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**“Literature Review on Influence of Social Networking Sites (SNS)
with Reference to Younger Generations”**

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Abstract

In today's Information and Communication Technology (ICT) era, vast developments taken place in India across all categories of society people. This is especially true by taking the younger generation category. Infact, teenagers and younger set of people are the more fanatic customers for SNS. SNS is a buzz concept today which includes WhatsApp, Facebook, Twitter, Orkut, Skype,

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Linked in and Hike etc. These sites provides among youth as a portal for all sort of sharing as well as eliciting information in an easiest way, meeting out diverse range of people besides entertainments and grown exponentially. Due to the rapid affordances of ICT, SNS achieved tremendous attraction among the minds of adults and adolescents. In present younger generations, majority of respondents are actively immersing themselves by surfing with SNS especially WhatsApp and Facebook. The main objective of this research is to make a literature review on various influences of SNS with respect to younger generations.

Keywords: *Information and Communication Technology, Younger generation, Social Networking Sites, Fanatic customers.*

I- INTRODUCTION

A Social networking service (also social networking site, SNS or social media) is an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. [1] Social media has been mainly defined to refer to “the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship”. [13]. Penuel and Riel define social networking as ‘a set of people and the relationships between them’. SNS is quite popular with teenagers and younger generations due to

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many advantages it offers. This may in the form of more chances of growth, sharing of knowledge/information anywhere in the world (24 hrs per day/7 days per week/365 days in a year), debate forum of confronting social issues, possibility of updating of all messages, instant reaching of messages to large sections of people during emergence situations as 24/7/365 base etc. Almost seventy five percentage of total population are the users and the count still increase. The impact of SNS on younger generations has both positive and negative results.

IMPORTANCE OF SOCIAL NETWORKING SITES AMONG YOUTHS

In turbulent current scenario, the impact of SNS among younger generations is predominant both by providing opportunities and encounter the challenges. Besides all category of younger generations whether students, working professionals, those who involving in research irrespective of gender differences in male and female counterparts etc are inclined towards realizing the incredible need for SNS. There are various software tools pertaining to SNS like blogs, wikis, instant messaging, chat rooms, message boards, social bookmarking etc. It is questioning that to be clarified whether SNS is solely for social interaction alone or possibility for learning and growth of younger generations category. SNS is very now very common face of youth and 75% of them use and figure is growing. SNS promotes self/group marketing, personal growth, sharing of information and knowledge and great opportunities of employment. Other activities

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include discussion social issues, providing status updates on matters of importance and reaching out to masses for urgent help. [2]

II- LITERATURE REVIEW OF SNS AMONG YOUNGER GENERATIONS

The following are the some of the reviews of SNS among younger generations defined by eminent authors and scholars.

Name of Social Networking sites	Teenagers	Young adults	Adults	Working adults	Frequency	%	Cumulative Percentage
	(12-17)	(18-21)	(22 +)	(22 +)			
Facebook	49	44	30	21	144	36	36
Whatsapp	22	42	45	51	160	40	76
Twitter	12	3	8	6	29	7.25	83.25
Orkut	0	0	0	3	3	0.75	84
Linkedin	3	5	3	4	15	3.75	87.75
Youtube	9	3	8	5	25	6.25	94
Flickr	5	3	4	9	21	5.25	99.25
Myspace	0	0	2	1	3	0.75	100
Total	100	100	100	100	400	100 %	

Table: 1 Popular SNS among various youth age groups (3)

The main purpose of using SNS is to be always in touch. Youth specifically interested in sharing their various experiences. Developing contacts is another activity which young people very much interested and also find establish friendship with people which they met once or twice. Other

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activities include Sharing content (pictures and motion pictures), and establishing informal way of learning. [4]

