EMPIRICAL USAGE ANALYSIS OF SOCIAL NETWORKING SITES IN RAJASTHAN

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ABSTRACT

SNS has brought a new interaction paradigm that is not yet adapted to the perspective of users that are increasingly in a connected mobility but definitely, the rapid proliferation of cell phone use, especially development of big screen Smart phones will help to overcome the mobility barrier of SNS. The reason behind the decreased mobility of SNS is as follows:

Firstly, most popular SNS user interfaces are designed such a manner that optimum experience could only be obtained by using Personal Computers and Laptops. So, users are expected to sit in front of personal computers or Laptops every time they want to use communicate through SNS. Secondly, the friend list maintained by a user on social networking sites is maintained like an address book. And after crossing maximum number of friends one can host through SNS administration the user cannot add further friends on that list. So, the interaction space, if defined as varied personality is limited and possibility of meeting unseen friends are absolutely rare. On the contrary, people in real social life have better opportunities to physically communicate with varied people and constrain of limited friends is not applied here, one is allowed to keep as many friends as they want.

The purpose of the study is three fold. Firstly, it attempts to examine all the demographic factors taken for the study and correlate them to understand the conceptual framework of social media. Secondly, to study various factors existing laws and legal institution of India to regulate the conduct of the people with regard to the use social networking sites and to deal with the implication arising out of misuse of the above-stated sites, are not sufficient and efficient in effectively dealing with it and in foreseeing newer problems which might crop up in future, in Rajasthan in particular on India in general.

Lastly, to suggest a comprehensive, strong, fair and responding capacity to potential problems (near future) as a result of (emerging technological) development and its implications for Social Networking Sites in Rajasthan, India.

Key Words: - *ANOVA, Facebook, Legal, Law, Case study, Rajasthan, Students SNS.*

1. INTRODUCTION:

From last decade the considerable gift Social networking sites as product of Information Technology, have become means of effective, very speedy, very fast mode of communication with exceptionally huge number of people at a time across the globe nowadays. It has become a very popular mode of communication through which the users are getting lots of advantages for the attainment of many personal, social, economic or education and cultural purposes, which was unimaginable some decades before. However, common experience shows that many people are grossly misusing (including abuse) the social networking sites with ulterior motives, in newer and innovative ways each passing year; many people have become victims which reveal that social media have negative impacts which is horrified and appalling. There also exist many laws to regulate the conduct of the people with regard to the use social networking sites and to deal with the implications arising out of misuse of those resulting in crimes or other wrongful conducts.

Therefore, the research work is a study to find the impacts of use (including misuse) of social networking sites on individual in particular and the society in general, its legal implications, the flaws and gaps of existing legal framework in effectively dealing with it and its failure in foreseeing newer problems which might crop up in future, obviously with special emphasis on Rajasthan. The research work is in quest of/would strive for/ a comprehensive, strong and fair legal framework to protect the people and society from the menace of misuse of social networking sites so that people confine themselves in a broader way, with the fair use of this boon of information technology (specifically on the basis of data collected from Rajasthan).

The comparative dimension of the study will facilitate a better understanding of contemporary emerging issues of governance of social media in Indian and specifically in Rajasthan societal context. In the wake of the contemporary generation of Web-technology which multiplies the interactive scope of the social media, the present study explores the possibility of social media challenges.

