INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

IJRCM

CONTENTS

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work**/**manuscript** <mark>*anytime*</mark> in *M.S. Word format* after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website (*FOR ONLINE SUBMISSION, CLICK HERE*).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. <mark>**COVERING LETTER FOR SUBMISSION**</mark>:

                                                       DATED: _____

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.**

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, <mark>please specify</mark>)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

NOTES:

a) The whole manuscript has to be in *ONE MS WORD FILE* only, which will start from the covering letter, inside the manuscript. *pdf. version is liable to be rejected without any consideration*.

b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail**:

New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.

d) The total size of the file containing the manuscript is expected to be below **1000 KB**.

e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.

f) *The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours* and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.

g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE**: The title of the paper should be **bold typed**, **centered** and **fully capitalised**.

3. **AUTHOR NAME (S) & AFFILIATIONS**: Author (s) **name**, **designation**, **affiliation** (s), **address**, **mobile/landline number** (s), and **email/alternate email address** should be given underneath the title.

4. **ACKNOWLEDGMENTS**: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.

5. **ABSTRACT**: Abstract should be in **fully italicized text**, ranging between **150** to **300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. *Abbreviations must be mentioned in full*.

6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.

7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.

8. **MANUSCRIPT**: Manuscript must be in *BRITISH ENGLISH* prepared on a standard A4 size *PORTRAIT SETTING PAPER*. It should be free from any errors i.e. **grammatical**, **spelling** or **punctuation.** *It must be thoroughly edited at your end*.

9. **HEADINGS**: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.

11. **MAIN TEXT**:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

The manuscript should preferably range from *2000 to 5000 WORDS*.

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are referred to from the main text.*

13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.

14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.

15. **REFERENCES:** The list of all references should be alphabetically arranged. ***The author (s) should mention only the actually utilised references in the preparation of manuscript*** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper**. The author (s) are supposed to follow the references as per the following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.

- Use (**ed.**) for one editor, and (**ed.s**) for multiple editors.

- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.

- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.

- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.

- For titles in a language other than English, provide an English translation in parenthesis.

- *Headers, footers, endnotes* and *footnotes* should **not be used** in the document. However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A STUDY OF IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENTS

DR. SWATI MISHRA
ASST. PROFESSOR
INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT
SURESH GYAN VIHAR UNIVERSITY
JAIPUR

DR. ABHISHEK MISHRA
DIRECTOR CREATIONS
SURESH GYAN VIHAR UNIVERSITY
JAIPUR

RISHABH RAWAT
STUDENT
SURESH GYAN VIHAR UNIVERSITY
JAIPUR

ABSTRACT

With the extensive growth of Social networking website users especially amongst the college going adolescents, the management researchers are quite often researching and writing papers on the impact of Social Networking Websites on them. The objective of this was to find out the Impact of Social networking websites on the students of Suresh Gyan Vihar University (Jaipur) which provides 24x7 access to Wi-Fi to all the students within the campus. Under this study the students of different departments of the university were surveyed through questionnaire to find out their usage patterns of Social Networking Media, the number of hours they spend on Social media websites and other similar networking mobile applications and also the motifs of the students behind the extensive use of such networking websites. This study revealed the fact that almost all of the students under the survey owned latest smart phones and other gadgets which gave them access to internet and all of them were using one or the other social networking websites. After the survey some surprising facts came out the first one being the fact that most of the students were spending 3-4 or even 5 hours a day on Social networking websites rather than devoting these precious five hours on studies or any other creative or co-curricular activities. Rather it was found that very less students liked sports as their favorite leisure activity. It was also proved that today the students are not getting quite a lot of educational / professional benefits from such websites rather they use it just for fake show off of what all great is happening in their life. And are more interested in knowing what's going on in the other person's life. Very less number of students read online newspapers, e-journals etc. Hence, they don't tend to do any quality work online and hence need constant monitoring by the University Faculty Members and Parents / Guardians.

KEYWORDS
social media, networking websites.

1.1 INTRODUCTION

As the mushrooming of social media users is increasing at a very speedy rate the majority of the users of Social Media remain to be the adolescents and the college going students. A look of the last ten years would reveal the fact that the world of the online users has changed dramatically. And the credit totally goes to the invention of Social Media, the world today has slowly turned into a global village and is exchanging ideas, sharing information and transferring messages online.

People now require real time messaging and sharing of information and ideas with friends and now share pictures and videos online. (Diamanduros, Jenkins, & Downs, 2007). The Internet usage rate by the Indian teenagers currently is showing a steep rise in the upward direction. The life of Indian teenage students today is greatly influenced by the multimedia technology. Indian teenagers seem to be spending ample amount of time on using internet. (Titto Varghese, 2013).

Similarly as per a report published by DNA newspaper out of the 12,000 high school students surveyed in 12 different cities of Indian like Mumbai, Delhi, Pune, Lucknow and Kochi 84 percent of the respondents had internet access at home, and almost 85% were found to be using social networking websites, 79% were found to be owning mobile phones. This report also revealed an astonishing fact that Television was the least preferred gadget amongst the youngsters and rather mobile was the most preferred gadget. This report has also stated that text messaging and online chatting are emerging as the most preferred alternatives to telephone calls, almost 50 percent respondents surveyed in metros said that they used SMS the most to communicate, whereas 45 percent of the respondents said that they used instant messaging and 38 percent used Facebook or Twitter. The survey also reinforced the fact that the majority of youngsters are preferring information technology as a career option, followed by engineering and medicine. (dnaindia.com, 2012)

1.2 ABOUT THE STUDY

This study focuses on assessing the motives of Indian students behind using Social Networking Media and analyzing the habits of college students in terms of the time spent for it, place and medium of accessing internet. This study was conducted in the campus of Suresh Gyan Vihar University, Jaipur. Suresh Gyan Vihar University was **awarded for being the Best E-Campus amongst the private universities in India.** The university is using Social Networking in a very well defined manner for the academic benefits of the university students. The university has also developed a Learning Management System.

