Research Paper

Social Networking Sites and Its Impact on Everyday Lives of Urban People- A Case Study of Kolkata

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ABSTRACT*: This research paper is about to understand the recent trends of social networking sites(SNS) and it how to influence our life and career. This study was to explore people's perception about it. People use to SNS for multiple uses like personal and professional. An urban city like Kolkata has a huge no of people who uses these sites regularly in their day to day lives. But any other thing it is also have some pros and cons some of those based on the people's perception that how it effect on study, health and overall an individual's mind but also help to grow knowledge, gather updated information and get ideas for business and marketing strategies. On the basis of survey I have discussed some advantages and disadvantages of using SNS through this paper.*
KEYWORDS: *Social Networking Sites, People's perception, Multiple uses, Personal, Professional, Knowledge.*

I. INTRODUCTION

In this paper I have tried to shed light on the impact of social networking on the lives of people. Social networking is a popular trend today, especially among college students. Businesses are always looking for new ways to reach customers, especially ones readying to enter the work force. This study examines the impact of social networking on the buying Habits of college students. The social networking systems are being used for various purposes. Like some of them are using social networking for educational purpose, profession purpose, sometimes to get connected with friend and sometimes for just time pass as well.

Social networking is something that today everyone has heard of, no matter their age. Whether you are young or old, you know what is going on in the social networking world in one way or another. Social networking, just as any other topic, has both positive and negative impacts. You see a difference of positives and negatives within each person and their network and how it has changed our society. Because our society is becoming more and more technology based, I think it is crucial that you value what social networking entails but obviously on the positive way.

Social networking is literally turning into a lifestyle for many, which has developed a negative feel for it in some situations. Everyone is spent a huge time on it, around it, and finding information through it. To some, it is a concern if being so wrapped up in the social networks will affect the social life of younger generations. Many do not want to see this generation have the inability to face-to-face communications as we grow up. Social networking can become an addiction for many especially young generations; whether it is time taken away from family, friends, school, work and society as a whole.

II. OBJECTIVES

1. To highlight the relevance and role of social networking in the study area.
2. To analyse the impact of different social networking on users.
3. To identify the hidden problems behind the uses of it.
4. To put some suggestions to overcome this problem.

III. METHODOLOGY

First Phase: At first, the topic of the research is collected, and then some article and journals are collected relating the topic. After collecting proper knowledge, the questionnaire has been prepared.

Second Phase: Primary and secondary date have been collected from various websites, journals and articles. In this phase a questionnaire has been made followed by 25 questions and survey was done by this on 100 samples to assess the status of this paper.

Third Phase: In this stage after getting all primary and secondary data, various cartographic and psychological techniques have been incorporated to represent and analyses the same.

IV. TYPES OF SOCIAL NETWORKING SITE THAT WE NEED TO KNOW IN 2021

As socially inclined creatures, human beings have embraced technology that connects themselves with others. Every year, there is an increasing number of people signing up and using social media. While there weren't even a billion people using social media back in 2010, the number exceeded more than 2 billion within just five years.

In 2019, there were around 2.77 billion people using social media. And, with smart phones and internet connectivity becoming cheaper and easier to access, we should expect to see these numbers grow even higher day by day. By 2021, more than 3 billion people will be using social media.

What this means for marketers is that there is huge potential to reach a massive and engaged audience on social media. And that's not just limited to the popular social media sites like Facebook, Twitter, and Instagram.

After some research and followed by recently post I have tried to mention all the sites in this paper so you'll discover almost 100 social media sites. That you can also include in your social media marketing strategy for 2021. Some of these platforms could even help you build valuable connections in your areas of interest. Those are

