“The impact of social media networking on early adulthood peer communication”
A study based on colombo city – srilanka

Dr. B. Shailashree,
Senior Assistant Professor,
Department of Journalism and Mass Communication, Bangalore University Bangalore.

Introduction:
This chapter starts with the background of the study and researcher hopes to give an introduction about the emerging trends of social media networking and how modern peers are maintaining relationship with the use of social media communication. Then the researcher expected to explain the research problem, research objectives, research questions, significance of study, and methodology of the study.

BACKGROUND OF THE STUDY
The era are living in has reached the higher level of technology, where people are more ‘aware’ and ‘connected’ than before. ‘Mobility’ plays an essential role in contemporary world where people are not firmed in one place but keep moving with their work. The modern technology has made this more easy and convenient. The arrival of new media and online media made our daily communication quicker and easier with plentiful mobile communication devices. This also gave rise to Social Media Networking which has become an integral part of people’s daily life.

Social Media Networking is a form of communication, which use many channels available on the Internet to communicate a message to a targeted audience in an online environment. Social Media Networking involves exchanging, capturing, storing and presenting information in written, audio or video formats. Largest Social Networking sites includes Face Book, Twitter, Face Book Messenger, You Tube, We Chat, Instagram, LinkedIn, Tumblr, Pinterest, Skype, Viber etc... and any feature that allows interaction of individuals that has ability to engage in conversations with each other. Social Media Networking allow people to share content quickly, efficiently and in real-time and it has transformed the way we communicate in day to day life.

Today social Media have become an important way of communicating and maintaining relationships. It has become an essential tool for social networking. When observing the contemporary society it is normal to see people are more engaged with social Media Networking during the day and night. The reason for this is easy accessibility of Social media in the mobile devices which people use in their daily life.

Interestingly, Social Media has created a ‘networked society’ especially among the young peer groups. They are always connected and engaged through various Social Media Networking sites. During their daily work
most of the people do not hesitate to use Social media for numerous reasons. So in one point Social Media Networking has made relationships more close since it is real time communication. Howere, Social Media Networking can impact the peer communication positively as well as negatively.

Even though Social Media Networking has numerous benefits there is a concern whether it really make closeness or a distance in verbal communication. Because often we observe in the society people are isolated with their mobile devices and Social Media evading face to face verbal communication. One important aspect is due to obsession of Social Media people can be a victim of Social ‘Ostracism. People can be unaccompanied even after-being with peers.

This study will be aiming to find out what are the positive and negative impacts of Social Media Networking on peer communication. The objective is to find out does really social media networking make peer relationships stronger or does it make any distance in face to face communication? The study is significant because it will try to find out the habits and behavior young peers on Social Media platforms and how they use it for building and maintaining relationships. It will also observe the different patterns of peer communication used by individuals on Social Media. Most importantly the study will focus on the impact of Social Media Networking on Early Adulthood Peer Communication in the country. This study is valuable for both academic and practitioners of Srilanka to understand the impact of Social Media Networking on Early adulthood Peer Communication and the research will fill the research gap in the topic in Srilankan context to a certain extent.

**Advent of Online Communication**

Communication can be anything a sign, a sound, a gesture, a posture. Vocalizing, written medium, visualizing or even the silence. Througout the human history, the way human communicate has gradually changed with the advancement of technology. With the invention computer and Internet our means of communication has undergone an electronic revolution. Online communication is the latest mode of communication where people are able to communicate instantly.

In telecommunications, word “online” specifies a state of connectivity to an internet connection. According to the Oxford dictionary online means “controlled by or connected to a computer”. It is also defined as “an activity or service which is available on or performed using the Internet or other computer network”. Simply online communication is a method of communication used today to communicate with the use of computer network and internet. The greater characteristics of online communication methods are they are very flexible. And efficient. In a complex and busy social life online communication is helping people to maintain their relationships with their loved ones who are living far away. Not like face to face verbal communication in online communication users can store the conversation it text, audio or video formats.
There are chances of editing, re correcting the messages through online communication. It is a great time saver since it happens in a real setting involving two or more parties at same time.

