

IMPACT OF FACEBOOK ON URBAN YOUTH: A STUDY ON KOLKATA METROPOLITAN

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ABSTRACT

In 21st centuries facebook has become a popular type of social network which plays a crucial role not only to urban youth but also it has a significant importance to rural youth. In the era of globalisation, facebook is fastened city life worldwide. Facebook opened a new horizon of the virtual communication system in the last few years with popularity. It has lots of attractive features which pull up young generation in superfast way which put a far reaching effect on human being. In this research paper mainly the effects of using facebook among urban youth and how they gets victim in Kolkata metropolitan has been discussed. The approach of people belonging to highly educated group and less educated group is different towards this social media. Thus an attempt has been made to show the different approach of using facebook between highly educated and less educated youth in Kolkata. The relation of facebook accessibility with education has also been shown. Significance of facebook compared to other social networks among them has also been discussed with the temporal variation of using facebook. An analysis also made up to point out the relation between facebook and deviant behaviours which is more frequent phenomena in day to day life in Kolkata. For the completion of this research paper college going students (n = 80) are being interviewed from the core area of Kolkata metropolitan and collected data have been analysed by the relevant cartographic and statistical techniques which infused this paper more scientific. The study has been supplemented with information from news paper reports and other official sources.

KEY WORDS: social networking, virtual communication, urban youth, education, deviant behaviours.

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INTRODUCTION

The internet saw the dawn of a new era of information sharing social media all over the world in the beginning of 21st century (O'Reiley, 2007). Among the huge numbers of online tools which are compatible for communication purpose, social networking sites have become the most neoteric and attractive tools for connecting people worldwide (Aghazamani, 2010). Social Networking Sites (SNS) are virtual communities where users can create individual public profiles, interact with real life friends and meet other people based on shared interests (Boyd & Ellison, 2008). In the last few years social networking sites have been called a global consumer phenomenon owing to the exponential rise in their usage (The Nielson Company, 2009). Among the various social networking sites, facebook is the highly used site (Sherman, 2011). Facebook pulled up 100 million users becoming the most used social networking site in India as on April 9, 2014 and among them 71% of facebook users in India belong to the age group of 19-35 years (dazeinfo.com).

Facebook is an online social network which was founded in 4th February 2004 by Mark Zuckerberg and his colleagues Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. At first the facebook website was limited in the Harvard students but subsequently it becomes accessible to common people and expanded all over the world becoming the largest social network worldwide (Kirkpatrick, 2010). Now among the social networking site facebook is a significant medium of sharing ones thinking to another and in India, kolkata is not free from the purview of facebook. It is an internet based social network which contains more attractive features which making the world more open and connected. In India Kolkata stands at number 7th position as of July 2nd, 2012 among the top ten cities (fig 01) according to the number of facebook users (News18, July 2, 2012).

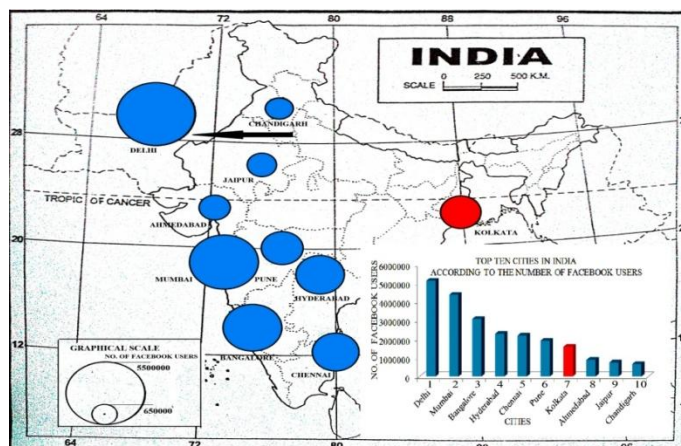


Figure 1

source: News18, 2nd July, 2012

OBJECTIVES

- To show the impact of using facebook among urban youth in Kolkata metropolitan.
- To justify the significance of facebook among social networking site in urban youth.
- To show the relation between facebook and educational status of a user.
- To point out the relation between facebook and deviant behaviours.

METHODOLOGY

➤ PREFIELD

- Clearance of concept about the social networking sites with special emphasis on facebook.
- Selection the study area as Kolkata Metropolitan and the study on urban youth.
- Preparation of relevant questionnaire for this research paper.
- Collection of various secondary data from various official sources.

➤ FIELD

- Selection of samples and collection of data by primary survey.

➤ POST-FIELD

- Tabulation and processing of collected data.
- Data analysis by the relevant cartographic techniques.

