1.1 Introduction

The world would have been entirely different today if there was no Internet access. Man is a social being and with the advent of Internet in his life that social quotient has been raised. As human beings we have lots of needs and many of those needs are fulfilled when we are socially active with our fellow beings. We would now be able to fulfil our social needs if we stay in silos, even at work place it would not be possible for us to stay alone and do our chores. At lunch time we find our partners which proves that we are social beings and to have a mental peace we all need to Interact. Interaction has become a key to be happy in our lives. The individuals who suffer from clinical depression are also advised by their psychiatrist and doctors to interact more with people which again proves that how important it is for us to have company in order to have sane mental health.

We can say that any civilisation started because of the need of living beings to interact, communicate and respond to each other. It is so hard for us to even imagine to live in silos and not talk to anyone. This need to talk to people and have a kind of belongingness is ever increasing in human beings. Life would be so different for each one of us if we were barred talking or communicating in any ways with others. It's a necessity in our lives to be connected with others. Probably that is the reason that people who are punished are sent to jail where they may or may not have inmates. If they do not have any inmates then the life is more than a punishment for them. Many theories have been perpetuated in this aspect of man's need.

Internet has been a boon for the entire mankind but the most important aspect here also remains to be the right usage of the same. Man has always been that whatever he has been bestowed upon, he would always misuse the same. Internet is no exception. In 1950s the usage of electronic computers was gaining importance. At around in 1960s there was a lot of development of packaged network together with APRANET. During those days the computers were very huge and practically stationary so it was a huge task to transfer information from one machine to another. When people wanted to access the data which was stored in the computer they had to travel to the place where it was located or those days there
were some tapes which were magnetic and could transmit data. All these problems made the scientists and researchers think for some way in which without travelling and with ease the information can be transmitted from one place to another.

Life became much easier when Internet became accessible to common public. Earlier Internet was only used in offices and only privileged ones used to have its access. Earlier only elite club, government office and few private offices had to liberty of Internet access but as time passed by its accessibility also reached to common people. The work of individuals shifted from manual to electronic based. The communication became faster because of which even the work was done in a much faster pace. Things that earlier used to be sluggish became fast paced. The decision making also started happening in a faster way. WWW i.e. the World Wide Web became a routine in everyone's life. The work which earlier seemed to be tough became easier because the search for the information which took ages now became accessible with a click of a button.

Right from offices, to students and even for personal use Internet became the solution for all. Information search became a very light job which earlier was a very daunting task. The storing of large information also became an easier job unlike earlier. The common person's life has been changed because of the usage of Internet. Its accessibility and affordability has made it usage so popular. Earlier Internet was only used in computers but as the time changed and progressed by it is being used in a number of devices like mobile phones, laptops, tablets and newest addition to it is the Television. Yes the television which was earlier only used for watching soaps and sitcoms. Now the televisions are not just idiot box as they were referred to but have now become smart television.

1.1.1 Web

When WWW came into boom it was known as Web 1.0 which denoted that it solely had webpages which were associated only through hyperlinks. These websites only provided information and were static. These websites did not provide any interactive material. This was the time when the information was only at the interface which the user could only read. In a simpler language we can say that web 1.0 was simply a gateway which dispensed information at our ease.
When time went by and since the year 2004 we started denoting web from a different name which was web 2.0. So, why this web 2.0 did came into existence when we already had web 1.0 which in a way was providing solutions to our problems. The much needed information we were able to find there so then why so much research in order to have web 2.0. The answer is not new found it still dates back to our need to be associated with others. So, web 1.0 missed the interaction part which was then provided by web 2.0 by making it interaction, where one can not only read but write as well, give an individual's opinion, which meant that now we were on a community which were more oriented towards sharing of the content.

So when web 2.0 came it meant that the users can interact not only with the sites but also with the other individuals. In web 2.0 an individual can take part, collaborate as well as share any information which he or she has. Unlike passive web 1.0 where only the content could be read but not shared things changed drastically with web 2.0 where the sole purpose is increased level of interaction. It is the second stage of web development which has further gone to a notch higher for web 3.0. Web 2.0 came as a necessity for more interaction, therefore the main differentiating factor is the social nature of it. This gave rise to many social networking websites which have become the essence of today's generation. These websites have lots of interaction between different individuals.

The individuals are now not only restricted to interact with people they know but to other beings also who may or may not have things in common or common interest. There are various kinds of social networking sites where individuals can interact not only with the websites but with the different users participating in the same. The different kinds of sites may be Facebook, Instagram, Youtube, and Twitter. These sites include various kind of forums, blogging, friends networking as well as micro-blogging site. Web 2.0 has changed the way Internet has been looked initially which gave rise to a lot of web companies as well as web developers. Lots of employment have been generated after web 2.0 was in usage. It's not just a tool to work now people have become a part of it. It is a web which promises a lot of dynamic activity of collaboration and not a static tool like web 1.0. As every coin has two sides so does web 2.0 it has come with many boons but we should not forget that it has equal number banes with it if not used properly.
Individuals have found ways to use it for their own benefit but which gives harm to the mankind. The unmonitored use of it has given rise to many crimes depending upon how it has been used by others. There are various cases up surging where the use of web 2.0 is done in order to have personal gains but the others in the bargain have been effected by it. People faking identities, harming others to have monetary gains, kidnapping with the help of gaining information through the social networking sites. There are many boons also as for now searching for a job is not a task for deserving individuals now there are many sites which help them a lot like job search engines even social networking sites like LinkedIn is up surging the trend. Individuals are not running door to door for getting job but by highlighting their work at right network they are getting it at their doorsteps.

1.1.2 Social Media:

Social media is the main differentiating factor which makes web 2.0 what it is today. It is that form of technology where one can share the ideas and content to as many individuals as possible. Social media gives the platform to today's generation to create, participate and share the content with each other. Gone are the days when people used to pen down their thoughts in a diary which they could not share with others even if they wanted to. The entire scenario has changed now, giving the content to the world is not restrictive, and if you have right content then you have a right audience who can relate to your thought process.

We all are living in a VUCA (Volatile, Uncertain, Complex, and Ambiguous) world where everything is very dynamic and ever changing. Earlier the only way to communicate with people used to be face to face conversation, telephonic conversation or through hand written mails. Things have drastically changed since then now we do not need to rely on such mediums, social media is at the disposal now. Things have turn out to be much easier for all and with the usage of this medium in our handheld devices such as mobile phones and tablets it has become a cakewalk. Earlier by the time the letter would be delivered the other end it might have had happened that the relevance of that document is of no use. But now with the electronic media here you click the button and the document gets delivered instantly to the other end.
Many researchers have linked a lot of theories which relates the gratification of the individuals who get into social networking sites. Social networking sites have become a daily dose for individuals, since the accessibility to networks is easy and the smart phones (the hand held mobile phones) have also become pocket friendly. Their affordability have increased the reach. In India alone the number of individuals using Internet has been increasing ever since. As per the reports there are more than 450 million Indian users of Internet which is expected to cross 730 million by year 2020. It is said that the half of the homes in India have accessibility to mobile phones but no toilets at homes. With the help of social media you do not have to be dependent on many things like your newspapers, employment agency everything comes to your doorstop by knowing the right social media to work on.

The latest trends, the best practices all over the world in different domain everything would be accessible through social media. The term social media is very broad under which almost the website which are there on the Internet will fall. The social part of it is that where you receive and share information and the media part defines the devices through which communication can be done like here Internet plays the part of the media. In social media the individuals who want to use it can make their own account where they need to log in and start interacting with people.

These users then can use the account which they have opened in such social media sites to interact with others by liking, commenting and sharing their as well as others' content. Individuals here have flexibility to choose their own content as well as set their own preferences through which they prioritise the people they want to connect with, the news they want to read and share as well as give feedback. This feedback or the comment mechanism makes social media special the way it is treated. The content which is shared in these sides can be stored for future references, so the individual always has a chance to go back and visit the information or news read earlier. Apart from saving the information one can update it as well.

One can use this social media on a computer or hand held devices i.e. mobile phones. These websites have specially designed applications or famously known as apps for the mobile phones. These apps are highly user friendly and is not dependent of the user's
mobility. Unlike the computers these mobile devices are highly mobile so that the user can access the content from any part of the world provided it has Internet connectivity.

