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THE SELECTION CRITERIA OF SOCIAL NETWORKING SITES BY THE YOUTH WITH REFERENCE TO MUMBAI CITY.

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Social networking sites are the most visited sites on internet today. They take major chunk of the usage time of internet for majority of users. Apart from mailing and knowledge based services these sites are most demanded sites. In wake of this scenario a need is felt to understand the users of these sites and their selection criteria for sites. Understanding the attitude and behavior of these users will help marketers in general and these companies in particular in having a focused approach while reaching out their customers through the medium of internet. This paper has been prepared with an objective to find out the attitude and behavior of the users of social networking sites and also find out the perception and awareness level of usage of different social networking sites. Primary data was collected through a self-designed questionnaire based on Rank Scale.

Key Words: Social Networking Sites, Attitude, Medium, Internet, Perception, Awareness level.

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INTRODUCTION

Social Networking Sites

A social networking service is an online service, platform, or site that focuses on facilitating the building of social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks.

The Early Years

Social networking began in 1978 with the Bulletin Board System (or BBS.) The BBS was hosted on personal computers, requiring that users dial in through the modem of the host computer, exchanging information over phone lines with other users. This was the first system that allowed users to sign in and interact with each other, although it was quite slow since only one user could be logged in at a time.

LITERATURE REVIEW

According to Emerson Anneke (2008) in "Teaching and Learning", the web has always been a social networking tool. From digital bulletin boards to email list serves to online chat rooms, the internet has transformed the way we communicate with one another. Social networking in the school setting has the potential to motivate student participation and deepen cultural understanding. Social networks emphasize collaboration and interaction within a learning

community. There is tremendous potential for this software to support the human interaction between teachers and students. Face-to-face and online activities can be blended, creating multi-layered communities, which may add new resources and stimuli to the in-classroom community

Jeff Cain (2008), in his paper has discussed that Facebook is a tool that aids students in developing their identities and finding their ‘‘fit’’ within a college community. Helping students connect, establish a network and stay in contact with old and new friends is the centre of attraction and significant benefits of Facebook. These capabilities along with the many facets of communicating with their friends make social networking sites very appealing. Although extremely popular, especially among younger generations, social networking sites are not without their issues. Controversy surrounds the use of these sites, specifically in terms of privacy, addiction, safety, responsibility and attitudes toward revealing personal information to the world. Most of the press concerning these sites has been negative in focus.

Bennett et al., (2010) examined the link between organizational culture and social networking so as to predict whether social networking tools are capable of reshaping and revitalizing and the brand and culture of an organization, which in turn can lead to enhanced levels of employee productivity and satisfaction. As the adoption of these SNS such as Facebook is increasing by diverse populations, the benefits provided by them have made us better off as a society and as individuals, and that, as they continue to be, we will see an increase in their utility. Positive outcomes from these technologies as jobs found through LinkedIn or political activities organized via Facebook is well-known, but now a growing corpus of research on social networks sites supports this view too (Sehgal, 2010). Social networking sites have both negative and positive impact on the education of the youth. (Kuppuswammy, 2010).

Zarrella (2010) stated that the roots of online social networking can be traced to the 1980s bulletin board systems (BBS). These systems allowed the users to create personal profiles, helps to share information by sending private messages, public messages and post events at low speed

connectivity. After emanation of social networking technology in the internet world, it grew higher and popular among the internet user marketing in some social networking websites are still the most popular in their niche.

Cloudlearn (2011) in his study said that Education has a long and honorable history of harnessing social networking for learning. Early email services connected to tele text services like Prestel were pioneered in the UK by LEAs, with Essex and Hertfordshire leading the development. Their (which grew into the prototype for TTNS, The Times Network for Schools) service was rolled out too all their schools in the mid to late 1980s.As soon as the www code was released Learning in the New Millennium (1993 - 2000) linked primary school and secondary school students and their teachers with scientists / engineers in Nortel's laboratories, by using proprietary social networking software.

RATIONALE

Social networking sites are the most visited sites on internet today. They take major chunk of the usage time of internet for majority of users. Apart from mailing and knowledge based services these sites are most demanded sites. In wake of this scenario there is a felt need to understand the users of these sites and their selection criteria for sites. Understanding the attitude and behavior of these users will help marketers in general and these companies in particular in having a focused approach while reaching out their customers through the medium of internet. This Study entails about the selection criteria of social Networking Sites by youth – with reference to Ujjain City. The rapid growth of social networking that has been observed over the last two to three years is indicative of its entry into mainstream culture and its integration into the daily lives of many people.

Social networking sites offer people new and varied ways to communicate via the internet, whether through their PC or their mobile phone. They allow people to easily and simply create

their own online page or profile and to construct and display an online network of contacts. For the purpose of this research report we have purposely focused on the social and communications aspects of social networking sites and also the selection criteria. This study is just not about selection criteria as well as it's a detail about the surfing habits of users and job hunting.

OBJECTIVES

- To study the attitude and behavior of the users of social networking sites.
- To explores the preference of the youngsters regarding various social media web sites.
- To study the perception levels of youngsters' towards social networking site on the basis of age.
- To study the awareness level of usage of different social networking sites.

RESEARCH METHODOLOGY

The Study

The current study aims to understand the selection criteria of social networking sites by youngsters'.

The Sample

Purposive sampling technique has been used to record the response of the respondents' through a structured close ended questionnaire. The sample size was 100 and on the basis of age the sample was divided into three categories i.e. Teenagers (10-20yrs), youth (20-30yrs) and adults (Above 31 yrs) of age. Detailed demographic profile of respondents is given in Table.1

Sampling Design: The target population for the research was defined as the students who form the major chunk of users of these social networking sites. Samples were randomly selected from different schools and colleges of Mumbai city, who are active members of social networking sites.

Sampling Frame: It can be defined as all the users of social networking sites in the vicinity.

Tools for Data Collection

The instruments that are employed to collect new facts or to explore new fields are called tools. It is of vital importance to select suitable instruments and tools. Structured questionnaires along with the open ended opinions were sought for the study.

Tools for Data Analysis

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains. A graph used to study how a process changes over time along with pie chart.

ANALYSIS AND INTERPRETATION

To study the selection criteria of Social Networking Sites by Youth, the data so collected will be analyzed and interpreted on the basis of Age group. The respondents were asked to rank their purpose of using internet. Eight different options were identified. The study revealed that most preferred purpose of using SNS for Teenagers (10-20yrs) and young people (21-30 yrs) is Connecting with friends whereas the third age group i.e. 31yrs and above uses internet for Chatting (refer table 2).

