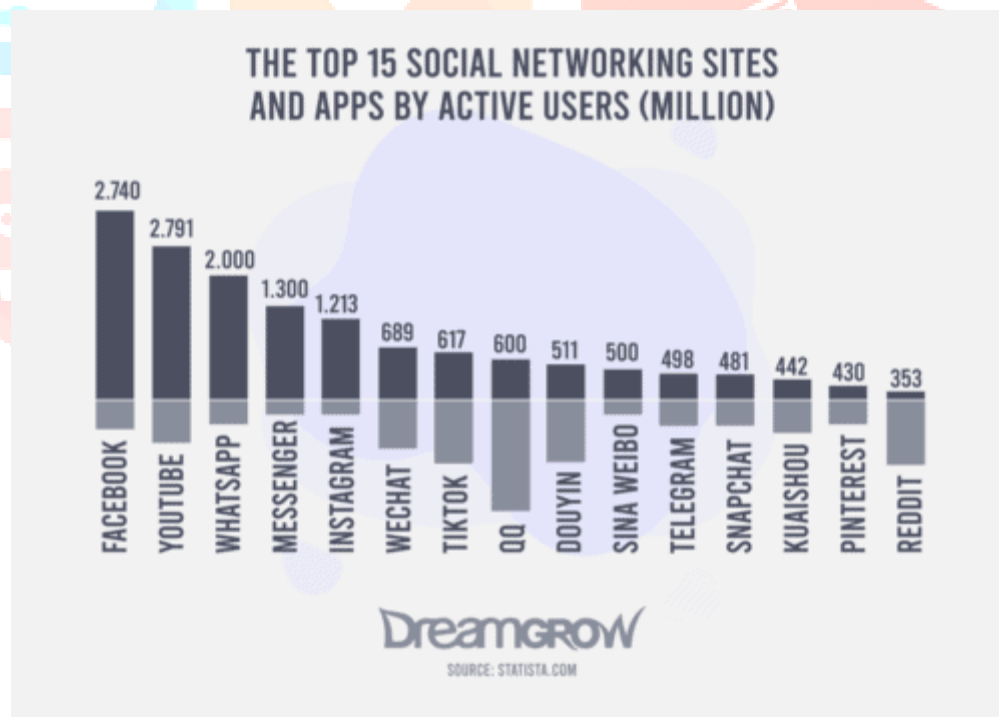
6. Mobile Social Networking and Computing

The internet has long been used for social interaction, with some of the more popular examples being social networking applications such as Facebook, Twitter, LinkedIn, and Instagram. These types of applications help users share digital media and have proven to be successful tools for expanding the social network. There is also a trend toward extensive use of social networking application from mobile devices.

7.   *Characteristics of SNS*

- Presentation of oneself: The basic level of entry in most SNS is the setting up of a 'profile' personalized page developed by the user in which he/she presents him/herself to peers, through text, photos, music and videos amongst others functionalities. SNS allow users to mobilise and organize their social contacts and profiles in the way they want other members to *see* them .

- Externalization of data: Most SNS allow their members to view the networks of their contacts and also in many cases, to traverse them.

- Bottom-up activities: SNS provide the ideal platforms through which users with similar values and interests can come together to collaborate effectively and cheaply. For instance, doctors can share and double check rare medical cases on health, or activists can organize a protest through sites.

- Reorganization of Internet geography: SNS support new points of entry to the internet: people's personal worlds. Until recently, people spoke of the internet in metaphors of places (cities, addresses, homepages). SNS have shifted such location-based metaphors to personal ones (profiles, blogs, my pictures, my space etc).

 All these characteristics together, we can observe significant changes in how users network and operate their social contacts according to different social environments. In particular, SNS seem to be influencing and shaping the way we communicate between ourselves and how we manage our social contacts.

