

IMPACT OF SOCIAL NETWORKING SITES ON PERSONAL LIFE

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ABSTRACT

As per estimate India has 150 million Internet users, and now has the 3rd largest Internet population in the world after China (at 575m) and the US (at 275m), (Aggarwal, 2013). Not only internet users are increasing day by day but users of social site are also increasing. According to a Facebook statement as on December 31, 2012, it has 1.06 billion monthly active users (MAUs) worldwide including 71 million in India (Press Trust of India, 2013). Young generations are becoming more computers savvy and mobiles have become part of their life. This has also fuelled by latest electronic gadgets like tablets and smart phones. With the increasing dependency on social sites for social communication has arisen the need for exploring impact on their personal life. This study is aimed to explore the impact of social Network Site on personal life.

Keywords: Social Networking, Attitude, Opinion.

INTRODUCTION

A social networking site is described as “a website where individuals can set up an online profile, describing his/her interests. Most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities.” From this, it is evident that the main use of social networking sites is interaction and communicating with others. We use them to keep up to date and in touch with existing friends and relations, or to create new relationships. The amount of additional features and services offered by different social networking sites often relates to their popularity. For instance, in a study which ranks the amount of traffic of social networking sites, Facebook, MySpace and Twitter are the top three most popular sites. These sites offer a diverse range of aids and methods in which to communicate online. Globalization, interaction, participation and usability are encouraged through these sites; therefore they relate to the (growing) fundamental concepts of modern, ‘digital’ society.

Social networking websites are designed to enable individuals to connect to one another through various means. These means are commonly real-life existing friendships or family relation to one another, common interests, shared beliefs and opinions. This idea of shared interaction with one another has existed long before the age of the Internet. Humans, by their very nature, not only thrive off these social bonds, but also require these

intimate ties in order to continue their existence.

Social networking websites bring about numerous advantages. One such advantage is the idea of maintaining relationships. Social networking websites allow us to collate the people in our lives, whether they are in the present or the past, in to one area. This merging of the present and the past is hugely beneficial when it comes to making relationships last.

This benefit is also realized by business organization and they have also started using social sites for understanding customers and promotions of their products.

This study is conducted to explore the impact of social Network Site on personal life.

REVIEW OF LITERATURE

Edward Snowden, a 29-year-old IT administrator for the defense contractor Booz Allen Hamilton, the person responsible for leaking a series of agency documents on the collection of telephone data of millions of Americans, said “I can’t allow the US government to destroy privacy, internet freedom and basic liberties,” (Julian Borger, 2013). Now the US government is trying to justify the on collection of personal data through internet that it helps in tracking terrorist activities. It really raises the ethical issues and we should not peep into the personal life of the people but is it not, true that in the era of internet, we all are losing our privacy.

An article by (Marr, 2013) has warned the users of social sites that how a simple like can disclose your intimate details as well as personality traits you might not want to share with anyone. The work conducted by researchers at Cambridge University and Microsoft Research shows how the patterns of Facebook 'Likes' can very accurately predict your sexual orientation, satisfaction with life, intelligence, emotional stability, religion, alcohol use and drug use, relationship status, age, gender, race and political views among many others. It is quite scary that those "revealing" 'Likes' can have little or nothing to do with the actual attributes they help to predict and often a single 'Like' is enough to generate an accurate prediction.

We should wonder why social sites analyze and peep into private information. The simple answer is the entire Facebook business model is based on the effective use of your data. They provide users social media free of cost and in turn sell advertising and insights based on what they learn about users. Facebook uses 'big data analytics' to collect, store and analyze data. This allows Facebook to sell much targeted advertising - e.g. 'someone living in Delhi, who is single and who is interested in cricket and likes burger'. This kind of knowledge is a marketer's dream!

But it is more than that, USA Today revealed how Facebook tracks users across the Web. Basically, when users create an account, Facebook inserts a 'tracking cookie' into their Web browser that allows Facebook to track each website they are visiting. This means when users are logged into Facebook and then browse the web (completely separately from their Facebook activities) Facebook knows what sites they are visiting (Marr, LinkedIn, 2013), (Acohidio, 2011).

Researchers have also explored uses of social sites in organizational context. A report published in August 2010 by My Job Group ('Social media in the workplace') and based on a survey of 1,000 respondents, sought to paint a picture of the use of social networking sites in the UK and how it is affecting workplace productivity. In terms of time spent on social media sites, 55 per cent of

respondents admitted accessing these sites while at work. A total of 16 per cent of respondents spent over 30 minutes and six per cent spent an hour or more per day (though there may also be an element of self-reporting bias). The survey also asked participants how they thought that social networking sites had affected their productivity at work. Over half (around 55 per cent) said that they were just as productive as before, with 11 per cent saying that they were less productive. The survey notes that respondents may simply be substituting their use of social media sites for the activities they were engaged in previously, such as emailing, telephoning and sending SMS messages from their mobile phones (texting).