These social media sites have some unique features for example: like button and a specially designed comment section. In this comment section the user can post his/her comment describing about his thought or viewpoint on that particular subject matter. Besides these two features there are more interesting characteristics of social media. These sites have a somewhat transparent system where the user community can vote, rate as well review the information which is provided there. Even the shopping has a new address now which is are the E-commerce sites. The individuals do not need to visit shops, markets or malls everything now comes to their doorsteps. Shopping has become very easy. Fashion today for the young and old have become very affordable.

These websites are not very new but they have recently gained popularity. Earlier My Space was quite famous but then Facebook came and surpassed its popularity. Now a days if people wanted to know about the latest happenings or news they do not need to go and hunt for the newspaper they have everything handy in their mobile which they can use as per their disposal. E- News is the latest trend, now a days the shelf life of any news is very small. The reason behind this is that through this social media we have ease and availability of the news with us.

All the major newspapers have their own apps through which the individuals can check and read required information at any point of time. No need to wait for the newspaper the next day to get obsolete news, now the users get everything updated and freshly brewed. Apart from these news sites and apps there are micro blogging sites like Twitter. All the latest news and trends could be read in twitter. Twitter has a word limitation so that people get the news feed in a very crisp bundle, making it easy for the users as well. The readers get the crux of the news with a snap of the finger. People who are very active in social media rely a lot on getting the news from the social sites these individuals are not the conventional ones and always are ready for the new way of interaction.

Life for them just doesn't confine on the real life scenarios but it is beyond the four walls of reality, it relies a lot on the virtual word. For such individuals the virtual or Internet world also forms a part of their circle. Earlier people made friends only with individuals
whom they knew very well but now the scenarios have changed, friendship has gone beyond
the known ones to towards the people who have something common with you they might or
might not be known to you. These individuals may have the similar kind of hobbies like
playing guitar, cooking, and knack towards do it yourself kind of things. These people want
to connect with people with whom they have like mindedness.

They want to explore more about their interest for that they are ready to connect
people who have synergy in the given aspect. It gives people of today's web savvy generation
an intellectual stimulation where they get inner peace and satisfaction by engrossing in
conversation or exchanging of ideas in the field which they like the most. People find
relatedness in such aspect. It also takes care of their mental health as they find such activities
helping them to release the stress which they might get because of their personal or
professional life. Such place or platform gives them a much needed space to vent out their
emotions. Many a time people may also fake their identities. They might have some
emotional baggage which they want to break free in such social networking sites but are very
much scared of the consequences which might occur if they disclose their identity.

In order to hide any kind of negative consequences or embarrassment many
individuals either masquerade their identity or at times fake them. Faking of identities can
also be done if the person has ulterior motives. In order to achieve those wrong motives any
individual can fake his/her identities. Many such cases have been found where people used
fake identities in order to deceit people. With the growth of web also grew the crime
associated with it. In order to curb such crimes came the cyber cell into action. This cyber
cell is that wing of the police department which looks after or deals with the crimes that
happen on this web. Web may look very enchanting and engrossing from outside but it has
engulfed many innocent individuals who did not know the right usage of it and got conned by
others who had ulterior motives. Such sites can be bad as they are good the right decision
making power lies on the individual who is the end user.

1.1.3 Social media usage and its link with motivation theory:

Abraham Maslow proposed his famous Maslow's Need Hierarchy Theory in the year
1943 but it still is the most sought out theory when it comes to understand the human
motivation. In terms of individuals getting hooked to social media it also holds a lot of relevancy. More and more individuals getting attracted to social networking sites can be explained very well with the help of this theory. Maslow's Need Hierarchy Theory divides human beings need into five parts much like a pyramid. The pyramid is divided as such starting from the base:

a) **Physiological Needs**:

The need for food, shelter and clothing. The basic needs without which the man cannot survive. This is the first need which each one of us has to fulfil, we would not be able to get gratification anywhere if our needs aren't satisfied.

b) **Safety Needs**:

Man needs protection and is always scared of emotional and physical harm. This can be possible only when he/she is able to fulfil his/her safety needs. Thus, it is necessary for any human being to get gratification by fulfilling this need of security and safety from any kind of harm.

c) **Social Needs**:

Now this is the third level of Maslow's need hierarchy theory which discusses about the social needs of human beings. As we have stated before also and which is a fact in self that the one of the most important need which we living beings need to satiate is our need for belongingness. This level of Maslow’s motivation theory is most important in context of the social media usage. So, this level says that the human beings when are able to fulfil first two levels i.e.: the physiological needs and safety needs. This need is the one which drives human beings to the social networking sites. We all want to be associated with other people as living alone is the greatest fear of mankind. Somehow in this fast paced world and rat race people do not have time for each other, still they want to keep in touch with their loved ones and friends.
Now a days this is only possible through social networking sites. These sites helps the individuals to have that social connect in their live for which they always strive for. So when you want to talk and get connected with people you do not have to travel distances for it. All one need to do is either log in to these websites through their desktops or laptops and to make it easier through the apps in their mobile phones. After that they can like, text, share and comment on their social profiles. This social media gives a lot of gratification to the individuals and even for the ones who are not very good in face to face communication. For them it also becomes a media to vent their emotions.

d) Self Esteem Needs:

The fourth level of need hierarchy talks about self-esteem needs of human beings which are self-respect, sense of achievement. Even this level is also very relevant in terms of people getting diverted to social media. When an individual achieves the first three levels of need he/ she is then thrives for the next level where one is always striving to boost or satisfy his/her ego. It has become quite natural that individuals tend to showcase their achievements or luxuries through these social networking sites. It gives them a high of another level. They feel a notch up in their ego when they are able to display their achievements to their known people at large.

e) Self-Actualisation Needs:

The last and the top most level in this pyramid is the self-actualisation need. When all the four lower order needs have been achieved by any individual he progresses to the highest order need which is self-actualisation. Generally the first three needs arises when the individual lacks on something which means that these are deficit based whereas the self-actualisation is the highest order need. Self-actualisation need is more augmentation oriented unlike the ones which are deficit based. There are other reasons linked to this theory which explains the reason of individuals getting gratification by the usage of social networking sites. Few are listed below:

- To learn more:
Social networking sites just do not provide solution for your leisure time but they are also a great platform for learning. Lots of relevant information is shared in such social networking sites. People can read, comment and share these information. These sites connect people on the basis of shared knowledge. These communities are very rich in shared knowledge.

- **The Shared/Social Bond:**

  This is the topmost priority of any individual to share a bond with others. Once they get a taste of this which is socialising in virtual world they really enjoy it a lot. They find the presence of others and this is what they start enjoying.

- **The Resemblance Factor:**

  Individuals start finding people having affinity for the similar things. They make forums, groups and pages in such sites and discuss ideas which gratify them all.

- **The Dealing Feature:**

  Now the major recruitment drive is done through these sites, therefore that is also a very motivating for individuals to visit these sites/apps. Such sites have humongous opportunities of growth for different businesses. People are able to satiate their professional as well as personal requirements.

- **The Inspiration Feature:**

  People when look at others creativity at such places they do get highly inspired. Many time individuals are scared of taking a plunge for example when they want to start their own business they have jitters. When these individuals see others doing the same they also get inspired to get focussed and achieve the desired targets.

- **The Future Oriented Feature:**
Many individuals are active on such social networking sites as they know or probably think that they can gain / reap some profits in future. They feel that it might happen that in long term some individual can prove to be beneficial for them so they keep a social connect with others.

Due to the above mentioned features which inspire the individuals to move towards these social networking sites, these sites are growing exponentially. The growth rates of these sites is estimated to be more than seventy per cent. Today's generation find the required bout of socialising by visiting such social networking sites where they might not meet others in real life but they have a parallel life going on in virtual world.

1.1.4 Other Motivation to Use Social Networking Sites:

- **The engaging substance:**
  At times the content at these sites are so interesting that people get so engrossed which proves to be a good source of entertainment for them.

- **Current events:**
  All the news and current affairs can be checked in these sites where along with entertainment news could be read.

- **Share one's point of view:**
  People have their own point of view which they want to share with the people at large. Their viewpoint may receive flak or might get appreciated but still they have a satisfaction of their freedom of expression.

