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    INTRODUCTION

    REVIEW OF LITERATURE

    NEED/IMPORTANCE OF THE STUDY

    STATEMENT OF THE PROBLEM

    OBJECTIVES

    HYPOTHESES

    RESEARCH METHODOLOGY

    RESULTS & DISCUSSION

    FINDINGS

    RECOMMENDATIONS/SUGGESTIONS

    CONCLUSIONS

    SCOPE FOR FURTHER RESEARCH

    ACKNOWLEDGMENTS

    REFERENCES

    APPENDIX/ANNEXURE

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BOOKS

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

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

IMPACT OF SOCIAL NETWORKING WEBSITES ON THE STUDENTS OF HIMACHAL PRADESH UNIVERSITY, SHIMLA

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ABSTRACT

The present study focuses on the perception, beliefs, benefits, feature or characteristics knowledge and preference of students toward Social networking websites. Social networking websites like Orkut, face book, MySpace, twitter and YouTube are becoming more popular and has become part of daily life for an increasing number of people. The purpose of this research paper is to explore the impact of social networking websites on students. A research questionnaire was designed to determine the factors of social networking websites that have impact on students. Variable identified age, rural, urban, male, female, education, stream, social influence and academic performances and effects on student's health. 100 respondents that were only students randomly selected. The study concluded that students whose age range 18 to 26 mostly use social networking websites for knowledge. This study determines that most of students use social networking websites due to their friends. The main objective of this research is to analyze the usage of social networking websites by the students and to study the student's attitude toward social; networking websites. With view to suggest framework for effective utilization of social networking websites and creation of desirable relationship among the students of H.P.University Shimla. This study is based on simple random selection method. Social interaction was the only significant motive discovered in the usage of Facebook's chat feature. Finally, the usage of groups on the site was positively influenced by expressive information sharing, and negatively by social interaction.

KEYWORDS

Social Networking Websites, Motivation, Students Education, Entertainment

INTRODUCTION

nline social networking websites facilitate connections between people based on shared interests, values, and membership in particular groups, etc. They make it easier for people to find and communicate with individuals who are in their networks using the Web as the interface. If you hear the term social networking sites you probably immediately think of sites like Facebook and Twitter. These are the most popular sites but there are in fact hundreds of social networking sites online. The top sites like Facebook, Twitter, whatsapp and YouTube dominate the social networking market. If you have a business, either online or offline, there's no doubt that you can benefit from a presence on social networking sites. There are several different online social networking websites, but for our purposes, we will focus on the three that tend to be used the most by teach professionals–Facebook, Twitter and LinkedIn. Each of these networks has its own unique style, functionality and patterns of usage. You will also find that different people are active in these different networks. There are also many people that now use Facebook and other social networking sites to build their business. You can reach out to millions of people worldwide with social networking.

Facebook is by far the most popular social networking site with millions of members. With Facebook, members can connect with friends, find old friends or family that they have lost contact with and even meet new friends. People can upload photos and videos to share with their friends and family. You can even connect with people that live on the other side of the world. You can set up a group for your business or interests and find other people with the same interest to join your group.

Twitter is also a very popular social networking website that people use to give a brief updates of what they are doing. Twitter is quite unique in what it offers and has fast become one of the most popular sites online. Twitter is a form of 'micro blogging' where you give a very short update. People can follow you on Twitter and then they see your status every time you update. This is great for businesses who spend time to follow other people within their niche; many will end up following you back. You can build a good following of people that are interested in your niche and possibly your business. By building a following of people in your niche you also have a targeted audience.

Facebook and Twitter are both very popular, but they aren't the only sites that you can benefit from. Let's take a brief look at some other helpful social networking websites:

Live journal is a social networking site that uses blogging as a primary tool of engagement. You have your own blog within the live journal website and you can join communities and you can leave comments on other member's blogs. This way you can connect with people that have similar interests and build a good relationship with them. These are the top social networking sites but there are many more if you browse around. You can find sites that are focused solely on a particular niche which gives you an instant targeted customer base. If you use social networking sites in the correct way, you can share in the many benefits they offer.

LinkedIn is primarily a professional network, designed to facilitate linkages between people who want to connect for work-related purposes. It is more "buttoned-down" than Facebook with a more formal culture of relationships and connections. It is also the network of choice for most professionals. Because LinkedIn is designed for professional networking, there's a greater emphasis on building a reputation and connecting to employment and business opportunities. LinkedIn Questions and Answers is a way for people to ask questions and receive expert advice. Answers can be rated and people who do this well can improve their LinkedIn reputation. There are also employment listings and an ability to receive recommendations from your connections that then become part of your profile. You can also create and join groups.

