

Social Network Sites on Adolescents' Social and Academic Development : A Psychological Barrier

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ABSTRACT

Teenagers are among the most prolific users of social network sites (SNS). Emerging studies find that youth spend a considerable portion of their daily life interacting through social media. Subsequently, questions and controversies emerge about the effects SNS have on adolescent development. This review outlines the theoretical frameworks researchers have used to understand adolescents and SNS. It brings together work from disparate fields that examine the relationship between SNS and social capital, privacy, youth safety, psychological well-being, and educational achievement. These research strands speak to high-profile concerns and controversies that surround youth participation in these online communities, and offer ripe areas for future research. The current tools of teenage communication go by a peculiar set of names. Wall Posts, Status Updates, Activity Feeds, Thumbs Ups, and Profiles are some of the ways that youth today communicate with one another. These tools are features of social network sites (SNS), such as Facebook and MySpace. In this article we review how SNS effected mental and academic development of youth.

Keywords : SNS (social networking sites), Youths, Psychological Barriers

I. INTRODUCTION

“I’m an addict. I just get lost in Facebook” replies a young mother when asked why she does not see herself able to help her daughter with her homework. Instead of supporting her child, she spends her time chatting and browsing the social networking site . This case, while extreme, is suggestive of a potential new mental health problem that emerges as Internet social networks proliferate. Newspaper stories have also reported similar cases, suggesting that the popular press was early to discern the potentially addictive qualities of social networking sites . Such media coverage has alleged that women are at greater risk than men for developing addictions to SNSs

The mass appeal of social networks on the Internet could potentially be a cause for concern, particularly when attending to the gradually increasing amounts of time people spend online . On the Internet, people engage in a variety of activities some of which may be potentially to be addictive. Rather than becoming addicted to the medium per se, some users may depl

an addiction to specific activities they carry out online. Specifically, Young argues that there are five different types of internet addiction, namely computer addiction (i.e., computer game addiction), information overload (i.e., web surfing addiction), net compulsions (i.e., online gambling or online shopping addiction), cybersexual addiction (i.e., online pornography or online sex addiction), and cyber-relationship addiction (i.e., an addiction to online relationships). SNS addiction appears to fall in the last category since the purpose and main motivation to use SNSs is to establish and maintain both on- and offline relationships. From a clinical psychologist’s perspective, it may be plausible to speak specifically of ‘Facebook Addiction Disorder’ (or more generally ‘SNS Addiction Disorder’) because addiction criteria, such as neglect of personal life, mental preoccupation, escapism, mood modifying experiences, tolerance, and concealing the addictive behavior, appear to be present in some people who use SNSs excessively

Social Networking Sites are virtual communities where users can create individual public profiles, interact with real-life friends, and meet other people based on shared

interests. SNSs are “web-based services that allow individuals to:

- (1) construct a public or semi-public profile within a bounded system,
- (2) articulate a list of other users with whom they share a connection, and
- (3) view and traverse their list of connections and those made by others within the system” .

The focus is placed on established networks, rather than on networking, which implies the construction of new networks. SNSs offer individuals the possibilities of networking and sharing media content, therefore embracing the main Web 2.0 attributes, against the framework of their respective structural characteristics. In terms of SNS history, the first social networking site (SixDegrees) was launched in 1997, based on the idea that everybody is linked with everybody else via six degrees of separation , and initially referred to as the “small world problem”. In 2004, the most successful current SNS, Facebook, was established as a closed virtual community for Harvard students. The site expanded very quickly and Facebook currently has more than 500 million users, of whom fifty percent log on to it every day. Furthermore, the overall time spent on Facebook increased by 566% from 2007 to 2008 . This statistic alone indicates the exponential appeal of SNSs and also suggests a reason for a rise in potential SNS addiction. Hypothetically, the appeal of SNSs may be traced back to its reflection of today’s individualist culture. Unlike traditional virtual communities that emerged during the 1990s based on shared interests of their members , social networking sites are egocentric sites. It is the individual rather than the community that is the focus of attention .

Egocentrism has been linked to Internet addiction. Supposedly, the egocentric construction of SNSs may facilitate the engagement in addictive behaviors and may thus serve as a factor that attracts people to using it in a potentially excessive way. This hypothesis is in line with the PACE Framework for the etiology of addiction specificity . Attraction is one of the four key components that may predispose individuals to becoming addicted to specific behaviors or substances rather than specific others. Accordingly, due to their egocentric construction, SNSs allow individuals to present themselves positively that may “raise their spirits” (i.e., enhance their mood state) because it is

experienced as pleasurable. This may lead to positive experiences that can potentially cultivate and facilitate learning experiences that drive the development of SNS addiction.