SIGNIFICANCE OF FACEBOOK AMONG URBAN YOUTH IN KOLKATA

In the urban youth generation in Kolkata, using facebook is a daily life phenomenon. Not only among highly educated youth, had most of the cases facebook achieved a significant importance among less educated youth in recent days in Kolkata. Facebook has an economic valuation because it is cheaper than any other communication medium like mobile phone, postal communication system etc and it has a broader public platform where one or a group can post various advertisements with free of cost though minimum internet charge is required. It has a vast stock of various information and amusements by which facebook is now becoming more accessible among youth generation. To increase the communication level and to extend the

virtual entertaining space facebook plays a positive role. Not only known people, it helps to communicate with other unknown people and bound them together and connects people without creating nuances to others. Now a day's always interaction with friends, relatives is not possible through mobile phone where facebook can solve this problem and all friends and relatives keep in touch with each other. It has another importance in terms of time saving medium as one can communicate to another in a fraction of time from a corner of home if both of them use facebook at the same time. By the use of facebook they enjoy temporary contentment. Its interesting features help to make this social media more impressive among urban youth in Kolkata.

FACEBOOK VS. OTHER SOCIAL NETWORKS

Facebook, a type of social networks has become a global phenomena being a leading importance means of communication. More than 68.5% of youth and teenagers use facebook on a daily basis (Kuss & Griffiths, 2011). There are various medium among social networking site to communicate with each other such as facebook, whatsapp, skype, hike, twitter, instagram, imo etc. In case of Kolkata though the using rate of only facebook is greater than the other social networking sites, the urban youth in Kolkata uses the other medium of social networks to communicate. In a comparative nature of using facebook with other social networks, facebook has a dominant nature in the youth generation in Kolkata. It has spacious public platform. facebook contains highest number of attractive features such as chatting, commenting on various posts, liking, sharing and posting own view, uploading photos and videos, poking friends, tagging friends, creating groups etc with new addition of facebook video calling and facebook live. It is more informative in nature and it includes simultaneously both public and private space. Facebook achieved the highest rating points (fig 02) given by the youth in Kolkata which claims facebook is an important social media among them. So, facebook occupied the maximum social networking space in an urban area like Kolkata. It is noted that there is a variation of using social networks among highly educated youth where comparatively less educated people use a minimal number of social network.

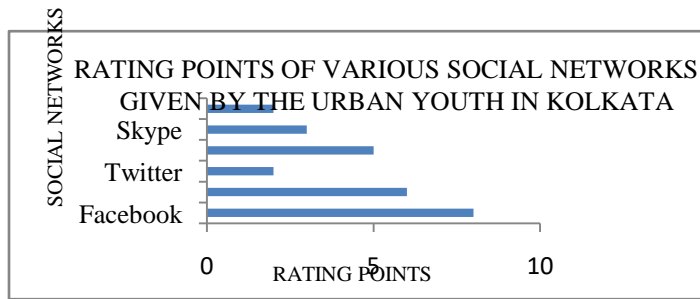


Figure 2

source: primary survey, 2017

APPROACH OF FACEBOOK USERS BETWEEN HIGHLY EDUCATED AND LESS EDUCATED YOUTH

There are two types of youth who uses facebook in Kolkata- one is highly educated youth which has been considered as minimum qualification of graduation and another is comparatively less educated youth who belongs to maximum qualification of madhyamik. Their approach of using facebook is different. Basically all features of facebook are well known in the highly educated youth but in the less educated youth all features of facebook always are not known. Collecting various information, uploading and sharing are the frequent and dominant activities found in highly educated youth (fig 03) where less educated youth are more interested in sending friend request to opposite gender and chatting with them (fig 04).

