

## Apprehension of Youth towards Social Networking Sites: Two Sides of a Coin

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### Abstract

Social networking sites are wide area of research. Rapid growth in Technology and Human Resources provides us new platform to build social networks. Today it has become highest point of concern to be aware of social networking sites and built networks. Since few years Social networking site has become very popular. There are different social networking sites for different purpose fulfillment.

Orkut fails in the race of Social Networking Sites as compare to facebook. Although Facebook came in existence later but able to attract more crowd. It is user-friendly.

Everything which is developed as **pros and cons** it depends upon the user if they took advantage of technology and develops personality as well as build social networks or get involve themselves in illegal things such as hacking and use wrong sources. The advantages and disadvantages of the social networking sites are mentioned in this research paper.

### I. Introduction

A **social networking site** <sup>[3]</sup> is a platform which builds social networks as well as social relations between people having different area of interest. They like to discuss about their activities, interest, backgrounds or real-life connections such as hobbies, liking and disliking. A social network website contains a illustration of every user (often a profile) wherever they transfer there profile image as proof of the identity similarly as a range of further services and his social links. Social networking website permit people to form a cross the associations inside the system and to form a listing of users with whom to share connection. With the assistance of the social networking sites permit user to share photos, status, posts, events, interests and hobbies with individuals in their network.

Social Networking site had became popular during the past few years, but some people new to social networking site might difficult or baseless. Open-ended nature of social networking site adds to this. Once become familiar to social network, giving answer to few basic profile questions, one will able to understand what to do next easily.

The simplest thanks to perceive social networking is comparable to our high school. we have a tendency to had friends in our college knew quite an few folks even then additionally we aren't friends with all of them, however it's probably that we have a tendency to did not understand everybody.

If anyone ever stirred to a brand new faculty -- or imagine of moving to a brand new atmosphere from that you are not tailored -- in starting one would begin with no friends. once some categories that

person can begin meeting folks, and as meet them then begin begin associating with those having similar interests. Obtaining started with social networking is additionally similar with beginning at a brand new faculty. In starting, you do not have any friends. however later you start to satisfy folks, be part of teams and you build a friends list of these with similar interests.

Users' knowledge aren't solely implanted by static, however they embrace lots of alternative data that pertains to user hobbies, passions, interests, skilled background and then on. this type of non-public knowledge, all ad lib provided by the user her/himself, allow to make interconnected networks of individuals WHO attempt to place in common their interests and to possess an internet identity that absolutely describes them.

The strength of social networking website square measure the multiple ways in which the users got to move. Below may be a list of the most communication resources wont to build social networks:

- chatting
- Wikipedia
- emailing
- video chat
- music and recreation sources
- file sharing
- blogging
- group discussion

Below figure tell U.S.A. regarding the social networking activities individual will perform. The activities square measure distributed into 3 painted areas:

