

STUDY ON THE ATTITUDES OF “GENERATION I” TOWARDS SOCIAL NETWORKING SITES

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Abstract

In this day, youngsters, middle age and elders are having Facebook account, tweeting and fleeting messages on social network sites, but specifically habit of these social network sites are subjugated by the generation I – the children born after 1994 they are growing up in the internet age. They are the unpremeditated, recurrent and hustle users of SNS relatively than other groups. By brash back all other snares and blames against Social Networking Sites., These sites also convey out the health results, it is evidenced by the research study (Share, like and achieve: the power of Facebook to reach health-related goals, Alicia de la Pe~na and Claudia Quintanilla, International Journal of Consumer Studies 39 (2015) 495–505), So our study tries to find out the attitudes of Generation I towards Social Networking sites. For this purpose in depth literature made on Generation I, research works on attitudes towards the social networking sites, pros and cons of social networking sites and some of the articles on cyber crimes. In this study exploratory research design is used to identify the attitudes of Generation I Towards the effect of social networking sites on the development of society. The attitudes are measured with the validated scale of SNSAS (social networking sites attitude scale) the questionnaire issued through online by Google forms, in the questionnaire 16 were positive statements and 3 were negative statements. These nineteen statements were arranged in random order. Final scale started with a set of questions related with respondents' demographic details such as gender, education stream and area. The questions were intended to extract information regarding attitude of youth towards social networking sites and their social development. A five-point Likert scale ranging from 1 to 5 or strongly disagree to strongly agree was used to measure the degree. After administered the questionnaire, the data input will be given to SPSS, and analysed to test the hypothesis and present the conclusion.

The sample reportage includes students who are studying in Jaipur colleges in multiple streams, the study attempts to construe the results through simple T-test and ANOVA to test the hypothesis and treasure the differences.

Keywords: Generation I, Social network sites, T-test, ANOVA

Introduction

Fast and profound dissemination of social networking sites in India has wedged every feature of life across all ages. The youth has been achieved by SNS intensely as they incline to be early adopter of technology. This upshot of social networking sites on youth, whether positive or negative has been an area of noteworthy interest and apprehension among intellects. Technological advancement permanently affects the patterns of communication, socialization, and living. Advent of computer and internet has altered the ways in which human communicate with each other. The internet has developed a weighty part of social life of youth as they custom it for investigating, mingling, entertaining, communicating and connecting with family and friends. Social

networking sites are internet based sites which facilitate the students in getting access to a virtual social life. In this way they play a crucial role in the development of individuals as by interacting with unfamiliar others, teenagers are socialized into society. These sites act as a medium of interaction with society and at the same time increases the social development of an individual. This fast and deep penetration of social networking sites in the lives of youth in India affecting their social development extensively. Though not all teens are members of these sites, yet these sites developed notable cultural resonance amongst Indian youth in a short period of time. Social development refers to the development of interaction with the human world around, including relationships with others and also the social skills we need to fit into our culture or society (Augustine & Arulsamy: p. 28). People make a profile of themselves on these sites which represent their social identity in public, make friends and then comment on the profile of other persons. In this way they learn to make a connection with the other human beings in the society. These sites facilitate the users to interact with both familiar and unfamiliar masses and make a virtual bonding with these people. These sites and online forums made up using these sites are fast becoming an important tool in community development. In these sites users articulate publicly and make them visible to a large group of persons which leads to an improvement in their social skills. Looking at the other side of the coin, these sites provide the widespread publicity to an individual without and mediation or surveillance which can make their social life complex and can affect their social growth. However, in both ways, these sites put a remarkable effect on the social development of an individual.