There are many active social networking sites available now a day's. As per the ranking given by the respondents, teenagers' prefer Google, young generation prefers facebook where as the adults preferred Orkut (see table 3) . To explore the frequency of visiting the selected sites , it was revealed that the age group of 21-30 years visit the SNS several times a day as compared to teenagers and adults. It can be concluded that young generation is more active on social

networking sites. The study also found that the respondents of all the age groups do not visit the sites at any particular time. They visited the sites randomly during the day(refer figure 1and figure 2).

It is clearly evident from the findings that SNS usage is rife at the workplace and in the life of youth. The facts indicate that online social networking is increasingly becoming part of the lifestyle of the younger and active generation of the population. As the result showed almost 100 are active SNS users, among them 79% are students and most of them fall under the age group of 21years – 30years. Facebook and Google are famous. Time of visiting the site is random. Another thing that has being strike is respondent search online job and for the purpose of news also.

Fifteen closed ended questions based on the five point likert scale ranging from strongly agree to strongly disagree were asked to respondents to explore the perception of respondents towards social networking sites. The response of each question is presented on bargraph. All the graphs are given in annexure.1. The results show that the maximum respondents of different age groups strongly agreed that SNS is very important now a days. From survey it is found that most of the respondents of age group 21-30 years disagree to the statement that information shared on these sites is safe. They were concern about the security of the information they share. In contrary the teenager group agreed that it is safe.

Some statements were asked to identify the reasons for opening account on social networking site. The responses revealed that they opened the account as it was easy to handle and access. The respondents of age group 21-30 opened the account due to the reference from their friends and relatives. Most of the respondents agreed that they are technology savvy and hence they opened the account on social media. Connecting with friends was found to be another major reason to be on social media for respondents of all age group.

Gaming, Photsharing, Tagging, Comments, Chatting, Multiple profile views were some of the other reasons due to which people like to be on social networking sites. The study found that as compared to respondents of age group 10-20years and adults of age group 30 years and above, respondents of age group 21-30 were most active on social networking sites.

CONCLUSION

As with many technologies, adoption of the Internet especially for its social uses has seen its highest levels of usage among younger users. The majority of current college students have had access to the Internet and computers for a large percentage of their lives. These digital natives 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. That they are aware of the danger and risk involved in these sites is a positive indicator that Indian youth are not only techno-savvy and socially active through social networking sites but they also possess social consciousness.

The sample size taken for the study is 100 which is assumed to be homogeneous and sufficient enough to carry out the research. Increasing the sample size may produce different results. Most of the sample population consists of students and hence the research mainly focuses on students using social networking sites. The concept of social networking sites is not very old in India thus not much of research has been done in regards to its effects. The expertise of the questionnaire design is limited. The underlying assumption is that the survey conducted in limited area represents the general psyche of the users of the social networking site.

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https://www.scribd.com/document/52748527/LitReview.

Table – 1 DEMOGRAPHIC PROFILE

	16yr-20yr	***21yr-30yr***	***31yr-above***		***Total***
Age	26	71	3		100
	Male	***Female***			***Total***
Gender	39	61			100
	Service	***Business***	***Student***	***Others***	***Total***
Occupation	10	7	79	4	100

Table 2. Purpose of Using Internet

	Group – 1	***Group - 2***	***Group - 3***
News	***4***	***5***	***7***
E – Mail	***8***	***8***	***8***
Academic	***6***	***3***	***3***
Finding Job	***2***	***4***	***4***
Gaming	***5***	***2***	***1***
Chatting	***7***	***7***	***9***
Work	***3***	***6***	***5***
Connecting with Friends	***9***	***9***	***6***
Others	***1***	***1***	***2***

Table 3. Networking sites used

	Group – 1	***Group – 2***	***Group – 3***
Facebook	***9***	***10***	***7***
Twitter	***5***	***5***	***3***
Yahoo	***7***	***8***	***9***
Blogger	***1***	***1***	***2***
Myspace	***2***	***2***	***4***
Skype	***3***	***3***	***5***
LinkedIn	***4***	***4***	***1***
YouTube	***8***	***7***	***6***
Google	***10***	***9***	***8***

