# A STUDY ON ADOLESCENTS' USE OF SOCIAL NETWORKING SITES

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## Abstract

In this era of social media, new dimensions are being created every day. With the widespread penetration of the Internet, its scope of use is increasing daily. The number of Internet users in India today is in crores. The number of users using the social networking site Facebook is around 15 million. Twitter users are also in millions. 57 percent of Hyderabad, 93 percent of Delhi-NCR and 17.8 percent of Bihar's population are present on Facebook. Over time, the world of social media has started to go beyond the 'networking' friendship and entertainment, and has also become associated with social concerns. Many campaigns are being run continuously on social media and people joining these campaigns are examples of this.In the new era, social media is a better medium for people to connect, build new relationships, connect, chat and chat, run new campaigns. Its form also provides a new basis for sociologists to develop their understanding about society and understand the changing society. Its importance also increases because a large number of youth have adopted it. The other side of this is that its uncontrolled use is diverting a large population from society. According to sociologists, as sociality increases, we move towards distance from the many evils that result from loneliness. But in the case of social media, it is the upper side; the internal side is far from it. Because the uncontrolled use of social media is weakening the basic premise of society.The aim of this study was to examine the role of social networking sites (SNSs) in early adolescents' social lives.

**Keywords:** Social media, Entertainment, Internet, Relationships, Sociologists

## Introduction

It is often said that 'society' is made up of social relations. However, since the information revolution, 'social networks' have now transformed into digital networks. The social divide has been replaced by the 'digital divide', resulting in the real world being transformed into the 'digital world', where everything is virtual or imaginary. Which, beyond the reality, seems to be an expression of the super-reality? Someone shared on social media - 'Life is like Facebook, people will read your problems, like them, share them, comment on them and get out. But no one will tell you the solution to your problem because everyone is busy updating their problems. That is, social media forums are creating a situation of communication gap in social relations.Social media is democratic in nature, which is better understood by the youth. This has challenged the monopoly of print media and electronic media. Through this, new genres of creativity are being born. Facebook has given the place to speak so easily. But looking at the kind of language being used on social media, it seems that its users have created a new short form in place of the traditional form of the language.

Constant studies have concluded that the prevalence of social media use makes children unhappy. Earlier it seemed that children are using social media and they will be happy in their world. During the 'Social Media Use and Children's Wellbeing' study by the UK's Institute of Labor Economics, 4000 children between the ages of 10 and 15 were interviewed. All aspects of their lives were discussed with the children in this study. It was asked how satisfied he was with his family, school, friends and life. How much children use social media was also studied with the help of an app?Another interesting point revealed in the study is that the effect of using social media is more on girls than boys. The reason for this is probably that girls are more emotional. The study has also revealed that cyber bullying occurs more frequently with female students.

## Literature Review

In an examination by Subrahmanyam and Greenfield (2008) on young people, they found that clients discover texting "as strong as telephone or up close and personal collaborations,"

In India, a review led by comScore (2013) uncovers how Indian residents go through one of every four minutes web based, utilizing long range informal communication destinations, more than some other Internet movement. As per comScore, informal a lot of the all-out number of online minutes in India in June rose 0.8 rate guides year over year toward 25.2 percent. This was the second-quickest developing movement, behind just amusement. (August 19, 2012). Be that as it may, this investigation covers simply home and work PC Internet clients and bars cell phones and different methods for get to.

Mckenna and Bargh (2000) accept that individuals are progressively utilizing Internet since it is a quick and a simple method to keep up contacts with the individuals who are far away.

Ahn (2011) stresses on youth support on informal communication destinations. He is quick to catch the adolescent and their utilization of innovation to create connections, communicate with companions and learn new aptitudes. He calls attention to that as opposed to discussing 'innovative determinism', presently the need is to discuss 'Social Informatics' since social powers alongside social standards and conduct rehearses impact how one eventually utilizes the innovation.

A report by experts Daramola, D. (2015).expressed how companion pressure is the 'key inspiration' for utilizing informal organizations for most teenagers, with almost 66% of seven to 12-year-olds utilizing a SNS on the grounds that their companions do.

