

## **Impact of Facebook as a Social Networking Site (SNS) On Youth Generations: A Case Study of Kolkata City**

<sup>1</sup>Dr. Indrajit Roy chowdhury , <sup>2</sup>Mr. Biswajeet Saha.

<sup>1</sup>Assistant Professor ,Jagadish Chandra Basu Sikshak Sikshan Mahavidyalaya, Kolkata, India

<sup>2</sup>Postgraduate 2nd Semester Student , Bhairab Ganguly College, West Bengal state University Kolkata, India

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**ABSTRACT:** An important Social networking Site like Facebook is becoming more popular among the young generation in Kolkata. However this SNS (Social Networking Site) has become a touchy part of the daily life of the youth's and they are used to access regularly for a prolong time periods to share their ideas, comments, thoughts or giving any statement regarding commendable and contemporary situation. Facebook has a lot of interesting features through which mid generations are attracted more and they are becoming more Facebook seeker and however it effects on their social life in a positive and negative way.

Therefore in this research paper an attempt has been made to point out the status of Facebook in order to identify its positive as well as negative impact on the psychological upbringing among the youths in Kolkata and also assess how this social site is becoming a touchy tool for a single person who used to share their trend able comments to others through internet accessibility. To make the proper structure of this research paper 50 samples collected and processed and finally it has turned into shape through some Cartographic and statistical observation followed by some findings and conclusion to focus on the scenario of Facebook status among the young generations in KolkataCity.

**KEY WORDS:** Social networking sites prolong time, contemporary situations, Facebook seeker, psychological upbringing, Internet accessibility.

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### **I. INTRODUCTION:**

Social networking site like Facebook has become a part of the daily life experiences for an increasing number of people. Therefore Facebook is a web based services which is allowing individual youth or teenagers to construct a public profile in a bounded system. Therefore this social networking site helps to individual to share connections, views, thoughts with strangers (unknown friends) or enable to share their view points with visible well known friend. It can be broadly defined as internet based social spaces designed to facilitate communication, collaboration and content sharing across networks of contacts. Youths use this Facebook site for countless activities. According to S.Manjunatha, she has stated that among the most common used are connecting with existing networks, making and developing friendships, create an online presence for their users, viewing content, finding information, creating and customizing profiles and so on.

Boyd and Ellison define social networking site like Facebook as "Web based services that allow individuals to (i) construct a public of semi-public profile within a bounded system (ii) articulate a list of other users with whom they share a connection and (iii) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from onesocial networking site to another site. Therefore, through Facebook, youth Generation get a platform through which they can chat, share various scraps, videos, pictures, upload their profile photo as well as cover photo, posted comment on Facebook wall, tag different photographs, like or dislike different comments or pictures in this site. A brainstorming effect is developing among the youth, that they can maintain their privacy and for that purpose they can share their societal information only in front of well-known friends where as others are not able to access those information. Therefore beside accessing the information firstly people should sent the friend request to their friends (known or unknown) and if the other side will accept the sending friend request, then a bounded social profile might be formed and that is more important while anyone can join in this social networking circle. In this way any one can cascade their privacy on personal space in front of online readers and strangers and becoming popular among the youth. Infact Facebook has tremendous attractive features which include celebrity followers,Tollywood, Bollywood or Hollywood supporters, expression of favorite music videos as well as uploading favorite song which are attracted approximately 100 millions of Facebook seekers. However while it has been discussed its negative side, positively this social networking site performs various type of cybercrimes which lead to demotivate the young generations and sometime they might be involved into various unprofessional or illegal works which are considered to be a negative feedback of this site. However through this research paper it can be pointed out the status of Facebook and how it may effects on the psychology among the young generations in Kolkata City.

## II. LITERATURE REVIEW:

Various literatures have been reviewed in order to justify our present study. However through the literature review it can be pointed out, the impact of Facebook on nation, children, adolescence and families during last couple of years throughout global, national and regional level.

- **A study into the uptake of social networking sites, in particular Facebook was conducted by Charnigo and Barnett-Ellis.** In their study,, it can be summarized that some librarians who were in favor of Facebook being used in libraries to promote services and events, while the majority of librarians were not in favor of Facebook having a presence in libraries at all. However the study reveals that, the uptake and acceptance of social networking sites like Facebook will increase.
- Mr. Madhen Raj Jain has revealed an idea in his paper, entitled on '**Impact of social networking sites in the changing Mindset of youth and social issues. A study of Delhi-NCR Youth**' that, social networking sites provide a platform for discussion on such issues as it is the media in which majority mass rely on and extend warm support. He has done his survey on the age group between 18-30 years with a view to know the level of awareness on the social issues and how far social networking sites awakened the today's youth in expressing their views on current and burning issues like corruption, human rights, girls education, child labor etc.
- Another paper based on "**Impact of Social Networking Sites on the Youth**" written by Mr. Shabnam S. Mahat and Dr. S. D. Mundhe and this paper has pointed out that social networking site like Facebook provides a platform for discussion on contemporary issues. However the survey has been conducted on youths between age group of 12 – 30 years with a view to know the level of consciousness on the community issues and how far social networking sites get up the today's youth in expressing their views on present and burning issues like corruption, human rights, education etc.
- A paper entitled on "**Impact of Social Networking Sites on the Youth of India: A Birds eye view**" by Ruchi Sachdev has discussed about the answer whether the social networking sites are boon or bane for today's society. She also made a comment on that one side of this site provides to communicate with our dear ones on the other side it creates platform for many cyber crimes. However this paper focused on the positive as well as negative impact of this site on the Indian Youth and what is the ethical responsibilities of the users of this site.
- S. Manjunatha in his paper, entitled on "**The usage of social Networking Sites Among the College students in India**" has focused on the usage of Social Networking Site has significantly increased and it certainly has far reaching impacts on the academic and other activities of the students. Therefore the findings of the study acknowledge the rampant usage of SNS among young college students in India. However their usage pattern of SNS, hours spending per week, gender differentiation in its usage, purpose of membership, their level of intimate relationship with online friends and much more interesting aspects have been dealt scientifically in this paper.
- A paper themed on '**The impact of social Networking Websites on the education of Youth**' by Sunitha Kuppaswamy and P.B.Shankar Narayan has revealed that Facebookdistract students from their studies, but this site can be useful for education based on sound pedagogical principles and proper supervision by the teachers. moreover the research concludes that social networking websites have both positive as well as negative impact on the education of youth, depending on one's interest to use it in a positive manner for his or her education and vice versa.

## III. CHARACTERISTICS OF SOCIAL NETWORKING SITE (FACEBOOK):

Several characteristics have been revealed while it is focused on Facebook as a social networking site.

- Many people can access this social networking site through iPhone, Android Phone, Tab, Laptop or other electronic gadgets. They can expertise their profile through posting any comment, uploading a photo, text or scrap posting, uploading of music and video in their profile to make the profile more attractive in front of theirFacebook friends.
- Through this site, users may choose to communicate through various digital objects or connected with friends who are staying far away from them.
- Facebook users are used to access this social networking site regularly or time to time creation of personal profile is very easy on the homepage of Facebook and there should not be allotted any registration fee while any new users want to create their profile or join with others in Facebook community.
- Therefore, use of social networking site is very popular among the young of India. Majority of teenagers are contributed their time mostly in Facebook. Day by day social network site users are increasing in India. In 2015, nearly 2500 million users are available in India; they are having their profile account in this site. However maximum part of users is covered by teenagers in India.

