



# COMPARATIVE STUDY OF SOCIAL NETWORKING SITES WITH RESPECT TO YOUTH

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## ABSTRACT

The most widely reported vehicle for Cyber bullying is Social Networking services, or websites, applications. The main objective of this research paper is to study the social networking sites. This research paper compares the various social networking sites and their users over the globe. Research is intended towards to study the use and frequency of social networking sites. It also describes about the use of Social networking services, site, and application and how it is leading towards the Cyber bullying.

**Keywords:** Cyber Bullying, Cyber Cold War, Social Networking Sites (SNS), Dunbar Number, Cyber Stalking

## I. INTRODUCTION

Internet is reached everywhere and it has taken major evolution in each sector. Internet is became a basic need in today's world for the day to day communication. Social Networking is one of the techniques which is used to connect with the friends, share the interest, activates, real life connections, make more friends and many more. In today Internet and Technology world social networking is done using various social networking services, websites, applications for the users to interact over the internet such as email, instant messages and allows to share ideas , pictures, posts, activities, events etc. with the people in their network. It is good to share the things, make friends, keep in touch which is good side of the coin and another is results into sending hurtful messages and texts, bad comments, dislikes, pictures etc. which is resulting in the form of cyber bullying/cyber stalking, cyber cold war.

## II. LITERATURE REVIEW

- A British anthropologist named **Robin Dunbar** gave the famous **Dunbar number**. According to his research any person can, at the most, maintain only around 150 relations. Any number above this quantity doesn't add value to social life. This is the number of people with whom we can maintain a meaningful relationship, whether in a hunter-gatherer society or on Facebook. [9]
- An article from India Today on **Indian Kids worst victims of cyberbullying study** and the survey done by **Ipsos - a global market research company** - found that 45% of Indian parents believed a child in their community was being cyberbullied , while a majority (53%) parents are aware of the issue. The poll surveyed 18,000 adults in 24 countries, 6,500 of whom were parents. It showed the most widely reported vehicle for cyberbullying was social networking sites like Facebook, which 60% cited. According to the



talk of Biswarup Banerjee, head - marketing communications, Ipsos in India the frequency of Cyberbullying in India was higher than that of western nations, including the US (15%), Britain (11%) and France (5%). Prior to this survey, there has been little evidence to suggest Cyberbullying is a major issue in the country.

- *Development of Social Networking Sites and Their Role in Business with Special Reference to Facebook* from *IOSR Journal of Business and Management* describes that, In the world 7 billion people are using millions websites out of which some sites are social networking sites , as per records of these sites about 5 billion people are using social networking sites to share and transfer information and views etc. to each other also for business purposes. Social Networking sites are wider the scope of communication around the world. [8]
- As per the report **City youth top in usage of Internet - highest in the country** of Dainik Jagran City Plus on **1st February 2014**, a Use of Social Networking sites amongst Youth in Pune is Higher than all India average, it is 88% against 85% average of all India according to second annual The Web 2.0 Generation survey by Tata Consultancy services. The survey taken in year 2009-10 of 10,000 school going children between ages 12-18 across India.

The survey revealed that youth in city use of Facebook (FB) is scored 81% that is here again city youth uses FB more than all India Average that is 65%. City youths are also leading in following Study Blog by 55% which is higher than all Indian average.

- According to the article *Social networking - psychological effects on teenagers Published on 7 Feb 2011*, Parents worry that social networks like Facebook and Orkut could have harmful psychological effects on their children. They seek consultation for social network related behavior of their teenagers when academic grades fall due to excessive time spent on Facebook, when the teenager is subjected to cyber stalking, or when they themselves are disturbed by the online self-profile of their child. [7]
- The article *City's IT innovation expertise will drive growth in Times of India, Pune , 26 Dec 2010* , the of the major trends that the industry will witness is the evolution and importance of social networking. Networking sites like Twitter, Facebook or LinkedIn will play a key role in customer profiling. This will not just be limited to social chatting or to connect with friends in schools, universities or in professional circuits. Not just recruiters, but also many industries and enterprises will start to leverage social media to improve communication and productivity, to recruit, and profile their customers.  
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- *A Review of Online Social Networking Profiles by Adolescents: Implications for Future Research and Intervention(2008)* by *Williams, Amanda L.; Merten, Michael J.* states that social networking profiles involve individuals creating and maintaining personal Internet sites allowing authors and other users to post content, thus creating a personal network.

