



## A STUDY ON EFFECTS OF SOCIAL NETWORKING SITES ON MEMBERS' SOCIAL RELATIONSHIP: A CASE STUDY ON FACEBOOK

**Sukeerthi**

Research Scalar, Dept. of P.G. Studies & Research in Sociology, Kuvempu University, Shankaragatta- 577451.

**Dr. Krupalini H. S.**

Asst. Prof. and Research Supervisor, Dept. of Studies & Research in Sociology, Sahyadri Arts College, Shimoga-577203.

**ABSTRACT** Now-a-days, Social Networking Site (SNS) like Facebook is becoming more popular among the young generation in all over the world. However this Socials Networking Site has become a touchy part of the daily life of the youth's and they are used to access regularly for a prolong time periods to share their ideas, comments, thoughts or giving any statement regarding commendable and contemporary situation. Facebook has a lot of interesting features through which mid generations are attracted more and they are becoming more Facebook seeker and however it effects on their social life in a positive and negative way. Therefore in this research paper an attempt has been made to point out the status of Facebook in order to identify its positive as well as negative effects on the social relationship upbringing among the youths in Shimoga City and also assess how this social site is becoming a touchy tool for a single person who used to share their trend able comments to others through internet accessibility. To make the proper structure of this research paper 500 samples collected and processed and finally it has turned into shape through some Cartographic and statistical observation followed by some findings and conclusion to focus on the scenario of Facebook status among the young generations in Shimoga City.

### KEYWORDS :

#### 1. Introduction

The first known communication tool/technique was the cave painting. Communication through cave paintings was a very important part of early human society (Morriss-Kay, 2009). While the importance of communication continues, the worldwide penetration of computers and the Internet has resulted online mediums where people can communicate. Classmates.com was the first social networking site, founded in 1995 (Meltzer and Philips, 2009). Nowadays, social networking sites give users a form of online identity. The world's largest social network, Facebook, has more than 1.31 billion mobile active users and 1.49 billion monthly active users (Facebook, 2015). Furthermore, recent studies show that 90% of 18e29 year olds in USA use social networks and a high percentage (between 85 and 99%) of students use Facebook (Brenner, 2013; Matney and Borland, 2009). Facebook use and multitasking showed a significant difference and impact on GPA within different levels of undergraduate students in the USA (Junco, 2015). The term "unfriend" was added to the Oxford Dictionary, defined as "To remove someone as a 'friend' on a social networking site such as Facebook" (Gross, 2009). For that reason, this research had been carried out in order to observe the attitudes and Facebook usage of students and to examine behaviors of students on social media, especially Facebook.

Social networking can connect strangers across the world. As the evolution of communication continues, technology progresses and social networking grows. Social networks like Instagram, Twitter, and Facebook have grown to have billions of users. In fact in today's society, it is necessary or nearly expected to use one if not all of these technological communication networks. The increasing use of social networking has had both a negative and positive effect on communication in relationships. The purpose of this literary analysis is to answer if social networks are helpful or harmful to relationships.

Lately, online social networking sites engage students and need to be studied as distributors of information. The medium of internet has evolved with growth in its applications. The interactive nature of online environments has expanded with social networks. Connecting through social networks started as a niche activity, but with time it is now a phenomenon. The social networking sites are being used in various ways like forming communities, chatting, blogging etc. Apart from that different institutions even nowadays are forming communities or groups on different Social Networking Sites.

#### 2. Literature Review

Hu Liu and Zhang (2008), their study entitled "*Do Online Reviews Affect Product Sales? The Role of Reviewer Characteristics and Temporal Effects*"-Social Networking Sites not only influence interpersonal relationships and educational performance of college students, a study of the consumption patterns and lifestyles in general.

Many studies have supported the idea that a positive correlation exists between online product reviews on Social Networking Sites and the increasing consumption among college students.

Coyle and Vaughn (2008), their research paper entitled "*Social Networking: Communication Revolution or Evolution?*"- The literature on Social Networking Sites and conducted a survey on how college students are engaged in social networking. They found that the main purpose of using Social Networking Sites is to keep in touch with friends. They also indicate that these are used for merely trivial communication with friends. These sites are simply new form of communication that is evolving over time with the aid of technology.

Nicole Ellison's (2008), in his study "*Social Networking Sites, Students and Information Technology*"- Social Networking Sites provides very thought provoking insights. According to this study, 85 % of the respondents use one or more social networking sites. Most of the respondents aging 18 and 19 years old use Social Networking Sites (95%), yet only 37% aging 30 years and above utilizes these networking sites. The majority involving 18 and 19 years old, have more than 200 friends while those aged 30 and above have more or less 25 or lesser friends on these sites. The majority of the users of Social Networking Sites spend 5 hours or less per week.