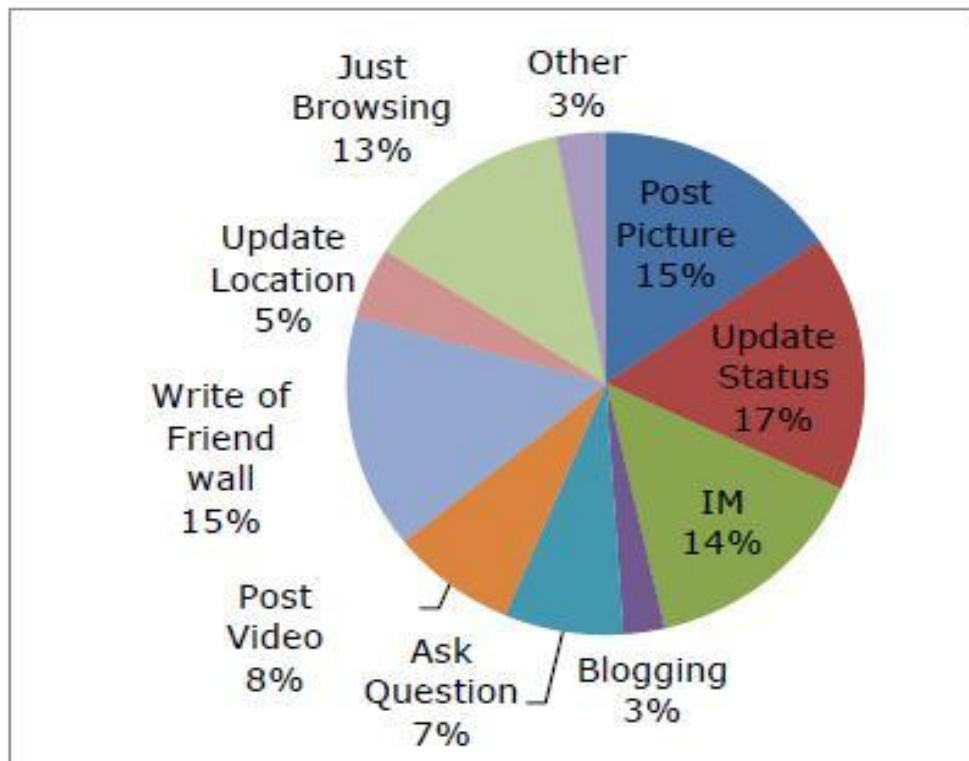


Fig: 1 Purpose of using SNS by Youth [5]

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The above chart evidently reveals that 17% of younger generations using SNS for updating status, 15% write of friend wall and post picture, 14% for IM, 13% for just browsing, 8% for post video, 7% asking questions, blogging by 3% and 3% for other purposes. [5]

USER	PERCENTAGE
Mail	33
Surfing	26.8
Chatting	18.7
Social Networking	17
Other	4.5
Total	100

Table: 2 Usage of social Media on education [9]

In the above table, it is clear that, internet usage for the respondents was for mailing and surfing the net with 33% and 26% respectively. Mainly two traditional reasons for using Internet

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i.e. Mailing and Surfing. In India, social networking sites are growing fast to gain popularity but it haven't reached the expectation of global scenario. Just 17% reported social networking sites as their principle reason for Internet usage. Alternating reactions were downloading internet content, purchasing online goods, studying and reading e-books. [9]

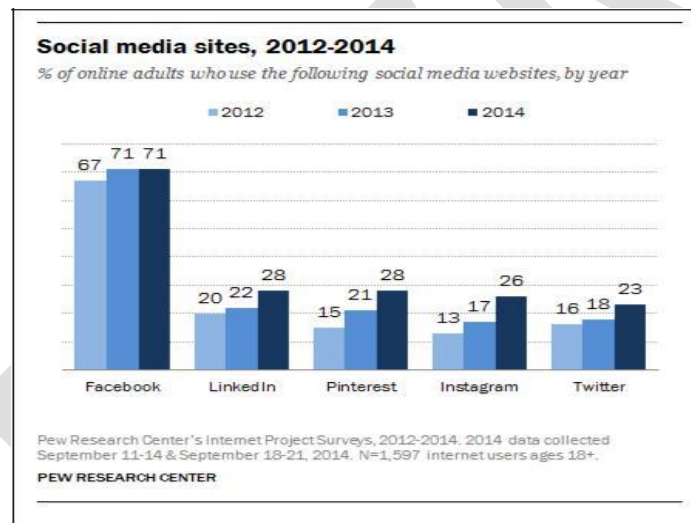


Fig: 2 Usage of social media by society [10]

According to the survey conducted by the Pew Research Center, in September 2014, 52% of the online adults use two or more social media sites. More than half of the online adults of age

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65 and above use 60% of Facebook which represents 31% of all seniors. Half of the internet-using young adult’s ages 18-29 use 53% Instagram and half of the Instagram users (49%) use the site daily. The share of internet users with college education using LinkedIn reached 50%. 42% of online women now use the platform, compared with 13% of online men. [10].According to BBC news research of 2013 they discuss that 67% Facebook users are very common and well known social media portal consist of the youth and students, so these praise the fact that the youth and student have more focus and relation. [11].Throughout the country teenagers frequently use the web, mobile phones, online games to communicate and gather information with each other. As per the survey in California the below table shows that how social media impacts the behavioral health of California’s adults. [12]

TYPE	EXAMPLE	%TEENS WHO USE SOCIAL MEDIA NATIONALLY
Text Messaging	Cellphone Feature	75% of all teens own a cell phone, 88% of cell phone-owning teens text,

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		72% of all teens use text messaging.
Social Networking Sites	Facebook, MySpace	73% of online teens have used a social networking site.
Online video Sites	Youtube.com	63% of online teens watch online videos.
Online Gaming	SecondLife.com	61% of online youth play games online, Including multiplayer online Games.
Blogging with	Facebook or	52% of online teens

