Impact on Social Networking Sites Among the Women Undergraduate Students

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Abstract— The study has been used to explore the impact of social networking sites amongst the undergraduate women students. In the framework of existing digital media, social networking sites have been known as individuals, by means of the Internet and web application to converse in previously unfeasible ways. It can be predominantly effect of a culture-wide impression shift in the uses and potential of the internet itself. The objectives of the study are to ascertain the different type of social networking sites used by women undergraduate students to scrutinize the level of usage, reason of using social networking sites, to settle on the advantages of using social networking sites and to make out the dangers associated with social networking and to submit strategies to restructure such dangers. The descriptive design has been in use to get responses from a sample size of 115 women undergraduate students who were selected via random sampling techniques. The 115 respondents completed and returned the questionnaire precisely indicating 100% response rate. The outcome of the study discloses that all the women undergraduate students uses social networking sites to expand information, interaction with friends, connecting to their classmates for online study, discussing serious national issues and watching movies etc. There are many advantages of using social networking sites and their menaces combined with social networking and such dangers can be restructured using the strategies available in the work. From the findings, it was recommended that women undergraduate students should attend various awareness program to update on the negative aspects of social networking sites etc. Based on the findings suitable suggestions were also made.

I. INTRODUCTION

Social networking sites in the digital world are rapidly becoming admired as both interpersonal and public communication for women undergraduate students. The use of internet-based social media programs is to make connections with friends, family, classmates, customers and clients. Social networking in the digital field is used for special as well as business purposes. The programs show the relationships between individuals and facilitate the acquisition of new contacts. Examples of Social Networking Sites include Facebook, Whats app, Twitter, etc. There has been major interest and concern about the risks of digital media online social networking because of access to personal information and the anonymity that the system allows. Social networking sites are contemporary interactive communication paths in digital era through which people bond to one another, share ideas, experiences, pictures, messages and information of interest. Furthermore, as a novel phenomenon, it is necessary to examine how women undergraduate students use the new means of communication in the digital world. This is because women student's contribution as young generation can make or transform any nation. The new communication technology in the digital era is one of few ways that young women's can bypass the inefficiencies in the system that allow the status quo to hold on. It lowers the entire barriers to entry for everyone to get involved and be heard. A study like this shall help to ascertain whether women undergraduate students' use of the media could be regulated or not.

II. LITERATURE REVIEW

Bharadwaj (2017) studied the extensive use of Social Networking in India among the youth. The study attempted to investigate the extent of social networking impact on the Indian youth. The study is done among the youth as the course of a country and culture is chosen by the direction taken by youths of that country. This paper analysed the pattern of social networking usage and impact in order to determine the social networking addiction.

Subramani (2015) analysed the academic usage of social networking sites among university students in Tamil Nadu. By using the survey method, the study attempted to study how university students across state universities of Tamil Nadu use social media for academic purposes. A sample size of 282 M.Phil, Doctoral and master's students were considered for the study. The study revealed a reservedly behaviour of students in using the various digital and social media platforms. The study suggested a need to spread the potential of social media through separate curriculum and adding the fun element in learning.

Khurana (2015) studied level of awareness among the youth social networking sites such as Facebook, My Space, Twitter, LinkedIn, Skype etc are a few such sites that attract maximum of the youth. The study revealed that youth has become numb to chat in worshipping places, homes when relatives and guests are around, highways, schools, colleges and social gatherings. The study also points out the situation wherein youth are so inattentive and immersed into their phones that they do not even worry to look up as to where they are which results in their helplessness to prioritize as to what is important and what isn't. The study concluded that concentration has thus been altered from real to virtual world and visible to invisible friends.

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III. OBJECTIVES OF THE STUDY

- To analyse the impact of social networking sites among Women undergraduate students.
- To analyse the usage pattern of social networking sites among women undergraduate students.
- To identify the most preferred social networking sites among women undergraduate students.

IV. RESEARCH METHODOLOGY

Sampling method used to conduct the study was convenience sampling method which is a non-probabilistic sampling technique. The study was conducted for a period of 3 weeks. The study is descriptive in nature. A descriptive survey seeks to find out some facts concerning in an existing phenomenon.

The area of the study is women undergraduate students in Coimbatore. The choice of the area was for proximity and to ensure effective distribution and collection of data through the use of a questionnaire were properly tabulated. The tabulated data have been properly analysed by using the statistical tool percentage analysis, mean score and ANOVA were used. The data necessary for the women undergraduate students has been collected from primary and secondary sources.

The population of this study comprises the entire women undergraduate Students. The sample size is 115 respondents of women undergraduate students. One hundred and fifteen copies of questionnaire were distributed to the respondent (women undergraduate students) by the researchers and were collected by the researcher to ensure an accurate return rate.

V. DATA ANALYSIS AND INTERPRETATION & RESULTS

Table No: 1 Table showing demographic factors of respondents

Are parents aware of SNS activities	Yes	85	73.9
	No	25	21.7
	Sometimes	5	4.3
SNS Technology in College	Yes	115	100.0
	No		
Effectiveness of privacy policy	Yes	65	56.5
	No	50	43.5

Demographic Profile		No. of Respondents	Percentage
Age	18	45	39.1
	19	35	30.4
	20	35	30.4
Area	Rural	45	39.1
	Urban	70	60.9
SNS	1-5	104	90.4
	6-10	10	8.6
	10-15	1	1.0
Usage	To find information	40	34.8
	To keep in touch with family	25	21.7

SNS Technology in College	Yes	115	100.0
	No		
Effectiveness of privacy policy	Yes	65	56.5
	No	50	43.5

