EFFECTS OF SOCIAL NETWORKING SITES ON THE LIFESTYLE OF COLLEGE STUDENTS: A STUDY IN TRIPURA

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Abstract

Social networking site is one of the rapidly growing trends in the field of Information Technology. In a quickly developing edge of life where everything is a tick or swipe away, we have to comprehend what precisely we are managing in the virtual world, particularly the universe of web-based social networking sites. This paper entitled 'Effects of Social networking sites on the lifestyle of College Students concentrates on how the long-range usage of social networking site is progressively acquiring a transformative change the way of life among the young. The research was conducted in Tripura. A questionnaire was utilized to gather information from the respondents and investigation done quantitatively.

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1. Introduction

Social networking sites are computer-mediated and interceded innovations; these encourage the creation and sharing of data, thoughts, vacation interests and different types of articulation by means of virtual groups and systems. Social networking sites encourage the improvement of online interpersonal organizations by associating a client's profile with those of different people or gatherings. Examples of Social networking sites are Facebook, Twitter, Pinterest, Snap chat and Instagram, etc. Social networking sites are developing quickly and turning into a fundamental piece of regular daily existence, in light of the most recent innovative insurgency. Various elements have added to this quick development in online networking support. These incorporate innovative factors, for example, expanded broadband accessibility, the change of programming apparatuses and the advancement of all the more intense personal computers and cell phones; social factors, for example, the fast take-up of online networking by more youth age gatherings and monetary factors, for example, the expanding moderateness of computer software, programming and developing business enthusiasm for social sites. Around 112.3 million blogs, 100 million of videos viewed daily, 60 million active social network site clients.

Social networking sites are the main area of the present study. They mostly influence youth including students and they have positive and negative effect on their behaviour, society, business enterprises, labour, etc. The effect of SNS (Social Networking Sites) on the youth especially student have a lot of dimensions. Many college students show addictive nature to this SNS which invariably affected their health condition, academic performance, social relationship with peers and family, affecting the existing social order and changing the system of the society, etc. Studies conducted in the developed country shows college students are relying heavily on SNS for their daily life. Stress, tension, body-ache, anger issues, anxiety, insomnia are the common feature of the SNS user. The present study attempts to understand the positive and negative effect of SNS on the college students of Tripura. Also, many students are having an advanced mobile phone which has internet facilities and they can easily access to internet-based applications like social networking sites as Facebook, WhatsApp, Twitter, etc. It has become imperative to understand the effect of these social networking sites on the students and their behaviour with others outside the campus.

Social networking has become a very important subject matter of study. It has an immense impact both positive as well as negative for the present generation. Students are largely influenced by SNS; it has directly or indirectly affected the educational, social, cultural and political system. Though social networking sites are first introduced for the purpose of human benefits such as exchanging of views, to stay connected with friends, family members and community. Social networking sites have also given birth to social movements against the malfunctioning of the existing system in the society; it mobilizes the mass and gives the providence of collective feedback. As against its merit,social networking sites have also contributed to large segments of demerits. Where it is evident that majority of the college students spent much of their time in front of the computers and their mobiles browsing social networking websites wasting their times and giving more importance to these sites rather than their studies, thus affecting their education. These sites also serve as a threat to the image of the girls, where the victimizers pose unwanted pictures and information of the victim. Sometimes these sites also lead to being an obstacle for those pursuing job in an office due to vague information against the office leader being posted in the past. Thereby job entry also becomes a risk in some cases. The present study is focused on understanding the pattern of social networking sites usage and the effect of social networking sites on the college students.

OBJECTIVES

- To find out the usage of social networking sites among college students
- To know the effects on the personal life of college students by social networking sites
- To study the health-related implications of using social networking sites

2. Research Method

The research is based on descriptive research design. It attempts to explain the usage of social networking sites with education, social life and besides it also attempts to understand the behaviour of the college students in relation to social networking sites. Convenient sampling method was used for the study. The sample has been taken among the college students from West Tripura district which is located in the North Eastern region of India. Here, the study was conducted only among the three colleges: Holy cross college, National Institute of Technology Agartala (NITA) and The Tripura Institute of Technology (TIT). The sample included both male

and female students who were afflicted with the usage of social networking sites. The primary data was collected with the administration of a questionnaire to the college students in Tripura, and the secondary data include journal, articles, newspaper, books, websites, etc.