- create

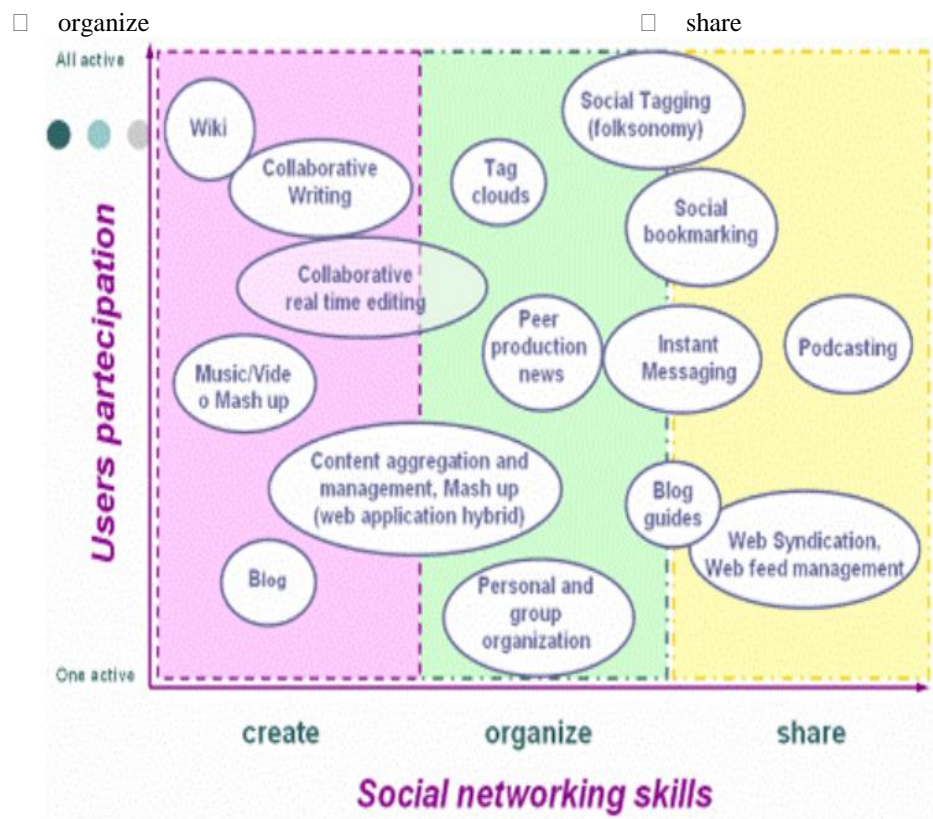


Figure 1: Social networking skills

**1.1 Popular social networking sites<sup>[2]</sup>**

- Personal sites-Myspace,orkut,Cyworld
- Professional/work related-LinkedIn
- Romantic relationship
- Microblogging such as Twitter
- Music-last.fm
- Movies-flickster
- Photos and pictures-flickr

**1.11 Orkut social network**

Orkut is intended to assist individuals to satisfy new and recent friends and maintain existing relationships.

- Registration for account: Required
- Languages : forty eight Languages
- Orkut owner : Google Iraqi National Congress
- Launched by: Ourkut Buyukkotken
- Launched In : Jan twenty four, 2004
- Alexa Rank[9]: 5,767
- Users thirty three million

**1.111 Features**

- Users will select the planning from vary} range of colourful and exquisite themes in library.
- Every user will follow any of the buddies in their list and might conjointly comment whether or not their friend is "Trustworthy", "Cool", "Sexy" on a rate them on one to three

- permits user to go to anyone's profile, till a the traveler is additional within the "Ignore List" of the user.
- All user may customise their profile preferences and might hide personal data that seems on their profile from their friends and/or others.

**1.12 Google+**

- It could be a bilingual social networking platform.
- It complies work as an example Google Profiles.
- It conjointly introduced a brand new services known as Hangouts, circles and Sparks.
- It out there|is out there|is on the market|is obtainable|is accessible|is offered} as an internet site and available on mobile devices

**1.121 Features**

- "Circles" change users to have interaction during a cluster and share information individuals.
- different users can be able to read a listing of individuals during a user's assortment of Circles.
- But the names of these Circles can't be viewed.
- There is additionally privacy settings offered which permit users to cover the users in their Circles additionally as WHO has them in their Circle.

1.13 Facebook[7]

- Launched in 2004, Facebook’s mission is to supply individuals the ability to share and build the globe a lot of open and connected. individuals use Facebook to remain connected with friends and family, to find what’s happening within the world, and to share and categorical what matters to them.
- Vision: to assist individuals categorical their opinions associate degreed realize an audience, communicate with a broad community of attention-grabbing individuals and confine bit with friends and family.
- Alexa rank[8]: international rank :2
- Headquarter of facebook: Hacker manner, Menlo Park, CA 94025

- Employees of facebook:6,818 workers as of March 2014

1.131 Statistics

- 803 million daily active users on the average 2014
- 608 million mobile daily active users on the average in 2014
- 1.28 billion monthly active users
- 1.01 billion mobile monthly active users

1.132 Feature

- Chating
- Groups and pages
- Like buttons
- Status change
- quotes and movie sharing
- video job

	Orkut	Facebook	Google+
<b>Founded In year</b>	24 jan 2004	4 feb 2004	28 june 2011
<b>No. of Users</b>	33 million	802 million	2.2 million
<b>Alexa Rank</b>	5,767	2	3,081,229

Figure 2: Comparison between orkut, facebook and google+.