Do you think social networking sites important	Yes	95	82.6
	No	20	17.4
Social Networking sites where respondents have profile	Facebook	30	26.1
	Whats app	75	65.2
	Email	5	4.3
	Intsagram	5	4.3
How do you access SNS	PC	35	30.4
	Laptop	5	4.3
	Smartphone	75	65.2
Time spent on SNS	1-5	87	75.7
	6-10	14	12.2
	10-15	14	12.2
Do you accept strangers as friends	Yes	45	39.1
	No	55	47.8
	Sometimes	15	13.0

It is observed from the table that out of 115 respondents, 43 were 18 years of age, 35 were 19 years of age and 35 were 20 years of age. 39% of the respondents were from rural background and 61 % of respondents were from urban background. 90% of the respondents have 1-5 accounts in Social networking sites and 34% of respondents use social networking sites to find information, 21 % respondents use it to keep in touch with family, and 13% of respondents use it to make new information.

Out of 115 respondents, 82.6% think that social networking is important. 65% of the respondents have account in whatsapp, while 26% of respondents have account in facebook. 65% of respondents access social networking sites using smart phone. 76% of respondents spent 1-5 hours daily on SNS and 47% of respondents accept the strangers as friends. 74% of respondents opined that their parents are aware of their SNS activities. And all the respondents opined that SNS technologies are used in college campus. 57% of respondents opined that privacy policies are effective.

Table no: 2 Table Showing One Way ANOVA between area and impact of Social Networking Sites.

Impact		Area				
		Sum of Squares	df	Mean Square	F	Sig.
Positive Impact	Between Groups	.715	1	.715	7.608	.007
	Within Groups	10.623	113	.094		

	Total	114	11.338			
Negative Impact	Between Groups	.687	1	.687	10.459	.002
	Within Groups	7.419	113	.066		
	Total	8.105	114			

The above table indicates the Analysis of variance is done between familiarity area of residence and impact of Social Networking sites., The f value is 7.608 for positive impact and the significant value is 0.000 which is less than the acceptable value of 0.05 hence null hypotheses is rejected and it is inferred that area of residence does influence the positive impact of Social Networking sites.The f value for negative impact is 10.459 and significance value is 0.002 which is less tha acceptable value of 0.05, hence null hypothesis is rejected and is inferred that area of residence does influence the negative impact of social networking sites.

Table No: 3 Table showing One Way ANOVA between familiarity of Social networking sites and impact of Social Networking sites

Impact		Familiarity				
		Sum of Squares	df	Mean Square	F	Sig.
Positive Impact	Between Groups	1.638	2	.819	9.457	.000
	Within Groups	9.700	112	.087		
	Total	11.338	114			
Negative Impact	Between Groups	1.098	2	.549	8.775	.000
	Within Groups	7.007	112	.063		
	Total	8.105	114			

The above table indicates the Analysis of variance is done between familiarity of Social Networking sites and impact of Social Networking sites., The f value is 9.457 and the significant value is 0.000 which is less than the acceptable value of 0.05 hence null hypotheses is rejected and it is inferred that familiarity of SNS does influence the impact of Social Networking sites. The f value for negative impact is 8.775 and significance value is 0.000 which is less than acceptable value of 0.05, hence null hypothesis is rejected and is inferred that familiarity of SNS does influence the negative impact of social networking sites.

Table No: 4 Table showing Mean Score of positive impact variables of Social Networking Sites

Positive Impact	N	Mini	Max	Mean	STD
Social Networking have impact on Character formation of Youth	115	1.00	5.00	4.43	.496
Social Networking sites provide a platform to express opinions and views on current Issues	115	1.00	5.00	4.46	.629
Social Networking sites develop attitude of youth	115	1.00	5.00	4.16	.496
Social Networking sites increases knowledge of youth	115	1.00	5.00	4.45	.629
Social Networking sites facilitates opportunity for learning and work	115	1.00	5.00	4.39	.507
Total Mean				**4.38**	

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The above table shows the respondents' level of agreeability towards positive impact of usage of social networking sites; the agreeability is high towards the Social Networking sites provide a platform to express opinions and views on current Issues (4.46) and low towards Social Networking sites develop attitude of youth (4.16).

Total mean is 4.38, which is observed as the respondents agreed that there is positive impact in using social networking sites.

Table No:5   Table showing Mean Score of negative impact variables of Social Networking Sites

Negative Impact	N	Mini	Max	Mean	STD
Youth waste a lot of time in front of social networking sites	115	1.00	5.00	4.01	.63306
Social Networking increases Cyber crime	115	1.00	5.00	4.05	.45583
Social networking sites may cause people to lose track and time and severely addicted to use	115	1.00	5.00	4.29	.56154
Social Networking sites can be served as an avenue for predators to find victims	115	1.00	5.00	4.35	.71382
Total Mean				**4.18**	

The above table shows the respondents' level of agreeability towards negative impact of usage of social networking sites; the agreeability is high towards the Social Networking sites can be served as an avenue for predators to find victims (4.35) and low towards Youth waste a lot of time in front of social networking sites (4.01).

Total mean is 4.18, which is observed as the respondents agreed that there is negative impact in using social networking sites.

VI. CONCLUSION

From the analysis it is found that respondents use social networking sites to gather new information and to keep in touch with family and friends. Majority of the respondents also perceive that social networking sites are important. The ANOVA analysis revealed that the familiarity of using SNS and Area of residence does influence the impact of using social networking sites. The majority of the respondents who spends varying amount of time less than one hour to five hours per day in social networking sites. Women Students with heavy users can moderate their usage of various sites to avoid the addiction with some specific sites.

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