

The Emergence of Online Communities in India – Role of Media Social Networking

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This paper explores into the emerging pattern of social networking, with the help of electronic media, facilitating likeminded people of different interests to converge into the virtual world. People access to the social networking in order to widen and strengthen their relationships as well as their knowledge. Social media provides a platform for the people in order to have better connectivity with others living far away and around the world. Online networking brings out people with different hobbies, ideas, opinions and discussion in matters related to the personal and professional life. Most popularly, young people spend more time in connecting with friends through online, finding new and old friends. Social networking websites function like an online community of the internet users. Indians have not lagged behind in catching up with the emerging trends of online communities' creations and eventually be a part of the society that is being transformed in the process which is facilitated to the greater extent by electronic media of variety which are quite accessible wherever and whenever people need them for their use. Such facilities have their own importance as the impact of it is so positive, while the negative aspects of usage of such facilities need to be curbed by the state.

[Keywords - social network, popular sites, user's choice, importance of websites, online community, global village.]

The sociology of Internet implies the application of sociological theory, knowledge and method of the analysis of the context of usage of facility of establishing contacts through accessing to the Internet as a source of information and communication. Sociologists are concerned with the social implications of the technology, nature and patterns of new social networks, creation of virtual communities, and ways of interaction with different people, as well as issues related to cyber crime. The 21st century society is characteristically cybernetic in which people establish contacts through very well-developed electronic online communication facilities without which the

highly complex modern society cannot move in a direction in which it plans to progress.

The Indian social media is fast emerging and provides information exchange involving nearly 60 per cent of the 83 million internet users in the country. The rising significance of social media in India is proved by the fact that almost all the conventional media have registered their presence on the social networking websites. The use of social networking media by Indians was highlighted for the first time in 2008 Mumbai attacks, where Twitter and Flickr became the media through which much information about the attacks reached Indians and the outside world. The second mass use of social media in India was in the month of May 2009 during national elections, where, for the first time, online voter registration system and transparency campaigns were started (Gaurav Mishra).

A social network is a collection of individuals connected together by a set of relations. Online social networking sites ‘virtually’ link people, who may or may not ‘know’ each other. They can exchange their knowledge, ideas and two-way communication through text, audio and video. In a short span of 4-5 years there is an exponential growth and horizontal expansion in the social media networking in India. The usage of technology for the purpose has been quite recognized and appreciated by people in India too.

Meaning of Media Social Networking

Boyd and Ellison (2007) define Social Networking Sites as “web based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection and view and traverse their list of connections and those made by others within the system”. The nature of these connections may vary from site to site (Ibid). According to Geroimenko and Chen (2007) Social networking websites provide rich information about the person and his network, which can be utilized for various business, profession and other purposes.

Social Networking Sites - Features

Based on the observations of the scholars about the utilities of social networking sites, we may sketch out certain features of them. Some of the main characteristic features of social networking sites are as follows:

- Advertisers to promote their brands through word-of-mouth to targeted customers.
- New teacher-student relationship with more interactive sessions online.
- The use of embedded advertisements in online videos.
- A platform for new artists to show their profile.
- Inter-connecting people of same interests in business, profession, academics or otherwise.
- Inter-learning about issues of interest, personal or public concern.
- Basis for more creative and reach out tendencies among people.

- Create a wider social network group which is cosmopolitan in character.

Zakaria and others (2010) have considered that social media, social networking, online communication are the words which are used parallel, and have believed that social media applications have already being accepted by young generations as a platform to socialize, collaborate and learn in an informal and flexible manner although their level of involvement and contribution varies significantly. Social networking sites provide a platform for people to interact. With the growing social media facilities, the volumes of content have grown on the network sites and have become very personal. People are pushed towards self-revelation by others which drastically affect privacy. This phenomenon is also called “herding”. The normal boundaries for selectively sharing information within predefined groups have slowly eroded. As Brassier (2010) has observed that today the media social networking passion has reached an excitement area. It marks a dynamic shift in the way that people connect, collaborate and communicate with each other throughout the world. Further Brassier (Ibid) has pointed out that social networking has empowered people to connect with others in a way that they can satisfy the basic instinct to be “social” but on a scale that was previously unattainable. While the interaction with others in local community are brought down to minimum due to changing social, economic, and cultural arrangements. People started stretching out to establish contacts with people from far elsewhere, since man is found to be basically interacting and gregarious in nature.