We have focused our set of learning on the theme "The future of Entertainment and leisure on the Internet" and whilst doing so we have also evaluated the success factor of Social Networking as one of our main sub themes and analyzed the same from a user review point. A broader understanding of the perspectives of the wide user base contributing to Social networking concept will help us understand what makes networking sites a hit on the internet domain and also understand and correlate the reciprocation of future concepts and technologies to come in the future.

REVIEW OF LITERATURE

Levin's study (2002) outlines students' use of the internet out-of-school and their dissatisfaction and digital disconnect with their school learning environment. It makes evident that access to the Internet is pertinent to the lives of young people, particularly when they tend to their homework tasks.

Knight, (2006) in his articles is social networking websites losing clout with youth? Explains that according to ratings, 2003, teens were most likely to visit icon sites for instant messaging. The most popular sites then were original icons.com (77%) and blunt truth.com (76 percent). Today (in 2006) the most popular sites are plyrics.com (68%) and snap Vine.com (67%). Both of these sites offer social networking tools.

Lenhart and Madden, (2007) reveals that in the past five year's social networking has "rocketed from a niche activity into a phenomenon that engages tens of millions of internet users. The study proposes that online social networking profiles posted by adolescents contains intimate, candid, and observable self-disclosure and peer interaction that can be analyzed creating an overall picture of adolescent behaviour, highlighting specific areas needing additional research and addressing implication for parental monitoring and intervention.

The study of Larsen, (2009) is based on empirical data, he says that both genders seek the acknowledgement they get from having their looks commented on, but the girls are more preoccupied with what kind of comments they get and whom they come from. This indicates that photo comments are not just about having ones looks valued and acknowledged, but also about practising and maintaining friendships.

However, examining these findings in relation to the benefits of social networking and mobile learning in tertiary education, which secondary school leavers need to successfully transition into **(Cochrane, 2010),** states that there is a need for secondary schools to consider ways in which social networking can act as a means for engaging the learner, effective time management, as well as considering reliable mechanisms to ensure cyber safety awareness and practice.

In **(2011), Smock et al.** revealed that social interaction was the only significant motive discovered in the usage of Facebook's chat feature. Finally, the usage of groups on the site was positively influenced by expressive information sharing, and negatively by social interaction.

Papp et al. (2012) concluded that the use of Facebook has altered the way people interact and develop relationships, finding "we can no longer disregard the potential connections between Facebook and intimate relationships, which serve as one of the most important contexts of individual growth and development".

Marshall et al. (2012) revealed that modern day online surveillance is easier and takes less effort than traditional offline surveillance. For an individual who has insecurities, they may find their partner's online actions to be a flaw, which could be a diminishing satisfaction factor. Surveillance of Facebook pages may cause higher anxiety, mistrust, and jealousy, which will threaten the romantic relationship's existence.

POSITIVE AND NEGATIVE ASPECTS OF SOCIAL NETWORKING WEBSITES

Social networking is a topic that divides opinion - some people think it is an amazing tool but others are worried about the impact it has on people's lives. Students from The Crest Girls' Academy in London are also interested in the topic and recently polled parents, carers and teachers at their school to get their views on social networking. The survey found that 37% of those questioned had been left sleep-deprived as a result of social networking and 75% didn't like the idea of phones being kept close by while they slept. Other School Reporters have also looked into the issue of technology and its effects on teenager's sleeping habits. The students decided to explore the issue further and have been taking a closer look at the benefits - and potential risks - of using social networks.

POSITIVE ASPECTS

- You can express yourself, showing off your favourite song lyrics or posting pictures of your new outfit. It is a lot harder to feel embarrassment over the internet than in person, so people find it easier to vent their feelings on sites like Facebook.
- In fact, it has become so much a part of people's lives that you can learn someone's life story just by checking their page. Their friends, likes and dislikes, relationship status, phone number, address…everything.
- You can share your feelings and your mental stresses - and it is a great way to entertain yourself after a busy daily routine.
- It also makes it a lot easier to keep in touch with family and friends, especially if they live far away. But you can also make new friends by connecting with friends of friends that you might not know.

NEGATIVE ASPECTS

- Not everyone in the 21st century thinks about the negative effects of having social networking accounts - but simple things like not setting your privacy settings properly or liking someone's photo can have bad results.
- Cyberbullying can be a problem as people can take advantage of the fact that there is no one who can effectively stop the bullying when it happens, due to everything being performed behind a screen. The only way for a bully to be stopped is if they are reported and victims may be too intimidated to do it.
- Social networking can also ruin relationships as people may get jealous if they find out their boyfriend or girlfriend is exchanging messages with other people.
- It can also be a waste of time as people can visit a site to check on thing and end up spending the whole day 'behind the screen' and as a result, not doing anything useful with their lives.