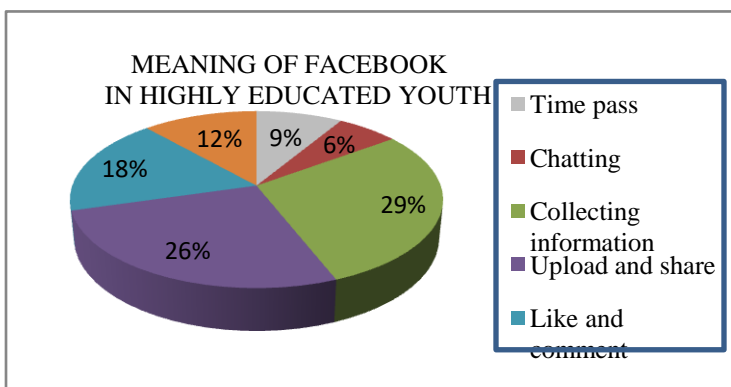


Figure 3

source: primary survey, 2017

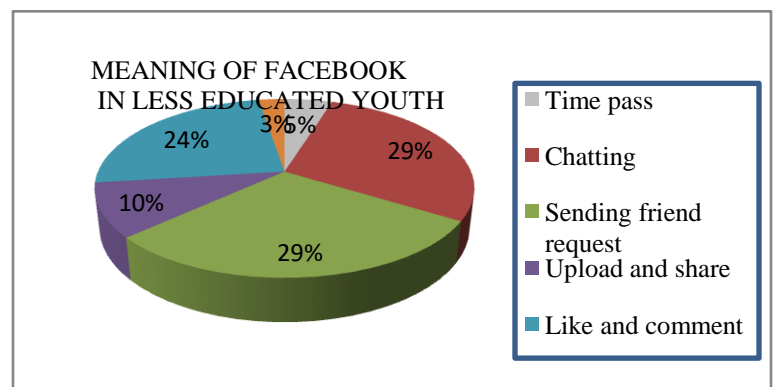


Figure 4

source: primary survey, 2017

The comparative study of social network users between highly educated and less educated youth in Kolkata (fig 05) clearly shows the variation of social networks are always not accessible to less educated youth and their social networking space is mainly bound in facebook and whatsapp

specially. But highly educated youth experiences more variation of social networks not only facebook and whatsapp, but also twitter, hike, skype and others mainly for communication purposes.

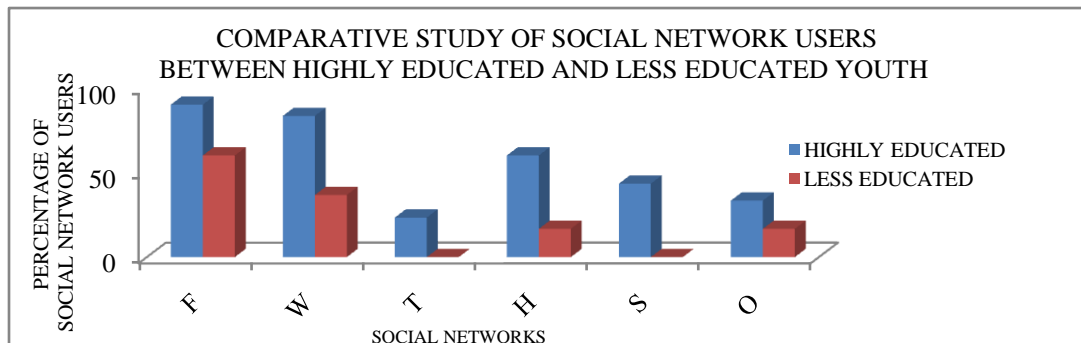


Figure 5

source: primary survey, 2017

There is a clean and positive relationship between education and facebook accessibility (fig 06). In general there is a lowest facebook accessibility among the youth who belongs to below madhyamik level educational category but from here the rising nature of graph keeps its positive trend till above post graduation educational category. It is noted that the rate of facebook users is increasing till graduation educational category in a drastic way and after that the graph which denotes the percentage of facebook users become nearly static with slightly positive trend. It is also noted that without educational knowledge, facebook accessibility becomes lesser.

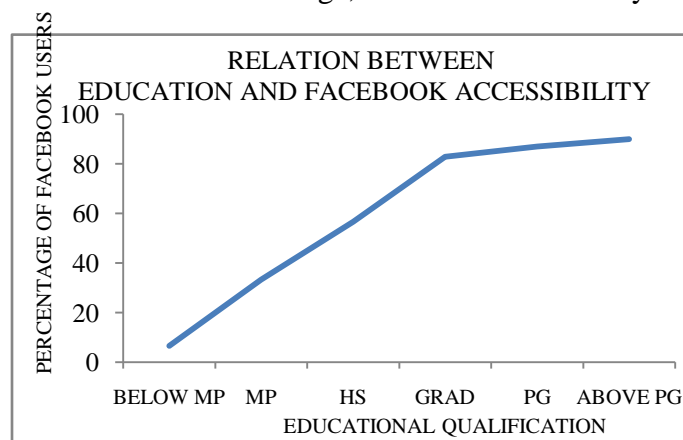


Figure 6

source: primary survey, 2017

TEMPORAL USES OF FACEBOOK:

Kolkata has become first fully Wi-Fi enabled metro city in India because it has various open and free Wi-Fi accessible zones to all common people in important places like Park Street, Karunamoyee More, Sealdah Railway Station, Shyam Bazaar etc. These free Wi-Fi zones are