However, Internet, along with digital and mobile phone technology has given birth to innumerable online communications methods. Online communication has availed a revolution in modern communication by reducing the time and cost of communication, and most specially it has crassed the geographical limits of people. It has enabled people around the world to keep in touch with each other. Online communication also speeded up the exchange of information. Today, Cyber space is an ideal place for people to share their common interests and build communities and groups. It has also allowed people to express themselves creatively.

The rise of online communication also created many adverse circumstances. Circulation of “fake news” are a serious matter today in cyber space since it spread information very fast. Objectionable social media behaviour such as trolling and cyber bullying are also severe dilemmas faced by many people.

In an online communication environment, today there are plethora of tools to communicate efficiently and in a real time setting. The specific characteristic of online communication is that people can communicate using text, audio, video, graphics, and many other contents. The ways of modern effective online communication include chatting through instant messaging applications or chat rooms. Sinding and receiving emails, social media interactions, video conferencing, posting in forums, Blogging and etc... the below mentioned online communication tools will give better understanding about the nature of online communication.

Types of online communication

There are many online communication methods available today, among them below are the most used and most recent online communication methods obtainable in contemporary society.

Video conferencing

Video conferencing is very popular online communication method often used in business settings, academic environments. Going beyond the time and distance video conferencing has allowed business people from various locations to have discussions and meetings online. In academic situations video conferencing is often used........

White Boards

This is an emerging trend and recently introduced method of online communication. Generally a white board is an educational tool used to teach in educational institutions. The online white board has the same function where users can write, draw in an actual physical white board. The writing device is mouse. This method is becoming very popular in educational environments.
Forum

Online forums are also known as discussion groups, bulletin boards. In a forum users have permission to ask any question or post any comment regarding matters where other users are allowed to reply to build an online discussion. Forums can be very useful information sources if it is using for real knowledge gain purposes. Forums are open to have discussions and debates over any topic.

Voice over IP

This method is also known as VoIP. It is to have a voice conversation online. Users can have Voice over IP calls for many reasons. Skype is one of most famous Voice over IP used by millions around the world.

Email

Email is most general and oldest online communication method. Emails are used in every possible situation from academics to business or in administration settings. Through an email a user can send documents, photographs, video or audio files, news. Electronic mails, popularly known as emails are the earliest forms of online communication. Emails are considered as the main reason of declining postal communication in the world. Through email users are able to send and receive mails from around the world instantly. This is using in both professional and personal communication.

SMS

Short Messaging Services or SMS are widely use onling/offline method of communication. A short message can be send to any user through internet.

Instant messaging

Instant messaging is similar to chat but an enhanced method of chat where users can communicate online by connectiong to a network.

Trillian

This is the latest online communication method where users can connect with numerous instant messaging services without having to create multiple connections. It is an exclusive instant messaging application used in Microsoft Windows, Mac OS X, Linux, Android, iOS, BlackBerry OS, and web.

Blogging

Basically a blog is a frequently updated online journal or diary. Blogs are one of best online communication tools used by many to express themselves, or share ideas, passions and thoughts with outside world. Blog is a short form for the word weblog. A blogger who maintains a blog updates it often. According to Meeg
Hourihan “a blog is a collection of post, short, informal, sometimes controversial, and sometimes deeply personal, with the freshest information at the top.” People are conducting many blogs on interesting topics. Some people who are passionate about writing do it as a hobby. The Internet is a platform for everyone’s voice. With Blogging people can reach millions of people around the globe. In a blog people can share knowledge and also express their ideas spontaneously.

**Vlogging**

Vlogging refers to video blogging or video log. Basically it is a type of blog of which include video contents. It is similar to web television. The difference between blog and vlog is in vlog videos are shared as information. In Vlogging a host can create videos of personal events, daily activities or important issues and upload it. People can see the vlog and they can rate, comment and share videos. Vlogging channels are much popular on YouTube and Vimeo. They are hosting many vlogging many vlogging channels.

