CHAPTER V
SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. SUMMARY

Introduction

Social networking sites have today become an integral part of modern digital society. Their role in altering the social value system is being debated among new media users. Arguments in favour of SNSs and against galore. However, India presents a paradoxical picture of digital scope. Though the country is acknowledged as a powerhouse of software, but a huge population is still digitally illiterate across the country. The impact of SNS on youth all over the world is quite significant. The present analysis has revealed the fiver dimensions of the issue in the context of East Indian states of West Bengal and Odisha. The summary of the findings is presented here:

5.1. A. Sex ratio among SNS users

In the three districts of West Bengal, percentage of male respondents is more than female respondents whereas in Odisha, the percentage of female respondents is more than male. In Kolkata, the capital of West Bengal, the ratio of male-female is 59: 41. However, in other two districts the use of SNS is more concentrated among male respondents. Overall, in East India, the male concentration among SNS user is around 59% and female concentration is the rest.

5.1. B. Age wise distribution of SNS users

In six districts of two States of East India, the users of SNS are mostly the youth whose age group is from 19 – 30 years. In West Bengal, the concentration of the youth SNS users is 75% in average. In Odisha, the youth concentration among the users is around 77%, which is more than that of West Bengal. Another interesting finding is that overall 10% of SNS users are below 18 years and they are not adult enough.
5.1. C. Educational qualification

In West Bengal, the range of educational qualification among the users of SNS is from tenth slandered to post-graduation and above. In Odisha, the minimum qualification of the user starts from twelfth standards. Many of the users (around 41%) have the qualification of post-graduation and above of that, whereas in West Bengal, around 57 % users are of under-graduate qualified. Overall, in East India, the users are graduates to post graduates. It reflects that the users of SNS have a certain level of education, which would allow them to understand the proper usage of SNS.

5.1. D. Profession

Overall, student concentration among the SNS users is remarkable in both of the States. In West Bengal, the percentage of student respondents is thirty (30%). In Odisha, the percentage of students SNS user is 54%. However, in West Bengal the section named, as ‘others’ is large in amount (30%) also. Overall, in East India, the representation of government employee is remarkably very little (6% only). From this respect, the presence (27%) of housewives on SNS is quite good.

5.1. E. Users’ own income

Interestingly, most of the SNS users have no income. They are financially dependent on others. In this category, students, unemployed youth and housewives are included. In West Bengal, 75% of total respondents are dependent on others and in Odisha, the percentage of dependent respondents is sixty-eight (68%). On an average, 71% SNS users have no income. From another point of view, we can say that communication through SNS is not expensive after all and it is quite accessible.

In the recent past the world witnessed some important socio and political movements like, Arab spring, Shahbagh movement in Bangladesh, anti-corruption movement in India and many more, which were planned by the youth of the society with the help of SNS. As Middaugh and Kahne (2013) say that the advanced media technology opens a new scope and hope for the youth as they can manipulate and generate their own message to the media, it gives support to explore the scope of free expression. This new environment of free expression is also helpful in understanding their existence in the world that some people are there to listen to their voice.
The educational background of respondents is quite impressive; in this study more than 50% are graduates. Because, education is one of the primary requisitions of any society for its development. If a properly literate person gets the opportunity to express his or her view in any social context and without any pressure from ruling authority, it gives a opportunity of practicing a healthy democratic society.

Another important finding is that, men and women both are more or less active in the same ratio on SNS. In a study by Roy (2014), it is seen that the women of Kolkata (India) and Dhaka (Bangladesh) admit that SNS gives them the opportunity of free expression and it is a new tool to women empowerment.

- **Active SNSs**

In West Bengal, in almost all age groups, Facebook is the most popular SNS. An average, 94% of respondents use Facebook. In Odisha, among all age groups, Facebook is the most popular SNS except one. The respondents, whose age is above 50, are active on Twitter. Facebook is used by 80% of the other age groups. Two percent of respondents, whose age is between 19 to 30, use LinkedIn. Though the presence of respondents in LinkedIn is very little but significant.

In West Bengal, both the male and female users prefer Facebook (91.4% and 92.1%).

In Odisha, most male and female users also use Facebook (76.9% and 78%).

It is noticeable that in both States, women are using SNS more than men. In Odisha, a small number of respondents use Zorpia and LinkedIn.