Figure1 : Frequency of visitng selescted site

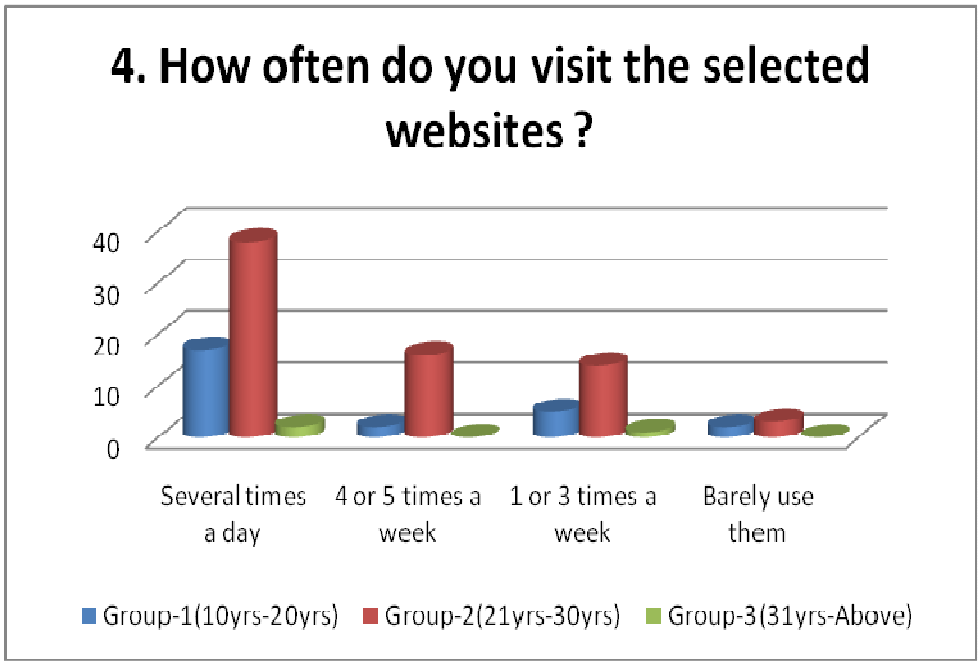
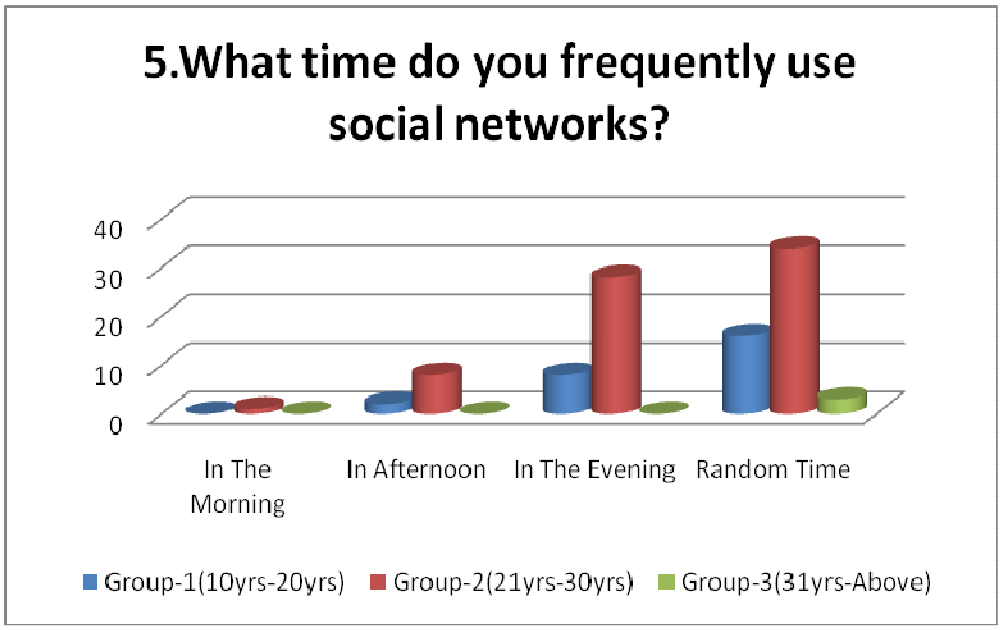
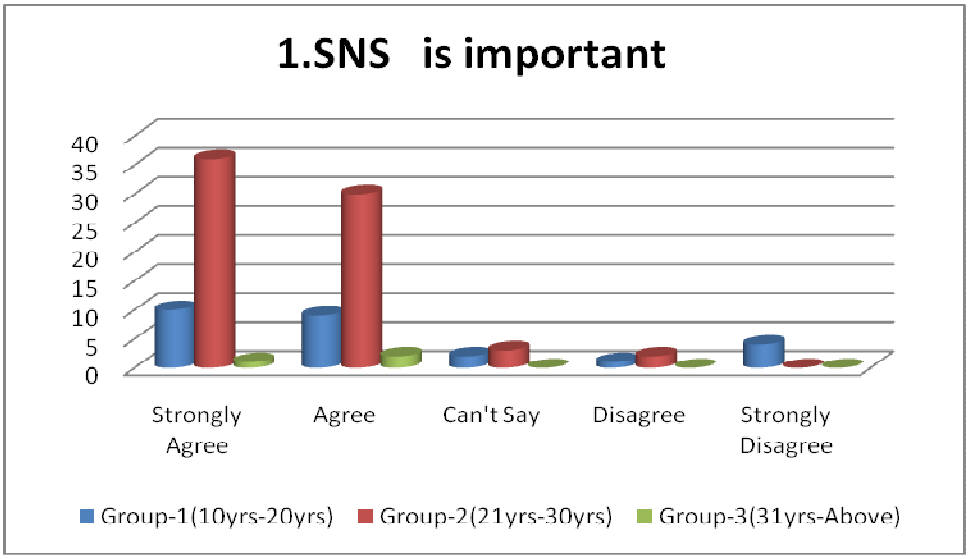


