

# Impact of Social Networking Sites (SNSs) on Interpersonal Relationships among Middle Aged People

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## Abstract

*Social Networking Sites (SNS) plays vital in most of our lives today. It increases the communication and makes people socially active. Various surveys states that the average daily usage of adult on SNSs is about two to four hours. The SNSs have both positive and negative impact in our life. Even though, SNSs increases the communication, reduces the real world relations. This study attempts to find the extent of middle aged people's exposure to SNSs and interactions on it. This descriptive survey method also attempted to the impact of SNSs on interpersonal relationships among middle aged people. A sample of 390 middle aged people was selected by using simple random sampling techniques from Chennai district of Tamil Nadu. The data were collected by the self-made and validated tools which include 10 simple statements. The statements are related to the various aspects of SNSs. Items like 1, 3, 5, 6 and 8 consists of responses like 'yes' or 'no', whereas, the other items consists of multiple responses. Percentage analysis was used in this study to analysis the data. The result of the study reveals that middle aged people concentrate more on virtual ties than the real emotional hands.*

**Keywords:** Social Networking Sites, SNS, Middle aged, Interpersonal relationships.

## Backdrop of the Study

In the present world social networking plays a major role almost in everyone's life. It is also a fact that it helps to create increased communication and make people socially active. It is a point to accept that SNSs increases the communication but neglect or reduce the real world communication. Increased in growth of SNSs connects strangers across the world. Social networks like Instagram, Twitter, Facebook, Skype and etc., increased to billion users throughout the globe. The increased of technology have both positive and negative effects on several aspects includes relationships. Global social networking audiences surpassed to 2 Billion user in 2016 (Statistica, 2018). As of 2017, daily social media usage of global internet users amounted to 135 minutes per day, which is increased from 126 daily minutes in the previous year of 2016. The result of a survey regarding the average time spent per day by young adults on social media in India on 2015 was approximately 17 percent of young adults in the country spent between two and four hours on social media daily. Recent survey by Times of India reveals that, an average Indian spend almost 70% of the time on apps, like Facebook and WhatsApp this is much more than by people in the USA. This survey also reveals that an average user in India spends 200 minutes a day on mobile apps (Pillai, 2017).

Middle age people are the people who are mostly in the age group between 40 and 59 and their responsibilities are widen like financial settlement, family work balance, children's education and etc., their the chances of spending less time for the communication with family, friends and relative circles. But now-

a-days people spend more time in Facebook, WhatsApp and other SNSs to meet new people and create virtual relationships.

### Operational Definitions

- **Social Network Sites** – In which one have information about self and about the other those in virtual communities.
- **Interpersonal relationships** – It is a kind of close intimate, deep association with two or more people.
- **Middle age** – the people's age falls between forty and fifty nine.

### Objectives of the Study

- To find out the extent of middle age people's exposure to SNSs.
- To determine the nature of middle age people's interactions on SNSs.
- To explore the impact of SNSs on interpersonal relationships among middle age people.

### Methods and Procedures

Descriptive survey method was used in this present study. A self constructed and validated tool was used to collect data from the sample. The tool consists of 10 statements. The statements are related to the various aspects of SNSs. Items like 1, 3, 5, 6 and 8 consists of responses like 'yes' or 'no', whereas, the other items consists of multiple responses. Data were collected from Sample of 390 middle agepeople by using simple random sampling technique from Chennai district of Tamil Nadu. Percentage analysis was used in this study to analysis the data.

### Analysis of Data

**Table:1 Connection with SNSs**

SNSs is part of everyday activities	Frequency	Percentage
Yes	313	80.26
No	77	19.74
<b>Total</b>	390	100.00

From table 1 it is concluded that 80% of the middle age people feel that SNSs are part of their everyday life whereas, 20% of the middle age people feel that SNSs are not part of their everyday life. This shows that most of the middle agepeople feel that SNSs is a part of their everyday routines.

**Table: 2 SNSs helped for:**

Statements	Frequency	Percentage
<b>Keep in touch with friends and relatives whom I cannot see regularly</b>	42	10.77
To find new friends	210	53.85
To connect with old friends / Childhood friends	118	30.25
Others	20	5.13
<b>Total</b>	392	100.00

From table 2 it is inferred that 95% of the middle agepeople use SNSs for keep in touch with friends and relatives, to find new friends and to connect with new friends whereas, only 5% of the middle age people use social networks for other purposes.

It is also inferred that the 86%of the middle agepeoplemostly use SNSs is for making new friends. Its only 54% of the middle age people use SNSs for keeping in touch with relatives and friends.

**Table: 3 SNSs for making friends**

<b>I make friendship with who are unknown in the real world</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	337	86.41
No	53	13.59
Total	390	100.00

From table 3 it is concluded that 86% of the middle age people make friendship with unknown people and 14% of the middle age people don't make friendship with the unknown people in the real world.

**Table: 4 Frequency of interaction with unknown people in SNSs**

<b>I interact _____ in SNSs with the unknown people in real world</b>	<b>Very often</b>		<b>Often</b>		<b>Rarely</b>		<b>Very rarely</b>	
	<b>Frequency</b>	<b>%</b>	<b>Frequency</b>	<b>%</b>	<b>Frequency</b>	<b>%</b>	<b>Frequency</b>	<b>%</b>
	238	61.02	125	32.06	5	1.28	22	5.64

From table 4 it is inferred that 61% of the middle age people very often chat or interact in SNSs with unknown people in real world. About 32% of the middle age people often chat with unknown people in real world. Only 1% of the middle age people interact rarely with the unknown people in the real world.

**Table: 5 Chatting on intimacy matters in SNSs**

<b>I chat intimate matters with the virtual friend who are unknown in real world</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	292	75.00
No	98	25.00
Total	390	100.00

From table 5 it is concluded that 75% of the middle age people chat on intimate matters with the virtual friends who are unknown in real world. 25% of the middle age people do not chat on intimate matters with the virtual friends who are unknown in real world.

**Table: 6 Sexting in SNSs**

<b>I do sexting / my sexual feeling with the virtual friend who are unknown in real world</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	258	66.15
No	132	33.85
Total	390	100.00

From table 6 it is concluded that 66% of the middle age people chat on own sexual feelings with the virtual friend who are unknown in real world. 33% of the middle age people do not sexting with the virtual friends who are unknown in real world.

### Findings of the Study

The results of the study reveal that 80% of the middle age people feel that SNSs are part of their every-day life. This confirms the results of Manjunatha (2013) & Raj et al., (2018). About 86% of the middle age people use the SNSs for making new friends. 54% of the middle age people use SNSs for

keeping in touch with relatives and friends. 61% of the middle age people very often chat or interact in SNSs with unknown people in real world and about 75% chat on intimate matters. The result also indicates that 66% of the middle age people do sexting with the virtual friends. From this, it is concluded that SNSs influence the interpersonal relation of middle age people. This finding supported the finding of Yamakanith & Gurusamy (2014).

### Suggestions/ Implications

From this study it is clear that middle age people are expanding of virtual relationship than the real relationship hence its known that people concentrate on virtual ties more than real emotional hands. SNSs impacted the evolving relationships with family, peer, co-workers, relatives etc., every individual should try to limit themselves to time and person whom they chatting on SNSs. Individual goal should be fixed to limit themselves from the internet and social network relations and enjoy the real world relationships.

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