IMPACT OF SOCIAL NETWORKING IN DYNAMIC CONDITIONS

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Abstract: *In this paper, we discuss the impact of social websites on society as a whole with 17-25 age group in particular. Social networking websites like Facebook and twitter etc. have their positive as well as negative impacts on their users. The 17-25 age group is the most active age group on social networking. Finding through research suggests that it's doing more bad than good. The primary goals are being hampered due to the activity time being utilised on these websites. The time that can be utilised surfing for various areas of education and technology is wasted on these websites which have become a common phenomenon these days especially teenage students. Findings provide us information regarding how the internet usage pattern has changed. Social networking being just a small internet application a few years ago today is one of the most prominent applications on internet.*

Keywords: *Social Networking, Internet Usage, Impact of Social Networking*

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1.   INTRODUCTION

In the four decades since its inception, the Internet has driven dramatic change. It has enabled flows of information, including entertainment, news, and financial and academic material. It has brought people closer together by enabling various forms of interpersonal communication, notably e-mail, instant messaging, video conferencing, and social networking. And it has allowed consumers to purchase virtually anything at any time, while providing producers with direct access to a wide range of markets. Furthermore, the Internet is a bustling industry, spurred by entrepreneurship and supported by a variety of industries and large enterprises. Online productivity tools and communications advancements provide benefits to almost all enterprises and governments. The Internet has helped governments to broaden their services to citizens and improve their delivery. In a very short period, it has become difficult for most of us to imagine a world without instant and continuous access to the Internet.

A large number of people started using social networking sites for fun sake or just being connected to their friends and family but now it has taken another dimension. Internet is a very big evolution of technology but when we talk about the social networks it is extremely dangerous for youth and become enormously common and widespread in past few years[1]. The phenomena of social network is quite simple to understand, it is a web based facility which allowsindividual user to build a profile identity and generate subjective associations and connections among himself and list of other friends and communicate with them at a central location [2].Although social network can be used for good purposes but it is generally used for involvement of digital snapshots, illuminating demographic material and information, exposing securities, and conducting online conversations, because many communities motivate user for this kind of inappropriate actions [3] and these communities has almost spoiled the image of social networks. In late 1990's social network born with Web 2.0 introducing features of blogging and posting with the website named sixdegrees.com (1997) which allows user to create profiles and make friends, later it come up with new features in year 2003 a new face of social networks linkedin.com and myspace.com but in year 2003 facebook.com and orkut.com change the total concept of social networks in the history of social media and web sciences, it changes the definition of

social networks. After year 2003 social networks were very much advance with new features, by new features the user even can change the whole front end appearance of the website on his profile which is a step for evolution.

2. REVIEW OF SOCIAL NETWORKS

We have used two most prominent networks Facebook and Twitter for the research purposes. First we would look at these social networking websites and their users.

Facebook: Facebook first went online for social networking in February 2004, from a college dormitory at Harvard. It was initially restricted to Harvard students until expanding first to area colleges, then all colleges, and eventually the world. Facebook currently has expanded to over 500 million users, surpassing MySpace in registered users and web traffic. Myspace allows its users to customize their own profile page and provide status updates similar to Facebook. It provides its users with the option of adding music and multimedia to a user's profile page, which is a feature Facebook does not allow. Myspace is essentially a single webpage devoted to the user which can be used to communicate with friends. Both sides allow a user to post comments to friends. Perhaps the reason Facebook became more successful was due to its simplicity of operation and greater continuity throughout user profiles.

Twitter: The idea of Twitter takes the concept of Facebook and simplifies it further. What sets Twitter apart from both Facebook and Myspace is that it only allows users to post up to 120 character comments. This equates to faster, easier message reading. Users can read four tweets in the time it would take to read one Facebook comment. A Twitter even has a simpler profile page which shows the users tweets in large font on the left of the page, while displaying followers on the right. Traditional Facebook or Myspace profiles display what can be an intimidating amount of information. This "ease of use" may help Twitter to grow in the future.

Potential Benefits: Sixty percent of adults maintain a profile on a social networking site, and 70% read blogs and tweets (Galagan,). Social media has expanded from a small communication portal between students to an advertising gateway for business. Scott Cooley argues in an article titled "Social Networks and Facebook", that people can go on Facebook and read wall posts to get a sense of the reputation of a person. Cooley says that if a company has a large Facebook following it will increase his chances of doing business

with them. Many businesses will actually search a person's name on Facebook before considering them for hire.