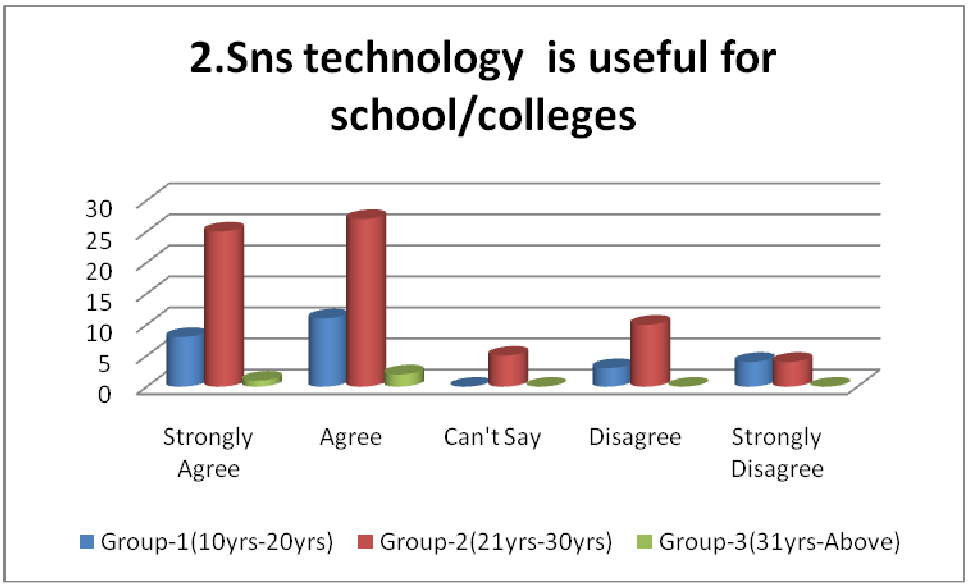
Figure 2: Duration of Use

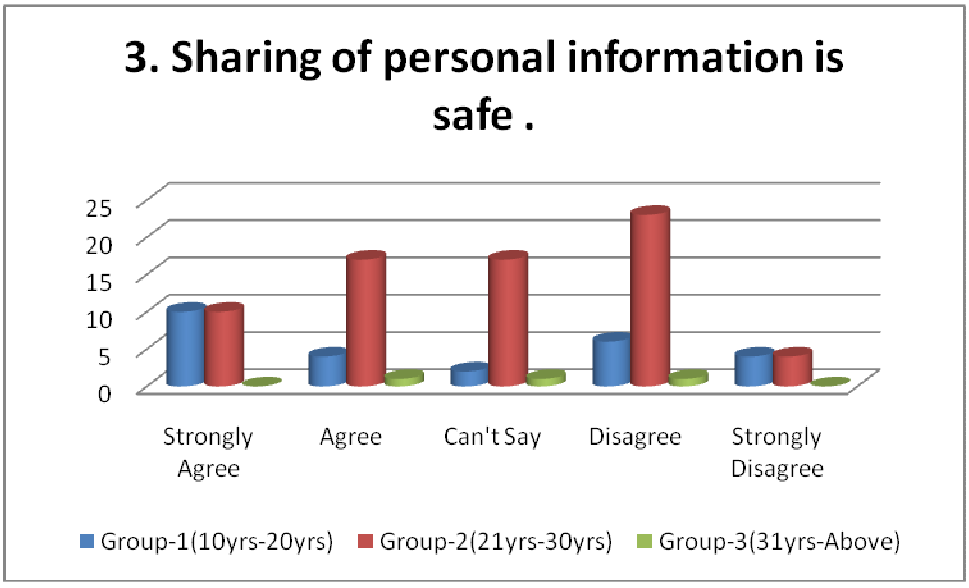


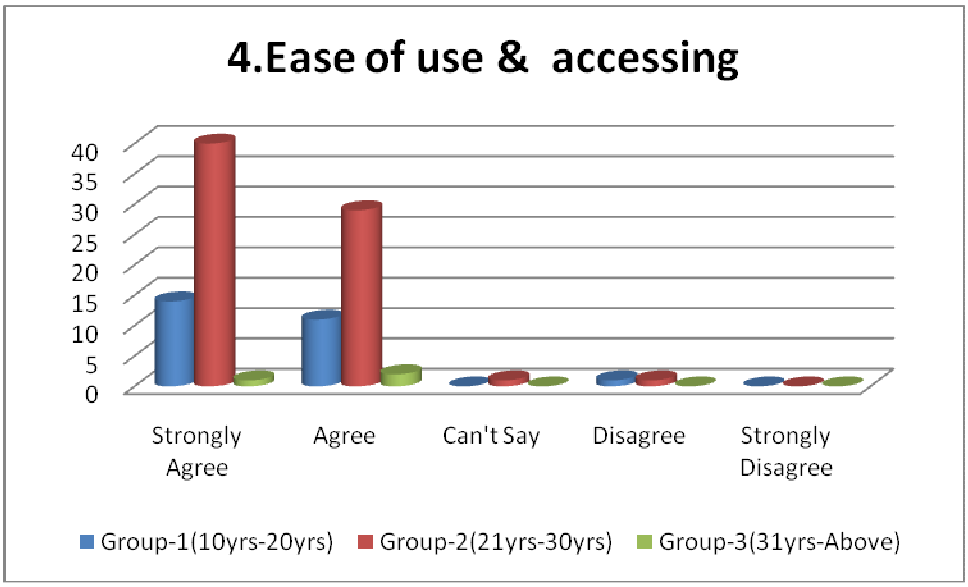
ANNEXURE 1

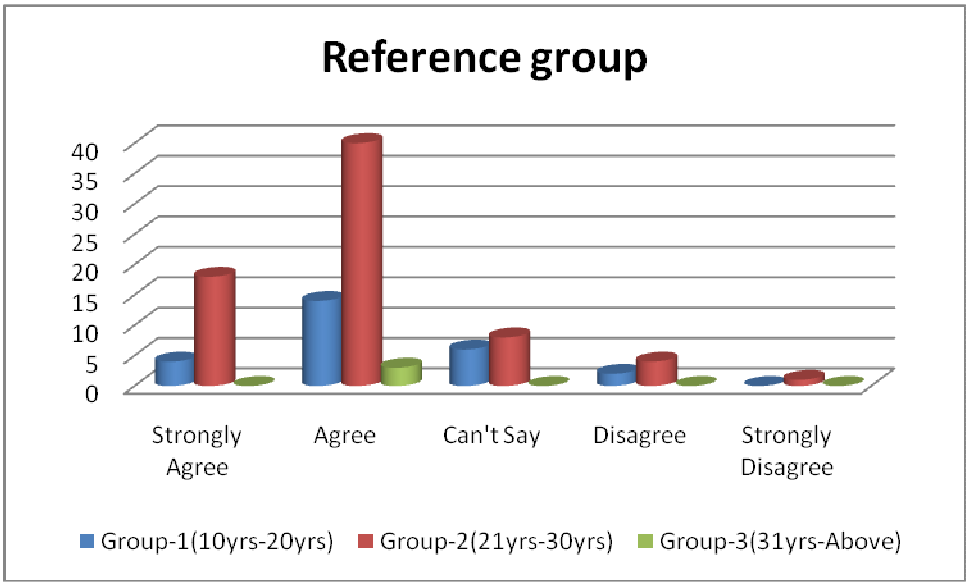
Charts Based on closed ended questions asked from respondents