Ahn (2011) presents an investigation that investigate teenagers utilization of person to person communication locales and their experience on crossing over and holding social capital. 'Social Grooming' is an internet setting is very not quite the same as social preparing in a disconnected setting. Online individuals uncover data about themselves on the profiles.

He'tu and Morselli (2011) accept that with the prevalence of long range interpersonal communication locales, road group subculture has developed on the web. Web has risen as a key outlet for such posses. In any case, creators accentuate the way that road posses don't proactively utilize the Internet to select anybody into a group. Be that as it may, long range informal communication locales have made a manner by which each one of the individuals who share basic qualities fundamental the road posse way of life meet up.

In-fact eMarketer (2012), an exploration firm in the field of statistical surveying gauges that in excess of 76 million individuals in India will utilize long range informal communication destinations at any rate month to month in 2013, up 51.7% from a year ago aggregate. This basically implies by 2014, 83% of web clients in the nation will routinely get to person to person communication locales.

As indicated by Zeff, R. L., and Aronson, B. (1999). Self-introduction strategies are characterized as "practices used to oversee impressions to accomplish predictable transient relational targets or objectives" (p. 702). People don't just try to deal with their impression up close and personal in reality, however they progress in the direction of the equivalent even in a PC interceded condition.

**Objective of the Study**

- To study the adolescents sue of on Social Networking Sites.
- To understand the factors that influence adolescent participation on Social Networking Sites.
- To explore online social experiences of adolescents with regard to Social Networking Sites.

**How is social media beneficial?**

Internet based life locales like Facebook have become a significant piece of present day life. With its assistance, you can interface with your companions immediately and progressively. Clients can communicate with one another, associate much of the time and mingle. Online life locales, for example, LinkedIn have become a significant wellspring of work. Over 89% of new individuals are enrolled utilizing LinkedIn and organization sites. Tweet is a universe of 140 expressions of data. It gives you data about the world and your advantage.

Utilizing web based life is advantageous for business. Its successful use diminishes by and large promoting costs. Online achievement accompanies powerful utilization of web-based social networking. With web-based social networking you can sort out potential clients and develop your business. As of late online life inspectors overviewed more than 3,000 respondents to comprehend the significance of internet based life promoting.89% of respondents said that business has been boosted by social media marketing. 64% of respondents saw an increase in lead generation and 62% of respondents said that using social media in the search engine category of their sites had improved significantly over almost two years.

**What are the negative effects of social media?**

Numerous clients invest energy in internet based life however over the top and uncontrolled utilization of web based life can prompt genuine enslavement. The sentiment of satisfaction with internet based life exercises is stirred by the incitement of the focal point of our mind. In spite of the fact that creation of the inside and dopamine is beginning alongside different exercises, it is dispersed on a totally unique level in online correspondence and network. Exorbitant utilization of the Internet can assume a significant job in dissolving fixation. While taking a shot at internet based life, you continue changing the work in each other. Concentrating on a solitary assignment decreases your fixation capacity. Such exercises loosen up your cerebrum. Its copious use drives the cerebrum to exhaustion and stress. You more likely than not saw that at whatever point you start any of your work on the Internet, as a matter of first importance check your own specific Facebook profile. Which truly burns through a great deal of valuable time?

Internet based life has advanced the chance of data fraud, burglary of subtleties, digital misrepresentation, hacking and infection assaults. On the off chance that you have refreshed your location, telephone number, work environment and your family data on any online life website, you have lost your protection. Typically we continue posting new pictures on Facebook step by step. One must be exceptionally careful while doing this, as pictures and other data can be abused by insidious components in the public eye.

