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## **THE IMPACT OF SOCIAL NETWORKING SITES ON PERSONAL LIVES OF THE PEOPLE IN PUNE & NEIGHBORHOOD**

### **1. ABSTRACT :**

*The growing popularity of social networking sites (SNS) among the Internet users demands an introspection of personal and social behavior of human beings. Today 1.5 billion people across the world have their profiles in social networking sites. Everything looks nice when you create a profile on social networking site, but how you feel when someone starts blackmailing using your personal data. Your boss threatens to fire you for posting comments on SNS. You feel compulsive to check your profile during work hours. SNS becomes a reason for anxiety and addiction. It starts affecting personal relationship with spouse and family members. Such sites make private life and public life of an individual a digital document. How SNS affecting our social behavior and relationships? Are we going towards a prosperous future or a darker world of SNS? This research study tries to explore all these negative impacts of SNS on its users.*

### **2. KEY WORDS:**

Social networking sites, Personal privacy, Social isolation, Cyber infidelity, Virtual life, cybercriminals, Facebook addiction.

### **3. INTRODUCTION :**

Over the years, social networking among college students has become more and more popular. It is a way to make connections, not only on campus, but with friends outside of school. Social networking is a way that helps many people feel as though they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students are being affected by how much time is being spent on these sites (Choney, 2010). For the purpose of this study, social networking is defined as the use of Facebook, YouTube, blogs, Twitter, MySpace, or LinkedIn. With smart phones being able to access the internet and have applications of social networking, many are concerned about how smart phones with social networking applications will affect students' grades.

Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. A social networking site is an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people, who, for example, share interests and/or activities.

A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks. The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Social networking companies continue developing their products, SNS applications are growing. Which are sometimes helpful?

The purpose of this research is to review the rising use of social Networks by people while on the job. The popularity of social networks And their increasing use in the workplace present some concerns for employers, but all indications are that employers cannot hope to prevent social network use during work hours. As an alternative to an attempt to prohibit their use, this research leads to the recommendation that Businesses make use of social networks instead. A possible use would be as a tool of communication between management and employees to ensure that employees are productive but not overworked. Another possible use is as a marketing tools. Social networking is an interconnected system through which alliances are formed, help is obtained, information is transmitted, and actions taken to achieve certain results. If businesses need to work with social networking websites, as seems likely, they should have a policy on social networking in the workplace. This recommendation is based on the assumptions that use of social networking in the workplace continues to increase and that internet security will never be perfect in filtering personal or business information on social networks. The extent of this problem is ongoing and impossible to predict.

There are four major social networking sites in common use. Facebook. , Introduced in February 2004, is one of the most popular social networking websites today. This website was originally open only to students at Harvard University, but this no longer holds true. Facebook has reached a membership of over 200 million. LinkedIn was started in May 2003, and is less focused on social networking. This tool is used to network within a desired professional atmosphere and allows individuals to build professional, career-oriented relationships. “LinkedIn is the most business-oriented of the four big social networking websites” (Wilson, 2009). LinkedIn has a membership of about 36 million.

MySpace was started in August 2003. It is more directed toward the musically inclined. This social networking website is no longer solely for social networking. It is more about connecting different bands and groups, rather than connecting individuals. The membership for MySpace is about 126 million. Joining the social networking trend in March 2006, Twitter is the most immediate of the four big social networking websites. It

has become a self-promotional tool used by celebrities. For those who like to “follow” their favorite celebrities, they can get instant updates about where their favorite singer or actor is, what they are doing, how they are feeling, etc. Twitter has around 10 million members.

There are five principle worries that management has in regard to social networking: perceived loss in staff productivity, data leakage from staff gossiping freely in an open environment, damage to a company’s reputation, scams practiced by “cyber crooks,” and the open access to company information because of outdated passwords. There are many uses for the big four social networking sites. It is a concern to management and corporate executive officers that employees spend time on these websites while at work. One possible use of the networks that is a source of concern to management is the possible damage to the company’s reputation that can be brought about by posts online. If an employee were to be angry, or have had a bad day, they might be inclined to take their anger out online. This behavior could damage a company’s reputation. “Employers have the right to hold employees responsible for such conduct if the postings are used to ‘attack the company’ or ‘harass Co-workers’”

Online Social networking is a type of virtual communication that allows people to connect with each other. This concept arises from basic need of human beings to stay together in groups forming a community. Wikipedia defines social network service as online platform that focus on building and reflecting social networks or social relations among people who share interests and activities. Social networking sites, email, instant messaging, video- and photo- sharing sites and comment posting are all tools that help people to communicate and socialize with each other. The first social networking site SixDegrees.com was launched in 1997. It allowed users to create profiles, list their friends and surf the friends list (Boyd, & Ellison, 2007). Starting from 1997 to 2010 there are some 1.5 billion users of social networking websites (Kreutz, 2009). People join social networking sites because it gives them an opportunity to express their views, a feel of independency and self esteem. It’s just a click way to create a virtual profile and connect with millions of users across the world, becomes more interesting because you

can stay connected with old friends and family members. The list of ten most popular social networking sites based on their Alexa global traffic rank and traffic rank from Compete and Quantcast is shown in Fig1.