1. Triller; 2. WT Social; 3. Valence; 4. Untappd; 5. Periscope; 6. Elpha; 7. Yubo; 8. Peanut; 9. Houseparty; 10. Caffeine; 11. Steemit
12. Baidu Tieba; 13. 23snaps; 14. Likee; 15. 8tracks; 16. Academia; 17. Amikumu; 18. aNobii; 19. ASMALLWORLD; 20. Athlinks; 21. BAND; 22. beBee; 23. blind; 24. Diaspora; 25. Fark; 26. MeWe; 27. Twitter; 28: Tumblr; 29: LinkedIn; 30: Snapchat; 31: Pinterest; 32: Reddit; 33: Mix; 34: Tagged; 35: Nextdoor; 36: DeviantArt; 37: Quora; 38: Meetup; 49: ReverbNation; 40: Flixster; 41: Goodreads; 42: Twitch; 43: CaringBridge; 44: Wattpad; 45: Viadeo; 46: Crunchyroll; 47: Skyrock; 48: VK; 49: MyHeritage; 50: LiveJournal; 51: Classmates; 52: SoundCloud; 53: Bubbly; 54: Flickr 55: We Heart It ; 56: Influenster; 57: FilmAffinity; 58: Open Diary; 59: Yelp; 60: CollegeHumor; 61: Gaia Online; 62: MocoSpace; 63: CouchSurfing; 64: Funny or Die; 65: italki; 66: eToro; 67: XING; 68: MeetMe; 69: Ravelry;; 70: Care2; 71: YY; 72: Vero; 73: Medium; 74: GIPHY; 75: Tribe; 76: WeChat; 77: Tencent QQ; 78: Qzone; 79: Sina Weibo; 80: Kuaishou; 81: Skype; 82: Viber; 83: LINE; 84: LINE PLAY; 85: The Dots; 86: Telegram; 87: Foursquare Swarm; 88: Douban; 89: Discord; 90: Badoo; 91: Myspace; 92: Mixi; 93: Ravelry; 94: Cellufun; 95: Xanga; 96: Imgur; 97: Ello; 98: Vimeo

Fig: 1

Fig: 2

V. MOST USED SOCIAL NETWORKING SITES IN 2021

1. Facebook

Facebook is currently the largest social media site in the world. With 2.6 billion monthly active users as of 2020, it's safe to say that nearly every social media user is on Facebook. So it's an excellent platform for brands to market their products to a huge audience.

Users can share text posts, links, images, and videos with their Facebook friends. They can follow famous people and pages and react to people's posts on the platform. Brands can also promote their products using paid ads on Facebook.

2: YouTube

YouTube is the largest video-sharing social media site in the world. It lets users upload videos on the platform, view videos from other users, and interact with them. In 2019, it had an average of 2 billion monthly active users. YouTube users spend an average of 40 minutes watching videos on the platform.

3: WhatsApp

WhatsApp is a messaging app that lets users share text messages, images, voice notes, audio files, documents, and videos. It has grown exponentially over the years and had about 2 billion monthly users as of March 2020. Along with its growing user base, the platform has also introduced many new features to make interactions easier among users.

While users could only make one-on-one calls before, it now has a group calling feature. They also introduced a WhatsApp Status feature that allowed users to update photo, video, and text statuses that disappeared after 24 hours. As of 2019, 500 million users were updating their WhatsApp statuses daily.

4. Massenger

Facebook Messenger is an American messaging app and platform developed by Facebook, Inc. Originally developed as Facebook Chat in 2008, the company started its messaging service in 2010, and subsequently released standalone iOS and Android apps in August 2011 and standalone. Facebook Portal hardware for Messenger-based calling in Q4 2018. Later on, Facebook has launched a dedicated website interface (Messenger.com), and separated the messaging functionality from the main Facebook app, allowing users to use the web interface or download one of the standalone apps. In April 2020, Facebook officially released Messenger for Desktop, which is supported on Windows 10 and macOS and distributed on Microsoft Store and App Store respectively.

5: Instagram

Instagram is one of the fastest-growing social networking platforms within few years. While it is mostly app-based, users can also access their feed through the website version. In June 2018, it finally reached 1 billion monthly active users.

Instagram is a highly visual platform, where users share videos and images. You can also use Instagram Stories and Live features. It is very popular among the younger generations. According to Statista, 32% of users are aged between 18 and 24 and 33% are aged between 25 and 34.