In the study, it has been observed that in Odisha no respondents are active in any social networking sites until they are in tenth standard. In the case of Twitter, respondents of both West Bengal, Odisha are not active while they are in class 10 whereas 22% respondents of Odisha access Twitter after reaching the twelfth standard in complete contrast to West Bengal’s 0% response. 8.8% undergraduates and 13.2% postgraduates of West Bengal are active on Twitter while a better response can be found in Odisha. Facebook has the maximum array of respondents of 100% in West Bengal keeping a reasonable margin of 24% with Odisha. No respondents from West
Bengal are active on Zorpia, LinkedIn, Amazon.com and other SNS while a nominal percentage of total 10% from Odisha are active.

In both the states, the percentage of Facebook users irrespective of income is quite high (90% in West Bengal, and 80% for Odisha). The use of twitter in West Bengal has a percentage increase when the income slot is up to or above Rs. 30,000. In the case of Odisha, the use of twitter’s percentage increase is limited to the income slot of up to Rs. 20,000 and up to 30,000. There is a decrease in percentage as the income slot reaches above 30,000. Zorpia, LinkedIn, or Amazon.com are not at all popular in Bengal whatever the income is. However, in Odisha, one can find almost negligible amount of users for Zorpia, LinkedIn and Amazon.com among the respondents and the up to Rs. 20,000 income slots.

**Figure 5. Active SNS and area wise distribution**

![ACTIVE SNS](image)

- **SNS Time spent on SNS**

In West Bengal, on an average 40% of respondents of all age groups spend one hour per day on SNS, except the respondents who are of fifty years. Age 8% of all respondents spend at least three hours per day on SNS. In Odisha, an average of 32% of all age groups spend at least 1.5 hour per day on SNS. It is interesting to note that 72% of respondents whose age is forty and above spend one hour on SNS. This
information indicates that SNS can be an alternative way to spend leisure time by the elderly.

In West Bengal, men mostly spend 60 to 90 minutes on SNS, and women spend preferably less than 60 minutes. In Odisha, men mostly spend 60 to 90 minutes on SNS, and the women spend mostly less than 60 minutes.

The study reveals that respondents from Odisha do not spend time on SNS until they reach tenth standard. 35.3% respondents who are post graduates and above are from West Bengal and 33.3% postgraduates from Odisha spend less than 60 minutes per day in SNS while 40.9% and 35.9% respondents who are undergraduates from West Bengal and Odisha spend almost 90 minutes on SNS. Respondents who spend 120 to 150 minutes on SNS are 22.2% up to class 12 from West Bengal and 33.3% undergraduates from Odisha.

Both in West Bengal and Odisha, respondents with an income of above Rs. 30,000 spend less than 60 minutes per day on SNS (35.7%). In West Bengal, those having income slot up to Rs. 30,000 spend 60 to 90 minutes (40.5%) per day on SNS whereas in Odisha, we find respondents (44.4%) of this category of Rs. 20,000. In Bengal, those having an income of 30,000 mostly spend 120 to 150 minutes/day on SNS. In the case of Odisha, those who fall within the slot of dependents mostly spend 120 to 150 minutes per day on SNS. In both the states, we can see that those with an income up to Rs. 30,000 mostly spend 150 and more minutes per day on SNS.

Figure 6. Average time spent on SNS and area wise distribution
In West Bengal, males mostly prefer as their first choice, the use of chat (37.3%) and the females also mostly prefer so also chat (39%). In Odisha, males prefer as their first choice, the use of chat (42.2%) and the females also same (39%).

In West Bengal, the maximum respondents of all educational groups have chosen ‘chat’ as the most preferred activity on SNS. In Odisha, the respondents from tenth standards are absent; rather to say the respondents who use SNS have the minimum qualification of twelfth standards. The respondents from Odisha like to ‘chat’ as their first preferred activity on SNS. In West Bengal, the tenth standard qualified respondents (40%) have opted ‘comment’ as their second preferred activity on SNS.