8.   **Methodology**

There are diverse set of people in Koppa city, the Young and old, unemployed and employed, students and so also different offices and work place. Using the simple random sampling technique, five different offices were visited First Grade College, Offices, Bank and Cyber cafes Using the purposive sampling technique, the researcher selected a sample size of 100 respondents from the five offices. Each offices contributed 20 sample sizes Therefore, the sample size forthe study were 100 respondents.

Data was collected using the questionnaire which the researcher administered face to face to the respondents. Out of 120 copies of questionnaire distributed to the respondents, 100 copies were retrieved. This represented a response rate of 83.3%.

9.   *Data Presentation and Analysis*

Question 1; What is your Occupation?

41% of the Respondents are officers, 24% were Unemployed, 19% are Students and 16% are others. This indicates that the officers uses social networks a lot which may lead to inefficiency at work due to some workers that waste their time on SNS, so also it affect the Students who are distracted by social network instead of concentrating on their studies, it could also be of positive impact on the unemployed as it helps them to get information on different SNS.

Question 2; what is your age bracket?

50% of the Respondents were between the age of 35 and 50, 20% were age 10 to 20 while 20% were between the age 20 and 35 and 10% between 55 and above.

This implies that the age bracket 35 and 50 is mostly involved in the usage of social network which may affect them negatively in the case of Cyber bullying and distractions at work place as most of them are in working class.

Analysis of Data from Survey (field)

3: Do you believe social networking has been of help in our World?

Table 3: Response to question 3

RESPONSE	FREQUENCY
Yes	88
No	12
Total	100

Question 4; Would you prefer the world without social network?

Table 4: Response to question 4

RESPONSE	FREQUENCY
Yes	24
No	76
Total	100

Table 1&2 shows that even though 88% of the respondents agreed that Social networks has been of great help on society but 24% still believed the World would have been better without Social network. Therefore, this implies 14% of the respondents believe even though Social network could be of help on Society but the negativeimplications still shows that the world would have been better without Social networks.

Question 5;

Which of the Social Networking sites do you prefer most?

Facebook is the most used of all the Social networks followed by Whatsapp, Twitter, Youtube, Fraudster and Linkendin respectively.

Table 5: Response to question 5

RESPONSE	FREQUENCY
Facebook	29
Whatsapp	21
Twitter	20
Youtube	15
Friendster	10
Linkendin	5
Total	100

Figure 1

Question 6; Would you allow your kids to have access to social networks?

Table 6

RESPONSE	FREQUENCY
Yes	75
No	25
Total	100

Question 7; Do you think social network has been of negative impacts on youth?

Table 7

RESPONSE	REFERENCE
Yes	72
No	28
Total	100

Table 6&7 indicates that despite the disadvantages of owning a social network account it is still more advantageous so parents should allow their children to have access to social network as it assist them in knowing what is happening around them and it also help them to keep up open communication among friends and family, so also the youths should make better use of the positive aspect of Social networks.

Question 8; Which do you think is the major advantage of social networks?

Table 8

RESPONSE	FREQUENCY
Facilitates open communication	49
Provide an opportunity to widen business contact	33
It makes it easier to keep in touch with family and friends	18
Total	100

Figure 2

Question 9; Which do you think is the major disadvantage of social networks?

Table 9

| RESPONSE	FREQUENCY
It open up possibility for hackers to commit fraud	77
It can ruin relationship	12
It can be a waste of time	11
Total	100

Figure 3

Table 8&9 shows the major advantages and disadvantages of social networks. Social networks facilitate open communication**,** provides an opportunity to widen business contact and it makes it easier to keep in touch with family and friends. All these advantages helps to impact the Society positively, it boost up the economy and promote love and intimacy among friends and family.

Question 10; What are your reasons for joining social networks?