Today, there are numerous social networking websites over the internet, like Face book, Orkut, Twitter, Friendster, My space, Hi5, etc. These sites provide a platform for even to criminals to give effect to their activities. Ferris J. R (2010) points out that criminal can easily take advantage of the inactiveness of the account holders which could be harmful in a number of ways. Felt (2007) has observed that the social networking sites are good for attracting various groups of people with similar backgrounds or interests. However, there are deep rooted concerns about security and privacy. The security and privacy issues are entirely different. A security issue occurs when a hacker gains unauthorized access to a site’s protected coding or written language. Privacy issues are those involving the unwarranted access to the private information which doesn’t necessarily have to involve security breaks. But both types of breaches are often intertwined on social networks.

In one of the review of online social networking profiles by adolescents have revealed that social networking profiles involve individuals creating and maintaining personal internet sites allowing authors and other users to post the content, thus creating a personal network. Social networking websites is also one of the social media tools which can be used as a tool in education industry to generate on line traffic and a pipe line for new entrants. It has been observed that the use of these websites has been growing rapidly, while other traditional online is on the decrease. Social network user numbers are incredible, vastly

increasing the exposure potential to education industry through advertising industry.

Advantages of Social Networking

The following advantages are noticed of using social networking sites:

- Communication spreads easily and quickly anywhere and anytime;
- People to discuss ideas, share information, develop personal and social relationships;
- It widens business relations and contacts for the people serving in business field;
- Expands market research and implements marketing campaigns;
- Younger generation use social networking sites on large scale;
- Social networking is emerging as “social capital”;

Disadvantages of Social Networking

The disadvantages of using social networking sites are also noticed on equal size.

- Possibility for the hackers to commit fraud and launch spam and virus attacks;
- Increases the risk of people who fall into prey to online scams;
- People sometimes become victims of cybercrime;
- Results in loss of productivity as it cut into their productive work time; and
- The users get addicted to these sites and spend more hours on the internet which harms students academic performance, and causes mental health problems;
- It might produce alienating tendencies among users of networking media.

Origin and Growth of Media Social Networking

The details in the following table 1 provide the important landmarks in the emergence of media social networking which provide an idea as to who were all involved, where, why and how of the processes, which is a conspicuous feature of virtual world today.

Table 1: Milestones in the Progress of Social Media Networking

Sr. No	Year	The Organization and its Contribution
1.	1969	Computer Serve of U.S. provided major Commercial Internet Service using dial up technology, laid foundation for future social media networking.
2.	1971	First email was delivered.
3.	1978	The rudimentary beginning of a small virtual community was established by two Chicago based computer hobbyists through their invention of Bulletin Board System (BBS) for sharing information about meetings, announcements etc.
4.	1979	Usenet as an early Bulletin Board that was established and

		connected Duke University and the North Carolina University.
5.	1984	The Prodigy in U.S. introduced online service and by 1994 pioneered sales of dial-up connection to the World Wide Web (www) and hosted service for web publishers. Now it is part of AT and T.
6.	1985	The America Online (AOL) service was opened.
7.	1989	World Wide Web (www) was developed by British Engineer Tim Berners-Lee at CERN, Switzerland.
8.	1992	Tripod was opened as a community online facility for young adults.
9.	1993	CERN launched www, The graphical browser, mosaic, web page now called, were introduced successfully.
10.	1994	Beverly Hills Internet (BHI) started Geocities with a provision to create websites.
11.	1995	News week alerted that cyberspace is not Nirvana.
12.	1997	Blogging begins. Blackboard founded online course management system. Social networking website was sprung up for the first time by Six Degree.com.
13.	1998	Google opened as a major Internet Search Engine and Index.
14.	2000	By this year, over 70 million computers were connected to the internet.
15.	2001	Wikipedia, online encyclopedia was started. Apple started selling iPods.
16.	2002	Friendster, a social networking website, was started in the U.S.
17.	2003	MySpace, social networking website was launched. Linked In was started as business-oriented site for professionals. Apple introduced online music service i-tunes.
18.	2004	Face book, social networking website was started for students at Harvard College. Podcasting was started on the Internet. Flickr Image website was opened. Digg was started on social news website.
19.	2005	Bebo, Blog early and Blog Often, was started as another social networking website. Rupert Murdoch purchased My Space. Facebook launched a version for high school students. You Tube began storing and retrieving videos. 8 billion web pages completed.
20.	2006	Twitter was started as social networking and micro blogging site to send and receive tweets. Google indexed 25 billion web pages and cleared 400 queries per day. 1.3 billion Images and 1 billion use net messages on an average in a month.
21.	2007	Apple released the i-phone multimedia and internet smart phone.
22.	2008	Bebo was purchased by AOL.