In Bengal, those with an income up to Rs. 30,000 use SNS for personal meeting with friends. The non-earners use SNS for writing on different issues. The voice chat is mostly used by those having above Rs. 30,000 income. Chat is mostly used by those who have above Rs. 30,000 income. The respondents with up to Rs. 20,000 income mostly use scrap. In Odisha, respondents having an income above Rs. 30,000 use SNS for personal meeting with friends. Non-earners and respondents who earn up to Rs. 20,000 use SNS for writing on different issues. The voice chat is mostly used by dependents. Those with above Rs. 30,000 income mostly use chat. Scrap is mostly used by those having above Rs. 30,000 income. Wall Post is mostly used by those having above Rs. 30,000 income. In Odisha, in the case of third choice, the personal meeting with friends of SNS is the choice of respondents with no income. Those having an income up to Rs. 20,000 mostly use writing on different issues. Voice chat is mostly preferred by those having above Rs. 30,000 income. Those with Rs. 30,000 income prefer chat. Those having an income of above Rs. 30,000 prefer the wall post. The comment is mostly preferred by dependent group. Tweet is mostly preferred by those having up to 20,000 income. Those having an income of above Rs. 30,000 income mostly prefer different apps and games. Those with no income mostly prefer interaction on ‘comment’ or ‘page’. Watching photographs of others is preferred by those having an income of above Rs. 30,000. Those having an income of above Rs. 30,000 mostly prefer the Reading blog. SMSing through blog is the choice those with no income. Those with an income of above Rs. 30,000 prefer updating information.

The government employees of West Bengal mostly prefer chat as their first preference and so does the private-sector employee, the self-employed, the student, the house-
wives, and the others. Therefore in Bengal, it can be seen that an increasing addiction towards chatting irrespective of the job-status. In both states, the use of SNS for chatting is quite popular with a high average percentage of 50%. The usage of SNS for personal meeting with friends is mostly minimal, except for the housewives and students in Bengal and students and self-employed in Odisha.

Figure 7. Activity on SNS and area wise distribution

- **Time spent before and after using of SNS**

In West Bengal, larger section of respondents among all age groups opts for more than one choice for their method to spend leisure time. But there is a remarkable fall of percentage among them after using the SNS. However, to the two elder age groups opt the same as they did before, In Odisha, most respondents of all age groups opine that they used to spend their leisure time by doing various jobs given in the option. After the use of SNS, the time spent in leisure period has decreased little among all age groups except the age between 15 to 18 years. In West Bengal, The male users mostly spent their leisure time before the advent of SNS on some other option not on the list (71.9%) and the females mostly spent their leisure time before the advent of SNS in the same fashion like the males (68.4%). But after the advent of SNS, all the options had a visible slide.
In Odisha, the male users mostly spent their leisure time before the advent of SNS on some other option not on the list (55.8%) and the females mostly spent their leisure time before the advent of SNS by the same as the males (63.6%). But after the advent of SNS, all the options had a potential percentage decrease.

In West Bengal, the way of spending leisure time before and after SNS in the study reveals that the maximum time spent meeting friends, with family, reading newspaper, watching television attending social function and others is much more in respondents from different educational background in West Bengal than in Odisha. While time spent after the use of SNS in the percentage has reduced more in West Bengal than in Odisha. The margin is almost of 15% in total. Only the above postgraduate respondents of West Bengal opine that they have spent leisure time as they did before.

The government employees used to spend most of the time before the advent of SNS on other activities (66.7%) and after the advent of SNS, it decreased to 44.4%. And so it has also happened for the other occupations. There is a change is the way of spending leisure time. It is clearly evident from the percentages, that whatever the activity was before the advent of SNS, the percentage of it has exponentially decreased after the advent of SNS.

- **Special advantages of SNS**

In West Bengal, most of the respondents among comparatively young age groups, i.e; between 15 to 18 years, 19 to 30 years and 31 to 40 years opine in favour of more than one choice. However, 100% of respondents of the age group between 41 to 50 years have opted for ‘free expression’ as the advantage of SNS and 100% of respondents of the age group of above 50 have opted for ‘socialization’ as the advantage of SNS. To the age group between 15 to 18 years, SNS gives the opportunity of ‘free expression’ (26.9%) and a platform of ‘global network’ (26.9%)

In Odisha, 29% of respondents of the age group between 15 to 18 years opine for more than one choice as the advantage of SNS and the same percentage of respondents opine for ‘new friends’ as the advantage of SNS. The next age group, e.i; 19 to 30 years, preferably opts for more than one choice (32.7%) and 22.4% of them have opted for ‘new friends’ as the advantage of SNS. 41.2% of the respondents of
the age between 31 to 40 years opt ‘socialization’ as the advantage of SNS. However, 33.3% last two age groups (41 to 50 years and above 50 years) opt for SNS as the platform of ‘free expression’. Though the same percentage of the respondents of the age between 31 to 40 years opine that SNS works as the platform of ‘socialization’.

