An Empirical Study of Users Approach towards Social Networking

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Abstract - *The Internet is a part of our life and it is becoming more widely used, we can find or do everything through the internet. The development of technology is growing rapidly because of the need for quick & accurate information. Amongst this social media is playing a vital role in connecting people and assessing information.*

I did a survey through Google Form to find out which is mostly used social networking websites or applications. I prepared a Google form consisting of around 11 questions and summarized the data to find out a conclusion on the selected topic.

1. INTRODUCTION

Social networking has a good impact especially on the Marketing and IT industry. To manage and maintain these sites/applications there is a requirement of programmers and marketing people such as analysis programmer, database administrator, designer, security programmer, marketing expert and advisor etc. It concludes that social networking can give more job opportunities.

The usage of social networking sites/applications has some advantages and disadvantages. It depends on how people use it. If people use it in the right way, it will bring a lot of positive benefits.

2. OBJECTIVE OF THE STUDY

1) To analyze the perspective of all age people towards social media.

2) To study the advantages and disadvantages of social networking.

3) To find out which social networking website/application is used the most.

3. RESEARCH METHODOLOGIES:

1) Read articles based on social networking and its evolution.

2) Visited a number of websites to find more information about social networking.

3) Prepared a Google form containing a list of questions to gather information from people of different age groups.

QUESTIONARY & ANALYSIS:
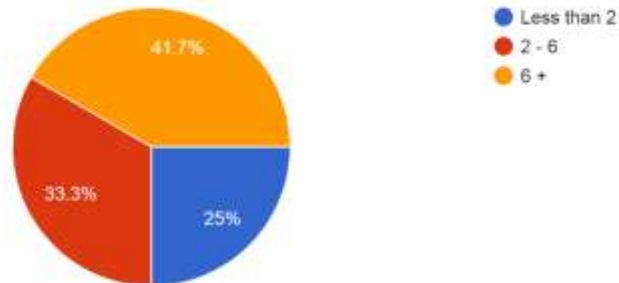
Below are some responses to the survey I have conducted.

Do you use any social networking website/Applications?
12 responses

- Yes
- No

16.7%
83.3%
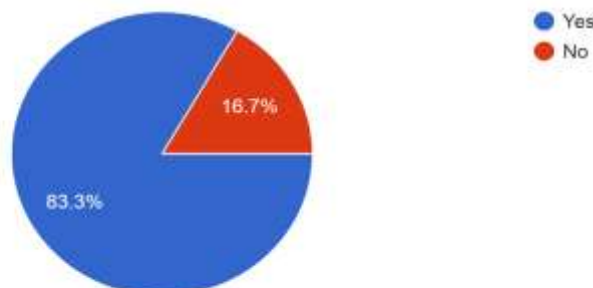
As we can see 83.3% population uses social media

If yes, how many social networking domains you have accounts with?
12 responses

- Less than 2
- 2 - 6
- 6 +

41.7%

33.3%

25%

Around 41.7% population is associated with 6+ social networking applications.

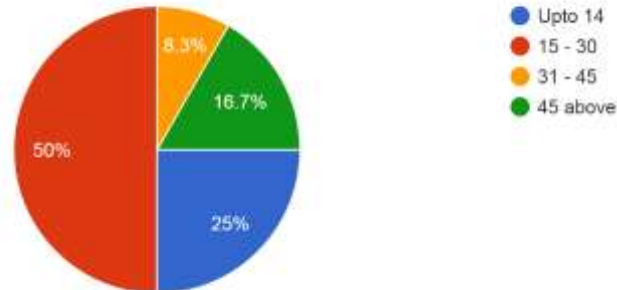**If you don't use social media, please specify reason**
5 responses