23.	2009	Face book ranked World's most used social network with 200 million users. Google recorded 1 trillion URLs. Internet had 27 billion web pages.
24.	2010	Face book grew with 400 million users. Google launched Buzz, a social networking site. Apple released i-pad tablet computer with advanced multimedia and internet capabilities. Nearly 2 billion internet users, one-third of world's population was found using internet, a month.
25.	2011	Social media from anywhere to anywhere became an integral part of daily life with 550 million on Face book, 65 million tweets sent through twitter each day. 2 billion vide views each day on You Tube. Linked In had 90 million professional users. Apple introduced Ping social network for music integrated with i-tunes.
26.	2012	2 billion people around the world use the Internet as social media. In USA alone 213 million use internet via computers, 52 million via smart phone, 55 million via tablets each day.
27.	2013	YouTube recorded one billion monthly users with 4 billion views per day. Face book 1.11 billion, Twitter 500 million, Tumbler 170 million, Flickr 87 million, Instagram 100 million, Linked In 225 million, My Space 25 million, Pinterest 49 million, Word Press 7.4 million blog, Drop box 100 million, Google+ 343 million, Reddit 69.9 million monthly users.

Source: [www2.uncp.edu/home/acurtis/new media/social media/ social media history.html](http://www2.uncp.edu/home/acurtis/new%20media/social%20media/social%20media%20history.html).

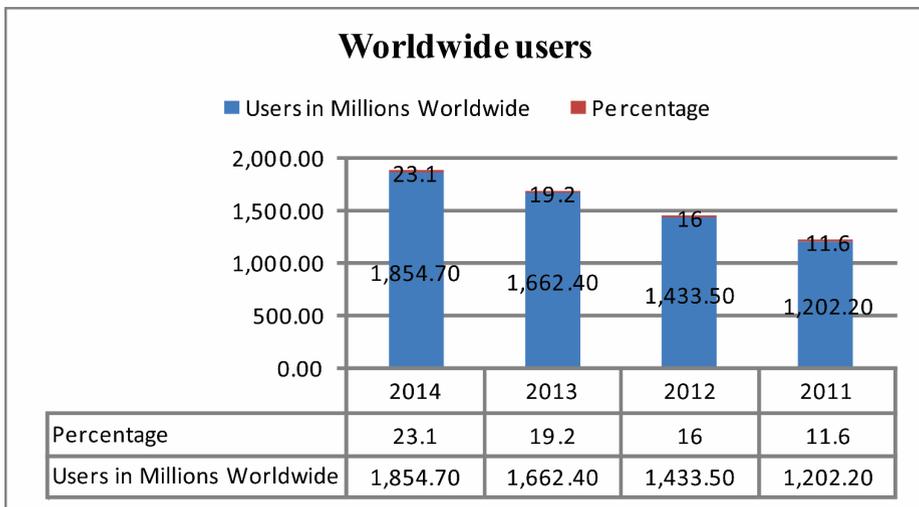
The details in table 1 are only indicative of the very fast growing and widely expanding phenomenon of the modern day media social networking facility which, it seems, man may not live without it. Media social networking facility is not a luxury. For some it is essentially a functional arrangement.

Social networking have the potential to fundamentally change the character of our social lives, both on the interpersonal, and community level. Changes in interaction patterns and social connections are already evident among young people, who are the biggest users of these sites. As adoption spreads to a wider audience, we expect such changes to be amplified across all segments of society. At an interpersonal level, the identity information included in public profiles serves to lower the barriers to social interaction and social connectivity between individuals that might not otherwise take place. At the community level, the organizing features of these sites lower the transaction costs for finding and connecting with others who may share one interest or concern but differ on other dimensions. Both of these processes have the potential to have positive effects on society at large because they encourage desperate individuals to connect, communicate, and take action. In the past few years, social network sites have become integrated into the daily practices of

millions of users, most visibly those of young people, but usage is rapidly spreading to older people and other groups.

Social networking sites adoption is a global trend. As social scientists who study the social impacts of new media, we believe that it is important to consider the social changes that might accompany the mainstream use of these sites. Like all “new” communication technologies, social network sites replicate features found in earlier communication tools. The details in Figure 1 depicts in bar diagram the recent trend in the growth of media social networking users in total population in the world during past 4 years, from March 2011 to 2014.

Fig 1: Bar Diagram Showing Number of Social Network Users Worldwide, 2011-2014.