In India too, there has been talk of surveillance from time to time on Google, Twitter, and Facebook. It is not that social networking sites have not been brought up by controversies. From time to time, it has also become a victim of criticism all around. Facebook has also emerged as an addiction among many. Habits like changing profile profile photos on Facebook, updating status several times a day, chatting with Facebook friends for hours have affected the younger generation to a great extent. Sticking to Facebook for hours is not only affecting their studies but also the creativity to innovate. All the obscene material and inflammatory things are also being circulated to the people through social networking sites, which have a bad effect on people's mind. Social networking sites have forced people to live in virtual life rather than in real life. It has become a game where happiness and sorrow and dreams are shared with like and share with each other and relationships are also blocked the very next moment.

**Results and Discussions**

The current research is a study on adolescents' use of Social Networking Sites (SNS). With the now pervasive spread of SNS and more than a billion active users engaging in it (Facebook, 2012), it is interesting to see how adolescents have adopted and adapted to an online social world.

When adolescents were asked about their use of the internet, it was seen that the majority of the adolescents seem to use the internet for social networking (82.6%). Engaging in entertainment options like YouTube, downloading music and movies (60.3%) and gaming (59.5%) were also widely followed. Table below represents the responses listed by the respondents:

**Table: Usage patterns of adolescents on Social Networking Sites**

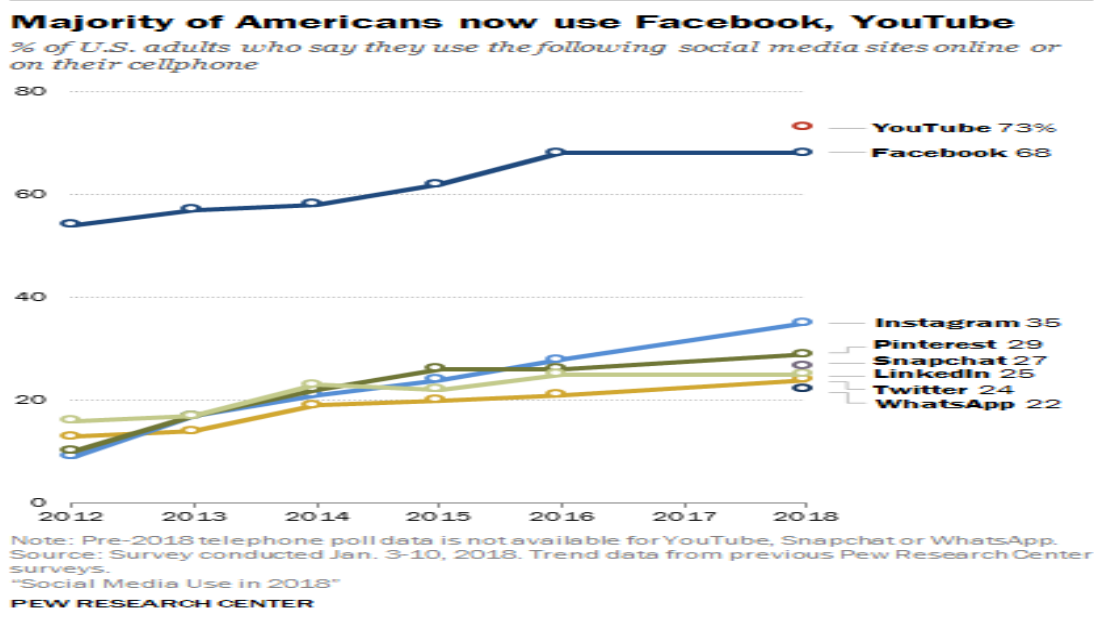| | |
|---|---|
| Social Networking | 82.6% |
| Entertainment | 60.3% |
| Gaming | 59.5% |
| Collecting Information | 54.5% |
| Emailing | 46.2% |

Currently, America is the most used country of Facebook. In the US, 14.68 million people currently use Facebook. Although India currently ranks second with 7.7 percent of Facebook users, it is far behind the US. By 2016, due to India's fast growing population and the high speed of Facebook usage, it will become the country with the most users of Facebook. One fact is that Facebook is prohibited in China. Facebook usage has seen a decrease worldwide, but due to the rapid growth in developing countries, the decline in its usage globally has been halted. India recorded the fastest growth in Facebook users this year. The number of people using social networking increased by 14.2 percent compared to last year.