 Companies big and small alike have also created fan pages to better promote their business. A Facebook fan page has become an important relationship builder with clients. The site has become the new marketing strategy, replacing older types of advertising. With a fan page, companies can draw in Facebook users providing a brief summary of the operations of the business. If the user likes what they see, it is then possible to follow a link to the business website for more information. The best part, a fan page is free.

Colleges and Universities are also leaving traditional brochure and letter sending methods for the more favourable online approach. Colleges have discovered that prospective students are more likely to respond to a counsellor who attempts to contact through a networking site like Facebook.

Potential Hazards:

1. Impersonation: Does the social networking account (e.g., Twitter Account) belong to the actual person or company it is representing? For example, if you look at the Twitter account johnsileo, you will see that my name is used to send business to a gentleman who is also an identity theft speaker. My actual account is john_sileo. Whether this is considered social networking squatting or social networking identity theft, it's impersonation.

2. Ownership: Who owns the data on the social networking sites' servers? Do you own what you post on Facebook, what you email through GoogleMail or the financials you backup off-site on someone else's servers? The fact that you don't know should trouble you as much as it does me.

3. Breach: How is your social networking site protecting your profile and posting data? Are they susceptible to bots like ZombieSmiles that allow hackers into your Facebook profile through Facebook's own client interface? Is it easy for a hacker to post something or appeal to your friends as if the hacker is actually you (account takeover impersonation)?

4. Fraud: Social networking is based in relationships of trust. You trust the people you befriend. Unfortunately, some studies suggest that 25 percent of the users accept friend requests from total strangers. This, along with account takeover impersonation, opens you up to "friend in distress" scams, information gathering and other forms of social networking fraud.

5. Disclosure: We are far bolder and far less discretionary with what we share online versus what we share in person. This means we risk giving out information that, given a second thought, we didn't want to. Think of the New York Times reporters who tweeted about a closed-door meeting where they discussed charging for online content.

6. Human Error: Have you ever hit the button on an email that was meant to go to someone else? The same phenomenon happens on social networking sites, but the damage is exponential because of the medium—you might have just sent it to hundreds or thousands of followers or friends. I call this phenomenon Tweet Breach.

7. Underestimation: Because social networking started out as a personal application and still has the flavour of being controlled by individuals (as opposed to corporations), we often underestimate the sheer destruction caused by mishandling this tool. I believe that this is what happened to the military. They originally underestimated the data leakage taking place in the social networking sphere and have since, wisely, begun to rethink their strategy.Until we recognise that anything posted on the internet (especially if social networking is involved) is public, permanent, and admissible in court, we will continue to underestimate the hazards of social networking.

3.   ANALYSIS AND FACTS

3.1.   Social Networks Web Popularity

Following are the graphs describing the effective social networks and how much presence is there on the internet.
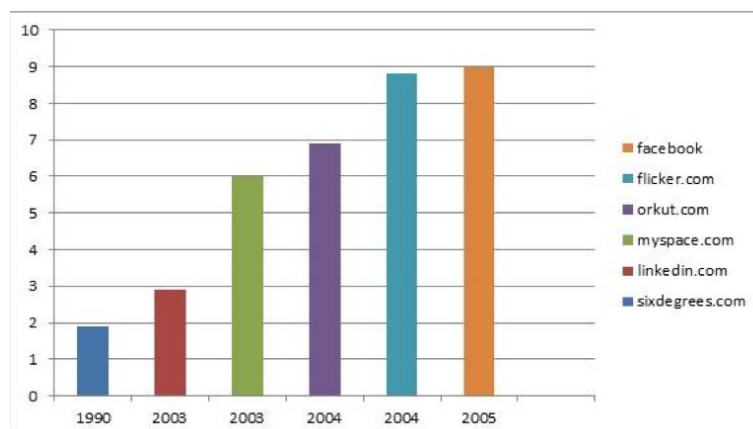

Popularity Factor of Social Networking Sites

As we can clearly see the picture describes Facebook and Flickr are the most popular websites. Thus it clearly mentions its impact out of the 500 billion users who use social networking websites. This graph uses 1 to 10 level index system for ascertaining the impact of social networks and out of those which are the networks which have maximum impact.