- **Expected reciprocity:**
  People engage in conversation with others in such sites expecting a returnable favour from others in turn whenever needed by them.

- **More visibility and recognition:**
  People get engaged in such sites in order to have more visibility. People enjoy such sites when they are famous and popular amongst others through their posts. This gives them more
appreciation and recognition so they automatically get attached to such social networking sites.

- **Emotional turmoil:**
  At times when individuals go through emotional turmoil they are not able to divert their mind, during such time social networking sites acts as very beneficial to them. Studies have proved that when people are in the verge of their emotional breakdown they seek solace in social networking sites where they may make friends with others and share their emotions with them. This helps them to have a positive effect on their mental health.

- **Fun at work:**
  Boredom at workplace also triggers people to switch to social networking sites. Studies have proved that if Internet and such sites are accessed for a limited time frame, it adds to the productivity. Individuals feel light once they access such sites, it has become a new coffee break for them.

### 1.1.5 Who are Millennials?

The first thing which needs to be understood before we discuss about Millennial is about generation. Generation is discussed to be a set of individuals who have taken birth during the same time and are contemporary to each other. These individuals are said to have alike kind of preferences as well as value system since they belong to a same era. These generations have been broken down in terms of the years and their value system. These individuals have so many features which are striking similar to each other like their liking, eating and even desires that is the reason they come under the same generation. The Generation is divided as such:

a) **The Builders:**
These individuals are born before 1945 and at the time, they are also termed as The Traditionalist as well as the Silent Generation.

b) The Baby Boomers:

These are the ones who are born after 1945 and till 1964. Together these people form the generation of Baby Boomers. This generation is also referred to be the one which was the most affluent as well as people belonging to this time were considered to be bodily very healthy.

c) Generation X:

The individuals belonging to this generation were born between 1965 to 1980. Generation X is a comparatively minor generation which finds place amid two generously proportioned generations which are the baby boomers and the generation Y or famously known as millennial.

d) Generation Y/ Millennial:

The individuals who fall under the category of generation Y or better known as the Millennial are the one who were born between early 1980s to early 2000s. This is a relatively large generation. The individuals who belong to this generation have seen a lot of information. It is not difficult for them to search information because these individuals belong to the era of Internet. They know how to get the required data and from which place. They are very well aware of the communication system in this brand new era of technology. They rely and are even quite dependent on technology. One more important factor is there which has been faced by this generation and that is the recession cycle. Generation Y or millennial have gone through the tough times of recession where they have seen a lot of unemployment and also gone through its banes.

e) Generation Z:
This generation which comes after the millennial is also known as post millennial (the way this generation is positioned). The typical feature of generation Z is the usage of Internet right from the small or infancy. This generation is very high on socialising which is very much visible through their activities on such social networking sites.

1.1.6 Millennial and Their Social Media Usage

One common thing has been observed that the millennial have been very well aware of the societal norms as well as the current affairs going on. The thought always arises that whether these people are well read, yes! They are but unlike the previous generations. These millennial are well informed because they follow the social media a lot. As we have previously also discussed that social media is a great reservoir of content that comprises of history, news as well as current affairs. Millennial have a high social life if not in case of face to face context but surely in virtual community. They like to visit these sites as they get a lot of gratification by visiting there.

Many researchers have observed that likes and shares have become a basis of their happiness. To explain it in a simpler way it can be said that millennial if post anything online in these communities and if many individual tend to like their post which could be a write up, photograph or even a video then it has been observed that they (the one who posted) get a lot of happiness and satisfaction. People feel a sense of belongingness and self-efficacy. After Social media came the hard form of news i.e. newspaper had a natural death, as the millennial tend to take their daily dose of news, entertainment from such sites.

Millennial are the one who were the pioneers in owning a smart phone device. The millennial who were the on the wrong side of their thirty were fortunate that they did not have to face what a typical teen-age of their generation would do like posting selfies (The self-photo clicked by self with the help of a smart phone or any other photo device). The personal information of a millennial is no more personal as nearly their life is for the public display. Sometimes it is out of curiosity, sometimes for belongingness, sometimes for show off and sometimes solely cause of peer pressure. When millennial see others doing the same
they start comparing their lives with others and in order to show themselves at par if not above they start displaying their lives as well.

Another trend which is becoming a thing of the past is advertising through bill boards now the latest trend is to advertise through social media. Millennial in this era of social networking are said to be narcissist where they want to display everything about their self-love in this media. This shows about their level of confidence which many times turns out to be wrong for them as it becomes over confidence. Now it has been contemplated that as this generation of millennial gets older and would be solely and wholly taken by the generation Z then the current trend might take shift.

The millennial are the pioneer of smart phone generation where they find the solution for everything through their mobile phone apps. If they are hungry they have various apps to help them see which outlet has what kind of food. Not only that they can order food through these apps. They have apps for finding direction therefore gone are the days when human being would hunt for the signage and milestones. These apps even help you to discover the shortest possible way where the traffic would be minimum. For that matter this generation is evening finding match for themselves through the apps. All they need to do is have a description about self and feed that what kind of partner they are searching for. The app does its work and the individuals are sorted.

Hopefully there would be some shift which would be visible in the upcoming generation as the excess of anything proves to be fatal. It is too early to comment that how the shift could be in the next generation. But to sum it all we can say that the millennial/generation Y has been the torch bearers of this age of social media.

1.1.7 Different Kinds of Social Media:

Whenever this word social media crops in the first thing which comes in our mind is Facebook and Twitter but we have to know it very well that this world (of social media) is much more than these two sites. These two sites may be more popular but then there is much in the sea of social media to offer us. There are various activities which can be performed in
social media which are like sharing the news, blogging, posting videos and pictures and so on. The list seems to be quite exhaustive and unending.

Let’s list two of the most popular social media sites:

1. **Facebook**:

   The top ranking goes to Facebook without any doubt. It has been the most popular platform of interaction amongst the youth especially with the millennial. For them Facebook has given a new way to socialise. Facebook is founded by Mark Zuckerberg along with his few friends and fellow students. It was launched on February 2004. Since then there has been no looking back for it. Actually if studied deeply we will understand that Facebook was not a pioneer in the field of social networking sites it was initiated by Orkut. Orkut was initially quite popular but with the advent of Facebook in this filed it (Orkut) could not stand a chance. Facebook was so innovative in its approach. Where in Orkut one can only write and post photographs Facebook was a notch higher here you could write on wall, play games, not only upload photos and videos but also tag others in that.

   Facebook has really been very innovative, in this platform only people could play social games which means that one does not play alone but can partner or compete with other person even though he/she is virtually present. Youth started feeling a lot connected to them, it became their one stop solution for socialising. The most important feature which works in favour of these kind of social networking sites is that individuals are able to find people whom they had lost touch with. Just by keying their names in the search tab they are able to find their long lost classmates, friends and relatives. It has actually acted as a bond between people.

   The individuals who were out of their countries because of some work or studies now could easily get connected to their families and friends without affecting their pockets. Long distance calls are always very expensive but these kind of social media platform has made such things a cakewalk. Because of the ease it gave to the mankind people starting enjoying being in such platforms. Earlier it was very evident that only teenagers and young adult were a part of these social media sites but now things have gradually started changing. Since the launch of Facebook it has seen humongous growth. It has been growing like never before as
unlike earlier it can now be accessed through mobile phones, tablets and even in smart television.

The Social quotient of individual also is seeing an upsurge, people have taken Facebook very seriously what started with a social networking site where people only shared and had fun is now turning to be site where people can do business. Not only can they start their business in Facebook but also excel and earn huge number of profit. Facebook had been an initiator in many features like tagging people in photos, posts and videos. This has helped in increasing the community and its popularity. Earlier as discussed only the youth were to be found here but now we can find people from so many others generations. Even the generation X and baby boomers can be seen as a part of this community. People even use it for announcing important events in their lives. Events can be created in Facebook where people can be invited to attend. The individuals who have been invited in that event can either accept, deny or send their probabilities. It helps the creator a get a clarity that how many people would be the part of his/her event.