**Adolescent perceptions of online interactions**

More than 87.5% of the respondents from this sample had a profile picture on their profile; of this around 73.5% of them had an identifiable picture of themselves as their profile picture, whereas 24.5% of them seemed to prefer group pictures. The other kind of pictures that the adolescents chose as their profile pictures are listed in Table.
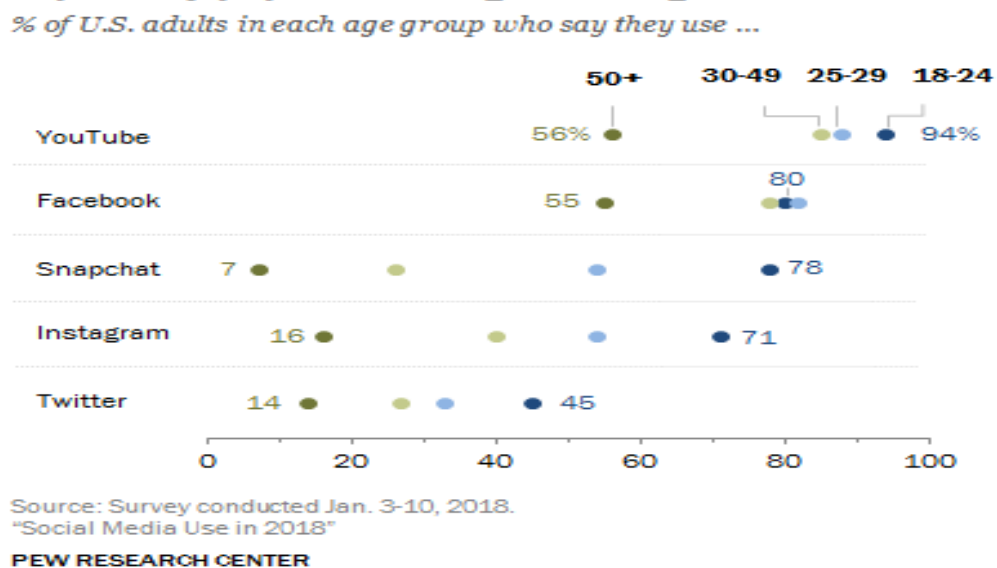
| | |
|---|---|
| Identifiable Picture of myself | 73.5% |
| Group Picture | 24.5% |
| Cartoon characters | 18% |
| Pictures of popular personalities (same as above) | 22% |
| Scenery or place | 4% |

**Majority of Americans now use Facebook, YouTube**

*% of U.S. adults who say they use the following social media sites online or on their cellphone*

YouTube 73%
Facebook 68
Instagram 35
Pinterest 29
Snapchat 27
LinkedIn 25
Twitter 24
WhatsApp 22

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.
"Social Media Use in 2018"
**PEW RESEARCH CENTER**

Facebook and YouTube rule this scene, as eminent larger parts of U.S. grown-ups utilize every one of these locales. Simultaneously, more youthful Americans (particularly those ages 18 to 24) stand apart for grasping an assortment of stages and utilizing them as often as possible. Some 78% of 18-to 24-year-olds use Snapchat, and a sizeable larger part of these clients (71%) visit the stage on various occasions every day. Thus, 71% of Americans in this age bunch presently use Instagram and near half (45%) are Twitter clients.hus, 71% of Americans in this age bunch presently use Instagram and near half (45%) are Twitter clients.

**Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24**

*% of U.S. adults in each age group who say they use …*

| | 50+ | 30-49 | 25-29 | 18-24 |
|---|---|---|---|---|
| YouTube | 56% | | | 94% |
| Facebook | 55 | 80 | | |
| Snapchat | 7 | | | 78 |
| Instagram | 16 | | | 71 |
| Twitter | 14 | | | 45 |

Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"
**PEW RESEARCH CENTER**

As was valid in past PEW Research Center studies of internet based life use, there are generous contrasts in web based life use by age. Some 88% of 18-to 29-year-olds show that they utilize any type of web based life. That offer tumbles to 78% among those ages 30 to 49, to 64% among those ages 50 to 64 and to 37% among Americans 65 and more seasoned.