**Social Media**

Social media is a modern group of online communication channels made for social interaction, association and information. Social media facilitates many activities such as sharing ideas, and information, maintaining relationships, building virtual networks & communities etc... the power of social media allows people to connect and share information with anyone or group of people, from any corner of the world. Today social media has adopted by businesses to reach out to customers easily. There are plenty of social media websites and applications such as blogging and microblogging sites, social networking, social bookmarking, wikis and forums etc... the information shared on social media can be any form like text, videos, photo, graphics, audio clips etc... People can engage with social media via their smartphones. Computers, laptops, tablets, and other new media devices. Facebook, Twitter, Google plus, Instagram, Reddit, LinkedIn, Snapchat, Pinterest, WhatsApp, Wikipedia are among most used and popular Social Media sites used by millions of people for numerous purposes.

**Peer Relationships in Early Adulthood**

**Early Adulthood**

Early Adulthood is the time of man where he enters to jobs establishes his social life. This is the age 18 to 35. This is also called “emerging adulthood”. In this stage people accomplish social, family responsibilities. They make their own family and friend circle. Early Adulthood is the time that adolescents become more independent and trying to explore different aspects of life.
During Early Adulthood people seek to form real relationships. This is the time a young person identifies himself through his relationships with family, friends and society. Relationships can be based on blood relations, love, friendship, professions etc... these relationships grow gradually and improve by interacting with each other. When interactions are increasing people get more emotionally attached. Lack of interaction in any relationship can leads to end the bond between people. Lack of positive relationships during early adulthood can also lead to social isolation or anxiety.

Peer Relationships

Basically a peer is a person with same age, background, social status, abilities, qualifications, or legal status. According to Cambridge dictionary a person who is the same age or has the same social position or the same abilities as other people in a group known as a peer. Peer groups are very important in everyone’s life since they are a special driving force of socialization process of a man. Subjects like psychology and sociology have given a significant place for peer relationships in human development progression. In sociology peer groups are special and primary groups of people who have similar social status, background, age or interests. Peers often talks about topics which similar interest of all. This topics can vary with the age group of the peers. For examples a group of children can talk about their hobbies, day to day happenings in school, a food or a toy they like, experiences of their day to day life. A group of a young peers can talk about more interesting topics such as love and relationships, sex, fashion, food, travel, desires, dreams, awkward experiences, etc... A much matured peer groups of middle age can talk about family and children, goals and determinations, work related things, finance, politics, etc...

Both peer relationships and friendships become increasingly important as children grow into adolescence. Experiencing positive peer relationships and friendships contribute to positive self-image, social competence and academic achievement, among other outcomes, and may act as a buffer against the negative impact of family troubles. Young people who find it difficult to develop such relationships are more likely to be aggressive, lonely and depressed(Yu, Tepper & Russell, 2009).

According to Encyclopedia of Early Childhood Development children’s relations with their peers play a major role in their overall development. It shows that, peer relationships brings out social and emotional abilities of children and intervene with their difficulties and it is very effective to foster positive experiences among children. Especially in the case of adolescence peer relationships are very important to ease each other’s rebellious behaviour.

Research problem

Social media networking is the latest and most impactful invention of modern media technology. Not only the communicative aspect of the contemporary society, social media networking has also changed the way
people build and maintain relationships. Today, social media networking is a most to keep in touch with one’s friend and family circle. At the same time, the early adulthood is the stage of a human where he/she enters to the mass society, takes responsibilities, and develops themselves physically and mentally. In this age, the relationships they build are really important, shaping their lives. Not like earlier in modern society, social media networking is one of the key paths to build and maintain relationships. Social media networking gives many positive reasons to deal with them, also bouncing many negative causes of using them. The main concern is because of the availability and easy access of social media networking young people tend to have less face to face verbal communication. The addiction to social media networking also causes many psychological issues in young people. Therefore, the main objective of this study is to find out positive and negative impacts social media networking on early adulthood peer communication. The concern committed with this, does really social networking make peer communication stronger or does it make any distance or downfalls in peer communication. There are also apprehensions that how social media networking affect other aspects such as consumer socialization, social movements, and peer communication. Because of the above mentioned issues, it is valuable to research about the impact of social media networking on early adulthood peer communication. This study will be aiming to find out what are the positive and negative impacts of social media networking on early adulthood peer communication.

