Social Networking Sites: Evolution their Effects on the Youth

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ABSTRACT:

Social-networking sites have taken the world by a storm leading to nothing less than a drastic revolution. A lot of concerns have been voiced about social networking sites taking over in our lives. However, one major issue that has been overlooked is the changing mind-set of the youth due to the social networking sites. Online social media has gained astounding worldwide growth and popularity which has led to attracting attention from variety of researchers’ globally. According to various research studies in the field of online social networks, it has been revealed that these sites are impacting the lives of the youth greatly. When using these sites such as Twitter, Facebook or MySpace, there are both positive and negative effects on the youth.

Key Words: social networking sites, adolescents, learning capability, academic performance

I INTRODUCTION:

The characterization of social media is “the association that exist the between network of people”. Over the years, the online world scenario has changed spectacularly. All the credit goes to the variety of invention of social media, young men and women now swap ideas, thoughts, personal information, images and videos astounding rates. Majority of the individuals are technophiles and are using the social media sites. Schill explains that the social media sites support negative behaviors for teen students such as procrastination, and they are more likely to fall prey to the atrocious activities like drinking and drugs. However, every day, number of teens is spending countless hours engrossed in social media, such as Facebook, Whatsapp, Instagram, Twitter etc. [1] at first look this may appear like a waste of time; however it also helps teens to increase vital knowledge and social skills, and be citizens who create and share content. At present, whether social media is favorable or unfavorable, many adolescents use these sites frequently. As social media sites continue to be popular it is our belief that technology is an indispensable part of a modern student success mantra. Many researchers have been plunging into an extensive amount of research on how social media affects student retention at colleges and schools. A large number of parents are worried that their children are indulging too much in these activities which entails the usage of the social networking sites like Facebook and other Social sites and not spending much time studying. Thus, our research delineates the relation between the social media and the teens study competence. [1] The vast growth of Social
Media has blessed millions of people the opportunity to create and share thoughts and ideas on a scale that was not even imaginable a few years ago.

II CHARACTERISTICS OF SOCIAL NETWORKING SITES:

Social networking websites provide rich information about the person and his network, which can be utilized for various business purposes. Some of the main characteristics of social networking sites are:

1. They act as a resource for advertisers to promote their brands through word-of-mouth to targeted customers.
2. They provide a base for a new teacher-student relationship with more interactive sessions online.
3. They promote the use of advertisements in online videos.
4. They provide a platform for new artists to show their talent. [2]

III HISTORY OF SOCIAL NETWORKING SITES:

The emergence of social networking sites started with the introduction of Classmates.com (1995) and SixDegrees.com (1997). The profiles of the users could be formed, messages could be sent to different friends and relatives on a friends list and also a conversation could be sought out who have same likings to the users-which could be found out from their profiles. In spite of these new developments (that become immensely renowned), the websites like Classmates.com and SixDegrees.com were not lucrative and eventually shut down. [3]. Two different models of social sites that were introduced in 1999 were trust-based, created by Epinions.com, and friendship-based, such as those developed by Jonathan Bishop and used on some regional UK sites between 1999 and 2001. By 2005, one social networking service My Space was getting more page views than Google, with Facebook, a competitor, significantly growing in size. In 2007, Facebook began allowing externally-developed add-on applications.[3] Orkut was launched on January 22, 2004 by Google, the search engine company which is now popular in Brazil, U.S.A and India. Various social networking sites have been introduced, serving in different languages and countries. It is calibrated that there are now over 200 social networking sites using these existing and emerging social networking models. There are many features that attract the users towards the Social Networking Sites. The Chief among them are:

Scrapping is alike immediate messaging but the text is also visible to public view. Although there are privacy options so that only friends can see the scraps but it’s not a personal means of communication like e-mail or instant messaging. Similarities for communities and friends network states that youngsters use these sites to satisfy their socialization need to participate in communities with identical users. And also to extend and nurture their friends network which symbolize their socializing personality.

Profile setting is a way of representing the profile user’s identity as how they want themselves to be seen and understood by the profile viewers.

Photo sharing has options like photo sharing only with friends and users can choose people who can view the shared photos. While it’s not shown to others checking the profile. Social networking sites use privacy settings to avoid unwanted violation of individual’s personal space. [3]
IV TYPES OF SNS:
1. General sites geared toward teens
2. Schools and colleges
3. Cultures (e.g., African American, European, Canadian)
4. Business
5. Music and videos
6. Sports (e.g., football and golf)

V VARIOUS EXAMPLES OF SNS:

ORKUT:
Launched in January 2004, is Goggle’s social network, and while it’s not particularly popular in the U.S., it’s very popular in Brazil and India, with more than 65 million users. Orkut lets users share media, status updates, and communicate through IM. [4]

LINKEDIN:
LinkedIn was founded in 2003 and was one of the first mainstream social networks devoted to business. Originally, LinkedIn allowed users to post a profile and to interact through private messaging. [5]

REDDIT:
Reddit is another social news site founded in 2005. Reddit operates in a similar fashion to other. [6]

TWITTER:
Twitter was founded in 2006 and gained a lot of popularity during the 2007. Status updates have become the new norm in social networking. [7]

