



Impact of social networking sites: A conceptual study

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Abstract

Usage of the social networking sites is very popular now a day's. Social networking sites are used to make relationship with friends, relatives, customer and clients. Social networking sites has two sides one side is positive and other one is negative. The main aim of the paper is to find out the impact of social networking sites on young population, business and society. This study is descriptive in nature and used secondary data. Social networking sites are very helpful in every field if it used in proper manner but if it is overused and inappropriate use it becomes very dangerous. It is a need of the time that every human being should try to understand the merits and demerits of these websites.

Keywords: relationship, social, human, helpful etc

Introduction

Social media is very popular term, today's world internet become the part of daily life. Internet is used to make relationship with friends, relatives, customer and clients. Social media can be used for both purposes: business purpose and social purpose. Social media helps in sharing text, images, audio, video etc. "Social media introduce substantial and pervasive change to communication between business, organization, community and individuals. Social media have more than 100,000,000 registered users"^[1].

Example of social media/social networking sites are Face Book, Twitter, Google+, Wikipedia, LinkedIn, YouTube, MySpace, Pinterest etc. "Social media is a platform where people can discuss their opinions. Website and other online means of communication are used by large group of people to share information and to develop social and professional contacts"^[2].

Social networking sites has two sides one side is positive and other one is negative.

Positive points of social networking sites:

- Social networking sites are cheapest way to share information and create awareness.
- Social networking sites are helpful to business, big names can promote their products and increased sales as well as new entrepreneur can introduce their products.
- Students can get academic support easily by sharing their assignment with the help of social media. Social networking site is also providing jobs to youth.

Negative points of social networking sites:

- Youth is spending lot of hours on social networking sites which results in low grade academic performance.
- There is less reliability and trustworthiness of social networking sites.
- Privacy, exposure of inappropriate contents, accounts' hacking and cyber-crime are also some negative points of

social networking sites.

Main aim of this research paper is to check out the mindset of the youth regarding social networking sites.

Review of literature

Reshma (2014)^[3] conducted a study on the students on the Maharshi Dayanand University, Rohtak students to know the impact of the social media on the youngster. This paper used both primary and secondary method of data collection. The questionnaire method was used in this paper to collect the primary data for the study. The sample size in the study was 60. In this study social media is divided into four parts: entertainment, communication, knowledge and time killing. The results from the finding prove that positive impact of social media were creating employment opportunities, communication medium at affordable price, platform for the information sharing. The negative impact of social media was increasing cyber-crimes, time wastage, and health issue.

J. & R. (2015)^[4] studied with the aim to know the impact of social networking site usage on the youth of the country. This paper described the positive impact of social media was common platform to share views and ideas, building social relationship, finding out the job opportunities, enhancing knowledge etc. Negative impact of social impact was involvement of young generation in cyber-crimes, wastage of time, addiction, health issue due to excess use etc.

Siddiqui & Singh (2016)^[5] conducted a study to find out the social media positive and negative side. This study was based on the secondary data. This paper discussed the effect of social media on students, business and society. The finding of the paper proves that social media had very beneficial if it used in right way and limited time.

Statement of the problem

As technology is growing social media importance is also growing day by day. Youth is highly involved in social media.

Youth spending couples of hours on social media. This study is to evaluate the impact of social media on youth. Without the social networking sites it is not possible for the business to exist in the today competitive world. And our whole society is also affected by the social networking sites so this study is also helpful to find out the impact of social networking sites on business and society as whole.

Objective of the study

The main aim of the paper is to find out the impact of social networking sites on young population, business and society.

Research Methodology

This paper is descriptive in nature use secondary data for data collection from journals, newspaper, internet etc.

Impact of social networking sites

Social networking sites become the integral part of our life. Without social networking site we can't imagine our life. But these social networking sites on the one side they are making our life easy but on the other hand it is destroying our life also.

Impact of Social Networking Sites on Young Population

Our young generation is spending their hours in using these social networking sites. The social networking sites impact them in large way.

Positive impact on young population:

- Helps students in their academic performance, they can better collaborate with their teachers, online resource available for their study and communicate with the other students.
- Finding out the job opportunities available for them in the market. Today there are lots of job portals available where you can upload your resume and suitable company hires u according to that.
- Social networking sites providing a platform to the young population to represent themselves and better communicate with the outer world.
- Social networking sites are also helpful in making social relationship.

Negative impact on young population

- Young population spending their hours on social networking site. Most of the time they are not doing something fruitful for them, they just use it for chatting, entrainment. By this way they waste their lot of time. This leads to poor academic performance.
- Social networking sites affect both way physically and mentally. Physically spending lot of hours has negative impact on our health like eye problem, heart problem, irritation, muscle pain etc. Mentally young population fall into cyber crimes and do illegal activities like kidnapping, murder, website hacking, password stealing etc.

Impact of social networking site on business:

Now a day's it is almost necessary for the business to stay connected with the social networking sites. Social networking affects business in positive as well as negative way.

Positive impact on business:

- Social networking sites helpful in doing promotional activities for their product and services.
- Social networking sites help business to stay connected with their customer all the times. By this social networking sites can also take feedback for their product and service which further helpful for the improvement.
- By social networking business can make brand image which helps in boost sales and higher profit.
- To remain competitive in market use of social networking sites is vital.

Negative impact on business

- Sometimes hacker hack the website of a business which becomes a major issue for the business.
- On social networking sites sometimes customer put their negative comments regarding the product and services provided which negatively impact the business and results into fall in sales and profit margin.
- Using social networking sites also increased the budget of the business.

Impact of social networking site on society

Our society is also affected by the social networking sites. One way social networking sites affect society in positive way and on another side negative way.

Positive impact on Society:

- Can communicate anywhere in the world without any boundaries without spending much amount at very low price.
- People getting lots of opportunities to explore themselves with the help of social networking sites.
- With the help of social networking sites awareness has been increased among the people related to their rights and several social issues.

Negative impact on society

- Social networking sites breaking the privacy of the people.
- In the social networking sites there is a pressure to be more involve than others. It sometimes leads to depression, suicide etc.
- People become habitual of using these social networking sites and wasting their time on it not doing anything fruitful.
- Social networking sites are also one of the reasons of falling productivity.

Suggestions for the use of social networking sites

Social networking sites changed the world a lot, if these sites used in proper manner it is one of biggest profitable invention of all the times. But using it with care is important it can also be very dangerous if not used properly.

- Use the social networking sites in time limit. People should aware of using it for the limited time period and not waste their whole day on these sites.
- Don't post the entire thing about yourself on these websites, hackers and crime minded people uses it again you.
- Do proper private setting, so only your friends and relative can see your activities.

- Don't trust on anything posted on the social networking site; verify it before taking any step.
- Don't link your all account on different social sites with each other.

Conclusion

Usage of the social networking sites is very popular now a day's. Without social networking sites we can't even think of our life. We become so much habitual of using these websites. On the one side it is making positive impact on human life and on the other hand it has also negative impact on our life. No section in the world remains untouched from the social networking sites. Social networking sites are very helpful in every field if it used in proper manner but if it is overused and inappropriate use it becomes very dangerous. It is a need of the time that every human being should try to understand the merits and demerits of these websites.

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