Facebook has now become a great tool to advertise, gone are the days when people used to hunt for advertising agencies to get their work done such social media sites have proved to be very beneficial in terms of driving your business. All the E commerce sites keep on popping their advertisements in such sites. The more popular the social media site is the chances of the advertisement getting a hit and the individual getting diverted to the E commerce site is quite high. The traffic in those shopping sites is quite huge when the advertisement is done on the right social media site.

The other common reason of individuals spending so much time on Facebook is that it (Facebook) acts as a stress buster for them. When a person is much stressed may be because of any personal or professional reason he visits these sites. The moment he enters there he gets connected to so many people, in the bargain he gets diverted. So maybe it happens momentarily but it is very much evident that the stress he was going through goes away (even for a small time). These things tends to make an individual happy. Housewives who earlier could not socialise much with others as they were always tied up with household chores are now able to connect to their counterparts. There are various such groups in Facebook where people of common interest would be find. So every individual's need could be filled through such social networking sites.
2. **WhatsApp:**

This is one app which people across the ages use. People find it very easy to get connected by using WhatsApp. The main feature which distinguishes WhatsApp from others is that it is the simplest app to use. Once the individual downloads the app and he/she has Internet connection in the mobile phone this is good to go. All the contacts in the phone book would be activated in WhatsApp which means if the others also use the same app then they will automatically reflect in your app. Unlike other apps here the user does not need to send them a separate friend request or follow them. This feature makes it the easiest of all the social networking application therefore in this particular app we find users of all age group. According to the data by Jan 2017 there were already 1.2 billion active users worldwide. The added advantage is that the individual can make voice as well as video calls. The only thing which is needed is an Internet connection. Voice notes can be send to users through it apart from making voice calls. WhatsApp is actually a messaging app but now so many feature are added which makes it a social media.

In WhatsApp people can make groups of their family, friend and work colleagues. Through WhatsApp people are updated about the doings which they might have missed. The day to day life of people can be or rather is sorted with the right usage of WhatsApp. For example when a student misses out his/her notes so the other mates can click the pictures of the notes and send to that particular individual. The best part is that only that person sees the information with whom it has been shared, the others are not able to see. So here the control of the user is very good which keeps the messaging to be quite private.

1.1.8 **Advantages of Web 2.0**

1. **Easier and cheaper communication:**

The shift to online communication has drastically reduced the time, cost and effort of communicating across the globe. Telephonic or postal services were and are still way expensive than communication through social media platforms. Facebook, twitter, LinkedIn, Pinterest are already dominating the space but new and innovative websites and platforms are
emerging every other day to connect people. Instant messaging apps like WhatsApp, WeChat, and Viber etc. have made communication possible on the go. A user only has to pay for the data required. Messaging and calling are done at the cost of the data itself. A single SMS costs around 50 paisa to 1 rupee while messaging through these platforms cost negligible. With the advent of 4G technology, large and bigger pictures and videos can be shared instantly. Sharing is not confined to end individual to other but information could be shared to multiple users at the same time effectively. People don’t miss out on important moments and occasions of their loved ones.

Facebook and Snapchat keep rolling new features like live videos or stories where one is able to share live feed from their lives. Smartphones has played a pivotal role in providing access to social media to everyone. With apps rolling out in the market for every other site, one can directly access their accounts with a simple tap on their phones. Younger generations always had more expertise in handling technology, but the previous not so tech savvy generation has also started to lay their hands on this new revolution.

2. **Availability of information**

With almost everything going online, it has become very convenient to extract information on any topic. Every second huge amount of data is getting added to the online space. There are such diverse users available to help you with any content whatsoever. One can easily correct any information by searching the online space or interacting with people of the concerned field. Sites like Quora provides answers by varied users to a single question which gives the user freedom to understand multiple views and judge if information is correct. Many academics and researchers use social media to reach out to people asking them to fill out surveys, participate in discussions, and even volunteer in certain projects. Many scholars also post about their work in relevant field. Many people have started their own page or channels in order to share their knowledge with interested people.

3. **Internet access to remote locations**

With the visions of providing internet in all parts of the globe, social media giants are investing to develop such infrastructure. As reported by the Guardian on 31st July 2015, Facebook revealed its first full scale drone code named “Aquila” to provide internet even to
the most remote locations. This solar powered drone could run continuously for three months. Google also started its Project Loon with the aim of providing internet to remote areas with the help of high flying air balloons. These high altitude balloons will be placed in the stratosphere at altitude of about 18 km. They will be equipped with wireless internet. Internet.org is another such partnership between Facebook and companies like Nokia, Samsung, Qualcomm, MediaTek, Opera Software and Ericsson to develop technology in order to provide affordable internet access to people in less developed nations.

They planned on developing technology and new business models regarding it. Though internet.org was criticized for violating net neutrality but the idea could be still improved upon. As reported by The Indian Express on August 5 2016, Google CEO Sundar Pichai over two million people are using internet provided by Google at major railway stations across India every month. The day their vision will be realized, every individual will have access to the biggest digital library on this planet.

4. Language is not a barrier

The web is customizable as per the need of the user. Today web pages can automatically translate themselves into multiple languages. Fluency in English is not required to access your social media account, you can access it in your regional language as well. Social media giants work the ultimate motive of getting every living individual online. They also understand the barriers and are constantly striving to overcome them. As a result, Google and Facebook are now available in more than 120 languages.

Google has also launched Google Translate which translates words, phrases, and even web pages between more than 100 languages and English. And the number of languages will only keep on adding to the list. Even books, articles, magazines are easily available. The writers and authors target a global audience via social media. They have the liberty to publish their work in as many languages as possible to engage a larger audience. One can also learn other languages and even communicate without a common language.

5. Easy business promotions
As the number of users grows rapidly day by day, there are more people available to listen to a business’s online advertisements or marketing. Google AdSense provides ads which specifically targets a user’s requirement or so. Even very small businesses have started to sell their products by the assistance of advertisements on social media. The advertisements on the social media are specifically targeted as per a user’s recent history, keywords, etc. If a user is specifically looking for a particular item, the advertisement shown to him will be related to the product only. In this way online advertisements help a user to get what he wants and a business to sell his stuff. The user on whose page or blog the ads are shown also gets a cut every time someone clicks on the ad.

Businesses also start their own page or twitter handle in order to share new promotional offers or products. The cost of maintaining those pages or handles are very low in comparison to the return they might provide. As the number of followers or subscribers grows, a business can keep track of its rate of expansion. Similarly if the followers or subscribers start leaving, one can tackle the reason for their unpopularity. Businesses also update their products or services as per the growing trends and sentiments in the market. User reviews and complaints in forms of comments, Facebook posts or tweets also help them gauge their success rate.

6. Showcase your talent on a global platform

People have started showcasing their talent on social media. People share their recipes, tips, poems, stories via their page on Facebook. Videos of people dancing, singing, acting, etc. are posted on YouTube. Instant and direct feedback from the targeted audience gives them the opportunity to improve themselves. Many of them have got really famous and have started earning from their YouTube channels. People have started to value their work and now their hobbies got converted to their means of livelihood.

Entertainment channels like TVF (The Viral Fever), SnG comedy, AIB, etc. have become really famous in India and abroad. Individuals like Vidya Vox, Bhuvan Bham from BB ki Vines, etc. also got very famous. There are thousands tutorials and lessons available on every topic on the internet by experts who have dedicated themselves to their cause. As a result of it, almost all the channels have started their own channels to promote their shows and content.
7. Free flow of ideas and freedom

There is no or very little censorship in the Internet. Every individual can express himself freely without the interference of friends, family, society and government on the internet. One can freely go through any content without the approval of any authority. Though too much freedom does more harm than good but if put to good use one can live up to one’s own potential. In a society similar to ours which is bound by so many limitations, social media is the only place to go around freely. It gives voices to the masses and public can raise their voices against the undemocratic style of governance, unfavorable policies and rules imposed. People become more aware of government policies and regulations.

8. Means of education

Social media in education refers to enhancing the education of students with the help of social media. Parents, teachers, authors, academics and other knowledgeable peers can communicate with students. Teachers can hold sessions through social media, answer to students queries in out of school hours. Various submissions can be also done through it. Students can follow the accounts of intellectuals, teachers, world leaders, etc to motivate them and learn from their work, vision and hard work. TedEx, Byju, courser, etc. uses their social media accounts to spread awareness about various programs and sessions from knowledgeable teachers from all around the world. Online lessons and tutorials are made available by enthusiastic teachers in order to educate the world. Educational institute publish and posts about the latest research and discoveries been made in the relevant field. Educational institutes even make some of their research papers available freely for other scholars.

