CHAPTER – 8
CONCLUDING REMARKS

Major Findings of the Research

This study was mainly designed to analyse the impact of usage of Social Networking Sites on the interpersonal relationships of college students with members of their family, friends and teachers, yielded interesting findings.

In the present scenario the usage of Social Networking Sites is more rapid among college students who are studying in pre-university and under-graduate levels. Hence, the present study has undertaken 218 (50%) students from pre-university level and another 218 (50%) students from under-graduate level as respondents of the study.

The majority of the respondents (35%) belonged to 18-19 age range. While selecting the respondents equal proportion has been given to both genders; male (50%) and female (50%). The majority of college students (97%) are single or not married. While discussing about medium of education of the college students, interestingly it was found that the majority of them (83%) have English as their medium of education. The majority of college students (81%) are Hindus.

Along with demographic data related to the college students, the research has also analysed usage pattern and social profile of these students. In order to understand the usage pattern of the college
students primarily the study analysed the frequency of usage of Social Networking Sites by college students and it was found that the majority of them (61%) use Social Networking Sites daily, which shows the rampant usage pattern of SNS. And it also confirms that Social Networking Sites have become part of their everyday lives. While analysing time spent on Social Networking Sites, the study found that the majority of the college students (28%) spend 4-7 hours per week for Social Networking.

In general, college students use Social Networking Sites for various purposes. However, the main purpose behind the users’ motivation is to keep in touch with their friends. They use it because it is easy to maintain and strengthen their relations even when they are away. The majority of college students (55%) use Social Networking sites for ‘keeping in touch with friends’.

Today in India, particularly among the college students Facebook is the favourite Social Networking Site. According to the present study 60 percent of the college students in Bangalore and Mysore cities are using Facebook.

While analysing the membership pattern of respondents on Social Networking Sites it was revealed that majority of the college students (83%) are members of only one Social Networking Site. However, nowadays quite significantly many users are hooked to more than one SNS. This is true of college students. The majority of college students (50%) have less than one hundred online friends, which shows that
they are very selective while choosing their online friends. Interestingly it was also found that among college students there is an assumption that the greater the number of friends on SNS the greater the popularity of their personality. Due to that nowadays they are trying to increase the number of their online friends.

While analysing the duration of membership of college students in Social Networking Sites it was found that the majority (39%) are using Social Networking Sites for a duration of 1-6 months. And the majority of the college students (44%) mainly have classmates as friends on Social Networking Sites.

The upcoming trend in Social Networking Sites is the use of mobile phones for social networking. The mobile social networks are gaining popularity in India. In the present study the majority of college students (67%) use mobile phones for accessing Social Networking Sites. It is very user friendly for them to use Social networking Sites on their mobile phones. Currently with the availability of 3G internet network, which provides high speed internet where college students can access SNS more frequently. The use of mobile phones is on the increase. Further by introducing 4G internet facility to mobile phones the usage of SNS can be increased. This will further enable college students to connect faster with the members of their family, friends and others.

While analysing college students’ activities on Social Networking Sites, the study reveals some interesting facts about use of applications
in Social Networking Sites among these students, such as status update, video sharing, picture sharing, chats and comments. The majority of college students (68%) always comment in other users’ profiles and a significant number of college students (62%) often use chatting application in Social Networking Sites. This result points to the changing nature of interpersonal communication on SNS.

A greater number of the respondents (74%) believe that Social Networking Sites have made a positive impact on their lifestyle. Currently Social Networking sites have become part of their lifestyle which includes beliefs, culture, attitudes and behavioural patterns.

The majority of the college students (73%) indicated that Social Networking Sites have made a positive impact on their social life. This has become an integral part of their social life. Many of the college students opined that the usage of Social Networking Sites helps them to maintain and develop contacts almost anywhere, which defines social life of these students. The majority of college students (37%) indicated that usage of Social Networking Sites makes them more social.

In addition to this, the usage of Social Networking Sites has a tremendous impact on the consumerist attitudes of college students. This study reveals that the majority of college students (59%) indicated that there is an impact of SNS on increasing consumerism. Mainly through these Social Networking Sites advertisements have been programmed where college students are attracted and this in turn leads them towards the market. Social Networking Sites provide a platform to
users where they discuss, share information about a particular product or a service which definitely affects the consumerism tendencies of college students. SNS are making a huge impact on the decision a user makes to purchase a product in the market. New trends in clothing, electronic gadgets and much more are discussed vastly with online friends.