Statement of the Problem

The Tentacles of technology is rising tremendously, by touching fingers we are getting the information readily accessible, we can make friendship with anyone, anywhere else, Good to hear that technology ever mounting with the highest percentage, but the fingers are more used than our brain, slowly we are disremembering the reading habits, youngsters are lacking/stammering for vocabularies while speaking, our brain is refusing to think, as an alternative it search from Google, information can be hunted, and overloaded, but decisive and in-depth thoughts of our mind can't be searched, The creative innovation itself averts the creativity, The additional gift of technology is social networking sites, it's a two sided sword in the hands of youngsters, Sites like Facebook, twitter, Google +, linked In, Instagram etc fashions very good network, but we have to check the high practice of these sites indeed lead to social development or it hints to the social destruction, by observance of this problem in mind the objectives of the study have been set.

Objectives

1. To study the attitudes of Generation I towards the effect of Social networking sites on their social development
2. To find out the differences in attitudes
 - on the basis of gender,
 - on the basis of area and
 - on the basis of stream of education

Review of Literature

Given the growing significance of social networking sites as a social interaction means in the life of younger generation, a number of authors addressed varied related issues for developed as well as emerging economies during last two decades. This section attempts to scrutinize related empirical research works which has been done throughout the world so that the contribution of the existing body of literature and gaps in their research findings can be examined. Social networking sites (publics) play a crucial role in the development of individuals (Boyd, danah 2007). Author observed a need to discover the ways to assist the youngsters to navigate social structures. Marshall et al (2008) make a cross-national comparison of Indian and American university students' attitudes in terms of privacy, trust and communication patterns toward SNWs. Authors pinpoint that firstly Indian students are less cautious about online privacy and more trusting, open and direct in exchanges with the strangers. Secondly, they prefer sharing on social networks than sending private messages to online friends and prolific in making as well as sustaining friendship online. In sum, the study pinpoints some convergence of culture as Indian students 'attitude and behaviours are shifting from collectivism. Aggarwal & Mittal (2009) highlighted that Indian students use social networking websites not only for leisure and personal socialization but also as a platform for more meaningful and serious deliberations. There is a positive relationship between intensity of Facebook use and students' life satisfaction, social trust, civic engagement, and political participation (Valenzuela, Sebastian et al. 2009). Social network offers people great convenience for social networking as it allows people to keep in touch with friends, reconnect with old friends, meet new people, and even conduct business online (Ahmad 2011). Jain, Madhur Raj et al (2012) discovered that social networking sites are acting as great medium for view mobilization. People are feeling free in sharing their thoughts on any issue and even youth is raising their voice against social acts like violation of Human Rights, corruption etc. Manjunatha S.(2013) pinpoint that young Indians see these technologies as a logical extension of traditional communication methods, and perceive social networking sites as often a much quicker and more convenient way to interact. Indian college students are not only techno-savvy and socially active through social networking sites but they also possess social consciousness. The forgoing review of related literature reveals that many studies have been conducted to examine the varied dimensions of social networking sites including their influence on social development from young generations' perspective. However, most of these studies were carried out in international scenario and apparently no study was found in Indian context. Thus, a research gap exists in the form of exploring the attitude of youth towards effect of social networking sites on their social development in Indian context, which the investigator attempt to fill.

Research Design

In this study **exploratory research design** is used to identify the attitudes of Generation I Towards the effect of social networking sites on the development of society. The attitudes are measured with the validated scale of SNSAS (social networking sites attitude scale) The questionnaire issued through online by Google forms, In the questionnaire 16 were positive statements and 3 were negative statements. These nineteen statements were arranged in random order. Final scale started with a set of questions related with respondents' demographic details such as gender, education stream and area. The questions were intended to extract information

regarding attitude of youth towards social networking sites and their social development. A five-point Likert scale ranging from 1 to 5 or strongly disagree to strongly agree was used to measure the degree. After administered the questionnaire the data input given to SPSS, and it was analysed to test the hypothesis and present the conclusion.