- Waste of time and Money
- Security to Information
- Loss of Privacy
- other

20%

20%

20%

40%
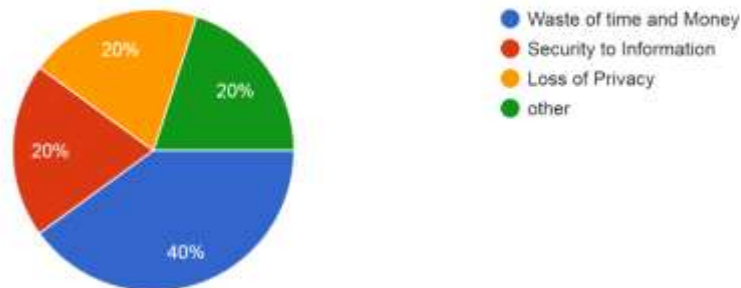
Above pie chart shows about various reasons behind people don't use social media.

Select your gender
12 responses

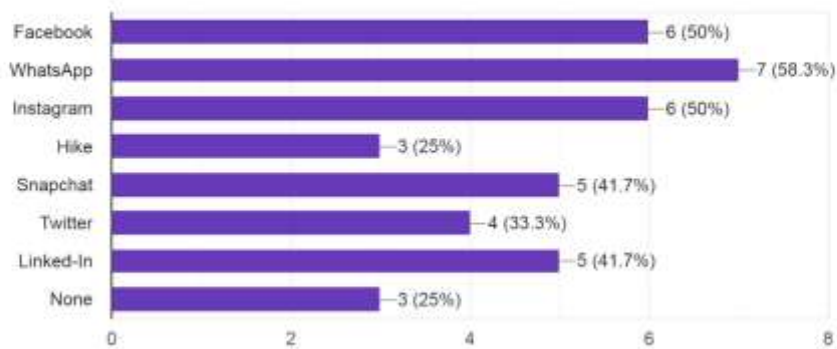- Female
- Male

58.3%

41.7%
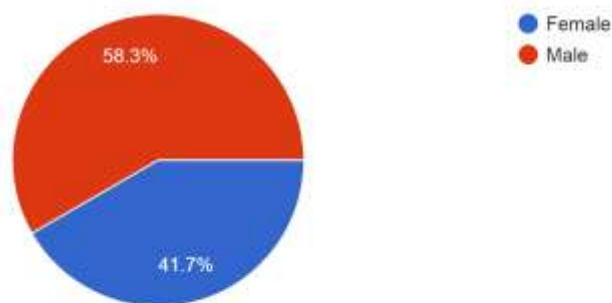
Select your age group
12 responses

Around 50% of the population is from 15-30 age group.

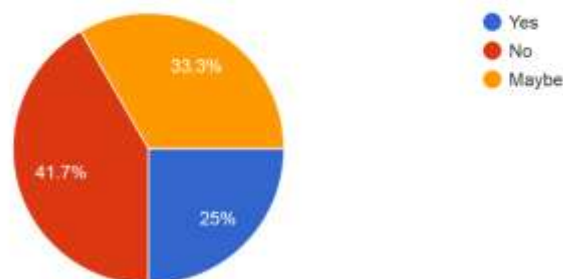Which applications o you use most?
12 responses

WhatsApp is having a greater usage population.

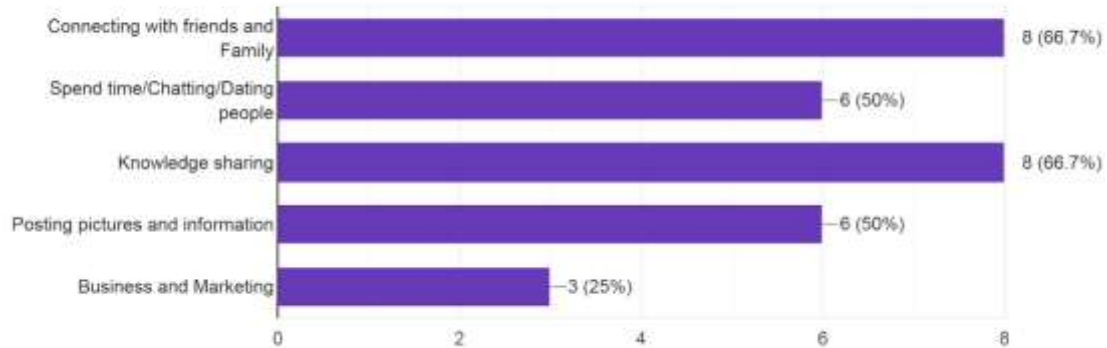Do you think social media is a waste of time?
12 responses

Around 41.7% of the target population thinks that social media is not a waste of time.