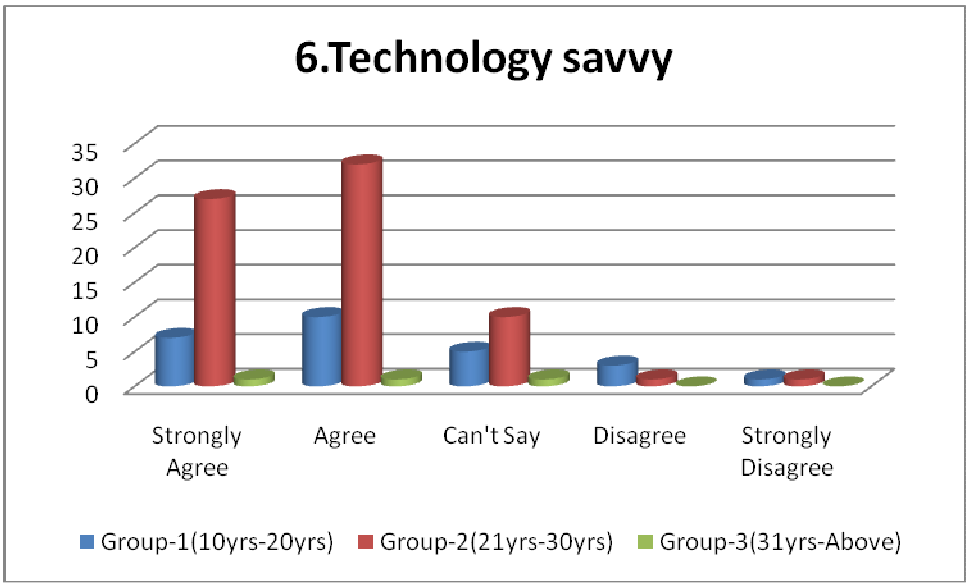


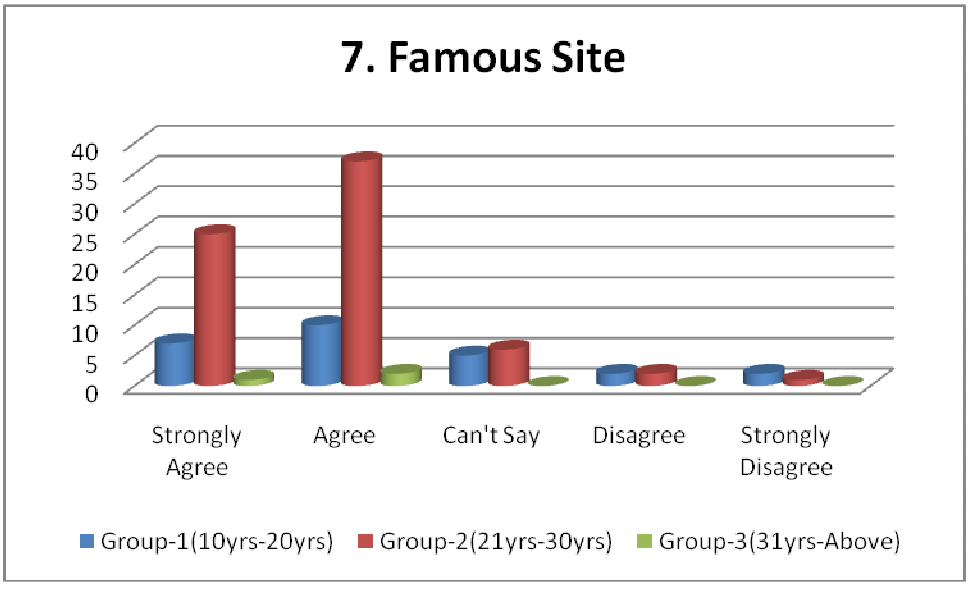

2.Sns technology is useful for school/colleges
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

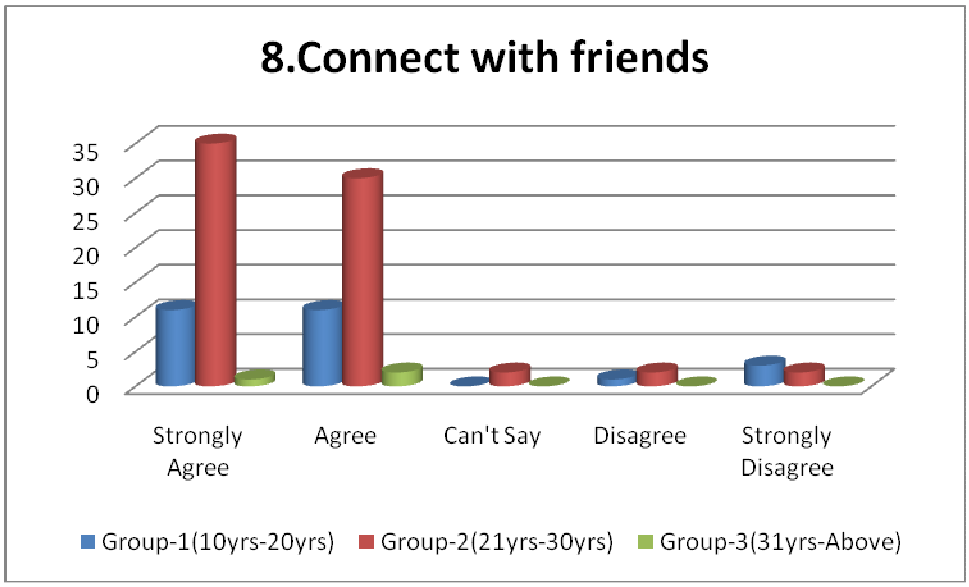

3. Sharing of personal information is safe .
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

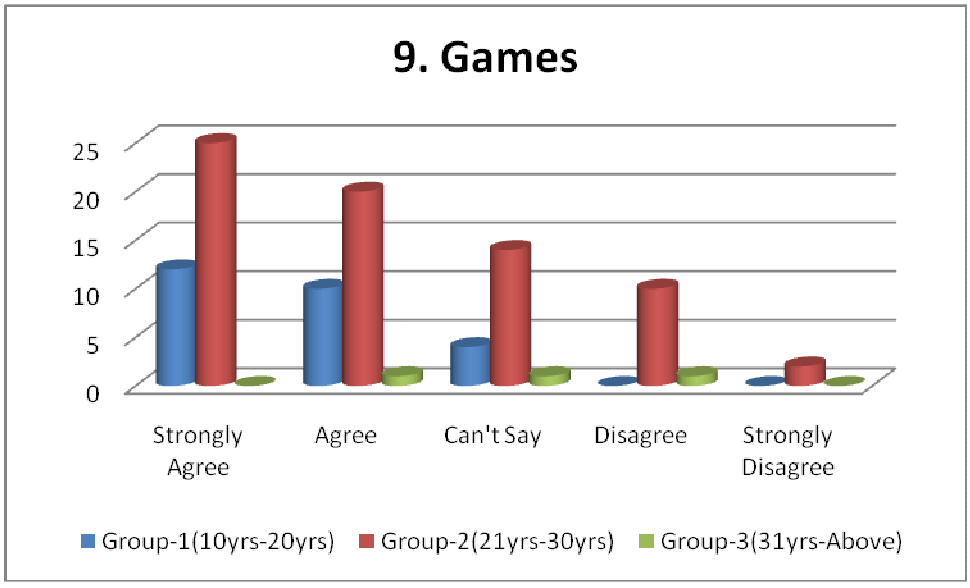

4.Ease of use & accessing
40
35
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

