

Social networking: need of today's and its impact on society

■ MADHULIKA, I. BISNOI, SHARADA AND RAM JIYAWAN

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■ **ABSTRACT** : Internet for social networking is a popular tool among the new generation in the era of Information Communication Technology (ICTs). The use of multiple, collaborative technologies and Social networking site (SNS) leads to instant online community to communicate rapidly by voice, chat, instant message, video conferencing and services typically provides a platform to share a view in a very easy manners. Social networking site (SNS) has attracted millions of users, whom have integrated these sites into daily practices. The internet grown into a vast net of services and applications that entertains as well as serves as an indispensable work aid for millions of users around the world. For many young people, online social networking is not a distinct activity, but it is a part of day to day life, communication and interaction with peers. Since social networking has become a part of life especially the youth and new generations, therefore, present study was undertaken in Banaras Hindu University in the year 2011-2012 with the objective to study the duration, online activities and value associated with the respondents. The major findings of the study revealed that 82 per cent of the respondents were aware of social networking, 40 per cent used surfing daily internet in University, 68 per cent spent more than an hour on internet, 36 per cent used for gathering education input and 52 per cent visited the face book site on daily basis. This result reflected on line social networking (ONS) building and reflecting the social, educational, moral and informal relationships among people who wish to share interest, experience, educational perspective and social activities.

■ **KEY WORDS** : Social networking sites (SNSs), Online social networking (ONS), Blogging, Social media, Internet

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See end of the paper for authors' affiliations

Correspondence to :

SHARADA

Department of Home Science
Extension, Banaras Hindu
University, VARANASI (U.P.)
INDIA
Email: mypriya.bhu@gmail.com