9. Finding jobs

A social media was founded on December 28 2002 in California, U.S. After its launch on May 5 2003, it has acquired more than 500 million members till date. The global phenomenon is called “LinkedIn”. It is social media platform where users update their
profiles with their skill set, work experience, qualifications, etc. and companies contact these people as per the requirements or post jobs on their handle. People also get recommendations and reviews from their colleagues, managers, etc. People also posts about the changing trends, technological advancements, and new setups in the industries. Apart from LinkedIn, businesses also use their Facebook page or Twitter handle to post about the new job opportunities and their work.

1.1.9 Disadvantages of Web 2.0

a) Circulation of wrong information

Social media has been made available to all. Information flows freely to each and every person with no intermediate check. At times, misleading information presented as facts flows freely throughout. Not everyone is able to check or verify if the information is right or wrong. It is very difficult for social media giants like Facebook or Google to curtail such fake news. They have been trying to prevent their platform being used by political parties to influence the elections. There have been reports where the government of one country tried to influence the elections in the other country through social media. US intelligence confirmed Russia interference in the US elections in 2016. Though Russia denied such claims but it does triggers an alarm. Facebook suspended thousands of fake accounts ahead of the British and French elections. Recently Facebook announced hiring of approximately 3000 new employees to monitor offensive, provocative or violent content. It is impossible for companies to check fake accounts, fake news, etc. on their own. It requires major technology advancements as well as huge cost.

b) Frauds, Spamming and Virus attacks

As our devices are open to content from all over the world, it becomes difficult to prevent unwanted content to seep in through to our systems, mails, etc. Almost all the sites requires signing up in order to fully and efficiently use that site. Resulting, a lot of promotional mails spam our mail accounts. There have also been cases of fraud where the sender promises a certain sum of money to the receiver. In order to receive that sum the receiver is either asked for their bank account or ATM details, or made to submit a token
amount as a fee for the same. Thousands of people have been duped of their money this way. Multiple fake accounts are used to send certain messages containing links of pornographic sites or sites selling a particular product. Insulting and threatening a certain section of society on religion, cast, color is very easy through fake accounts of multiple messages through fake accounts. Recent attack by Wannacry Ransomware is the best example of how clicking on an unknown link can create havoc. It affected over 200000 victims and more than 300000 computers worldwide.

c) Privacy breach

It is the biggest and most serious disadvantage of social media. Your life is not private anymore. With people always posting about their whereabouts, pictures and videos of their vacations, the world knows where a person is or what he is eating. Every now and then we hear about servers getting compromised and lots of user data being stolen. At times hackers post private pictures and videos of celebrities online by hacking their mail or devices. Zendesk is the customer service provider for Twitter, Pinterest and Tumblr. In February 2013, it got hacked. As per reports emails of thousands of users were compromised. Fortunately no passwords were compromised. As reported by The Guardian, approximately 250000 accounts on twitter got hacked as hackers got access to usernames, email addresses and passwords. CNN reported that in December 2013, 2 million Facebook, Gmail and Twitter passwords were stolen in massive hacks. Our data on the internet is not as safe as we might think. There have been other reports of personal data being compromised by other websites as well.

d) It is important to keep data in hard copy form

Pictures and videos are uploaded on social media in order to share them with friends. But apart from them they also act as storage for all our pictures and videos and even documents. Internet provides access to these documents from anywhere around the world. So why should we keep hard copies? The reasons are many. Firstly, the technology is ever changing and we don’t know what kind of digital storage will be available in the near future. Floppies became obsolete, CDs and DVDs are on their way to extinction as well. In the near future we might not have the required document to view content from current digital storages. Apart from that hard copies are more reliable and authentic than their electronic counterpart.
Electronic content are always at a risk of being hacked or destroyed. Hard copies are easier to destroy as well. Once you get rid of it, it wouldn’t come back to haunt you. But the digital content can be retrieved from any state.

e) Piracy and copyright issues

It is super easy to share content digitally. One can easily share videos, pictures, documents, links via YouTube, Facebook, Twitter, etc. And it is extremely difficult for agencies or governments to prevent pirated or copyright work from being shared. On March 13 2007 viacom filed a US 1$ billion lawsuit against Google and YouTube. They accused the site of allowing copyrighted content owned by Viacom to be uploaded by other users. According to Viacom over 150000 clips owned by them had been made available on YouTube. All the clips combined had been viewed over 1.5 billion times. Eventually they both agreed to a settlement. But it clearly highlights the issue in the social media space.

f) Too much content and often misleading

The content available on social media is enormous but is everything good enough? Having thousands of unknown people on your friend list better or having a hundred you know? Is it better to have thousands of followers out of whom only a little percentage follow your content and comment and review? Or is it better to have a hundred followers who all follow, comment and review your content. While searching for a particular content one come across hundreds of links, suggestions for the same thing. At times the numbers are so high that it is impossible for you to actually come to a conclusion. It would have been different if the content was diverse and meaningful. There cannot be any control over what is posted and made available in social media. Many videos are share on YouTube with totally different content with regard to the Title or description. In order to attract more people, they add trending hashtags to their videos despite no correlation with the hashtags.

g) Spread of hatred and backlash
As there is no strict restriction over the content posted on social media any content can find its way to its premises. The content could be offensive to a particular section of the society on religious, social, racial grounds. Not everyone understands the responsibility which comes with this unwarranted freedom provided by social media. And the backlash such posts receive are even more brutal. Backlash are at times not only directed if a content is offensive but also if it is someone’s views or opinions. There have been numerous incidents in our country where women got rape threats for expressing their opinions, opposing male chauvinistic society etc. Many people were threatened with murder. Though one can report offensive, vulgar, threatening content on social media platforms. But the damage had already been done before Facebook or Twitter removes such content. Some of the elite colleges in the world also check social media accounts of students before admitting them into colleges.

h) Crimes against children and cybercrime

Internet can expose children to a lot of inappropriate content or harassment in various forms. Pornography is very easily available in the internet and children could get exposed at a very early age to such content. Cyber bullying on the other hand is a rapidly growing phenomenon, where people are threatened, abused. Children are forced to communicate indecently, sent nude pictures, forced to be present during a sexual activity, and at times raped. Many of the crimes reported against young children have social media involvement in it.

i) Loss in productivity

The amount of time an average user spends on the internet has surpassed any other activity we do in a day. Internet has taken over activities like reading, running, outdoor games, etc. It has crept in our daily lives in such a way that we tend to open our social media account every few hours to check if there is any notification. Time spend on different social media platforms varies from one site to another. Many people spend most of their time on YouTube watching videos or on Facebook reading and commenting on posts of their friends, etc. But the total amount of time spent could be as much as 9-10 hours a day. Many companies complaint that the productivity of their employees get hampered if they are allowed access to social media sites. Many companies often block social media sites so as to discourage social media usage during office hours.
1.1.10 GenY and Social Media

Since Millennials are raised with the technology, for them technology is deep rooted. Technology is one big addiction for Millennial. This generation believes in having instant gratification. That is why even at their work in just few months of their joining they ask themselves why they are not making any impact which makes them demotivated. This habit is coming from technology. With the excess use of Facebook and Instagram, people are living more of virtual life than reality. They always want to show their best version and keep using filters. But this is done at the cost of being disconnected with the reality. They are more concerned about their virtual existence than thinking on securing their career. Everything that is happening on social media is something they want to know.

Social media platforms are quite successful because the generation Y has the quality of being impatient about things. They want to know what is happening around them and about everyone. The social media platforms work on the philosophy of “We find the other people’s life as more interesting as compared to ours” this makes Gen Y so much connected with social media that they would stick to their phones, keep scrolling on Facebook and Instagram and constantly trying to know who is living what kind of life. In-fact the weird thing is that, even if a person would be going through the worst life experiences and time where they do not have much money or if they are not given attention by parents etc. Yet even if they are uploading few pictures of they being out with friends or travelling they would be judged as having the best life and then the people crave for such life. But the gen Y fails to see the ground base reality of what is actually going on in these people’s life and if they know it, they would never ask God to provide them such life.

