



Impact of Social Networking Sites on Education of Youth

KEYWORDS

Education, Social Networking, Social Networking Sites, Youth Generation

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ABSTRACT *Social networking websites like Orkut, Face book, Myspace and You tube are becoming more and more popular and has become part of daily life for an increasing number of people. Social networking is a current phenomenon that consists of both web-based communications with Internet users through websites and interaction with others via cellular phones. Young people's online behaviour is often not well understood resulting in a digital disconnect between young people use of technology and the knowledge and concerns those parents, professionals and community members share about this use. The study argues that these social networking websites distract students from their studies, but these websites can be useful for education based on sound pedagogical principles and proper supervision by the teachers. The purpose of this study is social networking, specifically the activities of texting and use of the Social Network Site (SNS) Face book, and its impact on communication.*

Introduction

Online social media have gained astounding worldwide growth and popularity which has led to attracting attention from variety of researchers globally. Although with time all generations have come to embrace the changes social network has brought about, teenagers and young adults are the most fanatic users of these sites. When using these sites such as Twitter, Face book or MySpace, there are both positive and negative effects on the youth. Social-networking sites have taken the world by a storm leading to nothing less than a 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. The adolescence years shape our outlook, our personality and mould us into what we are. So when we grow up in a world where our popularity is directly proportional to the number of "likes" and the comments we get on our photo shop-enhanced profile picture and live with people constantly competing for the coveted title of the king/queen of the virtual world, it is bound to have a profound impact of the psyche of an entire generation. The focus and time we spend on creating our brand on these social networking sites is a standing testimony to the awakening of the narcissist in us.

Social networking services utilize the participation technology and software tools to facilitate communication and interaction between members. Social software communication tools include blogs, wikis, instant messaging, chat rooms, message boards and social bookmarking. Members use these tools to share online ideas, documents, photos, videos, and favourite websites actually almost anything. As more people participate in social networking, the question becomes is it merely a social activity or are they involved in learning and development? And social networking websites is very popular among the youth so that they contribute the majority percentage of the users of these sites. So, the researcher wanted to study the impact of these social networking sites on their education.

Positive Aspects and Negative Aspects of Engaging in Social Media

Being engaged in Social Media will generally generate some of the positive effects on lives of Humans in many different ways.

- Education enables the professors to easily collaborate & communicate with Students, for a free access of resources for online help to learn.
- Politics for online networks helps in disseminating information & mobilizing people.
- Information spreads faster online than any other media.
- Talking about jobs related opportunities, it's great for professionals for marketing, connecting, and finding business related opportunities.
- For present scenario, employers find employees and unemployed find work; which has created thousands of jobs and new avenues for Income.

Social Media on other side of affect may be considered as a Detriment to Work or School, which as well have effects on lives of humans in many different ways.

- Enables cheating on school assignments, for improving grades for light users and grades of students who are heavy users of social media, tend to suffer.
- Job recruiters check a prospective employee's social media accounts, which actually can count against an individual.
- An effect of Social Detriments can well be correlated with personality and brain disorders.
- Less time for face-to-face interaction with loved ones leads to Misinformation as well.

Review of Literature

Jeff Cain (2008) face book is a tool that aids students in developing their identities and finding their 'fit' within a college community and helping students connect, establish a network and stay in contact with old and new friends is the centre of attraction and significant benefits of face book. **Wierenga et al 2003; Oliver et al 2003** found that studied young people's social networking practices and their strategies for engaging in smart, safe, respectful and responsible online behaviour. The project engaged young

people as project partners and placed their views, experiences and skills in using SNS at the centre of its approach.

Objectives of the Study

The Research Project was designed in response with following objectives to be kept in preview.

- To identify the nature and scope of adults concerns about young people’s use of social networking services & understands about the risks and opportunities’ of SNS and related practices
- To find out the ways young people protect themselves from a range of risks in online spaces.
- To analyze the potentially effective ways to overcome generational knowledge gaps about young people’s social networking practices and their relationship to cyber safety.

Methodology

Data Collection

Survey Method is employed to collect the data from the respondents through structured questionnaire designed on the basis of objectives of the study. Secondary Data have been collected through various Journals, books & internet which are restricted to the conceptual framework of the paper only.

Sampling Design

The population has comprised of Students and Youth at the collegiate level in Coimbatore city. A convenient sampling size of 150 students of respondents has been randomly selected.