Fifty-five percent of teenagers online use and create online social networking profiles (*Lehnhart & Madden, 2007*). With more than half of teenage Internet users interacting online, the concept of blogging is a salient



research topic investigating what adolescents are blogging about, how they are socially interacting, and what potential effects this phenomena may have on other dimensions of their lives. [2]

### III. USE OF VARIOUS SOCIAL NETWORKING SITES

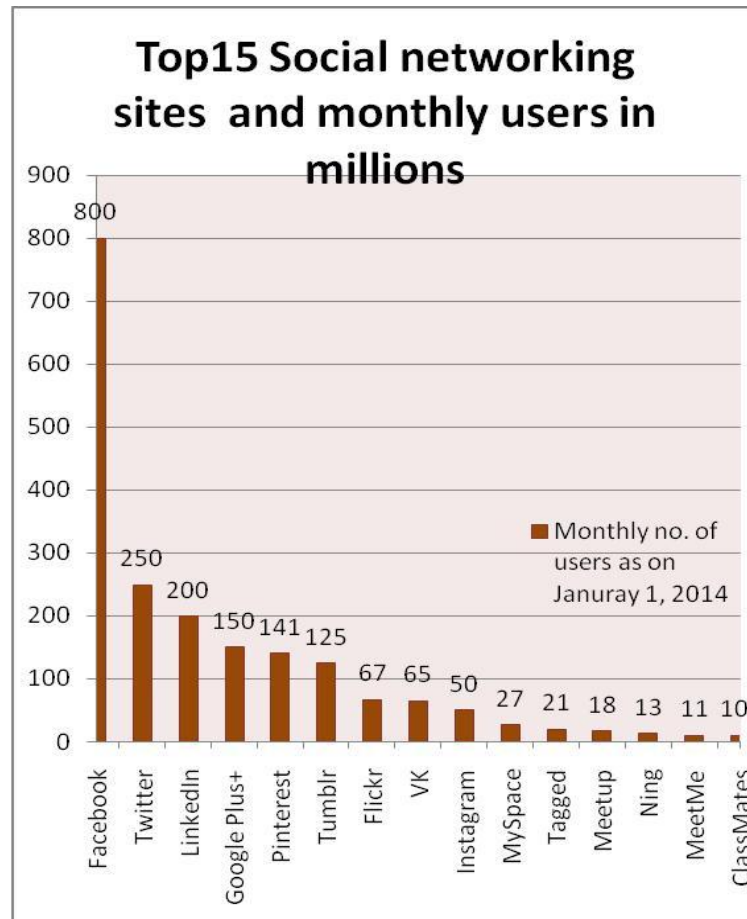
Through social networking, people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real-life friendships through similar interests or groups. Besides establishing important social relationships, social networking members can share their interests with other likeminded members by joining groups and forums. Some networking can also help members find a job or establish business contacts. Most social networking websites also offer additional features. In addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality. The most popular extra features include music and video sections. The video section can include everything from member generated videos from hundreds of subjects to TV clips and movie trailers (e.g.YouTube). [1]

These sites serves good in many ways, it has its negative effects too such as cybercrimes which has become a privacy threat to the people worldwide. Although advantageous in many ways by building new relationship and reconnecting with lost or old contacts, it also brought up some behavioral changes among the youth, not only the behavioral changes but also their social behavior and approaches. It has also ended up as a nightmare for a few people. [1]

Following table shows most popular 15 Social networking sites with the no. of monthly users/visitors as on 15/1/2014.