#### **IV. IMPACT OF FACEBOOK ON YOUTH GENERATION:**

Several impacts have been pointed out because of its massive popularity of Facebook. Most of the young generation is readily involved with Facebook and they could be considered to be Facebook seekers. However some positive and negative impact has been selected during the study.

##### **POSITIVE IMPACTS:**

(a) Facebook is giving the opportunity to all the teenagers as well as Facebook seekers to communicate with their friends within a very fraction period of time.

(b) Building a relationship with known as well as unknown friends is another positive outlook of Facebook users. Most of the people are very much busy with their tight schedule and work. So they not even get the leisure time to meet with their old and existing friends, so Facebook is the ultimate media through which users can maintain their pervious and new bonding of friendship as well as other relations.

(c) World contains of various dimension of culture, religion as well as different communities. Through Facebook it can be communicated with different line follower people who have different point of view regarding social, religion as well as political outlook. Therefore, Facebook provides location based services which emphasize the ability of communication and regular practice of get in touch with the world.

(d) Facebook enhances the creativity among the users because several creative comments, pictures, poem or statements one regularly posted by these users and therefore, they are being able to get instant feedback from friends and family on their creative outlets which helps students refine and develop their artistic abilities and can provide much needed confidence or help them to decide what career path they want to pursue. However through Facebook, people may increase their empathy for their existing and old friends which give more systematic communications.

##### **NEGATIVE IMPACTS:**

Several negative impacts have been pointed out during the survey as even from various literature reviews.

(a) Most of the Facebook users are ready to access only Facebook just to check their profile or any new update posted on their wall. Therefore, most of the teenagers used to busy through this site and they are mostly busy in chatting with their friends for a prolong time and it is just a waste of time throughout the day without doing anything and positively it does not make any sense.

(b) Through this social networking site, several photos, videos or political share may divert their attention to do anything with pay more attention and it makes a negative impact on their carrier life. Therefore, it reduces the time of reading and learning among the students.

(c) Facebook reduces the importance of writing a letter or face to face human contact, because mostly people spend their more time through this site in order to chat with their friends and they do not get enough time to meet with their friends empirically. Therefore it enhances the heart to heart distance among the people as well as teenagers.

(d) Through spending more time in Facebook, it makes people more self centered and therefore most of the teenagers they are more interest in searching and reading a lot of information of their non-friends user's.

(e) Sometime they used to spread misinformation and doing various types of cybercrimes in order to do sexual and mental crime with their unknown friends through chatting. However, it reduces the productive capability because, during the busy schedule people used to check their profile and it might be reduced the working hours. Sometime giving a lot of information in Facebook profile increase the risk of identity theft and it might be harmful for their reputation.

(f) Therefore, Facebook use to spread a lot of corruption throughout the world and it positively makes various types of cyber crime which is a major contemporary issues in present day concern.

#### **V. FACEBOOK AND OTHER SOCIAL NETWORKING SITE: A COMPARATIVE STUDY:**

From the various literature reviews and other source of articles, it has been focused that, users of social networking sites in India are readily increasing which is almost 95 percent in 2015 from 34 percent in the year 2011. However it is expected that (Fig : 1) in the year 2016 the number of Facebook users will be turn into 246 million where in 2017 the number might be more than 282 million which is almost double compared to 2014.

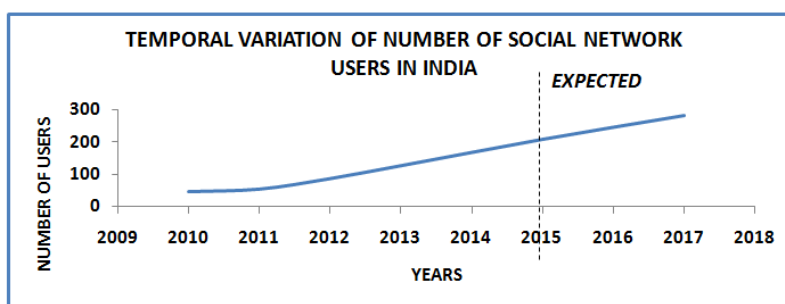


Fig: 1 Source: Times of India, 2015

Therefore Times of India reveals the fact that, now -a -day's people or teenagers are more seeking about Facebook for chatting with friends and sharing their status regularly and it is quite significant in the case of Kolkata also where most of the college teen used to access the Facebook on a regular life skill basis.

#### Estimation of Social Networking Sites in the World:

While it has been measured the total number of social networking sites or make a comparative study among the various sites, it can be pointed out that worldwide number of Face book users going gradual upward which is almost more than 550 million compared to that of (Fig: 2) other social sites like Twitter, My Space, LinkedIn followed by Ning, Tagged and classmates. Therefore people are more user friendly with Facebook to express their ideas and share their views. However twitter rank second as a social networking site where number of users almost more than 90 millions followed by LinkedIn, Ning, Tagged as well as classmates which are sharing almost 25 percent out of total population throughout the world. Therefore, the apps of Facebook and twitter are easily downloadable compared to those other sites so these are becoming more popular now a days.

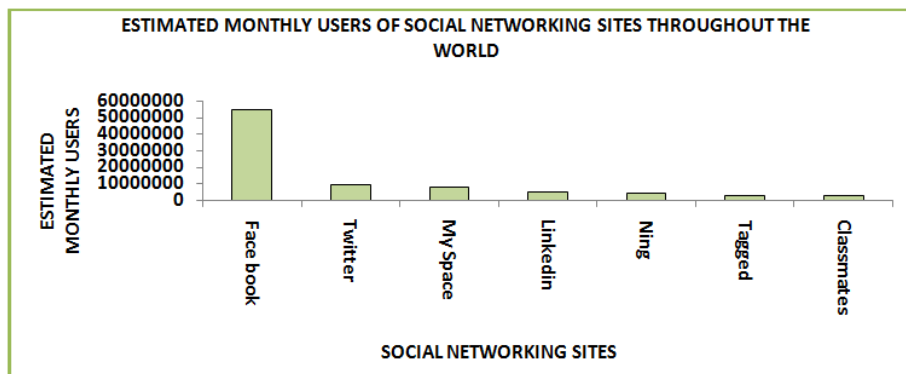


Fig: 2 Source: Times of India, 2015

As per the data record (Fig : 3) available from Sinhgad Institute of Management and Computer Application (SIMCA), it has been pointed out that some of the websites of social networking sites, like www.facebook.com, www.myspace.com, windows live spaces as well as www.habbo.com have more than 100 million users per month and it is because of its popularity and users are more access friendly with these websites instead of others, thus other sites like friendster.com, hi5.com, www.tagged.com, www.flixter.com as well as www.netlog.com have less than 100 million users per month whereas it is remarkable that in2014, www.orkut.com was banned by the company and Orkut users have faced a lot of difficulties after this shock. Therefore in recent days Facebook is more user friendly website among the users and for that reason people get enough time to contribute their thoughts to others through these sites.