NEED OF THE STUDY

The present study focuses on the perception, beliefs, benefits, knowledge and preference of students of H.P.University Shimla towards social networking sites. The main objective of this study is to analyze the usage of social networking sites use by the students; the presents study has given special attention in to student's attitude, towards social networking websites. With view to suggest framework for effective utilization of social networking websites and creation of desirable relationship among the students of H.P.University Shimla.

SCOPE OF THE STUDY

The scope of the study was to find out the perception of students towards the social networking websites. This study will reveal the facts, which are important to analyze the usage of social networking websites use by the students of H.P. University Shimla. The scope of social networking websites in H.P. University Shimla is limited due to remote locations, but the students are aware of social networking websites. For this purpose every efforts will be made to make the study exhaustive for the stipulated time period, subject to the availability of the information and data concerning to various aspects. The study could also focus on the suggestions made by students for future promotion of social networking websites in H.P. University Shimla.

STATEMENT OF PROBLEM

Our research is more of a study than an attempt to find a solution to a particular problem. The main question we are trying to answer is "How much time do H.P. University Students spend daily on social networking sites? "How the students use social networking website". The statement of the problem is "Impact of social networking websites on the student's of H.P.University Shimla." The Present Study designed to investigate the difference among classification of students in time spent on social networking websites.

OBJECTIVES OF THE STUDY

1. To study the students attitudes toward social networking websites.
2. To analyze the usage of social networking websites use by the students.
3. To study the impact of social networking websites on students health.
4. To compare the usage of social networking websites by rural and urban students.

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HYPOTHESES

1. The students use more social networking websites.
2. The urban student's use social networking websites more than rural students.
3. The students adversely are affected by social Networking websites.

RESEARCH METHODOLOGY

The study was carried out to see the impact of social networking websites on student's behaviour. The study works on the features and benefits of social networking websites and will be based on primary as well as secondary sources. This research employs the method of qualitative through quantitative analysis to-gather an in-depth understanding of the behavioural changes caused by the social networking sites like orkut, twitter and Facebook on youth and the reasons that govern such behaviour.

SAMPLING DESIGN

The Present study was based on sampling methods and study conducted on samples of 100 students on random basis, there will be equal number of rural and urban students in the sample from different streams of H.P.University Shimla. Samples were randomly selected from different departments of H.P.University Shimla who are active members of social networking websites

TOOLS AND TECHNIQUES

Following tools was used to collect data and interpretation the data. Interview, Questionnaires, Survey Method, Scaling techniques, f-test and regression coefficient was used to analysis the collected data.

DATA ANALYSIS AND INTERPRETATION

TABLE 1.1: ANOVA (ANALYSIS OF VARIANCE)

Model	Sum of Squares	df	Mean Square	F	Sig.	5% F-Limit from F- table
Between Groups	1.480	1	1.480	1.052	0.308	3.02
Within Groups	137.910	98				
			1.407			
Total	139.390	99				

a. Predictors: Sex   (b) Dependent Variable: Social networking websites

The above table shows that the calculated value of F is 1.052 which is less than the table value 3.02 at 5% level with being $V_1= 1$ and $V_2= 98$ (which assume as ∞) and hence could have arisen due to chance. This analysis supports the null hypothesis of no difference is sample means. It may therefore be concluded that difference in different age groups due to their satisfaction level on the social networking websites is insignificant and it concluded that student's satisfaction is important but depending upon the social networking websites for different age groups. However, social networking websites, in study area, is rated well by varied age groups of selected study area.

TABLE 1.2: COEFFICIENTS'

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 Constant (SNW)	1.965	0.356	0.103	5.514	0.000
Sex	0.253	0.247		1.026	0.308

a. Dependent Variable Social Networking Websites (SNW)

R= 0. 103 R Square=0 .011

The alternative hypothesis assumes that there is a positive relationship between sex and social networking websites In order to test the hypothesis sex has been taken as independent variable and social networking websites as dependent variable. It is stated that independent variable is significant at 1 per cent level of significance. It shows that there is clear impact of social networking websites on sex and some other unknown factors also plays significant role. In Table 1.2, the 'B' value is 0.253 which indicate that elasticity between sex and social networking websites is 0.253. It resulted that 1 increase in sex leads to 0.253 increase in social networking websites that helps in boosting social networking websites of India. Therefore hypothesis is accepted as there is significant impact of sex on social networking websites.