1.3 THE IMPACT OF SOCIAL MEDIA ON ADULT LEARNERS

The swiftly increasing use of Social Media in higher education is allowing adult learners to get integrated properly into their classes. Social networking is thus becoming increasingly important in the current scenario of higher education as we can find that the pattern of teaching plus learning as well as the course delivery methods have changed to include the online lectures, lecture deliveries through power point presentations. Social networking has been offering students a platform to stay in touch with each other and also create face-to-face conversations online and other interactions through mock classrooms. Thus, for the adult learners who require real time information transfer due to their preoccupied schedules which makes it difficult for them to participate in direct classroom lectures. Online social media helps the adult learners participate in lectures, see their grades and attendances

through software like moodle used by the university and also stay connected to their classmates, faculties and institute's authorities anytime & anywhere.

1.4 SOCIAL MEDIA NETWORKING DANGERS AND BENEFITS

Dangers of Social Networking Site: Students often post detailed and specific information on social networking websites (including phone numbers, addresses, class schedules, social plans,etc.) without learning the use of privacy tools and policies which makes you easier to get stalked by the strangers (or even acquaintances) There have been cases where people have misused such private information and even police authorities keep warning the students to avoid such sharing of personal details.

Catfishing: This term has been coined from the name of the film "Catfish," with a story line that follows a filmmaker who discovers the truth about an online relationship which he has developed with a woman whom he has never ever met, "Catfishing" basically occurs when a user creates a false or an over exaggerated social media profile for the purpose of having online relationship also known as cyber relationships. Some profiles are created out of boredom or loneliness, while many a times created to take revenge or to embarrass the targeted person.

Impact on Academics and Employment: Any actions taken in the digital world can have far-reaching consequences in a person's real life and can also lose jobs, internships and even interviews because of the information the students post on their social networking accounts. Employers might take very seriously the images that the students are portraying on social networking sites as a reflection of personal character.

Benefits of Social Networking Sites: A social networking website can be a good way to make connections with people with similar interests and goals. Social networking media serves as a very good platform to connect with people which a student might not have had the opportunity to meet. Social media has a benefit of being an avenue for making new friends and also for staying in touch with old ones. Thus, one of the main advantage of social media is easier contact with classmates and friends and other groups of interest. Social networking sites also carry some added features like event calendars, group profiles and fan pages that can communicate any upcoming event / happening or news/notices for the students of a particular institution. Today students create 'N' number of community pages as per their common interests and stay quite active on such pages. These types of pages prove to be very effective to create a buzz in the campus.

1.5 COMPANY PROFILE

Suresh Gyan Vihar University was established by the sponsoring body Sahitya Sadawrat Samiti. It is located in the suburbs of the heritage city of Rajasthan, Jaipur. It is running several educational endeavors, covering multiple educational avenues ranging from a CBSE board School till higher secondary to a full-fledged University. The University offers different programs like Management, Engineering, Pharmacy, Sciences, hotel Management and education.

Suresh Gyan Vihar University is a Self financed University established by the Government of Rajasthan, under the Section 2 (f) of UGC Act 1956 vide Suresh Gyan Vihar University, Jaipur Act 2008 came into existence in the year 2008. Gyan Vihar University basically comprises of three campuses with over all area of 130 acres at Jaipur.

1.5.a. SURESH GYAN VIHAR UNIVERSITY (SGVU) MAIN CAMPUS

The head quarter of Suresh Gyan Vihar University is located at Mahal, Jagatpura, Jaipur over an area of forty acres, spread over 10 lac square feet of constructed area, housing six schools: School of Engineering & Technology, School of Management, School of Pharmacy, School of Hotel Management, School of Sciences and School of Education; besides an administrative block, a convention centre of global standards, a Library Complex with world-class collection of books, journals, reference resources in both printed and digital format and luxurious residential hostels for faculties and students. More than 5000 students are enrolled in these schools for their full time programs. The University is currently running more than 50 programs at Under Graduate & Post Graduate level.

INTERNET CONNECTIVITY AT SGVU

"A Visionary had truly claimed that in this age of information (the 21st Century) there will be only three basic necessities Bread, Clothes and Bandwidth." Suresh Gyan Vihar University being a global university has increased the internet bandwidth in its campus wide network to 40 MB. A cyber space has been created in it's fully 300mbps Wi Fi campus offering an internet bandwidth of 40 MBPS directly from national internet. The internet in this university is as fast as local area network, to make the internet Bandwidth future proof university had deployed Gigabit optical technology (GPON) from BSNL. The network is smart enough to provide direct connectivity with national knowledge network (NKN) which is one of the networks between premium institution like IIT's, national laboratory., NIT's IISc ,IISERer.

University uses one of the best technology for bandwidth sharing and management to cater information superhighway. SGVU has also been awarded "Best E-Campus of the Country" award in the year 2012 presented by AICTE chairman.

1.6 RELEVANCE OF STUDY AT SURESH GYAN VIHAR UNIVERSITY

As explained in the profile of Suresh Gyan Vihar University, the university has a 24x7 Wi-Fi enabled E-Campus and have now almost turned into a paperless university. They are constantly promoting online activities, online attendance, online graded assignment submissions, online quizzes, online results etc. They also publish e-journals and have memberships of various e-libraries. Hence, it was quite relevant to conduct this study amongst Suresh Gyan Vihar University's students. As it would give us a better idea of the kind of impact social media is having on college students. As all the university students have access to internet and when major aforementioned academic work like assignments , examinations and results are online we knew that all the respondents would be internet friendly. As a matter of fact Gyan Vihar students have their own Facebook pages and various communities on Facebook on which they keep updating about various activities and photographs of the events. Hence, this reinforced the relevance of conduction of this sort of study in Gyan Vihar's campus.