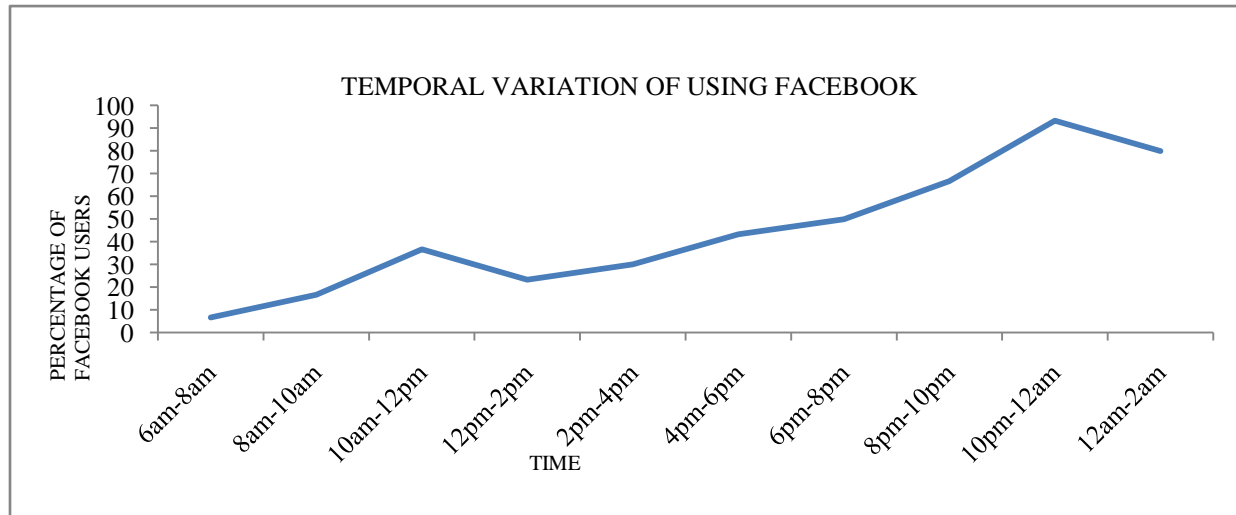


Figure 7

source: primary survey, 2017

responsible for the temporal variation of using facebook of that public places compared to other places. These free Wi-Fi accessible zones increase the rate of using facebook especially in youth generation in those particular places. From the primary survey it is noted that they use facebook frequently in the places like in public transport, in college, in office, at home and even use facebook unconsciously when they walks on road. They invest their maximum time in facebook from 10.00 pm to 12.00 am (fig 07) which has been considered as peak time zone where the using rate of facebook is lowest from 2.00 am to 8.00 am because there is a trend of late night sleeping among youth generation.

FACEBOOK AND DEVIANT BEHAVIOURS:

Though facebook has an importance as communication medium, on the other hand it has a vast relation with deviant behaviours. Cyber crime has become a recent day phenomena in Kolkata. One can observe any other and all their personal data can be followed by hacking their facebook credentials which is called identity theft. Trapping innocent people into criminal activities often found in facebook by identity theft in Kolkata. One can harass another by delivering unwanted

messages in inbox and unwanted status, pictures, videos on the facebook wall. Suicide as a result of blackmailing is another criminality often found in facebook. Facebook is another medium of sexual abuse because one can easily send porn links and various porn tubes and sexually explicit content to another in facebook if the receiving person is not conscious about the facebook security. In facebook, cheating in terms of finance is a frequent headline found in news paper all over India, not only just in Kolkata. In the facebook there is huge number of fake facebook profiles, fake commitments, fake emotion and fake relation. There is a reflection (fig 08) of drastic increase in number of cyber crime cases in India from 2011 to 2015 (source: ASSOCHAM-Mahindra SSG survey, 2015).

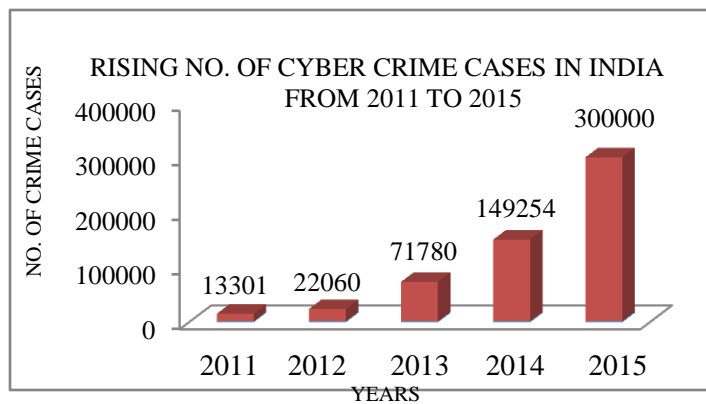


Figure 8

source: ASSOCHAM-Mahindra SSG survey, 2015

Particularly Kolkata witnessed the biggest jump nationwide in cybercrime cases according to the National Crime Records Data 2012. While such cases have increase by a whopping 355.8% in the state, Kolkata shows 1033.3% jump in 2012 compared to 2011. The age of those criminals lies between 18 and 45 basically (Source: Times of India, June 26, 2014).