3. Results and Analysis

Descriptive statistics is used to analyse the data and to make a differential calculation of respondents. The data is also represented diagrammatically.

Figure 1: showing gender of the rerspondents
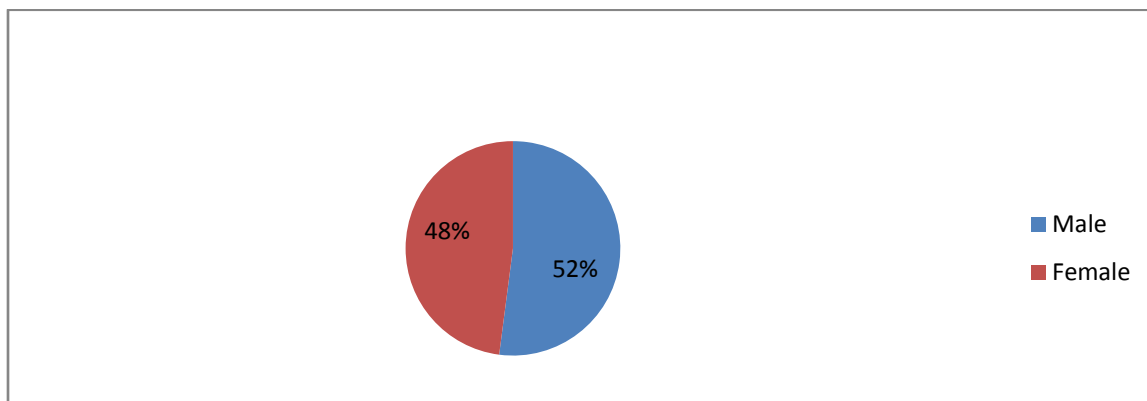
The above figure shows the gender distribution of the respondents where 52% of the respondents are male and 48% of the respondents are female.

Figure 2: social networking site which is used predominantly
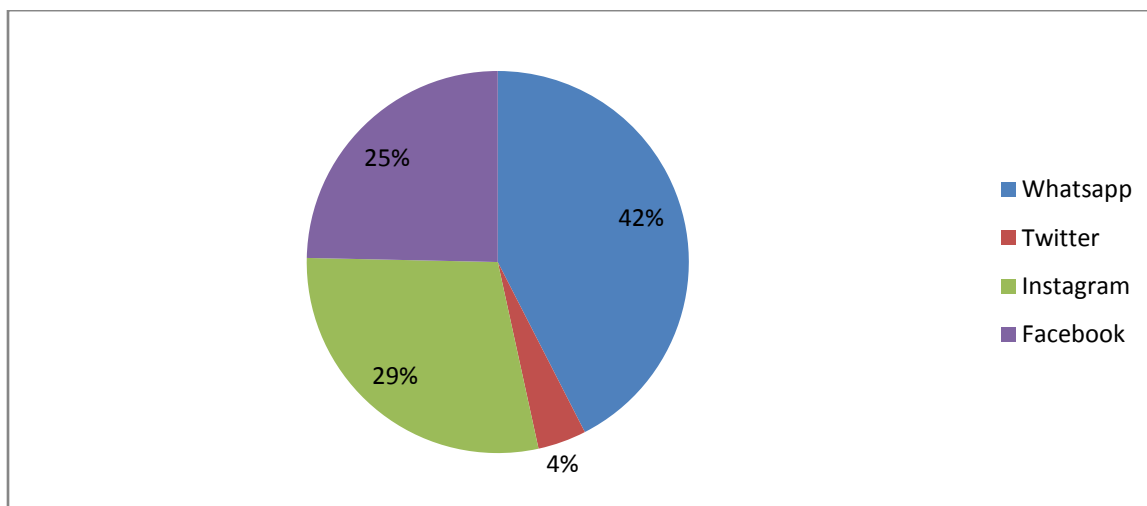
42% of the respondents holding the maximum among the rest responded to whatsapp, 29% responded to instagram, 25% responded to facebook and only 4% responded to twitter.

