AN ANALYTICAL STUDY OF THE IMPACT OF SOCIAL NETWORKING SITES ON AFFABILITY

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ABSTRACT
Do different identity facets and behavioral patterns in social relationship maintenance appear in the virtual environment compared to those in real life? Is SNS are used primarily for social reasons, especially the reactivation of former relationships and the fostering of existing relationships? In contrast, socializing with unknown people does not happen frequently on SNS but occurs rather often in real life. Based on the assumption that the maintenance of social contacts is the main motive for SNS use, the question arises of how relationship-fostering really transpires on SNS. In what way can these online contacts be seen as sources of social feedback that form an important aspect of online and offline identity construction?

Advances in the World Wide Web (WWW) have greatly changed the way people access information and communicate with each other. The evolution of the Web has led to the development of a collection of technologies known as Web 2.0. The term Web 2.0 was coined by O’Reilly Media in 2004 and refers to web applications, which provide for online collaboration, participation, social networking, interaction and user-generated content sharing. Social networking sites are profile-based websites that allow users to maintain social relationships by viewing, visiting, and sharing their lists of social connections with other members.

The paper highlights the perception of people regarding the impact of social networking sites on their sociability. A sample size of 92 respondents (including both males & females) has been taken in three age groups viz., below 19 years, 19-25years & above 25 years of age. Various dimensions of sociability such as such as closeness with friends, male-female involvement, situation of loneliness, bonding & sharing with friends, building trust with friends, expressing emotions etc. have been assessed with respect to online & real -life relationships. Likert-type scale has been used for this purpose. Gender - wise perception has also been analyzed. Research tools like percentage, Mean, Z-Test & ANOVA have been applied. Suggestions for positive online social networking have also been incorporated.

KEYWORDS: Social networking sites, Behavioral pattern, Relationship.

REFERENCES


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