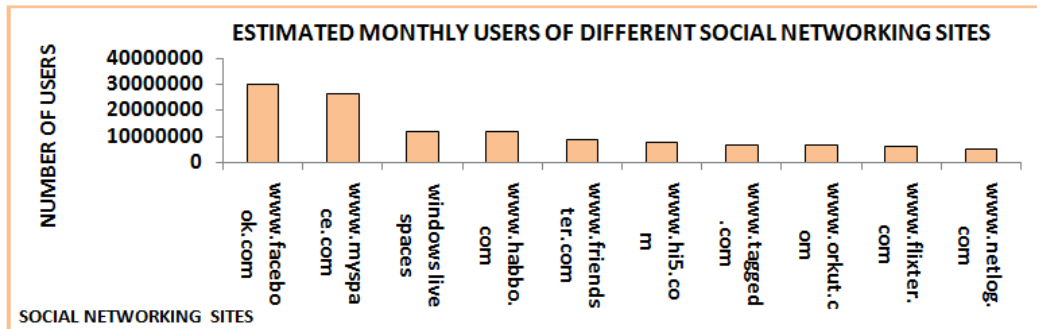


Fig: 3 Source: Sinhgad Institute of Management and Computer Application (SIMCA)

**Activities through social networking sites:**

Various activities have been identified, while it is focused on other social networking sites and in this regard Facebook makes a remarkable one. In order to state the purpose of membership in social networking sites (Fig : 4), most users (almost 48 percent) used to access Facebook to maintain existing friends and contacts where as 19 percent users use Facebook to search new friends followed by business networking as well as activity partner.

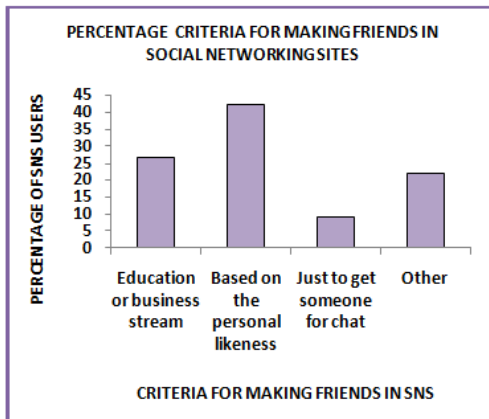


Fig: 4

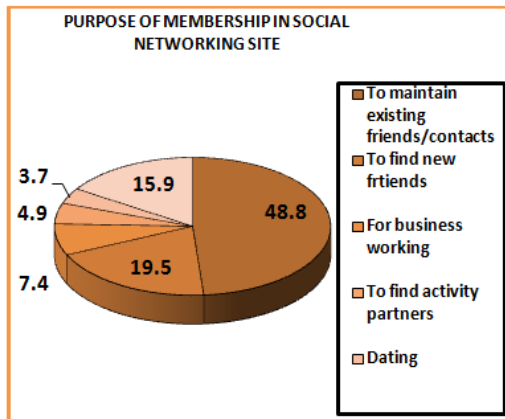


Fig: 5

Data Source: IRJSS, 2015

Therefore, out of total 100 percent, 3.7 percent of users use these social networking sites for love making relationship or they are very much fond of dating with known or unknown friends. Sometime it is also an impending danger since there is an uncertainty of the nature of purpose of the individual, reliability, accountability and anonymity leading to grave consequences. However, when the questions asked to that users about the criteria for making friends in social networking sites (Fig ;5), it has been revealed that 42percent of people are bond the friendship with known or unknown person because of personal likeness where, 26 percent of the people make the friendship through this site because of educational purpose or business stream generation. Therefore 22 percent of users are to maintain existing contacts among family and friends in their real life. However ,students mostly prefer this site to highlight their personal likeness, preferences, and disliking as well as logical expressions.

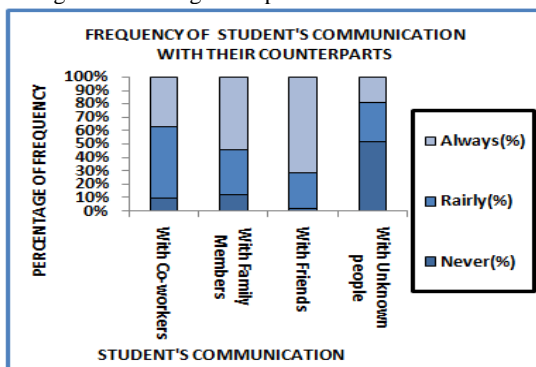


Fig: 6

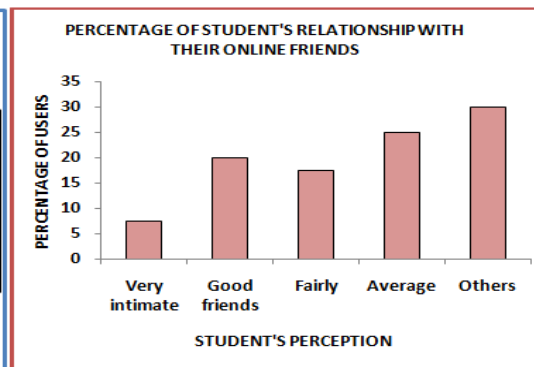


Fig: 7

Data Source: IRJSS, 2015

Therefore, in order to rating student's relationship with their online friends, it is identified that 7 percent of users have their intimate relation with their friends that means they are used to trust more on their online friends. But a considerable sample was that 20 percent users rating their friendship (Fig:6) as good one, where 25% and 17% users rating their friendship as fairly and average whereas, 30 percent's users, they do not tick on that above option because they do not have so much mix mingle relationship with their online friends. Most of the students, below the age group of 25 years (Fig: 7) have more interested to chat and message with known friends which is almost 70 percent followed by 48 percent of people used to chat with family members and relatives. Therefore, due to problem of unsocial activities and occurrence of cyber crime, 30 percent of the respondents are denied to chat with unknown friends ,where they suggest to make loop from this situation or never express anything or posted on wall which will make the unconditional situation in future. Therefore ,(Fig :8) while it has been stated the purpose of using social networking sites, it is found that users use these various type of social networking sites for messaging and chatting (almost more than 60percent) whereas,around35 percent of users are used to access these sites for sharing videos, songs, media as well as fileswith other friends. Therefore ,20 percent of users lead to more browsing friend's profiles, forum, blog as well as browsing profile pages which are quite evident in this context. However, most users lead to more intimate interpersonal relationship between online friends due to higher degree of privacy in personal cats.