**RESEARCH OBJECTIVES**

**Key Objective**

(i) To observe the actual impact of Social Media Networking on Early Adulthood peer Communication in Colombo.

**Specific Objectives**

(i) To study the Social Media Networking behavior of early adulthood peers in Colombo.

(ii) To study the influence of social media networking on early adulthood peers to build/maintain relationships.

(iii) To study the impact of Social Media Networking on Peer Victimization.

(iv) To study the relatedness of Social Media Networking on Consumer Socialization among peers.

(v) To study the connection between Social Media peer Communication and formation of Social Movements.
SIGNIFICANCE OF THE STUDY

It is obvious that wrong use of social media networking can affect people’s lives psychologically as well as socially. The risk is higher in the stage of early adult hood since in this period of time young people are more exposed to social networking to deal with their peers. Also peer relationships have a major impact on person’s overall development. While enjoying the benefits of modern social media, the issues related with social media peer networking can be unwelcomed troubles. Therefore proper consideration of this practice will lead social media networking to make strong and healthy peer communication.

This study is valuable for both academic and practitioners of Srilanka to understand the impact of social media networking on early adulthood peer communication and the research will fill the research gap in the topic in Srilankan context to a certain extent.

METHODOLOGY

Researcher hopes to conduct this research using bellow mention research strategies. Research approach- Quantitative method is use for this study to measure the impact of Social Media Networking of Early Adulthood Peer Communication.

Data collection – data will collect through the questionnaires. In questionnaire, first section design by asking demographic questions and the next sections are designed to measure impact of social media on respondent’s peer communication. The secondary data for this study mainly from previous research and other secondary sources as books, journals, newspapers, related conferences & seminars and internet.

Sample techniques – research sample base on selected respondents between ages 18-35 who live Colombo Srilanks. Convention sampling method was used. Total sample include 120 respondents.

REVIEW OF LITERATURE

Social Networking and Young Peers

Over past decade, the importance of technology has become very significant in the lives of young people. Undoubtedly, Social Media Networking plays a vital role in modern peer relationships. Generally, young peers have integrated Social Media into their lives and from building a friendships to maintaining it, Social Media tools have become an essential force. Therefore, Social Media Networking have today is an imperative platform for young people to maintain and reinforce their peer relationships.

Students are the future of nation. They are the ones who have been born into a generation that can be called the “internet generation”. Their every need is fulfilled by the internet. Be it that of making relationships to shopping to finding information on the internet. Zarryl Lobo,(2008).
A study done by Mahat, S Mundhe on Impact of Social Networking Sites on the Youth, sinhgad Institute of Management and Computer Application, India (2014) discovered that social media had enabled the youth to gain awareness about the society and current issues and it has provided a platform of discussion on societal issues such as education, human right violation, effects of global warming, crime against women, corruption political controversies etc. The researches has suggesed that youth should be protected against the undealthy contents circulating on Social Media and its effects in modern society.

Nearly two-thirds(64%) of teens who have made a new friend online say they have met new friends on a social media platform. Two-thirds(62%) of teens say they’ve shared their social media username with a brand new friend as a way to stay in touch. Beyond making new friends, social media is major way that teens interact with their existing friends. More than nine-in-ten teens(94%) say they spend time with friends on social media.(Lenhart,2018).