In West Bengal, the respondents who are tenth standard (40%) educated prefer SNS as the platform of ‘global network’. 13.3% of said group prefer SNS as the platform of ‘free expression’ and ‘new friend’. The twelfth standard qualified respondents (30.6%) prefer SNS as the platform for ‘free expression’ and 22.2% of the said group prefer the option ‘new friends’ as advantage of SNS. The undergraduates (46.2%), postgraduates (52.9%) and above postgraduates (88.9%) prefer more than one option as well.

In both states, those having an income of up to Rs. 30,000, voted for socialization as a special advantage of SNS. In Bengal, with an income of up to Rs. 30,000 preferred free expression as the special advantage of SNS, whereas in Odisha, dependent respondents voted for the same. In both states, respondents with income of up to Rs. 20,000 voted for new friends. In Bengal, those with an income of up to Rs. 20,000 voted for global network as the special advantage of SNS, whereas, in Odisha, those having an income of up to Rs. 30,000 voted for the same. In Bengal, those having an income of above Rs. 30,000 voted for some other un-listed advantages of SNS, whereas in Odisha, those having income of up to Rs. 30,000 preferred the same.

- **Adverse effect of SNS**

In the study, five options are given as the adverse effects of SNS, like, physical fatigue, mental fatigue, alienation, obsession and others. Most of the respondents among all ages feel mental fatigue after using SNS. In West Bengal, the respondents whose age are between 31 to 40 years voted for obsession (24.4%). 50% of the respondents of age between 41 to 50 years have voted for either mental fatigue or alienation. The respondents who are above 51 years have voted for obsession as the adverse effect of SNS. In Odisha, the age group 15 to 18 years has voted for mental fatigue (29%). In the same manner, 34.1% of respondents of the age group of 19 to 30 years have voted for mental fatigue as the adverse effect of SNS. The respondents, age between 31 to 40 years, have voted for physical fatigue (35.3%). 44.4% of respondents who are between 41 to 50 years voted for mental fatigue as the
adverse effect of SNS. In West Bengal, most of the male users have identified mental fatigue as the adverse effect of SNS (49.2%) along with female users (32.5%). In Odisha, it is the same option, males (34%) and females (31.4%). In West Bengal, most of the respondents form all-educational backgrounds except the respondents who are from the above post-graduate group think that SNS has an adverse effect like mental fatigue. Above post-graduates think that SNS creates physical fatigue to them. However, 22.2% of twelfth standards respondents and postgraduates (29.6%) feel ‘obsession’ due to SNS.

In Odisha, the respondents from all educational backgrounds, except the undergraduates, think ‘mental fatigue’ as the adverse effect of SNS. The undergraduates thin SNS creates ‘mental fatigue’ to them. However, 41% of undergraduate respondents feel SNS creates obsession.

In both the states, the government employees have considered mental fatigue 77.8 percent and 33.3 percent respectively an adverse effect of SNS. Again, the private sector employees of both states have expressed the same opinion 38.2 percent and 38.5 percent. All the occupations here, have identified mental fatigue as the adverse effect of SNS. Therefore, we can safely say that most people believe that mental fatigue as the main adverse effect of SNS.

- **The negative effects of SNS in personal relations**

The other issue, whether SNSs are affecting the personal relations with parents, friends, spouse, and relatives of the respondents. In West Bengal, 38.5% of the respondents of the age group of 15 to 18 years opine that SNSs have negative effect on their relation with parents whereas only 46.2% of respondents of the said age group opine that SNSs have ‘no impact’ in respect of the relation with their parents. In the question of the relation with friends, 69.2% of the said age group opine that SNS works positively to maintain the relations with friends. Large sections the youth (70.2%), who are of 19 to 30 years, opine that SNS plays positively to keep relations with friends. 62.2% of the said age group also opine that the role of SNS in the relations with wife or fiancé is ‘not applicable’ to them. In question of relations with parents (52%) and relatives (67.1%), the said age group opines ‘no impact’.
However, in Odisha, 61.3% of the respondents of the age group between 15 to 18 years opine that SNS plays a positive role in keeping relations with parents, 67.7% of the said age group opine that SNS helps in keeping relations with friends. In the question to the relations with spouse or fiancé, the said age group votes the positive role (35.5%) of SNS. In the same manner, 48.4% of the respondents who are of 15 to 18 opine that SNS plays a positive role in keeping relations with relatives. Among the 48.3% of respondents of the age group of 19 to 30 years, opine that SNS has positive effect in keeping relations with parents. 68.8% of the said age group opines that SNS plays a positive role in keeping relations with friends and 43.6% of the respondents opine the same in the relations with relatives. In West Bengal, 33.3% of the respondents of the age group of 31 to 40 years opt that SNS has a positive effect in their relations with parents, 55.6% of the same age group has voted for positive role of SNS in relations with friends. In Odisha, most of the respondents among the group of 31 to 40 years think that SNS has no impact in keeping the relation with parents (88.2%), friends (47.1%), spouse/ fiancé (76.5%) and relatives (70.6%).