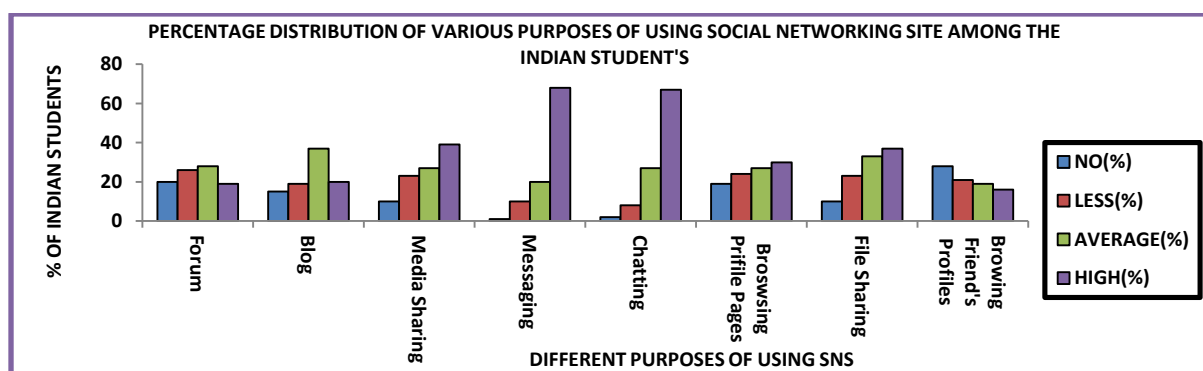


Fig: 8

Data Source: IRJSS, 2015

## VI. OBJECTIVES:

Several objectives have been incorporated to fulfill its original dimension:

1. To make a relation between educational qualification and access of Facebook users followed by number of friends of different Facebook users in Kolkata.
2. To make an assessment on how the Facebook users use this social networking site for various purpose followed by their regular activities.
3. To point out the level of time calculation in order to make a sense regarding access of Facebook account holders in Kolkata.
4. To study type of cyber social problem, which are interfered by Facebook followed by some suggestions.
5. Finally to make a comparison between Facebook and other social networking sites and also point out various social issues which have been discussed through this site.

## VII. HYPOTHESIS:

1. Whether male and female users of Kolkata used to access Facebook regularly.
2. People of Kolkata are known the fact about cyber crime and various type of harassment through this well popular site.
3. Facebook users are used to make an ever bonding relationship with known friends instead of unknown friends.
4. Youth generations of Kolkata are more seekers about Facebook surfing instead of the people who are more than 40 years of age.
5. Youth and teenagers of Kolkata have enough time to access the Facebook followed by other social networking sites.
6. Awarenessprogrammes are more common among male and female Facebook users in Kolkata.

### VIII. METHODOLOGY:

Any research work can be done on the basis of following methodology.

**First Phase:** During first phase various secondary data have been collected from various websites, journals and articles. Therefore, Cyber Crime Department in Salt Lake has given huge resources data to make the research report more scientific and analytical.

**Second Phase:** In this phase a structured questionnaire has been made followed by 20 questions and survey was done by this questionnaire on 50 samples (mostly undergraduate & postgraduate college students) to assess the status of present study.

**Third Phase:** In this stage after getting all primary and secondary data, various cartographic methods have been incorporated to represent and analyses the same. However some statistical measurements have also been calculated to make research paper into its final shape.

### IX. ANALYSIS AND INTERPRETATION:

While it has been done the primary survey in Kolkata City, 40 respondents are being observed between the age group of 21 to 25 and rest 10 respondents are under 26 age group, therefore total 50 respondents are taken in terms of structuring the proper shape of research paper. (Fig:10). Mostly college going students and teenagers have taken under this observation because they are used to access Facebook regularly in terms of chatting, messaging and checking the comments posted on wall.

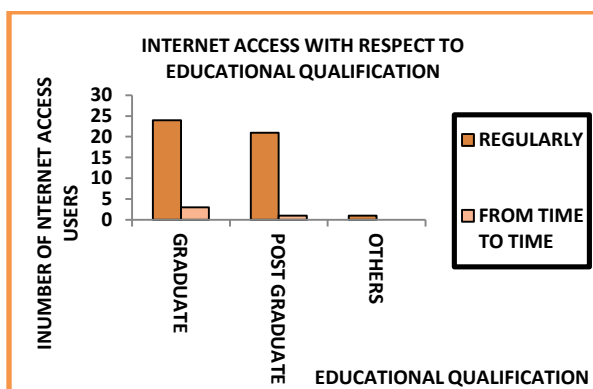


Fig: 9

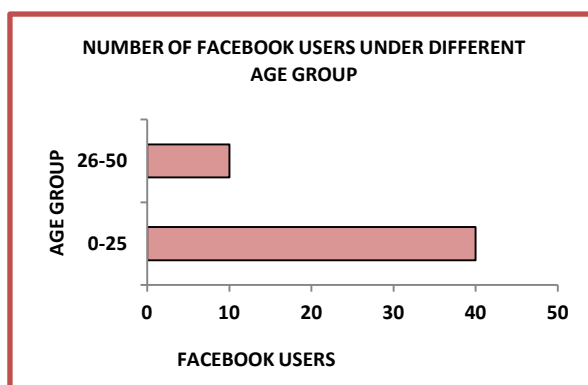


Fig: 10

Source: Primary Data, April 2015

Therefore, in this paper assessment of educational qualification has been taken into consideration (Fig : 9) to point out the importance of Facebook as a social networking site. While it has been made a relation, out of 50 respondents, 60 percent students are graduate, 38 percent students are post graduate followed by 2 percent students are more than post graduate qualification. Therefore, in the context of internet access, when undergraduate students have taken into consideration, 89 percent students agree with the fact that, they used to access the internet regularly and they are more prone to Facebook seeker in order to perform chatting or scraping or texting while 11 percent students are not agree with the regular access of this social networking site and they think about the fact that, doing more Facebook is reduced the working as well as reading hours, which might be created a negative impact on them, even parents are also against of this regular habit of Facebook access. On the other hand, 95 percent post graduate respondents agree with the fact which might be supported by U.G. students where, 5 percent respondents disagree with the fact of continuous surfing of Facebook account because of, they think that, more accountability of Facebook results more waste of time. During primary survey, it is found that, comparing between male and female respondents (Fig: 11), 90 percent female students are used to access Facebook regularly in comparison to 10 percent of male students. In this context, it is viewed that female students have enough time to do Facebook regularly and they are more devoted in chatting with known and unknown friends while male respondents are not doing the same. Therefore, female students are used to access this internet for a prolonged hours time and most of the time these female students access this site while they are in the college, home, office or any 'Adda' zone and in this case it is more easy to access among these female respondents.

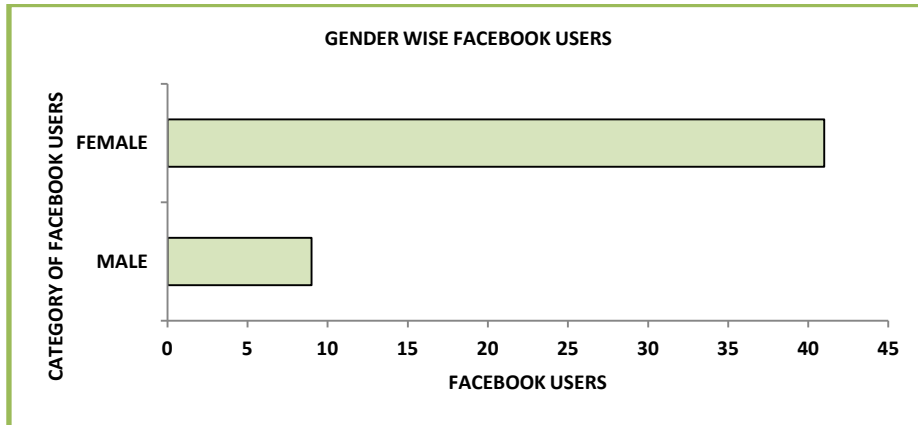


Fig: 11

Source: Primary Data, April 2015

While a question was forwarded to that respondents, that when did they first open their Facebook account? (Table I), obviously it is viewed that most of the Facebook users have their account profiles more than three years back and they wish to access their account profiles regularly, however 50 percent respondents have their accounts in Facebook more than 4 years, but in this, context, a remarkable event has been identified, that 5 percent( Fig : 12 and 13)respondents have their Facebook accounts less than 1 year back that means they are not been concerned about the fact of Facebook earlier or they did not get more interest about Facebook or they might be influenced by their friends and finally they have opened their account profiles recently which is very new to them.