There are many college students (74%) who are members in various communities or groups on Social Networking Sites. The groups or communities can be based on any issue, for example there are a lot of communities in the name of celebrities, politicians, products and some are dealing with beliefs or social issues. Social Networking Sites provide a platform for people to express their views and comments freely without any restrictions. But, unfortunately the majority of the college students (49%) are less active regarding supporting or discussing about social issues on SNS and only 6 percent are very active in supporting or discussing social issues on these communities. The situation is the same about economic issues on these communities. The majority of college students (75%) are not active at all regarding supporting or discussing economic issues on these communities of Social Networking Sites.

While examining content sharing of college students on SNS the researcher had asked these students on a question three major aspects; personal, social and economic. The majority of college students (72%)
share personal aspects more on Social Networking Sites as compared to social and economic aspects.

It is evident that using online SNS for various purposes like marketing, advertisement etc. has dramatically increased. Such services are being used for political activities also viz, campaigning for a political party, organizing a political procession or meeting. These trends are increasing very steadily but not significantly. While analysing the level of participation of college students in student organizations, political activities and volunteering with civil society, the following findings were made; the majority of college students (85%) have not participated in political activities, the majority of college students (59%) have not participated in volunteering with civil society and lastly the majority of college students (75%) are not associated in students organizations on Social Networking Sites.

The usage of Social Networking Sites has an influence on academic performance of college students. Interestingly it is found that there is a negative impact on academic performance of these students (71%). It is found that the usage of SNS is more time consuming and many of these students do not find sufficient time for their academic activities. On the contrary, some of the college students (27%) found positive impacts of the usage of SNS on their academic performance as they had turned SNS into study groups where they have had fruitful academic discussions which helped them in their studies.
The medium of instruction of college students does not really affect their usage pattern of SNS. The majority of college students indicated that either in their primary and secondary schooling (83%) or pre-university and under-graduate levels (78%) medium of instruction doesn’t affect on their usage pattern of Social Networking Sites.

The majority of college students (48%) trust people only slightly on Social Networking Sites who come in contact with them on SNS. The majority of college students (55%) do not share their personal information on their respective Social Networking Sites and hence which shows the cautious usage of SNS among college students. This trend also signifies that the chance of getting into trouble for college students is lesser when college students do not share their information with online friends as soon as they got into contact.

The study shows that the majority (51%) of college students use gaming applications in Social Networking Sites. The popular gaming applications among these students are Angry Birds, Farmville, Cricket, Candy Crush Saga, Scramble etc.

Interpersonal relationships take place among different people in different settings, viz., with members of family, with friends and with teachers of college students. The study demonstrates the existence of influence of Social Networking Sites on the interpersonal relationships of college students with members of their family, friends and teachers.
First of all, in order to analyse the influence of SNS on interpersonal relationships of college students with members of their family six motivating factors have been used.

In order to understand the impact of Social Networking Sites on the interpersonal relationship of college students with members of their family the researcher has used a six point scale whereas six major questions were asked to the 436 college students. While analysing the data it was found that there is a positive influence of usage of SNS on interpersonal relationships of college students, which can be illustrated further.

First of all, the majority of college students (58%) want to interact more often with members of their family because of Social Networking Sites. Fundamentally the influence of usage of SNS persists on interpersonal relationship of college students with members of their families. The amount of time students spend to interact with their family members has increased due to the usage of SNS. Here, Social Networking Sites provide a different kind of communication tools whereas college students particularly want to interact more ‘often’ with their families due to these sites.

Second, the majority of college students (68%) can ‘often’ relate to families because of the use of same SNS by their family members too. This emerging trend significantly influences the interpersonal relationship of college students. Being in the same SNS group leads to
more usage of SNS and ultimately to more interaction between college students and members of their family.

Third, high interaction on SNS between college students and members of their families builds cordial relationship. As the analysis reveals the majority of college students (60%) indicated that Social Networking Sites often help in building cordial relationship with their family.