VI. PEOPLE'S PERCEPTION

STATEMENTS	AGREE/YES (%)	DISAGREE/NO (%)
Social networks are beneficial for young people in the field of education	44	56
Using of Social networks is wastage of time	87	13
Use of Social networks is deteriorating our social norms	76	24
Now-a-days Social networking is necessary for people	68	32
Social networking is affecting students negatively during their study	92	8
Social networks promote unethical pictures and video clips among young generation	87	13

Useless information creates ambiguity and confusion in young peoples' mind	82	18
Excess use of Social networks is deteriorating the relationship among the people	88	12
Social networking is becoming a hobby of young people to pass the time	94	6
Social network is playing essential role for betterment of society	71	29
Social networks are source of knowledge and information	46	54
Social networks are great facilitator to create awareness among people	62	38
Social networks connect the people all over the world	86	14

*Based on Primary survey

VII. MAJOR FINDINGS

1.SOCIAL NETWORKING PREFER

Table: 1

	<15	15-30	30-45	>45
WIFI	4	15	12	1
2G	3	2	1	1
3G	4	15	7	6
4G	12	23	27	10
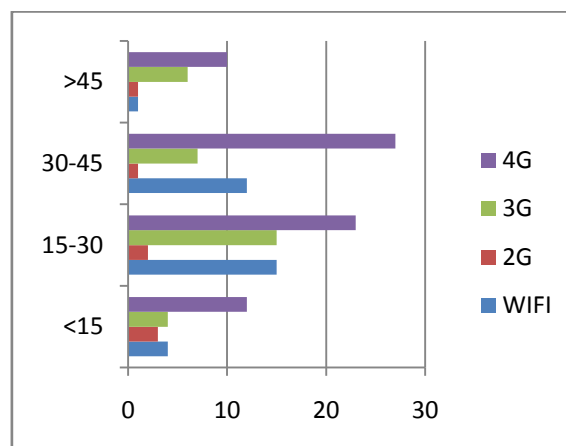
Fig:3

2. ACCESS YOUR SOCIAL NETWORKING

Table: 2

	<15	15-30	30-45	>45
LAPTOP	3	17	15	5
SMARTPHONE	18	30	30	15
TAB	2	3	3	1
CYBERCAFE	0	0	2	
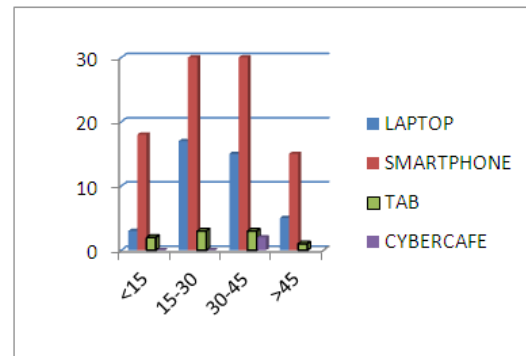
Fig:4

3. SOCIAL NETWORKING SITE DO YOU MOST YOUS

Table: 3

	<15	15-30	30-45	>45
FACEBOOK	12	26	29	11
HIKE		12	25	1
WHATSAPP	12	31	30	11
WECHAT	2	6	2	
TWITTER		3	3	1
SKYPE		1		
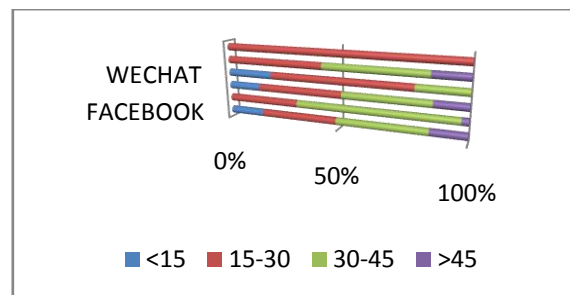
Fig: 5

4. HAMPERING STUDY

Table: 4

	<15	15-30	30-45	>45
YES	11	26	28	14
NO	12	6	2	1
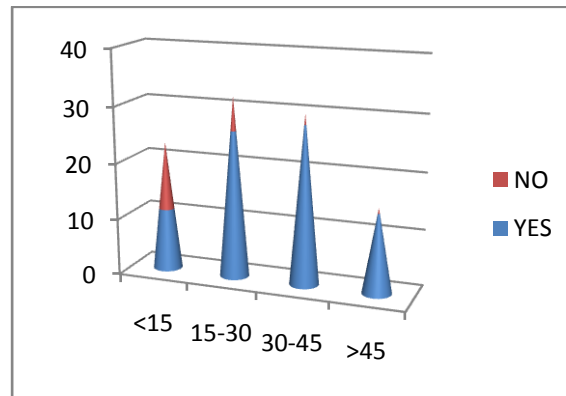
Fig: 6

