
SOCIAL NETWORK AND IT'S IMPACT ON PEOPLE

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Abstract:

Social networking has changed the way individuals interface. From multiple points of view, social networking has prompted constructive changes in the way individuals impart and offer data; then again, it has a dull side, too. Person to person communication can at times result in contrary results, some with long haul outcomes.

Introduction:

Online informal organizations have saturated our lives with broad outcomes. Numerous individuals have utilized them to join with loved ones in inaccessible parts of the world, to make associations that have progressed their vocations by a wide margin and to investigate and imagine their system of companions as well as the systems of their companions, family, and partners.

Be that as it may there is developing confirmation that the effect of online informal communities is not all great or even favorable. Various studies have started to discover prove that online systems can have noteworthy negative impacts. This inquiry is hotly talked about, regularly with clashing results and typically utilizing restricted assortments of subjects, for example, college understudies.

Online Social systems administration is a kind of virtual correspondence that permits individuals to interface with one another. This idea emerges from fundamental need of people to stay together in gatherings structuring a group. Michael Wesch, social anthropologist at Kansas State University, contrasted the tribal social orders with online interpersonal interaction. Like the tribal society, in Facebook individuals extend their character by showing their connections to one another. You characterize yourself regarding who your companions are (Wright, 2007). Wikipedia characterizes informal community benefit as online stage that concentrate on building and reflecting informal communities or social relations among individuals who offer diversions and exercises

Diminishing Privacy

While numerous clients feel their individual information is protected on person to person communication locales on the grounds that they have set large amounts of security settings, examination proposes this is not the situation. As per a 2010 Northeastern University and Max Planck Institute for Software Systems study, scientists made a calculation to find a singular's close to home traits by looking at the one thing that most individuals leave open actually when all other security settings are place: their companion list. Utilizing the calculation, scientists had the capacity construe numerous individual qualities just from

companion records, including instructive level, college went to, main residence and other private information.

Numerous person to person communication destinations consistently roll out improvements that oblige you to overhaul your settings so as to keep up your security, and regularly it is hard to find how empower settings for your suitable level of protection. In view of this, numerous clients don't understand the amount private data they are permitting to wind up open by not re-assessing settings each time the system rolls out an improvement.

Labeling can likewise serve as an attack of protection. At the point when informal communication locales have a "labeling" alternative, unless you debilitate it, companions or acquaintances may have the capacity to label you in posts or photos that uncover delicate information.

Negative Health Consequences

A 2010 Case Western Reserve School of Medicine study indicated hyper-organizing (more than three hours on informal communities for every day) and hyper messaging (more than 120 instant messages for every day) corresponded with unfortunate practices in adolescents, including drinking, smoking and sexual movement. Hyper-systems administration was additionally connected with despondency, substance ill-use, poor slumber examples, suicide and poor scholarly performance.

Isolation

While at first glance it seems person to person communication unites individuals over the Internet, in a bigger sense it may make social segregation, as indicated by a BBC News report. As individuals invest expanding measures of time on interpersonal organizations, they encounter less up close and personal collaboration. Researchers have assessed social separation in numerous studies, and have established that it can prompt an assembly of mental, mental, passionate and physical issues including sadness, uneasiness, substantial protestations and numerous others. Truth be told, an University of Illinois at Chicago School of Medicine creature study demonstrated social detachment disabled cerebrum hormones, which is the conceivable reason socially separated individuals experience colossal levels of anxiety, animosity, nervousness and other mental issues.

Others

While the above studies show real associations between long range interpersonal communication and antagonistic outcomes, others contend that numerous other adverse results may exist that have not yet been examined. A portion of the unsafe impacts individuals recommend informal communication has that have not yet yielded convincing study results include: Encouraging poor grammar, usage, and spelling

- 1) Allowing the spread of misinformation that may be perceived as fact even in light of evidence to the contrary
- 2) Exposing children to online predators
- 3) Making a society in which a solitary slip-up, for example, a suggestive picture or ill-conceived remark can result in hopeless damage to your notoriety.
- 4) Decreasing productivity as workers habitually check social networking sites while they should be working
- 5) Providing information that increases the risk of identity theft
- 6) Creating a platform for cyber bullying

Decreasing the Impact

It is natural on the single person to utilize long range informal communication usefully, and folks must be particularly watchful to screen their kids' utilization of interpersonal interaction to minimize the potential for pessimistic results.

- 1) Always use maximum privacy settings
- 2) Be cautious about what you share on social networking sites
- 3) Minimize the time you and your children spend social networking
- 4) Monitor your children's social networking use and friend lists
- 5) Make household rules about social networking and enforce them
- 6) Educate your children about the potential hazards of social networking
- 7) Do not allow strangers into your social networks
- 8) Build online networks of people you also interact with face-to-face, and encourage your children to do the same

Social impact

Do person to person communication locales seclude individuals and truncate their connections? On the other hand are there profits connected with being joined with others along these lines? In November 2010, we analyzed SNS in a study that investigated individuals' general informal communities and how utilization of these innovations is identified with trust, tolerance, social help, group, and political engagement, and found: Social networking sites are increasingly used to keep up with close social ties

- 1) The average user of a social networking site has more close ties and is half as likely to be socially isolated as the average American
- 2) Facebook users are more trusting than others
- 3) Facebook users have more close relationships
- 4) Internet users get more support from their social ties and Facebook users get the most support
- 5) Facebook users are much more politically engaged than most people
- 6) Facebook revives “dormant” relationships
- 7) MySpace users are more likely to be open to opposing points of view

Social Networking Fact Sheet

Who uses social networking sites

% of internet users within each group who use social networking sites

All internet users	74%
a Men	72
b Women	76
a 18-29	89 ^{cd}
b 30-49	82 ^{cd}
c 50-64	65 ^d
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than \$30,000/yr	79
b \$30,000-\$49,999	73
c \$50,000-\$74,999	70
d \$75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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Conclusion:

New social networking has gotten to be progressively prevalent segments of our regular lives in today's globalizing society. They give a connection where individuals over the world can impart, trade messages, offer learning, and interface with one another paying little heed to the separation that divides them. Intercultural adjustment includes the procedure of elevating seeing through association to build the level of wellness with the goal that the requests of another social environment can be met. Exploration demonstrates that individuals have a tendency to utilize new social networking to wind up more coordinated into the host society amid their adjustment and to keep up associations with their nations of origin. This paper endeavors to research the effect of utilizing new social networking on the intercultural adjustment process.

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