



**IMPACT OF SOCIAL NETWORKING SITES (SNS)
AND MESSAGING APPS ON YOUTH: AN EXPLORATORY STUDY**

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Abstract

SNS and messaging applications are becoming more popular among young people. In order to assess how much individuals know about these sites and what their major motivations are for using them, the study's primary objective is to collect data. To be more precise and complete, we rely on both primary and secondary data.

Keywords: Information Technology Enabled Services (ITES), Internet, Consumer Emotional Intelligence Scale (CEIS), Social Networking Sites (SNS)

INTRODUCTION

The Internet is a big part of our daily life. Although millions of people use the Internet for educational purposes, most teenagers and young people use the Internet to connect with others through SNS. Most SNS and messaging programs allow members to express themselves by tailoring their profile page to their personality. The Music and Videos section is the most popular section of the site. In recent years, websites like Facebook and messaging programs have made interaction much easier. Discussions, forums, and surveys allow users to join groups (so-called groups) and share their thoughts with others. Cybercrime, a global integrity issue, is one of the downsides of using these services. Social media has also influenced the behaviors and social beliefs of young people. Randomly surf the web and engage in non-educational, immoral or inappropriate activities such as inactive chats or kill times to avoid completing tasks.

NEED OF THE STUDY

Social networking services and messaging programmes are growing increasingly popular, especially among younger people. Young people's lives might be positively or negatively impacted by SNS and messaging apps, according to research.



OBJECTIVE OF STUDY

- To evaluate the most frequently used SNS and messaging apps.
- Inquire about the impact of SNS and messaging programmes on young people's life.

RESEARCH METHODOLOGY

Data Source

First-hand information gathered by questionnaires sent randomly to a demographic sample of 100. The data is analysed using simple statistical tools such as average and percentage. In addition, the article relied on secondary sources such as research papers, journals, newspapers, books, and an internet data repository for its findings.

LIMITATIONS OF STUDY

- Because primary data is obtained through a questionnaire, non-respondents have an impact on interpretation.
- Currently, we have numerous messaging apps and SNS, however due to time constraints, we were unable to cover all of these Social Medias.

COMPANY PROFILES

Facebook: Facebook was founded on July 29, 2004 as a social network. Companies use mobile devices and personal computers to communicate and exchange information. Services are also available for entrepreneurs, marketers and developers. Mobile and web platforms allow users to share their views, ideas, photos and videos and participate in other events.

Hike: Bharti SoftBank invested \$7 million in Hike in April 2013 after forming the company on December 12, 2012. To date, Hike has been used by over 15 million people and raised \$14 million in development funding in February 2014.

IMO: Founded in 1972 in the UK, the company is now a leading manufacturer and distributor of Industrial Control Equipment (ICE) in the European Union. IMO offers a wide range of product options from PCB connectors to programmable logic controllers.



WhatsApp: WhatsApp is a platform-independent mobile messaging provider that uses the WhatsApp API to allow users to send unlimited text messages as well as audio, video and photo chats. All platforms such as Windows, Nokia and Symbian are supported.

Google+: Private cloud photo albums and the new Hangouts Chat feature are just some of the new features coming to Google+. Other features include uploading photos and status updates to streams or interest groups, grouping different types of contacts in circles, and instant messaging with multiple people using text and video chat.

Line: 100 million members in 18 months, 2 billion in 6 months. In terms of internet social networks, 2013 was the world's largest and Japan's largest line. last October.

Viber: iPhone and Android app lets you make calls and send texts for free. Viber lets you call or text anyone in the world for free. No PIN codes or additional fees are required once the app is activated, and once installed, it integrates seamlessly with your current address book.

Twitter: A social networking site where users can post or tweet 140 characters per day. Twitter was founded in 2006 by Jack Dorsey and Biz Stone. The fast-growing company raised \$1.82 billion in its first initial public offering (IPO) in 2013.

ANALYSIS AND INTERPRETATION

How Often Do You Use It

A staggering 45 percent of respondents use SNS and messaging apps daily, while 19 and 31% of respondents only use them on a weekly basis, with the rest using them for video conferencing and commercial contracts.