Gen Y also does not know how to build deep and meaningful relationship. They are faster moving and causal relationship believers. They think that having fun with friends for few parties and going out would make their relationship with them deep and they would turn soul brothers and sisters but that is not the actual case. The reality of Gen Y is that if they want to date someone they would use dating apps, swipe right and done. And let’s say they get a swipe right back that means they have achieved success in their relationship.
Then for them the date is like with their soul mate and they would show as if they know each other from years but they do not show that if given a chance of getting something better they would move on very quickly. That is why most relationship do not succeed in today’s time and that is why in few meetings people consider each other their true friend which makes the relationship undervalued and unreliable. This is all because of technology as for single thing Gen Y wants they have app in their phone. In-fact these apps provide them whatever they want with just few clicks but they fail to understand that success and hard work do not work on app they work on reality.

We all know that too much dependency on anything or anyone can lead to a problem of being a handicap in a long term. That is the same scenario with today for Gen Y. Gen Y is very much dependent on technology in today’s time. In-fact the reason is not only their addiction but also because everything is moving on technology. From taking notes to delivering a speech everything is been done via online medium.

Though there are many advantages to it but there are also disadvantages attached to it which can be harmful for the Gen Y in long term. Too much of anything is harmful and for Gen Y they are very much connected with Technology and this is leading to a severe addiction towards technology.

Today, large number of Generation Y is attached to their smartphones which provides them all sorts of content they want to access. This provides them convenience in easing their work which includes from providing entertainment to unwanted wasteful knowledge to providing deep inside exposure to content which are quite informative and important to be known about.

If you ask the Gen Y about what comes as the hurdle in between the success of achieving something, they would say that distraction of technology or spending too much unnecessary time online which are only for knowing someone who is completely stranger to reading memes or jokes which were supposed to be only for few minutes of entertainment. They have a guilt of being online and wasting time on things which are not at all needful like reading tabloids online or watching certain trending controversial videos. The more option you give it to this generation the more you will witness them getting distracted from their goals. This eventually slows down the whole process of learning and development and
hampers the success. Weirdly it is like, they cannot live without technology as everything is moving towards technology but at the same time this technology is not letting them achieve what they want to because of distractions. We are in the time of hyper-information stage yet this information itself is the poison.

With the widespread use of technology there is also an increasing use of internet in the daily life of the people for entertainment and also for work purpose. With internet, everything one wants to know is just few searches away. If a person from India wants to know and understand the culture being followed in some other country let say USA, he can use the internet. If someone wants to know how to cook food they can use online medium to learn it. If a person wants to know what is happening around the world or about their favourite celebrity they can know it. In-fact today, from getting education to giving tests for exams till the results everything can happen online. This is obvious a boon but these same technology and internet it also acting like a curse for the people around the world as it is leading to a situation of everyone being addicted to it.

If you see what is happening around so many people are always into their phones. With increasing use of social media everyone around is busy updating their status on social media whether they update their knowledge or themselves that is not important to them. People being in being active online, increasing their presence online, wanting to be known and wanting to know what is happening in others life is leading to problem of addiction. People are forgetting the balance of life and are completely sticking to social media and entertainment platforms like Facebook, Instagram, twitter, YouTube and also to dating sites like tinder etc. In this way people are more concerned about what are others doing and what are others interested in rather than knowing themselves better. Kids today are referring online sites for getting the content for their projects; research is just a name sake work as plagiarism is turning quite common in schools which are leading to less of learning and more of copy paste work for kids. The whole learning process is going for a toss and kids only get away with good marks but zero knowledge.

People are also turning so forgetful about things that they have to use everything online. They keep on taking notes for every single thing. They rely completely on technology to make their schedule and tell them as to what is to be done next. Earlier people used to take efforts to remember certain important contact numbers but now everything is just in the
contact book in the phones and nothing in the head. Physical diary is out of fashion and not
digital diary is the trending thing.

With this addiction, the interaction and involvement of people with one another
physically and in reality has reduced quite a lot and virtually they are busy knowing the
unknowns. The regular meetings have been reduced now and been pushed to being a meeting
for important work only that too after all the social media postings and entertainment is over
for them for the day. In-fact even if a group of friends meet together most of the time people
are busy posting snaps and stories on social media and always stuck on comments and likes
of others post instead of getting involved in interesting conversation with the people present
physically with them. People now a days judge a person’s success with the ratio of their likes
on their posts and popularity on social media. The meaningful time which people used to
spend with families and friends is going off as it is being replaced by being busy online on
social media

The addiction is so high that the people actually get detached from their technologies
only when they are being paid I mean during the work hours that too only if they are being
watched. People use technology everywhere possible. People would stay connected to their
music list while they are travelling or working out in the gym or working at office. Many
people now a day would take their smartphone inside the bathrooms for they are too addicted
to miss out any new post online. Even while eating food people are stuck on their phones to
chat and reply to their friends and other strangers. Technology has taken over the most of the
people’s time and increasing spreading its trap on everyone around us.

Addiction to technology is also one of the causes of accidents we see today happening
around us. Many people are so busy into their social media accounts that even while driving
they would try to buy sometime of risk and be online. Many people risk their life for social
media while crossing the tracks or travelling in trains. We have seen many people around us
whole are stuck to their smartphones while crossing the roads. This is quite dangerous as it
can cause accidents. With today’s trend of clicking selfies and posting it right away, people
try to perform dangerous stunts of going to some hill station or dangerous areas like terraces
or roof tops of the building and trying to click selfies which causes accidents. In fact, while
riding bikes at high speed, people want to show-off their skills and want to record videos
which can be a treat to their life if they meet an accident. This nature of people of wanting to
be popular by doing such stunts leads to many accidents and can be life threatening adventure.

The addiction towards technology is so much that people are ready to compromise on their health. With increasing use of technology, its addiction is also leading to health and mental issues. Studies show that addiction to social media is one of the leading causes of sleep depravedness. People tend to avoid sleeping just to stay online for long number of hours at night. This leads to many health and mental issues. It leads to tiredness next day at work and school. People tend to lose their focus. Few people go through chronic pain in neck and head. Many of them get dark circles and acne and their face looks dull. Many people develop the signs of ageing. Many people go through the problem of depression when they do not get reach of views or attention on social media. They feel irritated and sad. Few go through mood swings etc. With staying up late it leads to a problem of people missing out their workout regime and even if they go for workout they are still busy checking their phones every time possible. This way they miss out the correct way to work out and develop the unhealthy body. Many of them face the problem of weak eye sight.

This addiction also leads to few people taking steps which are a crime in the nation. For example, a guy wants to be popular on some social media platform and he is trying really hard to be popular on it and with this he finds his friend who started off using this social media quite later yet he is getting a lot of followers and his reach is increasing. Looking at this the person who was trying too hard is now getting jealous of his friend’s successful attempt of getting so many followers and wants to take revenge due to anger and depression. This makes him take the steps which causes harm to his friend which can be a criminal offense in the eye of the law.

No addiction is good for health and future of a person and that even applies to the technology addiction. How much ever tech savvy a person be, one should know when to press the pause button and live a happy life which is a balanced one. Technology is good till the time you are not addicted to it.
1.2 Problems in Hand

Man is a social being and he would not be able to survive all by himself. Therefore it has been always noted that as human beings we always search for companions. It will be the toughest fight for anyone to live in silos. As human beings we all like to socialise and meet people. Earlier it was much easier when the life was simple but as the development started happening things started changing and life became much more complex as compared to earlier times. People could not meet each other because of their hectic work schedule and each one of us became busy with our own lives. People was kind of losing touch with their long lost ones. Like for example two people when together in their college life got job placement in two different cities earlier tried to keep in touch but eventually lost contact. This
was the scenario when the technology was not that advent. Things started to change when the technology became so advent that it gave rise to first Internet where individuals could send mail to each other and then the much more improvised version i.e. the Social Network or the Social Media.

