A Literature Review on the Effect of Social Networking Sites

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Abstract: Facebook is changing the way hundreds of millions of people relate to each other and exchange knowledge with over 800 million active users. A rapidly growing study corps has followed Facebook's meteoric rise as social scientists examine Facebook's impact on social life. This study show that most student spend their time on the Facebook. In addition, the impact on academic performance of the social network site also raised another major concern that is health. Today social networking sites are running the future and carrier of the students. Social network sites were merely an online link between users, but it has become an addiction for student. This research paper examines the relationship between the social media sites and health problem. Facebook has been one of the most important social trends of the past decade. Although it only opened to the public in 2006, by the end of 2012 Facebook is already serving a billion active monthly users (Facebook, 2012b). 70 languages are available in Facebook this makes it as a worldwide platform.

Keywords: **Facebook, online social network, social networking sites, privacy, motivation, identity presentation**

INTRODUCTION

The Internet became much more intimate in the early 2000's, as the public discovered and welcomed social networking websites. Social networking sites are classified as web-based services that allow individuals within a restricted framework to create a public or semi-public profile. List of other users with whom they share a connection, and view and navigate their list of connections within the network as well as those made by others. The nature and terms of these connections may vary from site to site. What makes social networking websites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks [1].

Fig. 1   Facebook login page

What is Facebook?

First the Individuals can create an account on the website Facebook.com. After providing some personal information such as name, date of birth, gender, email address etc. The new user makes a password and gets account access. In social networking website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video. Home and profile are the two important pages in the account. In profile pages user represent themselves. A small profile picture adds to a large cover photo at the top of the page [2]. On the home page also often called "news feed" users are informed on the status updates and other activities such as joining groups or becoming fan of something they like from their friends etc.

Why is Facebook so Popular?

Fig. 2   Facebook

Facebook was once the most popular website there is for young people, who have grown up with technology. Yet many teens move to other social networking sites including Instagram (owned by Facebook) and Snapchat. Websites of social networking allow young people to experience who they are with. Many teenagers believe they can express themselves online more easily as compared to the real world because they may feel more secure about the virtual world. Teenagers love Facebook, because their profile can be personalized [3].

Facebook with Risk

However, despite its popularity, Facebook's younger users still face several risks. When get requests from class mates, it might be tempting to approve all of them. It may think the merrier are or don't want to hurt anybody's feelings, but really should know to whom have become friends over time. There are several examples of people who said too much on Facebook and got into trouble for it. Also don't forget that when looking at job applicants one of the first things managers do is search them and try to find them on Facebook. A lot of students are using Facebook as a way to share their events. If you're doing something illegal, like drinking alcohol, though, you could run into a problem. When their images are reported to authorities, high school students posting about drinking binges or pictures of indulging in illicit substances face legal action. The access to Facebook on school computers is limited by many high schools and colleges. While there are ways of getting on Facebook when it's blocked, doing so may open you up to school discipline to escape the rules in place [4].

Effect of Facebook on study

Facebook has become students ' biggest annoyance when attempting to get homework done. This was more distracting than TV or video games.[5] Adding friends on Facebook, playing games, joining groups and "chatting" with other users could take hours to study. The good thing is that many students don't believe it impacts their grades in real terms. Taking online classes and typing papers has made things like Facebook a lot easier to get distracted. It's so easy to have Facebook up and keep checking it when you're working on your computer, especially now when the statuses of friends are updated instantaneously [6].

