Popularity and Impact of Social Networking Sites in Cyber Age: An Empirical Study on Users of Social Networking Sites in East India

Part-A

GENERAL INFORMATION

1. Area code:

2. Name: ........................................................................................................................................................................

3. Sex: Male □ Female □

4. Age: ......................

5. Educational Qualification: 10th Standard □ 12th Standard □ Under-graduate □ Post-graduate □ Above Post-graduate □

6. Profession:
   Government job □
   Private Employment □
   Self Employed □
   Teacher □
   Student □
   House wife □
   Others □
7. Own Income (Monthly): .................................................................

8. Family Income (Monthly): ............................................................

9. Which of the following are Social Networking Sites:
   
   A) Twitter
   B) Facebook
   C) Zorpia
   D) Linked in
   E) Amazon.com
   F) .................

10. Which of the following Social Networks you are active with?
    
    A) Facebook
    B) Twitter
    C) Zorpia
    D) Linked in

11. How much time do you spend on visiting Social Networking Sites?

   In a day ------ Less than 60 minutes
   60 to 90 minutes
   90 to 120 minutes
   120 150 minutes
   150 minutes & more

12. The place of Browsing the Social Network:

    A) At home
    B) At workplace
    C) At cyber cafe
    D) From Mobile / Tablet
13. Rank the area of interest in Social Networking Sites:

(1 for first choice, 2 for second preference and the like)

A) Personal meeting
B) Letter writing
C) Voice chat
D) Chatting
E) Scrap
F) Wall post
G) Comment
H) Tweet
I) Different applications and games
J) Interaction in ‘Comment’ or Page
K) Watching photograph
L) Blogging
M) Reading Blog
N) SMSing through Internet
O) Watch videos and movies
P) Updating own information through SNSs
Q) Other

14. How do you access Internet connection?

A) Through USB
B) Land phone Broadband
C) Mobile SIM Card
D) Wi-fi at Workplace
E) Wi-fi at Home
Part-B

SOCIO-POLITICAL RESPONSE

15. How did you use your leisure time before using SNS?
   A) By meeting friends  
   B) With relatives and family members  
   C) By reading newspaper, magazine and novel  
   D) By watching television  
   E) By attending social functions  
   F) By listening to music  

16. How did you use your leisure time after using SNS?
   G) By meeting friends  
   H) With relatives and family members  
   I) By reading newspaper, magazine and novel  
   J) By watching television  
   K) By attending social functions  
   L) By listening to music  

17. How much time do you spend in a day with your

<table>
<thead>
<tr>
<th></th>
<th>60 minutes</th>
<th>120 minutes</th>
<th>More than 120 minutes</th>
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</thead>
<tbody>
<tr>
<td>A) Friends</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B) Relatives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C) Family members</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>D) Colleagues</td>
<td></td>
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</tr>
</tbody>
</table>
18. The special advantages of SNSs are –

A) Socialisation
B) Free expression
C) Creation of friend circle
D) Global Network
E) Other

19. Whether interaction through SNSs is expensive compared to the benefit that it provides?

A) Yes
B) No
C) Can’t say

20. Do you think any adverse effect of SNSs such as-

A) Physical fatigue
B) Mental fatigue
C) Alienation
D) Obsession

21. In what way SNSs have affected our personal relation?

<table>
<thead>
<tr>
<th>Relation</th>
<th>Positive</th>
<th>Negative</th>
<th>No Impact</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Parent</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>B) Friends</td>
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<tr>
<td>C) Spouse</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>D) Relatives</td>
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</tbody>
</table>
22. How do you rate the impact of SNSs creating public opinion on issue like –

<table>
<thead>
<tr>
<th>Issue</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very Low</td>
</tr>
<tr>
<td>A) Arab revolution</td>
<td></td>
</tr>
<tr>
<td>B) Shahbagh movement in Bangladesh</td>
<td></td>
</tr>
<tr>
<td>C) Nirbhaya case in Delhi</td>
<td></td>
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<tr>
<td>D) Anti Corruption</td>
<td></td>
</tr>
<tr>
<td>E) Emergence of Aam Admi Party as political force</td>
<td></td>
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<tr>
<td>F) Election in 2014</td>
<td></td>
</tr>
</tbody>
</table>

23. Impact of social Networking Sites on young people –

A) Corrupt them

B) Waste of time

C) Open cultural dialogue

D) Personal issues are made in public domain

24. SNSs promote -

A) Public participation

B) Diffusion of information

C) Unethical socialisation

D) Unhealthy personal attracts

25. Do you support legal restriction on Social Networking Sites?

A) Yes

B) No

C) Can’t say
26. Do you believe that social networking sites encourage uniformity of culture?

A) Yes

B) No

C) Not sure
Screen shots of Facebook pages of Indian public figures

Official page of Mr. Narendra Modi, Prime Minister of India, on Facebook.
Dated: 21.11.2014

Official page of Mr. Arvind Kejriwal, AAP leader, on Facebook.
Dated: 21.11.2014
Official page of Smt. Mamata Banerjee, Chief Minister of West Bengal, on Facebook.

Dated: 21.11.2014

Official page of Mr. Naveen Patanayak, Chief Minister of Odisha, on Facebook.

Dated: 21.11.2014