Simultaneously, there are articulated contrasts in the utilization of different online networking stages inside the youthful grown-up populace too. Americans ages 18 to 24 are generously bound to utilize stages, for example, Snapchat, Instagram and Twitter in any event, when contrasted with those in their mid-with late-20s. These distinctions are particularly remarkable with regards to Snapchat: 78% of 18-to 24-year-olds are Snapchat clients, yet that offer tumbles to 54% among those ages 25 to 29.

Roughly 91% of youth who utilize Social Networking Sites report that they use such destinations to speak with definitely known companions (Pew Internet and American Life Project, 2007) and considers show how the way that one's friends are on these locales makes it a need to be a piece of these destinations to improve one's public activities (Boyd, 2008; Subrahmanyam and Greenfield, 2008). SNS appear to now be an extra spot where individuals can keep up their disconnected connections (Ginsuanlian 2012).

**Impact of Social Networking Sites**

An investigation done on 63 Cornell understudies to investigate whether Facebook would either decrease or improve confidence individually, uncovered that, seeing one's own Facebook profile upgrades confidence instead of lessens it. Members that got the chance to refresh and see their own profiles during the analysis announced more prominent confidence which proposes that particular self-introduction in computerized media impacts impressions of oneself (Gonzales and Hancock, 2011). Not many different investigations have additionally discovered connections between's Facebook use and improvement of confidence.

Another element of SNS is its capability to broaden an individual's interpersonal organizations to furnish the individual with access to significant assets, data, and social help (Wellman et al., 1996). Ongoing investigations additionally locate a positive connection between Facebook use and social capital (Steinfield, Ellison, and Lampe, 2008). Rosen (2011) in his discussion at the 119th Annual Convention of the American Psychological Association expressed how research being done in this space is coming out with different positive impacts connected to long range informal communication as well.

Along these lines SNS are a prepared access to a ton of data and updates great and terrible. Such simple availability, assortment and closeness of moment data and informing can before long lead to it being addictive and needing to be a piece of and comprehending what's going on out there in these systems. An investigation by the University of Maryland found that utilizing such online life administrations can end up being exceptionally addictive to a state of it prompting a "Dread of Missing Out," otherwise called the expression "FOMO" by numerous understudies (Chen, 2018).

In the on-going years, Social Networking Sites (SNS) have ended up being a significant fascination for the teenagers and youthful grown-ups with a lion's share of them being dynamic clients of these online informal organizations. On-going insights show that Facebook has surpassed 1 billion clients (Facebook 2012). Beating the 1 billion imprint implies that Facebook currently arrives at one out of each 7 individuals on the planet. Since the time Facebook opened up its enlistment for anybody more than 13 years old, its prevalence and use have just expanded (comScore, 2007).