Hypothesis

H1o: There is no difference between the attitudes of male and female towards the Effects of Social networking sites on social development

H2o: There is no difference between the attitudes of Urban and rural towards the Effects of Social networking sites on social development

H3o: There is no difference between the attitudes of Arts and engineering students of Towards the Effects of Social networking sites on social development

Methods

- The **primary data** was collected from 127 persons, the mail sent to the people who are studying in different colleges in Jaipur **Secondary data**- was collected from magazines; online journals & internet were used for collecting updated information about social networking sites, and **Simple random sampling** method is adopted for this study.
- Qualitative **analysis** of various social networking sites and generation I articles and literatures to find out the concepts, and scale items to measure the attitudes towards social networking sites
- **T-Tests** were conducted to identify the differences of attitudes among the male/female and among the Urban and rural people
- **ANOVA** conducted to identify the attitudes among different academic streams

Limitations of the Study

By sending online, some of the respondents not filled the questionnaire properly, becomes invalid and those who access mail and Whatsapp only filled the form, so sample size is limited to 127.

Analysis

Reliability Test

Table 1 Case Processing Summary

		N	%
Cases	Valid	127	100.0
	Excluded ^a	0	.0
	Total	127	100.0

a. Listwise deletion based on all variables in the procedure.

Table 2 Reliability Statistics

Cronbach's Alpha	N of Items
0.712	19

Interpretation

The result indicates that the Cronbach's alpha value for the 19 items taken from the SNSAS (social networking sites attitude scale) in this study is 0.712. the closer the reliability co- efficient gets to 1.0 will be better. The value shows more than 0.7. Thus the internal consistency of the measures used considered highly reliable.

Table 3 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	74	58.3	58.3	58.3
	Female	53	41.7	41.7	100.0
	Total	127	100.0	100.0	

The table indicates the male participants are 74 and the female participants are 53 from the "Generation I"

Table 4 Area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	77	60.6	60.6	60.6
	Rural	50	39.4	39.4	100.0
	Total	127	100.0	100.0	

The above table indicates that 77 respondents are from urban area and the 50 from rural area

Table 5 Edu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Engineering	38	29.9	29.9	29.9
	Management	44	34.6	34.6	64.6
	Arts	45	35.4	35.4	100.0
	Total	127	100.0	100.0	

The table indicates the proportion and number of participants from different stream of education, 38 from engineering, 44 from management and 45 from arts

Table 6 T-Test for Gender

T - Test for Gender							
Variable	Gender	Mean	N	D.f	T-value	Sig(2-tailed)	Significance
Information and guidance	Male	4.72	74	125	5.23	0.000	Significant
	Female	2.78	53				
Communication with friends	Male	4.52	74	125	4.66	0.000	Significant
	Female	3.23	53				
Communication with family	Male	2.56	74	125	2.89	0.005	Significant
	Female	4.67	53				
Induce cultural changes	Male	2.46	74	125	4.77	0.000	Significant
	Female	3.74	53				
Positive role in social lives	Male	3.85	74	125	4.08	0.000	Significant
	Female	4.18	53				
Job opportunities	Male	3.92	74	125	2.40	0.018	Significant
	Female	3.38	53				
New identity to youth	Male	3.45	74	125	5.14	0.000	Significant
	Female	2.97	53				
Social knowledge	Male	4.25	74	125	2.20	0.029	Significant
	Female	3.77	53				
Creativity and self-expression	Male	4.20	74	125	3.88	0.000	Significant
	Female	3.38	53				
Vision for oneself, society	Male	3.95	74	125	3.01	0.003	Significant
	Female	3.34	53				
Tool for social interaction	Male	3.31	74	125	4.24	0.000	Significant
	Female	3.68	53				

Bringing social change	Male	3.92	74	125	2.16	0.032	Significant
	Female	3.38	53				
Trustworthy public profile of users	Male	3.45	74	125	2.45	0.016	Significant
	Female	2.97	53				

Interpretation for T Test –Gender

The results of T test shows that the difference of means with their respective standard deviations for male and female on attitudes towards the social networking sites are significant, it indicates that there are differences between male and female found in the following statements Thus the H1a hypothesis is substantiated and rejects the null hypothesis

