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## A critical analysis about the practice of social networking among girls

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### Abstract

Today practice of social networking most common among youth, according to the Pew Internet & American Life Project, more than 93 per cent of both teens (12-17) and young adults (18-29) in the United States use the Internet regularly, and more than 70 per cent use social networking sites. Furthermore, among online teens, 62 per cent use the Internet to get news about current events and politics, 48 per cent use it to make purchases (books, clothing, and music), and 31 per cent use it to get health, dieting, or physical fitness information.

By the same time a report on social media in India by the Internet and Mobile Association of India (IAMAI) and Indian Market Research Bureau (IMRB) said that "the number of social media (social network) users in India reached 62 million by December 2012 and it is estimated to reach 66 million by June 2013". But As per the findings of the research, of the 80 million active Internet users in India, 72 per cent (58 million individuals) have accessed some form of social networking. Online social networking presents both opportunities and risks. What follows is a cursory breakdown of both, followed by a series of lesson plans specifically targeting online safety. However, most of the youth come under the cybercrime, cyber bullying, addict in social network. Keep in this mind researcher have conducted the research on practice of social networking among girl students with following research questions, how girl students have practiced on social networking, how social network influenced among girl students during their study and find out the impact of using social networking.

**Keywords:** *Social Networking, Social Media, Cyber Crime*

### 1. Introduction

Social networks have come a long way since the implementation of the idea several years ago. Social networking sites such as Friendster, Facebook, Google+, Twitter, Orkut, MySpace, Wikipedia, Youtube and etc., all had a big part in making social networks what they are today. Now we can do so much more with a social network than just meet people and send messages. We can create photo albums, add videos, listen to your favorite music, and find old friends and so much more. Even the profile pages have evolved. Many social networks let we change the colors of our profile and even add backgrounds and change the layout.

### 2. Statement of the Problem

Today practice of social networking most common among youth, according to the Pew Internet & American Life Project, more than 93 per cent of both teens (12-17) and young adults (18-29) in the United States use the Internet regularly, and more than 70 per cent use social networking sites. Furthermore, among online teens, 62 per cent use the Internet to get news about current events and politics, 48 per cent use it to make purchases (books, clothing, and music), and 31 per cent use it to get health, dieting, or physical fitness information.

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research on practice of social networking among girl students with following research questions, how girl students have practiced on social networking, how social network influenced among girl students during their study and find out the impact of using social networking.

**3. Methodology**

Aim of the research is to know the accessibility of the social network among girl students, to identify the practices of social network in present scenario, to assess the level of awareness on social network, to find out the influence of social network found among the girls and to analyze the impact of social network.

Descriptive research design has been adopted for this research. Since this research was conducted for describe the practice and influence of social networking among girl students. Alagappa University, Karaikudi, Sivagangai District of Tamilnadu has been selected as research area. It has 26 Post Graduation departments in various disciplines like, Arts, Science, Management and Education. Alagappa University has been selected as area of study for this research.

Alagappa University has 26 departments and 1,840 students are studying in different discipline like; Arts, Science, Management, Education. Only 2<sup>nd</sup> year students have been selected from each department through lottery method. There were 479 students were studied during 2013 - 2014. From the 479 students systematically every 5<sup>th</sup> item has been selected therefore 95 respondents have been selected by systematic random sampling.

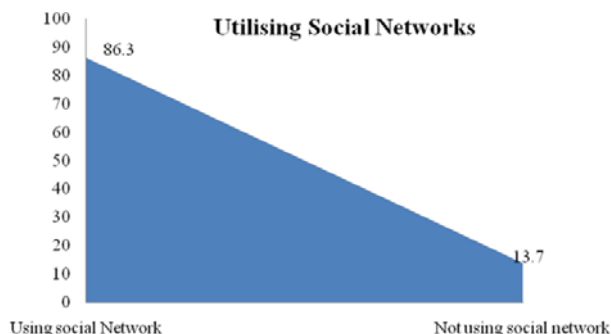
Primary data has been collected from selected respondents as per sampling procedure in various departments of Alagappa University. Secondary data has been collected from various books, journals, newspapers, magazines, internet sources and other related documents. Collected primary data have been codified and processed through SPSS (Statistical Package for Social Sciences), formulate the tabulation and interpret the tables according to the outcome the result.