**Fig 1: Top 10 social networking sites in the world**

Rank	Sites	Estimated Unique Monthly visitors
1	Facebook	550,000,000
2	Twitter	95,800,000
3	MySpace	80,500,000
4	Linkedin	50,000,000
5	Ning	42,000,000
6	Tagged	30,000,000
7	Classmates	29,000,000
8	Hi5	27,000,000
9	myyearbook	12,000,000
10	Meetup	8,000,000

According to ComScore, a leader in measuring the digital world, 84 percent of India’s total internet visitors are users of SNS. India is the seventh largest market worldwide for social networking after the U.S., China, Germany, Russian Federation, Brazil and the U.K. Facebook captures the top slot among SNS in India with 20.9 million visitors. Interestingly, Indian social networking audience has increased by 43 percent within 2009-10 ("Facebook captures top," 2010). Mark Zuckerberg’s Facebook, initially launched for Harvard students, is today the most used social networking site by worldwide users. With more than 500 million active users, it is the third largest country after China and India. People spend over 700 billion minutes per month on Facebook and 70 percent of users are from outside United States. Interestingly, an average user has 130 friends on Facebook ("Facebook statistics," ). But is this the true picture of social networking sites? Is everything going fine in the world of social networking? What about the futures of its

users? Are they happy with the virtual life or it is making their life hell? The above questions have been discussed with a critical analysis of available facts.

***How to remain safe in SNS:*** Whether to use social networking site or not is an individual decision to many. But you must be aware of certain things when discussing your private life in public. These are some of the tips that can make you and your family safe on the networking sites.

- 1) **Change the profile privacy now.** Keep your information accessible only to people in your friend list.
- 2) **Don't accept friendship request from strangers.** Many often we judge a particular person online, by his/her profile picture and personal information. This is the first mistake that cyber criminals wanted us to do.
- 3) **Don't post very personal information on the profile.** It includes your email id, date of birth, contact number, home address and information about your family members.
- 4) **Be cautious while posting your photo.** Ensure your photo background doesn't show about your actual whereabouts.
- 5) **Don't post your current location when on a tour.** Posting this information on social networking site is just like inviting criminals.
- 6) **Don't post negative things about your life.** This is just like maligning your own image. Your friends are monitoring your activity and one such mistake can cause havoc in future.
- 7) **Make distance from your ex's profile.** This might seem you little cruel, but once you decide to quit a relationship there is no meaning again visiting your ex-partner's profile. If you want to have a good life in future, then unfriend your ex from friend list.
- 8) **Don't substitute real friends with virtual friends.** Facebook is a great tool to connect new people across world. But they can never be your real friends. You need real friends to enhance your social image and reduce stress and anxiety.
- 9) **Avoid using Social networking sites in work hours.** When you try to use social networking sites during work hour, it not only affects your work performance but also increases chances of getting fired.

#### **4. OBJECTIVES:**

- a) To know how social networking sites (SNSs) affect the life of an individual in and out of business environment and its impact on Management students.
- b) To study Impact of use of use of social networking sites
- c) To study Negative experiences from online social networking

## **5. CONCEPTUAL FRAMEWORK :**

The main investigation of this study is to identify the relationship between these social networking sites by employees and its impact on social life.

To carry out that research we have collected the data from employees who are working in a corporate sector and design a questionnaire which has 11 set of questions which are based on different aspect which are related with the use of social networking site (SNS), to get the in-depth knowledge about their behavior and attitude.

The main purpose of using these sites is to identify that how it can be a great way to make connections with people with related interests and goals and how it can be affective for various employees.

For this research we have also collected the data of questionnaire from various employees who are working in various industries which had 11 set of questions, in which opinion of various employees have been considered in the most effective manner.



## 6. RESEARCH METHODOLOGY :

An questionnaire asking students about social media, and its usage, was filed by questioner method, email (approximately 100) Pune & Neighborhood.

. Data Source: The researcher can get two types of data:

- a) Primary Data
- b) Secondary Data

a) Primary Data

Questionnaire asking students about social media, and its usage, was filed by questioner method, email, web mail, (approximately 100) Pune & Neighborhood source.

b) Secondary data

Any data which have been collected earlier for some purpose are the secondary data. Indirect collection of data from sources containing past or recent past information like bank's brochures, annual publication, books etc. Secondary sources used are:

- (1) Text books
- (2) Internet sites
- (3) Newspaper articles
- (4) Brochures**
- (5) Annual Reports**

## 7. FINDINGS :

- a) Among 40 respondents majority of them (i.e. 39%) use social networking sites to communicate with existing friends, 29% of them use SNS's to find old friends, 23% of them use SNS's to make new friends & only 9% of the respondents use SNS's to find people having common interests. So we can say that mostly people use SNS's to stay in touch with their existing friends.
- b) Among 40 respondents 48% of them have benefitted as the SNS helps them to connect easily with their existing friends while 24% have been benefitted as a user of SNS as they find it a great way to enjoy leisure or whenever they are alone, 19% of them have benefitted by making more friends online , 9% have benefitted through SNS as it helped them link to various online recruiters to find employment but none of them have found a life partner through these SNS.
- c) Hence from the above mentioned stats it is evident that most of the users are benefitted as the SNS helps them to connect easily with their existing friends
- d) Among 40 respondents 84% of them believe that SNS haven't created a negative impact on their personal life while 16% of them think that the use of SNS has negatively affected their personal life. So from the above analysis it's evident that SNS's do not create any negative impact on the lives of majority of the users.

## 8. CONCLUSION :

The growth of social networking sites shows a significant change in the social and personal behavior of Internet users. SNS has become an essential medium of communication and entertainment among the young adults. Though it has started to affect the daily activities of normal human beings, the popularity of SNS is not going to reduce in near future. Everything in this world can be used for a bad purpose as well as for good. It's us who can make the difference and utilize social networking sites wisely for the benefit of developing social bonds across the geographical borders. However, nefarious act of cyber criminals discussed in the article has to be brought to the fore and stringent measures should be taken to curb the menace. Cyber laws have to be fortified with advancement of rules as if violators cannot escape committing a crime, at the cost of societal values.

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