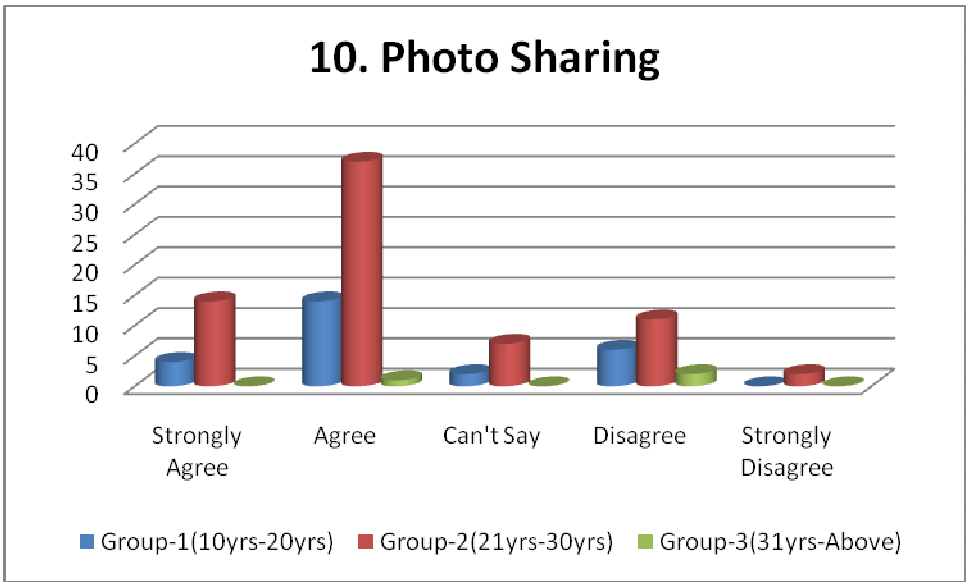

Reference group
40
35
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

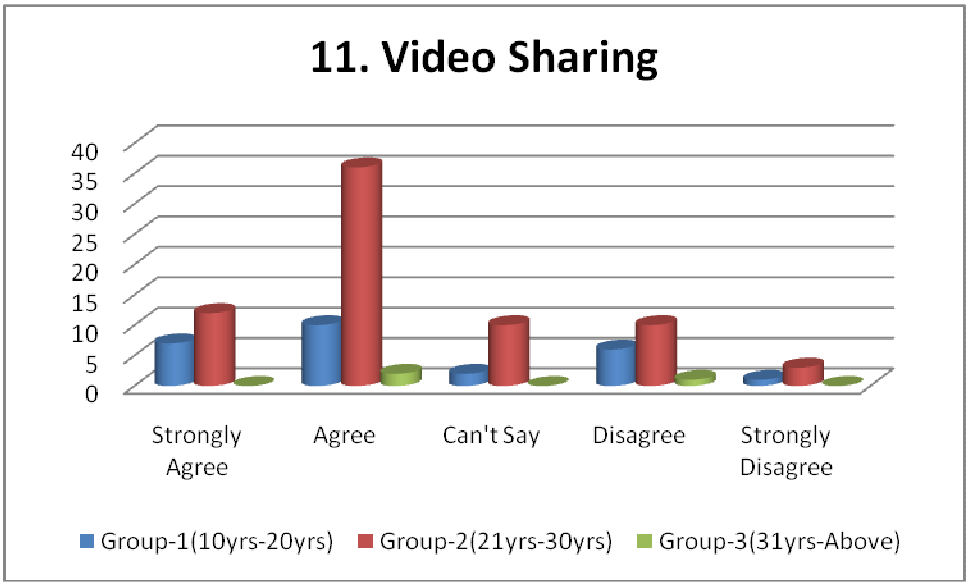

6.Technology savvy
35
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

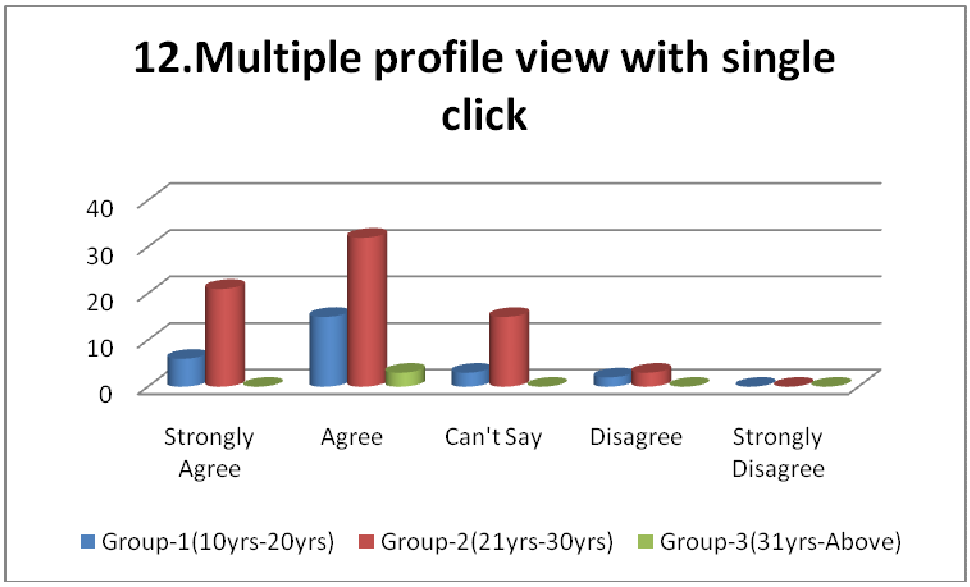

7. Famous Site
40
35
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

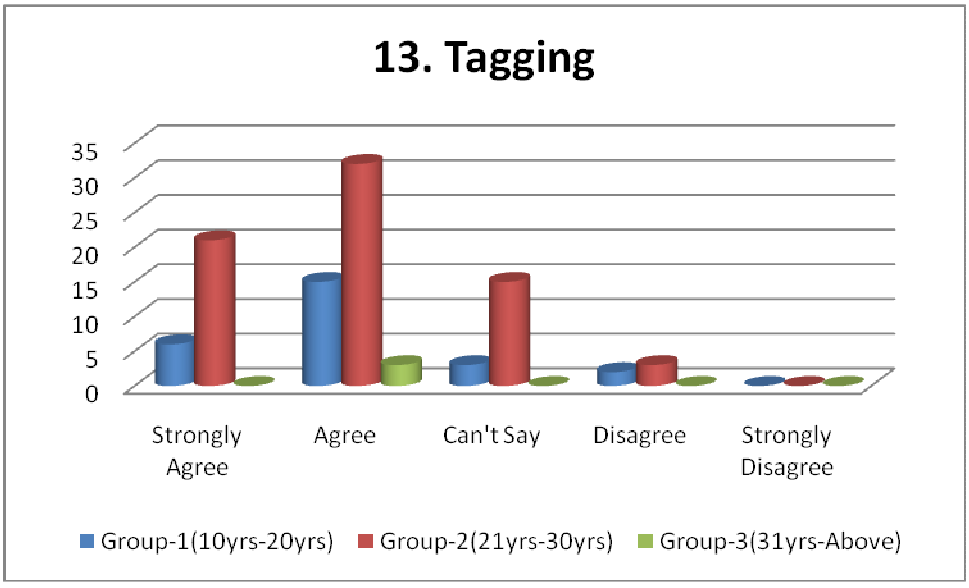

8.Connect with friends
35
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

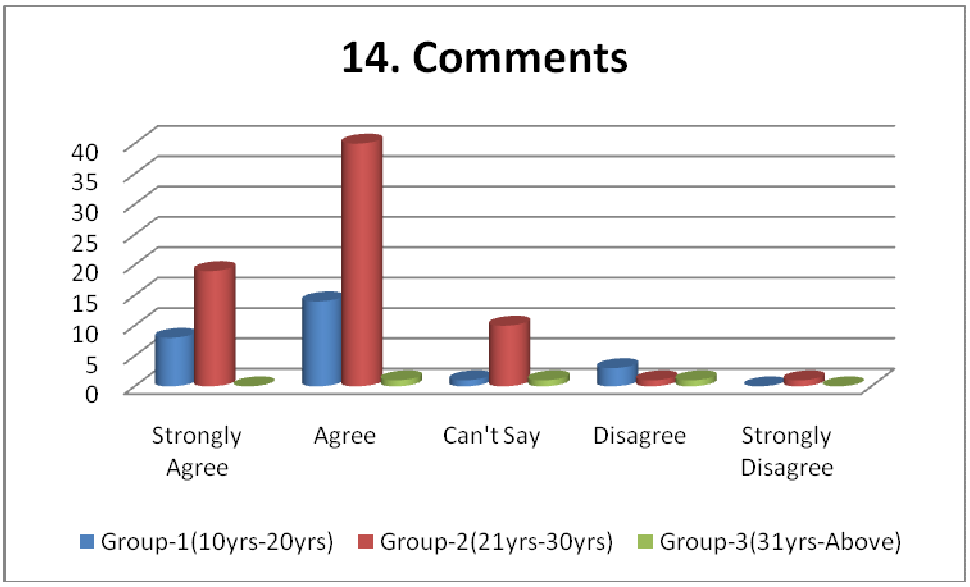

9. Games
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

