CHAPTER VI

FINDINGS AND CONCLUSION

In this research on “Usage Pattern, Adoption and Influence of Social Networking Sites (SNS) Among College Youth in Coimbatore and Namakkal Districts”, the researcher has analyzed various literatures dealing with New Media and Social Networking Sites.

The present research has mainly examined the role of Social Networking Sites among college youth in creating new knowledge. The study also has attempted to find out the differences in the use of Social Networking Sites by college youth from different socio-economic backgrounds and the influence of socio-economic factors on Social Networking Sites usage and its influence. The researcher has also attempted to study the relationships between the Social Networking Sites using habits of college youth and its influence on their education.

6.1 Findings

From the analyzed data the following findings are deduced. The major conclusions and the resultant suggestions are given below:

6.1.1 Demography

- In sex ratio, 65 percent of male and 35 percent female use Social Networking Sites. Facebook is liked and used by male and female than Orkut and Twitter.
- Social Networking Sites are mostly used by 21 years old college youth.
- Among the college youth, unmarried are more than married people. Both of them predominantly have their account in Facebook.
- SNS usage is more with Engineering College youth than the Arts and Science students.
- Urban and Semi urban college youth spend more time in Social Networking Sites.
- There are more respondents from Coimbatore district.
- Days-scholar students spend more time in Social Networking Sites than hostlers.
- Civil, Mechanical and IT students are using Social Networking Sites frequently.
There is less representation from the Arts and Science College youth in the use of Social Networking Sites.

Those who go for part-time job earns at an average of 2271 per month.

Respondents total years of education is 15 years.

Parents who are highly educated and government job holders are less.

A more number of respondent’s parents have low educational level.

51.9 percent of the parents are self employed.

Parent’s income average per year would be 1, 26,409.6.

6.1.2 Internet and Social Networking Sites

Among Arts and Science and Engineering college students, Facebook takes the prime position

Facebook is considered as user friendly.

Facebook and Orkut are the widely used Social Networking Sites.

Although there are different places for internet browsing, the respondents prefer to spend more at time at home.

Home is the predominant place of internet and Social Networking Sites browsing.

Principal use of internet is at home.

Supplementary use of internet is at home, internet cafe and Colleges.

Average money spent for internet at home is more 259.89 when compared to college 134.79 and in internet cafe 148.10.

College youth use at internet cafe as a base place to browse Social Networking Sites.

Almost 18.41 hours are spent per month for SNS alone in internet centres.

Facebook is used more time 8.00 hours in average per month at home.

Supplementary use of internet at home, internet cafe and college and Plan of internet which they choose influences much on total amount spent for internet alone.

Browsing places, amount spent for internet and groups in SNS influences much on total time spent for Facebook alone per month.

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- Trip of browsing per week is more at home.
- 50 percent of them do not have internet connection at home.
- 40.6 percent of them use BSNL connection which is offered by the government.
- Majority of the users at home use BSNL Land line connection 24.7 percent.
- 34.9 percent of them use post-paid connection for their internet service.

### 6.1.3 When using Social Networking Sites

- College youth spend more time in viewing Social Networking Groups.
- Profile picture is important for Social Networking Sites. Many of them make sure to post good pictures.
- Posted pictures are viewed more among the college students.
- College youth often look at the profile pictures of others.
- Social Networking Sites are mainly used among the youngsters to make new friendships.
- Social Networking Sites ultimately used for sharing something what the users knows to the Social Networking Sites users, in that sense students share about their views and knowledge with their friends and groups.
- College youth ask subject related questions to their friends and groups.
- Social Networking Sites are used for personal Blog.
- College youth use it for sharing often of common interest of the people.
- Social Networking Sites helps the respondents to learn personally through various means.
- Regarding on-line discussion about student’s subject materials, 45.7 percent of the students share often their subject query with their Social Networking Sites friends.
- Among the various utilization by the students sharing of study materials play a major and vital role.
- Main features of Social Networking Sites are uploading and downloading the pictures and videos.
- Posting of picture is one of the main feature used in Social Networking Sites.
50.1 percent of the Social Networking Sites users share about the society’s problems of the people and nation.

Social Networking Sites helps to maintain old and new relationships. It also helps to make new friendships those who are million miles away and close.

55.7 percent of the respondents said that they are often using Social Networking Sites for time pass.

Those who are in Facebook always post their subject materials also for the use of their friends and groups.

The average friends that respondents have in Social Networking Sites are 182.25 percent.

In the Social Networking Sites respondents have only 1.20 percent of the people as real friends.

Among Social Networking Sites users only 3.75 percent of them are members of different groups.

Averages of 60 members are existing in each group.

Caste, Religion, ethnicity and like minded persons are the influencing factors on forming friends circle in Social Networking Sites.

### 6.1.4 Safety measures

College youth have said it is not safe place to publish their personal information in Social Networking Sites.

Many college youth especially women respondent’s personal informations and photos are being misused.

There is significant difference among the college youth with regard to the use of Social Networking Sites and risks in terms of privacy, security and safety.

College youth accept that their personal photos and materials are hacked.

There are many college youth whose personal accounts are operated through fake accounts.

Many of them admit that Social Networking Sites are taking away their precious time and make them addict to the computer for internet.
6.1.8 There are Social Networking Sites users who make alterations in their account often so that others may view their profile.

6.1.5 Profile Usage
- 74.9 percent of the respondents have admitted that they do not have a control over profile information.
- Among the Social Networking Sites 79.6 of the respondents said that their profile picture is important since it exhibits their personality.
- 81.2 percent said that they do not upload their original pictures in the Social Networking Sites.
- Social Networking Sites users also keep on changing their profile pictures very often for the novelty and better looking.
- Social Networking Sites users always investigate the best profile pictures.
- Many Social Networking Sites users use cine actors and actresses and famous politician’s photos to attract others.