Usage of Facebook
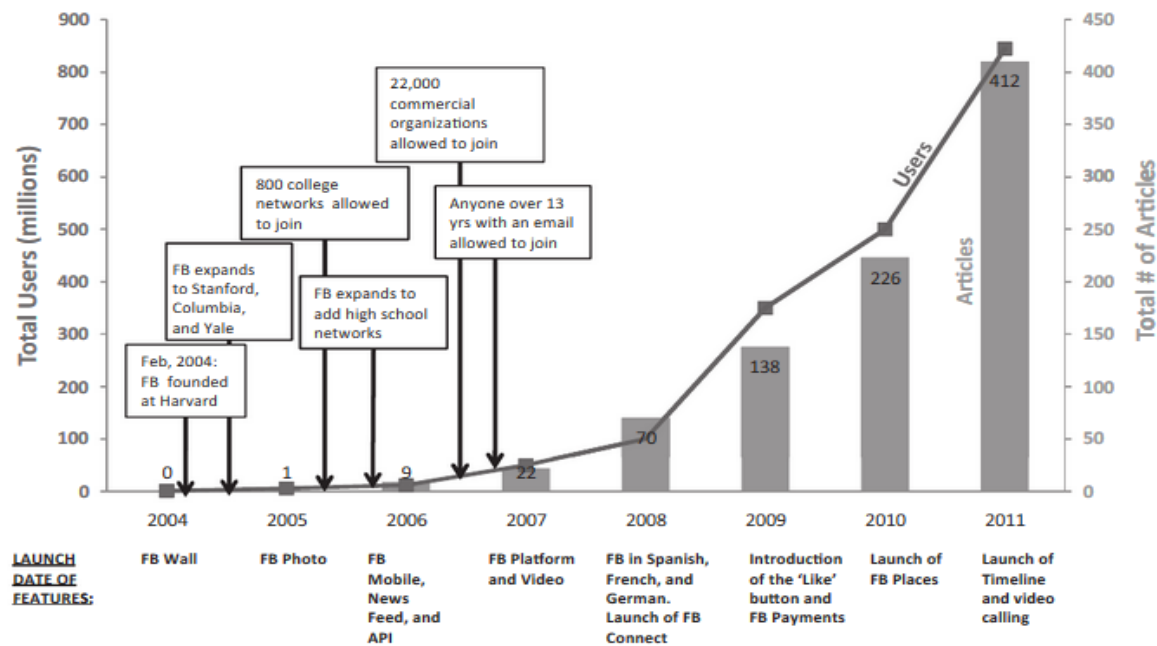
Fig. 3   Showing usage of Facebook

Fig. 4   Effect of Facebook

Facebook may be the biggest distraction, but it still allows students to get their work done. We may not, however, get it done as quickly as they might [7].

Disclosing information on Facebook

How people post on their Facebook pages seems to matter in a lot of different ways. Facebook users, the authors explore the relationship between having a negative experience, privacy knowledge, and behaviour. Facebook is graded as bullying / meaning, unwanted contact, exposure / unintentional disclosure, and incomprehension [8].

Presentation of Self in Social Media

Twelve-year-olds claim to be 13 Otherwise they'll be thrown out. So people don't always reveal their embarrassing medical conditions or their illicit drug use but quite often they do share both. People want to look good. Many of them click images with filters and post them on Facebook. As Facebook asks every day,

"What's on your mind?" With a status update, about 400 million people respond [9]. While some people take the opportunity to share their most recent meal, others post photos or encouraging messages. Knowing your social media activity could give insight into own personality, as well as how others perceive you [10].

Fig. 5   Presentation on Facebook

Conclusion

Result from the study shows that social network sites such as Facebook affects the scholars. It found that time spent on Facebook and checking Facebook was negatively linked to the overall GPA. Time spent on social network sites is shown to negatively impact academic performance. The students academic performance is seen to deteriorate as time spent on social networking sites increases. Using Facebook or any other social media there are health threats. Some of the students demonstrate addictive signs. Addiction is seen through internet addiction and texting, which Facebook offers and enables people to receive instant messaging from different continents. Facebook increases the chances of internet addiction. It was found that the relationship between health threat and social network site was weak, so the student's risk of becoming addicted is not that high. It found that people remain unaware of the policies of sharing information, although the policies are clearly set out. And if they have read them, the effect is not verified.

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