3.2.   **Social Networks Usage Index**

The following graph shows the usage and growth of different social networks. The index used here is a 12 point index shows the sustained growth of the different networks. The history of the social networks is plotted and it's growth can be plotted. It has been seen that we have conducted their growth analysis in a way that the suffixed growth of their impact factor is not ignored.
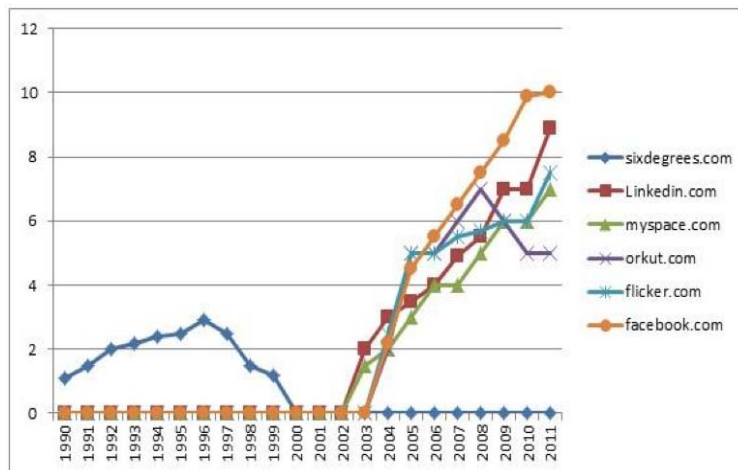
Here we can clearly see the actual timeline of different social networks. The social networks that constantly update their interface are continuously growing compared to the networks like six degrees don't have impact due to the changing conditions. One of the most important facts that are being highlighted by conducting the analysis the amount of users involved in social networks is on a constant or at a growing rate that is certainly exponential. The users base has grown multi fold for companies like Facebook and twitter. There is also growth in no. of hours i.e. Average time spend by a particular person on social networks multiplied by no. of users.

Impact of Social Networks on Education: Education is very essential part of an individual's life for every teenager education is more important than anything. Technology has shown a fast development by producing small communication devices but these small communication devices can be used for accessing social networks any time anywhere, these

devices include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. Technology is step towards betterment, no doubt but any technology which can provide ease of social networks can be dangerous for social network addicts. Providing ubiquitous facility of social networks is a straight invitation of addiction to any teenager and even an adult, as academic satisfaction is not enough for those students who suffers from social isolation [4]. Social networks use support of difference implicit applications by virtue of which it grabs the attention of students and increase the number of users. The applications include games, advertisements, and other online activities like online live television etc. User can use these applications free, so that's why gaming freaks and addicts use to play these games without any installation and any other formality any time anywhere, these free of cost pleasure destruct students from their education, and they do not concentrate on their education. As all of the applications are based on 2D screen play so by watching long time same screen could cause high blood pressure and anxiety which could be dangerous for education and health. According to survey students do not take their meals on time and do not sleep on time which causes a very non serious attitude with education. All they need after addiction is use of social networks.When they use social networks they feel like in heaven but this addiction kills their inner self confidence for ever. Becoming addict of social networks feels like you have so many friends but in real all of the contacts are virtual contacts. This act of going far from your family, friends, teachers and other associations could be very much dangerous for life and education. It changes the mindset of student completely like fantasies. This virtual life of student destructs his thoughts from education towards other activities and by living inside fantasy world student slowly starts to hate educated life and studies. One of very common action performed by almost every user on social networks is eavesdropping. It is phenomenon of understanding the other users by spying their profiles, actions, likes, comments and other activities performed [5].Social networking websites obligate a very negative impression people of every age including teenagers, young adults and adults are continuously attracted towards social networks, international and national jurisdiction must take action against social networking websites.

Conclusion and Future Work: Youth is raising their voice against social acts like violation of Human Rights, corruption etc. These social networking sites are proving themselves an

advantage at least in bringing opinion of people on these social issues. Youth are getting more aware about the social issues mainly from Facebook. But instead of getting the knowledge the youth generally don"t discuss them, they just share it or like it and the issue just remains focused on web only. Most of the people think that youth can play a positive role in changing our society which isrepresent in most of the responses to different queries. These social networking sites are proving themselves a boon at least in bringing thoughts of people on these social issues. It is also being generated from the information so obtained that people are getting more aware about the social issues mainly from Facebook. But instead of getting this knowledge the people generally don't discuss them and if they do, they just sign off the sites after discussion and the issue just remains focused on web only.social networking websites has become essential need today, but it should not be motivated at all. It could ruin the future of teenagers and children and it had a very bad impact on education as it is discussed above. There is no third party or any other community which could check for what actions are been performed by which user, so it is strongly recommended to check children's activities on social networks and don't let them use social networking websites.

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