Keenan et al (2009), their research paper entitled "*Sociability and Social Interaction on Social Networking Websites*"- A study conducted an exploratory study of four Social Networking Sites and their features that encourage sociability and social interaction. The study finds that Facebook and MySpace, as the largest social websites, receive the most coverage. These websites offer an extensive amount of social features and require a thorough analysis. LinkedIn and Twitter represent a niche application of social websites, focusing on professional networks and micro-blogging respectively.

Mikolaj Jan Piskorski (2009), in his study entitled "*Understanding the Uses of Social Networks*"- cites that people love to look at pictures, which is the killer application of all online Social Networking Sites. Piskorski hypothesizes that people who post pictures of themselves can show they are having fun and are popular without having to boast. Another attraction of photos is that they enable a form of voyeurism. Social networks enable a very delicate way to pry into someone's life without really prying.

Lee and Sun, (2009), in their research paper entitled "*Adolescence is a stage that is associated with a strong need for friendships and peer-group affiliations along with the need for person-to-person communication*" finds the changing dynamics of communication within the adolescent population especially those in their teenage years, have important implications on their social relationships and

communication in real life. SNSs act as a mediator between real and virtual communication, leading directly to the individual's virtual interpersonal relationship.

Park Ji-Hong (2010), his research paper entitled *“Differences among University Students and Faculties in Social Networking Site Perception and Use: Implications for Academic Library Services”* explores the usage of Social Networking Sites by different university users. He studied three groups of users' (undergraduate, graduate and faculty) at Yonsei University in Seoul, South Korea. The analysis indicated that the three groups of users demonstrated distinct patterns of use of social networking sites. The study stipulated that undergraduates used the profile service more than the community service while graduates used the community service more than the profile service. Yet most of the faculty members were not active users.

Gershon, Marshall et al (2011), in their research paper entitled *“Facebook may result in negative effects on a relationship”* established that inappropriate Facebook activity did, in fact, put a negative strain onto relationships. People began to check their partner's online activity on a daily basis because of the jealousy they felt. When individuals felt instability in their relationship, online activity caused the expected jealous responses.

Moira Burke and Cameron Marlow (2011), A study entitled *“Social Capital as Facebook: Differentiating Uses and Users”* Social capital as Facebook; differentiating uses and users. Discuss extensively about the perspective to look at the uses of Social Networking Sites. It says though usage of Social Networking Sites is often treated as a monolithic activity, in which all time is equally social and its impact the same for all users. The study primarily examines how Facebook affects social capital depending upon: types of site activities, contrasting one-on-one communication, broadcasts to wider audiences, and passive consumption of social news, and individual differences among users, including social communication skill and self-esteem.

Tokunaga (2011), their study entitled *“Individuals who are looking to develop a relationship may begin to get curious about their love interest's behavior online”* someone's behavior online may unknowingly hurt his or her potential offline relationship. In the beginning of a relationship, SNS are a great way to interact with another person online, by getting to know that individual person better, or to maintain and enhance a long distance relationship.

L. Alvin Malesky and Jr. Chris Peters (2011), in their study entitled *“Defining appropriate professional behaviour for faculty and university students on social networking websites”* examined the role this rapidly evolving method of communication plays in an academic setting. The study projected that the vast majority of university students have profiles on social networking sites including university groups and academic departments. As a result this increased utilization enabling students and faculty to be in contact in ways that have not occurred in the past. At the end this study suggests that institutions of higher education need to develop policies and procedures.

Keol Lim and Ellen B Meier (2012), in their study entitled *“International Student's Use of Social Network Services in the New Culture: A Case Study with Korean Youths in the United States”* and found that how and why Korean students use Social Networking Sites and what are the advantages. The study as such begins with the explanation of how the number of international students getting admission in U S universities has increased. It also refers to psychological experiences of international students such as disorientation, nostalgic depressive reactions, and feelings of isolation, alienation and powerlessness. However, international students may have limited ways to cope with stress, which could lead to stress-related illnesses such as anxiety or depression.

**Research Gap:** Many researchers have done their studies on the various issues on Social Networking Sites, but there is no evidence that non-of the studies have been addressed on the issues, objectives and scope of the present study entitled: Effects of Social Networking Sites on the Social relationship: A Case study on Facebook. Hence there is a need address on the present issue which is taken for the study.

