

Impact of Data Analysis on Social Networking

Parvathy J
MPhil (Computer Science)
Jain University, Bangalore

Dr. Suchithra R
HoD. Department of Computer Science
Jain University, Bangalore

Abstract--The research work titled ‘Data Analysis on Impact of Social Networking Sites (referred as SNS) on Students’ studies the changes in the student behavior due to social behavior, status in maintaining relationships with friends, relatives and classmates. Again in this analysis the popular sites among student population classified into various age groups are analyzed. The work focusses on whether social networking affects characters or their performance of students in their academic activities such as exams and final grades and involves finding out the facts about the usage of SNS in a day among various age groups and their relationship with their counter parts. Various techniques used to analyze the data collected from various known sources and latest tools are being used to process the data to get desired results.[1]

INTRODUCTION

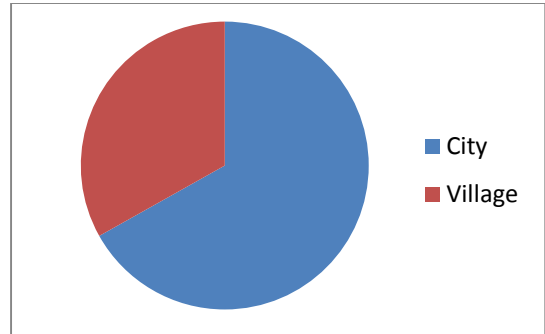
SNS are internet based independent applications that are available on personal devices such as desktops, laptops, palm tops and smart mobile phones. They are available as websites, installable applications on the mobile devices and are available on demand basis over an internet connection.

SNS includes the collection of websites and applications. Most popular sites among this category include Facebook (available on both Web and Mobile), WhatsApp (available on Mobile), LinkedIn (available on both Web and Mobile), and Twitter (available on both Web and Mobile). Youth people are growing citizens of any country and there is no surprise that they have most attracted towards it. As per current scenario their behavior and character has been greatly influenced by the above mentioned social networking sites/applications. Research conducted on SNS impact on their social attitude, behavioral attitude, ways of making use of friendships, performance on academics, time spend on these tools.[2][3]

DATA ANALYSIS ON SNS USAGE AMONG STUDENTS

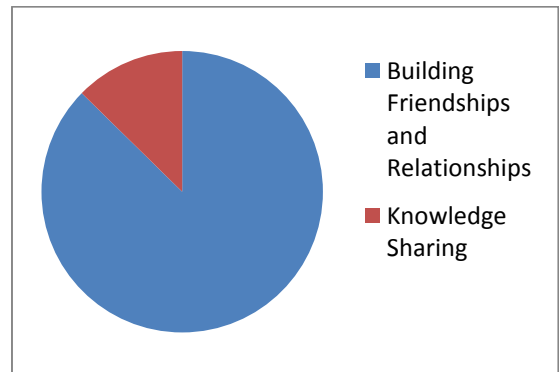
Usage Analysis based on nativity origin (Village or City)

In this analysis data is analyzed on the nativity origin of students; i.e. they are from village or city. The study shows that 67% of SNS users are from City and 33% are from semi-urban or village areas.



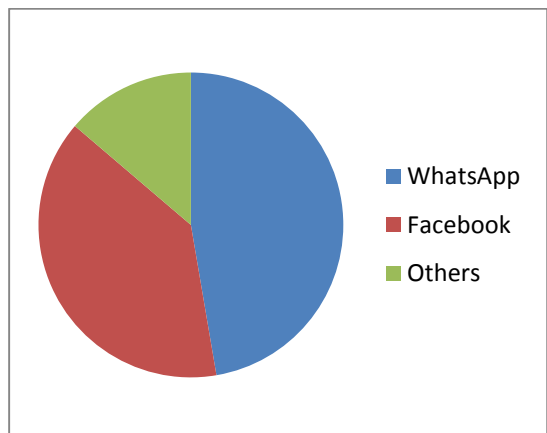
Purpose of Usage of SNS among students

This study performs analysis on the data to find out the purpose of SNS usage among students. It has shown the result that 88% of purpose them are using it for building friendships and chatting. Only 12% of the activity time is used in building Knowledge and for Educational purposes



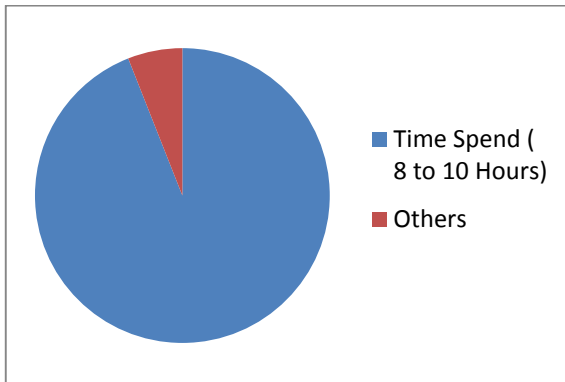
Popular SNS sites among students

Most popular SNS sites among youth students as per the study found to be WhatsApp (85%) and Facebook (70%) and others sites occupy 25% of usage.



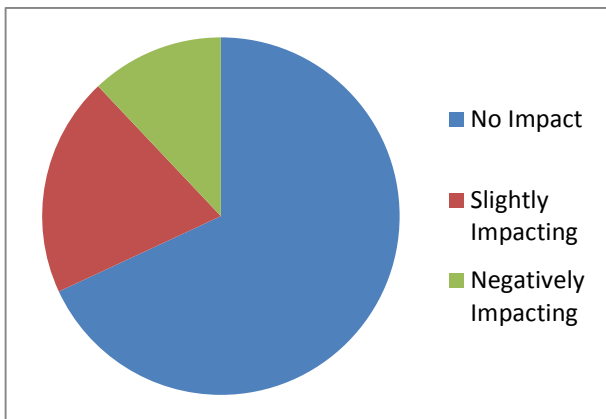
Time spent on SNS

This is to find the average time spent by students on SNS sites. The result shows that 95% of students spend around 8 to 10 hours in day on SNS.



EFFECT ON ACADEMIC PERFORMANCE DUE TO SNS USAGE

This section is to find out that is there any negative effect due spending long durations in SNS is affecting their academic performance. 68% of the responders have said that it does not impact studies. Only 12% agreed that it negatively impacting their academic performance. 20% of responses agreed that it slightly impacting.



CONCLUSION

This research work made a detailed analysis of the activities the youth population involved with social networking sites. We have also made detailed study of its positive effects and its help to society and its effectiveness in sharing knowledge, information and how it helps university student in helping their studies and research work. How it improving the creativity of an individual and the misuse of SNS defame an individual through various bullying methods. Result brings out the reasons for lack of concentration in normal activities on youth and points out change in behavioral attitude of them.

REFERENCES

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- [2] SOCIAL MEDIA'S INFLUENCE ON YOUTH: BY BRITTANY GRUBE <http://ydi.tamu.edu/wp-content/uploads/YDI-RB-17-Social-Medias-Influence-on-Youth.pdf>
- [3] NEW MEDIA AND SOCIETY: A STUDY ON THE IMPACT OF SOCIAL NETWORKING SITES ON INDIAN YOUTH: BY DR. M. NEELAMALAR & MS. P. CHITRA <http://www.ec.ubi.pt/ec/06/pdf/neelamalar-new-media.pdf>