Reasons for Using Social Networking Websites and Messaging Applications

Examples include 45 percent of respondents using SNS and messaging apps for chatting, and 19 and 31 percent of respondents using them to share papers or have a social contact, respectively.



Apps Usage

60 percent of respondents use Facebook Messenger, making it the most popular app among respondents. A total of 15 and 16 percent of respondents use Facebook and hiking, respectively. Comparatively, Twitter (4%) and other apps (5%) have lower usage rates.

Efficacious and user-friendly sites and apps

Most respondents (70%) feel WhatsApp is a simple application, whereas 22 and 8% believe Facebook and hiking are also straightforward to use. Simply said, most people don't grasp it.

SNS and Messaging Apps Awareness

87 per cent of respondents are aware of the recent developments in SNS and messaging applications.

Daily Newspapers and Magazines are affected by SNS

54 percent of respondents believe that social networking applications are having a rising impact on daily newspapers, while 20 percent believe that it is diminishing.

Personal Knowledge Improvement

Ninety percent of respondents say that SNS have helped them improve their personal knowledge, while ten percent say that there is no way to improve personal knowledge using SNS.

Online Social Networks and Messaging Apps Have Negative Aspects

Ninety percent of our respondents believe that SNS and messaging applications have negative characteristics, whereas ten percent disagree.

On SNS, advertising is used as a marketing strategy

A total of 90 respondents believe that social networking site advertisements are effective, whereas 10 respondents believe that they are not.



Privacy is a concern

79 percent of individuals are more aware of privacy settings, while 21 percent are less informed.

SNS and Messaging Apps Accounts

In all, 71% of respondents have at least two accounts, 25% have three to five accounts, and 4% have six or more accounts.

Time Spent on a Daily Basis

Most individuals spend 2 to 6 hours each day on SNS and messaging apps, with 31 percent spending less than an hour and 3 percent spending 6 to 12 hours per day on these sites and applications.

Table-1: Ratings

Features	Messaging Applications				
	WhatsApp	Hike	Viber	Line	IMO
User Friendly	4.76	3.89	2.25	1.72	2.33
Data Consumption	3.80	2.64	2.25	2.22	2.26
Voice Call Clarity	2.68	2.22	2.37	1.68	2.29
Security	3.57	2.76	2.03	1.87	1.33
Updates	3.84	2.80	1.78	1.67	1.86

Sources: Primary Data

Result: For characteristics like as user-friendliness, data usage, voice call clarity, security, and updates, WhatsApp has been ranked top by the majority of respondents.

Table-2: Ratings

Features	Social Networking Sites			
	Facebook	Twitter	Google Plus	LinkedIn
User Friendly	4.13	2.17	2.53	1.77
Data Consumption	3.24	2.36	2.26	1.71
Quality of Service	3.42	1.29	2.31	1.64
Security	2.47	2.01	2.01	2.01
Updates	3.02	2.08	2.10	1.62

Sources: Primary Data

Result: The majority of respondents selected Facebook as the best social networking site in terms of user friendliness, data usage, voice call clarity, security, and updates.

FINDINGS

- Most people, according to our poll, are frequent users of SNS and messaging programmes to communicate and socialise, according to our research.



- WhatsApp is the most effective and user-friendly messaging programme.
- The usage of SNS has led to a decrease in newspaper and magazine consumption.
- A user's own knowledge improves because of SNS.
- Most users are aware that SNS feature private settings.
- E-learning is promoted on a social networking site.
- Use of advertisements as a marketing technique on SNS is more effective. Most individuals have 0-2 profiles in social networking apps and messaging apps.
- Individuals spend a lot of time on SNS and messaging apps daily.

SUGGESTIONS

- It is necessary to raise awareness regarding messaging applications and SNS. These messaging applications and SNS can develop new features that allow users to quickly communicate with the public.
- Increasing awareness of privacy and security among young stars, which is now quite low.
- Companies may market their products via messaging apps and SNS since the majority of consumers believe these programmes are useful and user pleasant.

CONCLUSION

The impact of SNS and messaging programs for young people is enormous. Social media has become an integral part of their lives. Social media has a double impact. SNS and messaging programs can be very useful tools for professionals and young people. They achieve this by helping young professionals' market their talents and find business opportunities. On the other hand, the Internet relates to online communities.

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