2.1 ABOUT LITERATURE REVIEW

"The literature in any field forms the foundation upon which all future work will be built" The study of relevant literature is an essential step to get a clear idea of what has been done, with regard to the problem under study. Such a review brings about a deep and clear perspective of the overall field. A serious and scholarly attempt has been made by the scholar to go through the related literature and a brief review of the studies related to the present problem is described in this chapter.

2.2 LITERATURE REVIEW FOR THE STUDY

Computer networking was initially envisioned in the heyday of The Beatles as a military - centric command and control scheme. But as it expanded beyond just a privileged few hubs and nodes, so too did the idea that connected computers might also make a great forum for discussing mutual topics of interest, and perhaps even meeting or renewing acquaintances with other humans. In the 1970s, that process began in earnest.

2.2.a. INTERNET USAGE FOR SOCIAL NETWORKING BY ADOLSCENTS

Williams et al (2008) while reviewing online social networking profiles of adolescents stated that the individuals are creating as well as maintaining their personal Internet websites wherein they allow various authors of relevant streams and other users (registered members) of the websites to post content on the website blogs and also helps in creating a personal network. Now, such type of social networking websites are slowly becoming an addiction for the users. In support of the aforementioned statements Lenhart and Madden (2007) in Adolescent social networking have reinforced the fact that within the past five years social networking has shown a phenomenal shoot up from being a niche activity to a mania that engages millions & billions of Internet users.

This study describes the fact that adolescents do not understand the importance of privacy policy and do not filter intimate and candid information which might be hacked or misused by notorious elements on cyber space. According to Lehnart and Madden 55% of the teenagers have their social networking profiles hence it is a must to have parental monitoring and intervention.

2.2.b. INTERNET USAGE BASED ON THE GENDER OF THE ADOLESCENT USER

According to the studies of the aforementioned authors a research of the use of internet of the students is needed and parental control on them is highly mandatory. To reinforce the same fact Boyd (2007) in his study also mentions the aspect of Gender to be taken into account. Boyd says that gender appears to influence participation on social network sites. Younger boys are more likely to participate than younger girls (46% vs. 44%) but older girls are far more likely to participate than older boys (70% vs. 57%). Older boys are twice as likely to use the sites to flirt and slightly more likely to use the sites to meet new people than girls of their age. Older girls are far more likely to use these sites to communicate with friends they see in person than younger people or boys of their age. The facts put up by the authors proves the relevance of the study.

2.2.c. INTERNET USAGE OF THE ADULT USERS

Lenhart (2009) reveals that the share of adult Internet users who have a profile on an online social network site has more than quadrupled in the past four years – from 8% in 2005 to 35% now, according to the Pew Internet & American Life Projects December 2008 tracking survey. While media coverage and policy attention focus heavily on how children and youth use social network sites, adults still make up the bulk of the users of these websites. Adults make up a larger portion of the US population than teens, which is why the 35% number represents a larger number of users than the 65% of online teens who also use online social networks. Still, younger online adults are much more likely than their older counterparts to use social networks, with 75% of adults (18-24) using these networks, compared to just 7% of adults 65 and older. At its core, use of online social networks is still a phenomenon of the young.

To add to the Internet use by adults Knight (2006) in the article 'Is Social Networking Losing Clout With Youth?', explains that according to ratings, in 2003, teens were most likely to visit icon sites for instant messaging. The most popular sites then were OriginalIcons.com (77%) and BluntTruth.com (76%). Today the most popular sites are PLyrics.com (68%) and SnapVine.com (67%). Both of these sites offer social networking tools. The older generation is also visiting these sites, according to some Score. More than half of the visitors to popular MySpace were 35 and over. For marketers, this is a good thing. A new report from Compete indicates that social networkers, no matter their age, are creating their own e-commerce system. According to the report, those on social networking sites have more discretionary income, shop online more and pay less attention to traditional media.

According to Subrahmanyam (2006) youth's expenditure on data services represents almost 50 percent of all mobile spending in most mature markets. Not only are youth the early adopters of most new technologies, they are also among the more sophisticated users of it as well.

2.2.d. COMPARATIVE ANALYSIS OF INTERNET USAGE V/S OTHER LEISURE ACTIVITIES AND MEDIA

Teenagers mostly register on social networking websites for the purpose of connectivity with the people whom they already know. A survey conducted by Pew (2006) revealed the fact found that almost 91% of the Facebook users use this website to keep in touch with the friends whom they meet every day whereas 82% users log on to these sites to connect with friends whom they meet rarely (Lenhart and Madden, 2007). According to Danah Boyd's survey the reason behind the use of a particular social media site was quite clear and state forwardly stated as, "That's where my friends are." Boyd's opinion is that mostly the adolescents adopt only those features that their friends use and follow only those pages or join those groups that their friends have joined or are following. And in doing so they inturn influence the other users around them (boyd, 2008). Facebook undefeatedly, dominates the arena of social networking sites at least amongst the Indian teenagers, main reason being its user friendly interface, opportunity for relaxation and the chance of maintaining relationship. There are studies which state that students who register on facebook as their first activity of a day (Varghese & Nivedhitha, 2012). Psychologists hold an opinion that those teenagers who are heavy users of social networking sites seem to be more depressed in their life. According to the observations they tend to have interrupted sleep patterns and also miss classes and meals. While analyzing Psychologists now ask for the online behaviour of the patients of any sort before they do a full examination. (Shastri, 2011).

The youth of 21st century, possess ready access to the Internet as they are mostly using hi-tech gadgets. They mostly use prefer Internet over other communication means as they find it more economical in terms of time, money and convenience. (Tidwell & Walther, 2002). This sudden rocketing use of Internet and especially social networking websites has totally changed the meaning of Interpersonal Communications and relationships. (Romm, Pliskin, & Clarke, 1997).