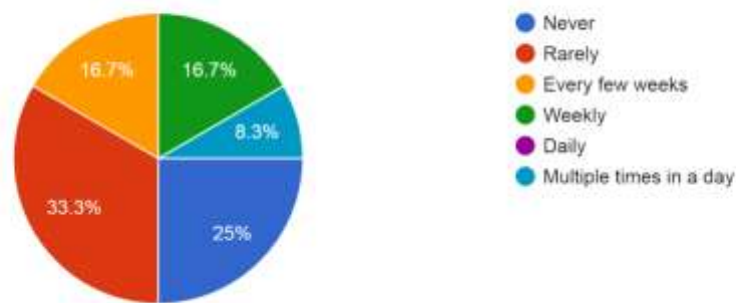For what purpose do you use social media?
12 responses

People use social media mainly for knowledge sharing and connecting with people along with other reasons.

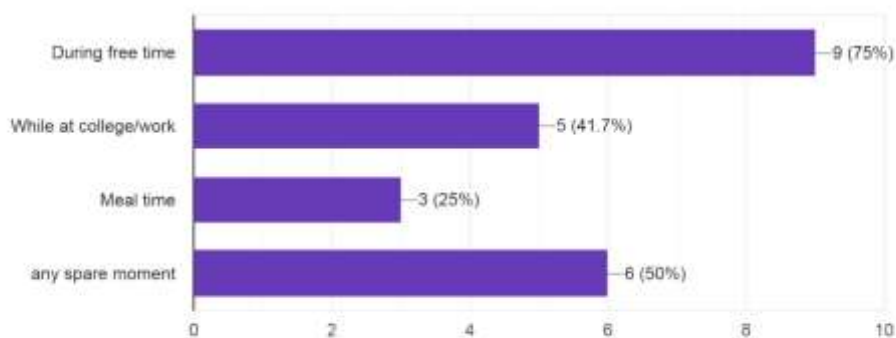How often do you post something on social media?
12 responses

There is a mixed population who shares posts on social media.
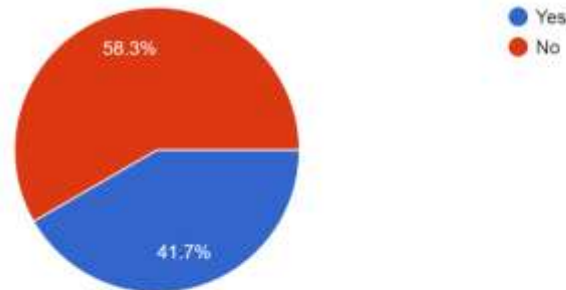
When do you access social media?
12 responses

As we can see people uses social media in their free time, as many voted for the same.

Do you think you are addicted to social media?

12 responses

- Yes
- No

58.3%

41.7%

As the above pie chart shows many people voted for no addiction to social media.

4. CONCLUSIONS

Social media has both pros and cons. Which are affecting lives in a very efficient manner. The social media has a vital impact in various fields. There are lots of benefits of social media along with the disadvantages.

So it totally depends on the user that how and for what it is used for. If it is used in a correct manner it can be very beneficial in various factors.

After collecting the information from the people of all age groups we can conclude that social media has both positive and negative impacts on the society

REFERENCES

[1] https://en.wikipedia.org/wiki/Social_media

BIOGRAPHIES

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