6.1.6 On-line Relationship
- Sharing education, politics and religious views in online mode with friends are more.
- Sharing of personal informations, relations, likes and dislikes in online mode is more with close friends.

6.1.7 Off-line Relationship
- Sharing of relationship, ideas, interest, likes and dislikes in off-line mode is more with close friends and relatives.
- Political and educational views are shared with friends.
- Sharing of religious ideas with close friends alone.

6.1.8 Issues discussed and shared in SNS
- Among the respondents, 40.7 percent of them often share religious issues and problems.
- College youth do not share Sri Lankan Tamil issues in Social Networking Sites.
- Rarely, Indo- china, India and non Asian countries border relationship issues are discussed.
Many of them share terrorist attack in India and security arrangements of our country.

Political instability of our country is shared often in Social Networking Sites.

Corruption in politics also shared sometimes.

The administration of the State government also commented among the youth in Social Networking Sites. Among the respondents 53.9 percent share sometimes about State government administration and issues addressed by the Government.

Price hike too shared often in Social Networking Sites by youngsters.

Electrical instability of our State is shared very often in Social Networking Sites.

Sharing of district problems in Social Networking Sites by the respondents are sometimes only.

Many college youth search for job opportunities in Social Networking Sites.

Social Networking Sites are used for sharing new technological models in the market.

There is significant difference among the Social Networking Sites users in sharing and discussing on educational queries.

Social Networking Sites also used to share about poor people and their status in by depicting pictures and photographs.

Health problem like HIV and other serious sickness and their implications are shared often among college youth indicates that they are aware and cautious of it.

Many of them do not share about agricultural developments.

Sports issues are shared much in Social Networking Sites by the youngsters.

College youth like only soft news.

Apart from Social Networking Sites the college youth spend more time in Television.

6.2 Conclusion

The primary objective of the research among college youth especially Arts and Science and Engineering college students is to shed light on the influence and the dominance of social networking sites among college youth in particular. Prior research and findings in the field of Social Networking Sites and its influence on youth in different
global and demographic context provided an extensive secondary source base for the study. On the arrival of new scientific inventions and technologies, adoption of Internet especially for social users has reached its peak level usage among the college youth.

The majority of current college youth have had access to the Internet and computers for a large percentage of their lives and time. College youth look at these scientific technologies as a logical extension of traditional communication methods (letter, phone calls and telegram, etc.) and observe the Social Networking Sites as often a much quicker and more suitable way to interact with friends and groups. They are even aware of the danger and risks involved in these Social sites which are a positive indicator that Indian youth are not only techno-savvy and socially active through social networking sites but they also possess social consciousness.

It is explored that most of the youngsters are turning towards this pit hole of spending hours and money on Social Networking Sites without any cause just because of the main reason, peer pressure. They want to maintain their status in today’s competitive environment among their friends. This enables them for rapid adoption of Social Networking Sites for maintaining their friends, having fun sharing of knowledge and entertainment, etc.,

In dealing with the educational impact on college youth, Social Networking Sites has made its influence on today’s college youth which was evident through the study that college youth opt for Social Networking Sites for educational related matters, as well as for entertainment, fun and education. The study also shows that the whole concept of Social Networking Sites depends only on Facebook dominating over the other sites like Orkut, Twitter, My Space, etc.,

Covering the study made on Online and Offline mode, it has been revealed that when it comes to sharing religious views and political views, they do it often with the friends and relatives as they are not ready to share these things with family members and strangers. But when it comes to relationship status they are ready to share it with anyone in online mode while with friends and true friends in online and offline mode respectively. They don’t share their relationship status with their families and relatives.
which rub the Indian tradition along. They are also ready to share their likes and dislikes with their friends and true friends, no matter in online or offline mode. Sharing of things in online and offline mode differ according to the matter in which they are dealing with.

The study has shown that even though Namakkal being a second best when compared to Coimbatore, there are lots of colleges arising over this area, there is an equal adoption of Social Networking Sites on the two districts. It also shows that today’s college youth are not ready to share some political, religious related issues in Social Networking Sites.

One can distinctly say that Social Networking Sites are only for entertainment and it has created an incredible effect on today’s college youth and their culture, frankly spoken. As any other thing it also has its pros and cons on college youth. They make use of this Social Networking Sites in meaningful purpose but most of the cases it only ruins the worthful time of today’s college youth and their studies and activities. But one has to survive in this competitive world and sing hymns along with others to adopt for a better friendly environment.

6.3 Recommendations

- Knowledge about the features and functions of Social Networking Sites should be clear for the SNS users. Only then they can utilize these sites in a proper way.
- Since many of them are using SNS sites, Schools and colleges should make use of these sites to educate the youngsters.
- These sites could be used as a means for sharing study materials.
- Government should make use of these sites to propagate among the youngsters about the social issues and major sickness (AIDS).
- Awareness should be created among the SNS users with regard to the consequences of disclosing personal informations, because this could lead to many personal problems in their life. They should be aware of providing the personal informations.
Education campaigns for college youth should include strategies for dealing with negative situations on Facebook (i.e., cyber bullying, harassment, etc.), both in terms of prevention and management.

Since Facebook users are more in the sample, all of them should be educated about how to use and regularly monitor their privacy settings.

Facebook users must be educated on the selection of friends and how a person’s Facebook profile appears to other users.

SNS users must be able to identify the fake account holders in these sites.

It is the responsibility of the Educational institutions to educate youth about online privacy and the consequences of disclosure.