Social media made it so easy to get connected to our loved ones and even the lost ones. It became easy to get in touch with the people whom we had almost forgotten. The entire essence of social media lies on the fact it is a very easy and cheap mode of interaction or communication with the people whom we always wanted to be connected to. There have been several instances where the social media has been boon to people who are not extrovert but want to express themselves. People who are alone or even the ones who are under some stress, it has been studied that people find solace and happiness when they visit social media sites. They forget their stress even momentarily therefore here the aim analyze the kind of impact Internet and social media on the happiness index of individuals

As we all know that now the availability of Internet is wide spread. Apart from that the smart phones in which the social media applications can be used have also become very affordable. The affordability and availability are the two main factors which contribute towards the popularity of social media. Especially with the youth it is seen that they try to do all their work through mobile phones and as per few of the researches conducted it was also noted that they try to socialise through these social networking sites.

Every coin has a flip side and so do social media also has lots of banes. The major problem which lies in our hands are like

- Individuals are spending majority of their recreation time in social media
- People do get connected to strangers through social media which may have huge repercussions
- There are various frauds which occur through the connect people make in these social media sites
- There is lot of bullying and other shaming happening in these social media sites
- Individuals are not spending quality time with family rather are always busy on these social media sites
• Many times people expose too much of personal information in these social media sites
• Many times the information provided by individuals in these social media sites can be misused
• People are also prone to depression when they are more on the virtual world rather than being on the real world.

Man became modern and so did the technology but in this race we forgot the real essence of meeting people. It became such that we started spending more time with our gadgets than with our friends and family. Even it is very much evident now a days that a bunch of friends is sitting together, where they all have come to spend some time with each other. But when we keenly observe these friends it would be very clearly seen that each one of them is busy with their gadgets i.e. tablets or mobile phones. They are together but still they are not. The social media at times is very much beneficial because we can instantly get news about anyone. Even globally we are so connected that the awareness of mass in general is increasing. But the main topic is that the social media should not take away the essence of personally knowing the individuals and not through some site or app.

So these are few of the problems which we encounter in our everyday life when we live and breathe social media. We will try to find out the underpinning of it that how many of these qualms are true and what can be done in order to prohibit these kind of problems and discussed above.
1.3 Objectives

1. The goal of the present study is to understand the effect of Internet and social media on individuals’ personal life. Now a day’s we, especially GenY or millennial are hooked on to the Internet. Social media has become an indispensible part of one’s life. Since its involvement is huge therefore it becomes utmost important to also understand that how it is effecting the personal lives of these individuals.

2. Social media is very easy to access especially since the advent of smart phone technology. It has become very easy to access social media from anywhere even if there are firewalls at workplace desktop still the employees have full access through their smart phones therefore the other objective of this study to learn the impact of Internet and social media on the productivity of the employees.

3. Studies have remained the focal point for the student as well as the parent. It has become utmost important for the individuals specially the parents to understand
whether Internet and Social Media is hampering the studies of their children. The other aspect which this study aims is to learn how much time their children are devoting to such sites.

4. The other aim of this study is to understand what kind of effect does Internet and Social media has on the interaction between the virtual and real world. It aims to understand that whether the individuals are using their waking hours more in the virtual world than the real world.

5. There was times when people used to visit each other frequently but with the dynamic scenario it became difficult to continue so, during such time social media has really helped individuals to stay in touch with each other. Here the aim is to study the impact of Internet and social media in creating and maintaining social relationships.

1.4 Hypothesis:

One of the significant aspect in any form of research is hypothesis. Before that we need to understand the most important aspect of hypothesis which is to suggest novice purposes and notions. Hypothesis is something for which you can give a definitive declaration of your forecast. It is a cautious proclamation almost which explains the association that occurs amid variables which can be two or more than that. Hypothesis defines in real-world relations what a research person is trying to anticipate in order to materialise in the reading. It is not necessary that all the research would have hypothesis. Some research are such that they are intended to be investigative in nature. In such research there would be no hypothesis officially but at times in order to have deep findings there has to be some definitive hypothesis which is supposed to be verified in upcoming studies.

Apart from this one research can have more than one hypothesis. The supposition forecasts the investigators prospects. The objective of the investigation is to measure whether the conjecture of the investigator is correct or incorrect. It may happen that during the investigation the investigator/researcher will try to discover many aspects in order to search the one aspect which will have the maximum impact on the finale decision. It might also
happen that the outcome does not really comply what was the actual hypothesis. The investigator or the researcher has the liberty to propose different possibilities which can be taken care in the future course of time.

The test conducted in hypothesis is a numerical or mathematical test which helps the researcher to search whether there are required evidences in order to deduce that the definitive state is right in that particular section of data provided for the complete inhabitants. Whenever a hypothesis test is conducted it evaluates two types of it which are conflicting to each other and these are known as null hypothesis and alternate hypothesis. The predictive sentence which has to be tested is known as null hypothesis. If we define null hypothesis it means that it is a statement which will not have any effect or which will not produce any difference. The sentence or declaration which a researcher want to be deduced to be right is known as alternative hypothesis. Null Hypothesis is normally denoted by Ho and the symbol for alternate hypothesis is H1 or Ha.

The test which the researcher uses to check the acceptance and rejection of his/her hypothesis is totally dependent on the sample/section of data. The value to determine this is known as P-value. After that the level of significance is paralleled to this probability value. It is the limit or the end point as mentioned by the investigator/researcher. If it is found out that the p-value is a smaller value or does equalises the level of significance then the researcher has to reject the null hypothesis.

As discussed earlier that the hypothesis which the researcher wants to deduce is known as alternate hypothesis. So much weightage is given to null hypothesis the reason for the same being that it has a relationship with the sentence or declaration which has to be tested although the researcher has to accept the alternate hypothesis when the null hypothesis is already been rejected.

The investigator or the researcher has to ask certain questions to oneself in order to formulate a virtuous hypothesis which has to be on the basis of the following points:

- The hypothesis which is formulated does it have good link or functionality with the area of research
- Is it possible to establish the formulated hypothesis?
• Is proper inclusion of the variable i.e. independent and dependent variable done?

1.4.1 Variable:

Whatever that varies can be taken into consideration as a variable. These variables keep on fluctuating as they do not have definitive value. The example for such can be like age, mass, length, salary, level of motivation etc. The degree or valuation can be different for the same person/thing at a same or different point of time.

There are various kinds of variable which are as follows:

1) Explanatory variable versus Extraneous:

These are the variables which are taken into consideration for the research conducted and here the other variable which are there but not connected with our area of research or study but can have some kind of impact on the variable which are dependent are known as extraneous variables.

2) Dependent versus independent variables:

In any research there are two kinds of variable namely dependent variable and independent variable. A variable is said to be independent when it can be altered or organised in any research activity in order to see the effect which it gives on the dependent variable. Whereas when we talk about dependent variable it means that it has a dependence on the other variable i.e. the independent variable. As the researcher alters the variable which is independent it shows its effect on the one which is dependent which is then checked and noted down.

1.4.2 How Is Hypothesis Helpful In Research
• It is the base which gives a prudent path for the research
• Hypothesis proves to be torchbearer for any researcher and his/her research
• Through hypothesis one can come to know what is material and immaterial for the research
• Hypothesis forms the base which helps the research to find out the most suitable research design which will help to conduct research
• In order to deduce the research finding hypothesis helps the researcher to find the right framework

1.4.3 Characteristics of Good Hypothesis (Figure 1.1)
There are various kinds of testing methods and the hypothesis should be such that it is apropos to those techniques. Therefore it is very much vital to have techniques as their unavailability may leave a researcher paralysed. It is a must need of the researcher/investigator to find appropriate testing methods for the ongoing research activity. In any case researcher should find out the apt methods for the formulation of a good hypothesis.

2. **Productive for novel findings:**

   Pertinent to difficulty
   Explicit
   Prophecy
A hypothesis is only said to be successful and concrete when it comes up with novel discoveries and gives a way forward. It is an essential or rather we can say that integral part of a hypothesis that some novel propositions are made.

3. Uniformity and Accord:

A hypothesis has to be uniform, there should not be any kind of noncompliance in case of uniformity. The Hypothesis should not be made in such a way that one hypothesis is non-conforming with the other one. It has to have a sync and synergy between each other. If the hypothesis is giving varied view then the testing would never come as precise.

