

IMPACT OF SOCIAL NETWORKING SITE ON YOUNG INDIAN

Varalakshmi S

*Assistant Professor, Department of Management,
Center for Management Studies, JAIN (Deemed-to-be University), Bangalore, India
Email Id: varalakshmi@cms.ac.in*

Abstract

There is no question that jobs, marketing, personal development, knowledge sharing, and entertainment have been generated by these social networking sites. However, little is known about the influence of culture and sex on Indian adults. The present study explores the effect of culture and gender on why Indian people use social networking sites, based on a cross-sectional survey of 450 Indian young adults. The present study found that consistently interdependent self-construal can predict the four motives for Indian young adults to use social networking sites: socialization, entertainment, self-status seeking and information seeking. The study also found that the gender difference in information seeking and self-status seeking; with male adults being higher in self-status seeking and female adults higher in information seeking. Limitations and suggestions for futures research are provided.

Keywords: India, Media, Network, Social, Site.

I.INTRODUCTION

In India, the use of social networking sites has become an increasingly popular part of the lives of our younger generation in modern society today. It helps Indian adults, regardless of their distance from each other, to communicate, exchange messages, share information, and connect with each other. Regardless of differences and geographical boundaries, social networking sites connect individuals across the country. Time and space compression, media convergence and the impact of globalization have made the country more interactive. In order to connect and establish relationships online, adults in India feel more comfortable using and accessing social networks[1]. The middle age group and adults are very comfortable in use of this technology because they are growing with the technological era. Adults do not know how or when they learned to use a computer or access the Internet; those resources have already been there for as long as they can remember. In particular, young people are quick to use emerging technologies in ways that gradually blur the limits between their online and offline

activities. Social media are also increasingly being developed as technology evolves with new technical dimensions and features of communication. The "new generation" is emerging as the new generation of young people within the world, who are growing along with new communication technologies[2].

Compared to the majority of the other nations in the world, social networking audience users in India are very young. Nearly 75% of India's social networking users are under 35 years of age, and almost half of them are under 25 years of age. The expansion, adaptability and future prospects of social media in India are illustrated by these use patterns. The most important thing for users to use social networking in their day-to-day activities in India is to search for data, entertainment, connecting with others and e-mail. Almost 84% of the online audience can use social networks for various networking purposes and other online activities. It clearly demonstrates that the young generation is driving India's social media revolution. The development and use of adults in India's social media for their knowledge and entertainment purposes is driven and driven by current trends[3].

The first question posed in this study is, for what reason are these adults in India using social networking sites in order to resolve the cultural and gender effect of social networking sites on adults in India? The present study begins to reveal that social media are part of their lives and how they communicate with each other on the basis of this issue. Therefore, the purpose of this research is to examine the advent of social media and its impact on the nation's culture and gender of adults. The present study aims to investigate how people use social networking in combination with traditional media for their data and entertainment and different roles of social media. To examine the relationship between use of social media and its impact on culture and gender of Indian adults[4].

For several purposes, the public and young people use social networking sites. For many purposes, they use it for communicating and engaging with others. The aim of adults is to satisfy a sense of belonging by supporting relationships with others. After gaining psychological and safety criteria, individuals aspire to fulfill the need to belong. These social network sites have given the opportunity for individuals to connect with others through virtual communities on the Internet and belong to different networks. People use social media to gain awareness and learn about various viewpoints and views of problems, subjects, and events in connection with communicating with others online. Almost the use of social network sites is for socializing, it is a type of media that enables people to interact without being face-to-face with others in discussions and online discussion[5].

The concept of culture derives from the convergence in the twentieth century of new modes of communication technology. The world has been connected together by these convergent in ways that make it relatively easier to connect with people and culture across the world. The Internet innovation of the 20th century is a globally linked collection of computer networks that have produced enormous social changes. Several studies have shown that the Internet has contributed to the rise, discovery and homogenization of cultures all over the world. This is

due to its effect on global connectivity, education, commerce and the ability to access knowledge about other cultures[6].