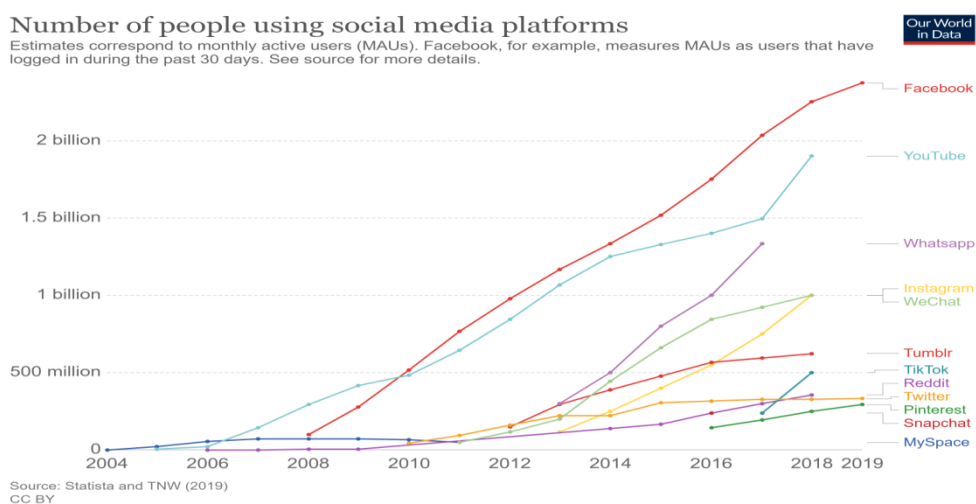**Popularity of Social Media globally**
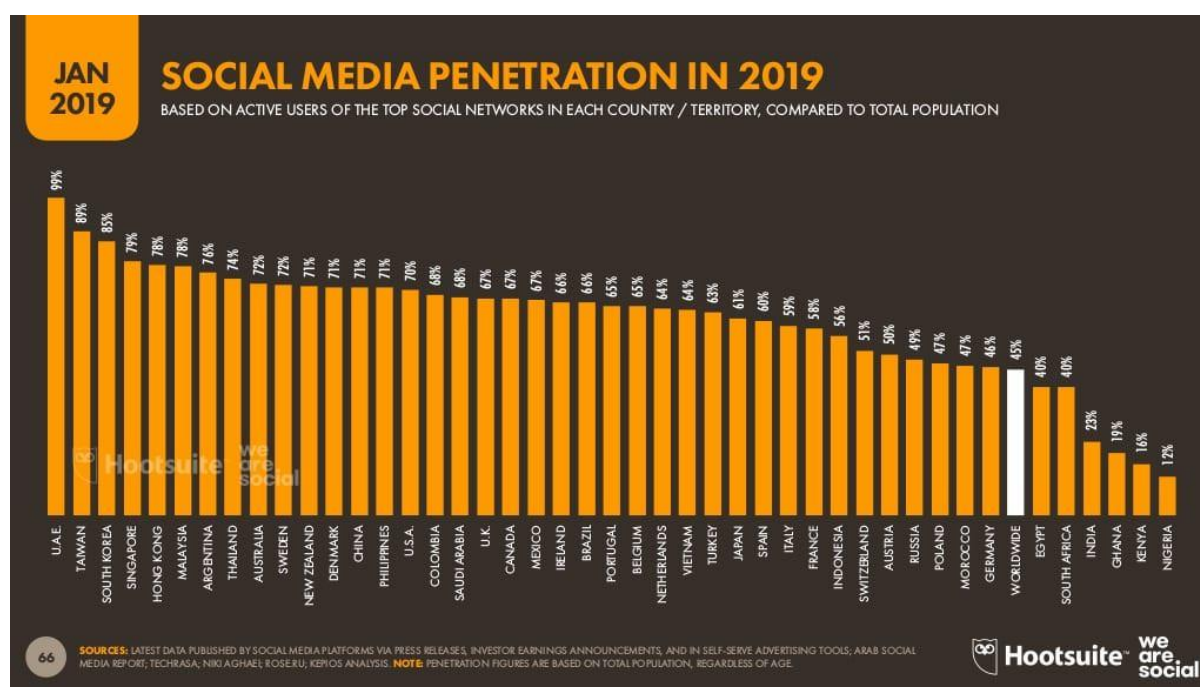


The worldwide increment in web based life use since January 2018 is 9%. Saudi Arabia has the biggest web-based social networking entrance in 2019 at 99%, which is well over the worldwide normal of 45%. Different nations with the biggest internet based life infiltration incorporate Taiwan,

South Korea and Singapore. Ghana, Kenya and Nigeria have the most reduced degrees of online life infiltration.