Figure 3: time spent on social networking site per day.
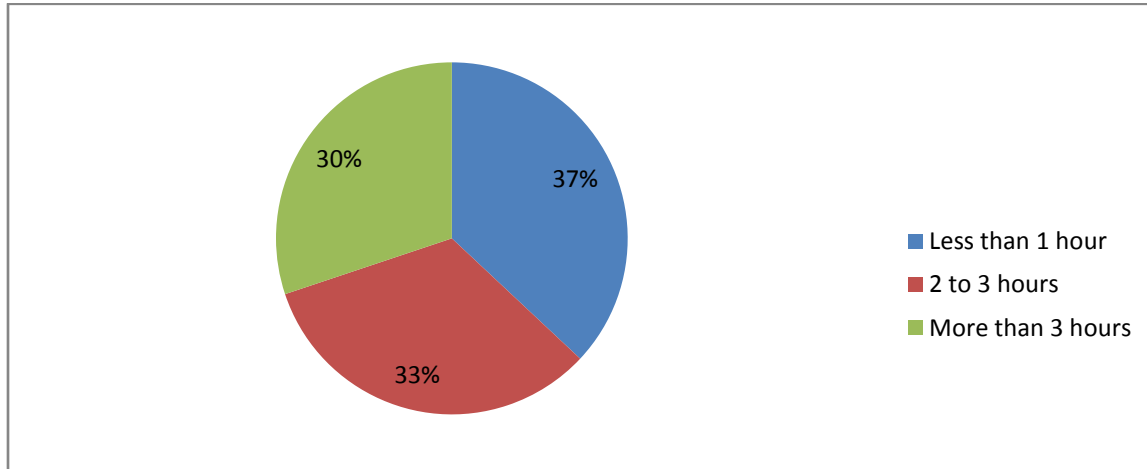
Majority 37% of the respondents spent less than an hour, 33% of the respondents spent about 2-3 hours and 30% of the respondents spent more than 3 hours.

Figure 4: kind of information usually derived from social networking sites.
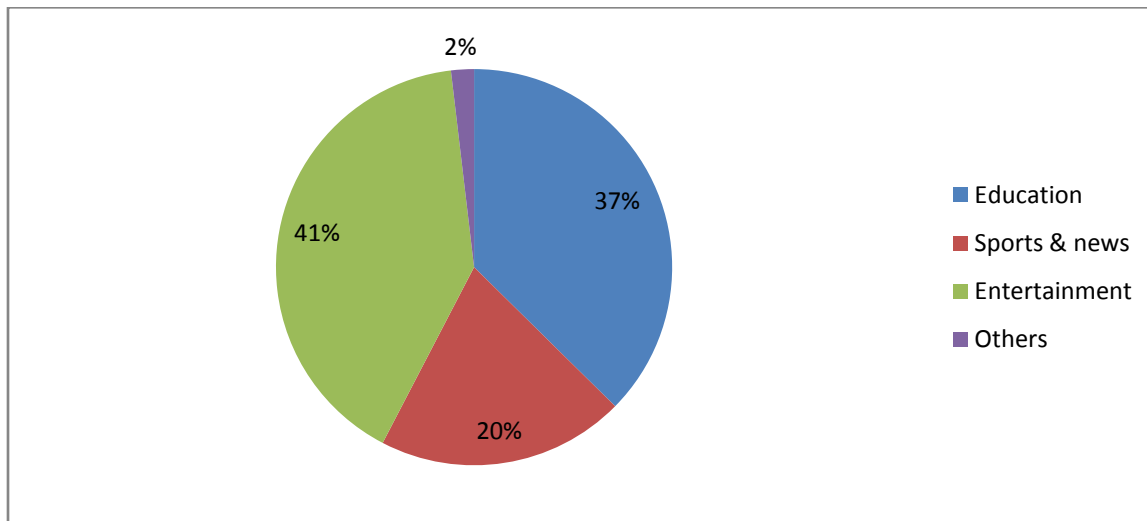
The figure shows majority 41% of the respondents choose entertainment over the other options, 37% use social networking sites for educational purpose, 20% for sports and news while the other remaining 2% use for other purpose like- checking updates from family and friends.

