

A STUDY ON SOCIAL NETWORKING SITES AND ADDICTION OF STUDENTS IN WEST BENGAL

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ABSTRACT: A social network is made up of individuals that are connected to one another by a particular type of interdependency. It could be ideas, values, trade, vision etc. Now-a-days, no one can live without social networking sites such as Facebook, WhatsApp, Instagram, Google, Twitter etc. Researchers are used in using sites such as google, blog etc. and they get update knowledge. And also they understand how to solve their research problem. Social networking sites has good effects on people, from where they can collect any educational update like that various e-books, journal etc. It has a negative side also. We are suggesting that how students can stay away from addiction of social network.

INTRODUCTION:

A social networking service (also networking site or social media) is an online platform which people use to build social networks or social relationship with other people who share similar personal or career interests, activities, and background or real-life connections. The social network is distributed across various computer networks. The social networks linking people, organization and knowledge. They can incorporate a range of new information and communication tools, operating on desktop and on laptop, on mobile services such as tablet computers and smartphones. The Internet has created social network services, forums of social interaction and social relations such as Facebook, Youtube, Twitter, ResearchGate, LinkedIn, Whatsapp, Messenger, We chat, Instagram, Qzone, Tiktok, Reddit, Skype, Snapchat, Viber, Pinterest, Telegram etc. (Thelwall, 2014).

REVIEW OF LITERATURE:

In social networking sites four features are shown:

1. Social networking services are interactive Web2.0 internet-based applications.
2. User-generated content (UGC), such as user submitted digital photos, tagging, online comments and diary-style 'Web logs' (blogs) is the life blood of the social networking site organization.
3. Users create service-specific profiles for the site or app that are designed and maintained by the social networking site organization.
4. Social networking services facilitate the development of social networks online by connecting a user's profile with those of other individuals or groups.

Social networking services are two types i.e. offline social network and online social network.

The characteristics of offline social network are written below:

- Degree centrality- While the number of cognitively manageable ties is limited to about 150 (Dunbar, 2003).
- Symmetry- Usually symmetric (Buehner, 2009).
- Affect- Positive (92-97%) and negative (3-8%) tie relationships (Kane *et al.* 2014) can be managed using high sophisticated coordination mechanisms such as argumentation and negotiation.
- Strength- 2-8 strong ties and 12-48 weak/latent ties on average (Christakis and Fowler, 2009).
- Dynamic of change- Low due to manual interaction (Miritello *et al.* 2013).

The characteristics of online social network are written below:

- Degree centrality- Huge number of ties technologically possible, but average number is limited, e.g. Facebook: 395 (Tong *et al.* 2008), LinkedIn: 149 (Utz, 2016), XING: 121 (Buehner, 2016c), Twitter: 150-250 (Hofer and Aubert, 2013).
- Symmetry- Symmetric (e.g. Facebook, LinkedIn, XING (Buehner, 2016d))
- Affect- Except through blocking (e.g. Twitter) or hiding (e.g. Facebook) limited support to deal with negative tie relationships.
- Strength- 9-37 strong ties and 68-131 weak/latent ties on average (De Meo *et al.* 2014)
- Dynamic of change- High because of technological support (Miritello *et al.* 2013; Kane *et al.* 2014).

The impact of children:

- Pupils are addicted on social networking sites and can lead them to experience negative effects such as depression, attention problems, loneliness, anxiety, aggression and solitude.
- Children constantly playing videogames or taking part in internet activities correlates with 'ill-being'.
- Obesity, unhealthier sleeping activity, facebook fatigue etc. are found on the use of technology by children.

Sociodemographic factors such as age, gender, accessibility etc. Are all associated with the social networking sites addiction among adolescents. The amount of time spent using social media has a positive association with the social networking sites addiction that means much more pupils will show addiction and they expense of the time allotted for studying (Raj *et al.*2018).

Social media has a significant influence on undergraduate students of WestBengal. This influence causes addiction level to increases and time level also increases. So, to prevent addiction develop consciousness at the very beginning of the childhood (Houssain and Sarkar, 2018).