II. Methodology

2.1 Social Networking<sup>[2]</sup> site user segment

	Style of use	Gender	Age	Socio-economic group	Typical sites	Number of people
<b>Alpha socialisers</b>	Flirting, meeting new people	Mostly male	Under 25s	C1C2D	Bebo, MySpace, Hi5	Minority
<b>Attention seekers</b>	Posting photos to get comments from others	Mostly female	Teens to 35+ (esp. mothers)	C1C2D	Bebo, MySpace, ICQ	Some
<b>Followers</b>	Keeping up with friends	Male & female	All	ABC1C2D	Bebo, MySpace, Facebook, Hi5, ICQ	Many
<b>Faithfuls</b>	Finding old friends	Male & female	Older 20+	ABC1	Facebook	Many
<b>Functionals</b>	Pursuing interests & hobbies	Mostly male	Older 20+	ABC1C2D	Facebook, MySpace, Bebo	Minority

Figure 3: User per unit segment and age

**2.2 Top 10 Social Networking Sites in India ( users count)<sup>[5]</sup>**

Site	Total Unique Visitors (000)		
	Jan2013	Jan 2014	% change
Facebook	7,475	20,876	178
Orkut	17,068	19,874	17
Bharatstudent.com	4,291	4,435	4
Yahoo! Pulse	N/A	3,506	N/A
Twitter	989	3,345	239
LinkedIn	N/A	3,268	N/A
Zedge	1,769	3,208	82
Ibibo	1,562	2,960	892
Yahoo! Buzz	545	1,809	234
Shtyle.fm	408	1,558	283
<b>Total</b>	<b>23,253</b>	<b>33,159</b>	<b>44</b>

**Figure 4: Top 10 Social Networking Sites**

**III. Advantages of social networking sites**

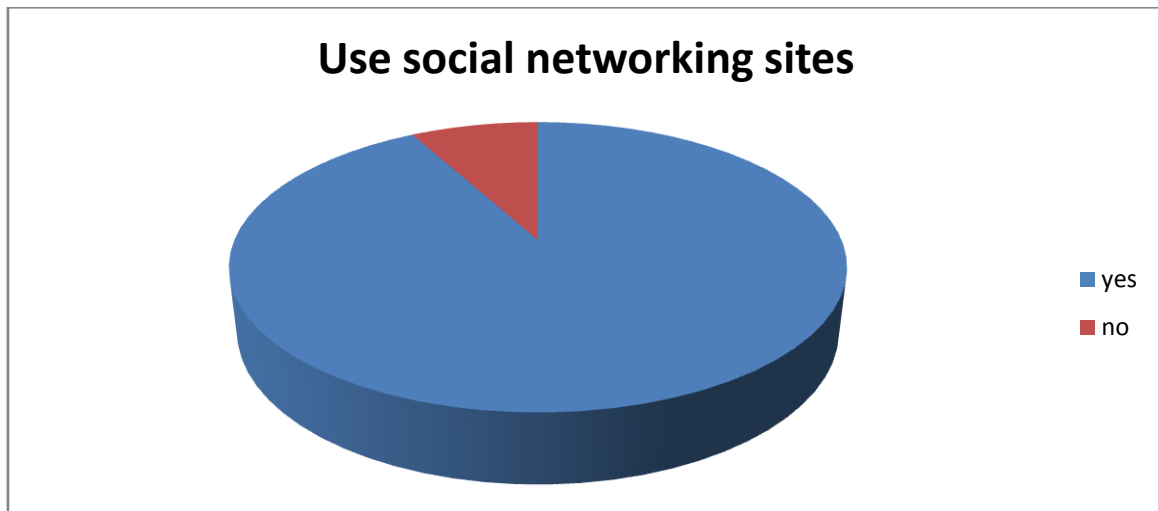
- Helps in open communication that builds confidence and enhance temperament.
- People will raise queries, discuss concepts, post news and share links to over one person at same time that save times also as increase productivity.<sup>[12]</sup>
- A chance for spreading business contacts.
- Targets a large audience, creating it a helpful and effective accomplishment tool.
- Help in up business name and consumer base with marginal use of advertising.
- It expands marketing research, delivers communications, implements promoting campaigns and directs interested individuals to specific websites.