Source: E-Marketer Feb 2012.

According to the details given in the Fig. 1, we may find that there are users of social networking sites worldwide. The percentage of users increased from 11.6 per cent to 23.1 per cent of total global population. In millions, the users were found to be increasing from 1,202.20 in March 2011 to 1,854.70 in 2014. Of the 7.1 billion people on the planet, about 6.6 billion are mobile subscribers. Nearly 85 per cent of the people in the world have internet access. The rate of growth of mobile is 530+ million that is 5 per cent increase each year. Moreover, the number of social media users around the globe has risen 18 per cent in 2013. Nearly 25 per cent of the people in the world now use social media.

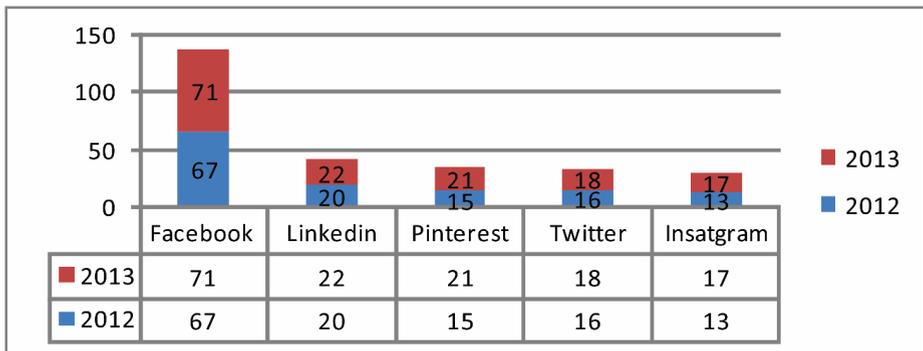
Media Social Networking in India

The media social network is a broad term used to denote the blogs, user created videos and wikis. A social networking is an online service, platform or site that focuses on building the formal and informal relationships and reflecting of social network or social relations among people who share interests and activities. As Madhavan (2007) has understood social networking often

involves grouping of specific individuals or organizations together. The social network provides quick information, low tech method to generate, maintain web based subject guides, and act as communication tools to enable social interaction among professionals. It promotes free flow of information and sharing of resources beyond boundaries. Social networking sites functions like an online community of internet users. It provides an unique platform for them to dynamically form collaborative groups and create, publish, exchange, share and cooperate any type of information from anywhere, at anytime. It makes use of web sites and people are using social networking sites closely for creating awareness, socializing, making friends and new arrival display is predominantly dominated by social networking sites, closely followed by topic discussion and meta data linking. (Ibid).

In India telephone, mobile phone and internet users’ number has been increasing quite steadily. India stands first next to china in terms of telephone and mobile phone users’ number is concerned. The internet users’ number is also increasing rapidly. With an estimated forty-eight million users, the Internet community in India is the fifth largest in the world, although Internet users formed only about 4.3 percent of the country’s population in 2005. (Paul Budde, 2006). With more and more people accessing the web through mobile phones, the internet user base in the country increased to 213 million in 2013 which is projected to touch 243 million by June 2014. As per Internet and Mobile Association of India (IAMAI) the year 2013 was the “year of internet”. It further maintains that internet in India is now becoming “inclusive” implying that it is accepted by all and has become a part of daily social life. The details in the figure 2 reveal as to what is the growth rate in the users size of certain media in 2012-13 which provide the inertia for these media to be used by adults.

Fig. 2 Bar Diagram Showing Growth Size of the Adult Users of Social Networking Sites in India, 2012-13 (In Percentage)