In West Bengal, the male users say that the parents mostly have no objection to their use of SNS (51.4%), friends have a positive opinion on their use of SNS (71.4%), the spouse does not figure in this scenario (64.3%) and the relatives have no say (61.6%).

In West Bengal, the female users say that the parents mostly have no objection to their use of SNS (51.8%), friends mostly have a positive opinion on their use of SNS (62.3%), the spouse is not in the scenario (43%) and the relatives have no opinion (63.7%).

In Odisha, the male users say that the parents mostly have no objection on their use of SNS (44.9%), friends have a positive opinion on their use of SNS (66.7%), the spouse has no place (34%) and the relatives have no opinion (53.1%).

In Odisha, the female users opine that the parents mostly have positive view of their use of SNS (48.3%), friends (69.5%), the spouse has no role (33.9%) and the relatives have no opinion (48.3%).

In the case of students of West Bengal, there is no impact on the usage from the parents and relatives, a positive impact on the friends and no impact is applicable on
the spouse. In Odisha, there is a positive impact from the parents, friends and relatives.

- **Role of SNS in formation of public opinion**

In both of the States, West Bengal and Odisha, the respondents whose age is between 15 to 18 years opine the role of SNS in Arab revolution was ‘very low’; the percentage is consequently 38.5% and 38.7%. In the same manner, 35.8% of the respondents of West Bengal and 30% of the respondents of West Bengal opine that the impact of SNS in Shahbagh movement in Bangladesh was very low. In Nirbhaya case, 53.8% of the respondents of the said age group from West Bengal opt that the impact of SNS was very high, whereas only 26.6% of the respondents from the said age group in Odisha opine that the impact of SNS is ‘very high’.

34.6% of the respondent of the same age group from West Bengal, have stated that SNS had medium impact in the anti-corruption movement in India which was led by Anna Hazare whereas 33.3% respondents from Odisha of the same age group have said that the impact of SNS was ‘very high’ in anti-corruption movement in India. Only 26% of total respondents from West Bengal express that SNS has medium impact as regards Shahbagh movement in Bangladesh and only 14% of respondents from Odisha express the same opinion. However, 20.7% of total respondents from West Bengal and 12% of total respondents from Odisha say that in the case of Shahbagh movement, the impact of SNS is ‘high’. In the Nirbhaya case of Delhi, the respondents of all age groups support the role of SNS. 53% respondents from West Bengal have accepted the impact of SNS as very high. However, only 22% of respondents whose age is from 15 to 50 years say that the impact was very high. The anti corruption movement is a remarkable social movement by Anna Hazare in the context of India. Around 35% respondents of all age groups from Odisha and 53% respondents from West Bengal, admit the impact of SNSs as ‘very high’ regarding the issue. The emergence of Aam Admi Party (AAP) in Indian politics is another important example of impact of SNS as a tool of communication. 38% respondents from West Bengal say the impact of SNS, regarding the emergence of AAP, as medium whereas 33% of respondents, whose age is from 15 to 50 years, admit that the impact of SNS on this issue as very high. In the case of the Loksabha elections
(2014), an average of 41% respondents from Odisha and 68% in West Bengal, admit that the impact of SNS is very high.

In Bengal, the Arab revolution mostly had very low impact on males and females (42.2% and 41.2%), the Bangladesh Shahbagh Movement, males (34.1%) and medium impact on the females (30%), the Delhi Nirbhaya Case had a very high impact on both males and females (57.3% and 52.6% respectively), The Anti Corruption Movement had very high effect on males (35.7%) and high effect on females (30.7%). The emergence of AAP had a medium effect on both males and females (27% and 34.2% respectively). The 2014 Lok Sabha elections had a very high effect on the males and the females (52.4% and 53.5% respectively). In Odisha, the Arab revolution had very low impact on males and the females (39% and 41.4%), the Bangladesh Shahbagh Movement had very low impact on males and females (30.6% and 28.2% respectively), the Delhi Nirbhaya Case had a medium impact on males (32%) and had a very high effect on females (33.3%), The Anti Corruption Movement had high effect on males (29.3%) and very high effect on females (31.6%). The emergence of AAP had a very high effect on the males (32%) and very high females (36%). The 2014 Lok Sabha elections had a very high effect on males and females (44.2% and 40.7% respectively).