Table: I opening first time account profile in Facebook by Facebook users

ID/TIME	YEARS AGO FROM 2015								MONTHS AGO FROM 2015	
	1	2	3	4	5	6	7	8	1-5	6-10
FACEBOOK USERS	4	3	13	9	7	3	6	1	1	2

Source: Primary Data, April 2015& Computed by the authors

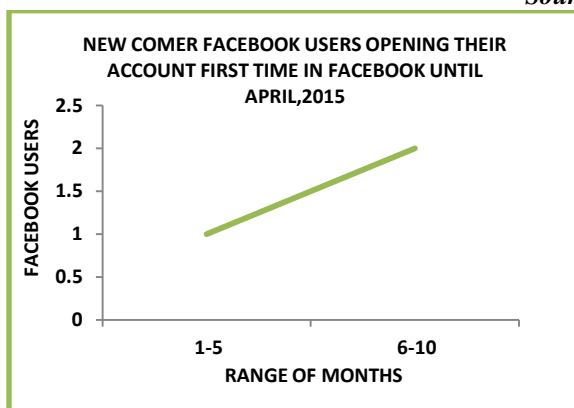


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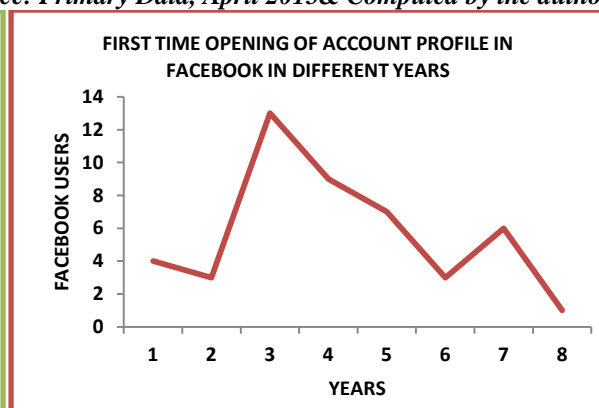


Fig: 13

Source: Primary Data, April 2015

However those users have more than 4 years account profiles, they have more than 500 friends in their Facebook accounts and they used to update their profiles regularly while others are not have more interest in this concern. Another observation has taken into consideration that 94 percent respondents have only one profile which they access regularly and they made very happy while they texting, messaging, scraping, updating a lot of comments, upload an photographs but only 6 percent students have more than one account profile and sometime these profiles consider to be fake profiles and thus they do not have their own profile photos and in this context, these fake profiles are more prone to chatting with unknown friends, texting or sending vulgar or nude comments or any illegal picture to others which might be responsible for cyber crime or other type of unsocial work in the society through Facebook.



**Table: II** account profile(s) of Face book users

MORE THAN ONE ACCOUNT PROFILES	NO. OF FACEBOOK USERS
YES	6
NO	44

Source: Primary Data, April 2015& Computed by the authors

Therefore, (Table: II) while the questions were asked regarding access of more than one account profile (Fig : 14), it is marked out that more than 5 number of Facebook account profiles are accessed by 5 percent of respondents, where 60 percent respondents used to access 2 account profiles regularly and 30 percent students are accessed five number of account profiles regularly, that means it is very much prone to do unsocial work or illegal work.

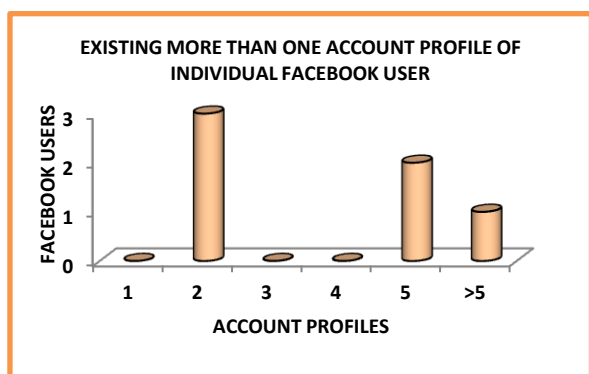


Fig: 14

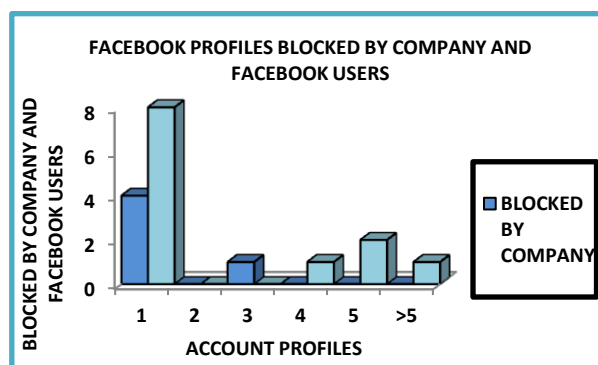


Fig: 15

Source: Primary Data, April 2015

Therefore, while it has been concerned about more than one account profile, it is very much (Fig : 15) significant that 90 percent fake account profiles may be blocked by company and it is expressed during primary survey and 10 percent profiles may be blocked by others which has expressed by 4 respondents. Therefore, unethical information and illegal status might be harmful for the society, so unauthorized data base related fake profiles must be banned by the company and it may be beneficial for the society.

**Table:III** Face book users used to spend their time to access Facebook in a day

SPENDING TIME	MAXIMUM HOURS							MINIMUM HOURS
	1	2	3	4	5	6	7	1
FACEBOOK USERS	12	7	6	8	5	1	1	4
SPENDING TIME	MAXIMUM MINUTES				MINIMUM MINUTES			
	1-10	11-20	21-30	31-40	1-10	11-20	21-30	
FACEBOOK USERS	1	1	5	1	27	8	9	

Source: Primary Data, April 2015& Computed by the authors

A significant point has been discussed that, at least 40 percent of people access Facebook more than 1 hour, whereas rest 20 percent respondents for four hours accessibility of Facebook and 30 percent respondents access their Facebook account regularly more than five hours (Table III). While, very few percentage involved to access Facebook less than 20 minutes and rest are involved in between 20 to 40 minutes and the reason behind that, they are very much busy with their work schedule and they are not get enough time to do Facebook for a long period of time, they just check their status and search if anyone posted any new comment or ideas or photos as well as remarkable points posted on wall. (Fig: 16 & 17)

