



A Comparative Study of Social Networking Sites and Ever-increasing Cyber bullying with Respect to Indian Youth and Teenagers

A.Durga Nikhitha,
*Lecturer, Dept of Computers,
KBN college*

Abstract: *A child or group of children -under the age of 18, intentionally intimidate, offend, threaten or embarrass another child or group of kids specifically through the use of information technology, such as a website or chat room on internet, a cellular telephone or another mobile device is known as Cyber bullying. It is a fundamentally different type of bullying that needs special attention from parents and schools, in addition to existing efforts to address bullying in general. The most widely reported vehicle for Cyber bullying is Social Networking services, or websites, applications. The main objective of this research paper is to study the social networking sites*

INTRODUCTION

Internet is reached everywhere and it has taken major evolution in each sector. Internet is become a basic need in today's world for the day to day communication. Social Networking is one of the techniques which is used to connect with the friends, share the interest, activates, real life connections, make more friends and many more. In today Internet and Technology world social networking is done using various social networking services, websites, applications for the users to interact over the internet such as email, instant messages and allows to share ideas , pictures, posts, activities, events etc. with the people in their network. It is good to share the things, make friends, keep in touch which is good side of the coin and another is results into sending hurtful messages and texts, bad comments, dislikes, pictures etc. which is resulting in the form of cyber bullying/cyber stalking, cyber cold war.

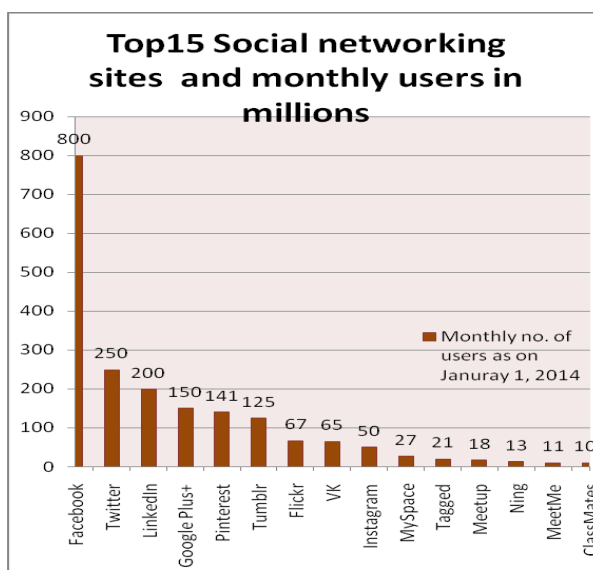
LITERATURE REVIEW

- ✓ *A British anthropologist named Robin Dunbar gave the famous Dunbar number According to his research any person can, at the most, maintain only around 150 relations. Any number above this quantity doesn't add value to social life.*
- ✓ *An article from India Today on Indian Kids worst victims of cyber bullying study and the survey done by Ipsos -a global market research company-found that 45% of Indian parents believed a child in their community was being cyber bullied, while a majority (53%) parents are aware of the issue. The poll surveyed 18,000 adults in 24 countries, 6,500 of whom were parents. It showed the most widely reported vehicle for cyber bullying was social networking sites like Facebook, which 60% cited. According to the talk of Biswarup Banerjee, head-marketing communications, Ipsos in India the frequency of Cyber bullying in India was higher than that of western nations, including the US (15%), Britain (11%) and France (5%). Prior to this survey, there has been little evidence to suggest Cyber bullying is a major issue in the country.*
- ✓ *Development of Social Networking Sites and Their Role in Business with Special Reference to Facebook from IOSR Journal of Business and Management describes that, In the world 7 billion people are using millions websites out of which some sites are social networking sites , as per records of these sites about 5 billion people are using social networking sites to share and transfer information and views etc. to each other also for business purposes. Social Networking sites are wider the scope of communication around the world. [8]*
- ✓ *As per the report City youth top in usage of Internet -highest in the country of Dainik Jagran City Plus on 1st February 2014, a Use of Social Networking sites amongst Youth in Pune is Higher than all India average, it is 88% against 85% average of all India according to second annual The Web 2.0 Generation survey by Tata Consultancy services. The survey taken in year 2009-10 of 10,000 school going children between ages 12-18 across India.*