In West Bengal, 44.4% and 33.3% of above postgraduate respondents opine that SNS’s impact was of very low consequence in Arab revolution and in Shahbagh movement. 33.3% of them give ‘very high’ rating to SNS during Nirbhaya case and same (66.7%) for Loksabha election. However they think SNS plays ‘medium’ role during anticorruption movement (55.6%) and it is ‘high’ in case of emergence of AAP.

In Odisha, the respondents who are qualified more than post graduate, opine same as the respondents of West Bengal regarding the issues like, Arab revolution and Shahbagh movement. According to most of them, the role of SNS was ‘very low’. 34.9% and 34% of them answer that the role of SNS in public opinion formation is ‘very high’ consequently in Nirbhaya case and in anti corruption movement. The opinion is same as in emergence of AAP and in Loksabha election.

The Arab Revolution had an equally high and very high(50%) effect on the teachers of Bengal, whereas it had a very low and low effect on the teachers of Odisha. The
Bangladesh Shahbagh movement had a medium effect on the teachers of Bengal whereas it has a very low and low effect on the teachers of Odisha. The Delhi Nirbhaya case had a medium effect on the teachers of Bengal but with an alarming percentage (100%) the effect on the teachers of Odisha was very high. The anti-corruption movement had a very high effect on the teachers of both states. The emergence of AAP had a medium to high effect on the teachers of both states. The 2014 Lok Sabha elections had a very high effect on the teachers of both States.

The effect of Arab Revolution is very low on the students of both the states. The effect of Bangladesh Shahbagh movement was very high among the students of Bengal but was low among the students of Odisha. The effect of Delhi Nirbhaya case was very high among the students of Bengal whereas the effect was medium among the students of Odisha. The anti-corruption movement had a high effect on the students of Bengal whereas it had a high effect among the Odisha students. The emergence of AAP had a medium and very high effect on the students of Bengal and Odisha respectively. The 2014 Lok Sabha elections had a very high effect on the students of both the states.

• **Impact of SNS on young people**

It is interesting to note that an average of 47% respondents from all age groups from West Bengal admit that using SNS is nothing but ‘wastage of time’. The most active age group of 18 to 30 years also supports this opinion with 22%. In Odisha, the respondents’ percentage is 19 on this count.

In West Bengal, the respondents from different educational background have opted for the options, which are a contrast in nature regarding the impact of SNS on the youth. Most of the respondents have voted for ‘opens cultural dialogue’ whereas the share of ‘waste of time’ is also quite noticeable.

In Odisha, the three options – ‘waste of time’, ‘open cultural dialogue’, ‘personal issues are made public’ have shared larger opinion among all educational background.
What is that SNS promotes?

In the questionnaire, four options were given to the respondents. The options were public participation, diffusion of information, unethical socialization and unhealthy personal attracts. First two are positive and the other two are negative in character.

In West Bengal, about 60% of the total respondents think that SNSs help in promoting public participation. But in Odisha, the percentage is lower than that of West Bengal, with 22%. An average 36% of total respondents from East India among the said age group feel the same. This means, the post youth age has a tendency of making unhealthy personal attract in through SNS, which is not negligible. The unhealthy relation means extra marital affair or being unfaithful to his or her partner. But interestingly, in East India 14% of total respondents from the age group of 15 to 40 years think that SNS promotes unhealthy attraction among the users. It indicates that the crisis in personal relations increases with the age and SNS is that kind of medium, which makes easier to make friends and interact with even unknown person in real life.

Placing legal restriction on SNS

The larger section of respondents (52%) from East India, gives support in for legal restriction on SNS. On an average, 33% of total respondents do not want any legal restrictions. The remaining respondents are not sure to tell anything regarding this issue. The most active group on SNS (whose age is from 19 to 30 years) from both of the States answer in different ways. In general, 56% of the youth respondents of West Bengal do not want legal restriction over SNS. Only around 16% of respondents among the youth from Odisha do not want any legal restrictions over SNS. Around 65% of the youth from Odisha vote for legal restrictions.