Data Analysis

The collected data is then edited, consolidated and subjected to suitable statistical test & the data is presented in form of tables.

Statistical Tool Used

The following statistical tools have been used in the study for the purpose of analysis:

Simple Percentage Analysis

Chi – Square test

Limitation of the Study

- The study has all the limitations of non-random sampling.
- The study has been confined to Coimbatore city only. It may not be universally applicable.
- The findings may not be accurate because, the sample has been limited to 150 respondents.

Simple Percentage Analysis

Table – I Demographic Factors of the Respondents

Factors	Particulars	Frequency	Percentage
Gender	Male	74	49.3
	Female	76	50.7
Education Level	Under Graduate	80	53.3
	Post Graduate	70	46.7
Monthly Income	Less than Rs 15000	36	26.0
	Rs 15001 - Rs 20000	67	44.7
	Rs 20001 - Rs 30000	26	17.3
	Rs 30001 - Rs 40000	18	12.0
No. of Earning Members	1 – 2	119	79.3
	3 – 4	31	20.7

Source: Primary Data

Chi - Square Analysis

Table – II Gender and Purpose of using Internet

Gender	Purpose of Using Internet				Total
	Education- al Purpose	Entertain- ment Purpose	Web Surfing	Social Network- ing	
Male	28	26	15	5	74
Female	42	11	20	3	76
Total	70	37	35	8	150

Source: Primary Data

Chi – Square Value – 10.070, DF – 3, Significance – 0.018

Ho - There is no association between Gender & Purpose of using Internet.

The Chi – Square statistics value was 10.070 and it was found to be significant at 5% level as the significance value is 0.018, hence we reject the null hypothesis & conclude that there is no association between Gender and Purpose of using Internet, by the students.

Table – III Gender & Interest in using Social Networking

Gender	Interest in Using Social Networking		
	Yes	No	Total
Male	64	10	74
Female	68	8	76
Total	132	18	150

Source: Primary Data

Chi – Square Value – 0.317, DF – 1, Significance – 0.574

Ho - There is no association between Gender & Purpose of using Internet.

The Chi – Square statistics value was 0.317 and it was found to be significant at 5% level as the significance value is 0.574, hence we reject the null hypothesis & conclude that there is no association between Gender and Interest in using Social Networking, by the students.

Table – IV Gender and Not Interest in using Social Networking

Monthly Income	Reason for not Using Social Networking Site (SNS)			Total
	Don't know About the Site	Not Interested	No Internet Access	
Less than Rs 15000	33	0	6	39
Rs 15001 – Rs 20000	62	0	5	67
Rs 20001 - Rs 30000	24	1	1	26
Rs 30001 - Rs 40000	13	0	5	18
Total	132	1	17	150

Source: Primary Data

Chi – Square Value – 12.572, DF – 6, Significance – 0.050

Ho - There is no association between Monthly Income & Reason for not using Social Networking Site (SNS).

The Chi – Square statistics value was 12.572 and it was found to be significant at 5% level as the significance value is 0.050, hence we reject the null hypothesis & conclude that there is no association between Gender and Interest in using Social Networking, by the students.

Suggestions

The findings reported here demonstrate that the following guiding principles should be applied in the development of future cyber safety education models:

- Development must be undertaken in partnership with both young people and adults in order that cyber safety education can both be inclusive of young people's voices and expertise, and address adults concerns and curiosities.
- Models for cyber safety education must acknowledge the technical and social expertise of young people by positioning them as experts.
- Models must be experiential – they must engage parents in learning about the social, technical and cultural dimensions of SNS through doing.
- The ideal model will combine face-to-face with online delivery.
- The ideal model will have scope to meet the specific technical skills needs of adults, as well as providing capacity for high level conversations about the socio-cultural dimensions of young people's technology use.
- The ideal model will be flexible and iterative so that it can keep pace with the emergence of new online and networked media technologies and practices.

Conclusions

Froms the analysis stated above, it can be well understood that Social Networking Site (SNS) has left a drastic impact on Youth generation. From a small instant messaging to web surfing, students are regularly using SNS for their purpose of meeting. The positive as well as negative effects which has generally left on student's turns out and how the present youth generation respond towards it. Having young people share this expert know-how with parents has the potential to address adults' concerns to a greater extent than has been possible to date using conventional cyber safety education strategies because it gives adults an intimate window onto what young people actually do online. This model of cyber safety education also has the potential to validate and strengthen young people knowledge and experience.

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