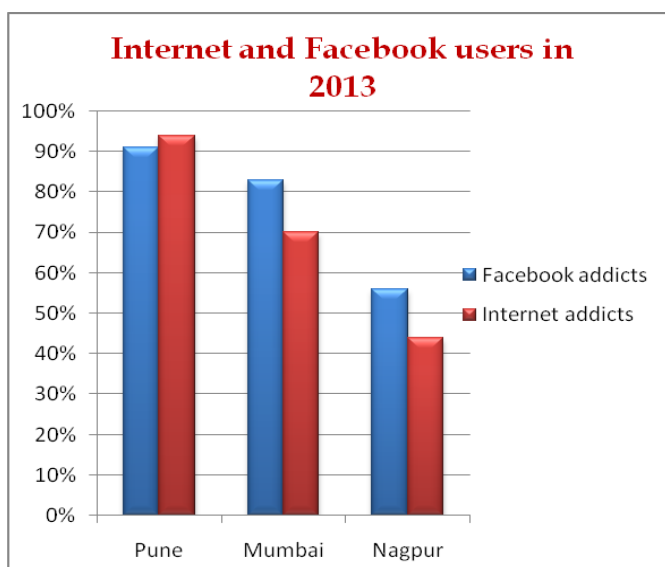
✓ The survey revealed that youth in city use of Facebook (FB) is scored 81% that is here again city youth uses FB more than all India Average that is 65%. City youths are also leading in following Study Blog by 55% which is higher than all Indian average. Also the use of Google for information is 92% scores the highest followed by Wiki 84%.

USE OF VARIOUS SOCIAL NETWORKING SITES

Through social networking, people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real-life friendships through similar interests or groups. Besides establishing important social relationships, social networking members can share their interests with other likeminded members by joining groups and forums. Some networking can also help members find a job or establish business contacts. Most social networking websites also offer additional features. In addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality. The most popular extra features include music and video sections. As per the top 15 social networking sites shown above the monthly users of Face book are high near about 800,000,000 while as 250,000,000 for Twitter, 200,000,000 for LinkedIn, 150,000,000 for Google Plus+, 140,500,000 for p interest and many more as shown in above table



According to the Web Youth Survey by Tata Consultancy Services (TCS) in 2013 the number of internet users in Pune is 94% and out of that 91% users are of Facebook while as 83 % are Facebook users in Mumbai and 56% in Nagpur as shown in following table and chart.



CONCLUSIONS

Social networking sites became a part of daily life, it is good that we can mention the relation, connect with the friend over the globe, and share our experiences, photos, events and many more it also plays a vital role in the business communications, educations, etc. Each thing has positive and negative aspects. Indian youths are spending lot of time on mobile, internet sharing the things, dislikes, comment, and send the hurtful messages, harass which results in to the case of Cyber bullying. It is totally depend on individual to how much extend to share your details on such sites and the limit to use it and how to take the IT evolutions positively or adversely.

REFERENCES

- [1]. New media and society: A Study on the impact of social networking sites on Indian youth Dr. M. Neelamalar&Ms. P. Chitra Dept. of Media Sciences, Anna University Chennai, India, EstudosemComunicacte ,~aono6, 125145Dezembrode2009
- [2]. A Review of Online Social Networking Profiles by Adolescents: Implications for Future Research andIntervention, By Williams, Amanda L.; Merten, Michael J., Academic journal article from *Adolescence*, Vol. 43,No. 170
- [3]. <http://performancing.com/negative-effects-of-social-networking-sites-for-students/>
- [4]. <http://www.youthpointofview.com/impact-of-social-networking-sites-on-youths/>
- [5]. <http://www.dnaindia.com/pune/report-pune-teens-top-the-country-as-fb-users-survey-1849545>, June 18, 2013
- [6]. City youth top in usage of Internet - highest in the country1 February 2014
<http://previous.jagrancityplus.com/storydetail.aspx?articleid=34863&catgid=6&cityid=15&Bool=h>
- [7]. *Social networking - psychological effects on teenagers* Published on 7 Feb 2011 <http://blog.pathfinderclinic.com/2011/02/social-networking-psychological-effects.html>
- [8]. Development of Social Networking Sites and Their Role in Business with Special Reference to Facebook, Dr. Shree Bhagwat ,AnkurGoutam , IOSR Journal of Businessand Management (IOSR-JBM) ISSN: 2278487X. Volume6, Issue5(Jan–Feb.2013), PP15–28IOSJournal
- [9]. <http://www.theguardian.com/technology/2010/mar/14/my-bright-idea-robin-dunbar>
- [10]. <http://indiatoday.intoday.in/story/indian-kids-worst-victims-of-cyberbullying-study/1/169603.htm>
- [11]. Educators Guide to Cyber bullying and Cyber threats – Nancy Willard, M.S.J.D.<http://csriu.org>, <http://cyberbully.org>, and <http://cyber-safe-kids.com>
- [12]. www.researchpress.com – Cyber bullying and Cyber threats:Responding to the challenge of online social aggression, Threats and Distress(Research Press)
- [13]. <http://www.cyberbullying.us>. Cyberbullying Research Center–Preventing Cyber bullying - Sameer Hinduja and Justin W. Patchin , January 2012