2. REVIEW OF LITERATURE

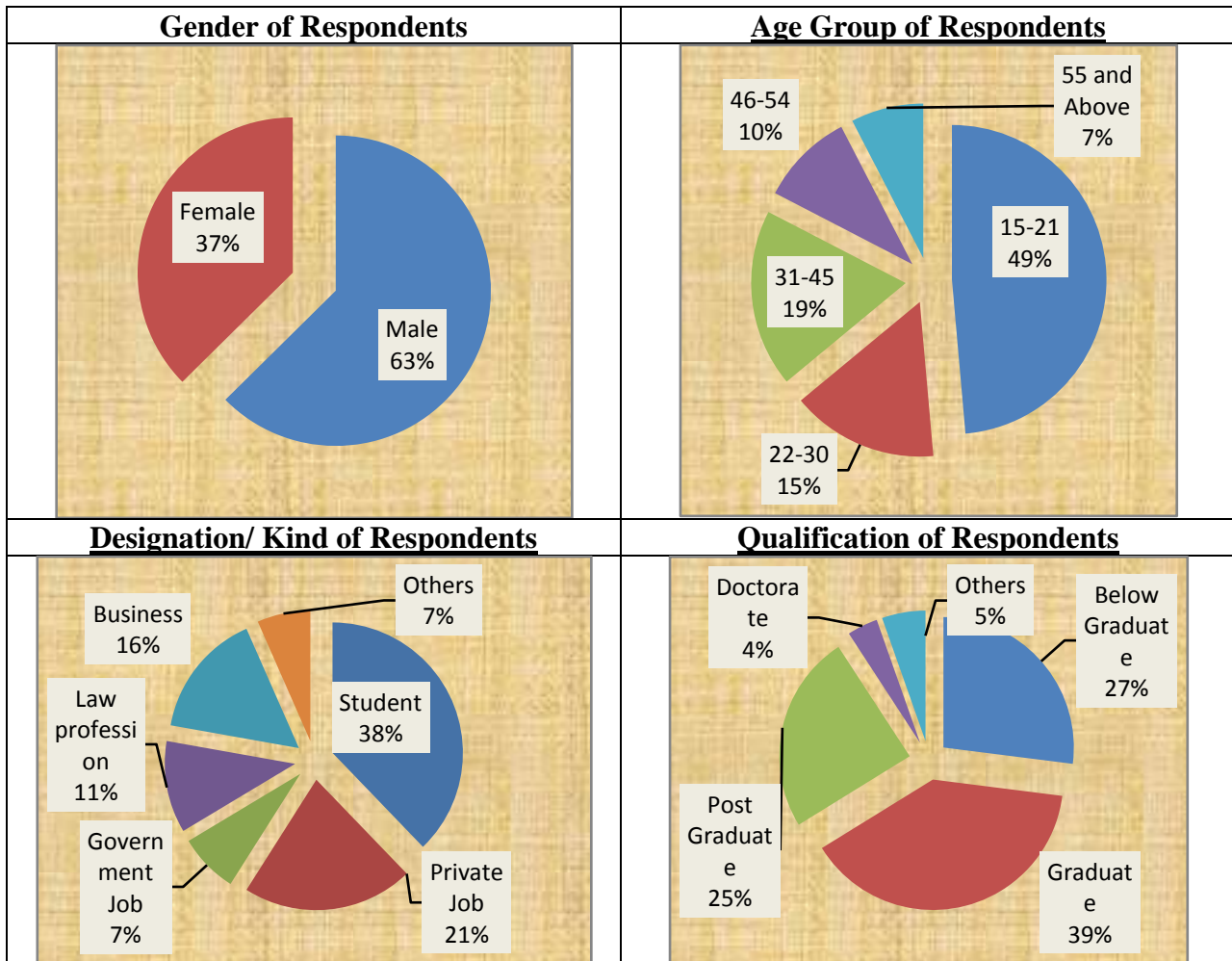| S. No.	Title	Author	Year	Key Observation
1.	Investigation of user behavior on social networking sites	Waheed H. et al.	2017	• The research focused on the use of social media, especially social networking sites, which has increased in the recent era. One of many reasons for this rapid adoption is the easy access and availability of various SNSs. • Also, research noted that Social networking sites were either associated with user behavior or reflect personality characteristics.
2.	A Study on The Trend of Social Networking Sites Used By Higher Secondary Students in Araimile, Tura	Sangma M.	2017	• The researcher observed that social networking site is very important and beneficial for students. Social networking site can also keep the students away from all the tensions and stress. • The research all over explained the benefits of social networking sites and its effects on peo0ple using it.
3.	A Study of College Students using Social Networking Sites and Their Relationship with Demographic Profile	Ghalawat S. et al.	2017	• The research highlighted that youngsters get attracted towards social media sites as these sites allow user to make new friends, chatting with friends and family, sharing pictures and ideas that they cannot do offline. • Also, social networking sites are providing a platform to everyone generally the youth to play an optimistic outlook for changing our society mindset.
4.	User Perception and Expectation from University Libraries: A Case Study among Student Community at Tripura	Bhattacharjee S. et al.	2016	• The research highlights the important findings in respect of the awareness and preference of Social Networking Sites. It also highlights the usage pattern of Social Media by the student community. • Further, author revealed the changing pattern or changing expectation from library services by them; which leads to find out the possibilities for the usage of Social Media or Social Networking Site's for library extension services.
5.	Profiles Of Social Networking Sites Users in The Netherlands	Romero L. C. et al.	2015	• The researcher observed that Social Networking Sites provide many opportunities to SMEs as a domain attracting an ever-increasing number of online customers. • So, the author emphasized to design marketing programs making use of SNS which could help the company to know SNS better and to reach out better customers.