The use of social media by an individual student is largely influenced by their family economic status. Social networking sites help in easy peer communication, enhance their educational and mental development (De *ET al.*2018).It is interesting to observe what actually social networking means to the young generation. Mostly the young people aged between 15 to 25 years use the popular social networking sites regularly. 'Online happening trend' young users might not hesitate to share information more than just name and age (Gangopadhyay, S.2014).

The study was revealed that a significant proportion of medical students have a massive affinity toward social networking sites. The intense use of social networking sites including using those in odd hours were found to be significantly associated with depression and anxiety (Barman *et al.* 2018).

DISCUSSION:

Recent studies have shown that social network services provide opportunities within professional education, curriculum education and learning. The new web 2.0 technologies built into most social networking services increase conferencing, interaction, creation, research on a global scale, enabling educators to share, remix and repurpose curriculum resources.

Merits:

- Social networking sites are used in various purposes such as educational, learning, medical and health application etc.
- Social networking encourages the development of transferable, technical and social skills of value in formal and informal learning.
- Tweeting, YouTube, instant messaging or blogging etc. enhances student involvement. These are also enhances student interaction skills, knowledge gathered and getting information from various states.
- These sites enhances the prescribed curriculum to educators. It also provide a virtual 'space' for learners.
- Researchers use social networks to maintain and develop professional relationships. Besides, they are interacted with their friends, colleagues and seeing what their own contacts and doing.

As we know that social networking sites has a good side also that why recently we came to know about Ranu Mondal the magic voice like Lata Mangeshkar from Ranaghat station, Nadia in West Bengal. We also came to know about her how Ranu Mondal roamed here and there and nobody where knew to her. Only for social networking sites a person listened to her song and he uploaded it on social sites, in this way people came to know about Ranu Mondal. In this way Ranu Mondal got publicity and became celebrity by recording her song in Kolkata, Mumbai etc.

Demerits:

Social networking sites addiction is a real phenomenon. As more pupil carry smartphones they more time spend on social networking sites such as Facebook, Whatsapp, Youtube, Instagram, Twitter etc. For people who are addicted to these sites, it can have a harmful effect on their lives and even their health. These effects are written below:

- Social media can cause stress and other negative emotion like cyber-bullying, rape, crime work etc.
- Social media can directly impact physical health such as eye problems, fatigue, lack of exercise, distraction etc.
- Social networking sites, watching movies, television, videogames and porn pictures etc. were most negatively associated with their academic performance.
- Many pupils waste their time on it by chatting and surfing the internet for non- educative information. It has bad effect on them.

CONCLUSION:

Social networking website are regularly used by millions of people. It could be used to connect with other people and also business or commercial purposes, various professional purposes, make new friends reawaken old friends and long lost relatives. Social media has both good and bad effects in student life. Paying attention to their academic progress and addressing any issues will go a long way towards keeping the negative aspects of social media from influencing their studies (Dutta *et al.*2017). Young people spend a lot of time on social media. They are also more susceptible to peer pressure, low self esteem and mental ill health. A number of studies has been found that using social media is increasing day by day. As a result it is seen depression, anxiety, sleeping problems, eating concerns and suicide risk among students. Therefore, we suggested that if every educational institution should aware to that students of the misuse of social networking sites and then prevent the sites addiction of students.

SUGGESTION FOR THE STUDY:

Suggestion for the study are written below:

- ❖ We suggested that the bad effect of social network by arranging some educational seminar and conference for everyone, lest they should know the bad effects of social network.
- ❖ Parents should aware about their children that in which sites they are involving themselves.
- ❖ It seems to us that if we arrange much more interaction process, group study among them, it will be better for everyone.

- ❖ Besides studies if we engage pupils in yoga, meditation, art, music etc. then they will be detached from addiction of social networking sites.
- ❖ If every educational institution maintain that nobody can bring their mobile or smartphone, then they will be able to concentrate their mind in studies, as they will be away from their phones for a long time.

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