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Usage of Social Networking Sites among Adolescent Girls of Agra District of Uttar Pradesh

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Abstract
In the last ten years, the communication environment around the world has changed significantly. The emergence of various forms of interpersonal communication has brought people closer, notably e-mail, instant messaging, social networking sites, etc. India has about 230 million active internet users, which is world's third largest internet user base. Indians are very active on different social networks and 88% of users share content on their social profiles and as well are increasingly spending time on various social networking sites. Many studies gave an overview of social media and its popularity, usage, and impact among students. Since each day new technology evolve in social media. Hence, this study entitled "Usage of Social Networking Sites among Adolescent Girls of Agra District of Uttar Pradesh" is placed in this context, aimed at presenting usage of Social Networking Sites by the adolescent girls of senior secondary school of Agra district. Total hundred respondents were taken as a sample for the study. It is concluded from the study that out of the 100 respondents 76 respondents were using social networking sites. The result further shows that all of the respondents (100 percentage) were registered themselves on social networking sites due to maintain exiting friends/contact while 10.53 percent of the respondents were registered themselves on social networking sites to find new friends as same as for dating purpose.

Keywords: Social Networking Sites, Social Media, Adolescent

1. Introduction
In the last ten years, the communication environment around the world has changed significantly. The emergence of various forms of interpersonal communication has brought people closer, notably e-mail, instant messaging, social networking sites, etc. India has about 230 million active internet users, which is world's third largest internet user base. The fastest growth in social media usage is happening in India with the increased user percentage of 37.4 in 2013. More than 75% of internet users in India are in the age group 18-35 years [1].
Indians are very active on different social networks and 88% of users share content on their social profiles and as well are increasingly spending time on various social networking sites as mentioned below.

1) Facebook is the most browsed social network on social media with a large base of 100 Million users, clearly it is not fading away anytime soon in India. More than 80% of those users access Facebook via their mobile phone.
2) Total Twitter users in India are 33 Million and from this base 76% of users access it via their mobile phone.
3) LinkedIn has 26 Million India users, of the total 300+ Million users.
4) Of the total chunk of 70 Million total users in Pinterest, 5.5 Million comprise from India.
5) Instagram the usage is more dominated by men in comparison to women; ratio being 75/25. It shows only 1/4th of the women population in India are on Instagram, looks like selfies are more appreciated by men than women!
6) The most shared type of videos is film or movie trailers [2].
   Social networking service (also social networking site, SNS or social media) is an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Social media include social networking sites like Facebook, and MySpace, micro-blogging sites like Twitter and Tumblr, media sharing sites like YouTube and Flickr, blogs and other communication within virtual worlds.

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The variety of stand-alone and built-in social networking services currently available in the online space introduces challenges of definition; however, there are some common features [3].

1) Social networking services are Internet-based applications [3, 4]
2) User-generated content (UGC) is the lifeblood of SNS organisms [3, 4]
3) Users create service-specific profiles for the site or app that are designed and maintained by the SNS organization [2, 5]
4) Social networking services facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups [3, 5]. Most social network services are web-based and provide means for users to interact over the Internet, such as by e-mail and instant messaging and online forums.

Social Networking Site can be broadly defined as internet – based social spaces designed to facilities communication, collaboration and content sharing across networks of contacts. Social Networking Sites allow users to manage build and represent their social networks online. Social Networking Sites are usually made up of other individuals: they might also include profiles of events, companies, even political parties. People use social networking sites for countless activities. Among the most common uses are connecting with existing networks, making and developing friendship/contacts, create an online presence for their users, viewing contacts/finding information, creating and customizing profile and so on [6].

Social networking sites allow users to share ideas, digital photos and videos, posts, and inform others about online or real world activities and events with people in their network. While in-person social networking, such as gathering in a village market to talk about events has existed since the earliest developments of towns, the Web enables people to connect with others who live in different locations, ranging from across a city to across the world. Depending on the social media platform, members may be able to contact any other member. In other cases, members can contact anyone they have a connection to, and subsequently anyone that contact has a connection to, and so on. LinkedIn, a career social networking service, generally requires that a member personally know another member in real life before they contact them online. Some services require members to have a preexisting connection to contact other members.