The study, the influence of the social media on the Nigerian youths revealed that Nigerian youth spent more time on social media network than other sites. The report said that female youth’s pregnancies occurred due to exposure to social media pornography. According scholars in order to safeguard the modern youth, undealthy social media contents like crime, sex and other harmful tendencies should be monitored. Adaugeo et. Al(2015).

According to 2001 survey by the Pew Internet and American Life Project, 48 percent of online teens believe that the Internet has improved their relationships with friends; The more frequently they use the Internet, the more strongly they voice this belief. Interstingly, 61 percent feel that time online does not take away from time spent with friends.(subrahmanyam & Greenfield, 2008).

CONCEPTUALIZATION

Impact of Social Media

As per the literature review, many social media variables affect modern peer communication. Among then most important variables are their social media habits and behavior, building and maintaining peer relations, consumer sociallization, peer victimization and involvement in social movements. Each of these variable can be measured separately to measure the real impact of social media networking on peer communication. In this research Age, Gender Occupation status identify as demographic factors.

Demographic Factors

Gender

The gender of respondents will be measured using a single question consists of two possible answers labeled as “Male” and “Female”.


Age

The early adulthood generally refers to the age 18 to 35. The researcher has considered different age categories for the study. The age has divided into four groups starting from 18 years to 35 years.

Occupation

Respondent’s occupation is categorized into five categories/they are full time students. Government employed, private employed, self-employed and unemployed.

Level of Education

Respondent’s occupation is categorized into five categories. Such as Up to Advanced level (university entrance), Diploma Holder, Undergraduate, Graduate, Post Graduate.

RESEARCH QUESTIONS & MEASUREMENTS

First Question – How Young people in Colombo behave in Social media platform?

Behavior will be measured by the frequency of using social media and other related activities they are involved in social media platform.

Second Question – Does Social Media influence early adulthood peers to build/maintain Peer Relationships?

This question will be measured by the way young people are building and maintaining peer relationships with the help of social media. It also focus on measuring obstacles on peer communication with the use of social media.

Third Question – Do young people affect by Social Media Peer Victimization?

Effect of Peer Victimization will be measured by the negative experiences faced by young peers on social media platform and how the experience affected their peer communication.

Fourth Question – Do Social Media Networking contribute to Consumer Socialization among young peers?

Consumer Socialization will be measured by the way young peers are involved in buying, selling, promoting and other commercial activities on social media.

Fifth Question – Do Social Media Peer Communication contribute to the formation of Social Movements?
Effect on formation of social movements will be measured by the activities related to social mobilization by young peers on social media.

RESEARCH POPULATION AND SAMPLE

POPULATION – The population of this research concerned the Social Media users in Srilanka.

Sample – Research sample base on selected respondents between ages 18-35 who live Colombo Srilanka. Convention sampling method was used. Total sample includes 120 respondents.

DATA COLLECTION & ANALYSIS

Sources of data

This study is expected to analyze the impact of social media networking on early adulthood peer communication. The required data for this research is collected through primary and secondary collection.

Primary data

The primary data gathered through the designed questionnaires which is distributed to the 120 respondents in Colombo city. The questionnaire is developed from the variables. Selected sample was asked to fill the questionnaire in appropriate manner and filled questionnaires were gathered by distributing on hand, e-mailing and through social media.

Secondary data

The secondary data for this study mainly from previous research and other secondary sources as books, journals, newspapers, related conferences & seminars and internet.

DATA PRESENTATION

Depending on the nature of data, appropriate graphs and charts used to present data.

Analysis of the Sample profile

Gender

Table 1.1 Gender of Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>61</td>
<td>50.8%</td>
</tr>
<tr>
<td>Female</td>
<td>59</td>
<td>49.2%</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
According to the statistic taken from colombo city there are 61 male respondents and 59 female respondents. This means that 51% of the respondents are males and 49% are females. Here, respondents male percentage is slightly higher than female.