2.2.e. MOTIVES BEHIND USING SOCIAL MEDIA USAGE

The Pew Internet and American Life Project study conducted in 2007 has reported that a good amount upto 91% Social Networking teenagers use the sites to keep in touch with their regular friends whom they meet very often whereas 82% use these sites to get the news from their distant friends whom they meet very rarely and 72% were found to be using these sites to arrange any kind of holidays with their friends. Around 49% of the respondents were found to be using such sites to make new friends (Lenhart & Madden, 2007). Similarly another study conducted in UK revealed the fact that even though teenagers have lots of friends ranging in hundreds in numbers on social networking sites, the actual number of close friends was same as the number of friends in their real life. This study reported that the contacts of 90% teenagers in social networking sites are people whom they have already met and only 10% contacts were strangers (Smith, 2007).

Almost 3000 customers within the age group of 18 – 54 years from more than 14 different countries were surveyed online in 2010. More than 90% were found aware of the social networking sites and at least 72% were reported to be registered in one of the social networking sites. Average Number of friends of each member was 195 and they were found to log in to social networking sites more than once a day (Tay, 2010). Some facts were also revealed that social networking sites are more popular among the young women of the age group 18 – 29 and 69% of them log in to these sites at least once a day (Madden & Zickuhr, 2011).

3.1 RESEARCH METHODOLOGY

This research employs the method of Random research through quantitative analysis to gather an in-depth understanding of the behavioral changes caused by the social networking sites like facebook on youth and the reasons that govern such behavior.

3.2 OBJECTIVES OF THE STUDY

This research has been conducted to find out the time spent by college students on different types of Social media, when and why they use it and what do they like to do online etc. The research questions of this study are as follows:
1. What do the college students generally do when they are not studying or involved in co-curicular activities?
2. What are the media and internet usage habits prevailing amongst the college going students?
3. What are their social media usage patterns and habits?
4. What are their motives behind using social networking websites and applications?

3.3 RESEARCH TOOLS AND TECHNIQUES

3.3.a. Data Collection - Most of the data collected was primary. Some of the secondary data required for the purpose of the study will be collected from the university's records & relevant websites (like www.inma.org, www.uncp.edu , www.digitaltrends.com etc.

3.3.b. Method of Data Collection - A structured questionnaire was designed to collect data for the study. The questionnaire was shared online with the students of Gyan Vihar University and the responses was collected online.

3.3.c. Sample Size - Around 600 respondents of different departments of the university were sent the questionnaire. The students of all the departments were sent the questionnaire.

3.3.d. Statistical Tools: Random sampling techniques has been used . The analytical research of Impact of Entertainment Media on College adolescents has been done by calculating Percentage **.**

4.1 SELECTION OF RESPONDENTS

A survey method using a structured questionnaire was used for data collection. The questionnaire had different sections.
1. Demographics
2. Internet Usage
3. Social Networking Media Usage Motivation Scale

The first section of the questionnaire consists of questions related to the demographic details like age, class, gender, type of school etc,. The second section includes questions pertaining to the internet usage patterns of teenagers. Questions like preferred activity online, time spent online daily, time spent online for education, time spent for social networking media etc, were included in this section. Third section consists of a scale to understand the structure of motivation of teenagers' social networking media usage.

4.1.a. RESPONDENTS

Out of the 600 students of different departments of Suresh Gyan Vihar University contacted for responding to the questionnaire through e-mails the following were the number of students whose responses were considered genuine:

TABLE 1: THE STUDENTS (RESPONDENTS) CLASSISFICATION

Departments	Year / Batch	Number of students
I.S.B.M. (International School Of Business Management)	BBA , B.Com(1st , 2nd and 3rd), M.B.A. (1st & 2nd)	80
Hotel Management	All the years	21
School of Education	All the years	29
Pharmacy	All the years	32
Biosciences	All the years	19
BCA & MCA	All the years	80
Computer Engineering	All the years	43
Mechanical Engineering	All the years	29
Civil Engineering	All the years	34
Electrical Engineering	All the years	22
Electronics & Communication Engineering	All the years	32
School of Research	All the years	12

## 4.2 DATA ANALYSIS AND INTERPRETATION

4.2.a. DEMOGRAPHIC ANALYSIS

DATA COLLECTION ABOUT PARENTS OF RESPONDENTS

TABLE 2

Father's Level of Education	Well Educated (P.G. or above) – 54%	Graduation – 31%	Below 12th Class – 10%	Not Educated – 5%
Mother's Level of Education	Well Educated (P.G. or above) – 43%	Graduation – 29%	Below 12th Class – 19%	Not Educated – 9%
Father's Occupation	Employed – 69%	Self Employed / Business man – 21%	Part Time / Free Lancers / Retired – 9 %	Unemployed – 1%
Mother's Work Status	Employed – 38%	Self Employed / Business person – 11 %	Part Time / Free Lancers / Retired – 5 %	Homemakers – 46%
Father and Mother both are Working	24%			

4.4.b. MOST USED GADGETS BY THE STUDENTS

CHART 1: PIE CHART OF THE MOST USED GADGETS BY STUDENTS

MOSTLY USED GADGET BY THE STUDENTS

■ Smartphones
■ Laptop
■ Desktop
■ Tablet
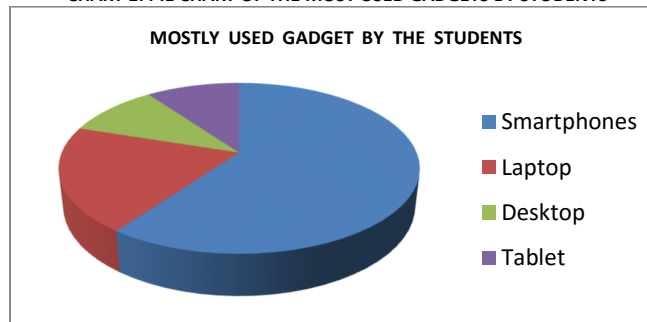
Youth is always found to be friendly with the latest technology and the latest gadgets. We intended to find what were the latest gadgets being used by the youth today that they were using to go online. The results have been represented through the pie chart shown above. Around 62 percent of the respondents were found to be using smart phones whereas only 18 percent were using laptops to go online. 12 percent were found to be using tablets and only 8 percent were using desktops. Hence , it was interpreted that most of the respondents were using smart phones for using internet. And the other gadgets are used less.