3. RESEARCH METHODOLOGY

RESEARCH METHODOLOGY	
Objectives of Research	• To find out the fair uses and advantages of use of social networking sites in different fields, and section of society in Rajasthan. • To extract out the role of social networking sites in different fields, of society in Rajasthan
Hypothesis of Research	H_0: - There is no significant role of social networking sites in different fields, of society in Rajasthan.
Research Design	Exploratory – To know the parameters and formulate the hypotheses. Analytical – To analyze the parameters found out.
Selected Universe	Students of various universities of Rajasthan, India.
Sampling Design	Stratified Random sampling Method
Sample Size	200 university students.
Data collection Techniques	Primary Data collection – A framed set of questionnaire Secondary Data Collection – Research reports of Legal implications, SNS Companies, Annual reports, Computer, Law books, journals, research papers etc.
Analytical tools For Pilot Study	Cronbach alpha
Statistical Analysis for hypothesis testing	Correlation study.

4. RESULTS AND ANALYSIS

4.1 DEMOGRAPHIC DETAILS OF RESPONDENTS

Demographic study means study of both quantitative and qualitative aspects of selected human population. Quantitative aspects include composition, age, gender, size, and structure of the population. Qualitative aspects are the research specific factors such as usage of Social Networking Sites etc. Demographic variables of current research study are evaluated in table 1 below.

Gender of Respondents	Age Group of Respondents

Gender of Respondents

Female 37%
Male 63%

Age Group of Respondents

46-54 10%
55 and Above 7%
15-21 49%
31-45 19%
22-30 15%

Designation/ Kind of Respondents

Business 16%
Others 7%
Law profession 11%
Student 38%
Government Job 7%
Private Job 21%

Qualification of Respondents

Doctorate 4%
Others 5%
Below Graduate 27%
Post Graduate 25%
Graduate 39%

Following demographic variants are assessed of students of Rajasthan under study:

- The above chart evaluates the gender of 500 respondents from Rajasthan who were selected for the current study. It was revealed that maximum respondents 62.6% were male whereas 37.4% respondents were females. The study had more of male respondents as compared to female.

- From the above chart the age of respondents has been examined. The maximum respondents 48.6% were between 15-21 years of age whereas minimum respondents 7.6% were 55 and above. There were 15.4% respondents who were between 22 to 30 years of age whereas 18.6% respondents were having 31 to 45 years of age. Additionally, around 9.8% respondents were between 46 to 54 years of age. The study had more of young people as compared to aged one.

- In the above chart the Designation of respondents included in the study has been analyzed. The maximum respondents 37.8% from the study were students whereas minimum respondents 6.6% were included in the category of others. Around 21.2% respondents were

having a private job whereas 7.4% respondents were into Government job. Moreover, 11.4% respondents were into Law profession whereas 15.6% were running business. It can be noted that maximum respondents from the study were found to be students whereas the least were the ones who were into government jobs.

- The above chart evaluates the qualification of respondents from the current study. Maximum respondents 39.2% were graduates whereas minimum respondents 5.4% were included in the category of others. There were 27% respondents who were below graduates whereas 24.6% respondents were post graduates whereas 3.8% respondents were doctorate. The majority of respondents from the current study were either below graduate or graduate.

4.2 ROLE AND SIGNIFICANCE OF SOCIAL MEDIA USAGE

The below table evaluates the purpose for which respondents use social media. Maximum respondents 21.2% use social media to chat with others whereas minimum respondents 1% use social media for Gaining knowledge. There were 8.2% who were using social media to find out what other people are doing whereas 7.8% respondents use social media to be in touch with their family. Around 4.2% respondents were using social media to track their family and be in touch whereas 11.6% respondents use social media to post photos/ videos of themselves or others. Moreover, 9.4% respondents were using social media to share information online whereas 5.6% respondents were using social media to tell others what they were doing. Only 2.2% respondents were using social media to invite people to an event whereas 3% respondents were using social media to make arrangements to meet someone. There were 9.4% respondents who use social media to play games whereas 3.2% respondents were using social media to find professional and people related to academic world.