**Table 1.2 Age of respondents**

<table>
<thead>
<tr>
<th>Age group</th>
<th>frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-22</td>
<td>48</td>
<td>40</td>
</tr>
<tr>
<td>23-27</td>
<td>33</td>
<td>27.5</td>
</tr>
<tr>
<td>28-31</td>
<td>22</td>
<td>18.3</td>
</tr>
<tr>
<td>32-35</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

According to the statistic of colombo, majority of the respondents are under age group of 18-22 which is 40%. Second majority of respondents are between age group of 23-27 which is 27.5%. People who were in the age category 28-31 are 18.3% of the sample. The age category 32-35 are 14%.

**Table 1.3 Social media use**

<table>
<thead>
<tr>
<th>Use of social media</th>
<th>frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>120</td>
<td>100</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

The responses clearly indicated that almost everyone in the sample are using social media. Therefore the social media usage percentage is 100%. This results shows us how important is social media to young adults today. But a decade ago the social media usage was optional among most of people. The increasing popularity of social media has enlarged the social media usage significantly.

**Table 1.4 Purpose of using social media**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Male %</th>
<th>Female %</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find or share pornographic materials</td>
<td>31.60</td>
<td>3</td>
<td>35</td>
</tr>
<tr>
<td>For educational purposes</td>
<td>3.30</td>
<td>7.50</td>
<td>10.80</td>
</tr>
<tr>
<td>To fool friends or other people with fake accounts</td>
<td>19</td>
<td>8</td>
<td>27.50</td>
</tr>
<tr>
<td>To gather people for charity or social movements</td>
<td>5.80</td>
<td>4</td>
<td>10.80</td>
</tr>
<tr>
<td>Buy or sell products</td>
<td>47.50</td>
<td>45</td>
<td>92.50</td>
</tr>
<tr>
<td>To share my opinion</td>
<td>29</td>
<td>39</td>
<td>68</td>
</tr>
</tbody>
</table>
The foremost purpose of using social media most is, to stay in touch with friends or lovers and entertainment purposes.

### Table 1.5 Mostly preferred peer activities in social media

<table>
<thead>
<tr>
<th>Social media activities</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
<td>%</td>
<td>No</td>
</tr>
<tr>
<td>Chatting with a friend</td>
<td>51</td>
<td>42.5</td>
<td>47</td>
</tr>
<tr>
<td>Groups chats</td>
<td>39</td>
<td>32.5</td>
<td>43</td>
</tr>
<tr>
<td>Voice call to a friend</td>
<td>57</td>
<td>47.5</td>
<td>54</td>
</tr>
<tr>
<td>Voice call (Group)</td>
<td>35</td>
<td>29</td>
<td>38</td>
</tr>
<tr>
<td>Video calling to a friend</td>
<td>52</td>
<td>43</td>
<td>56</td>
</tr>
<tr>
<td>Video conferencing (Group)</td>
<td>32</td>
<td>26.6</td>
<td>38</td>
</tr>
<tr>
<td>Gaming</td>
<td>47</td>
<td>39</td>
<td>29</td>
</tr>
<tr>
<td>Tagging your friends in photos</td>
<td>29</td>
<td>24</td>
<td>34</td>
</tr>
<tr>
<td>Liking/commenting on posts</td>
<td>52</td>
<td>43.3</td>
<td>49</td>
</tr>
<tr>
<td>Sharing personal messages with a fun twist (fun cam)</td>
<td>33</td>
<td>27.5</td>
<td>48</td>
</tr>
<tr>
<td>Adding you story of the day</td>
<td>21</td>
<td>17.5</td>
<td>31</td>
</tr>
<tr>
<td>Twitting/ retwitting</td>
<td>8</td>
<td>6.6</td>
<td>9</td>
</tr>
<tr>
<td>Volgging/subscibing</td>
<td>27</td>
<td>22.5</td>
<td>11</td>
</tr>
<tr>
<td>Watching and sharing videos with friends</td>
<td>43</td>
<td>35.8</td>
<td>39</td>
</tr>
</tbody>
</table>
Table 1.6 Importance of peer relationships