IMPACTS OF USING FACEBOOK:

The impact of facebook can be categorised into two parts such as-

POSITIVE IMPACTS

- It has an educational importance as well as it has a vast stock of information. From the various important educational groups, news media and other sources one can obtain his/her essential information to update his/her fully time to time.

- Along with academic performance effects, the use of facebook could have an impact on nonverbal decoding skills as well (Ho & McLeod, 2008).
- It is a medium of virtual entertainment. From a corner of home one can easily enjoy entertainment in facebook. Various entertaining jokes, videos etc are being shared in facebook.
- It is also a medium of virtual communication. One can communicate to another in a fraction of time worldwide. Facebook gives users the opportunity to interact with other users and helps to build deeper relationships among them (Charlton, Devlin and Drummond, 2009). The feature of video calling and recently added popular feature of facebook live is helping the process more interesting.
- Facebook is a cheaper and faster medium of communication compared to other communication medium if communicators stay online at the same time, though minimum internet charge is required.
- Facebook is a medium of development of public intelligentsia.
- It is a medium of cultural diffusion.

NEGATIVE IMPACTS:

- The persons, who use facebook for the long time in a day, are characterised by many physical and mental disorders like eye problem, spondylitis, and pain in fingers, tetchy nature, and anomalistic behaviour (fig 09) which have often become a hazard in social life in recent days. Lots of mental pressure is dominantly responsible for such mental disorders and they behave rudely sometimes with their friends, colleagues and even with their parents and family.

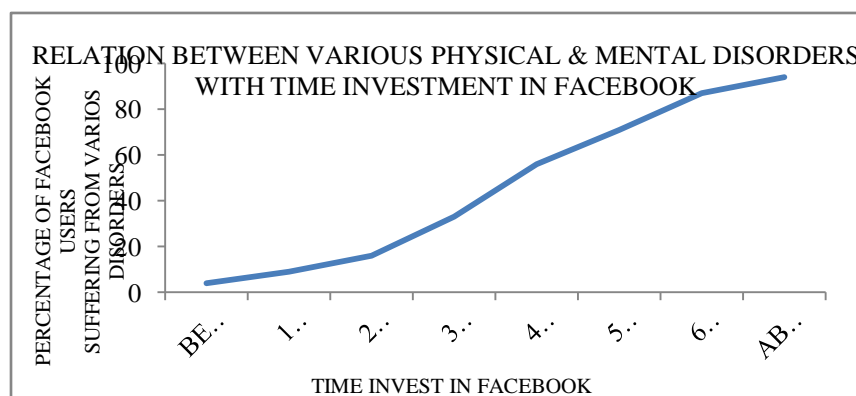


Figure 9

source: primary survey, 2017

It also influence a user to be frustrated and they feel lonely sometimes without any reasonable cause.

- Frustration due to overuses of facebook leads a man to loss their moral values.
- Facebook has become so popular type of social media especially among students that without facebook, students' life is almost unthinkable (Debatin et al., 2009).
- At the time of study and work facebook interrupt sometimes because there is intoxication in facebook especially among the urban youth in Kolkata. As a result it badly affects on study and profession.
- Accidents are now a frequent phenomena in public places in Kolkata due to unconscious and exceeding internet surfing which includes facebook and other social networks in it.
- Waste of time (Ulusu, 2010), addiction (Kuss & Griffiths, 2011; Ulusu, 2010) etc. can be characterised as the disadvantages of facebook.
- There is glamour in facebook which propels a youth to be disconnected from the real world.

CONCLUSION:

Every new technology comes up with new responsibilities. Facebook can be an amazing medium of interaction, information and social cohesion. It can be an addiction also which can ruin someone's life. In spite of being negativity, facebook achieved a great importance from a perspective of its positivity in the youth generation in Kolkata. It is good news that Cyber Crime Awareness Society and Cyber Crime Detection Department of Kolkata Police both are acting against the negativity of facebook and other social media. So, finally it is a matter of awareness and choice how the urban youth is going to take it as blessing or curse.

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