5. HAMPERING MENTAL HEALTH

Table: 5

	<15	15-30	30-45	>45
YES	9	25	24	13
NO	14	7	6	2
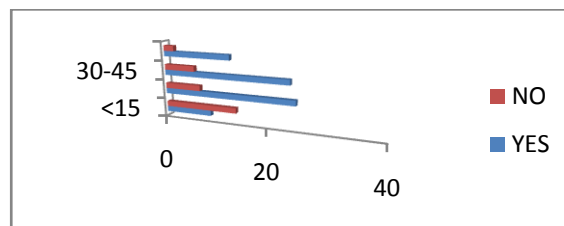
Fig: 7

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6. INCREASING CRIME

Table: 6

	<15	15-30	30-45	>45
YES	11	29	20	5
NO	12	3	10	10
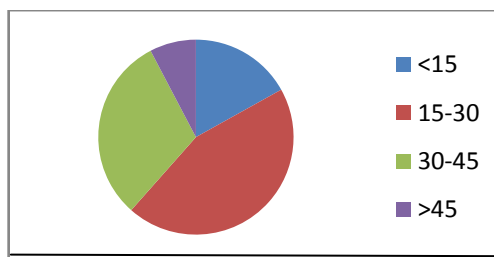
Fig: 8

7. GROWING KNOWLEDGE

Table: 7

	<15	15-30	30-45	>45
YES	11	15	20	7
NO	12	14	10	8

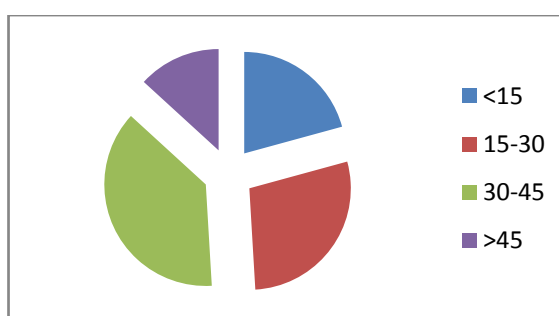

Fig: 9

VIII. IMPACTS

1)   Wastage of time.
2)   Reducing working hours.
3)   Breaking concentration power.
4)   Tendencies to increase road accidents.
5)   Most of the SNS users are basically remain in a virtual world as a results they are getting detached from their real world.
6)   Lacking the direct or physical contact with the people makes more complexities in biological relations which has an impact on other social parameters.
7)   Peoples are getting involved in various types of cyber crimes.
8)   Spreading of misinformation's sometimes making the situations very complex.
9)   Changes of Biological Clock and tendencies to increase of different types of diseases like insomnia, coronial dysfunction, high blood pressure etc. are related with the extensive uses of SNS.

IX. SUGGESTIONS

1)   Keep the children away from social networking sites.
2)   There should be a time limit in every sector regarding the uses of social networking.
3)   Parents have to build up an intimate relation with their child from the first day of his or her life.
4)   Government should make a rules that people who are below 18 years should not be allowed to use smartphone.
5)   Some website should be restricted for adult only.
6)   Wi-Fi zone should be limited in some particular place only where access of internet is very essential.
7)   Some website should be restricted for adults only.
8)   Parents can involve their with other indoor activities like reading, painting, playing games, physical exercise etc.
    9) Awareness should be created among the people especially the young generation.

X. CONCLUSION

We all knew that social networking site is a major online platform where people use to build up their social relationships with other people on the field of personal and career or business. Social network has no

border. Not only chatting and photos videos sharing with friends and families It is also a great opportunity for marketing business where people share their ideas and collaborate with each other. The social media platforms get updated regularly with features depending on the need of users. Different social networking sites have different purposes. We get regular information and instant news through social networking sites which help to grow our knowledge. But it have some drawbacks also like growing addiction among teenagers, mental illness, some misleading information, cybercrimes and also have some privacy issue. On the other hand social networking sites are very beneficial for individual, organizations and businesses. So we must take the goodness of social media and should avoid the negative side of it and parents should take special care for their children that they should avoid and stay safe by the harm of social networking site.

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