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in social Networking Sites	MySpace Feature	have commented on a blog
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Table: 3 Usages of Social Media by Younger Generations [12]

PROS OF SNS AMONG YOUNGER GENERATIONS

Youth representation in social issues is one the main advantages of using SNS. Some of the examples are issues relating to security of women and anti-corruption movement happened across India in which youth has been deciding factor in popularizing and advertising their views. [2]

SNS is an ideal platform to build social relationships through networking and connections with no boundaries are drawn among them. SNS is used as communication media to share personal experiences, pictures, videos. It has also served a common platform to share view on some of social incidents happened across the universe. Adding to the above points they were able connect with their friends and dear-near ones without having to spend too much money and time investment. [6].One of the advantages of social networking is that able to find our old friends and getting connected with them in far- away place. [6]

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SNS has helped the youth population in various aspects. It has helped the young student aspirants in connecting with instructors, researches and eminent subject matter experts in respective field to gain and share knowledge among themselves. Professional interests guided the youth take SNS to enhance their knowledge in their field and able share the knowledge whenever required. [6]. SNS usage among youth accelerated the services to network with professionals for internships and finding employment. Many schools, Universities has implemented SNS alumni's to help the pass outs in find suitable employment and use their knowledge in helping R&D firms. [6]

CONS OF SNS AMONG YOUNGER GENERATIONS

Profile creation is one main activity in SNS usage and this activity will share à certain amount personal data. Identity theft is one side effect of sharing personal data and hackers will be easily able to access your personal data and use it for unlawful activities. [7]. Over-usage of SNS has created severe health risk to due to lack of physical activities. As discussed on an average a person spends average about 9 to 10 hours (40% of time) on using SNS. Due to this young population is at risk of getting cancer, strokes, heart attacks and sleep disorders. On the other side the cases of mental psychiatric also increased because of social isolation. [7]

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Due to addiction of SNS; university students are getting affected in their mental and knowledge concentration. Constant usage of SNS has resulted in lower grades for students in university and competitive exams.

Also youth being considered as future productive citizens; they are wasting time unnecessary chit-chats and commenting on non-productive things like posts and pictures. [7]. Studies have established that student population is reducing natural learning capabilities due over dependence on internet. Also natural communication skill is taking hit because of lack of real human contact.

The excessive use of net also taking toll health as do not involve in any physical exercise. [8]. Electronic aggression is other negative impact of SNS. More youth is falling into victim of identity theft, rumor spreading, and embracement using emails and psychiatrists are getting more cases of depression cases due to this. [8]

III- SWOT ANALYSIS OF SNS AMONG YOUTHS

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STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Easy mechanism for attraction of new/ reconnect old friends.• Platform for exchange of information, knowledge on 24/7/365 perspective.• Wide coverage of younger people beyond geographical boundaries.• Quick & instant support during needy, emergency situations.• Provides Social Quotient for younger generations.• Live Discussion on various current & emerging issues	<ul style="list-style-type: none">• Killing valuable time by addicting with SNS.• Change of character.• Lose in concentration.• Spike in Psychological disorders.

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<p>through sharing as well as eliciting information with the help of SNS.</p>	
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Easy mode of finding employment with the help of getting valuable, relevant information across diverse range of younger generations. • More chances for developing business/ entrepreneurship for youngsters through developing new applications. 	<p>THREATS</p> <ul style="list-style-type: none"> • Privacy. • Abuse & exploitation of younger people. • Bullying. • Possibility of more number of kidnapping, robbery or even murder by misusing SNS apps.

Table: 4 SWOT ANALYSIS OF SNS AMONG YOUNGER GENERATIONS

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IV- RECOMMENDATIONS

Nowadays social media has become a new set of cool tools for involving young peoples. Many young people's day to day life are woven by the social media. Youngsters are in conversation and communication with their friends and groups by using different media and devices every day [10]. In past years it was seen that youngsters are in touch with only friends and their groups in schools and colleges. But nowadays youngsters are in contact not only with known friends but also with unknown people through social networking sites, instant messaging etc. [10].Stringent care to be by all younger generations due to the unwanted informations send across by strangers in SNS.

V- CONCLUSION

In current scenario, the usage of SNS by younger generations are predominantly increasing by leap and bounds due to most innovative technological advancement system. It is by way of using various android mobile phones and systems with the help of many applications, software packages in all gadgets. As youngsters are getting addicted towards continual and high usage of SNS, care to be taken stringently by younger generations at large. In modern days, world is shrunked in to a global village which offers plethora of opportunities as well as challenges to a

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younger generations. It is the usage level by which SNS become boon to youngsters or otherwise it will be bane to all younger's life.

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