**Number of people using social media platforms**

The information additionally a show fast alters in the contrary course. Once-predominant stages have vanished. In 2008, Hi5, MySpace and Friendster were close contenders to Facebook, yet by 2012 they had for all intents and purposes no portion of the market. The instance of MySpace is exceptional thinking about that in 2006 it briefly outperformed Google as the most visited site in the US.
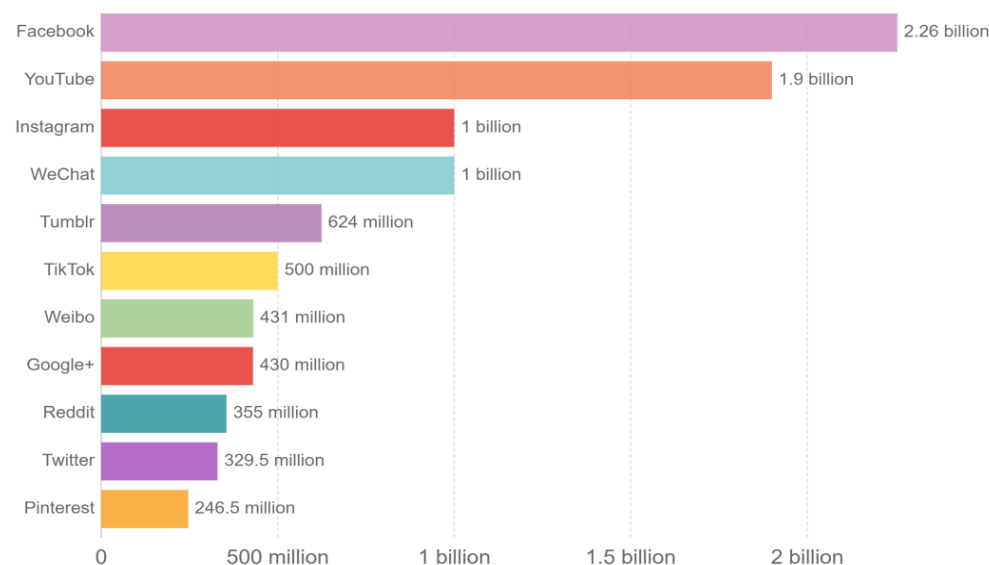
The greater part of the online life stages that endure the most recent decade have moved fundamentally in what they offer clients. Twitter, for instance, didn't permit clients to transfer recordings or pictures before all else. Since 2011 this is conceivable and today over half of the substance saw on Twitter incorporates pictures and recordings.



Number of people using social media platforms
Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.
Source: Statista and TNW (2019)
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With 2.3 billion users, Facebook is the most popular social media platform today. YouTube, Instagram and WeChat follow, with more than a billion users. Tumblr and TikTok come next, with over half a billion users. The bar chart below shows a ranking of the top social media platforms, year by year. You can drag the slider in this chart to see the ranking for other years

## Number of people using social media platforms, 2018

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

| Platform | Users |
|----------|-------|
| Facebook | 2.26 billion |
| YouTube | 1.9 billion |
| Instagram | 1 billion |
| WeChat | 1 billion |
| Tumblr | 624 million |
| TikTok | 500 million |
| Weibo | 431 million |
| Google+ | 430 million |
| Reddit | 355 million |
| Twitter | 329.5 million |
| Pinterest | 246.5 million |

0      500 million      1 billion      1.5 billion      2 billion

Source: Statista and TNW (2019)
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## CONCLUSION

The attractiveness of social networking sites is leading to more social networking websites being launched almost on a daily basis. Social networking sites these days come up with many new facilities intending to do more than just connecting people across the world. Different social networks are now catering to all kinds and categories of people; some are for business professionals, some for students, some for mothers, some for dating and some others for specific hobbies and interests.Nielsen (2012) informal communication is one of the top exercises for cell phone clients in India, with over 93% of Android cell phone clients in India utilizing long range informal communication on their cell phones as dated in April 2012. The more favored approach to get to Facebook was seen as through the Facebook application, as its joining with other long range interpersonal communication properties and with the in-manufactured telephone highlights, for example, the camera and the program, makes the application an advantageous one stop arrangement.The increasing use of mobile phones and easy internet access leading to more frequent log-ins was another finding of the study. Therefore to be aware of the gripping nature of such SNS and to take requisite steps to keep a tab on the amount of time one allows oneself to spend on such SNS could also be an awareness that must be put to practice.On a more positive note, the study though also brought out positive implications of increased social behaviour and acts of kindness that are shown though the use of these SNS.

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