CHAPTER – 6

SNS AND THE CHANGING NATURE OF INTER-PERSONAL RELATIONSHIPS WITH FRIENDS, TEACHERS AND OTHERS

Interpersonal relationships not only exist between college students and members of their families but also with their friends, teachers and others. Hence, in the present chapter the influence of Social Networking Sites on interpersonal relationships of college students with their friends, teachers and others are analysed, keeping the following questions in view:

➢ Do you want to interact more with friends because of SNS?
➢ Can you relate to friends because of use of same SNS?
➢ Do SNS build cordial relationships with friends?
➢ Do you want to keep in touch with friends because of SNS?
➢ Does usage of SNS facilitate better communication?
➢ Does SNS give an opportunity for better communication?
Table 6.1: Interpersonal Relationship of College Students with their Friends

<table>
<thead>
<tr>
<th>Factors that Motivate</th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Seldom</th>
<th>Never</th>
<th>Total</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Want to interact more with friends because of SNS</td>
<td>47 (11%)</td>
<td>227 (52%)</td>
<td>103 (24%)</td>
<td>41 (9%)</td>
<td>18 (4%)</td>
<td>436</td>
<td>87.2</td>
</tr>
<tr>
<td>Can relate to friends because of use of same SNS</td>
<td>35 (8%)</td>
<td>245 (56%)</td>
<td>120 (27%)</td>
<td>34 (8%)</td>
<td>2 (1%)</td>
<td>436</td>
<td>87.2</td>
</tr>
<tr>
<td>SNS builds cordial relationships with friends</td>
<td>242 (55%)</td>
<td>76 (18%)</td>
<td>73 (17%)</td>
<td>28 (6%)</td>
<td>17 (4%)</td>
<td>436</td>
<td>87.2</td>
</tr>
<tr>
<td>Want to keep in touch with friends because of SNS</td>
<td>4 (1%)</td>
<td>104 (24%)</td>
<td>254 (58%)</td>
<td>57 (13%)</td>
<td>17 (4%)</td>
<td>436</td>
<td>87.2</td>
</tr>
<tr>
<td>Usage of SNS facilitates better communication</td>
<td>13 (3%)</td>
<td>371 (85%)</td>
<td>39 (9%)</td>
<td>5 (1%)</td>
<td>7 (2%)</td>
<td>436</td>
<td>87</td>
</tr>
<tr>
<td>SNS give an opportunity for better communication</td>
<td>46 (11%)</td>
<td>166 (39%)</td>
<td>162 (37%)</td>
<td>42 (10%)</td>
<td>10 (3%)</td>
<td>436</td>
<td>85.2</td>
</tr>
</tbody>
</table>

Table 6.1 shows the nature of respondents’ interpersonal relationships with their friends. In order to understand the impact of Social Networking Sites on interpersonal relationship of college students with their friends the researcher prepared a six point scale wherein six major questions were asked to 436 college students who participated in the study.

As the data in Table 6.1 show the majority of respondents often want to interact more with friends because of SNS, often can relate to friends because of use of same SNS, build cordial relationships with
friends, and feel like keeping in touch with friends because of SNS. Often usage of SNS facilitates better communication and also gives an opportunity for better communication. Therefore it is found that interpersonal relationships of college students with their friends have been positively influenced by the usage of SNS. The following pages illustrate these findings in detail.

As the above diagram shows out of 436 respondents, 52 percent want to interact often with their friends because of SNS. As many as 24 percent of the college students want to interact with their friends because of SNS only sometimes, and 11 percent always want to interact with their friends due to SNS. Nine percent have answered ‘seldom’ and only 4 percent never wanted to interact more with their friends. It is therefore found that the majority of college students want to interact more often with their friends because of having Social Networking Sites. This pattern shows the impact of SNS on the interpersonal relationship of college students with friends.
As the above diagram illustrates out of the total respondents covered by the study 56 percent often can relate to friends because of use of same SNS, 27 percent sometimes can relate to friends because of the use of same SNS, 8 percent always relate to friends because of the use of same SNS and only 8 percent of them seldom relate to friends because of the use of same SNS. Only 2 percent can never relate to friends because of the use of same SNS.

