Chapter 4

RESEARCH STRATEGIES
4.1 Introduction

A new type of collaborative environment has changed the Internet ecosystem with the emergence and popularity of online Social network. The structure and dynamics of the society of the 21st century is reflected by Social networks.

Review of Literature reveals that there is acute paucity of work done in this field, especially on adolescents experience with Social Networking sites. Therefore, the present study is undertaken to analyze changes in Indian society due to networking online with specific reference to Jaipur city. Besides this, cyber crime which has emerged and increased through these Social networking sites is also studied in this research. It is believed that this study will shed new lights on emerging cyber crime and deviance by adolescents with the increasing use of Social Networking Sites in the Indian context.

More specifically the study has been undertaken to fulfil the aims and objectives given below.

4.2 Objectives

- To find out the extent and magnitude of cyber criminal activities in Jaipur city.
• To find out the emergence of deviant behaviour among adolescents due to the excessive use of social networking sites.

• To identify the impact of Social Networking websites on social life, academic performance, personality and extra-curricular activities of adolescents in particular and on the society at large.

• To find out about the awareness of adolescents on privacy and safety issues on Social Networking Sites.

• To assess the challenges that cyber crime presents for criminal justice systems and to review the measures taken by government to prevent cyber crime.

4.3 Research Questions

Qualitative data is a valuable tool for social science research. By acknowledging however the limitations of this method, particularly when the sample size is small and literature or previous research is limited due to the newness of the subject, the need for further information in order to satisfy the needs of this project became apparent. Hence it was considered that quantitative measures could also be used, which would usefully supplement and extend the qualitative analysis. The study undertaken is basically qualitative in nature based on an empirical study of adolescents of Jaipur. Certain
Research Questions have been raised in the study and an attempt has been made to obtain answer to these questions.

1) Why is cyber crime increasing at a rapid pace through social networking sites?

2) Whether these sites are promoting deviance by adolescents online and offline?

3) What changes can be seen in Indian society due to excessive networking?

4) What is the impact of social networking sites on social interaction and personality of adolescents?

5) What impact these sites have on academic performance of adolescents?

6) What challenges does cyber crime pose for Police and Judiciary?

7) What Laws have been enacted by government to curb cyber crime?

8) What studies have been done on cyber crime and social networking sites and what is their lacunae?
4.4 Methodology

An empirical study implies the specific stipulation of the problem, the area of study and a well defined methodology. To study any problem, the concepts stated in the problem need to be defined. Without devising some ways of translating the concepts into observable events or referents, i.e. without devising some operations that yield data which will serve as satisfactory tangible indicators or referents of the given concept, a researcher cannot proceed. Hence operational definitions of the concepts used have been constructed and stated as below.

4.4 (a) Operational Definitions

**Cyber crime**- Computer crime, or cyber crime, refers to a crime that involves a computer and a network. The computer is used in the commission of a crime, or it may be the target.

**Social Networking site**-is a site that enables users to create public profiles within that website and form relationships with other users of the same website who access their profile.

**Deviance** – Deviance is any behaviour that violates social as well as cultural norms including formally-enacted rules (e.g., crime) as well
as informal violations of social norms (e.g., rejecting folkways and mores), and is usually of sufficient severity to warrant disapproval from the majority of society.

**Adolescents** - the period between puberty and completion of physical growth, roughly from 13 to 18 years of age.

### 4.4(b) Area, Universe and Sample

The area selected for the purpose of study is the urban Jaipur city. It is selected keeping in mind the fact that being a state capital of Rajasthan, a major educational and technological hub; it is an appropriate place for studying the impact of the Social Networking Sites and Cyber crime.