Fourth, due to availability of Social Networking Sites the majority of college students (48%) often want to keep in touch with their families. The services of SNS are more user friendly to any other medium of communication and hence, college students are constantly in touch with their families. Further, such usage pattern influences the kind of interpersonal relationship these college students are keeping with members of their family.

Fifth, Social Networking Sites provide better communication. The majority of college students (69%) indicated that sometimes usage of SNS facilitates better communication with their family. Evidently the usage of SNS increased the level of interaction between college students and their families providing better communication. Sixth, the majority of the college students (43%) indicated that SNS ‘often’ give an opportunity for better communication with members of their families.

Many of the parents of college students are aware of their children’s usage of SNS. The analysis shows that the majority of college
students (78%) indicated that their parents are aware about their usage of SNS. And majority of the college students (69%) said that their parents are positive with their usage of SNS.

The analysis of primary data clearly states that the intervention of SNS has caused for significant changes in interpersonal relationships between college students and their family. Hence there is a major influence of SNS on the college student’s changing interpersonal relationships with members of their family. Further, these changes in interpersonal relationships are positive changes. These positive impacts on interpersonal relationships help college students to build cordial and intimate relationships with members of their families.

The usage of Social Networking Sites influences interpersonal relationships between college students and their friends and teachers. Here too, in order to understand the influence of Social Networking Sites on the interpersonal relationship of college students with their friends and teachers the researcher has used six point scale.

The majority of college students (52%) want to interact more often with their friends because of having Social Networking Sites. This pattern portrays the impact of SNS on interpersonal relationship of college students with friends.

The majority of college students (56%) often can relate to friends because of the use of same SNS by their friends. Being in the same SNS group provides an opportunity to college students to relate to their
friends more often. When the college students and their friends are in the same SNS group, content sharing and status updating automatically happen among both sites and this pattern influences the nature of interpersonal relationship of the college students with their friends.

The majority of college students (55%) have indicated that SNS ‘always’ builds cordial relationships with friends. Therefore, this research states that the usage of SNS always builds cordial relationship among college students and their friends. In this regard by allowing college students to interact more with their friends, Social Networking Sites strengthen interpersonal relationships among college students with their friends.

The majority of college students (58%) indicated that sometimes they want to keep in touch with friends because of SNS. This increasing popular media tool is providing valuable service to college students where they are best making use of it to keep in touch with their friends. This usage pattern significantly influences the interpersonal relationship of college students with their friends. The majority of college students (85%) indicated that often the usage of SNS facilitates better communication with their friends and the majority of college students (39%) indicated that SNS often gives an opportunity for better communication with their friends.

While analysing interpersonal relationship between college students and their teachers in Mysore and Bangalore cities it is found
that the majority of college students (76%) do not use SNS for communicating with their teachers. However, only limited number of college going students use SNS for interacting with teachers.

**Suggestions Based on the Study**

Based on the analysis of the research data the following suggestions are given for more constructive use of SNS:

- Parents of college students, school administrators, teachers, and guidance counsellors must encourage college students to use Social Networking Sites since it promotes good interpersonal relationships.

- Students must use Social Networking Sites properly and not just for fun and entertainment, but also for communication with their families, friends and teachers.

- Social Networking Sites developers and companies must improve the security and privacy that they are giving to their users to promote a safe environment especially for children and teenagers.

- Students must also encourage their classmates to use SNS frequently since it promotes good communication with their teachers regarding school work and related activities.

- Students must also encourage their friends to use SNS since it promotes good relationship, making friendship ties grow stronger.
❖ Social Networking Sites are tools for better communication and college students should use them for academic purposes more, rather than for entertainment.

❖ College students should create communities or groups regarding their studies which help them in learning and creating new knowledge.

❖ Social Networking Sites should be used for personal development, where these sites enhance IT skills and help students to keep in touch with their professionals.

❖ Social Networking Sites should be used for sharing academic knowledge.

❖ The Social Networking Sites should be used for the purposes of discussions on social issues and also to share their own ideas and thoughts.

❖ SNS are the most powerful media for sharing and exchanging information and therefore, it should be used to create awareness among people in a society and to connected groups regarding social issues.

❖ College students should create study groups on Social Networking Sites to improve their academic performance.

❖ College students should interact more with their teachers which will help them to improve their academic performance.