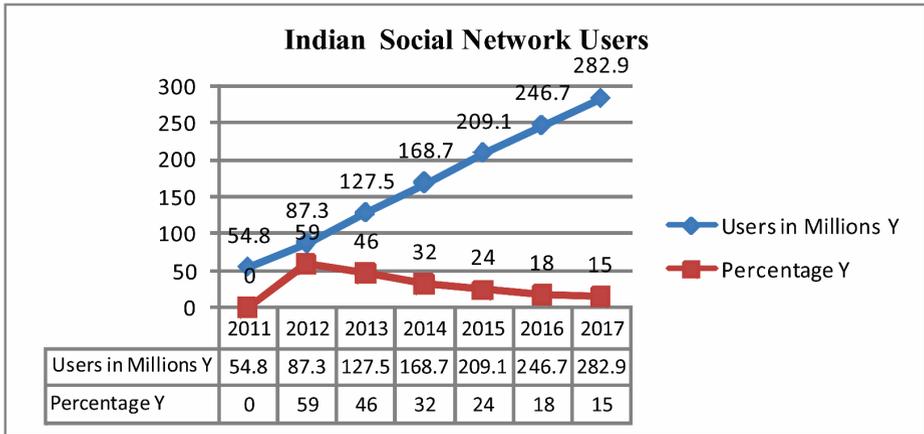


Source: Pew Research Centers Internet Project Tracking Surveys 2012-13

According to Fig. 2, the use of popular social networking sites has increased in case of Face book from 67 per cent to 71 per cent, LinkedIn from 20 per cent to 22 per cent, P-Interest from 15 to 21per cent in the year 2012-13.

The users of Twitter were found to be increased from 16 to 18 per cent, and Instagram from 13 to 17 per cent. Social networking sites are more popular among adults. There has been a great deal of increase in the usage of the popular networking sites in the recent years as shown in the figure 2. The increasing trends in usage of social networking sites in India are given in Figure 3.

Fig. 3 Line Graph Showing No. and Percentage Social Network Users in India, 2013-2017



Source: E-Marketer 2013

The number of social network users in India is estimated to cross 100 million and might reach more than 168 million users by 2014. Further users of social media will double and reach 282.9 million users by 2017. But the interesting fact is that the percentage of users seems to have slowed down growth from 2013 and expected to continue even in India in line with global trend. As e-marketer (2013) estimates that about 75 per cent of Indians are active internet users who use social networking sites, and spend nearly about 30 minutes every day on different social networking sites. According to the Internet and Mobile Association of India (IAMAI) and Indian Market Research Bureau (IMRB), India has reached 121 million internet users in 2011. Further, nearly 74 per cent of active internet users are found in urban India using social media and 58 million individuals have accessed to some form of social networking using personal computer, laptop, and even mobile device. About 97 per cent of individuals were found using Face book, Google+, LinkedIn, and the average time spent by people is 29.6 minutes on weekdays as compared to 28.8 minutes on weekend days.

It is expected that by June 2014, internet users in rural India will rise to 85 million and active internet users to 56 million. The report also finds that about 61 per cent, that is 25 million of active internet users access internet at least once a week. In June 2013, nearly 21 million of active mobile internet

users were found in rural India. About 42 per cent of internet users usually prefer to access it only in local languages. Further the report of IAMAI revealed that majority of the rural internet population is not comfortable in accessing the internet in English. Hence they are still back of using internet for useful purposes. Only 9 per cent of the active internet users transact online which is still low.

Table 2 State wise Internet Users by Households in India, 2011

State	Households	Computers	%	With Internet	%	Without Internet	%
Jammu and Kashmir	2015088	169267	8.4	58438	2.9	110830	5.5
Himachal Pradesh	1476581	124033	8.4	41344	2.8	82689	5.6
Punjab	5409699	692441	12.8	292124	5.4	400318	7.4
Chandigarh	235061	78040	33.2	44191	18.8	33849	14.4
UttarKhand	1997068	219677	11	63906	3.2	155771	7.8
Haryana	4717954	622770	13.2	250052	5.3	372718	7.9
Delhi	3340538	972097	29.1	587935	17.6	384162	11.5
Rajasthan	12581303	868110	6.9	226463	1.8	641646	5.1
Uttar Pradesh	32924266	2666866	8.1	625561	1.9	2041304	6.2
Bihar	18940629	1344785	7.1	170466	0.9	1174319	6.2
Sikkim	128131	14735	11.5	4228	3.3	10507	8.2
Arunachal Pradesh	261614	21452	8.2	5232	2	16220	6.2
Nagaland	399965	35597	8.9	6799	1.7	28797	7.2
Manipur	507152	45644	9	10650	2.1	34993	6.9
Mizoram	221077	33604	15.2	5527	2.5	28077	12.7
Tripura	842781	60680	7.2	8428	1	53095	6.3
Meghalaya	538299	40911	7.6	8074	1.5	32836	6.1
Assam	6367295	592158	9.3	101877	1.6	490282	7.7
West Bengal	20067299	1665586	8.3	441481	2.2	1224105	6.1
Jharkhand	6181607	426531	6.9	92724	1.5	333807	5.4
Orissa	9661085	492715	5.1	135225	1.4	357460	3.7
Chhattisgarh	5622850	258651	4.6	67474	1.2	191177	3.4
Madhya Pradesh	14967597	883088	5.9	209546	1.4	673542	4.5
Gujarat	12181718	1071991	8.8	377633	3.1	694358	5.7
Diu and Daman	60381	5615	9.3	1691	2.8	3925	6.5
Dadra and Nagaraveli	73063	6064	8.3	2046	2.8	4018	5.5