Table 7 T-Test for Area

T - Test for Gender							
Variable	Area	Mean	N	D.f	T-value	Sig (2 -tailed)	Significance
Information and guidance	Urban	3.75	77	125	2.03	0.044	Significant
	Rural	2.35	50				
Communication with friends	Urban	4.56	77	125	2.72	0.007	Significant
	Rural	3.46	50				
Internet addiction, social issues	Urban	1.43	77	125	3.73	0.000	Significant
	Rural	3.45	50				
Less time for social activities	Urban	2.65	77	125	3.48	0.001	Significant
	Rural	4.34	50				
Virtual environment for lonely people	Urban	3.78	77	125	2.33	0.021	Significant
	Rural	2.75	50				
Creativity and self-expression	Urban	4.23	77	125	1.93	0.056	Significant
	Rural	1.34	50				
Tool for social interaction	Urban	3.78	77	125	2.34	0.021	Significant
	Rural	2.36	50				

Interpretation for T Test –Area

The results of T test shows that the difference of means with their respective standard deviations for urban and rural on attitudes towards the social networking sites are significant, it indicates that there are differences between urban and rural students found in the following statements

Thus the H2a hypothesis is substantiated and rejects the null hypothesis

Table 8 Anova for Different Stream of Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Plays a positive role in social lives of persons.	Between groups	9.987	2	4.994	4.643	.011
	Within Groups	133.352	124	1.075		
	Total	143.339	126			
Provides a new identity to youth.	Between Groups	8.404	2	4.202	3.678	.028
	Within Groups	141.674	124	1.143		
	Total	150.079	126			
Provides a virtual environment for lonely people	Between Groups	6.199	2	3.100	3.737	.027
	Within Groups	102.840	124	.829		
	Total	109.039	126			

Interpretation

The results of ANOVA table indicates that there are differences in the attitudes towards the social networking sites among the respondents from different streams of education, the differences found in the statements related positive role in social lives of persons, providing new identity to the youth and virtual environment for lonely people. The assumptions behind this result are different perceptions regarding social networking sites coming from different stream of education Thus hypotheses H3a is substantiated and reject the null hypothesis

Implications

The differences not found between male and female in the statements regarding social networking sites are dehumanizing, creates internet addiction, reduces time for social activities, creates virtual environment for lonely people, new way of perceiving, actively participating for the citizenship and enhances performance and participation in class, also the mean value interprets that male and female of the generation I are denying the ill effects of social networking sites despite the dangers and awareness on the cyber crime, especially female in this generation are victims of these crimes, so the study try to point out the protection activities, blocking of culprits, hackers and caution on cyber crimes to be strengthened by the education systems and Government.

The differences found between urban and rural area in the statements regarding social networking are helpful in face to face communication with family and friends, creates internet addiction, reduce the time for social activities, virtual environment for lonely people, creativity and self expression due to SNS. It is the best and cheapest tool for communication. The mean value indicates that rural respondents are highly cautious and fear on social networking sites. It indicates that they are accessing the information through Television or news papers rather than accessing through internet. Even though it is a vital requirement still the rural people are not aware on the ease of internet, speed of procedures and paperless grey era. So they have to be trained on these skills.

On the basis of ANOVA table, there are no differences found in major variables of SNS scale, and the differences only found in the statements of SNS playing positive role in the social lives, providing the identity to youth and provides virtual environment for lonely people. The mean values indicate that engineering students are strongly agree with the positive role and providing identity to youth, the management students are neutral in the statement of virtual environment for lonely people, and the arts students disagree with the same statement. This indicates that is due to the difference between technical studies and conceptual studies in the academic streams, so the implications insist on the technical knowledge about the internet and other social networking sites utility in the academics and knowledge searching should be strengthened for all streams by our education system, and it is necessary in this epoch.

Scope for Further Study

The study given the coverage only on Jaipur city and analyses limited to T test and ANOVA, if the broad study expected we can conduct the study in entire Rajasthan and more tests like correlations, regressions, comparative studies between the big cities of Rajasthan can be done.

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