4.2.c. LOCATION OF GOING ONLINE

As per the questionnaire in this study an enquiry was done as to from where the students using internet. Forty Four percent of the students were using internet packs on mobiles to use the internet. Forty percent were using the Wi-Fi   (24 hour Wi-Fi connectivity) provided in the university campus to use internet. Whereas 12 percent students were having internet connectivity at home and only three   percent were using cyber cafes and one percent were using wi-fi at friend's home for using internet.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

http://ijrcm.org.in/

30

CHART 2: GRAPH OF LOCATION OF GOING ONLINE
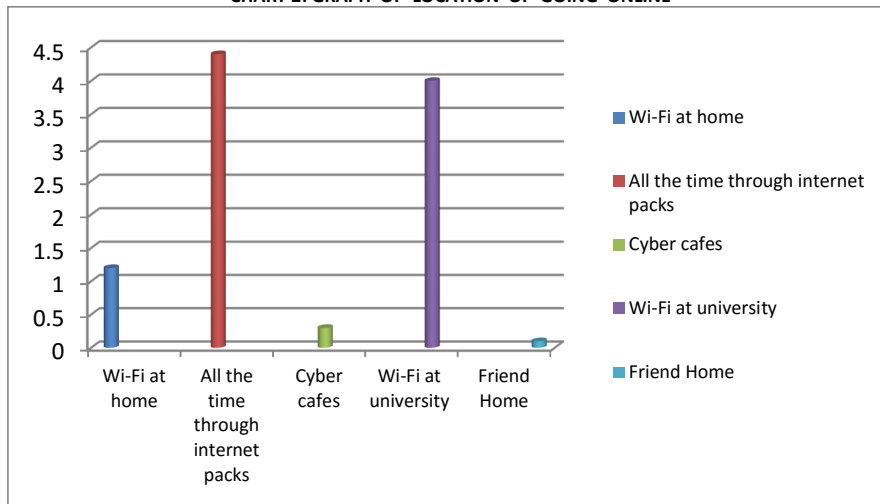
4.2.d. LEISURE ACTIVITIES

CHART 3: PIE CHART OF LIESURE ACTIVITIES
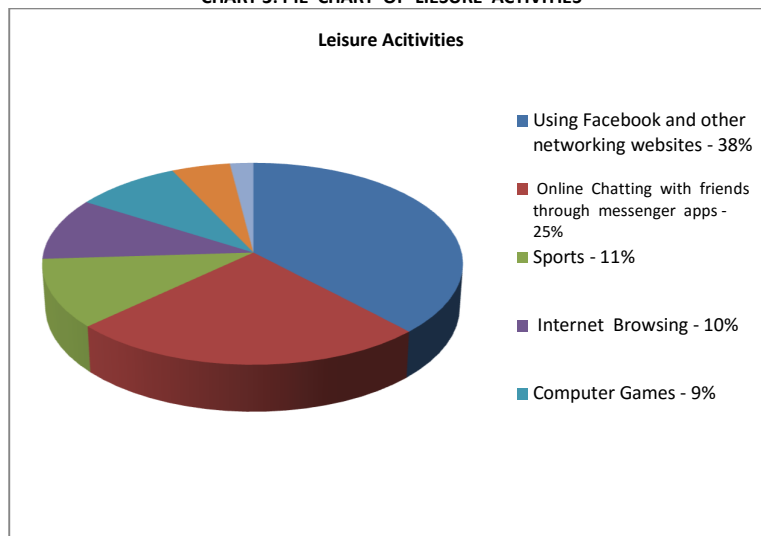
It has always been a worrying issue for the parents that the new generations are more engrossed in internet browsing as their prime leisure activity rather than being involved in physical workout through sports or playing indoor games with their siblings, cousins and friends. This is in fact increasing the lonely times spent by the youth. They might be connected to hundreds of their friends online but lose their closeness with their family and friends. When asked thirty eight percent students responded that using facebook website was their favorite leisure activity. Next most liked leisure activity by twenty five percent respondents was online chatting. Eleven percent of the respondents liked sports, ten percent of the students like Internet browsing and nine percent liked playing computer games. Five per cent students liked Watching T.V. and only two percent liked indoor games. So the aforemen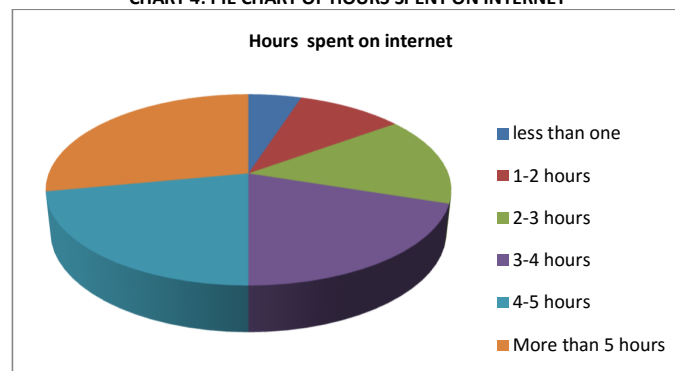tioned worry of the parents about the leisure activity of their children became quite understandable by the analysis done.