Maharashtra	23830580	3169467	13.3	1382174	5.8	1787294	7.5
Andra Pradesh	21024534	1766061	8.4	546638	2.6	1219423	5.8
Karnataka	13179911	1687029	12.8	632636	4.8	1054393	8
Goa	322813	100395	31.1	40997	12.7	59398	18.4
Laksha dweep	10703	1509	14.1	332	3.1	1177	11
Kerala	7716370	1219186	15.8	486131	6.3	733055	9.5
Tamil Nadu	18493003	1960258	10.6	776706	4.2	1183552	6.4
Pondicherry	301276	40974	3.6	18077	6	22897	7.6
Andaman and Nicobar Islands	93376	8217	8.8	3268	3.5	4949	5.3
INDIA	246692667	23189111	9.4	7647473	3.1	15541638	6.3

Source: Census of India, 2011 Household Tables, Registrar General, Govt. of India, New Delhi.

In India about One-Tenth (9.4 per cent) of households have computer and among whom, about 3 per cent with internet and 7 per cent were without internet facility. Only one state and two union territory in India have internet density of over 10 per cent. The Chandigarh has the highest (18.8 per cent) of total households of internet users, followed by NCT of Delhi (17.6 per cent) and Goa (12.7 per cent), while Bihar has below one per cent of total households of internet users which is found to be lowest in India. Other states like Maharashtra has 5.8 per cent of internet users, Uttar Pradesh has 1.9 per cent of internet users and West Bengal has 2.2 per cent of households using internet. Now it has become a trend of using internet on smart phones with android in order to access to the internet quickly rather than laptops or desktops. Wi-Fi easily helps to use internet anywhere if there is internet connection on smart phones. According to the report of silicon India, only three per cent of the country’s population had access to home internet in 2011. The Telecom Regulatory Authority of India (TRAI) stated that in India there are 164.81 million of internet subscribers with seven out of eight accessing the internet from mobile phones in 2013.

Importance of Social Networking in India

A fast developing society like India needs to have the new avenues of technological services for its population which is aspiring to develop and for the purpose of which it needs to stretch out any further within no time. It is only the modern media social networking virtual technological services which can help build the required network structure and facilitate people to do anything with that. As Boyd (2007) has pointed out that the uniqueness of social networking is that it not only allows individuals to meet strangers but enables users to discuss and make visible their social networks. This results into connections between

individuals which otherwise is not possible through any other media already existing.

For Lenhart A and Others (2010) social networking is not only popular for providing a platform for chatting, sharing scraps, videos, pictures etc. but also for discussing social issues. However, certain issues yet require study and research like impact of social networking sites on youth's minds and loss of privacy, as earlier people believed in keeping their data private but now they enjoy going public and showing wall posts, status updates, tweets and in fact every thrill of their lives. According to Acquisti A, and Gross R ,(2006) social awareness brings more maturity, unity and thoughtfulness when it comes to taking important decisions for people and society.

Blog writing is a latest trend which serves as an online journal linking to varying news stories and sites. It allows individual or group of users to record their opinions and information. Now every celebrity maintains their own blog. Maintaining blogs enables to strengthen community ties and spread key issues.

People now do not rely much on traditional means of interaction; instead they communicate through internet and other popular social networking sites and derive the best output. India is a multi-cultural society. It has lot of social diversities contained in it. Social networking sites help in integrating with all the parts of the country including subcultures and minority groups who otherwise never get the physical means and space to practice their views and beliefs as social issues need regular discussion of individuals using networking sites to communicate periodically or regularly depending on ones own and others' requirements.

Impact of Social Networking

Social networking opens the world of connectivity with people and society. There is no doubt that social networking sites connect the people belonging to the different regions but also lead to breaking up of relationships and on the other side they help the people to have better relationships. The new trend in social networking is the growing opportunities and risks where people are participating in various activities such as blogging, logging, gaming, instant messaging, downloading music, and other content. The effects of these sites are found on young adults who waste a lot of time on these sites, decline in their academic or professional progress. But, the social networking may help build up the career of people serving in business, commerce and IT sector.

Social networking found largely to be used by growing teenagers. These sites expose the teenagers to various risks like online victimization, disclosure of personal information, cyber-stalking, access to inappropriate content, online grooming, child abuse, etc. Social networking is possible when a person needs it in the workplace, universities, and high schools, for various purposes.