TABLE 1.3: COEFFICIENTS'

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 Constant (SNW)	2.565	0. .334		7.669	.000
Education Level	0.124	0.152	0.082	0.815	.417

a. Dependent Variable Social Networking Websites (SNW)

R= 0. 082 R Square=0 .007

The alternative hypothesis assumes that there is a positive relationship between education level and social networking websites In order to test the hypothesis education level been taken as independent variable and social networking websites as dependent variable. It is

Stated that independent variable is significant at 1 per cent level of significance. It shows that there is clear impact of social networking websites on education level and some other unknown factors also plays significant role. In Table 4, the 'B' value is 0.124 which indicate that elasticity between education level and social networking websites is 0.124. It resulted that 1 increase in education level leads to be 0.124 increases in social networking websites that is helps in boosting social networking websites of India. Therefore hypothesis is accepted and there is significant impact of education level on social networking websites.

TABLE 1.4: RURAL AND URBAN STUDENTS USING SOCIAL NETWORKING WEBSITES

Use social networking websites	Area		Total
	Rural	Urban	
Regular	11	12	23
Frequently	13	22	35
Often	10	11	21
Occasionally	8	13	21
Total	42	58	100

Source Field Survey 2014

Table 1.4 revealed that the urban students use social networking websites is 58 % and rural students use social networking websites is 42%.which shows that the urban students use more social networking websites as compare to rural students.

TABLE 1.5: MALE AND FEMALE STUDENTS USING SOCIAL NETWORKING WEBSITES

Use SNW	Sex		Total
	Male	female	
Regular	25	11	36
Frequently	15	10	25
Often	12	8	20
Occasionally	11	8	19
Total	63	37	100

Source Field Survey 2014

Table 1.5 revealed that the male students use social networking websites is 63 % and female students use social networking websites is 37%.Which shows that the male students use more social networking websites as compare to female students.

TABLE 1.6: STUDENTS PERCEPTION TOWARDS SOCIAL NETWORKING WEBSITES IN H.P.U. SHIMLA

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Limited Scope for personal advise	6	41	24	16	13	100
No direct communication with person	8	40	23	22	7	100
Wastage of time	15	31	32	17	5	100
Misuse of information and Photo	27	51	9	9	4	100
False Statement and status	20	50	14	13	3	100
Effect the study timing	11	38	27	22	2	100
Harmful effect on eyes and behaviour	28	48	11	12	1	100

Source Field Survey 2014

Table 1.6 given above, shows that respondents bend forward positively in terms of strongly agree Harmful effect on eyes and behaviour, towards Misuse of information and Photo and False Statement and status (28%, 27%and 20%). and Misuse of information and Photo, False Statement and status and Harmful effect on eyes and behaviour (51%, 50% and 48%) respondents bend forward in term of agree. Wastage of time and Effect the study timing (32% and 27%) respondents bend forwards in term of Neutral. No direct communication with person with 22% bends forwards in term of Disagree. Limited Scope for personal advice with 13 % bend forwards in term of strongly disagree. It can also be observed from the results presented above that the highest degree of strongly agreement was for Harmful effect on eyes and behaviour with 28% of respondents. This indicates that majority of the respondents (51%) feel that SNW will choose misuse of information and Photo. This also badly effect the study of students due to overnight or whole day using face book or other social sites. 33% of respondents were neutral in case of wastage of time it means they are in favour of Social networking websites.

There is no empirical evidence to prove that the Social Sites would affect the study, wasted times and also responsible for false statement every time. This also indicates the respondents are still not clear about SNWs and they are divided in their opinions.

LIMITATIONS OF THE STUDY

* The study was conducted at only in the H.P.University Shimla and the results may not be generalized to the larger population of H.P.University students.
* The survey had four time frames (e.g., 1 hour, 2hours, 3hours, and 4 hours). The time frames may not indicate the exact time that participants spent on each activity.

CONCLUSION

Social networking websites is revolutionary idea with a very bright future with further scope for advancement. 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 message. With the help of social networking websites they can advertise or communicate in a more efficient way. For example, People don't have to rely on newspaper or TV to get their daily dose of news it can all the obtained from social networking websites. People can follow or get information from any part of the world. For examples, twitter allows a user to follow anything from airline timing to the next breaking news from china. It is even used by politicians to get their message across. The social networks can be extended to other media, for example, television now integrates twitter feeds. In terms of Personal relationship to the social networking is connecting people. Social networking websites, unlike the common media, do not have a pattern as to how much information has to be conveyed and where to draw the line. Too much of information may confuse users; security might be another area of concern where people can get illegal access to user information. The study concluded male students use social networking websites is 63 percent and female students use social networking websites is 37 percent. Which shows that the male students use more social networking websites as compare to female students. An interesting conclusion has been drawn on the basis of the findings of current study that students are managing their time efficiently and hence, use of Social Networking Sites does not harm their academic performance. The study revealed that the urban students use social networking websites is 58 percent and rural students use social networking websites is 42 percent. This shows that the urban students use more social networking websites as compare to rural students.

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