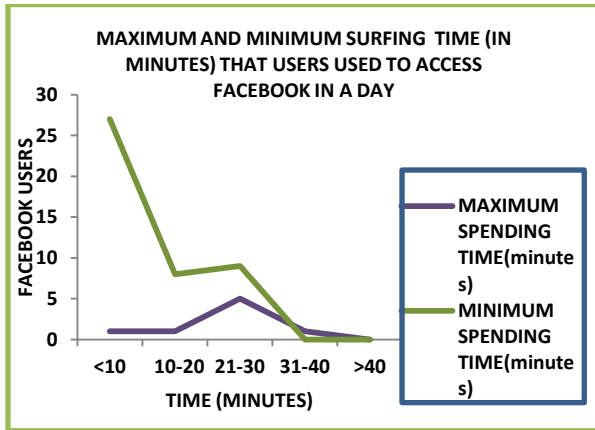


Fig: 16

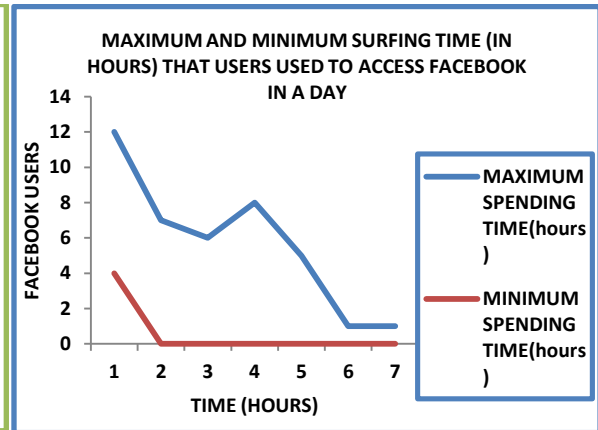


Fig: 17

Source: Primary Data, April 2015

However, only 20 percent people access the Facebook account less than 1 hour but while it has been discussed about minimum hours of access of Facebook, most of the respondents spend only 1 to 10 minutes time to 90 through the account and rest 20 percent access their account profile between 21 to 30 minutes and it is very much common features among these college going students and others. Therefore, while it has been revealed the number of well known friends (Fig : 18), 30 percent students/respondents have less than 100 number of friends, followed by 45 percent students have the friends between 100 to 300 approximately as well as 25 percent students have 300 to 500 number of friends and it is remarkable that, most of the teenagers and college going students have more number of Facebook friends, whereas only four respondents answered that, they have more than 1000 friends including all fake profiles and these innumerable number of friends may be included known or unknown.

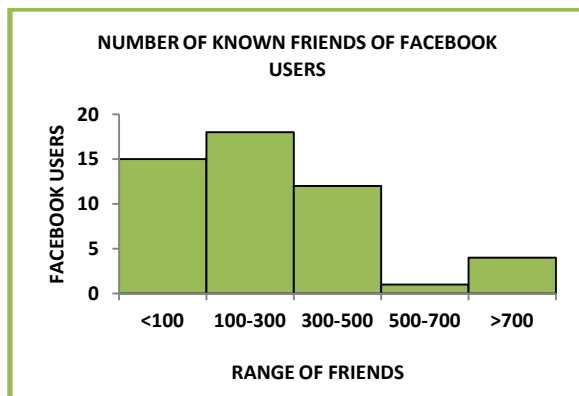


Fig: 18

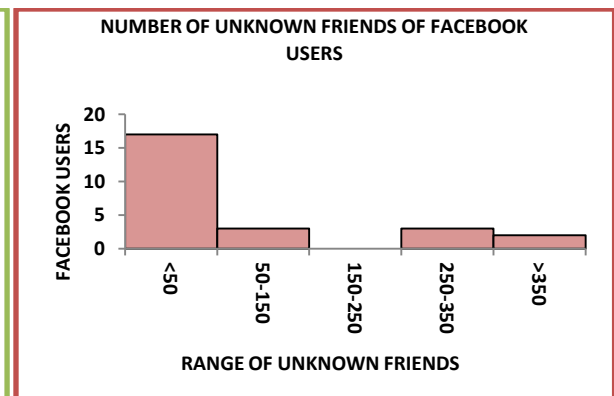


Fig: 19

Source: Primary Data, April 2015

During the survey, it is found that, (Fig:19) 50 percent of respondents have well known friends and rest 50 percent agree with the fact that they have more number of unknown friends. Therefore, some time people think that, more number of uncountable friends are maintained their status, for that reason they have accepted or send friend request whether the person is known to them or not in their friend list. More number of unknown uncountable friends is one of the modern trends of the Face book seekers. Therefore, 50 percent respondents have less than 50 unknown friends, whereas. Six respondents have their more than 250 unknown friends, where as it is remarkable the fact that two persons have more than 2000 unknown friends and that might be one of the basic strategies for doing any kind of unauthorized cyber crime in the society. To overcome the problem of cybercrime or antisocial work, fake profiles should be banned and it is necessary to open only one account in Facebook by the respondents in Kolkata.

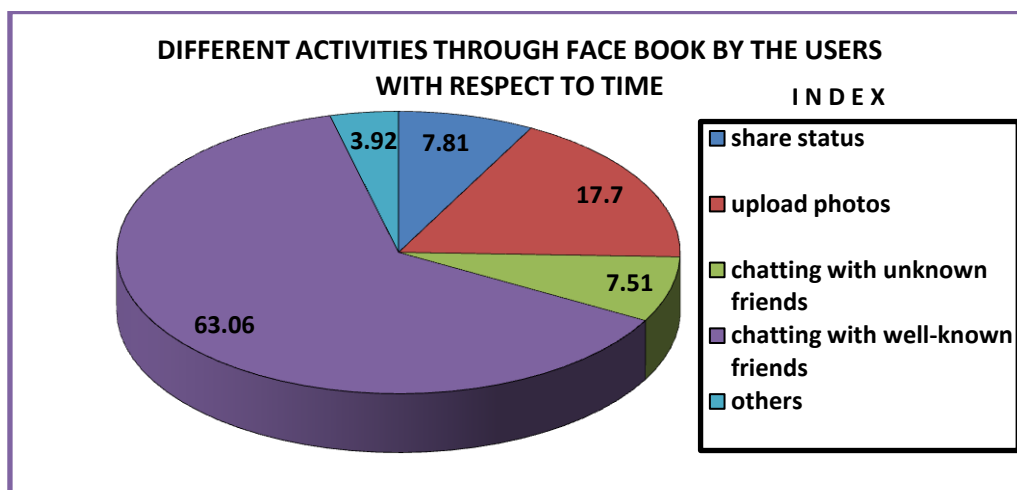


Fig: 20

Source: Primary Data, April 2015

However, (Fig: 20), while the question has raised that in which segment Facebook users are used to spend their time, it is expressed that, 7.81 percent time users are sharing their status on Facebook wall, 17.7% time, they are regularly upload their profile picture, change the cover photo or upload new photos on Facebook wall, where as 7.51% time users used to chat with unknown friends regularly, followed by 63.6 percent time users used to chat with their well known friends regularly. Therefore, in present day concern, it is remarkable that people use Facebook for chatting and messaging while only 3.92 percent time users of Kolkata are getting interest for group chat, to check the status update on wall or just wandering their profile or searching any new information's from their Facebook community friends.