Table 1 Role and Significance of Social Media Usage

Role and Significance of Social Media Use	Frequency	Percentage (%)
Finding out what other people are doing	41	8.2%
Keeping in touch with family	39	7.8%
Tracking in touch with family	21	4.2%
General chatting with others	106	21.2%
Posting photos/videos of myself or others	58	11.6%
Sharing information online with	47	9.4%
Telling others what I've been doing	28	5.6%
Inviting people to an event	11	2.2%
Making arrangements to meet someone	15	3%
playing networking games	47	9.4%
Making new friends	66	13.2%
Gaining knowledge	5	1%
Finding professional and people related to academic world	16	3.2%

Hypothesis Testing

Following hypothesis is tested :

H_0: - There is no significant role of social networking sites in different fields, of society in Rajasthan.

The above hypothesis has been tested with the help of descriptive analysis and correlation coefficient between the Usage of SNS's factors and the Legal Implications of SNS's by the people of Rajasthan.

Table 2 Descriptive Statistics of Usage of SNS and Legal Implications

USAGE OF SNS FACTORS	Mean	Std. Deviation	N
Place of SNS usage	2.54	1.046	500
Time of SNS Usage	2.67	1.110	500
Duration of SNS Usage	3.10	1.173	500
Purpose of SNS Usage	2.71	1.103	500
Frequency of Usage of SNS	2.85	1.097	500

Source: Researcher's Compilation

The table 2 above indicates the descriptive statistics of various factors of usage of SNS taken for the study. It is observed that the mean of the duration of SNS (mean= 3.10), is maximum when compared with the other factors and the standard deviation of the usage of SNS (S.D=1.046), is the minimum when compared with the other factors. Further it indicates all the usage of SNS of legal implications of SNS factors are consistently varying with almost similar averages.

Table 3 Correlation between Usage of SNS and Legal Implications of SNS

		Role of SNS	Significance of SNS Factors
Role of SNS	Pearson Correlation	1	.657[**]
	Sig. (2-tailed)		.000
	N	500	500
Significance of SNS Factors	Pearson Correlation	.657[**]	1
	Sig. (2-tailed)	.000	
		500	500

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Researcher's Compilation

The table 2, above indicate the Pearsons correlation between the Legal implications and Usage of SNS by Rajasthan people. It is observed that there is a significant positive correlation between the Legal implications and Usage of SNS by Rajasthan people (r=.657, p=.000). So it can be said that the personal factors are having positive correlation with the Legal implications and Usage of SNS by Rajasthan people, hence the stated hypothesis can be accepted.

Thus from the findings of above statistical examination it can be postulated that hypothesis

Null hypothesis H_0: - There is no significant role of social networking sites in different fields, of society in Rajasthan.
IS REJECTED AND
Alternate hypothesis H_1: - There is a significant role of social networking sites in different fields, of society in Rajasthan.
IS ACCEPTED AND PROVED

6. CONCLUSION AND RECOMMENDATIONS

Social networking sites have become a widespread phenomenon where people interact and share their views and debate on democracy. However, this may lead to a rebellion in the virtual world of internet as words are more powerful then action. Just as the night follows the day similarly every merit is followed by a demerit, the new media is not an exception. On the grounds of legal restriction on social networking sites, the attitude is distributed between Rajasthan and Jaipur region of Rajasthan Region.

One needs to realize that the digital universe is overpowering and any attempt to control it will be futile. The technocratic world has its own constitution where it has laid all the prohibited actions, which in turn promotes the creation of digital republics minority dominated. One could not deny the formation of rules, regulations, and laws for the healthy internet usage besides ethics, but the offenders of the law find a way a way to abuse and commit crimes especially targeting the youth and the children. the opportunities for the abuse of newfound medium cannot be neglected, especially involving the youth and children. While it is difficult to envisage what future SNSs holds for us, but we cannot deny its grater beneficial applications.

Positive Effects of Social Media on Society on people of Rajasthan:
- Social Media helps to meet people they may not have met outside the social media forums.
- It also helps to share ideas beyond the geographical boundaries.

- It provides open opportunity for all writers and bloggers to connect with their clients. Another positive effect of social networking sites is it unite people on a huge platform for the achievement of specific goals. This brings positive change in the society.

- Social media provides awareness among society like campaigns, advertisement articles, promotions which helps the society to be up to date with the current information.

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