**IV. Disadvantage of social networking sites**

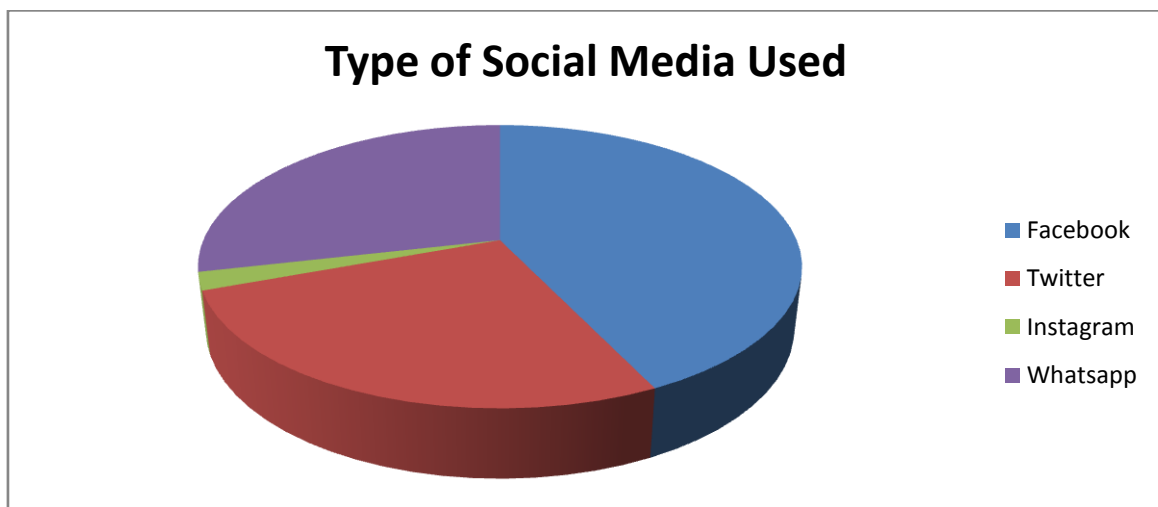
- Opens up the likelihood of hacking , commit fraud ,launch spam and virus attacks. additionally will increase the danger of individuals falling prey to on-line scams that appear real, would possibly end in knowledge or fraud.
- Negative comments from staff regarding the corporate or potential legal consequences if staff use these sites for viewing objectionable, illicit or offensive material.
- Potentially ends up in lost productivity, particularly if individuals are busy change profiles, etc.

**V. Result**

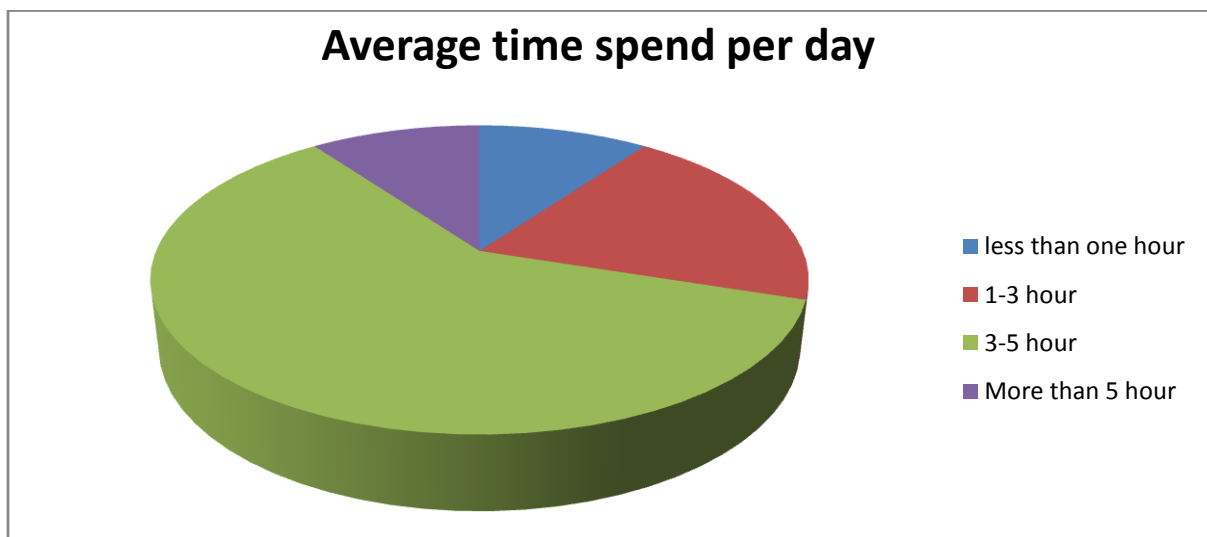
Data Analysis according to the research:



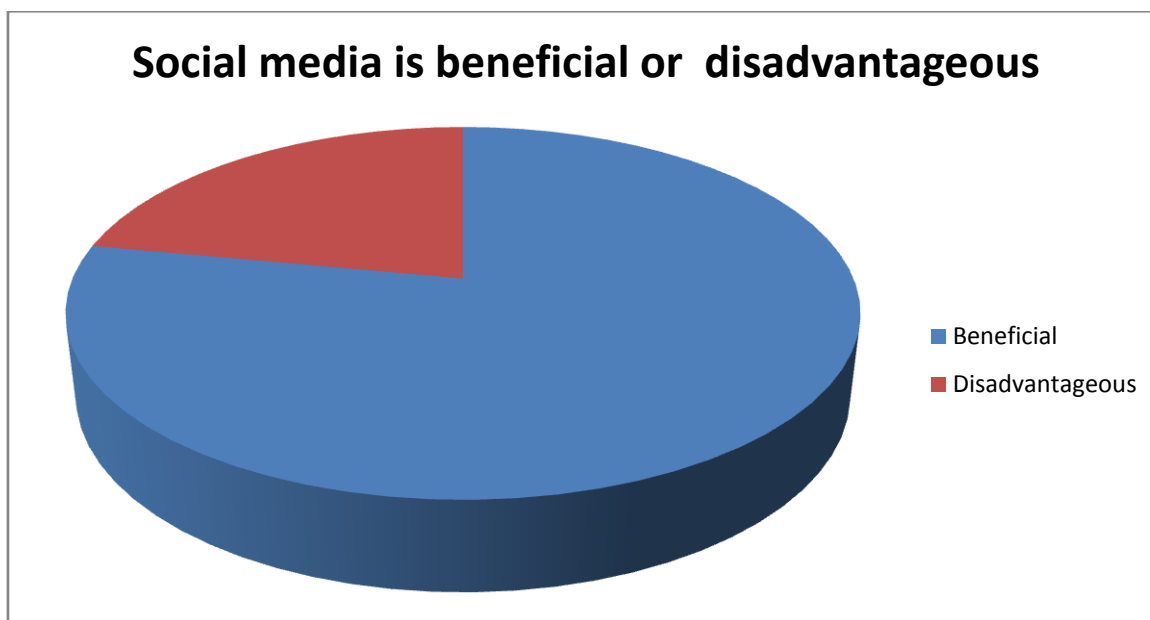
**Figure 5: Use of Social networking sites :** 96% people use the social networking sites whereas 4% don't use social networking sites.



**Figure 6: Which Social networking site is used more?**  
Facebook Users: 42%, Twitter: 29%, Instagram:2% and whatsapp:27%