A behavioral addiction such as SNS addiction may thus be seen from a biopsychosocial perspective . Just like substance-related addictions, SNS addiction incorporates the experience of the ‘classic’ addiction symptoms, namely mood modification (i.e., engagement in SNSs leads to a favourable change in emotional states), salience (i.e., behavioral, cognitive, and emotional preoccupation with the SNS usage), tolerance (i.e., ever increasing use of SNSs over time), withdrawal symptoms (i.e., experiencing unpleasant physical and emotional symptoms when SNS use is restricted or stopped), conflict (i.e., interpersonal and intrapsychic problems ensue because of SNS usage), and relapse (i.e., addicts quickly revert back in their excessive SNS usage after an abstinence period).

Moreover, scholars have suggested that a combination of biological, psychological and social factors contributes to the etiology of addictions [16,17], that may also hold true for SNS addiction. From this it follows that SNS addiction shares a common underlying etiological framework with other substance-related and behavioral addictions. However, due to the fact that the engagement in SNSs is different in terms of the actual expression of (Internet) addiction (i.e., pathological use of social networking sites rather than other Internet applications), the phenomenon appears worthy of individual consideration, particularly when considering the potentially detrimental effects of both substance-related and behavioral addictions on individuals who experience a variety of negative consequences because of their addiction [18].

To date, the scientific literature addressing the addictive qualities of social networks on the Internet is scarce. Therefore, with this literature review, it is intended to provide empirical insight into the emerging phenomenon of Internet social network usage and potential addiction by (1) outlining SNS usage patterns, (2) examining motivations for SNS usage, (3) examining personalities of SNS users, (4) examining negative consequences of SNSs, (5) exploring potential SNS addiction, and (6) exploring SNS addiction specificity and comorbidity.

Objectives:

1. To study the awareness level of usage of different social networking sites.
2. To study impact of using social networking sites on the academic and social development of the youth .

II. RESEARCH METHODOLOGY

The research gives an insight to the youth /students connection with social issues and the social networking site .In this study both primary and secondary sources of data will be included. The primary data for this research study will be collected through a questionnaire; the data of questionnaire was collected from 60 respondents which served as the primary source of data for the analysis of this research and that lead this research study to the exploration of the impact of social networking websites on students. At the same time literature review of this research study will provided the secondary. Source of secondary data which is gathered from published research articles.60 respondents were randomly selected from Karnatak arts college dharwad. Respondents were only students who filled a questionnaire. The collected data were carefully assessed to the statistical software i.e. SPSS and the results were taken as they were required for the analysis of this research students

III. RESULTS AND ANALYSIS

Table no.1 reflects that below 20 years students 51.7% use SNS, 20 to 30 age group students 30% use SNS, 30 to 40 years old students 15% use SNS and above 40 years age group students use SNS only 3.3%. Below 20 to 30 years age group students use SNS for entertainment and knowledge mostly even 30 to above 40 years old students use SNS for knowledge and communication mostly

Table 1. Age group and use of Social networking sites

	Less than 20	20 to 30	30 to 40	Above 40
Entertainment	10	4	1	0
Knowledge	10	6	4	1
Time killing	4	3	1	0
Communication	7	5	3	1
TOTAL	31	18	9	2
PERCENTAGE	51.7%	30%	15%	3.3%

Table2 Gender use of SNS

	MALE	FEMALE
Entertainment	10	09
Knowledge	16	07
Time killing	04	05
Communication	05	04
TOTAL	35	25
PERCENTAGE	48.3%	41.7%

The above result states that use of SNS by male is more (58.3%) than female user of SNS (41.7%). Male mostly use SNS for getting knowledge even female use it for knowledge as well as killing time and communication

IV. CONCLUSION

Many researchers were found that the social networking sites are acting as great medium for view mobilization. Social networking sites impact positively on youth in raising their voice against social acts like violation of Human Rights, corruption etc. These social networking sites are proving themselves an advantage at least in bringing opinion of people on these social issues. Youth are getting more aware about the social issues mainly from Facebook. But instead of getting the knowledge the youth generally don't discuss them, they just share it or like it and the issue just remains focused on web only. Most of the people think that youth can play a positive role in changing our society which is represent in most of the responses to different queries. So we should focus on the ethical use of these SNS so that it serves our society in a right way and the youth can play an important role because SNS is a boob and curse both for the Indian society .In one hand it provides away to connect our dear ones on the other side it gives a dais that become danger for our tradition and culture.

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