SOCIAL NETWORKING SITES: BOON OR BANE

Dr. Virender Singh

Post Graduate Department of Information Technology

GGDSD College, Sector-32/C, Chandigarh

virender@ggdsd.ac.in

Given the increasing role of social networks in activities such as Presidential elections, disaster relief, communications on events, and the number of active users, social media has demonstrated that it is here to stay.

- Randy L Allen

INTRODUCTION

Communication necessitates an ever-increasing set of abilities, and putting all types of social groups together in one location and allowing them to connect via the virtual world from the comfort of their own homes is a great draw for everybody, especially the youth. Social networking is all over the place these days. Parents, children, employees, and even the elderly are frequently found on social media platforms such as Twitter, MySpace, Facebook, YouTube, and Linkedin.

OBJECTIVE

The purpose of this research is to investigate social media, with a focus on social networking sites. What impact does social technology have on public life? This article provides a quick overview of social networking, focusing on the use of Facebook and Twitter, as well as Orkut and MySpace. The following services are available on these websites:

- Twitter is primarily recognised as a microblogging service that allows users to create brief, text-based messages of up to 140 characters, known as 'tweets,' that are shown on the user's profile page.

- MySpace, a well-known social networking site with user profiles and the opportunity to submit a variety of material. Myspace was the most popular social networking site until it was surpassed by Facebook in April 2008. Myspace was redesigned in late 2010 to focus more on music and young people, partly in response to Facebook's dominance.

- Facebook-It is the most popular social networking site, allowing users to establish and update profiles, add "friends," post images, and use a "chat" feature.

'Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system,' according to the most widely accepted definition of SNS, first proposed by Boyd and Ellison.

IMPACT OF SNS

The most important thrust of social networking is global connectivity which helps to maintain tact with the global environment of the new millennium. It helps promote certain causes and rally Judgments towards many social, political and economic causes. There is no doubt about the various merits of social networking sites yet this paper has been written as a concerned person who Gaels the threat of the social networking sites in interpersonal communications.

All around I see children sitting among their peers and instead of interacting amongst each other they are busy sending messages or uploading the latest information on their Facebook accounts and then waiting, replying and re replying to those messages. I see this as a serious cause of concern that sitting amongst peers, they have more friends online and in virtual life than in real life. I've seen that more and more individuals are substituting internet connections for real-world encounters nowadays. Why make a phone call when you can send a Facebook message? Why pay someone a visit when you can have a talk with them? In real life one is judged and assessed on how one speaks, talk and contributes to society. Relationships with parents, friends, teachers, siblings and acquaintances are based on one-to-one interaction. You are what you think, act, interact and react your voice, tone, pitch and intonation, facial expressions, gesticulations, body language all form a complete personality. Infact many people say, the key to knowing a person is by observing body language and maintaining eye contact.

OPINION OF EXPERTS

The youth finds it easier to hide beneath a profile and spend time behinda laptop. The psychiatrists have expressed opinions about the hazardous effects of SNS.

According to Dr. Jitendra Nagpal, a consultant psychiatrist at VIMHANS, it instils "a slew of social issues including self-isolation, violence, and a detachment with the actual world" as an accepted element of urban society.

Max Healthcare's senior psychiatrist, Samir Parikh, says: "Because they can freely express themselves online, children are increasingly turning to talking. They may talk about whatever they want since the chat is unfiltered. They have the ability to be abusive and get away with it."

"Those who are sad and feel extreme boredom tend to take sanctuary in logging on to networking sites and eventually become addicted to it as the lone medium for social engagement," says Dr. Sanjay Chugh, a well-known psychiatrist.

Why is it disturbing to hear these thoughts of the psychiatrists? We can dismiss them as merely medical opinion on popular culture but on serious reflection it is definitely worth introspection that what has led to addiction to these sites? In an article titled Teens, Tweets, and Tensions published in The Tribune's Sunday Spectrum section on August 28, 2011, author Shoma A. Chatterji writes, "Sites like Facebook, Twitter, and Ibibo are said to shorten attention spans, encourage instant gratification, and make young people more self-centered."

FUNCTIONINGAND HAZARDSs OF SNS

Let us take a step back and look at how Facebook and other social networking sites rely on the creation of an identity. The identification is based on demographics and eyallperate at first. They're all questions, followed by information that someone volunteers to provide. Members connect by sending each other a "friend" message, which must be accepted by the other party in order for a link to be established. When you "friend" another user, they have access to your profile and are added to your social network, and vice versa.

These sites are used by members for a variety of purposes. Communication and maintaining connections are at the heart of the motivation. Sharing images and preserving events, receiving information on activities from friends, showcasing a big social network, and presenting an idealised character are all popular hobbies. Your profile image is you. Profiles are one-of-a-kind sites where one may "type oneself into being" (Sundén, 2003, p.3), thus it's past time to deconstruct these technologically manufactured profile photos to uncover some of the anguish, bewilderment, and lives that lie beyond the surface of online interactions.