Social networking sites are an online platform that provides new venues to users to create a public profile and express themselves and with other users on the websites. Social networking websites usually have a new user input a list of online people community with whom they share a connection and then allow the people on the list to confirm or deny the connection. It is a website that provides a place for people community to share their personal views and activities with family members, relatives, friends and colleagues or to share their interest, suggestions, and discussions in a particular topic at international online platform.

In the Singh, H. & Kumar, A. study entitled 'Use of Social Networking Sites (SNSs) by the research scholars of Panjab University, Chandigarh: A study', findings showed that majority of the respondents were found to be aware and making use of such applications in their research work. Their study also revealed that facebook is the most popular SNSs by all categories of researchers [7].

Chakraborty, N. conducted a research entitled 'Activities and reasons for using Social Networking Sites by the research scholars in NEHU: A study on Facebook and Research Gate' to study the activity and reasons for using SNSs by the research scholars of North Eastern Hill University. The findings of the study showed that most of the researchers from social science background used SNSs for education and research point of view and scholars from pure science think that Social Networking sites has no role on research and education [8].

Parveen, N. conducted a study to examine the effect of environment of social Networking Sites facebook in learning. The results of the study found that majority of the respondents were using Facebook followed by Twitter, Linkdeln, Orkut and Yahoo. The study further reported that 52% of respondents were agreeing that Facebook works as a platform to avoid barriers of location and nationality [9].

Jain, P. conducted a study to find out the answer whether the social networking sites are boon or bane for today's society. Social networking websites like Orkut, Facebook, MySpace and YouTube are becoming more and more popular and has become part of daily life for an increasing number of people. Because of their features, young people are attracted to social networking sites. No doubt these SNS provides employment, marketing, personal growth, sharing of information but the most prevalent danger through often involves online predators or individuals. These SNS has great impact on youth of India. One can easily see the entry gate of these social networking sites but it is unable to find exit for these SNS. One side these sites provide to communicate with our dear ones websites can be useful for education based on sound pedagogical principles and proper supervision by the teachers on the other side it creates platform for many cybercrimes, and also distracts students from their studies, everyone should be understood that The SNS is a "child of" computing "by computing" but" for the society ". So we focused on the fact that how SNS are implementing and used in an effective manner that is also beneficial for Indian society and what are the role of Indian youth .In this paper we focused on the positive as well as negative impact of these social networking sites on the Indian youth and what are the ethical responsibilities of the users of these sites [10].

Tiffany A. *et.al.* reported in their research that millions of contemporary young adults use social networking sites. However, little is known about how much, why, and how they use these sites. In this study, 92 undergraduates completed a diary-like measure each day for a week, reporting daily time use and responding to an activities checklist to assess their use of the popular social networking site, Facebook. At the end of the week, they also completed a follow-up survey. Results indicated that students use Facebook approximately 30 min throughout the day as part of their daily routine. Students communicated on Facebook using a one-to-many style, in which they were the creators disseminating content to their friends. Even so, they spent more time observing content on Facebook than actually posting content. Facebook was used most often for social interaction, primarily with friends with whom the students had a pre-established relationship offline. In addition to classic identity markers of emerging adulthood, such as religion, political ideology, and work, young adults also used media preferences to express their identity. Implications of social networking site use for the development of identity and peer relationships are discussed [11].

Many studies gave an overview of social media and its popularity, usage, and impact among students. Since each day new technology evolve in social media. Hence, this study entitled "Usage of Social Networking Sites among Adolescent

Girls of Agra District of Uttar Pradesh" is placed in this context, aimed at presenting usage of SNS by the adolescent girls of senior secondary school of Agra district.

2. Research Methodology
2.1 Research Design
Research design is the most important & crucial aspect of research methodology. In a broad since research design is the entire process of planning & carrying out the research or investigation. The design adopted for the study is exploratory research design.

"Exploratory research design is one which helps in gaining familiarity with the phenomenon of a problem for more precise investigation, to develop hypothesis or in clarifying concepts, or in establishing priorities for further research."

2.2 Sampling Procedure
A multistage random sampling was used for the selection of sample. Fifty adolescent girls from one Hindi medium college of Agra district namely "Bharat memorial inter college" and one English medium college of Agra district namely "M.S. public school" were randomly selected for the study. Thus total hundred respondents were taken as a sample.