Sr.No	Social networking site	Monthly no. of users as on January 1, 2014
1	Facebook	800,000,000
2	Twitter	250,000,000
3	LinkedIn	200,000,000
4	Google Plus+	150,000,000
5	Pinterest	140,500,000
6	Tumblr	125,000,000
7	Flickr	67,000,000
8	VK	65,400,000
9	Instagram	50,000,000
10	MySpace	26,500,000
11	Tagged	20,500,000
12	Meetup	17,500,000
13	Ning	13,000,000
14	MeetMe	10,500,000
15	ClassMates	10,000,000
<b>Dig :Monthly users of 15 Social Networking sites over the globe</b>		

As per the top 15 social networking sites shown above the monthly users of Facebook are high near about 800,000,000 while as 250,000,000 for Twitter, 200,000,000 for LinkedIn, 150,000,000 for Google Plus+, 140,500,000 for Pinterest and many more as shown in above table

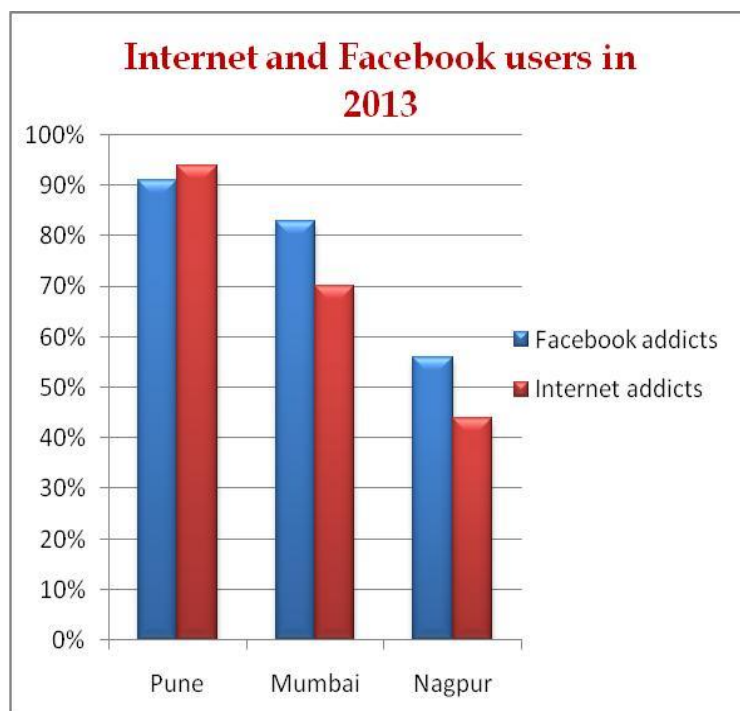


**Dig 2: Monthly Users of 15 Social Networking Sites Over the Globe**

According to the Web Youth Survey by Tata Consultancy Services (TCS) in 2013 the number of internet users in Pune is 94% and out of that 91% users are of Facebook while as 83 % are Facebook users in Mumbai and 56% in Nagpur as shown in following table and chart.

Category	City	% of users
<b>Facebook addicts</b>	Pune	91%
	Mumbai	83%
	Nagpur	56%
<b>Internet addicts</b>	Pune	94%
	Mumbai	70%
	Nagpur	44%

*Dig 3: Internet and Facebook users in Pune , Mumbai and Nagpur*



**Dig 4: Internet and Facebook Users in Pune , Mumbai and Nagpur**

#### IV. CONCLUSIONS

Social networking sites became a part of daily life, it is good that we can mention the relation, connect with the friend over the globe, and share our experiences, photos, events and many more it also plays a vital role in the business communications, educations, etc. Each thing has positive and negative aspects. Indian youths are spending lot of time on mobile, internet sharing the things, dislikes, comment, and send the hurtful messages, harass which results in to the case of Cyberbullying. It is totally depend on individual to how much extend to share your details on such sites and the limit to use it and how to take the IT evolutions positively or adversely.

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