Our personality can be shaped only if we have better social relations. The ideas, opinions expressed by the people are most importantly taken into consideration. The sub-culture of media social networking is becoming an upbringing ground for the unsuccessful, self-obsessed younger generation. We

forget that we chose the people with whom we want to interact with on these sites. So the validity of the opinions expressed on these sites need to be reconsidered before we get convenient in a shell of false sense of unwanted self-importance, but this is conveniently forgotten by most of us.

Times have truly changed. The world has been made flat by the World Wide Web. Today, we live in a world where contacting someone, sharing our journeys as well as our thoughts is just one click away. Social networking sites are now available to fulfill one's social needs. These networking sites have made it possible for us to chat with friends who live in distant places as well as share with them pictures and videos of whatever we are up to instantly.

Positive Effect of Social Networking

There are some positive effects of social networking in India identified as follows:

- Expression of ideas and emotions- Today people would use social networking in order to pour out all their ideas and emotions. They would post or tweet anything that they have in mind as well as “like” or “share” posts, pictures or links which they think are interesting to self and others.

- Release of stress - In order to get release from their work pressure or routine tensions, people access to online social media which may provide them some relief.

- Political development – social media networking has helped among the politically interested people from across the sections of population with having concern for political modernization and development by sharing ideas, thoughts, critical inputs, etc. which help to shape up right political situation for the development of society.

- Sharing of information becomes easy – people usually access to the internet or social media in order to get or share information belonging to anywhere from any part of the world. It is a positive advantage of social networking that sharing any information from friends, professionals, colleagues or others becomes quite accessible.

- Academic progress – Academic professionals like teachers, researchers and students can use social networking such as Wikipedia, online journals, online book catalogue, Google scholar, online library updates, E-book etc to widen their knowledge and also have progress in their research.

- Create awareness - Generating awareness on various social evils like dowry, female feticide and infanticide etc. this has led to the decline in the incidence of them. Bringing into focus any atrocities faced by weaker sections of the society using this facility. This has brought, in a sense, security to the weaker sections.

- Health promotion - Helps in promotion of good practices like health, hygiene, nutrition etc thereby improving the living standards of people.

- Media has been showing in new employment opportunities that are available in the market. This enables the onlookers with requisite skills to grab them.

- Media is responsible for spreading in latest fashion dressing style, cosmetics, hair styles etc.

Negative Effect of Social Networking

There are also negative effects of these social networking media which may be enlisted for further exploration, in Indian Context, as follows:

- Multitasking - students who get involved in activities on social media sites get affected in their studies and also lose track of focus of their attention. This causes reduction in their academic performance due to lack of concentration in studies.

- Reduction in real human contact -The more time the people spend on these social media sites, the less time they will spend socializing in person with others. This reduces their communication skills. They will not be able to communicate and socialize effectively in person with others.

- Reduces command over language usage and creative writing skills—people mostly use slang words or shortened forms of words on social networking sites. They start relying on the computer grammar and spelling check features. This reduces their command over the language and their creative writing skills.

- Young adults fall prey to the obscene available on the media network which derail them often in their proper social conduct.

- Time wastage - Students, while searching the information and studying online, usually get attracted to using social media sites and sometimes they forget why they are using internet. This wastes their time and sometimes students are not able to deliver their work in the specified time frame.

- Effect on health - The excessive use of social networking site effect the mental as well as physical health. People do not take their meals on time and may not take proper rest. They take excessive amount of coffee or tea to remain active and focused on working online which effects negatively on their health.

- If there are no effective regulating mechanisms followed by the state in this area, it is likely that some deviant activities are encouraged through online.

Social Media Misuse – Measures Preventive

Gross and Sweeney (2007) have expressed that there are pertinent threats involved in the free and non-regulated extension of providing services by the social media network agencies. With ever fast-growing globalization, social transformation, and technology, the security and privacy have not been first priority in the development of such sites. As a result, along with the benefits of social networking sites, significant privacy and security risks have also emerged. Although this case involves the question of integrity of our nation, however it is a welcoming order in respect of pressurizing such multi nationals to consider privacy and security issues and built in mechanism to control

information on their respective websites. This calls for the attention of the global society to evolve strategies and methods to prevent unlawful activities in the best interests of the people and national societies.