Figure 5: people added in the profile.
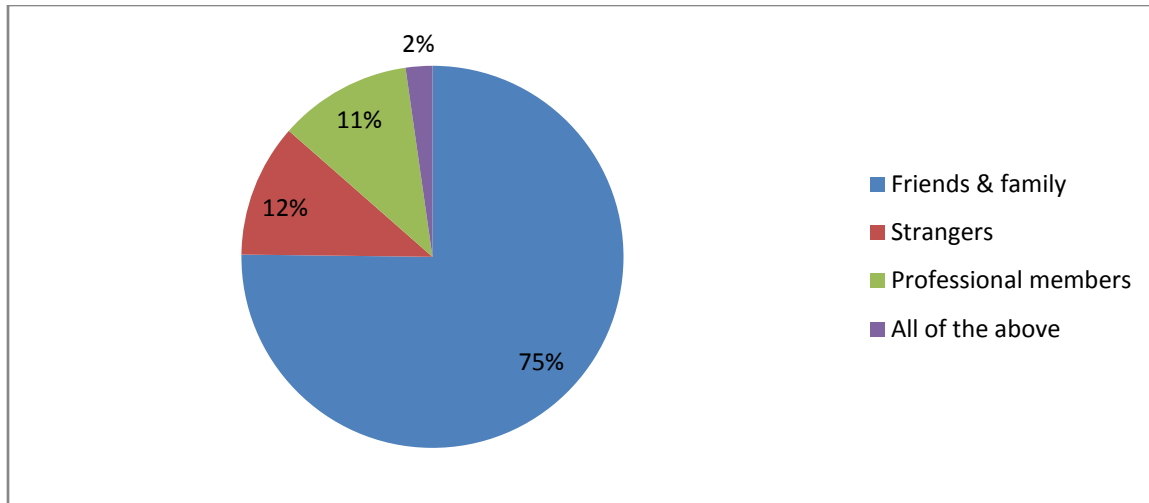
Amongst this sample majority being 75% were the ones who had added their friends and family members, 12% were those who had added strangers, 11 % have added professional members and the remaining 2% have added all of the given options in their profile.

Figure 6: whether the respondents have been a victim of on-line bullying.
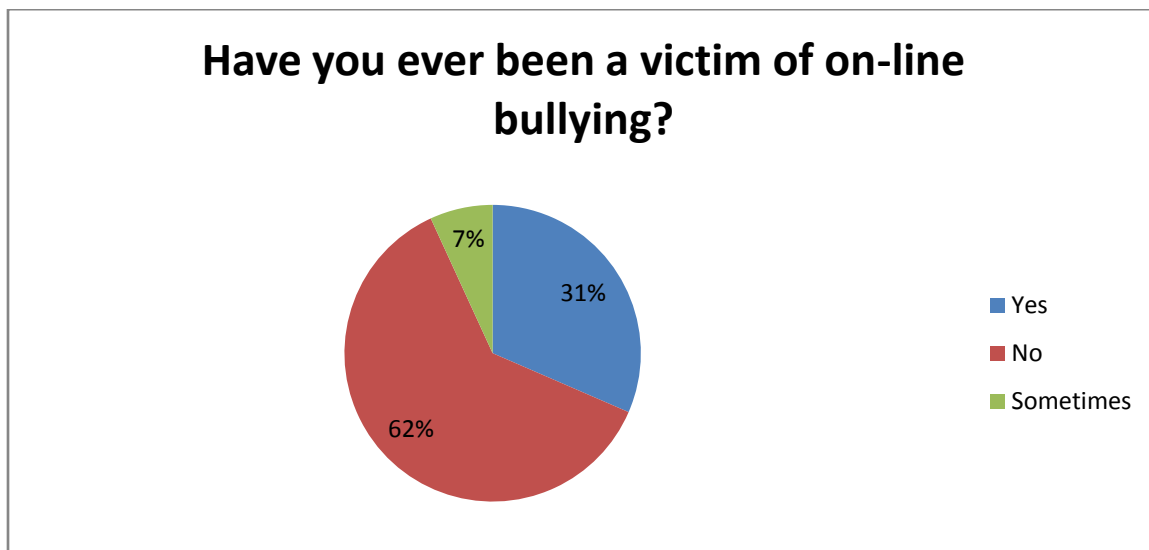

On the contrary 62% of the respondents have never been a victim of on-line bullying, while the other remaining 31% and 7% of the respondents have been victims of on line hacking and attacked by fake profile.