International commerce has become popular, more and more terms are exchanged across cultures, people are aware of the political situation across the world and how it impacts their own situation, while sports and entertainment are views of the global audience at the same time. Such social media visibility and modern ways of communication are helping to disperse cultural elements. Modern ways of communication and the Internet have linked people around the world, bringing together people from different cultures in a much more personal and grassroots way. The concept of culture derives from the convergence in the twentieth century of new modes of communication technology[7]. The world has been connected together by these convergent in ways that make it relatively easier to connect with people and culture across the world. The Internet innovation of the 20th century is a globally linked collection of computer networks that have produced enormous social changes. Several studies have shown that the Internet has contributed to the rise, discovery and homogenization of cultures all over the world. This is due to its effect on global communication, education, commerce and the ability to access knowledge about other cultures[8]. World trade has become universal, more and more terms are exchanged through languages, people are aware of the political situation across the world and how their own situation is influenced and global audiences are simultaneously watching sports and entertainment. Such social media visibility and modern ways of communication are helping to disperse cultural elements. Modern ways of communication and the Internet have linked people around the world, bringing together people from different cultures in a much more personal and grassroots way. A global community is evolving and its integration is strongly encouraged by modern means of communication. New ways of communication have fallen out of the sky like a bomb and exploded into the culture scene every year with numerous increases in scale. A global community is evolving and its integration is strongly encouraged by modern means of communication. Multiple increases in size every year, new forms of communication have dropped out of the sky like a bomb and exploded onto the scene of culture[9].

Culture is characterized as shared attitudes, emotions, and objects that create a way of life that is passed from generation to generation. Every person has his own culture born and raised up, and their lives are affected by being surrounded by the same culture every day. Throughout the world, there are millions of different cultures and every culture has its own unique identity and way of life. Culture is interpreted in various ways by different scholars. The shared behavior learned by members of a culture, the way of life of a group of people, the complex of shared concepts and patterns of learned behavior conveyed by language and imitation from one generation to the next. The set of learned behaviors, beliefs, attitudes and ideals that is characteristic of a particular society or population. The learned and shared kinds of behavior that constitute the main instrument of human adoption, the characteristic way of life of a specific human society. Culture is a historically transmitted pattern of meanings embodied in symbols, a system of inherited conceptions expressed in symbolic forms by

means of which their knowledge and attitudes towards life are communicated, perpetuated, and developed. A culture is called the values, the traditions of all in a group[10].

II.CONCLUSION & DISCUSSION

The study indicated that in order to inspire them to do things, the interdependent self-constructive still dominates the minds of young adults. More specifically, high economic growth forms the capitalist views, ideals and attitudes of young people. It is predicted that people will become more autonomous and individualistic. It was anticipated that this independent self-construction among the minds of Indian young people would have some more predictive ability. The outcome, however, suggested that Indian young adults are still impacted by interdependent self-construction, which is the main driving force for people to use the platform of the social network. The findings of correlation have shown that independent self-construction correlates substantially with all three motivations, with the exception of seeking information; this finding shows that while the interdependent self-construction remains the dominant driving force, independent self-construction also has an important relationship with the motivations for using the social network sites. The survey findings indicate that gender has played a major role in the use of social networking sites by Indian adults. The study showed that females are more active than males on social media. More often than males, Indian female adults are very interested in using social networking sites. Male users and female users are substantially different in knowledge searching and communicating with others as regards the reasons for using social network sites. However, when chatting with others and socializing, they are not substantially different. To fulfill their socializing and entertainment needs, both sexes use social networking sites. At the same time, female adults use social network sites to communicate and valuable data with others. When using social networking sites, males tend to focus more on self-status than females. It may be that women appear to be more defensive of their own personal information. They are really serious about communicating and talking with others.

III.REFERENCES

- [1] S. Greenwood, A. Perrin, and M. Duggan, "Social Media Update 2016," Pew Res. Cent., 2016.
- [2] J. Foster, "Social media.," J. Ir. Dent. Assoc., 2013, doi: 10.4018/ijssmet.2014070101.
- [3] V. K. Nadda, S. S. Dadwal, and A. Firdous, "Social media marketing," in Handbook of Research on Integrating Social Media into Strategic Marketing, 2015.
- [4] E. Constantinides, "Foundations of Social Media Marketing," Procedia - Soc. Behav. Sci., 2014, doi: 10.1016/j.sbspro.2014.07.016.
- [5] L. Hart, "Social media," in Reputation Management: The Key to Successful Public Relations and Corporate Communication, 2015.
- [6] G. Tsimonis and S. Dimitriadis, "Brand strategies in social media," Mark. Intell. Plan., 2014, doi: 10.1108/MIP-04-2013-0056.



-
- [7] J. H. Kietzmann, K. Hermkens, I. P. McCarthy, and B. S. Silvestre, "Social media? Get serious! Understanding the functional building blocks of social media," *Bus. Horiz.*, 2011, doi: 10.1016/j.bushor.2011.01.005.
- [8] A. M. Kaplan and M. Haenlein, "Users of the world, unite! The challenges and opportunities of Social Media," *Bus. Horiz.*, 2010, doi: 10.1016/j.bushor.2009.09.003.
- [9] I. Of and S. Media, "Impact of Social Media on," *Issn*, 2012.
- [10] S. Media and W. Sites, "Social Media Web Sites," *Media*, 2010.