Social networking sites and its impact on society (Special Reference To Nintavur Divisional Secretariat Area)

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Abstract

Social Networking sites (SNS) provide a platform for discussion on such issues as it is this media which majority mass rely on and extend warm support. One such burning issue that has been overlooked in today's scenario is the impact of social networking sites on Society. This paper aims to look at the positive effect that interaction through social networking sites has on today's society in relation to the modern media concept of greater interaction. The research gives an insight to the people's connection with social issues and the social networking site. The research also analyses that are the people really participating in the movements or just discuss them on web and sit back. It also covers the different sections of people with the opinion on the various issues pertaining in Sri Lanka. Research was conducted on the youth of Nintavur Divisional Secretariat division. Total sample size taken is 50 respondents. It was an exploratory study and tools used were tables, graphs, pie charts using MS Excel 2007. Only Structured Questions were used. Most of the information put on the social networking sites is fake, concocted or half truths. While going through these information's we feel annoyed on one hand and also develop the same habit of posting misleading information on the other. This way it adds negatively to socio-psychological behavior of the human being. The people are getting addicted to these sites day-by-day. The numbers of users is on the rise. This proves that e-world is taking its toll over the real world. The people are getting secluded. For the sake of numbers, they have lots of friends, but in reality they are devoid of good friends. This again, affects human behavior. People are becoming individualistic. Social values are vanishing.

Keywords: Internet, Social impacts, Social Networking sites (SNS),