However, some small-scale survey evidence shows that among higher skilled workers, only slightly fewer than 15 per cent have access to social networking sites at work. This may indicate that employers are prohibiting use of such internet sites to avoid having to manage any negative consequences. However, in some of the high-profile cases of unfair dismissals for what employers believe is inappropriate use of social networking sites, the location of the employee when posting comments is immaterial. This potentially means that any employers who believe they have protected themselves through a blanket ban on use of social media through company IT systems may be misguided. This also means that employers who do not provide IT access to some staff or do not have IT in their workplaces cannot afford to ignore the issue (My Job Group, 2010).

On the above background I would like to propose following objectives of the study.

OBJECTIVES OF THE STUDY

- To design, develop and standardize the questionnaire to measure the impact of social networking sites on the personal and professional life of the people.
- To identify the underlying factors that might have an impact of social networking sites on the personal and professional life of the people.
- To evaluate benefits and problems of social site users on their personal life

RESEARCH METHODOLOGY

The Study

The study was exploratory in nature survey method is being used to complete the study.

Sample Design

- **Population**
Users of Social site in National Capital Region of India
- **Sample size**
A sample of 100 social site users
- **Sample Element**
Sample Element was individual social site user
- **Sample Technique**
Convenient sampling method was used for collection of data .

Tools for Data Collection

Data was collected with Self -Designed Questionnaire, Five point Likert type scale was

used, where 1 shows minimum agreement and 5 shows maximum agreement with the statement.

Tools for data analysis

- **Item to Total Correlation:** Item to Total Correlation was applied to measure internal consistency of questionnaire.
- **Reliability Test:** Reliability Test was applied to check the reliability of the questionnaire.
- **Factor Analysis:** Factor Analysis was conducted to identify the underlying factor.

RESULT AND DISCUSSION

Internal Consistency Test

Consistency of the questionnaire was checked through item to total correlation. Under this correlation of every item with total was measured and the computed value was compared with the standard value (i.e. 0.1942). Out of 17 statements, 2 statements were found to be inconsistent and dropped from the questionnaire.

Table-1: Showing Results of Internal Consistency

Sl. No.	Statement	Correlation Value	Consistency	Accepted/Dropped
1	Browsing for information	0.400088207	Consistent	Accepted
2	FUN, Time pass	0.497873149	Consistent	Accepted
3	Socializing	0.321944799	Consistent	Accepted
4	Consulting	0.472694688	Consistent	Accepted
5	Share my experience	0.479707721	Consistent	Accepted
6	Time management	0.152562742	Inconsistent	Dropped
7	Due to social site activity I ignore my responsibility	0.318947744	Consistent	Accepted
8	My behavior is Changed	0.205105161	Consistent	Accepted
9	Fear of antisocial element	0.166974935	Inconsistent	Dropped
10	I do constructive work on social sites	0.258630645	Consistent	Accepted
11	I feel my study is affected	0.582938971	Consistent	Accepted
12	Networking	0.549113735	Consistent	Accepted
13	Enjoyment	0.576191918	Consistent	Accepted
14	Creating lead for business	0.481648715	Consistent	Accepted
15	I lost privacy due to use of social sites	0.418907512	Consistent	Accepted
16	Security problems	0.478941347	Consistent	Accepted
17	Face-To-Face Isolation	0.343384206	Consistent	Accepted

Reliability Test

Reliability test was carried out using SPSS software and the reliability test measure is given below:

Reliability Statistics

Cranach's Alpha	N of Items
.686	16

It is considered that the reliability value more than 0.6 is good and it can be seen that the reliability value of Cranach's Alpha was found higher than the standard value.

Factor Analysis

Principle component factor analysis with Varimax rotation was applied. The factor analysis resulted in 5 factors for the impact of social networking. The details about factors, the factor name, variable number and convergence and their Eigen value are given

Table-2: Showing Results of Factor Analysis

Sl No.	Factor Name	Total	% of variance	Variable	Loading
1	Information	3.131	19.569	I feel my study is affected	0.652
				Socializing	0.607
				Browsing for information	0.598
				Fun, Timepass	0.572
2	Business	2.042	12.765	I lost privacy due to use of social sites	0.544
				Creating lead for business	0.774
				Enjoyment	0.732
				Due to social site activities I ignore responsibility	0.764
3	Opinion	1.52	9.503	Security problem	0.661
				Consulting	0.454
				I do constructive work	0.734
4	Networking	1.288	8.049	Networking	0.528
				Share my experience	0.517
				My behavior has changed	0.765
5	Attitude	1.086	6.785	Face to face isolation	0.435

CONCLUSION

The study is has developed a scale for impact of social networking on personal life. Socializing was the most important factor for using social sites but in return they agreed that their study has been affected and they risk their privacy. The study suggests that young generation should use social sites in such a way that it does not affect their study and while posting any photo or update they should

be careful that it can't be misused. The study also suggested that business organization uses social sites for finding leads or search customers. Last but not least study suggested that they feel physical isolation and change in behavior due to use of social sites. We must be very clear that joy of meeting people physically cannot be replaced by social site updates.

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