**3. Statement of Problems**

Social technologies such as SNSs mediate a significant portion of

students' life. Youths use technology to keep in touch with friends, mediate romantic relationships, organize into social groups, support each other, and develop their own identities. An increasing number of college students have joined social networking sites and are actively using them especially when socializing with their peers. The students are spending a lot of time in the cyber cafes and on their mobile phones that are internet enabled accessing the SNSs while at home .They spend hours chatting with friends, improving their profiles and going through profiles of their friends. Given that significant role that SNSs are playing in students lives, adults and especially parents and teachers are understandably concerned whether these online communities have an effects on their social relationships, both online and offline. This concern has prompted this research. It will look in to the Effects of Social Networking Sites on the Social relationship among students.

**4. Objectives of the Study:**

The objectives of this study are follows:

- To analyses the effects of Social relationships on Facebook
- To determine the patterns of shared information true on Facebook
- To study the effects of SNSs usage on students' online interpersonal relationships

**5. Hypothesis**

- H1: There is a significant association between Social relationship of the respondents and their Gender.
- H2: There is a significant association between Social status of the respondents and their Gender.
- H3: There is significant association between family relationship and using of Facebook

**6. Research Methodology**

A descriptive research has been used in the study and respondents are from students of Shimoga District. Non-probability sampling technique is used. The structured questionnaire was administered to 500 respondents. Before finalizing questionnaire opinion of expert panel was taken and it was followed by pilot survey of 50 students. Data and information gathered through questionnaire were analyzed using SPSS Software. Various statistical tests like chi -square and fisher exact test were performed to study Impact of Facebook on students' Social relationship.

**7. Analysis and Interpretation**

The analysis of the data collected through survey has been analysed and interpreted with the help of SPSS and statistics. Those data are tabulated and analyzed in the following tables and paragraphs.

**Table No.1: Shared all personal information true in Facebook**

		Frequency	Yes	No	Only some may be correct	Total
Gender	Male	Count	124	17	63	204
		% within Gender	60.8%	8.3%	30.9%	100.0%
	Female	Count	149	46	101	296
		% within Gender	50.3%	15.5%	34.1%	100.0%
Total		Count	273	63	164	500
		% within Gender	54.6%	12.6%	32.8%	100.0%

Source: Survey Data

It is evident from the above Table No.1 that total Shared all personal information true in Facebook as it is the leading Social Networking Site. It can be concluded that about 54.6% respondents Shared all personal information true, and about 32.8% respondents Only some may be correct. Hence, it can be concluded that majority of the respondents Shared all personal information true in Facebook.

**Table No.2: Relationships by Facebook can sustain for a long time**

Relationship	Frequency	Percent
Sustain	205	41.0
Not-sustain	295	59.0
<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Survey Data

It can be analyzed from the Table No.2 that Relationships by Facebook can sustain for a long time, about 59.0 % of the respondents Relationships by Facebook cannot sustain for a long time, 41.0% of

respondents Relationships by Facebook can sustain for a long time. Hence, majority of the respondents through Facebook Relationships not sustain for a long time.

**Table No.3: After creating your Facebook account, your friends are moving away from your direct contact.**

Direct contact	Frequency	Percent
Yes	118	23.6
No	382	76.4
Total	500	100.0

Source: Survey data

From the Table No.3, it is very clear that after creating your Facebook account, your friends are moving away from your direct contact. About 76.4% respondents' friends are not away from direct contact, 23.6% friends are moving away from your direct contact. Hence, majority of the respondents after creating Facebook account friends are not moving away from direct contact.

**Table No.4: Are you becoming introvert by using Facebook**

Response	Frequency	Percent
Yes	131	26.2
No	369	73.8
Total	500	100.0

Source: Survey data

It is evident from the above Table No.2 that are you becoming introvert by using Facebook. It can be concluded that about 73.8% cannot introvert by using Facebook, and about 26.2% by using Facebook can change introvert. Hence, it can be concluded that majority of the respondents cannot change by after using Facebook of introvert behaviour.

**H<sub>1</sub>: There is significant association between Social relationship of the respondents and their Gender.**

Gender * Do you think Facebook made to improve your social relationship Cross tabulation					
Factors			Do you think Facebook made to improve your social relationship		Total
			Yes	No	
Gender	Male	Count	131	73	204
		% within Gender	64.2%	35.8%	100.0%
	Female	Count	143	153	296
		% within Gender	48.3%	51.7%	100.0%
Total		Count	274	226	500
		% within Gender	54.8%	45.2%	100.0%

Source: Survey Data

It can be analyzed from the Table No.5, that about 54.8% of the respondents use a Facebook Improve our social relationship, and about 45.2% respondents use Facebook not improved social relationship. Hence, majority of the respondents says cannot improve social relationship.