Figure 7: distraction from real life due to social networking sites.
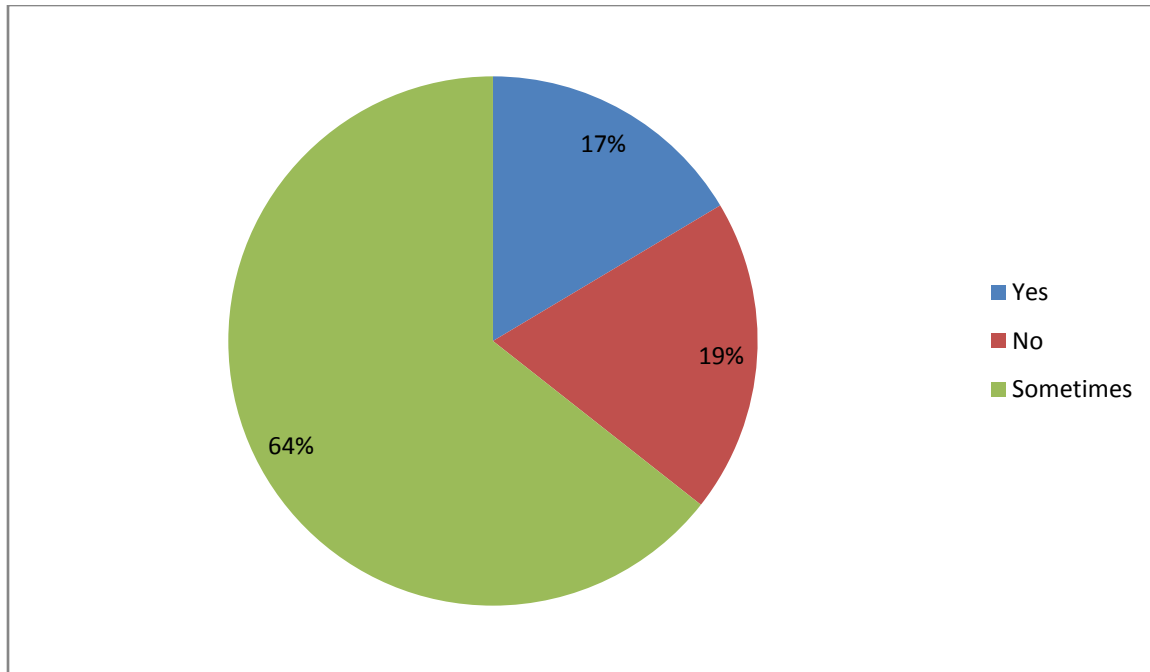
64% being the large proportion have had social networking sites sometimes distracting them from their real life, 17 % of the respondents have had affected through the use of social networking sites, while the remaining 19% have not faced any distractions through the use of social networking sites.

Figure 8: whether the social networking sites exacerbate unhappiness
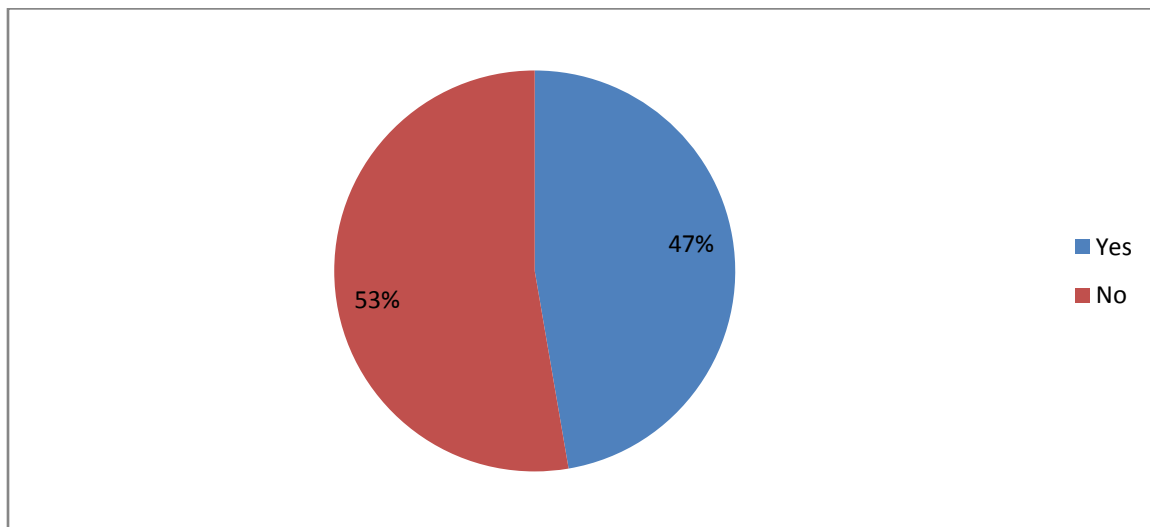
From the data collected it has been analyzed that 47% of the respondents feel unhappy while using social networking sites as the networking sites sometimes create physical, mental, emotional disturbance. While majority 53% of the respondents are not affected by using the networking sites.