Most respondents in both the states emphasize placing of legal restrictions on SNS irrespective of their occupations. In Bengal, the Govt. employees, private sector employees, self-employed and housewives have voted for the restriction, except for the teachers, students and others. The teachers’ opinion is divided between no and cannot say and the students and the others have voted against it. In Odisha, all the respondents have voted for legal restriction.
• **Opinion to uniformity in culture**

In West Bengal, most of the respondents of all ages opine in favor of first choice, that is, ‘uniformity in culture’. They think that SNS is helping to create an uniformity among different section of the society and country. However, the respondent above 51 years does not think so.

In Odisha, the respondents are little bit confused and a larger section surrender by opting ‘can’t say’.

In West Bengal, most of the respondents from different educational background perceive that SNS helps in creating a uniform culture among the users. The respondents of Odisha follow the same opinion.

In both States, all the respondents have agreed to the fact that SNS promotes uniformity of culture Teachers of Bengal had as high as 100 percent agreement with the statement

5.2. **CONCLUSION**

When it comes to the final analysis, the study does not reflect much difference between the respondents of West Bengal and Odisha as regards the vital questions. Even though most respondents feel that use of SNS is wastage of time, paradoxically they spend a good amount of time. On one side, we have respondents considering it as a tool of socialization and on the other, fears are there that it promotes unethically relations among the users. On public issues, it can be inferred more than the non-Indian issues like Arab Spring and Shahbagh incidents. Naturally, these findings prove the principles of proximity and threshold as enumerated by Galtung and Ruge. It also proves that new media also follows the rules of conventional media when it comes to the basic values of news and its treatment. In tune with modern times and tastes, the SNS is mostly a platform for brief communication. As days pass by, SNSs will become more popular ad also prompt more debates as to their effects, especially on the youth. In a way, any increase in cybercrimes will create a need for techno police who can resolve complex cyber issues. The issue of ethical hacking as unethical tracking will also become serious in the days to come.
The public sphere in the digital world is unlimited and the public participation for democratic debates has an enlarged scope. However, this may produce digital anarchy in the name of democratic cyber world. As every development has its own positive and negative aspects as well, the new media is not an exception. On the question of legal restriction on social networking sites, the opinion is divided between West Bengal and Odisha. In this context, one has to realize that the digital universe is uncontrollable and any attempt to control it will be difficult, if not impossible from the technical viewpoint. The technocratic world also has a huge mass of digital have-nots, which in turn mates the creation of digital republics minority dominated. Though there exist rules, regulations, and laws besides ethics, the opportunities for the abuse of newfound medium cannot be neglected, especially involving the youth and children. While it is difficult to envisage what future the SNSs will have, its use for ethical purposes should also be taken into account.

5.3. **RECOMMENDATIONS**

In view of the present study, the following propositions are enumerated:

1. The ethical issues generated by SNSs should come under social codes.

2. These codes should be contextualized in the cultural environment of each society.

3. The hybridization of technology will further throw up new possibilities, challenges and complexities. A comprehensive SNS policy may be difficult, but can be explored.

4. A public personality of eminence can be the SNS Lokpal, albeit a Jan Lokpal, a voluntary body, financed and managed by the civil society.

5. The union government should bring in an Information Technology law, which is more comprehensive than the present law in existence.

6. Media literacy companies shall include an examination of role and performance of SNSs.
7. Technocrats, socially concerned citizens and policy makers can also think of a moral code for SNSs users.

8. When online business portals enter social network sites in search of customers, a new platform of business ethics should be created.

9. Since Facebook is becoming all perceive, it needs a monitoring mechanism.

10. Public funded agencies and private donor institutions should encourage and support research projects related to social networking sites.

5.4. LIMITATION OF THE STUDY

The research study is limited only to two States of India. Hence, it is may not represent the trends in other parts of the country, especially the economically developed Southern and Western regions of the country. The review of literature is dependent upon the limited research efforts of India.

5.5. AREA OF FURTHER RESEARCH

The major sectors of future research can be:

1. Social and psychological factors involved in SNS usage

2. Cultural components of social networkings

3. Impact of SNS use on youth and children

4. Legal and ethical issues involved in SNS usage

5. Impact of SNS on developing societies and the issue of digital divide

The areas mentioned are only a few and the scope for research on SNS can be expanded to encompass many more aspects of their causes and effects.