2.3 Collection of Data
Data was collected with the help of questionnaire specially drafted for the purpose.

For the present study primary and secondary data was collected. Survey method was used for collecting the primary data and self-made questionnaire which was specially designed for this purpose was used for the same. Secondary data was collected from both published and unpublished sources from various institutions, agencies, libraries and internet etc.

2.4 Statistical Analysis
Based on the nature of data and information percentage were used for statistical analysis in the study.

3. Result & discussion
The results obtained were thoroughly examined, interpreted and discussed with all care. After statistical analysis the results have been presented under the following tables:

Table 1: Uses of social networking sites [N = 100]

Responses	Number	Percentage
Yes	76	76.00
No	24	24.00
Total	100	100.00

Table 1. Depicts the data regarding to the use of social networking sites. The findings show that out of the 100 respondents only 76 respondents used social networking sites.

Table 2: Purpose of opening account on social networking sites [N = 76] * (Multiple responses) **

Purpose	Number	Percentage
1.To maintain exiting friends/contact	76	100
2. To find new friends	8	10.53
3.For business network	4	5.26
4.To find activity partners	4	5.26
5.Dating	8	10.53

* N = 76 = Number of respondents who were using social networking sites
** Multiple responses [percentage are calculated on the basis total

of number of respondents (N=76)]

The data in Table 2. Shows the purpose of opening account on social networking site. The result shows that all of the respondents (100 percentage) were registered themselves on social networking sites due to maintain exiting friends/contact while 10.53 percent of the respondents were registered themselves to find new friends as same as for dating purpose. The data further shows that the number of respondents who were opening account on social networking site for business network and to find activity partners was same as 5.26 percent.

On the other hand Tiffany A. *et.al.* (2009) indicated in his study that students communicated on Facebook using a one-to-many style, in which they were the creators disseminating content to their friends. Even so, they spent more time observing content on Facebook than actually posting content. Facebook was used most often for social interaction, primarily with friends with whom the students had a pre-established relationship offline.

Table 3: Criteria for making friends on social networking site [N = 76] * (Multiple responses) **

Criteria	Number	Percentage
Education stream	68	89.47
Business/professional stream	4	5.26
Based on the personal likeness	20	26.32
Just to get someone for Chat	8	10.53

* N = 76 = Number of respondents who were using social networking sites
** Multiple responses [percentage are calculated on the basis total of number of respondents (N=76)]

The data in Table 3. Shows the criteria for making friends on social networking sites. The result shows that majority of the respondents 89.47 percent were making friends on social networking sites from their Education Stream while 26.32 percent of the respondents were making friends based on the personal likeness. The data further shows that 10.53 percent of the respondents were making friends on social networking sites to get someone for chat and only 5.26 percent of the respondents were making friends on social networking sites from their business/professional stream.

Table 4: Activities on social networking sites [N = 76] * (Multiple responses) **

Purpose	Number	Percentage
Forum	8	10.53
Blog	24	31.58
Messaging	76	100
Chatting	68	89.47
Browsing profile page	68	89.47
File Sharing	8	10.53
Browsing Friend's Profiles	68	89.47

* N = 76 = Number of respondents who were using social networking sites
** Multiple responses [percentage are calculated on the basis total of number of respondents (N=76)]

The data in Table 4. Shows the data regarding to the activities did by the respondents on social networking sites. The data shows that all of the respondents (100 percent) were messaging on social networking sites, while 89.47 percent of the respondents were chatting, browsing profile page and browsing friend's profiles on social networking sites. The study further shows that 31.58 percent the respondents were

using social networking sites for blogging and only 10.53 percent of the respondents were chatting and sharing the file on social networking sites.

4. Conclusion

I t is concluded from the study that out of the 100 respondents 76 respondents were using social networking sites. Analysis regarding to the purpose of opening account on social networking sites, criteria for making friends on social networking sites and activities on social networking sites were done on N = 76 = number of respondents who were using social networking sites.

In this context the result shows that all of the respondents (100 percentage) were registered themselves on social networking sites due to maintain exiting friends/contact while 10.53 percent of the respondents were registered themselves on social networking sites to find new friends as same as for dating purpose.

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Study limitation included the limited time and resources to conduct the study due to this the number of selected sample was too small.

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