Table 10

RESPONSE	FREQUENCY
Meet New People	27
Find Old Friends	23
Chat the Day Away	18
Create Photo Albums and Share Photos	16
Get Advice	11
Help Others	5
Total	100
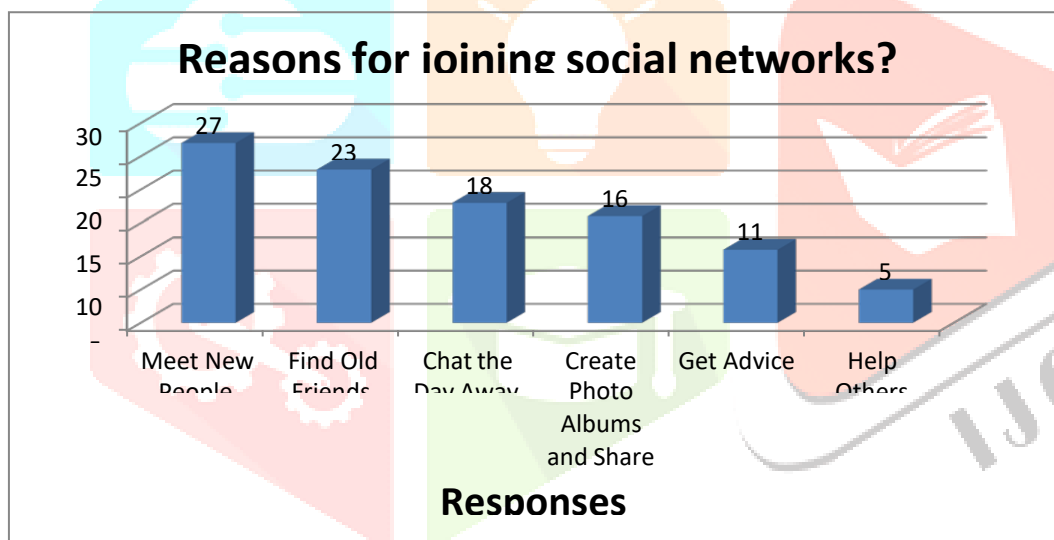
Figure 4

10.   Summary of Findings

The findings showed that:

I.   A great number of the people living in Koppa city uses Facebook most followed by Whatsapp, Twitter, Youtube, Linkendin and friendster respectively.

II. The reasons why people of Koppa city join social networks include meet new people, find old friends, chat the day away, join interest group, create photo album and share photos, get advice, help, belong.

III. Social networks have been of 50% negative impact on youth.

IV. Due to a great number of crimes committed on social network and times spent on social networking activities and therefore, fail to create a balance between the social media and education, business and at work place, social network has negative impact so also the positive effects include: it facilitates open communication, provides opportunity to widen business contact, makes it easier to keep in touch with friends and family.

11.   Conclusion and Recommendations

While social networking is a phenomenon which has existed since the beginning of societies, SNS are a recent trend. In less than five years, these sites have shifted from a niche online activity to a phenomenon in which tens of millions of internet users are engaged. Discussion on the emergence of a new social phenomenon has permeated both industry and academia. Based on the research of this report, the following conclusions have been drawn:

SNS are those sites which, on a basic technological level, combine social networking, a list of contacts and a profile. They are distinct from other applications in the way they support people's presentation of themselves, externalization of data, though SNS can appear to be similar, many of them are, in fact, quite different in terms of their purpose and the types of users they attract. Social networking may seems to have some negative effects in the society but it is still more advantageous than the negativity attached to it In conclusion,

12.   Recommendations:

In compliance with the analysis of my survey on effects of social network on society.

Recommend the following:

1. Government should encourage both the young and old by making it cheaper to get access to internet which lead to having good opportunity to access social network as it promotes unity and love among individuals most especially citizens of the country.

2. Government should find a way of securing SNS so as to avoid fraudulent acts of hackers as this is the major negative effect of SN in our environment.

3. Parent should introduce their kids to social networking to make them more effective in knowing what is happening around the world as it is a source of getting information.

4. Young people should try not to be wasting their time on SNS so as not to affect their academics rather they should make judicious use of the positive effects of SN.

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