4.2.e. HOURS SPENT ON SOCIAL NETWORKING WEBSITES AND OTHER MESSENGER WEBSITES AND APPLICATIONS

CHART 4: PIE CHART OF HOURS SPENT ON INTERNET

As one of the objectives of this was to find out the internet habits of the college students in the questionnaire it was asked by the students how much time they were spending on internet. According to the responses that we got it was found out that 28 percent of the respondents spent more than five hours per day on internet. Around twenty two percent of the respondents spent four to five hours on internet per day. Twenty percent of the respondents spent three to four hours per day on internet. Almost 15% of the students who responded to the questionnaire

spent 2-3 hours on internet every day. Ten percent of the respondents were spending one to two hours on internet daily where as only a small number, less than five percent were spending less than one hour daily on internet.

4.2.f. MOST PREFERRED ONLINE ACTIVITY

CHART 5: SHOWING MOST PREFERRED ONLINE ACTIVITY
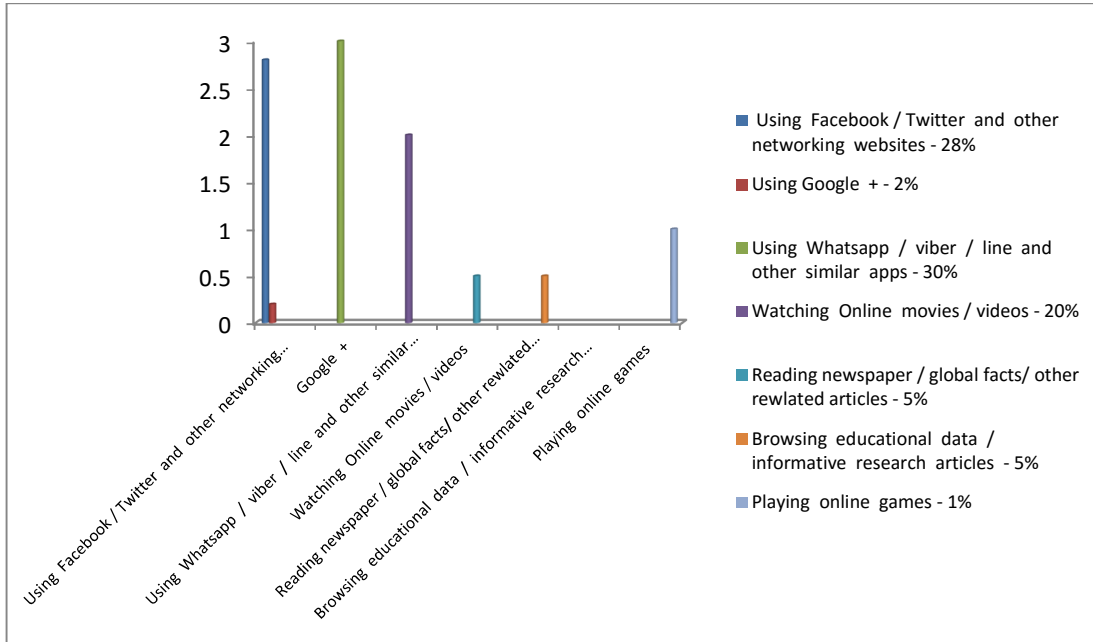
We needed to find out in this study what were the most preferred online activities of the students so that the habits of the students could be understood and the motives behind using internet could be known. We found out that nearly twenty eight percent students had voted for using Facebook / Twitter and other networking websites as their most preferred online activity. And even more than that thirty percent of the respondents said that using whatsapp / viber / line and other similar applications on smart phones and tabs was their most preferred online activity. Twenty percent students responded that they preferred watching online videos and movies over other online activities. And another ten percent respondents said that liked playing online 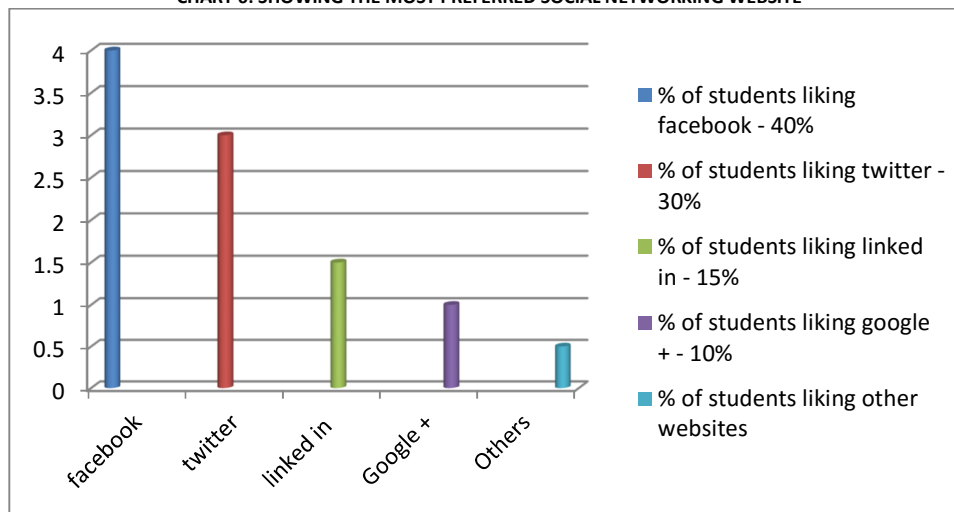games more than other online activities and only five percent preferred reading newspaper / global facts/ other related articles online and another five percent said that they preferred browsing educational data and other informative research articles whenever they got online.