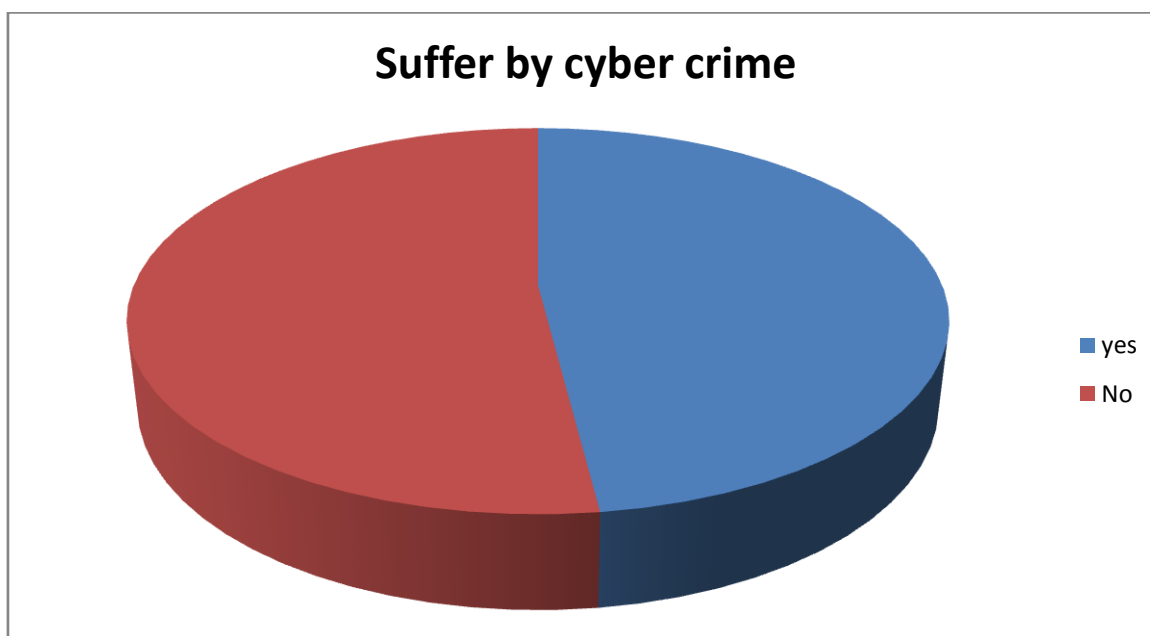


**Figure 7: Average time spend on social media per day**  
Less than one hour:5%,1-3 hour:18% 3-5 hours:70%,more than 5 hour:7%



**Figure 8: Social media is beneficial or disadvantageous**

According to 85% people social networking site is beneficial and 15% think they are disadvantageous.



**Figure 8: Suffer by cyber crime**

48% people are suffer by cyber crime and 52% hasn't suffer by cyber crime.

#### VI. Future scope

Today is age of interaction and contacts between individuals of various areas of globe through social platforms victimization the net [10]. Social networking as become staggeringly in style specially among youth, we tend to can't imagine our lives these days while not social networking sites. they need become a vital part of our life and conjointly a crucial tool of promoting in real sense of client orientation. The scope of social networking is widening further as offers a robust support to the

businesses in promoting. way forward for social media networking currently what's come back new basket, that new feature adds in.

It is age of computers and technology. As human resources increase new ideas come in mind of young engineers which result in new features. College students works upon different project during learning and come up with something new inventions but someone haven't think upon earlier." Technology and human resources move hand in hand and come up. There is a great scope of the social networking sites

no of users will increase every single hours. It has no scope of getting reduce. Social networking makes a

person smarter and more aware and its is a time of smarter people.

## VII. Appendix

The image shows a screenshot of a Google Forms survey questionnaire titled "Effects of Social Media On You". The form is set against a light blue background with a darker blue header. It contains several sections of questions, all marked as required. The questions are: Name, Age, Gender (with radio buttons for Male and Female), E-mail id, Mobile No., Locality (with radio buttons for Urban and Rural), Are you on social media? (with radio buttons for Yes and No), Type of social media you use (with checkboxes for Facebook, Twitter, Instagram, Whatsapp, and Other), Average time spend on social media? (with radio buttons for Less than 1 Hour, 1-3 Hour, 3-5 Hour, and More than 5 Hour), Your view about social media? (with radio buttons for Beneficial and Disadvantageous), and Have you ever been victim of cyber crime on social media? (with radio buttons for Yes and No). At the bottom, there is a "Submit" button and a warning: "Never submit passwords through Google Forms."

Figure 9: Survey Questionnaire

### References

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- [2] <http://www.pr.com/pressrelease/214190cs.ny.yu.edu/~jchen/socialnetworks.ppt>
- [3] [http://en.wikipedia.org/wiki/Social\\_network](http://en.wikipedia.org/wiki/Social_network)
- [4] <http://www.forrester.com>
- [5] [http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)
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- [12] Sharma Shilpi , S.Sodhi J., ,” *Awareness on Confidentiality in Social Networking Sites*”, International Journal of Scientific & Engineering Research, Volume 4, Issue 4, p.p1664-1670, April-2013
- [13] Sharma Shilpi,, S. Sodhi J” *Conceptualizing of social Networking Sites*”, IJCSI International Journal of Computer Science Issues, Vol. 9, No 1, Issue 1 , p.p 422-428, January 2012.