4. Interval assured:

Hypothesis cannot be done when there is no timeline, it is essential that there has to be an assurance of time interval. Hypothesis when made should be in such a way that it is adaptable which can be tested within a given timeline. Exceptional Hypothesis cannot be made and used if a proper timeline guideline is not given. Hypothesis testing cannot become a lifelong activity so a proper time has to be mentioned.

5. Precision:

A Hypothesis has to be precise and unambiguous. The conceptual framework which is used in the hypothesis must be so that it has a very precise definition and description. The hypothesis has to be such that it can be accepted universally and its communication should be done with other investigators working on the same.

6. Near to noticeable objects:

It is very much pertinent for a hypothesis to be in close vicinity of the observable objects. Hypothesis is that part of research which cannot be made by ones whims and fancies, it has to be totally made in terms of the annotations. For those objects where one cannot find good observations there the formulation of hypothesis cannot be done. The deduction or proving of hypothesis is grounded on the evidence.
7. **Straightforwardness:**

A hypothesis should not have a wide area of scope and it has to be very precise. The hypothesis which have a much tapered approach are easy to test. As far as possible sweeping statements in hypothesis must be avoided as it may interfere with the results rather give a very unambiguous picture. The hypothesis should be made in a way that it caters to the explicit difficulty only. A wide or oversimplified hypothesis will never take the researcher to the right deduction or inference.

8. **Testability**

A Hypothesis cannot be considered worth if the researcher is not able to test the same. It is on the onus of the researcher that he/she has to do some pre-work before heading towards the formulation of hypothesis. It is said to be test worthy if the researcher is able to deduce some inference from it which later on can be either established or invalidated by the statements made.

9. **Pertinent to difficulty**

A hypothesis is only reflected to be a virtuous one when it is germane to a difficulty. In order to identify a problem it is of utmost importance to have a hypothesis which acts as a pathfinder for the researcher since it helps in the documentation of the difficult as well as its answers. It has to be in parlance to the difficulty.

10. **Explicit**

Hypothesis should be so simple that it can be understood even by an amateur and is able to decipher it. It is only possible when the investigator or the researcher has detailed knowledge about the same as little of it (knowledge) is always harmful. It has to be unpretentious without any bit of intricacies. But along with it one has to understand that the connotation of hypothesis cannot be made susceptible to its uncomplicatedness.

11. **Prophecy**
A hypothesis should be able to tell us about the futuristic way but apart from that it should also be able to work in the current difficulties. If it just focuses on the future predictions without paying any heed to the current scenarios then also it cannot be considered virtuous. Hypothesis is considered as vital as it has the supremacy which is given by the prophecy it hold over the research as well as the person carrying out the activity i.e. researcher or the investigator.

### 1.4.4 Types of Hypothesis (Fig 1.2)

There Are Various Kinds of Hypothesis, Some of Them Are Discussed below:

- **Simple Hypothesis**
- **Complex Hypothesis**
- **Empirical Hypothesis**
- **Null Hypothesis**
- **Alternative Hypothesis**
- **Logical Hypothesis**
- **Statistical Hypothesis**

1. **Simple Hypothesis**

There at times exists an association amongst two variables where one of it (variable) is not dependent or independent whilst the other is dependent. This is known as simple
hypothesis. This independent variable is also known as cause whereas the other variable which is dependent is also known as effect.

2. Complex Hypothesis

Complex hypothesis is the one which will envisage the association amid twofold or more which are not dependent and twofold or extra which are dependent variable. Basically it tells about the connection amongst the variables.

3. Empirical Hypothesis

The other name of empirical hypothesis is working hypothesis. The solicitation of this kind of hypothesis is always done in field. Initially when the hypothesis is formulated that time it is just based on supposition but later when it is tested then it turns into an empirical or working hypothesis.

4. Null Hypothesis

The statement which opposes researcher’s working or empirical hypothesis is said to be null hypothesis. As per the statement of null hypothesis there is no connection amidst the independent and dependent variable and it is often represented by $H_0$.

5. Alternative Hypothesis

At the start of the research activity there are n number of hypothesis which are made but from there not all get selected. The ones which are found to be relevant for the present scope of work are chosen from the bouquet of hypotheses. In the later stage of research only the ones which are doable are announced or presented since there were substantial variations or deviations made in the earlier one (hypothesis). This Hypothesis is often represented by $H_1$.

6. Logical Hypothesis
There are various kinds of hypotheses made, so logical hypothesis is the one which validates the hypothesis made. Hypothesis would be of no use if it cannot be validated so logical hypothesis helps in doing the same.

7. **Statistical Hypothesis**

Not all hypothesis would be verified with the help of statistics, only those which can be validated on a numeric or an arithmetic way are known as statistical hypothesis. The hypothesis done with the help of statistics can be a logical or illogical one but in that case for sure the usage of statistics has to be done.

**1.4.5 Problem Vs Hypothesis:**

Hypothetical statement or hypothesis is made which is totally based on assumption, a research while assuming several things in the research makes few or some hypothetical assumption but the most important condition which lies here is that it should have testability. The hypothesis made by the researcher or the investor can be substantiated to be correct or incorrect which comes in a later stage in any research.

Whereas when we talk or discuss about problem it is said to be a very comprehensive or wide ranging enquiry which does not have the characteristic where it can be directly tested. Here, the main differentiating factor between a hypothesis and problem lies within their testability. One more important feature of a problem is that it can be examined methodically or systematically only when it is first converted into a hypothesis.

The researcher’s or investigator’s statement of problem or the hypothesis turn out to be a very simple and sorted task and can be written with ease once he/she has determined the variables i.e. independent variables and dependent variables.

**1.4.6 Steps Involved In Testing Of Hypothesis (Fig 1.3)**
1. Determining the Declaration of Hypothesis

The foremost stage of hypothesis is when the researches decides the proclamation to be made i.e. the statement. Here the investigator or the researcher has to be formulate two kinds of hypothesis one is the Null hypothesis and the other one is the alternate hypothesis. The symbol by which the null hypothesis is H0 whereas the alternate hypothesis is denoted by H1. Null hypothesis always suggests amongst the two variables there is no noteworthy association whereas the alternative hypothesis is just the opposite or the contradictory of null hypothesis and suggests that there is a noteworthy variance amongst the variable. By and large null hypothesis is confirmed and as soon as it gets verboten, the alternative hypothesis is recognised.

2. Stipulating the level of significance

A researcher or investigator should have the self–assurance which discusses the level of significance which will help to either assent or discard the hypothesis. It shows or denotes the supreme jeopardy which an investigator or researcher is ready to accept while he/she is denying the null hypothesis in case of it being factual. Usually when we discuss about the
level of significance in any research it ranges between .5 per cent -- .9 per cent conditional to the industry’s kind.

3. Classifying the Test Figures

Since in the research we use the various test so here we need to also recognise the test figures which needs to be practiced. There are various kinds of tests which is to be used for the hypothesis testing. The test can be of varied kinds like t-test, f- test, z- test etc. There are a number of test of significance which can be applied for testing of hypothesis namely, t-test, z- test, f-test. The miscellany of appropriate tests hinges on the type of evidence obtainable in investigation effort.

4. Ultimate choice

While deliberate worth of the information is a smaller amount than the acute worth, the null hypothesis is acknowledged, but in case considered worth is superior to the critical worth, then the null hypothesis is precluded. There is a likelihood of two categories of inaccuracies called, “Type I” error and “Type II” error. It is seen that in case the null hypothesis is not accepted that kind of error is known as ‘Type I’ error. In other case when the null hypothesis is not correct but established with the help of the test, then it is known as type II error.
1.4.7 Hypothesis Applicable In Current Research

Hypothesis 1:
Null: Internet and social media doesn’t have any effect on personal relationships
Alt: Internet and social media does effect on personal relationships

Hypothesis 2
Null: Internet and Social Media does not effect on productivity
Alt: Internet and Social Media effects on Productivity

Hypothesis 3:
Null: Students devote equal time on studies
Alt: Students do not devote equal time on studies

Hypothesis 4:
Null Hypothesis: Internet and Social media has similar interaction between the virtual and real world
Alt Hypothesis: Internet and Social media does not have similar interaction between virtual and real world.

Hypothesis 5:
Null: Internet and social media exposure doesn’t help in making and maintaining social relationships
Alt: Internet and social media exposure helps in making and maintaining social relationships