4.2.g. FAVOURITE SOCIAL NETWORKING WEBSITE

CHART 6: SHOWING THE MOST PREFERRED SOCIAL NETWORKING WEBSITE

As we now knew that maximum students liked using facebook / twitter and other networking websites more than any other online activities. We know wanted to find out the motives behind using these social networking websites. As we are aware of the fact that all of these social networking websites satisfy the motives of their users. So it was important to find out which websites the respondents liked the most. As per the responses of the questionnaires filled by the respondents Facebook was the favorite social networking website of Forty percent of the students and the second most liked website was Twitter liked by Thirty percent students. Fifteen percent of the respondents said that they preferred linked in over other websites. Ten percent of the students opted for Google + as being their favorite website whereas only five percent liked other websites.

4.2.h. REDUCTION IN STUDY HOURS DUE TO SOCIAL NETWORKING WEBSITES

68% of the students out of the total respondents believed that the use of Social Networking websites has also reduced their study hours. Mostly it has been observed that most of the students have access to these websites through the mobile applications which constantly keep sending all the updates of whatever data has been uploaded or liked or shared by the people in your friends list or connected to you through social networking. In that case it is obviously a major distraction in studies and hence a lot of quality time is spent in using these websites which could have been rather used in studying.

Fake Show Off: Parents often talk about the major generation gap that always exists up the upcoming generation has been said to be driven towards fake show off. Young college going students are especially living in this world by uploading their pictures, sharing their location and expressions the new generation kids have actually fallen into a competition of showing that they are having more fun than others and in fact this is a worrying condition because in this case the kids fall into fake show off of what they have or sometimes don't have and also inculcates complexes which is not healthy at their age. This study has reinforced the same facts. When questioned whether kind of Social networking drive the new generation towards fake show off? 72% of the respondents replied 'Yes'. Hence the use of Social Networking which could have been beneficial in lot of senses might prove to be dangerous in future.

**4.2.i. MOTIVES BEHIND USING SOCIAL NETWORKING WEBSITES**

TABLE 2: TABLE OF MOTIVES OF RESPONDENTS BEHIND USING SOCIAL NETWORKING WEBSITES

MOTIVATIONAL FACTORS FOR USE OF SOCIAL NETWORKING WEBSITES	ITEMS	RESPONSE IN PERCENTAGE
COMMUNICATION BENEFIT / BRIDGING COMMUNICATION GAPS	Sending Messages to Friends	7%
	Contacting Friends / relatives	6%
	Finding old & long lost friends	6%
	Chatting with friends/people (known or unknown)	7%
	Expressing opinion about iss	4%
	Checking what friends are doing	6%
	Making new friends online	6%
RELAXATION PURPOSES	Relieves stress / tension	5%
	Helps me relax after study	3%
	Provides leisure	2%
	Providing continuous updates of people / events	3%
USER FRIENDLINESS OFFERED	It is easy to use	4%
	Easy to learn it	5%
	Interface is clean & orderly	3%
CONNECTIVITY OFFERED BY SOCIAL NETWORKING	Seeing peoples status updates	13%
	Sharing photos/videos with friends	10%
	Connecting with friends of friends	10%

When questioned about the motives behind using social networking websites it was found that 42% of the respondents used social networking websites for the purpose of communication. Communication section was again categorized into different categories wherein it was found that within these 42% students lied 7% of the respondents who were using Social Media for sending messages to their friends; 6% of the users were using Social Media for contacting far away friends and relatives; another 6% were interested in getting touch with long lost friends; whereas almost 7% were just interested in chatting with friends; while only 4% believed that Social Media serves as a platform to express your views; 6% of the total respondents found its usage for making new friends and another 6% used social networking for seeing what their friends were doing and surprisingly most of the respondents who wanted to see what their friends were doing were girls.

Out of the other categories of the motives behind using social media 13% of the respondents said that they used Social Networking Websites for Relaxation Purposes. Nearly 12% voted for its user friendliness. Whereas a big amount of respondents nearly 33% said that they used it for it gave them connectivity with others through its features like "Status updates", "Photos & Videos Sharing" and "Connecting with friends of friends".

CHART 7: SHOWING THE MOTIVES OF RESPONDENTS BEHIND USING SOCIAL MEDIA

Motives behind using Social Media

- COMMUNICATION - 42%
- RELAXATION -13%
- USER FRIENDLINESS 12%
- CONNECTIVITY - 33%
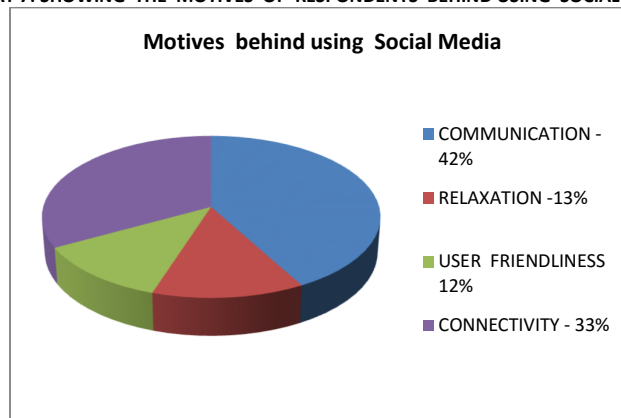
FINDINGS

1. As internet facility is available very easily and is very easily affordable it was found that almost all the students have access to the internet.
2. Maximum students own advanced gadgets to have internet access and mostly all the students have smart phones.
3. 43% respondents have internet packs on mobiles to use the internet. 30% were using the Wi-Fi provided in the university campus to use internet.
4. 48% students responded that using facebook website was their favorite leisure activity. Next most liked leisure activity by 30% respondents was online chatting. Students are less interested in sports, excursions and other creative activities.
5. Major amount of productive of time almost 3-4 hours of students was spent on networking websites.
6. 28% students voted for using Facebook / Twitter and other networking websites as their most preferred online activity. 30% of the respondents said that using whatsapp / viber / line and other similar applications on smart phones and tabs was their most preferred online activity. 20% preferred watching online videos and movies over other online activities. 10% liked playing online games more than other online activities and only 50% preferred reading newspaper / global facts/ other related articles online and another 5% said that they preferred browsing educational data and other informative research articles.
7. As per the responses of the questionnaires filled by the respondents Facebook was the most favorite social networking website (of 43% respondents) and the second most liked website was Twitter (34%)

8. 68% of the students out of the total respondents believed that the use of Social Networking websites has also reduced their study hours and is a major distraction in studies.
9. Big amount of respondents (33%) use Social Networking for connectivity with others whereas very few voted for relaxation purposes and its user friendliness.