Test Statistics <sup>a</sup>	
N	500
Chi-Square	12.334
df	1
Asymp. Sig.	.000

Chi-square test was used to test association between Social relationship of the respondents and their Gender. At 1 percent level of significance for the degree of freedom 1 the calculated value of Chi-Square = 12.334, and the table value of Chi-Square = 3.841. As the calculated value of Chi-Square is greater than the table value and significance value 0.000 (p < 05), therefore null hypothesis is rejected. Hence, it can be stated that there is significant association between Social relationship of the respondents and their Gender.

**H<sub>1</sub>: There is significant association between Social status of the respondents and their Gender.**

Gender * Is your social status changed by using Facebook Crosstabulation		
Factors	Response	Total

		Yes	No		
Gender	Male	Count	75	129	204
		% within Gender	36.8%	63.2%	100.0%
	Female	Count	69	227	296
		% within Gender	23.3%	76.7%	100.0%
Total		Count	144	356	500
		% within Gender	29.2%	70.8%	100.0%

Source: Survey data

From the Table No.6, it is very clear that Social status changed by using Facebook. About 70.8% respondents cannot change Social status by using Facebook. Only 29.2% respondents can change Social status by using Facebook. Hence, majority of the respondents after using Facebook cannot change Social status.

Test Statistics <sup>a</sup>	
N	500
Chi-Square	12.349
df	1
Asymp. Sig.	.002

Chi-square test was used to test association between Social status of the respondents and their Gender. At 1 percent level of significance for the degree of freedom 1 the calculated value of Chi-Square = 12.349, and the table value of Chi-Square = 3.841. As the calculated value of Chi-Square is greater than the table value and significance value 0.002 (p < 05), therefore null hypothesis is rejected. Hence, it can be stated that there is significant association between Social status of the respondents and their Gender.

**Table No.7: Changes noticed in family relationship by using Facebook**

Changes have you come across in family relationship by using Facebook						
Changes	Mean	Mean difference	Std. Deviation	Std. Error Mean	T	Sig. (2 tailed)*
Flexible bondage with family members	3.06	.058	1.295	.058	1.001	.077
Increased gap with family members	2.92	-.080	1.276	.057	1.402	.041
Reduced emotional relationship with family members	2.87	-.128	1.253	.056	2.284	.023
Not possible to spend more time with family members	3.20	.198	1.291	.058	1.430	.011
Decreased bondage with relatives	2.75	-.252	1.265	.057	1.975	.023
Test value = 3, *at 95 percent confidence interval						

Source: Survey data

It can be brief-out the above Table No.7 that, mean value 3.20 feel that its not possible to spend more time with family members, mean value 3.06 of the respondents Flexible bondage with family members, mean 2.92, increased gap with family members. Mean 2.87 respondents reduced emotional relationship with family members and mean 2.75 respondents Decreased bondage with relatives, Changes have you come across in family relationship by using Facebook. Hence, it can be concluded that majority of the respondents not possible to spend more time with family members.

**H<sub>0</sub>: There is significant association between family relationship and using of Facebook**

Changes have you come across in family relationship by using Facebook.							
Variable	Mean	Mean difference	Std. Deviation	Std. Error Mean	T	Sig. (2 tailed)*	Decision Made (Null)
Family Impacts	3.02	0.018	1.265	0.056	1.618	0.053	Accepted
Test value =3, *at 95 percent confidence interval							

Source: Survey data

It can be analyzed from the Table as per the one sample 'T' Test results

total number of respondents 500, Mean 3.02, Std. Deviation 1.265, Mean difference 0.018, Std. Error Mean 0.056 and Significance Value is 0.053. Calculated T value is= 1.618 T (2-tailed) Table value = 1.965 less than table value. Hence, null hypothesis is accepted and it can be concluded that there is significant association between family relationship and using of Facebook

## 8. Summary of Findings

The summary of major findings of the study is as under:

- The majority of the respondents share true personal information in Facebook.
- The survey result found that the Facebook user's relationship will not sustain for a long time.
- Majority of the respondents opinioned that the Facebook friends are not moving away for the direct personal contact as they meet and spend time in Facebook.
- The result shows that the Facebook social network not impacting on users introvert behaviour.
- Through the usage of Facebook, personal and social relationship will not improve.
- The study found that Facebook not changes the social status of the users.
- The result shows Facebook users not spends more time with their family members.

## 9. Conclusion

The Facebook is very strong and popular among Social Networking Sites. Day-by-day, it is gaining its importance among youths especially college going-students. The findings of the study are drawn from the degree college students of Shimoga district of Karnataka state which covered traditional and technical courses. Hence, habit of logging-on the Facebook is developing day-by-day among students irrespective of degree. Unless is curbed in the initial stages, this habit spread like a cancer. There is a limit for everything, and using SNS is not harmful, but there should be time-slot for everything.

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