**4. Outcome of the Research**

The Internet has significantly changed the way our society connects with one another, does business, and socializes. Today's youth have never known a world without the Internet, which is a piece of information adults must put into context when they think about and compare, generationally, social net-working to face-to-face communications.

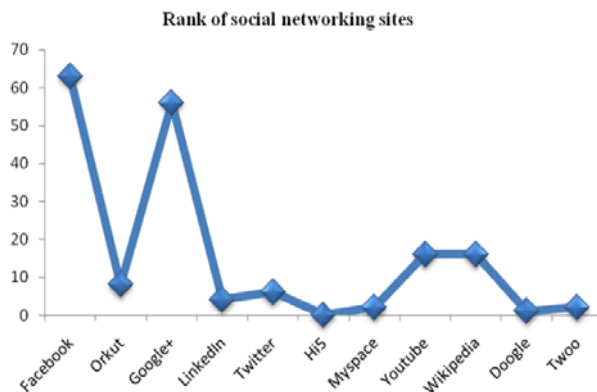
This is the part of the research interprets the data which are furnished by the respondents and deeply analyses how social networks play role among girl students and find out the understanding of social networking among girl students.

**Diagram - 1**



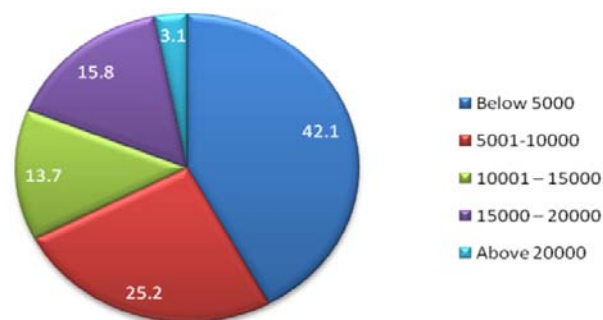
The above diagram shows that the majority (86.3 per cent ) of the respondents are having social network account and remaining 13.7 per cent of the respondents are do not having any social network accounts.

**Diagram - 2**



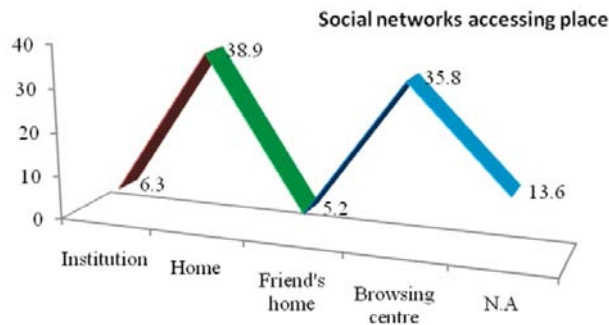
Different types of social networking accounts using by the respondents out of 95 respondents. Majority (66.3%) of the respondents is using Facebook accounts 8.4 per cent of the respondents is using Orkut network account, 58.9 per cent of the respondents is using Google+ account, 4.2 per cent of the respondents is using linked in network account. 6.3 per cent of the respondents is using Twitter network account, 2.1 per cent of the respondents is using Myspace network account, 16.9 per cent of the respondents is using you tube Wikipedia network accounts respectively, 1.1 per cent of the respondents is using Doogle network account and 2.1 per cent of the respondents is using two network accounts.