<table>
<thead>
<tr>
<th>preference</th>
<th>Male freq</th>
<th>Male %</th>
<th>Female freq</th>
<th>Female %</th>
<th>Total freq</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly important</td>
<td>57</td>
<td>47.5</td>
<td>50</td>
<td>41.6</td>
<td>107</td>
<td>89</td>
</tr>
<tr>
<td>Important</td>
<td>4</td>
<td>3.3</td>
<td>9</td>
<td>7.5</td>
<td>13</td>
<td>10.8</td>
</tr>
<tr>
<td>Less importance</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Not important at all</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Majority of both male and female respondents feel that peer relationships are highly important in their lives. As percentage shows it is 47.5% male and 41.6% of female. The total percentage is 89%. None of the respondents do not feel that peer relationships have less importance or they are not important at all.

**Conclusion and recommendations**

This para focus on the findings of the data analysis presented. Also, conclusions, implications recommendations of the study and further research areas have been included in this para.

* How young peers in colombo city behave in social media platform?*

Undoubtedly each and every respondents are using Social Media Colombo as the commercial capital os Srilanka there is no surprise that the latest technologies and trends are spreading rapidly among citizens. Therefore most of young peers of Colombo seems to be more active and aware about Social Media. Here, we can come to a conclusion that social media is widely used by many young people in Colombo. But, a decade ago social media popularity was retrograde. Yet, it is not fair to compare this results with whole country since the spread of Technology and New Media Social Media is not equal in every corner of the Srilanka. Because of less Information Technology knowledge, lack of infrastructure, and less access to internet in rural areas can change these results in a dramatic way. But however, due to the popularity of smart phones there is an uprising popularity of social media in urban, semi-urban and rural areas of Srilanka. However, study indicates that in present Social Media has become an integral part of young peers of Colombo.
Smart phones are the most used device by young peers to connect to Social Media. Less price and availability of smart phones made it more obtainable on young peer’s hands. It is handy and can use anywhere anytime. Therefore other than Computer or Laptops young peers of Colombo use Smart phones for Social Media Networking. This indicates that there is an absolute connection between use of Smart Phones and Social Media Networking.

The Foremost purpose of using Social Media by young peers are, to stay in touch with friends or Lovers and also Entertainment Purposes. Especially Social Media is the best way used by young peers to communicate and maintain distance relationships. Therefore, undoubtedly Social Media is a strong fact of building, maintaining young peer relationships. Also it is an ideal medium for lessening life stress and providing entertainment to them.

Interestingly the data is concluding that one of the top reason to use Social Media by young peers are for business and marketing purpose. This is an emerging trend. The findings shows the importance of enhancing Social Media Marketing in the country. Though Internet marketing is still young in Srilanka it is a significant fact that young people are progressing Social Media Marketing and Business opportunities in the country. They have their own opportunities to start or join in a new business through Social Media. Still, this has a way to go throughout the country.

Social Media has become a friend or a partner to many young people to fill up their spare time. They often use Social Media to get refresh during busy schedules. That means they are mostly aware of what is happening in their friends’s life. This is a good circumstance to maintain peer relationships since they are updated about their friends.

Social media has become one of the fastest and popular medium among young peers to know news and happenings around the world. They mostly like to use social media to stay in up to date on current news and affairs. It is significant since there are more viable media such as newspaper, radio or television to get updates on currents happenings. Also there are many doubts on online news circulations such a fake and manipulated news. Still, young adults prefer to use social media for current news and affairs because of instant updates.

Young adults of Colombo also use Social Media mostly to make new friends. But femal respondents didn’t have much interest on this like male respondents due to safety issues on Social Media. Sharing photos and videos is one of the favorite and definite activity by many social media users. Getting feedbacks form friends in the form of likes and comments has made young peers to share photos and videos often in Social Media. Many young people use social media to give a voice to their hidden opinions. Therefore, social media has become a good platform to share opinions especially for those who has no place for their voice.
Bibliography