Many young children make up stories to share on these platforms. "Many kids are now feeling forced to represent themselves doing more risqué activities, even if they aren't doing them."

The youth feels an upsurge of self esteem that they are so popular that they have so many friends online. It is indeed flattering when someone whose profile looks so attractive is interested in chatting with you but then who is the real person behind the profile? One has no idea; you might be chatting with a person of the same sex who is as lonely and insecure as you are. The profile is not the real identity of the user, you absolutely have no idea of the sex, age, interests of the person at the other end. As a result, children under the age of thirteen should not be allowed to use the internet without adult supervision. Most social networking websites have a minimum age requirement, preventing young children from creating profiles. However, it is exceedingly easy to deceive these algorithms, which is why nearly every child under the age of 10 now has a Facebook account. It's easy for a prospective predator to create a profile claiming to be the same age and having the same interests as your kid, just as it's easy for a young child to create a profile claiming to be the same age and having the same interests as your child.

There are many dangers online Pedophiles, Cyber bullying and Harassment are just some or the threats online. The youth should understand that whatever is posted on these sights becomes then the property of everyone and no prior permission is sought before using it elsewhere and sometimes things uploaded in fun can have serious repercussions and cause loss of face and grave embarrassment. What is put on line will remain there only and will not be deleted leading in turn to depression and dejection and in certain cases to suicide. The solution is rather simple do not post anything on these sites even in fun which can cause hurt to another person and lead to cyber bullying and harassment. Personal photographs and secrets revealed in confidence are exactly what the adjectives 'private' says and are not to be put online. One thing we forget while we're on social media is that virtually anybody can see what we're up to. We are letting everyone know about our social activities and exposing ourselves to public scrutiny when tagging photos of what we did on weekends or utilising social networks.

Facebook has taken a narcissistic turn, exposing intimate facts on a global stage for public spectacle, allowing users to interact and see into the lives of others in unexpected ways. It generates new social challenges for societies, such as the increase of identity fraud,

invasion of privacy, the search of private pleasures through public spectacle, and the validation of one's identity through peer recognition and consumption. Social Web Sites: Boon or Bane (lbrahim)

On social networks, there are a lot of fraudsters that may try to steal or use your personal information: Information that might be utilised in a criminal offence like identity theft or fraud. There are information sites built up to seem like your favourite social networks in order to steal spam messages and malware, which can harm your online reputation irreparably. are also terms used on the internet. Once someone gets your password, they can use it to delete your account or transmit spam and viruses, which might permanently harm your online reputation. When entering your credentials, always double-check that you're on the appropriate website. This may be accomplished by double-checking the address bar and ensuring that you are in the correct location before logging in.

THREATSOF USING SNS

The following are some of the dangers that young people should be aware of when using social media sites:

• Possibility of behaviour change;

• Bullying and harassment;

• Predation on women;

• Scams and fraud

• Failure to discriminate between those who can be trusted and those who cannot when giving information;

• Invasion of privacy; and

• Being subjected to exploitative advertising or the usage of user information by social media platforms.

• Exposure to offensive language, sexual content, and violence.

Of course, there are recommendations, but in the words of There, "education and parental participation should continue to play a critical role in keeping children safe online." Policymakers and law enforcement agencies should also concentrate their efforts on prosecuting internet predators under current rules and ensuring that the offences are adequately punished. (Thierer)

CASE STUDY

MaliniMurmu had committed herself by hanging herself in her bed just a few days before on September 21, 2011. Malini was a first-year student at IM, Bangalore. After an altercation, she and her partner ended their relationship. Malini discovered a Facebook status from her boyfriend that read: Feeling really great today. My ex-girlfriend was dumped. Happy independenceday." Malini could not bear the shock and probably imaginedall her 727 friends   onFacebookreadingthisandcommitted suicide. Police say they are investigating whether the comments on Facebook amount to aiding and abetting suicide. (BBC,News). Now is the Facebook responsible? Can the boy be arrested for his Ought less comments on Facebook and why did Malini take these comments so seriously. Was it cause of the immense coverage and readership of the Facebook. These are serious questions that youth of our country and I think we all need to get together to face and understand this disturbing and alarming trend. It is time we educate our youth about the use and misuse and abuse So of social working Sites. This is no longer a vague, foreign site but a very near predominant threat. Should social media be avoided? Not at all because knowledge of the enemy makes the army powerful. To put it another way, the more informed consumers are of possible hazards and dangers, the more protected they are. The goal is to be cautious and aware of the dangers that social media might provide. Social media has many responsibilities and a serious analysis and understanding is needed of these sites.

CONCLUSION

In the end I would like to conclude that social networking sites are both an asset and a liability. They're a terrific way to connect with individuals online, especially on sites like Facebook, where you can learn about upcoming events and social activities. They are also excellent sources of knowledge, ideas, and inspiration, but people must know when to draw the line. There are a lot of advantages of these sites, one must know the best way to use them. Infact one should use the information provided by social networking sites in real life and enjoy both the worlds, the virtual and the real world.

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