The Universe for the study consists of five reputed schools of Jaipur city, situated in the Mansarover region. Mansarover, being the prime location in Jaipur is known as the biggest colony of Asia. The schools were selected keeping in mind representation of all segments of society. The Population consists of the students from class VII to XI, ranging between the age group of 13 to 17. Their number amounted to 1496. The sample size came at 315, taking the confidence level of 0.05. In the present study, Purposive Sampling is used. Purposive sampling is characterized by deliberate efforts to obtain representative
sample by including specific area or groups in the sample. In purposive sampling, one picks the cases to include in the sample that are satisfactory in relation to one’s needs. Since the study is conducted on adolescents who are members of Social Networking Sites, this method is found appropriate. In the study 315 respondents were contacted for the purpose of data collection. These adolescents who were active members of various Social Networking Sites were selected for the study. The participants were first asked to indicate age, gender, religion, caste, financial background, and social networking sites account status. The participants with active social networking site accounts indicated basic information regarding social networking sites habits, including how often they access their social networking sites, types of information and photos shared, and number of friends. The effects of Social networking sites were analyzed on academic performance, health, family interaction, outdoor activities and on their personality. In order to better understand respondents practices and concerns related to privacy, they were asked to indicate the types of information they share and whether or not they were concerned about the possible consequences of sharing information on social networking sites such as identity theft, cyber defamation, cyber stalking, cyber
bullying, and child predators. Following Table shows the construction of key variables.

Table 1: Construction of Key Variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>SNS Use</th>
<th>Online Deviant Behaviour</th>
<th>Effect of SNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items</td>
<td>Time Spent on SNS</td>
<td>Friendship with Strangers</td>
<td>Effect on Academics</td>
</tr>
<tr>
<td></td>
<td>Frequency of using SNS</td>
<td>Abusive words</td>
<td>Effect on Family Interaction</td>
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<tr>
<td></td>
<td>Number of SNS friends</td>
<td>Hacking</td>
<td>Effect on Health</td>
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<tr>
<td></td>
<td>Reasons</td>
<td>Hate Messages</td>
<td>Effect on Personality</td>
</tr>
<tr>
<td></td>
<td>Multiple Activities</td>
<td>Identity Theft</td>
<td>Effect on Victimization</td>
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<td></td>
<td></td>
<td>Online Flaming</td>
<td>Privacy Concerns</td>
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<td></td>
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<td>Illegal Downloading</td>
<td>Awareness</td>
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<td>Spreading Viruses</td>
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<td></td>
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<td>Indecent messages</td>
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<td></td>
<td></td>
<td>Cyber bullying</td>
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<td></td>
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<td>Cyber Defamation</td>
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</table>

For the Purpose of collecting data relating to the extent and magnitude of Cyber crime in Jaipur city, secondary sources were used. Data were
collected from various websites and newspapers and analyzed for the present study.

4.4 (c) Tools and Techniques for Data Collection

Utmost care has been taken while collecting the data so as to maintain objectivity and gather appropriate facts so that the objectives and purposes of the study are met with. The following tools have been used for the purpose of study.

1. **Questionnaire:** For the purpose of collecting first hand information and facilitating comparison of data, a questionnaire was prepared and tested before hand. This questionnaire has then been used for securing the information from the respondents.

2. **Unstructured Interview:** Due to the qualitative nature of study, it was felt that besides the questions included in the questionnaire, certain supplementary questions needed to be asked and explanations sought. It was also felt that by giving respondents, the freedom to talk would reveal their focus of attention, attitudes and opinions as they deem it. Hence unstructured interviews were also conducted on the respondents.
3. **Secondary sources**—These sources help in providing certain information which may be difficult to obtain otherwise. Besides these sources also help in supplementing the information obtained through primary sources as well as providing guidelines to the investigator.

The collected facts and information have then been assimilated, and presented in a systematic form so as to be able to draw the inferences.

4.5 **Limitations of the study**

1) The answers offered by the respondents as such have been taken as true.

2) As the subject group of this study consisted of participants between 13-17 years old, important information in regard to the use of Social Networking Sites by younger age groups for possible criminal activity involving minors, has not been addressed in this study.

3) Limitations of time, space and manpower are the most restrictive aspects in an empirical study and this study is also limited due to these aspects.
Nevertheless, the qualitative method used in this study has produced valuable knowledge in respect of how users of the social network sites perceive the threats their online activities exposed them to. This knowledge can be used in the future, to form the basis for the development of quantitative research methods, which would facilitate the exploration of the nature and extent of criminal activity on social networking sites on a larger scale.