Certain service providers like Face book and LinkedIn are forced to introduce a number of features on their websites to protect privacy of their users. A user can adjust how much information about posts, photos, online status and other factors are accessible to other people. It is learnt that certain service providers like Google, Yahoo, MSN, Ask, Face book limit the ability of search-site web crawlers to crop user information. As it is their privacy policy, they limit access to site information by third party ‘search engine crawlers’.

Singh S (2012) has observed that new option has also been introduced by Face book where a user who logs in it from a different computer is asked for authorization. This login is notified to the registered email of the Face book user. So if the account is hacked or an unknown user logs in, the information of such an access is immediately sent on the registered email. LinkedIn is the most professional social networking website; its users generally seem to be aware of the need to behave professionally. This site provides a wide range of tools for customizing others’ views of users, such as the ability to change, where the user is connected to or just to see those having in common, or the entire connections list.

The state should own the onerous of regulating these sites by its prescriptions and proscriptions for making the networking media better operationalised. The Department of Information Technology, Government of India, published draft rules in 2011 under Section 43A in order to define “sensitive personal information” and to prescribe “reasonable security practices” that body corporate must observe in relation to the information the users hold. Though the Indian Government introduced a separate bill called “Personal Data Protection Act 2006” to meet the growing need, the Bill is still pending in the Parliament and is likely to lapse. Further, the Information Technology (Amendment) Act, 2008 has tried to address the demand of the IT industry by specifically introducing two sections, namely Section 43A and Section 72A which specify that they are measures towards “Data Protection”. It has noticed that this may make the Personal Data Protection Act 2006 redundant and superfluous. However, critics opine that the Indian Government should consider enacting a separate data protection law along with the lines of Directive 95/46/EC so that the country is in the forefront of legal developments around the world.

Now, all major social network services have specific privacy guidelines that are published on their web sites. Users should take the time to read and understand these documents, since they include the types of information that these sites will reveal or sell to other parties. If one is not satisfied with the terms, one should not use the service. Felt A (2007) has observed that the sophos, an internet security and control firm, suggested that Face book should implement additional security measures such as a pop-up confirmation dialogue

every time users “Like” something, rather than only when a page already known to be suspicious involvement. It has perceived that social networking websites should seek to achieve security through profile tracking and cross-reference, IP tracking, and simple observation. Currently, social networking websites are not taking these steps to protect their users, and they have little, incentive to do so.

Indian laws governing electronic commerce and data security are not that complex. All that is needed is effective enforcement of the same and to ensure that laws are more strict and easy to act upon. Hosein I (2006) has pointed out that social networking websites represent the end of passive media and if this development is cautiously used then it would lead to the blooming of interconnected and informed work force.

Where the ICT corporate entities fail in regulating the free and unchecked flow of details from one end to any end, then there would become a need for governmental intervention to impose certain measures on corporate entities to adhere to in the best interest of individuals, organizations, communities and society who are likely to go morally and ethically corrupt in the wake of emerging patterns of usage of social networking media. A deeper sociological understanding of the new patterns of social media network in terms of their utilities and disutility's, and the required measures to be taken to prevent the misuse of the new media basis becomes more relevant and timely when the whole world is brought closer to make it into a global village in the wake of fast emerging new forms of information and communication technologies. This leaves scope for further need of more inquiries into the phenomena.

Conclusion

Media Social Networking is a revolutionary idea with a very bright future with further scope for advancements. The opportunities provided from this medium are immense and many organizations are making use of this medium to better their practices. Organizations are no longer at the mercy of the media to advertise or convey their messages. But with the help of media social networking they can communicate with their prospective customers in a better and efficient way.

Online communities and Blogs are becoming very popular and moreover since the advancement of embedded systems people can use them “on the go” with the help of handheld devices like cell phones or palmtops. They can get information which is more interactive in nature with the help of embedded photos and videos. The world is getting closer every day and everyone wants to be connected. The information comes to the users rather than users have to make effort to get the information. The social networks can be extended to other media, for example, Television, now integrates Twitter feeds. In terms of personal relationships too, the social networking is connecting people. Social networking can also be very crucial in medical help. Illness support communities can be created from which people can get information about common diseases and also first aid tips. As the best of ideas, thoughts, knowledges, strategies, methods, and sources of help can be shared online

instantly and immediately, the users of the networking media should also go beyond their personal interests to see and look into the facilities for the developmental needs of others and the whole environment, besides conservation of cognates of nature, it should also include political, economic, educational and cultural aspects of the larger society. Then only the media networking would serve the manifest interests of all. Otherwise man being man, the Hobbesian contents in him should not be facilitated by the media networking to come to surface to eventually affect the society beyond its repair.

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