**Diagram - 3**



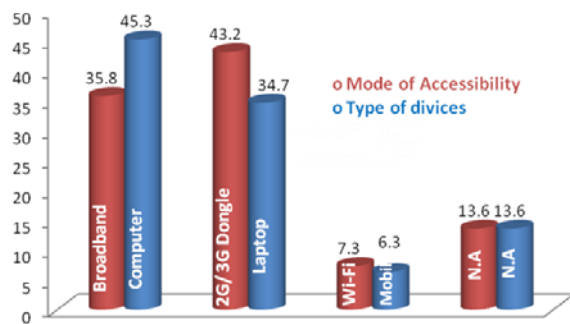
The above diagram reveals that the distribution of the respondents parent's monthly income. Majority (42.1 per cent) of the respondents parent's monthly income is below 5000 Rupees, 25.2 per cent of the respondent parent's monthly income is 5001-10000 Rupees, 13.7 per cent of the respondent parent's monthly income is 10001-15000 rupees, 15.8 per cent of the respondents parent's monthly income is 15000-20000 Rupees and remaining 3.1 per cent of the respondent parent's monthly income is above 20,000 Rupees. The majority of the respondent parent's are in poor income category.

Diagram – 4



Places of accessing social network accounts of the respondents. 6.3 per cent of the respondents are accessing social network in their studied institution. Majority 38.9 per cent of the respondents are accessing social network at their home, 5.2 per cent of the respondents responded that they are using social network at their friend's home, 35.8 per cent of the respondents are accessing from browsing centre and 13.6 of the respondents are not using any social networks.

Diagram – 5



Most of the respondents have accessing social network from their home (37 per cent) and browsing centres (34 per cent). Remaining accessing from their friends and relatives' homes. Regarding the devices using for social networking 45.3 per cent of the respondents using by computer, 34.7 per cent using by laptop and 6.2 per cent using by their mobile phone. When analysed the mode of accessibility there are three kinds of mode helped for receiving internet facilities namely, Broadband (35.8%), 2G/3G Dongle (43.2%) and Wi-Fi (7.2%). Majority (79.8%) of the respondents spending more than 100 rupees per month for the internet accesses. And 48.4 per cent of the respondents getting economical source from their parents for accessing internet. 15.8 per cent earning own and remaining of them getting relatives and friends. 62 per cent of the respondents were come to know about social network through their friends, 10.5 per cent known from their family members and 9.5 per cent stated that they known through media. 40 per cent created social network account with help of their friends, 30.5 per cent created by their own interest and 13.7 per cent with help of their family members. 40 per cent of the respondents using social network for chatting with their friends, 31 per cent using for share public news and event, 14 per cent using for share their personal information only. 74.7 per cent of the respondents having social network account with their original name ID.

Remaining respondents have account with actors, actress, and flower names. 67.4 per cent of the respondents have not uploaded their original photos and 50 per cent of the respondents didn't given their full details in the social network, because somebody misuses girls' photos and not safety also.

Regarding extent of social network affect students' studies, 25.3 per cent of the respondents stated that some what extent, 16.8 per cent great extent and 45.3 per cent stated that social network is not affecting their studies. 32.6 per cent of the respondents stated that they do not trust some information obtained from social network. Remaining are accepting and sharing trusted information with their friends.

Regarding life style of the social networking user statement is 30.5 per cent's communication changed, 9.5 per cent dressing pattern changed, 4.2 per cent food habit changed, 22.1 per cent proved knowledge 8.4 per cent improved personal status, 16.6 per cent that they acquire a new skill from social network.

Regarding health complaint of the respondents during the social network using, 14.7 per cent have eyesight problem, 12.6 per cent headache, 11.6 per cent back pain, 9.5 per cent neck pain, 10.5 per cent felt tired. 10.5 per cent of the respondents facing some problems by using social network, during that they avoid anonymous friend request, unfriend problematic persons and block the anonymous sites etc.,

Regarding the statement of the respondent's positive sides for using social network are; connect with old/childhood friends; improve communication skill, chatting with friends, share important new/event, up to date with science and technology, wide rage friendship, educational purpose will improve, keeping touch with friends in their whole life time.

5. Conclusion

The practice of social networking had a positive impact among girl students on education, communication skill, changing dress code, knowledge sharing, experience, sharing of public issues. However, minimum levels of students are not having exposure on social networking due to some issues. Inference of the research is the purpose of social network has been utilized right perspective for the holistic development of the individual as well as the nation.

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