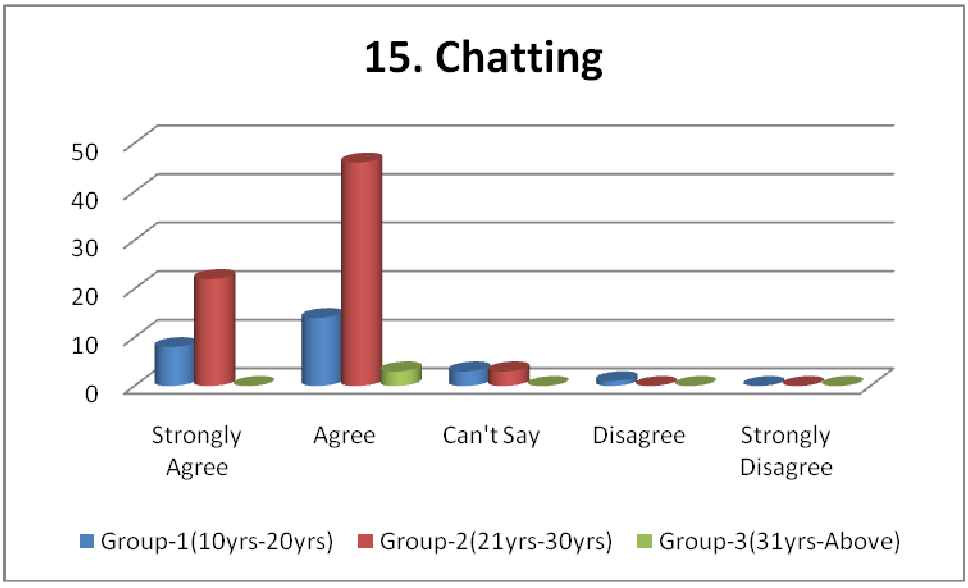

10. Photo Sharing
40
35
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

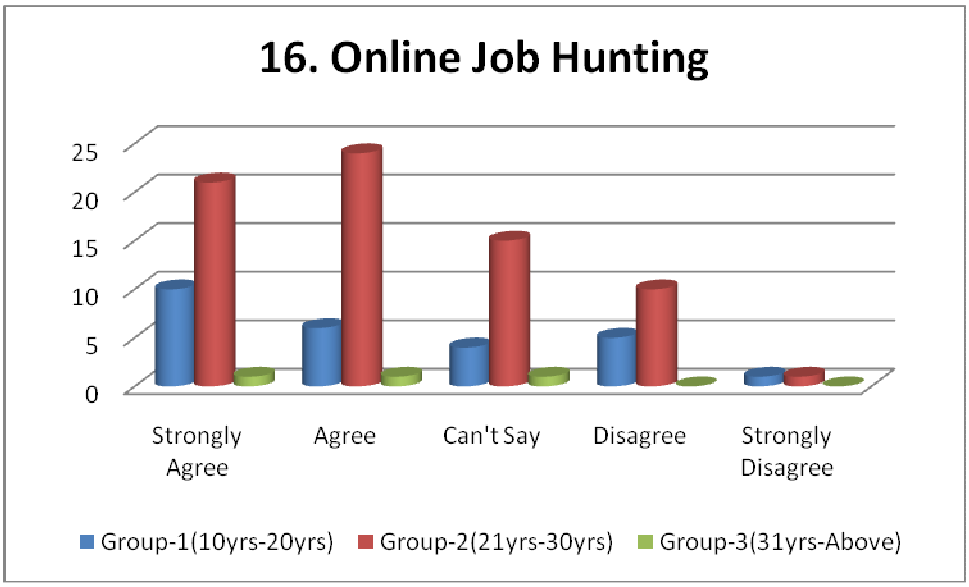

11. Video Sharing
40
35
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

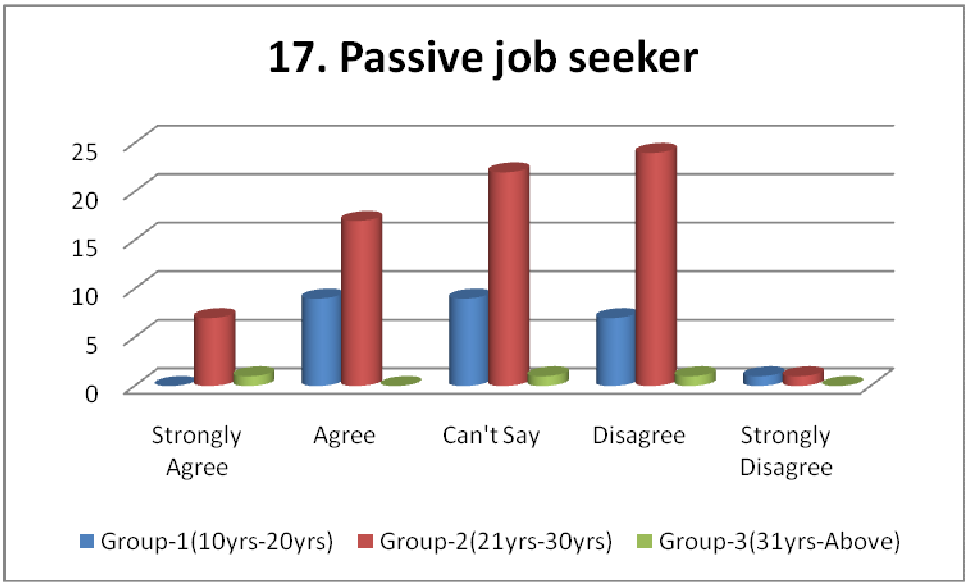

12.Multiple profile view with single click
40
30
20
10
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

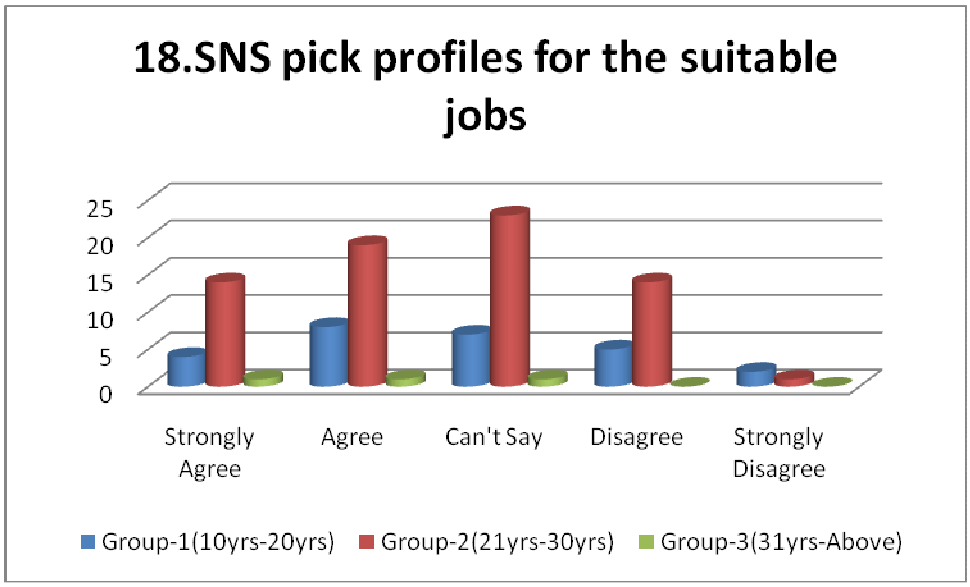

13. Tagging
35
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)

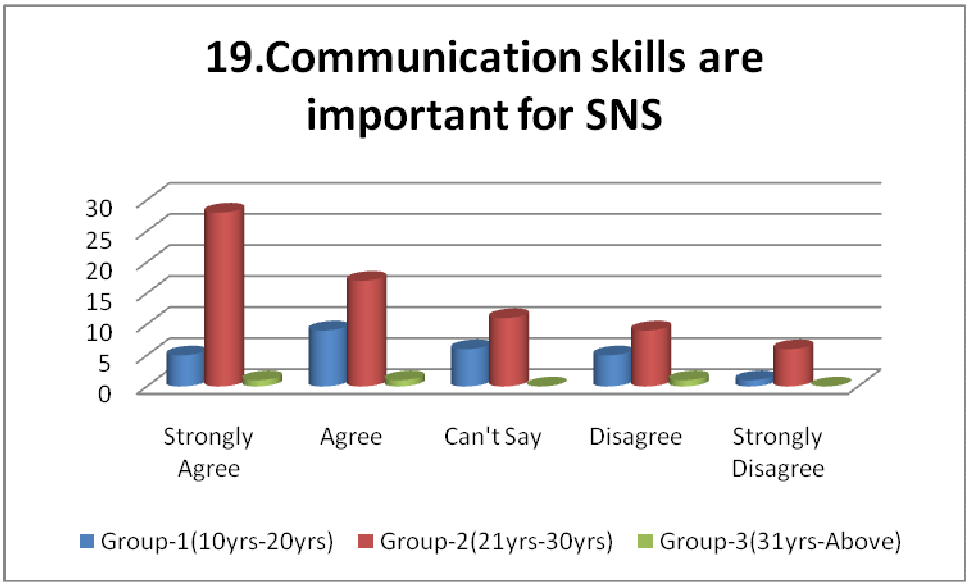

14. Comments
40
35
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)


15. Chatting
50
40
30
20
10
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)


16. Online Job Hunting
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)


17. Passive job seeker
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)


18.SNS pick profiles for the suitable jobs
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)


19.Communication skills are important for SNS
30
25
20
15
10
5
0
Strongly Agree
Agree
Can't Say
Disagree
Strongly Disagree
Group-1(10yrs-20yrs)
Group-2(21yrs-30yrs)
Group-3(31yrs-Above)