Another idea has been raised that, whether these users wish to share their thoughts, ideas, comments or their personal opinions regarding social, political or contemporary issues through Facebook, (Table : IV), 78 percent users agree about the fact, where as 22 percent respondents disagree about the fact and they have only wished to chat or message with their friends.

Table: IV Face book users used to share their valuable comments, ideas and thoughts

USERS USED TO SHARE THIER OPENION	NO. OF FACEBOOK USERS
AGREE	39
DISAGREE	11

Source: Primary Data, April 2015 & Computed by the authors

Therefore, (Fig : 21) when 78 percent users agree with the fact, out of total ,35% respondents wish to post or tag a photograph followed by 34% users post a comment, 27% respondents post a picture on Facebook regarding sharing of their thoughts, ideas or any comment about any new issues. However, only 4 percent users only go through the Facebook regularly to do like or dislike regarding any comment, photograph which has posted on the wall and some facebookaholic used to just go through their profile checking regularly. Basically, the Facebook users of Kolkata, have their own profile pictures (Table : V) in their Facebook, whereas only 5 percent of users of Kolkata do not have their own profile pictures because of more than one account profile or having fake profiles, thus it is active and very much prone to antisocial activities or unauthorized work. Some of the informal sectors like

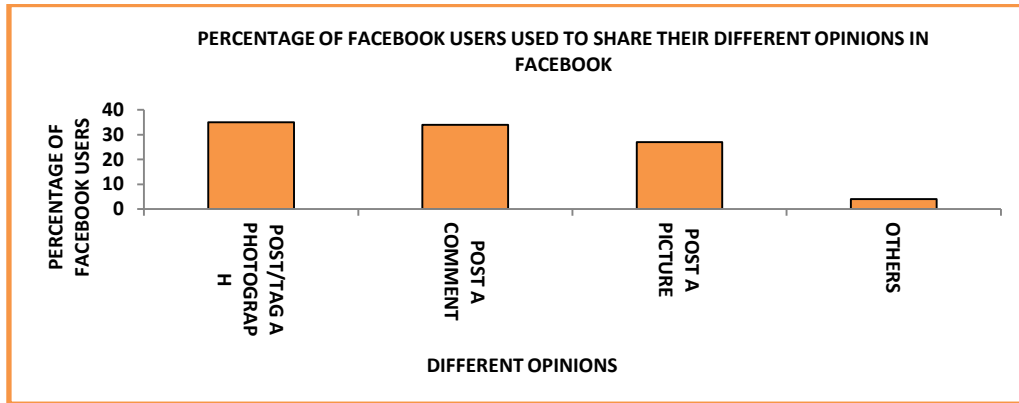


Fig: 21

Source: Primary Data, April 2015

TABLE: V FACEBOOK USERS USED TO KEEP THEIR OWN PROFILE PICTURES IN THEIR ACCOUNT

OWN PICTURE OF USERS IN THEIR PROFILE	NO. OF FACEBOOK USERS
YES	46
NO	4

Source: Primary Data, April 2015 & Computed by the authors

various private organizations (Table: VI) display their advertisement on the wall of Facebook and through this advertisement from the renowned company, 15 percent of Facebook users in Kolkata got their informal job while rest 85 percent users do not get any interest regarding this job opportunity and sometime they expressed their viewson the job, opportunity are meaningless and there is no scope of placement.

TABLE: VI JOB OFFER THROUGH FACEBOOK

JOB OFFER	NO. OF FACEBOOK USERS	JOB TYPE
YES	7	INFORMAL
NO	43	-

Source: Primary Data, April 2015 & Computed by the authors

Therefore, Facebook users of Kolkata used to pay (Fig: 22) more money per month for their internet connection and in this regard 42 percent people pay 150 rupees per month where as 40 percent respondents used to pay more than 450 rupees per month for internet connection and they are accessed mainly Wi-Fi connection, broad band connection, various telecom services broadband etc, which gives more facilities to their customers and they are attracted more.

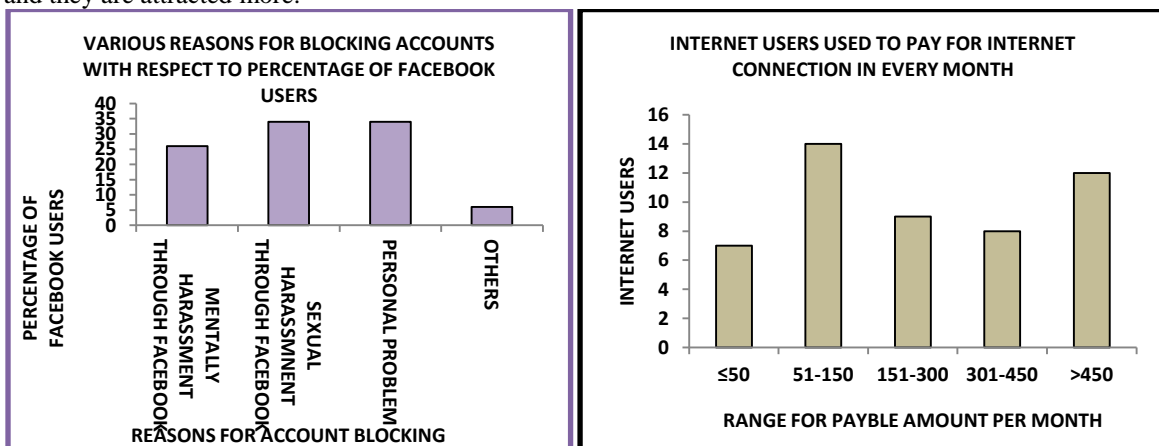


Fig : 22

Fig : 23

Source: Primary Data, April 2015

Therefore, while another question was asked to the Facebook users of Kolkata regarding harassment through Face book, 22 percent respondents agree with the fact and therefore, they are pressurized by sexually and mentally from a known or unknown person, while (Fig : 23) 78 percent users of Kolkata are not harassed by any one. In this regard, one remarkable fact that, most of the teenageFacebook usersused to make friendship with unknown friends through Facebook (Table: VII) and sometime they made the love making relationship with these persons, sometime it goes well or sometime they might be harassed by these persons and in this context female users are getting deprived more compared to male users because of their soft emotion and feelings.

**Table: VII Harassment through Facebook**

HARASSMENT	FACEBOOK USERS	
	SEXUAL HARASSMENT	MENTALLY HARASSMENT
YES	4	7
NO	39	

Source: Primary Data, April 2015& Computed by the authors

Sometimes, these female users express their everything or confidential fact in front of unknown friends through chatting and that might be created mental or sexual tortured or sometime it happened black mail or unsocial work which might be against the character of women. Therefore, while it has been discussed about block of Facebook fake profiles or own profile, 76 percent disagree the fact because, they have only one profile but 24 percent users of Kolkata have already blocked their profile because of various reasons. While it has been measured the number of block profile, 20 percent respondents have blocked their five profiles, where as 75 percent users of Kolkata have blocked their more than one account profile and they expressed their views that, 26 percent users harassed mentally, followed by 34 percent users harassed by sexual intimate chatting, rest 34 percent users have blocked their account in Facebook due to some of their personal problem. Mostly more than one account holder getting the problem of harassment through Facebook which has been observed during primary survey.

