



### IMPACT OF SOCIAL NETWORKING SITE (FACEBOOK) ON ITS USERS IN INDIA

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#### **Abstract**

This research paper is aimed to find out a solution whether the “Face book” a social networking site is a bane or beneficial for its users. In fact face book provides a way of communication, framing new friend circles, sharing information to each other, but in this socio- technological era, the over and misuse of face book leads to perform various immoral social activities which are banned in present society. This paper mainly focuses on positive and negative impacts of face book on the youth of India. Moreover the paper recommends some ethical suggestions in order to reduce the misuse of face book.

**Keywords:** Social networking, socio technological era, social activities, ethical.

#### **Introduction**

Face book a social networking site is a type of virtual communication that allows people to connect with each other. Face book helps us to communicate and socialize with each other. The first social networking site SixDegree.com was launched in 1997. It simply allows the users to create profiles having least functions and features like widening of friendship circle, sharing messages. Face book is the largest and most popular social networking site in the world today. Face book is not only popular for providing a platform for chatting, sharing scraps, videos, pictures, but also for discussing social issues. People join face book because it gives an opportunity to express their views, wall posts, status updates, tweets and in fact every excitement of their lives. It is just like a click way to create a virtual profile and connect with millions of user's across the world. It becomes more interesting because you can stay connected with old friends and family members. Face book keeps us in contact with friends and classmates. It enlarges our social circle by keeping our near and dear ones close to us. Everything has its opposite side same is the case of face book, It creates a platform for many



cyber crimes and social infects (immoral activities). People develop their profile and share their personal details, photos, videos without any security of data to be lost or theft which latter on may be used against the favor of user. In this way we ourselves violate our privacy and liberty at the negotiation of publicizing intimate details so as to attract hundreds of online readers and even strangers. The face book statics shows a timeline with the world wide number of active face book users from 2008 to 2015. In the third quarter of 2012 the number of active face book users had surpassed 1 billion active users. As of first quarter of 2015 face book had 1.44 billion monthly active users.

### History of Face book

Face book is an online social networking service headquartered in Menlo Park California. Its website was launched on February 4, 2004 by Mark Zukrberg with his college roommates and (Harvard University) students. After registering for the use of this site, users can create a user profile; add other users as “Friends”, exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Additionally users may join common-interest user groups, organized by workplace, school or college or other characteristics. (Face book had over 1.44 billion monthly active users as on March 2015. Face book is now visited more often than personal e mail. Face book has grown to such enormous proportions that they rival entire countries in terms of population. If face book for example, was a country, it would be the fifth most populous country in the world right between Indonesia and Brazil. The statics provides information on the most popular networks worldwide as of march 2015 ranked by number of active users. Market leader face book was the first social network to surpass 1 billion registered accounts.

### The Positive Impact of Face book on the youth of Indian:

**1) Connecting with new people:** India is the second most populous country in the world it becomes very difficult geographically to visit the country in such a large extent. Face book is the perfect tool which helps us to meet this need.



**2) Relationship:** It has never been easier to make contact with friends and relatives that it is right now, mainly thanks to face book. Just because of face book, it has become easier to make friends and maintain relationships.

**3) Feasible communication:** our time is being stretched thinner and thinner by work. It is hard to manage much time to spend with the family in current fast and busy life, friends and relatives. But technology has produced different social networking sites; face book is one of them that filled this need.

**4) International contact:** with the help of these social networking sites a firm contact has been developed to the all corners of the world.

**5) Sharing ideas:** Face book is a kind of social networking site by which we can share our ideas.

**6) Sending Information:** All the three formats of digital information viz, text, image and video can be sending easily via face book. We can send our information through face book very easily.

**7) For Business Purpose:** Face book is widely used for business purpose. It contains some pages which an individual can utilize for his business. Other face book users become fans of face book page after this the advertise or information send via this page reaches all the users on face book who have liked this page. Face book now hosts pages for 30 million business and 1.5 million total advertisers.

### **The Negative impact of face book on the youth of India:**

**1) Time Waste:** In an average, time spent on face book per user per day is 21 minute and only 20 percent of the users reach their goals. The problem of face book is that it is many to many, it is not targeted. It should have a theme to make it very highly targeted. Since all the themes are not targeted we waste our time to deal with this irrelevant information. People just waste their time in chatting with the people whom they do not even know.

**2) Lack of privacy:** when we are going to create our profile, we are bound to give our personal details to the site. But it is found that sometimes our personal details including our mobile numbers, email id, account numbers are being misused.



**3) Virtual human contact:** As students spend so much time on the face book; they spend less time with others face to face.

**4) Negative health impact:** The excessive use of face book affects the mental as well as physical health. Students do not take their meals on time and do not take proper rest. They take excessive amount of coffee or tea to remain active and focused which effects negatively on their physical and mental health.

**5) Immoral Activities:** Sometimes many illicit images and porn videos are uploaded on face book which opens up the possibility for many sexual harassments. Various crimes like gang raping, teasing women are committed due to these contents.

**6) Invalid relationships:** Face book is used as creating illegal relationships to each other which became an edge to various social evils like divorce and suicides.

**8) Irrelevant information:** Face book contains different ads which are not useful for some people. It also contains some stuff like images, links etc which are not morally sound. Some people create face book pages for just namesake; these pages do not contain any relevant information. These pages are just created to waste the time of people. People get too much addicted to face book, just to check irrelevant notification they login number of times in a day and most of the notifications are totally irrelevant to the user.

### **Ethical suggestions for Face book users:**

- 1) Avoid misuse of social networking site like face book.
- 2) Online manners and etiquettes should be kept in mind. "Respect others and you will be respected", follow this statement while using the face book.
- 3) Follow the ethics of online identity.
- 4) Maintain Credibility. So the youth of Indian can play an important role to reduce the negative impact of face book such that it can be used in the beneficial way.



5) Follow the privacy statements positively.

6). Never share any personal information on social networking website.

### Conclusion:

To sum up Face book provides a formatted web page, into which each user can enter personal information, including gender, birthday, hometown, political and religious views, e-mail and physical addresses, relationship status, activities, interests, favorite music and movies, educational background and a main personal picture. After completing their Profile, users are prompted to identify others with whom they have a relationship, either by searching for registered users of Face book or by requesting their contacts to join Face book. Face book profiles also include two types of messaging services. A private system, which is very similar to a Webmail service, and a public system called “The Wall,” where “friends” leave comments to the owner of the profile that can be viewed by other users. So for those users whose ethics are very sound and civilized are taking the all benefits of this social networking site. But behind everything there is something wrong and face book has no question. Once someone is accepted as a “Friend,” their entire history is disclosed to each other. This allows each user to create various immoral activities and ultimately it compels everyone to say face book is also bane for society. Even though face book has a privacy security but people are not following it ethically which is a head ach for its users in India.

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