Therefore, the majority of college students often can relate to friends because of use of same SNS by their friends. Being in the same SNS provides an opportunity to college students to relate to their friends more often. When the college students and their friends are using the same SNS, content sharing and status updating are automatically shared among both and this pattern influences the nature of interpersonal relationship of college students with their friends.
As the above diagram depicts the majority of respondents (55%) have indicated that SNS ‘always’ builds cordial relationships with friends. Eighteen percent of the respondents indicated that SNS ‘often’ builds cordial relationships with friends, seventeen percent indicated that SNS ‘sometimes’ builds cordial relationships with friends while 4 percent ‘never’ felt in any way.

This research shows that the usage of SNS always builds cordial relationships among college students and their friends. In this regard by allowing college students to interact more with their friends, Social Networking Sites strengthen interpersonal relationships among college students with their friends.
As the above pie diagram reveals out of 436 respondents 58 percent indicated that they ‘Sometimes’ want to keep in touch with friends because of SNS. Interestingly 24 percent indicated that ‘often’ they want to keep in touch with friends because of SNS, 13 percent indicated that they ‘seldom’ want to keep in touch with family because of SNS. On the negative front 4 percent indicated negatively and 1 percent said that they ‘always’ want to keep in touch with friends because of SNS.

However, the majority of college students indicated that ‘sometimes’ they want to keep in touch with friends because of SNS. This increasing popular media tool is providing valuable service to college students where they are best making use of it to keep in touch with their friends. This usage pattern significantly influences the interpersonal relationships of college students with their friends.
As the above diagram shows out of 436 respondents 85 percent indicated that usage of SNS ‘often’ facilitates better communication with their friends, nine percent opined that ‘sometimes’ usage of SNS facilitates better communication with their friends, three per cent indicated that usage of SNS ‘always’ facilitates better communication with their friends and only 2 percent replied negatively. Hence, the majority of respondents indicated that the usage of SNS ‘often’ facilitates better communication with their friends.
As the above diagram shows out of 436 respondents 39 percent indicated that SNS ‘often’ give an opportunity for better communication with their friends, 37 percent said that SNS ‘sometimes’ give an opportunity for better communication with their friends, eleven per cent were of the view that SNS ‘always’ give an opportunity for better communication with their friends. Only 10 percent said that SNS ‘seldom’ give an opportunity for better communication with their friends and 3 percent indicated negatively.
Table 6.2: Use of SNS to Stay in Touch with Teachers

<table>
<thead>
<tr>
<th>Response</th>
<th>College Students in Bangalore City</th>
<th>College Students in Mysore City</th>
<th>Total No. &amp; %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Those Who Use</td>
<td>65 (30%)</td>
<td>41 (19%)</td>
<td>106 (24%)</td>
</tr>
<tr>
<td>Those Who do not Use</td>
<td>153 (70%)</td>
<td>177 (81%)</td>
<td>330 (76%)</td>
</tr>
<tr>
<td>Total</td>
<td>218 (100%)</td>
<td>218 (100%)</td>
<td>436 (100%)</td>
</tr>
</tbody>
</table>

As the Table 6.2 shows only 24 percent of the total college students both in Mysore and Bangalore cities use SNS for communicating with teachers and majority (76%) do not use SNS for communicating with their teachers. SNS, most young college students feel sites as a communication tool with students and not really with teachers. However, this is a new phenomenon but not growing at the same pace. Those who use the tool feel that it facilitates good contact with teachers. Such interactions might help them to improve their academic performances.
After the completion of the analysis of the study data it was found that the usage of Social Networking Sites has an influence on interpersonal relationships of college students with their friends, teachers and others. The chapter is concluded by highlighting the following major findings:

- The majority (52%) of college students want to interact more often with their friends because of having access to Social Networking Sites.
- The majority (56%) of college students can ‘often’ relate to friends because of use of same SNS by their friends.
- The majority of the respondents (55%) have indicated that SNS ‘always’ builds cordial relationships with friends.
- The largest number (58%) of respondents indicated that they ‘sometimes’ want to keep in touch with friends because of SNS.
- The majority (85%) of the respondents indicated that the usage of SNS ‘often’ facilitates better communication with their friends.
- The majority (39%) indicated that SNS ‘often’ give an opportunity for better communication with their friends.