6.1 CONCLUSION

The objective of this study was to find out the impact of Social Media on the life style of the students at Suresh Gyan Vihar University. It was found that every student is internet friendly and most of the students are spending ample level of productive time in Social Networking and Internet Browsing. Most of the students spend more than 3-4 hours and even 5 hours on Social Networking Websites which could have been used on other academic, sports and other co-curricular activities.

The students do not use Social networking websites for mere relaxation purposes rather they use it for fake show offs the motives behind using such networking websites is knowing what is going in other person's life (especially amongst girls) and telling others what all good is happening in their life. It is seen that all the time the students are doing fake show offs with the help of features like "updates", "location" and "video uploads". Students do not use these websites for getting connected to scientific/ professional or other academic groups for their benefits rather they use them for things which they don't get any benefit.

The students do not surf internet for any kind of informative benefits and educational purposes. They hardly read online journals, e-newspapers, blogs etc.

6.2 SUGGESTIONS

- The parents should not totally restrict but at least keep a check on the gadgets used by their children.
- The parents should also monitor the kind of websites surfed by their children so that they do not get into any in - appropriate information.
- The university which provides 24x7 internet facility to the students should keep a check on the websites which the students surf.
- The universities should use firewall facilities for blocking inappropriate websites and also monitor excessive use of Networking websites also.
- The members of faculty of the university should motivate the students to get engaged into surfing of educational websites and fruitful information on internet by giving the students such assignments.
- The students should be engaged into co-curricular activities for spending their leisure time so that the students get less time to spend on the internet.
- The students should be taught of the pros and cons of excessive internet usage and also the safety measures and privacy policies to be considered while working online.
- The students should be motivated to stop living in a world of fake show offs created by these social networking websites.

REFERENCES

1. Boyd, d. & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 13(1). Retrieved from: http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html
2. Boyd, d. & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 13(1). Retrieved from: http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html
3. Danah boyd's It's Complicated: The Social Lives of Networked Teens.
4. Diamanduros, T. Jenkins, S.J. & Downs, E. (2007). Analysis of technology ownership and selective use among undergraduates. College Student Journal. 41 (4) 970-976.
5. http://www.dnaindia.com/india/report-survey-more-indian-teens-using-networking-sites-to-communicate-1692833 , Retrieved on 26th April 2015.
6. Kaveri Subrahmanyam, Adolescent Online Communication: Old issues, New intensities 2006. http://www.cyberpsychology.eu/view.php?cisloclanku= 2008060202&article=%28search%20in%20Issues%29
7. Kristina Knight, Is Social Networking losing clout with youth? BizReport, 2006. ; http://www.bizreport.com/2006/10/is social networking losing clout with youth.html .
8. Lenhart, A. & Madden, M. (2007). Social networking sites and teens: An overview. Washington, DC: Pew Internet and American Life Project. Retrieved on 11 March 2013 from: http://www.pewinternet.org/PPF/r/198/report_display.asp.
9. Madden, Mary and Zickuhr, Kathryn. 2011. 65% of online adults use social networking sites. Retrieved from: http://pewinternet.org/Reports/2011/Social-Networking-Sites.aspx
10. Robert Cialdini on Influence: The Psychology of Persuasion.
11. Romm, C. T., Pliskin, N., & Clarke, R. J. (1997). Virtual communities and society: Toward an integrative three-phase model. International Journal of Information Management, 17, 261–270.
12. Shastri, Parth. 2011. Retrieved on 11 March 2013 from: http://articles.timesofindia.indiatimes.com/2011-01-24/ahmedabad/28366239_1_social-networking-online-games-users
13. Smith, L. (2007). Online networkers who click to 1000 friends. The Times. Retrieved from http://www.thetimes.co.uk/tol/news/science/article2416229.
14. Tay, Raymond. 2010. Impact of Social Media on Society. Retrieved on 17 Decemer 2012 from: http://ezinearticles.com/?Impact-of-Social-Media-on-Society&id=5378885
15. Teenagers' Usage of Social Networking Media in a South Indian State , Titto Varghese et. al. ; International Journal Of Scientific & Engineering Research, Volume 4, Issue 12, Dec. 2013.
16. Tidwell, L. C., & Walther, J. B. (2002). Computer-mediated communication effects on disclosure, impressions, and interpersonal evaluations: Getting to know one another a bit at a time. Communication Research, 28(3), 317–348.
17. Titto Varghese et al.; "Teenagers' Usage of Social Networking Media in a South Indian State" ; International Journal of Scientific & Engineering Research, Volume 4, Issue 12, December-2013 622 ISSN 2229-5518
18. Williams, A. L., & Merten, M. J. (2008). A review of online social networking profiles by adolescents: Implications for future research and intervention. *ADOLESCENCE, 43*(170), 253-274
19. www.inma.org
20. Zheng, Robert, Burrow-Sanchez, Jason and Drew, Clifford (eds.) 2008. Adolescent Online Social Communication and Behavior: Relationship Formation on the Internet. IGI Press.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

http://ijrcm.org.in/

I