BHARATSTUDENT:
Bharatstudent is a social utility that brings together all the young Indians living across the globe. It is for every Young Indian who is a student or a non-

student, fresh graduate, a working professional or an Entrepreneur, and is focused on providing comprehensive solutions for any personal and professional issues. [8]

FROPPER:
Fropper is all about meeting people, making new friends & having fun with photos, videos, games & blogs! Come, become a part of the 4 Million strong Fropper communities. [9]

FRIENDFEED:
Friend Feed launched in 2007 and was recently purchased by Facebook, allow you to integrate most of your online activities in one place. It’s also a social network in its own right, with the ability to create friends lists, post and updates. [10]

FLICKER:
It has become a social network in its own right in recent years. They claim to host more than 3.6 billion images as of June 2009. Flicker also has groups, photo pools, and allows users to create profiles, add friends and organize images and video. [11]

YOUTUBE:
YouTube was the first major video hosting and sharing site, launched in 2005. YouTube now allows users to upload HD videos and recently launched a service to provide TV shows and movies under license from their copyright holders. [12]

FACEBOOK:
Facebook is a social networking site launched in February 2004, owned and operated by facebook. It was founded by Mark Zuckerburg with his
college roommates and fellow Harvard University student Eduardo Saverin. [13]

VI ADVANCING TRENDS IN SOCIAL NETWORKING SITES:

The advancements and popularity of the social networking sites in recent years has altered the Internet system giving a way to a more mutual and shared environment. Nowadays, millions of Internet users actively take part in social networks, form different communities, create and use media content in innovative ways. There are very successful online Social Networks that make up for more than 300 registered users. These sites give a tremendously proper space to instantaneously share the thoughts and ideas between individuals. Social networking sites create a strong expression of the organization and dynamics of the society of the 21st century and the interface of the Internet generation with both technology and people. The spectacular rise of social media and user engendered content is changing all segments of the content value chain encircling the manufacturing, processing, and allotment and using up. The significance of this new swiftly budding research field is clearly stated by the many associated emerging technologies and applications including online content sharing services and Communities, multimedia communication over the Internet, social multimedia search, interactive services and entertainment, health care and security applications. It has formulated a new research area called social multimedia computing, in which well recognized computing and multimedia networking technologies are combined together with social media research. Social Networking Internet services are altering the way we interact with others, entertain and live. Social Networking is one of the prime reasons that a number of people have become enthusiastic Internet users; people who until the evolution of social networks could not find interests in the web. This is a very robust indicator of what is really happening online. [14]

VII EFFECTS OF SOCIAL MEDIA ON YOUTH:

Although with the passage of time, social network has revolutionized the lives of all but teenagers and young adults are the most active users of these sites. The adolescence years groom our outlook, develop our personality and change us into what we are. So when we are raised up in a world where our recognition is directly related to the number of “likes” and the “haaawt” remarks we get on our Photoshop-enhanced picture and stay with people who are persistently contending for the desirable title of the king/queen of the virtual world, it is clear to have a deep impact of the mind of the whole generation. The focus and time we expend on forming our brand on these social sites is an evidence of the initiation of the narcissist in us. [15] At any re-unions or parties much time is spent on clicking the pictures and then updating the world of the happening going in our lives, rather than enjoying and cherishing the party. The snaps are uploaded within no time, and then start the flooding of the profile with all the comments and likes of the viewers. The social networking sites and the ethnicity they have shaped is hence procreation for a unproductive, self-obsessed young generation. The youngsters get cozy in a world of fake and unwanted self importance and they forget to reconsider the validity of the opinions of these sites. We fail to remember that we chose the people we want to interact with on these sites. Contrastingly, liveliness and clicks you
spend on getting an oomph picture – all is drained when a friend’s snap gets more number of likes and comments. Adolescents have a tendency to lose their self-worth as a consequence of the lack of online popularity. [16] An added phase is the loss of personal space. In the present day scenario, things that were thought to be personal before are all now public. Updating the status, wall post and tweets say a lot more about every step we plan, every action we take and every relation we make or break. We are ourselves infringing the purity of our space in order to be a part of rat race and to keep up with the modern trend of advertising cherished details of our lives for a few minutes of attention among a few hundred people in the virtual world. How healthy a trend is this – is something to wonder about. On one hand, the positive characteristic of Social Networking Sites is that youngsters can use them for their academic aid and support. Owing to the potential of social media to improve the associations by making them handy, social media can do the wonders for the young as well as giving them a virtual space to discover their own Interests while escalating their online skills and knowledge [17] whereas if we look at the another side of the coin then usage of social networking sites has a negative influence on the grades of the teenagers. It has been observed that the students use these networking sites in class while studying, or doing homework. This ability of multitasking probably boosts the distraction which is pernicious to the student’s performance. As social media, like Facebook, YouTube and Twitter are acquiring popularity, they are also acquiring more detrimental as they generate means to postpone while trying to complete homework.

VIII CONCLUSION:

Summarize, we need to take into account that the advantages of this innovative technology surpass the risks. If used in a beneficial way, it can be a boon to mankind and works as an extraordinary tool. If we talk about the Youth, to them Social media is attractive; it not only gives them another world to make friends but also creates a good path to be stress-free. To a certain extent, it hugely affects the lives of teens including the grades. This research also represents that an approach is required to maintain a balance in the relationship between social media and study. Hence, Youngsters should deem more about maintaining a balance between social media and academics.

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