Figure 9: nature of influence of social networking sites.
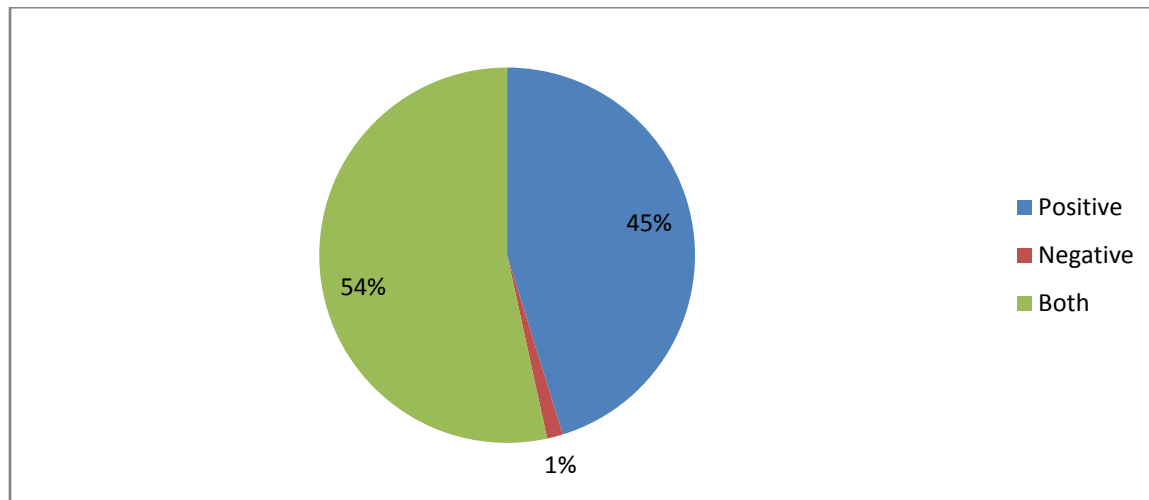
54% of the targeted group chose both positive and negative effects of using the social networking sites, 45% of the respondents embodies about the proper usage of using the sites that has led to positive impact in their lives while the other remaining 1% has faced negative impact in their lives.

4. Conclusion

The Social networking phenomenon exists for more than ten years. During this time, social networking sites have developed from a specialty to a mass online action, in which countless web clients are locked in, both in their recreation time and at work. Social networking sites are changing the routes in which individuals utilize and connect with the web and with each other. Youngsters especially rush to utilize the new innovation in ways which progressively obscure the limits between their on the web and disconnected exercises. The study focused on the effect of social networking sites on the students of west Tripura in both positive as well as negative aspects.

There is a significant difference between the intensity of social networking sites use and the attitude towards social networking sites. There is a positive attitude towards social networking sites due to the opportunity of obtaining knowledge and the use of social networking sites as a social utility. However, attitude towards advertising on social networking sites is neutral and negative as respondents distrust online media.

The findings of the investigation demonstrate that greater part of the respondents feel that social networking sites is good as well as bad, for it consists of both merit as well as demerit. The research reveals that online social networking has more positive influence on students than negative. College students most often use social networking sites to connect with friends and build communities, something they are also doing offline. Nevertheless,dangers lie in correspondence with a perilous more odd, the absence of eye to eye collaboration, and the debilitating of family ties.The results from the sample of the west Tripura shows that the college students have a higher attachment towards social networking sites and that regarding its consequences majority of them have neutral perception consisting of both merit as well as demerit.

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