Therefore, (Table : VIII), while another question raised among the respondents whether Facebook enhances the general knowledge or not, 94 percent Facebook users of Kolkata support the fact, where 6 percent disagree the fact, however 74 percent respondents agree the fact that Facebook is a reliable social media through which they can share their ideas or they wish to love to chat with friends but 26 percent users disagree the fact about (Fig : 23) reliability of Facebook and they think sharing the ideas or thought through Facebook commence the unmeaning activities which hamper their personal life badly.

**Table:VIII Face book as a source of giving general knowledge**

IMPROVEMENT OF GENERAL KNOWLEDGE	NO. OF FACEBOOK USERS
YES	44
NO	6

Source: Primary Data, April 2015& Computed by the authors

Therefore, while it has been made a comparison (Fig:24) in between different social networking sites, 32 percent users are used to access Facebook regularly, followed by 6% use Twitter, 27% use What'sApp, 17% use Hike, 16% use Messenger and rest 1 percent use RediffMail, Viver or Skype to share their mood with their friends and family members through Facebook. Therefore Face book, Whats app, Hike and Google Talk are easy to access among the seekers of social networking site people in Kolkata which is a remarkable fact that has been originated during the primary survey.

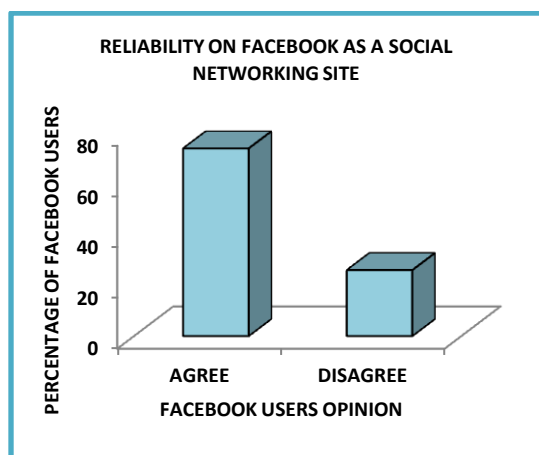


Fig: 23

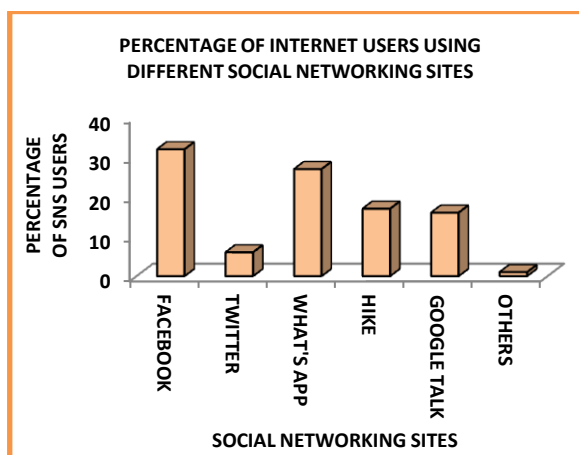


Fig: 24

Source: Primary Data, April 2015

### X. FINDINGS:

A vast majority of Indian youth are the members of this social networking site and they are very much prone to access this site regularly, therefore the major findings of the study include:

- At least 80 percent of female Facebook users in Kolkata are regularly access their accounts instead of face to face contacts.
- 60 percent of respondents have their Facebook profiles with more than 4 years and they regularly check their profiles to maintain the new and existing friendship.
- Most of Graduate students, which are approximately 54 percent, have accessed their account profiles and they make a lot of unknown friends and they used to chat with this group of friends.
- 50 percent of people share their ideas, thoughts, and comments through Facebook. However, they used to tag photo, post various comments, post pictures etc.
- 10 percent of female Facebook users in Kolkata are harassed by someone by giving mental and sexual approach, however they don't believe that Facebook is not a reliable social networking site and they prefer not only Facebook but also Twitter, Google talk, Hike, What's app. etc.
- About 62 percent have friendship contacts with people of different cultural, racial, ethnic background through social networking site.
- About 85 percent users have already aware the fact regarding negative impact of Facebook as a social networking sites and in this regard they do not share their view point in front of any unknown friends or they don't have any suspicious friends in their account profiles.
- 50 percent of Facebook users don't have enough time face to face meeting and mostly they prefer this site as to maintain existing and new bond making relations.

### XI. SUGGESTIONS:

1. Facebook maker should be implemented different rules and regulations by which users can access Facebook only with one account profile.
2. Users must be paid a little amount for creating any new profile including one profile already in Facebook and stringent laws should be made to stop making fake profiles.
3. Facebook maker should be made one homepage in Facebook where in case of any harassment, people may inform to the authority to take some actions against these type of cybercrime.
4. Facebook users must have to input some database regarding their personal identification while they log in their account first time.
5. Specific time should be bounded for each user per day in surfing their Facebook profile within a limited time.
6. They do not give their point of view not only contemporary political aspect of different issues but also illegal pictures or videos that posted on wall which might be made political agony as well as decreasing social values spreading over the society.

## **XII. CONCLUSION:**

At the end of the discussion it is evident that Facebook as an app of social networking site has a great medium for communication among the user friendly friends. Therefore, due to improvement of technological advancement, younger generation of Kolkata especially the undergraduate and postgraduate students have had access the internet and this site regularly for a large percentage of their lives. Sometimes, this networking site is very essential to raise human voice against any kind of violation or corruption. However, through the Facebook people are more aware about the contemporary issues of the society and they can express their point of view. However, through this site have a lot of advantages but some disadvantages facts are there, where some cyber crime, corruption or antisocial activities takes place and it might be harmful for the society. At the end it can be said that through this social networking site platform gives a danger among the young generation in Kolkata but also its beneficial advantages to users are friendlier and they are regularly meet for a while whether they don't have enough time to meet to make a platform for eco-communication.

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## **Know about the authors:**



**Dr. Indrajit Roy Chowdhury** has completed his master's in Geography from University of Calcutta. He has also completed his Ph.D. degree in geography from University of Calcutta in 2015. He is working as an Assistant Professor (Teacher Training Faculty in Geography) in Jagadish Chandra Basu Sikshak Sikshan Mahavidyalaya, Kolkata since 2011. He has a lot of interest in Cartography, Environmental Geography, GIS and Remote Sensing, Urban and Regional Planning. He has presented various research papers in 12 national and 10 international conferences and seminars. However he has published his various research papers in several national and international reputed journals. He is supervised various dissertations and projects under University of Madras and Vidyasagar University Distance Education.



**Mr. Biswajeet Saha** has completed his undergraduate degree from Syamaprasad College, University of Calcutta in 2014. Now he is studying post-graduation in Geography (Semester II) from BhairabGanguly College, under West Bengal State University. He has a lot of interest in Social Geography, Geomorphology, Population and Settlement Geography, Applied Climatology and Regional Planning as well as Statistical Geography. He has presented Poster in the International Conference in 2015 organized by ILEE, entitled on "Meteorological instruments and its application."